

BUSINESS MANAGEMENT STRATEGIES OF ENTREPRENEURS EFFECTING SUCCESS OF DAY SPA IN BANGKOK AREA

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Abstract

Business management strategies of entrepreneurs affecting success of Day Spa in Bangkok area. The purposes of this research were 1. To study the information of co-makers of marketing strategies and business success management in Bangkok area. And 2. To analyze the factors that affect the success of the day spa business in Bangkok area. The population in the research is Day Spa entrepreneurs and executives as managers or deputy managers or other executives in the organization of the Day Spa business in Bangkok area, from 490 locations that is displayed in the list of Thai Spa associations (<http://www.thaitourism.or>. Access information on 25 February 2020). In this research method, the researcher has conducted qualitative research. By using in-depth interviews on issues related to variables in the conceptual framework and research hypothesis in the interview, use the structured interview style. By using in-depth interview form for 5 people. The information obtained after the interview will be used for content analysis and word selection. To present important issues that the informants have conveyed to the researcher and summarize the results to support the analysis results in the future.

The results indicated that 1) Operational problems of entrepreneurs marketing strategy Management and the success of the day spa business in Bangkok area including marketing strategies management and the success of the day spa business and 2) The results of the analysis of factors affecting the success of the Day Spa business in Bangkok area consist of 3 factors which are 1) marketing strategy factors, 2) management factors, and 3) success factors of Day Spa business. Most spas affect the business management strategies of entrepreneurs that affect the success of the Day Spa business in Bangkok area.

Keywords: Marketing Strategy, Management, Business Success

Background and Statement of the problem

At present, the business of supporting customers of all types, small, large, is highly competitive. Due to the liberalization of the ASEAN Economic Community Will increase the intensity of the competition especially in the tourism and health service businesses in ASEAN. Which investors from ASEAN member countries will expand investment into Thailand more especially in the medical service business which focuses on health promotion Treatment Rehabilitation Beauty treatment including tourism and accommodation businesses. Such as hotels, serviced apartments, etc. The liberalization of the ASEAN Economic Community Make Thailand famous in the management of health tourism. Entrepreneurs involved in the hospitality industry will have the opportunity to develop their business. By organizing extra activities to promote general health or having support activities to promote health for customers using the said program or as a general type of customer service in the form of quality health promotion during very difficult occasions. In the age of business competition (www.thai-aec.com Access to data as of 3 August 2019) Thailand, as a member of ASEAN, has a plan to manage tourism in the country by creating the 12th National Economic and Social Development Plan (2017 - 2021). Which has formulated a strategy for creating a knowledge-based economy and creating environmental factors to support Thailand as a center for product production and services in the region Based on creative ideas And innovation. Including the extension of knowledge to be able to support value creation in production

structure adjustment and services at every step throughout the supply chain. For the creative economy is the new driving force towards a balanced and sustainable economy in the long run. (National Economic and Social Development Plan No. 12)

From the above information and problems in the formulation of economic building strategies. With an important focus on service businesses Tourism development has developed both infrastructure Facility Logistic system Transportation Creative activities, innovation, building confidence Safety system Participation of all sectors. And most importantly, the rehabilitation of tourist destinations for sustainability (National Tourism Development Plan, 2017) which makes tourism development to be very important nowadays and the tourism industry is large. And has a rapid growth rate become an industry that is important to economic development and today's society. Which generates income and many foreign currencies the job creation Generate income for people in tourist destinations. Tourism business is an activity that is relevant to national resources. Involving communities, entrepreneurs, investors, and the well-being of the population (Ranee Isichaikul, 2014) to ensure the service economy continues to circulate. And in accordance with the 12th National Economic and Social Development Plan, which still has the development policy for entrepreneurs to develop their capabilities to be flexible. Able to adapt and conduct business in the midst of various trade protectionist policies and measures, increase the ownership proportion of Thai people and support the expansion of markets with more brands, products and marketing channels of their own As well as further develop the industry and service to enter the production center. Service and digital industry (National Economic and Social Development Plan No. 12) Service business development in Thai wisdom therefore have the opportunity to present whether Thai massage the use of Thai herbs for body treatment, etc. and must find new strategies to promote the development of Thai ownership in the future. And creative management will be an important guideline to create new ideas or practices. That may result in business change (Bryan Chun-Man Cheung. (2012)

Therefore, the Day Spa business is another popular trend. Business operator Day spas require a strategy or strategy to cope with the growth of an existing business all the time. Causing to find a way or strategy in accordance with the needs of customers and the competitive advantage But the success of the business depends on many factors. Especially the marketing strategy and decisions of entrepreneurs Make the researcher Is interested to study the pattern of business management strategies of entrepreneurs that affect the success of the Day Spa business in Bangkok and its vicinity To be a guideline for the business of Day Spa for entrepreneurs interested and able to use further.

Objective

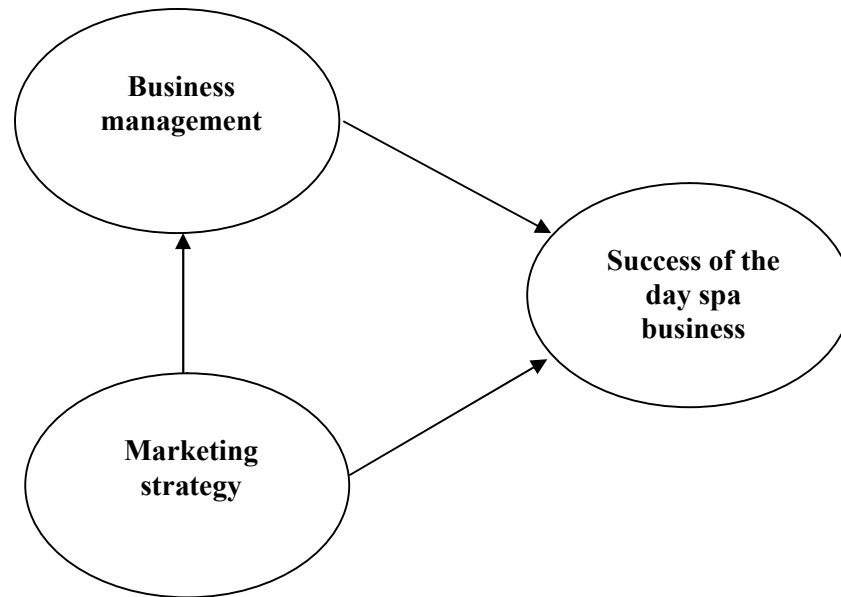
1. To study entrepreneur information marketing strategy management and the success of the day spa business in Bangkok and its vicinity.
2. To analyze the factors that affect the success of the day spa business in Bangkok and its vicinity.

Expected benefits

1. Academic benefits the result of this research will create a new body of knowledge about the pattern. Business management strategies of entrepreneurs that affect the success of the Day Spa business in Bangkok and its vicinity Which has compiled the concepts And related research In order to create a structural equation model and examine it with a research process Which scholars, researchers and entrepreneurs Can be used as a model for in-depth development of business development to compete in the Day Spa business.

2. Policy benefits the result of the research is used as a policy guideline for the development of the Day Spa business in Thailand, which is a local economic development. And stimulate labor development for Thai people and use of resources available in Thailand Build careers for people in the community. Continue to generate sustainable income in the community.

Conceptual Framework



Hypothesis of research

Factors that affect the success of the Day Spa business in Bangkok and its vicinity.

Research Methodology

This researcher conducted a qualitative research. By using in-depth interviews with entrepreneurs or managers in day spa establishments in Bangkok and its vicinity. In order to draw the results of the interview (Depth Interview) to summarize and analyze the results of the interview, use the structure of the interview (Structured interview) by using the interview as an in-depth interview tool. That has content validity testing the information obtained after the interview will be analyzed in terms of the content of studied variables and research hypotheses. And the selection of words to present the key words that the informants have conveyed to the researcher and summarize the results to be supportive of qualitative analysis results in the future.

1. Research procedure

5 steps in the process as follows

Step 1: Study the concepts, theories, documents, and research related to business management strategies of entrepreneurs that affect the success of the Day Spa business in Bangkok and its vicinity.

Step 2: Build and develop tools for studying business management strategies of entrepreneurs that affect the success of the Day Spa business in Bangkok and its surrounding provinces.

Step 3: Data collection

Step 4: Data analysis

Step 5: Summary of guidelines for developing a business management strategy model that affects the success of the Day Spa business in Bangkok and its surrounding provinces.

2. Qualitative research

This research is qualitative research. With methods of conducting research as follows

Step 1: Study the concepts, theories, documents, and research related to business management strategies of entrepreneurs that affect the success of the Day Spa business in Bangkok and its vicinity. There are steps to proceed as follows.

1. Define research topics and research scope

The research topic on business management strategies of entrepreneurs affecting the success of the day spa business in Bangkok and its surrounding provinces with the scope of research as follows:

1.1 Scope of population and sample groups

Population consists of Day Spa entrepreneurs and executives as managers or deputy managers or other executives in the day spa business organization and users of day spa businesses in Bangkok and its vicinity.

Qualitative samples in the study in this study, interview was used for in - depth interview. By using the interview form as a tool for in-depth interviews with 10-12 entrepreneurs or managers in Day Spa establishments in Bangkok and its suburbs. The information obtained after the interview will be analyzed in content. On issues relating to studied variables and research hypotheses And the selection of words To present the key words that the informants have conveyed to the researcher And summarize the results for supporting the quantitative analysis results In which the person conducting the conversation Quality issues in marketing strategy And business management Which affects the success of the Day Spa business to be a guideline for entrepreneurs Used as a guideline for further development.

1.2 Scope of variables studied

The external hidden variable is the marketing strategy. The intrinsic variable is the business management and success of the day spa business in Bangkok and its vicinity.

1.3 Scope of the study area

Scope of the study area. Was the day spa business establishments in Thailand, selected the sample group in Bangkok and its surrounding provinces

1.4 Basic agreement

This research is an analysis of business management strategies of entrepreneurs that affect the success of the Day Spa business in Bangkok and its vicinity. The factors of study are 2 aspects which are marketing strategy, day spa business and day spa business management.

Step 2: Build and develop tools for education Business management strategies of entrepreneurs that affect the success of the Day Spa business in Bangkok and its vicinity.

Tool construction, tool construction and development for use in research studies. Which includes concepts and questions from the study of the content framework of the definition of the operation of variables according to the conceptual framework which is divided into.

1. Qualitative tools By in-depth interviews with entrepreneurs with the size of the number of employees in establishments in Bangkok and its vicinity In which the interview form is a semi-structured Or semi-standardized or guided-semi structure or fogused interview (Jittra Phakulthorn, 2007) is more flexible in the interview process. But there is a framework for the questions in the interview. The definite questions will be less than the structured interview. And summarize the results of the interview to further support the analysis results.

2. Tools used in qualitative research Use in-depth interviews with entrepreneurs using mixed tools. (Semi-structure questionnaire) which designed the questions in accordance with the objectives of this research. And is based on education. And literature review consisting of

1) Record personal information of the interviewee, including name, education level, position.

2) Work experience the basic information of the interviewee regarding the management of the day spa establishment.

3) The main question: The researcher raises open questions related to marketing strategy. And management that affects the success of the Day Spa business in the dimension of marketing (7 P's) and management in 4 areas, namely planning, organization, leadership and control.

4) Additional questions the researcher asked open-ended questions related to marketing strategies. And management by using questions that are different from the main questions to test confidence (Reliability) of the interview.

5) The researcher used the interview questions to check the accuracy and completeness of the questions. Including content validity based on the objectives of the research from experts then come to improve.

6) Qualitative data collection the researcher has planned the operation as follows

6.1) Carry out communication for cooperation from academics and experts for interview requests.

6.2) Schedule and the time that the interviewee needs to conduct an interview.

6.3) Data were collected through interviews from designated academics and recorded VDO clips or audio clips. To analyze the data.

7) Qualitative data analysis Use the method of analysis as follows.

7.1) Bring the information from the interview Organized to install in computer program Conducting studies and analyzes, categorizing topics (Topic coding) consisting of elements that are related to the given sentence and topic.

7.2) Topic code set will be defined as a category To be in the same category with headings, messages, sentences will be determined according to the similarity Differences or relationships in each category In which the program interprets the results to find important relationships and processes Separated from other parts.

7.3) Patterns of relationship between dimensions of personal factors of entrepreneurs Marketing strategy And the management that affects the success of the Day Spa business will be compared with the literature that has been studied successfully in Thailand.

Step 3: Data collection

Qualitative research by using in-depth interviews with 5 randomly selected entrepreneurs in establishments in Bangkok and perimeter. On the issue of independent variable framework Intermediate variables and dependent variables, based on the guidelines from the variable definition framework to bring the information that has been synthesized into questions to be in accordance with the content framework. And will be built as a tool to find quantitative qualities in the future.

Step 4: Data analysis

Qualitative data analysis is content analysis the researcher collected data from in-depth interview. By means of transcription from interviews Processed and synthesized for classification Make it clear in the interpretation Summary and presentation.

Step 5: Summarize the business management strategies of entrepreneurs that affect the success of the Day Spa business in Bangkok and its surrounding provinces.

Research Results

The research results were from the interview of entrepreneurs or managers in day spa establishments in Bangkok and suburb areas. The researcher has analyzed it by dividing into 3 areas as follows:

1 Strategic Marketing Factors The results of the research show that the marketing strategies are consistent with the empirical data. Shows that the operator or manager has a marketing strategy consisting of products, prices, distribution locations. Promotion of marketing, personnel, processes and physical environment Which is consistent with the research of Consistent with the concept of Zippsini Baray (2012) found that the service marketing mix strategy (7 P's of Marketing) Would like to create a Service Market Offerings that spa operators in Thailand create in order to connect with consumers with regard to needs Expectations derived from service experience and satisfaction are greater than expectations, indicating that management plays a vital role in managing the Day Spa business in the direction that the goal is to be developed. In business management one of the factors that affect the management of the Day Spa business is that corporate management and planning are very important factors. As for the management factors of the Day Spa business, the researcher conducted the study from literature review and found that it can still be separated into small groups. And consistent with the research of Sittichai Thammasam (2011) Sarinhathasak kulpithak (2007) by using important theories that 7 P's marketing mix as well.

2. Management Factors The research results show that the administration is consistent with the empirical data. Shows that entrepreneurs or managers play a very important role in managing the day spa business in the direction that the goal is to be developed in the area of business management. One of the factors that affect the management of the Day Spa business is that corporate management and planning are important factors. As for the management factors of the Day Spa business, the researcher has conducted a study of literature review and also revealed that it can still be separated into small groups such as organization, planning, leadership and control. All of the above are derived from the concepts of academics and institutions. There are many different types, so the researcher can apply the framework of the concept. That said, creating a model is one factor that can affect the success of the Day Spa business in Thailand. From the factors that the researcher sees as factors that will affect the success of the Day Spa business in Thailand, when testing the hypothesis, it is found that the empirical data are consistent with the theoretical model as reviewed in literature. From the hypothesis testing, this model examination is in

line with the concepts and theories of Edward Tezak (2012). Which has a theoretical idea that the person or person acting under the Act of Management And is the recruitment of people who will work together to achieve their goals and objectives efficiently and effectively In addition, the research work of Chutima Wang Benmad and Thanatcha Binduem (2015) Still found that the business must have customers Whether that business is a business that produces products Or provide service How much a business will profit will ultimately depend on how much the business can meet customer needs. And in accordance with the research results of Sittichai Thammasam (2011), Somkid Bangmo (2010), Wiraphon Thongma, and Faculty of Science (2011) and Sriphun Nilakarn (2013).

3. Business Success Factors The research found that business success is consistent with empirical data. By reviewing relevant literature and researches, the researcher foresaw the success of the Day Spa business in Thailand that executives or entrepreneurs must have factors for the success of the Day Spa business. The literature review also shows that it can still be divided into minorities, including Customer finance. Work processes in And learning and growth All of the factors mentioned by the researchers are derived from the concepts of academics and institutions mentioned in many ways, allowing the researchers to use those concepts to create a model that is one of the factors that Can affect the success of the day spa business in Thailand. From the factors that the researcher sees as factors that will affect the success of the Day Spa business in Thailand, when testing the hypothesis, it is found that the empirical data are consistent with the theoretical model as reviewed in literature. Based on the hypothesis testing, this model examination is in accordance with the concepts and theories of Carmen Padin (2012), which has the theory that the development of the organization to grow continuously and sustainably during development, the performance of Organization in order to be aware of the status at all times that can connect the management system throughout the organization continuously and systematically. Balanced Scorecard (BSC) is a tool that serves to change the mission and strategy. It is a set of performance measurement that helps determine the framework of the measurement system and the strategic management that covering all issues. The figures obtained from the measurement are responsible for measuring the organization's performance covering various related areas, including financial, customer, internal processes. And the learning and growth of the organization and in accordance with the findings of Yaowapa Pathomsirikul (2011) studied the model of success factors in managing the health service business of private hospitals in Thailand using BSC, found that the BSC instrument is an effective tool for measuring results. Including the education of Courtney A. Lee. (2012) Therefore, this research has concluded the measurement of the success of the Day Spa business in Thailand using the BSC guidelines with 4 components: financial, customer, internal process. And learning and growth.

Summary of the Study and Discussions

From research on Marketing Strategies, Entrepreneurial Management that Affects the Success of the Day Spa Business in Thailand: A Case Study in Bangkok and Perimeter The researcher would like to summarize and discuss the research results as follows:

Hypothesis 1. Day Spa Business Strategies Model (MS) found that the hypothesis testing results must accept the assumptions. The main assumptions mean Day Spa Business Strategic Models based on the assumptions consistent with empirical data. By reviewing the literature and related research of the researcher, the researcher sees the day spa business marketing strategy in each business. That the Dayton business market Spas will sell the Dayton business market Spa, however much. One factor that affects the day-to-day business market. The spa is a strategic marketing factor is a very important factor. As for the marketing strategy of the Day Spa business, the researcher has conducted a study of literature review and found that it can still be separated into small groups, which are 1) product factors 2) price factors 3) location factors Distribution 4) Marketing promotion factors 5) Personnel factors 6) Process factors and 7) Physical environment factors All of the factors mentioned by the researchers are derived from the concepts of academics and institutions mentioned in many ways, allowing the researchers to use those concepts to create a model that is one of the factors that Can affect the day spa business marketing strategy. From the factors that the researcher sees as factors that will affect the success of the Day Spa business in Thailand, when testing the hypothesis, it is found that the empirical data are consistent with the theoretical model as reviewed in literature. Based on the hypothesis testing, this model examination is still in line with the concept of Sipsinee Baray (2012), summarizing the 7 marketing strategies of service marketing (7 P's of Marketing) that creating marketing proposals Service Market Offerings that spa operators in Thailand create in order to connect with consumers with regard to needs Expectations derived from service experience and are more satisfied than expectations. The components of the marketing mix are product,

price, place of promotion, marketing. And marketing communication Promotion & IMC, People, Process and Physical Evidence All 7 items have definitions and guidelines that are consistent with the research of many researchers as follows: Pimhahiran Kitti and the faculty (2007), Sittichai Thamsamanas (2011), Wipharat Si Thep (2008) with statistical significance. And in accordance with the Sarinathai research results Sakkulpithak (2007) by using important theories as 7 P's marketing mix as well.

Hypothesis 2. The Day Spa Business Management Model (BM) found that the hypothesis test results must accept the assumption. The main assumption means the Day Spa business management model based on the hypothesis consistent with empirical data. By reviewing literature and related research shows that executives play a very important role in the management of the Day Spa business in the direction that the goal requires development in the area of business management. One factor that affects the day spa business management Is the factor in organization management and planning is a very important factor As for the management of the Day Spa business, the researcher has conducted a study of literature review and found that it can also be divided into small groups, which are 1) organizational factors 2) planning factors 3) Leadership factors and 4) control factors All of the factors mentioned by the researchers are derived from the concepts of academics and institutions mentioned in many ways, allowing the researchers to use those concepts to create a model that is one of the factors that Can affect the success of the day spa business in Thailand From the factors that the researcher sees as factors that will affect the success of the Day Spa business in Thailand, when tested the hypothesis and found that the empirical data are consistent with the theoretical models as reviewed in literature. The hypothesis testing, validation of this model, also conforms to the concepts and theories of Edward Tezak (2012), which has the theory of whether the person or the person acting under the Act of Management And is the recruitment of people who will work together to achieve their goals and objectives efficiently and effectively In addition, the researches of Chutima Wang Benmad and Thanatcha Binduem (2015) also found that businesses must have customers. Whether that business is a business that produces products or provide service how much a business will profit will ultimately depend on how much the business can meet customer needs. And consistent with the research results of Sittichai Thammasam (2011), Somkid Bangmo (2010), Wiraphon Thongma, and Faculty (2011) and Srisuphun Nilakarn (2013).

Hypothesis 3. The success model of the day spa business in Thailand, found that the hypothesis test must accept the assumptions mean the success model of the day spa business in Thailand according to the assumptions consistent with the empirical data by literature review. And related research, the researcher foresaw the success of the Day Spa business in Thailand that the management or There must be a success factor in the Day Spa business. The researcher has conducted a study on literature review and also made it known that it can be separated into small groups, namely 1) financial factors 2) customer factors 3) factors In working process and 4) learning and growth factors. All of the factors mentioned by the researchers are derived from the concepts of academics and institutions mentioned in many ways, allowing the researchers to use those concepts to create a model that is one of the factors that Can affect the success of the day spa business in Thailand From the factors that the researcher sees as factors that will affect the success of the Day Spa business in Thailand, when testing the hypothesis, it is found that the empirical data are consistent with the theoretical model as reviewed in literature. Based on the hypothesis testing, this model examination is in accordance with the concepts and theories of Carmen Padin (2012), which has the theory that the development of the organization to grow continuously and sustainably during development, the performance of Organization in order to be aware of the status at all times that can connect the management system throughout the organization continuously and systematically Balanced Scorecard (BSC) is a tool that serves to change the mission and strategy. It is a set of performance measurement that helps determine the framework of the measurement system and the strategic management that Covering all issues The numbers obtained from the measurements are responsible for measuring the performance of the organization covering various related areas, including financial, customer, internal processes And the learning and growth of the organization And in accordance with the findings of Yaowapa Pathomsirikul (2011) studied the model of success factors in managing the health service business of private hospitals in Thailand using BSC, found that the BSC instrument is an effective tool for measuring results. As well as the study by Courtney A. Lee. (2012), therefore, this research concluded the successful evaluation of the day spa business in Thailand using the BSC guidelines with 4 components, namely financial, customer, internal processes. And learning and growth.

Recommendations

1) From the research, it is found that the management factors of the day spa business have the least effect on the success of the day spa business in Thailand, indicating that the executives or operators are not able to manage the day spa business in the aspect of the success of the day spa business in Thailand. Therefore, executives or entrepreneurs should pay attention to manage the day spa business in terms of business success Day Spa Works To prioritize day spa business management as part of the day spa business plan in Thailand and increase the chances of achieving objectives. According to the goal of creating a competitive advantage as well as prioritizing management of the day spa business as part of the business plan Including continuing to progress and be more sustainable

2) Dayton business marketing strategy the spa has the most impact on the success of the Day Spa business, indicating that the Day Spa business marketing strategy can be utilized from research to implement development. Increase the ability to compete in business Used as a policy guideline for the development of the Day Spa business in Thailand, which is a local economic development. And stimulate labor development for Thai people and use of resources available in Thailand Build careers for people in the community. Continue to generate sustainable income in the community.

Acknowledgment

The researchers would like to thank you. All experts who please inspect the research equipment as well as all the data interviewers who devote their time to providing useful information for this research.

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