



Preparation of Staff at Amphawa Accommodation for Wellness Tourism

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Abstract:- Delivering services that exceed the expectations of health tourists' natural hot springs. It will affect satisfaction and also challenge tourists to come back to visit again in the future. which results from the service that the health tourists received more than or equal to the expectation, the service is considered quality. The quality of service must be considered qualitative tourism attributes service quality. It is measured by the service delivered by a service provider, who may be an entrepreneur or a business organization, to health tourists. who is a service recipient based on realistic expectations and perceptions If the actual service is above expectations, it will affect the impression and come back to visit again in the future? This paper aimed to study the Preparation of Staff at Amphawa Accommodation for Wellness Tourism. The population was staff accommodation at Amphawa Samut Songkhram Province. The sample group consisted of 500 respondents by non-probability sampling and accidental sampling. They were obtained by convenience sampling and did not rely on possibility. A set of questionnaires was used for data collection and analyzed by using descriptive statistics. Also, there was an analysis of relationships of Preparation of Staff at Amphawa Accommodation for Wellness Tourism. The results of Preparation of Staff at Amphawa Accommodation for Wellness Tourism it was found that the develop Preparation of Staff at Amphawa Accommodation for Wellness Tourism on Knowledge ($\beta = 0.426$, $\alpha < .01$), and Staff ($\beta = 0.379$, $\alpha < .05$) affected the elevation of international standards leading to wellness industry with a statistical significance level. This could be explained that the variance of Staff at Amphawa Accommodation for Wellness Tourism to elevate international standards leading to the wellness industry for ($R^2 = 0.515$). The predicting equation of the guidelines as a holistic dimension in the form of a standard score was $Z_y = 0.426Z_x + 0.379Z_y$, Wellness Tourism is a trip to visit the beautiful sights in the area. Travel to nature and culture for learning lifestyle and recreation tourism Wellness Tourism can be divided into two types: Wellness Promotion Tourism and therapeutic tourism (Heath-Healing Tourism) by both types of tourism.

Keywords: Preparation; Staff; Wellness Tourism

Introduction

The health and wellness trend has also resulted in changes in the market direction. Traveling around the world follows. Popularity in tourism to promote health that tourists All over the world, it is important to where health tourism is a related form of tourism; and Promote other types of niche tourism, whether cultural tourism Tourism), Culinary Tourism, Eco-Tourism, or Sport Tourism due to health tourists traveling both in the country and international There may be a secondary purpose of travel related to tourism type. Others, according to the Global Wellness Institute (2015), found that in 2013, the value of tourism Global health tourism is similar in size to ecotourism, and culinary tourism Office of the Permanent Secretary, Ministry of Tourism and Sports (2016).

Developing and promoting Thailand to be a center of health tourism for the strategy of developing Thailand into an international health center for 10 years (2016-2025) and moving towards a center for medical and wellness tourism. page effectively The global health tourism market is valued at 1.6 trillion baht, growing by almost 10% per year, helping to increase revenue for entrepreneurs to grow by 10%. 30 Most health tourism is still concentrated in Bangkok and major tourist cities such as Phuket, Pattaya, and Chiang Mai, which are ready in terms of medical services and tourism services. Medical services that foreign tourists use in Thailand include health checks, LASIK Cosmetic surgery, dentistry, surgery,



rehabilitation, etc. In addition, Thai alternative medicine services such as traditional Thai massage and spas are well-known all over the world. As a result, more foreign tourists come to use the service in Thailand continuously. health tourism has a wide scope This covers from service visits to tourism with medical and alternative medicine activities. Therefore, it is difficult to determine the size of the overall market. However, the market for medical services from private hospitals can be assessed from the statistics of the use of services, 60% will be foreigners who challenge. Jobs in Thailand and 40 percent are foreigners who come to use medical services.

The tourism industry is an industry that plays an important role in the global economy of many countries today. Including Thailand which has grown and expanded in the tourism industry that can generate enormous income for the country during the past period. Because Thailand has a variety of tourist attractions and beautiful natural resources. Together with its uniqueness and unique culture, it attracts more and more tourists from both Thailand and abroad. The trend of the tourism market among the elderly is increasing due to the rapid change in the world population among the population born during the baby boom are entering the elderly. In addition, the fertility rate has decreased, and as a result, in the next 10 years, there will be an increasing number of elderly people. (Madhyamapurush, W.,2013) This is a good opportunity for Thailand to develop a new tourism destination. as well as develop tourist attractions and promote the availability of various facilities in a comprehensive way to better serve the elderly people (Wattanakamonchai, S., 2010). Choose a quality service that is of good value. Focus on buying with reason, not emotion. Prioritizes satisfaction. Use the period of stay in long term and have high purchasing ability while taking into account the confidence in safety Confidence in service that cares about good health care Choose a travel activity that is appropriate for your age and health, but the elderly have more travel restrictions than other groups of tourists (Ratanapaiboonchai, J.,2014) Therefore, there must be prepared to accommodate the increasing number of such tourists and This can create an opportunity for higher tourism growth in Thailand.

The policy of developing the country into an international health center has supported the spa business by promoting Thailand to be the “Capital Spa of Asia” by pushing for the creation of standards and the identity of the Thai spa business to international standards. And focusing on marketing aggressively Department of International Trade Promotion (2017) but in the current situation, the Thai spa business has a continuous growth rate. coupled with the intense competition conditions, causing problems with service quality standards. The problem of shortage of skilled personnel Knowledge and skills in spa services (Choibamroong, T.,2007) Consistent with the research on the potential of Thai spa establishments, it was found that the expectations of personnel factors It is the most important factor in the expectations and realities of the spa establishment (Esichaikul, R., 2017).

For these reasons, the researcher believes that personnel development is important for wellness tourism. The researcher, therefore, chose the study area in Amphawa District. Samut Songkhram Province is a western tourism development zone with a lot of natural resources And it is popular with Thai and foreign tourists. But there is still a lack of research on human resource development to promote wellness tourism in this area Therefore, the researcher is interested in studying the model of Preparation of Staff at Amphawa Accommodation for wellness tourism to create a clear image of the wellness tourism policy. It is also a guideline Find a model for developing wellness tourism personnel in the business group to develop skills Enhance knowledge and abilities under changing conditions and reduce various problems caused by personnel as well as provide services that meet the needs of the elderly market both short-term and long-term to create competitive advantages in human resources in the future.

Research Objective

The objectives of this research article were to study the preparation of staff at Amphawa accommodation for wellness tourism.



Research Methodology

Population and sample: The population was staff accommodation at Amphawa Samut Songkhram Province. The sample group consisted of 500 respondents by non-probability sampling and accidental sampling. The number was obtained by calculating the formula without the population at a 95% confidence level, and the sample size was set as follows

$$n = \frac{Z^2 P (1-P)}{E^2}$$

Where:

n = Size of the sample group

Z = Reliability level

P = Proportion of the population

E = Highest error value which will happen

The acceptance level was under the statistical significance level at 0.5

$$n = \frac{(1.96)^2 (0.5)(1-0.5)}{(0.05)^2}$$

$$= 384.16$$

The sample size was 385 respondents. However, 500 questionnaires were gathered by using a probabilistic sampling method between January - October 2020.

Research Instrument: The research tool was a questionnaire where the samples were asked individually to provide information about the preparation of staff at Amphawa accommodation for wellness tourism. The content consisted of 4 parts as follows.

Part 1: General data of personal information of staff at Amphawa accommodation for wellness tourism. elderly's wellness tourism.

Part 2: Data related to the preparation of staff at Amphawa accommodation for wellness tourism.

Part 3: Data related to staff at Amphawa accommodation for wellness tourism.

Part 4: Problems encountered and suggestions about the preparation of staff at Amphawa accommodation for wellness tourism.

Data analyses: The data were collected by distributing questionnaires in the form of filling in information online to provide convenience and speed to comply with the situation of the COVID-19 outbreak. The quantitative data were analyzed with descriptive statistics for the concordance between the preparation of staff at Amphawa accommodation for wellness tourism and the set of results by analyzing the correlation coefficient and stepwise multiple regression.

Results

Regarding general data of the respondents, the following were found: Summarize the results of the personal factors of the respondents

Personal data of staff at Amphawa accommodation for wellness tourism 500 people found that;

Gender: Most of them are female, 392 people, representing 78.4%, and male 108 people, 21.6%. Age staff at Amphawa accommodation for wellness tourism of 266 people 20--30-year-old representing 44.2 0%, 75 people 31--40-year-old representing 15.00%, 74 people 41--50-year-old representing 14.80%, 65 people 51--60-year-old representing 13.00%, 35 people over 61-year-old representing 10.00%,

Educational Most of them are Bachelor's degree, 316 people, representing 63.20%, and Work Experience 1--5-year-old 220 people, representing 44.00% and 6--10-year-old 200 people, 40.00%. 52 people 11--20-year-old representing 10.40%, 28 people over 20-year-old representing 5.60%.

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Table 1 personal factors of the respondents' staff at Amphawa accommodation

Gender	Frequency	Percentage
1. Female	392	78.4
2. Male	108	21.6
Total	500	100
Age		
1. 20--30	266	44.20
2. 31-40	75	15.00
3. 41-50	74	14.80
4. 51-60	65	13.00
5. over 61	35	10.00
Total	500	100
Educational		
1. Bachelor's degree	316	63.20
2. Under Bachelor's degree	184	36.80
Total	500	100
Work Experience		
1. 1-5	220	44.00
2. 6-10	200	40.00
3. 11-20	52	10.40
4. over 20	28	5.60
Total	500	100



Figure 1 Baanrak Amphawa [Nornnaidee June 26, 2021]

The results of Preparation of Staff at Amphawa Accommodation for Wellness Tourism

The results of Preparation of Staff at Amphawa Accommodation for Wellness Tourism it was found that the develop Preparation of Staff at Amphawa Accommodation for Wellness Tourism on Knowledge (X^1) ($\beta = 0.426$, $\alpha < .01$) and Staff (X^3) ($\beta = 0.379$, $\alpha < .05$) affected the elevation of international standards leading to wellness industry with a statistical significance level. This could be explained that the variance of Staff at Amphawa Accommodation for Wellness Tourism to elevate

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international standards leading to the wellness industry for ($R^2 = 0.515$). The predicting equation of the guidelines as a holistic dimension (Y) in the form of a standard score was $Zy = 0.426Zx^1 + 0.379Zx^3$

Table 2 Preparation of Staff at Amphawa Accommodation for Wellness Tourism

Preparation of Staff	Model 1			Model 2		
	B	SE B	β	B	SE	β
x^1 : Knowledge	0.438	0.042	0.336**	0.418	0.057	0.426**
x^3 : Staff				0.342	0.066	0.379*
R^2		0.515			0.373	
R^2 Change					0.054	
F for change in R^2					4.354*	

Dependent Variable: Preparation of Staff at Amphawa Accommodation for Wellness Tourism.
(Y) * $p < .05$, ** $p < .01$



Figure 2 At Casa Guesthouse Amphawa [Nornnaidee June 26, 2021]



Figure 3 Baan Amphawa Resort & Spa [Baan Amphawa Resort & Spa 2016]



Figure 4 Thanasin Thai Massage & Hatthara - Spa Massage [Tanasin-Amphawa February 2020]

Discussions

The results of Preparation of Staff at Amphawa Accommodation for Wellness Tourism it was found that the develop Preparation of Staff at Amphawa Accommodation for Wellness Tourism on Knowledge affected the elevation of international standards leading to the wellness industry with a statistical significance level. This could be explained that the variance of Staff at Amphawa Accommodation for Wellness Tourism to elevate international standards leading to the wellness industry. The predicting equation of the guidelines as a holistic dimension is consistent with Tangtenglam, S., & Sonthanong, M. (2021) Developing Strategies on Elderly's Wellness Tourism in Phranakhon Sri Ayutthaya Thailand. The results revealed that overall marketing develop elderly's wellness tourism in Phranakhon Sri Ayutthaya Thailand on product and personnel had an effect on the elevation of international standards leading to elderly's wellness tourism in Phranakhon Sri Ayutthaya Thailand with a statistical significance level. This could be explained that the variance of guidelines for developing elderly's wellness tourism in Phranakhon Sri Ayutthaya Thailand to elevate international standards leading to the wellness industry The predicting equation of the guidelines as a holistic dimension conformed to a study of Manerot, in line with (Lewis, M., & Parooj, B., 1983) commercialized the definition of service quality as a measure of how well the level of service delivered by a service provider to a customer or recipient meets their needs. Quality (Delivering Service Quality) means responding to the service recipient based on the expectations of the recipient (Parasuraman, A.,

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Zeithaml, V.A., & Berry, L.L. 2013) said. The quality of service depends on the gap between the expectations and perceptions of the service recipient receiving the service. Better than or equal to the expectation, the service is considered quality.

However, Elements of health tourism that also include marketing tools Also known as the Service Marketing Mix that is important to the achievement of the objectives of the health tourism business. Service Marketing Mix It is a tool that an organization or business uses. Achieve the marketing objectives, consists of products, prices, distribution channels, and marketing promotion but with the nature of tourism which is a service business, therefore, requires additional tools, namely the process person and physical characteristics (Perreault, W., & McCarthy, Jr., 2002) consistent with (Tangtenglam, S., & Chidprasert, C. 2021). Developing Strategies on Wellness Hotel in Northern Thailand. The results revealed that overall marketing develops wellness hotels in Northern Thailand on the product (X^1) ($\beta = 0.426$, $\alpha < .01$) and personnel (X^5) ($\beta = 0.179$, $\alpha < .05$) affected the elevation of international standards leading to wellness industry with a statistical significance level.

Conclusion

Wellness Tourism is a trip to visit the beautiful sights in the area. Travel to nature and culture for learning lifestyle and recreation tourism Wellness Tourism can be divided into two types: Wellness Promotion Tourism and therapeutic tourism (Heath-Healing Tourism) by both types of tourism. The difference is 1) Health promotion tourism. It is part of the travel time Come and try health-promoting activities at the inn or outside the inn, such as massage, herbal compress, and Wariba Bat (Aqua Therapy), taking a bath in mineral water or hot springs, etc. 2) Therapeutic tourism to maintain health Allocate part of the time from sightseeing to receiving services crazy health care medical treatment and rehabilitation Health in a hospital or medical facility with standard quality such as physical examination, treatment of disease, cosmetic surgery, etc. This type of tourism is therefore a form of tourism that aims to benefit maintaining the health of tourists is important. about the history of the use of hot springs for health In the 19th century, the effect of heat transfer from water on the physiology of water leading to water use principles was studied in combination with heat for extensive therapeutic.

For the spa business, it is considered a related business that is important to Thailand's health tourism because it is a health service related to the tourism industry and is tourism that has a high growth rate both in the country and abroad. This is due to the ability to respond to the lifestyle needs of today's tourists as well coupled with the behavioral characteristics of people who began to pay more attention to their health including the identity of the Thai spa hospitableness and attentive service of service personnel.



Figure 5 Model Preparation of Staff Accommodation Wellness Tourism

Recommendations

A. Practices Recommendation

Preparation of Staff at Amphawa Accommodation for Wellness Tourism it was found that the develop Preparation of Staff at Amphawa Accommodation for Wellness Tourism affected the elevation of international standards. Thus, the development of personnel in the spa business to promote health tourism still lacks cooperation from all sectors. both public and private sectors. Therefore,

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network partners should be created in Amphawa District Samut Songkhram Province to exchange the body of knowledge, and develop the body of knowledge of entrepreneurs and service providers in the spa business at the same time.

B. Further Research Recommendations

This could be explained that the variance of Staff at Amphawa Accommodation for Wellness Tourism

1. There should be a study of guidelines for developing information on the promotion of health spa establishments by using technology to help in more operations to reduce operating costs and to have effective access to information, such as creating a database of service providers establishment database personnel database Groups of various networks, information on public relations activities and personnel development in each province in the western region.

2. Study the training and professional development needs of staff in the accommodation business to apply the research results to use in planning for the development of wellness tourism personnel

3. Study the needs of elderly tourists as a guideline for planning Personnel development to be able to provide services to the elderly customers effectively and create a competitive advantage.

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