

A Model of Potential Development in Environmental Management of Day Spa Business in Active Beach Prepared as Wellness Hub of Asia

Suwajee Tangon

Faculty of Hospitality Industry, Dusit Thani College
suwajeetangon2519@gmail.com

Abstract

The main purpose of this research was to present guidelines for environmental development of Day spa business establishments in the Active Beach of Thailand by collecting primary information from 7 owners/managers/staffs of 19 establishments, 60 spa users, and 10 spa and/or environmental management experts/experienced professionals with a semi-structured questionnaire and interviews together with the collection of secondary data from documents and online social networks. The quantitative data were then analyzed using the following statistical values: percentage, mean, test statistical values as Pearson correlation coefficients, One-way ANOVA. The qualitative data were analyzed using content analysis techniques. Results indicated that the level of satisfaction of spa users towards environmental management in health spa business establishments on 10 aspects were at a high level overall (mean= 3.90). The comparative statistics of the environmental management satisfaction of health spa business establishments at a significance level of 0.05 showed that education, occupation, average monthly income, and the average number of visits to health spa services per year were different/correlated with the environmental management satisfaction scores of the establishments. Therefore, this research presents guidelines for environmental development of Day spa business in Active Beach of Thailand, which consists of three guidelines for the development of environmental policies and 11 aspects of the environment management, totaling 42 guidelines were as follows: products (3 guidelines); location/cleaning (5 guidelines); equipment/bedding (4 guidelines); manuals and brochures (3 guidelines); packaging (3 guidelines); landscaping (3 guidelines); electrical system (8 guidelines); water system (5 guidelines), waste disposal (2 guidelines); community (3 guidelines); and other aspects (3 guidelines).

Index Terms— Potential Development in Environmental Management, Day Spa Business, Active Beach, Wellness Hub of Asia

I. INTRODUCTION

Wellness tourism's main business is the spa business. It is an important industry that generates income for Thailand and continues to grow. The spa business market was valued at 29 billion baht in 2014 and increased to 31 billion baht in 2015 [1]. According to field visits to collect preliminary data and interview with [2], president of the Pattaya Spa Club, found that the Pattaya spa business aimed to make the wellness spa business in Pattaya become the wellness hub of Asia. However, the area had some concerning environmental barriers/issues such as a lack of background information on environmental management potential. According to an interview with [3], Head of Health Enterprise Surveillance Group, Department of Health Service Support, Ministry of Public Health, it could be concluded that in the past, the operations of the Department of Health Service Support lacked environmental data, such as the satisfaction of environmental management spa users in health establishments. Problems/obstacles in the aforementioned areas were consistent with the results of a study on the potential of Thai spa establishments by [4]. It was found that location and environmental factors were the most important factors in terms of user expectations. The results of a study of behavioral risk factors of service providers in health establishments affecting services to support the entry into the ASEAN Community according to the concept of [5], it was found that environmental factors in health establishments, environmental management behaviors, and risk and hazard management were moderate. However, the external factors were not good as the location and the building were

unsuitable for operation. A study on the development of standards for Thai wellness spa and massage establishments in the Federal Republic of Germany by [6], it was found that the 14 Thai massage establishments and Thai spas in Germany that participated in the standardized assessment program had less than 80 per cent of the assessments in terms of establishment and environment and sanitation management. This was lower than other areas (services, staff, equipment and products, and organization and administration) where standards were implemented by more than 90 percent.

To address environmental management issues in wellness spa establishments and to find ways to increase environmental management standards in health business establishments, this research project aimed to study the potential of environmental management of "Day Spa" business in Pattaya City. The environmental development guidelines for "Day Spa" business in the Active Beach of Thailand were then presented. The expected benefits from the research program were as follows: (1) Economy: It helps to reduce the cost of reducing electricity consumption, which increases the competitiveness for tourists who choose an eco-friendly spa. (2) Environment: It helps to reduce pollutants such as waste and wastewater. (3) Social aspect: It helps to improve the spa's positive image and create more networking.

II. RESEARCH OBJECTIVES

To study the potential of environmental management of "Day Spa" business establishments in Pattaya City and to

propose guidelines for environmental development of "Day Spa" business in the Active Beach of Thailand.

III. RESEARCH METHODS

A. Research Design

This research project collected primary information from 7 owners/managers/staffs of 19 establishments registered and licensed by the Department of Health Services, Ministry of Public Health of Thailand. The establishment was located in Pattaya City, which was a special local government in the area of 4 sub-districts, namely Nong Prue, Huai Yai, Nong Pla Lai, and Na Kluea, Bang Lamung District, Chonburi Province, Thailand included 60 spa users, and 10 spa and/or environmental management experts/experienced professionals with a semi-structured questionnaire and informal interviews together with the collection of secondary data from documents and online social networks. The quantitative data were then analyzed using the following statistical values: percentage, mean, test statistical values as Pearson correlation coefficients, One-way ANOVA. The qualitative data were analyzed using content analysis techniques.

Guidelines for developing environmental management potential in "Day Spa" business in Active Beach of Thailand, the study processes were as follows.

1. There had been compiled guidelines for the development of good environmental management of "Day Spa" business in 10 aspects, including products, locations/cleaning, equipment/bedding, manuals and brochures, packaging, electrical system, water system, waste disposal, community, and landscaping. There was also an environmental policy based on good business examples with best practices in environmental management from at least two spa establishments in Thailand and abroad. The data was then analyzed using content analysis.

2. There was a (draft) environmental development guideline of the "Day Spa" business in 10 aspects.

3. Informal interviews were conducted with at least 10 spa and/or environmental management experts/experienced professionals from at least 3 spa establishments/related departments to consider (draft) guidelines for the development of environmental management of "Day Spa" business in 10 aspects. In this regard, recommendations were made to develop guidelines for the development of environmental management of "Day Spa" business in Active Beach to prepare them for their entry into the wellness hub of Asia. The semi-structured interview form was descriptive data using Likert Scale, where the obtained scores were analyzed and the mean results were interpreted accordingly.

4. Environmental management development guidelines were selected from (draft) environmental management development guidelines considered by experts/experienced in spa and/or environmental management. In this regard, it must be considered that it was suitable for a high (average score of 3.43 - 4.23) and highest (average score of 4.24 - 5.00) level of environmental management in the spa establishment. It would then be used to develop guidelines for the development of environmental management of "Day Spa" business in Active Beach of Thailand to prepare them for their entry into the wellness hub of Asia.

B. Research Process

The research process as shown in Fig.1 consists of inputs, educational processes, outputs, and outcomes.

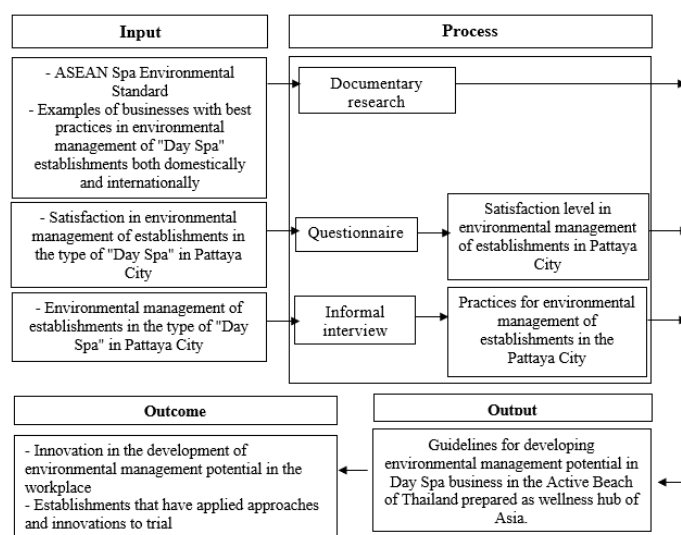


Fig.1 Research process

IV. RESULTS

1. The potential of environmental management of "Day Spa" business in Pattaya City

1.1 General information of "Day Spa" business in Pattaya City

Wellness spa business establishment in the type of "Day Spa" in Pattaya City registered and licensed by the Department of Health Services. The Ministry of Health had a total of 19 establishments [7]. Of these, there had been accreditation of standards in the project of health and safety standards (Amazing Thailand Safety and Health Administration: SHA) from the Ministry of Tourism and Sports of Thailand (TAT) in the field of control and prevention of the spread of COVID-19 in 2 tourism places [8], accounting for 10.53% (as shown in Fig.2).

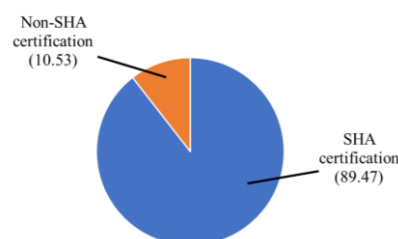


Fig.2 Percentage of SHA-certified "Day Spa" business establishments

1.2 The level of satisfaction in environmental management

Fig. 3 shows the satisfaction level in environmental management of a sample of 60 spa users. Most of them were female (58.33%), bachelor's degree or equivalent (66.67%), company employees/self-employed (38.33%), average age 34.25 years, average income 44,093.22 baht per month, average use of spa services 126 minutes per time, average number of spa visits 19 times per year, and the cost for using the spa service averages 1,334.58 baht per time. According to this feature, the overall satisfaction level of the sample towards environmental management in the wellness spa business establishment was high (average 3.90). Considering each aspect, it was found that the satisfaction level of the

sample with the environmental management in the wellness spa business establishment was high (mean 4.16), followed by equipment/bedding (average 4.10), electrical system (average 3.98), water system (average 3.95), location/cleaning (average 3.94), community (mean 3.89), packaging (mean 3.83), waste disposal (mean 3.82), landscaping (mean 3.72), and manuals and brochures (mean 3.59), respectively. This high level of customer satisfaction towards environmental management in the spa business establishment indicated that the establishment was well-managed and may or may not be modified depending on the needs.

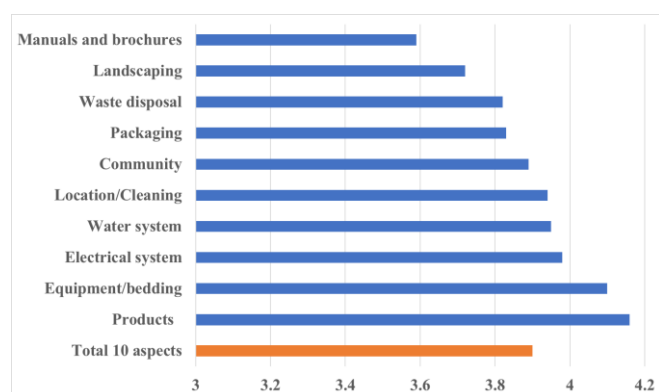


Fig. 3 Average level of satisfaction of the spa users towards environmental management in "Day spa" business in Pattaya City

1.3 Factors affecting environmental management satisfaction

According to the comparative analytical statistics to determine the satisfaction of the environmental management of the wellness spa business establishment at a significance level of 0.05 found that only education, occupation, average monthly income, and average annual wellness spa visits were different and correlated with environmental management satisfaction scores of spa establishments

1.4 Practices for environmental management of "Day Spa" business in Pattaya City

According to informal interviews of 7 owners/managers, and employees from two "Day Spa" establishments, it could be concluded that spa business establishments did not have clarity on the following 5 environmental policies: (1) environmental policy, (2) planning, (3) policy implementation and operation, (4) checking and correction, and (5) environmental management system review. As a result, enterprises lacked strong environmental management controls. However, there were 10 environmental management practices in the establishment as shown in Table 1.

Table 1 Practices for environmental management of "Day Spa" business in Pattaya City

Key points	Practices
(1) Products	Products with mainly natural ingredients are used together with the use of natural ingredients without processing.
(2) Location/cleaning	The focus is on cleaning to prevent the spread of COVID-19.
(3) Equipment/bedding	One sample used fabrics sold in the market that focus on a Thai sarong/sarong pattern, while the other group used all-natural cotton.
(4) Manuals and brochures	The printing of manuals and brochures has been reduced to paper and shifted to social media and word-of-mouth publicity.
(5) Packaging	Only one sample used reusable ceramic packaging.
(6) Landscaping	Perennials are grown without daily watering and are easy to maintain in small garden spaces.
(7) Electrical system	Electricity was supplied from the electric powerhouse, but only one sample used all energy-saving lamps and set the on-off timer.
(8) Water system	Staff had no knowledge of the volume of water used for each spa treatment and only one sample used a dual flush toilet and reversed the water from the bathtub (jacuzzi) to water the plants in the garden.
(9) Waste disposal	There are two types of waste segregation which are usable and non-useable waste of the establishment. For the used water, it is discharged into the municipal conduit without treatment.
(10) Community	"Welcome drink" is served as Thai tea and fruit, creating a relaxing atmosphere with Thai music and fragrant Thai flowers.

2. Guidelines for environmental development of "Day Spa" business in the Active Beach of Thailand

According to the study of the level of satisfaction on environmental management of the spa users and environmental management practices in the establishments in the Pattaya City of two sites, and the results of a study on environmental management practices in the "Day Spa" establishments as a sample of the "Best Practice in the field of environmental management (both domestic and international) of two sites: Sonrisa Salon and Day spa in Kansas City, USA [9-12] and White wood green Spa & Wellness in Bangkok, Thailand [13-16], the researcher analyzed the data and prepared the (draft) environmental development guideline of the "Day Spa" business comprising the (drafts) development guidelines in 12 aspects: environmental policy, products, location/cleaning, equipment/bedding, manuals and brochures, packaging, landscaping, electrical system, water system, waste disposal, community, and other environmental management, a total of 45 guidelines. Thereafter, 10 spa and/or environmental management experts/experienced professionals were asked to comment on the appropriate level of the (draft) development. Subsequently, the researcher took the above opinion level into consideration and presented the guidelines

for environmental development of "Day Spa" business in Active Beach of Thailand.

The results of a study on the level of suitability of (draft) guidelines for environmental development of "Day Spa" business, the level of suitability in all 12 aspects was at the highest level (average 4.57). The (draft) development guidelines with the highest average suitability level were other (average 4.93), followed by packaging (average 4.67), community (average 4.63), location/cleaning (average 4.60), electrical system (average 4.46), water system (average 4.46), waste disposal (average 4.45), policy (average 4.40), landscaping (average 4.34), manuals and brochures (average 4.30), equipment/bedding (average 4.27), and products (average 4.23), respectively, as shown in Fig. 4.

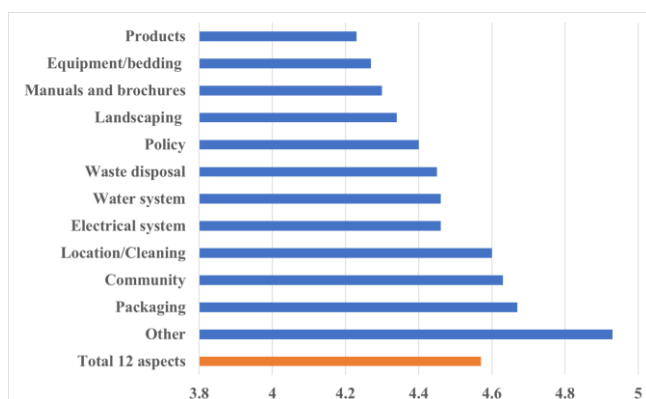


Fig. 4 Average level of suitability of (draft) environmental development guidelines for "Day Spa" business in Active Beach of Thailand

Guidelines for environmental development of "Day Spa" business in Active Beach, in terms of environmental policy formulation, it should be implemented within a period of 2 years as follows:

- 1) There is a strong and practical environmental policy.
- 2) The organization's policies and ideas are communicated to the spa stakeholders.
- 3) There is a guideline for supervision/monitoring and persuasion/incentives to spa stakeholders.

Guidelines for environmental development of "Day Spa" business in the Active Beach of Thailand, in terms of environmental planning and implementation and implementation, it consists of a 2-year implementation in 10 aspects (as shown in Table 2) and a 5-year in 7 aspects (as shown in Table 3), a total of 42 guidelines.

In addition, there are guidelines for environmental development of "Day Spa" business in Active Beach in other aspect that focus on the prevention and control of the epidemic of COVID-19 as follows.

- 1) Strict adherence to the COVID-19 epidemic prevention practices is required: screening points (entry registration, temperature measurement, and washing of hands before entering the service), masking, and social distancing.
- 2) All managers and employees in the spa must have knowledge about preventing the spread of COVID-19.
- 3) There should be publicity/communication/incentives for service users to know and follow the measures to prevent the spread of COVID-19 of the establishment.

Table 2 Guidelines for environmental management of "Day Spa" business in Active Beach of Thailand for 2 years

Key point	Guidelines
(1) Products	<ul style="list-style-type: none"> - The establishment should use products that are extracted or made from natural raw materials that are non-toxic. - Herbal products, fresh unprocessed fruits and vegetables from chemical free and ecologically balanced sources such as fresh kaffir lime peel, and fresh turmeric should be used.
(2) Location/cleaning	<ul style="list-style-type: none"> - Cleaning products that are certified "natural" must be used and produced by at least 50% biodegradable organisms of all cleaning products. Importantly, it must not be toxic to aquatic life. - Cleaning and disinfection should be carried out on food, beverage, bed linen, towels, hand towels, equipment/appliances/personal items for visitor services including service areas by scalding and/or disinfecting at least once a day. - Employees must maintain strict personal hygiene by wearing masks and gloves at all times during the service, including washing their hands before and after serving new visitors. - Storage of bedding or used towels should be done carefully by rolling instead of flicking the cloth into a plastic bag with the bag tightly closed and taken out of the room immediately.
(3) Equipment/bedding	<ul style="list-style-type: none"> - All bedding, towels, and robes should be oil-absorbing and washable in hot water to disinfect. - Bedding, towels, and robes should be used for maximum benefit such as expired bedding, towels, and robes are donated to animal adoption and care agencies or made into rags in the housekeeping department.
(4) Manuals and brochures	<ul style="list-style-type: none"> - There should be a reduction in the printing of documents on paper. Manuals and brochures, advertisements for reservation/registration paper, payment, pre-service health assessment form, and post-service satisfaction assessment form should be conducted through online media Such as google forms, QR code systems, or applications on electronic devices instead of: website, Facebook, Line, and Ingram. - If it is necessary to print manuals and brochures on paper, they should be printed in a minimal amount and must be printed on paper made from trees (forest grown by humans) or recycled paper at least 50 percent of the paper used. - Using manuals, brochures, advertisements, and paper to get the most out of it, such as reusing single-sided paper or envelopes.
(5) Packaging	<ul style="list-style-type: none"> - Packaging made from non-biodegradable materials or the use of

Key point	Guidelines
	single-use plastic packaging should be reduced. - Packaging should be heat resistant and/or antiseptic.
(6) Landscaping	-There should be local trees or plants or natural materials used in the garden landscaping. - The use of chemicals should be managed and limited, such as using organic fertilizers by composting food scraps and natural materials, and using controlled-release fertilizers for plants in the garden to increase the efficiency and productivity of trees and reduce environmental impact.
(7) Electrical system	-Energy-saving lamps are used for at least 50% of all lamps such as LED lamps. -Standard electrical appliances and symbols are used to show that these appliances are highly efficient and energy-saving. -There should be a campaign / public relations / inviting guests to join together to save energy and the environment, such as turning off the bathroom lights or in the finished use. - The efficiency of the cooling system, ventilation system, lamps, and other electrical appliances should be checked regularly or at intervals of maintenance.
(8) Water system	- If any equipment requires water, it must be positioned where the water will evaporate the least and/or that allows the facility to naturally cool. - All spa managers and staff must have knowledge of the volume of water used for each spa service. - Equipment such as faucets, showers, bidets, plumbing systems, etc. should be inspected and repaired so that they can be used efficiently and without leaks. - There are campaigns/public relations/ inviting guests to join together to save water, such as turning off the faucet after use, suggesting that guests take a shower instead of a bathtub.
(9) Waste disposal	- There are at least 3 different types of waste: infectious waste, recyclable waste, and other waste. - All spa managers and staff must have knowledge of different types of waste separation.
(10) Community	-There is a promotion of arts, culture/ traditions/good way of life in the local community, such as the use of woven fabrics, lanterns, and community products to decorate the establishment, and serving local food and beverages in the establishment. -There should be a promotion of occupation and income for the local community, such as using seasonal

Key point	Guidelines
	plants, vegetables, fruits, or herbs. - Employees should receive benefits and compensation for their work in full and in accordance with the law.

Table 3 Guidelines for environmental management of “Day Spa” business in Active Beach of Thailand for 5 years

Key point	Guidelines
(1) Products	- Products that have been standardized should be used as free of chemical components affecting water, air, soil, and organisms such as non-corrosive sunscreen without parabens, phthalates, and artificial colors.
(2) Location/ cleaning	- The use of materials that require frequent washing should be reduced, such as using blinds or plant surrounds instead of curtains in non-essential areas, to reduce the use of curtains and cleaning products.
(3) Equipment/ bedding	-Bedding, towels, and robes should be made from living things or using sustainable or reusable materials at least 50% of all equipment such as silk, cotton, and bamboo. - Use of all bedding, towels, and gowns produced by at least 50 percent non-toxic methods of all equipment such as chemical-free manufacturing processes, or the use of natural dyes: plant roots, fruits, Malabar almond leaves, jackfruit leaves, and others to create natural colors.
(4) Packaging	- The use of packaging materials that are biodegradable, reuse or recycle, for example, using ceramic packaging that can be reused or made from 100% recyclable materials.
(5) Landscaping	- Plants grown should also be used for service purposes, such as beverages/food for serving guests, decorating the service area, and using fragrances to deodorize bathrooms.
(6) Electrical system	- The power generation system from renewable energy is used at least 50% of the total electricity such as solar. - Dimmer should be used at least 50% of all light switches except in places for safety reasons. - The light switch timer should be used with at least 50% of all outdoor lighting except in areas for safety reasons. - Building design should focus on energy saving such as using blinds to adjust the lighting in the room, installing glass on the wall or roof to receive natural light and reduce the use of light bulbs inside the building, hallway design to have good ventilation, and planting trees for shade to reduce outside heat.
(7) Water system	- High-efficiency showers, faucets, and sanitary wares use less water and reduce wastewater such as low-flow showers

Key point	Guidelines
	and faucets with a flow rate of 1.5 gallons of water per min, sanitary ware with a dual flush system or an environmentally friendly sanitary ware, and water from hand washing as water for flushing toilet bowls.

If the environmental development guidelines of "Day Spa" business are adopted in Active Beach in terms of environmental policy formulation and planning, along with the implementation of environmental policy and implementation under the environmental management process, the relationship can be illustrated as shown in Fig. 5. Environmental management of "Day Spa" business in the Active Beach should be managed in the form of a network both inside and outside the wellness spa business establishment such as Local government agencies, Environmental Management Agency, and management of wellness spa establishments. In this regard, such environmental management can be implemented in a concrete way.

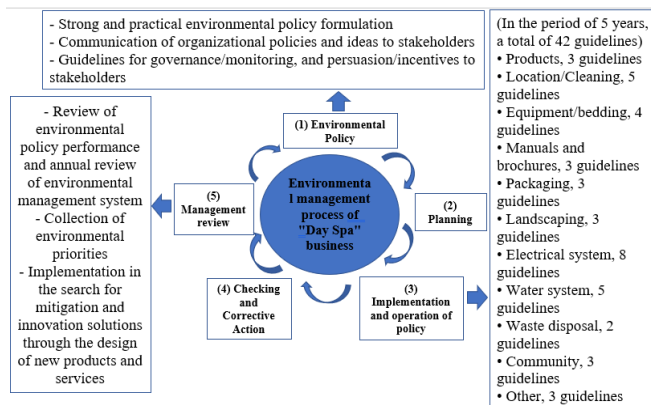


Fig.5 Environmental management process of "Day Spa" business in Active Beach of Thailand

V. DISCUSSIONS

1. General information of "Day Spa" business in Pattaya City

Based on data from a sample of 60 spa users, most of them were female (58.33%), bachelor's degree or equivalent (66.67%), company employees/self-employed (38.33%), average age 34.25 years, average income 44,093.22 baht per month, average use of spa services 126 minutes per time, average number of spa visits 19 times per year, and the cost for using the spa service averages 1,334.58 baht per time.

Consistent with the results of the study of [17], examined factors affecting satisfaction in using wellness spa services in the type of "Day Spa" among users in Bangkok Metropolitan Region, the percentage of female users in the establishments was higher than that of males, and their education level was at a bachelor's degree or equivalent. Most importantly, most of them work as employees of private companies, the average monthly income was 30,001 - 45,000 baht, and the frequency of use of services was mostly 1-2 months per time.

Consistent with the results of [18], studies on standard factors of international health business establishments that influence service satisfaction among foreign tourists, the ratio of wellness spa users who were 400 foreign tourists

using the services of an international wellness spa establishment was found to be more female than male, age between 31-40 years old, educational level at bachelor's degree or equivalent, occupation of private company employee, frequency of use 1-3 times per month, and average cost of wellness spa services 501– 1,500 baht per time.

Consistent with the results of [19] who studied the guidelines for developing the spa business potential to meet the expectation of using the services of foreign tourists in Hua Hin District, Prachuap Khiri Khan Province, it was found that 400 foreign tourists who used the "Day Spa" service of spa establishments in Hua Hin District, Prachuap Khiri Khan Province, most of them were female, 25-35 years old, bachelor's degree, monthly income 50,001- 65,000 baht, and contractor/private company employee.

2. Level of satisfaction in environmental management of spa users

The level of satisfaction of the sample towards environmental management in all 10 wellness spa business establishments (products, locations/cleaning, equipment/bedding, manuals and brochures, packaging, landscaping, electrical system, water system, waste disposal, and community) was at a high level, with an average of 3.90. The highest level of consumer satisfaction with environmental management in an establishment was the products, with an average of 4.16, followed by equipment/bedding, with an average of 4.10, electrical system, with an average of 3.98, water system, with an average of 3.95, location/cleaning, with an average of 3.94, community, with an average of 3.89, packaging, with an average of 3.83, waste disposal, with an average of 3.82, landscaping, with an average of 3.72, and manuals and brochures, with an average of 3.59 and were considered the lowest, respectively.

Consistent with the results of [20] who studied the model and communication of socially responsible business practices of Thai business organizations, the businesses must have a consumer service in every process of their goods and services, from production to distribution, including the safe disposal of waste.

Consistent with the results of [4] who studied the potential of Thai spa establishments, the respondents were spa managers and spa providers of a total of 271 spa establishments (executives of spa establishments in Thailand include "Day Spa", "Resort Spa" and "Destination Spa", and executives in Bangkok, Chiang Mai, Phuket, and Koh Samui with at least 5 people per area), and stakeholders, both public and private, in the 4 main tourist destination provinces. Most of them had a high level of opinion on all aspects of the facts about the potential of spa establishments in 7 factors. It could be concluded that personnel, location and environmental factors were important factors in terms of the reality of spa establishments in Thailand that clearly reflect their current potential.

3. Practices for environmental management of "Day Spa" business in Pattaya City

Practices for environmental management of "Day Spa" business in the 10 aspects (products, location/cleaning, equipment/bedding, manuals and brochures, packaging, landscaping, electrical system, water system, waste disposal, and community) found that, the establishments could manage the environment in a good establishment and focused on the location/cleaning to prevent the spread of Covid-19.

Contrary to the results of [21] who studied the environmental and sanitary effects of consumers in service establishments in a case study of a spa in the type of "Day Spa" at Sukhumvit Soi 22, no establishment had appropriate environmental protection measures such as water quality (septic system), cleanliness of equipment and equipment, (spa cloths), and consumer hygiene risks (risk of contracting diseases such as dermatitis, and colds).

Since the two sample groups of "Day Spa" business did not have a strong environmental policy and control, the establishment still did not have an appropriate environmental management process.

Consistent with the results of [22] who studied the environmental and energy conservation management policy of hotels in Cha-am District, Phetchaburi Province, the small hotels did not have environmental management plans and policies. Three of the six mid-sized hotels had environmental conservation policies and environmental work plans with communities, environmental management organizations, and municipalities. Most of the large hotels had an environmental management policy coupled with a corporate social responsibility policy.

4. Guidelines for environmental development of "Day Spa" business in the Active Beach of Thailand

The environmental development guideline of the "Day Spa" business in Active Beach were managed according to the environmental management process as follows: (1) policy-making (2) planning (3) Implementation and operation (4) checking and correction, and (5) procedural review of the environmental management system. In this regard, (2) Planning and implementation and operation consisted of products, location/cleaning, equipment/bedding, manuals and brochures, packaging, landscaping, electrical system, water system, waste disposal, and community, including guidelines of other environmental management related to environmental management and surveillance of the COVID-19 outbreak. The key was to make environmental management in "Day Spa" business in Active Beach as practical as possible. Such operations should be carried out simultaneously through the environmental management process and, it should be managed as an internal and external network such as local government agencies, environmental management agencies, and wellness spa establishments management agencies.

Consistent with the results of [23] who studied perceptions and expectations of service users towards spa standards on social responsibility, the users expected that the spa should be responsible for the environment and the community, for example, the spa business must not cause trouble to the community, and the spa must contribute to the community by means of community product subsidies, money donations and charitable items. In terms of environmental and natural conservation, the users expected that the spa should use natural products, for example, the spa should have activities to conserve the environment such as the use of tools, equipment, and natural products. The spa should avoid and minimize the use of chemicals. The spa should use economical and cost-effective water and paper resources, including treating wastewater before being released into nature. The spa should not cut down trees, especially large trees. Groups had been established for conservation and environmental stewardship activities together. Importantly, every activity must be sustainable.

VI. RECOMMENDATIONS

A. Recommendations for Practices

1. Environmental development guidelines for "Day Spa" business in the Active Beach of Thailand should be applied to all four provinces in Thailand's eastern coastal tourism development zones, including Chonburi, Rayong, Chanthaburi, and Trat. Importantly, it should be applied to wellness spa business establishments that are registered / unregistered and licensed / not licensed by the Department of Health Service, Ministry of Public Health.

2. There should be a body of knowledge and understanding, along with pointing out the importance of environmental management by using public relations through various media. In addition, incentives for environmental management in the establishment should be enhanced by means of offering a revenue-boosting approach due to reducing environmental costs in business operations and increasing service users. In this regard, users have confidence in the safety of using the service during the Covid-19 epidemic, apart from the issue of environmental sustainability or rebranding of the establishment alone.

3. Applying environmental development guidelines of "Day Spa" business in this research to other tourism development zones in Thailand, the detailed study of the environmental management potential and environmental management processes of the "Day Spa" business in each zone must be carefully planned by various relevant departments. This is to be able to determine appropriate environmental development guidelines for establishments in each zone.

B. Recommendations for Further Research

1. Service users/tourists as a sample group in the research should be service users/tourists in normal conditions in order to cover both unregistered and non-licensed establishments from the Department of Health Service, Ministry of Public Health from all 4 provinces, Chonburi, Rayong, Chanthaburi, and Trat, in the Active Beach of Thailand.

2. Other factors affecting the decision to use the service in an environmentally friendly "Day Spa" business in Active Beach should be studied. In this regard, it should be classified according to the actual establishments in each tourism development zone such as Club Spa, Day spa, Hotel & Resort Spa, Cruise Ship Spa, Mineral Spring Spa, Destination Spa, and Medical Spa to cover both unregistered and unlicensed establishments from the Department of Health Service, Ministry of Public Health from all 4 provinces in the Active Beach.

CONCLUSION

Environmental management potential of "Day Spa" business in Pattaya City, Chonburi Province, Thailand, overall, the level of satisfaction of spa service users towards environmental management in the workplace was at a high level (with an average of 3.90). The comparative analysis of statistics to compare environmental management satisfaction of establishments at a significant level of 0.05, it was found that education, occupation, average monthly income, and average number of visits per year were significantly different/correlated with enterprise environmental management satisfaction scores.

Guidelines for environmental management of "Day Spa" business in Pattaya City (products, location/cleaning, equipment/bedding, manuals and brochures, packaging, landscaping, electrical system, water system, waste disposal, and community), it was found that "Day Spa" business had a good environmental management in the establishment and prioritized location/cleaning to prevent the spread of COVID-19. However, there was still a lack of clarity on environmental management policies.

The researcher took into account the study of the level of satisfaction of spa users towards environmental management and environmental management practices in "Day Spa" business in Pattaya City, along with best practices. Subsequently, it was brought to prepare a (draft) guidelines for environmental development of "Day Spa" business, a total of 45 guidelines. Thereafter, experts/experienced in spa and/or environmental management shall comment on the appropriate level of the (draft) development guidelines. It was found that the average suitability of using as an environmental development guideline of the "Day Spa" business in the Active Beach of Thailand was at the highest level (with an average of 4.57). Therefore, the researcher brought the (draft) development guidelines to improve and create a guideline to develop the environment of "Day Spa" business in Active Beach. The development guidelines consist of 3 environmental policies, and 42 environmental management. In order for environmental management in "Day Spa" business in Active Beach to be as practical as possible, such operations should be carried out simultaneously through the environmental management process. Importantly, it should be managed in the form of a network both inside and outside the establishment.

ACKNOWLEDGEMENT

This article is part of a research paper titled "A Model of Potential Development in Environmental Management of Spa Business in Active Beach Prepared as Wellness Hub of Asia" funded by the Office of the Higher Education Commission in the field of research and innovation on key national issues, fiscal year 2020 in health, social, and environment. Under Medical Hub by Mr. Chairat Ratanophas, President of the Eastern Spa and Wellness Association, gave the issue of research and Dr. Thanita Areerob, Faculty of Technology and Environment, Prince of Songkla University, Phuket Campus as a project consultant. The researcher would like to thank everyone, including all experts, experts, and contributors, as well as all those who have not been named for their suggestions and contributions to the successful development of this research.

REFERENCES

- [1] Department of Health Service Support, Ministry of Public Health, "Guide on international health spa establishment standards, Bangkok: Genesis Mediacom Company Limited, 2019.
- [2] C. Ratanophas, Interview at Dusit Thani Hotel, Pattaya on 21th July 2020.
- [3] C. Naruephai, Interview at the Department of Health Service Support. Ministry of Public Health on 3th March 2020.
- [4] R. Isichaikul and R. Chansawang, "A Study on the Potential of Thai Spa Establishments", *Journal of Modern Management* (2016), vol. 14, no.1: 17–31.
- [5] C. Naruphai, "A study of behavioral risk factors of healthcare providers affecting services for entering the ASEAN Community", *Journal of the Department of Health Service Support* (2018), vol. 14, no.1: 16–24.
- [6] P. Jungsomjatepaisan, "Development of standards for Thai health spa and massage establishments in the Federal Republic of Germany", *Journal of the Department of Health Service Support* (2019), vol. 15, no.3: 3–12.
- [7] Office of Health Service Support, Region 6, Chonburi, "Eastern Health Line 2018, Chonburi : TNK advertising Limited, 2018.
- [8] Tourism Authority of Thailand, "SHA", Retrieved on 9th June 2021, from <https://web.thailandsha.com/shalists?sticker=&type=6&province=20&keyword=>
- [9] Sonrisa salon & day spa, "Green Action", Retrieved on 13th May 2021, from <https://sonrisadayspa.com/about-us/green-action/>.
- [10] Sonrisa salon & day spa, "The Green Spa Network", Retrieved on 13th May 2021, from <https://sonrisadayspa.com/about-us/green-spa/>.
- [11] Sonrisa salon & day spa, "Sustainability", Retrieved on 13th May 2021, from <https://sonrisadayspa.com/about-us/sustainability>.
- [12] Sonrisa salon & day spa, "Policies", Retrieved on 13th May 2021, from <https://sonrisadayspa.com/about-us/policies/>.
- [13] White wood green, "The Power of Sleeping", Retrieved on 17th May 2021, from <https://whitewoodgreen.com/journal/the-power-of-sleeping/>.
- [14] White wood green, "Embrace the Artisan", Retrieved on 17th May 2021, from <https://whitewoodgreen.com/journal/embrace-the-artisan/>.
- [15] White wood green, "Organic Living A Method of Living", Retrieved on 17th May 2021, from <https://whitewoodgreen.com/journal/organic-living-a-method-of-living/>.
- [16] White wood green, "A Sustainable Journey", Retrieved on 17th May 2021, from <https://whitewoodgreen.com/journal/a-sustainable-journey/>.
- [17] S. Promhitatorn, "Factors affecting satisfaction in health spa services in the category of "DaySpa" among users in the Bangkok Metropolitan Region", Master of Business Administration Program in Business Administration, Faculty of Commerce and Accountancy. Thammasat University, 2017.
- [18] P. Klanpakdee, "Standard factors of international health establishments affecting the satisfaction of service of foreign tourists", Master of Arts Program in Tourism Management, Faculty of Tourism and Hospitality. Dhurakij Pundit University, 2017.
- [19] W. Kheawmeesuan, S. Kasa-ad, and P. Siri Wong, "Guidelines for developing spa business potential to meet the expectations of foreign tourists in Hua Hin

- District, Prachuap Khiri Khan Province”, Dusit Thani College Journal (2018), vol. 12, no.2: 167–181.
- [20] J. Iamsaard, “Model and communication of socially responsible business practices of Thai business organizations”, Master of Arts Program in Corporate Communication Management, Faculty of Journalism and Mass Communication. Thammasat University, 2007.
- [21] R. Senanuch, “A study on the environmental and sanitary effects of consumers in spa establishment: case study of spa establishments in the type of "Day Spa" in Sukhumvit Soi 22”, Master of Science program in Environmental Management, Graduate School of Social and Environmental Development. National Institute of Development Administration, 2013.
- [22] J. Khummuang, “Policy on management and conservation of the environment and energy of hotels in Cha-am district, Phetchaburi province”, Master of Business Administration Program in Business Administration, Graduate School. Silpakorn University, 2015.
- [23] K. Saelim, “Socially responsible business practices: a case study of Anantara Si Kao Resort & Spa”, Master of Business Administration in Business Administration, Faculty of Management Science. Prince of Songkla University, 2015.