

# Halal Spas: Local Wisdom And Identities Of Langkasuka Wellness Services

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## ABSTRACT

This research describes the local wisdom and identities of Langkasuka wellness services in halal spas to meet the needs of receiving services in line with the beliefs and beliefs of Muslims. The research aims to reveal the Langkasuka wellness services in three southern border provinces of Thailand that exhibit unique local wisdom and identities in terms of multiculturalism by gathering and categorizing the body of knowledge and experiences from key informants: entrepreneurs, local wisdom teachers, community members, and government representatives with a semi-structured in-depth interview, observation, and a focus group technique. The researchers used a snowball sampling technique to select 17 key informants and used content analysis, classification, and triangulation to manage and interpret the data. In summary, the local wisdom and identities of Langkasuka wellness services in Halal spas shared seven points: history, definitions, types of tools, places, resources, services providers, and types of service. The study also illustrates the unique identity of Langkasuka wellness that could be promoted to be a certified halal spa. This is to maintain local wisdom, local identities, and pride and contribute to the public. Further, the study could be a prototype of a halal spa which could lead to halal spa standards, especially for Muslim tourists. Finally, the research shows correspondence to Thailand 4.0 policies that focus on adding value and upgrading knowledge, local wisdom, and identities to be creative social innovations and can be disseminated to plan and promote Langkasuka wellness to be a certified halal spa.

**Keywords:** Halal Spa, Langkasuka, local wisdom, Service identities, Thailand, wellness.

## INTRODUCTION

Thailand is the 2<sup>nd</sup> most popular destination among non-Muslim countries and the 18th most popular destination among Muslim and non-

Muslim countries worldwide. The survey also shows that Thailand is one of the top 5 travel destinations among Muslim tourists. This is because safety and religious facilities are of the

utmost importance. 94% of Muslim women considered halal restaurants their priority, 86% chose a prayer room that caters to women only, and 79% chose women-only beauty salons and spas (Mastercard & Crescent, 2019). Therefore, the spa business is considered a vital service business that fulfills the national strategy of being the center of health tourism in Thailand to meet the needs of receiving services that are in line with the beliefs of Muslims.

Prosperity, stability, sustainability, and harmony are key terms that Thailand aims for, as in Thailand's vision: stability, sustainability, and prosperity. These terms were from the sufficient economy concept since they focus on holistic economic development, society, politics, and the environment. This holistic development could lead to a balanced society in quality, learning, and harmony.

Due to rapid changes in complex technology, people tend to involve nature in their lives. Additionally, the self-health care behaviors of Thai people have changed dramatically regarding relaxation (Jirachaya et al., 2019). Further, relaxation has been well-known among Thai people, especially natural therapies in treating the body and mind. Likewise, people in three southern border provinces of Thailand had passed local wisdom of natural therapies from generation to generation, and it was called Langkasuka identities. In the past, Langkasuka area were Pattani, Yala, Narathiwat province. Eighty percent of the population in these three provinces are Muslims (Banjong, 2012). However, local wisdom is the body of knowledge reflecting thoughts, beliefs, ideals, rituals, and relationships in family and community. People commonly apply these to live their lives, understand, and keep their roots. So, Muslims take care of their bodies and minds by having healthy and healthy food and balancing their bodies and minds (Ismail, 2012). Further, the self-caring principle is for all Muslims to follow. They believe that a body is a gift from Allah; accordingly, harmful activities are forbidden (Yusub & Suphat, 2008). Therefore, a body is needed to be taken care of as a whole. The Eastern wisdom believes that a body could heal itself naturally; as a result, the spa was introduced as holistic healthcare in providing natural treatments to the body and mind.

The spa business in Thailand's three southern border provinces draws much attention. It was found that the business tends to grow faster since natural therapies are popular among entrepreneurs in the area. Moreover, the spa business attracts Thai and foreign clients as it is a top 5 business globally. Many Muslim tourists travel worldwide to Thailand and consume halal products (Southern Border Provinces Administrative Center, 2016). In 2018, the spa business in Thailand was widespread in many countries since people had focused more on wellness and antiaging. Thus, spa business and wellness tourism have rapidly grown in these few years, leading to many investments (The Center for Economic and Business Forecasting, University of the Thai Chamber of Commerce, 2018).

Furthermore, the national strategic plan for 2017-2026 states that Thailand will become an international medical hub. To do so, Thailand extends the duration for short and long-stay tourists. In addition, the Ministry of Tourism and Sports has launched a wellness tourism campaign worldwide. According to Bloomberg, Thailand has been the most visited country in wellness tourism (Puthaporn, 2018).

Halal Institute, Prince of Songkla University: PSU (2021) focused on promoting spa businesses to be certified halal but did not mention local wisdom or halal identities in the three southern provinces that reflecting thoughts, beliefs, ideals, rituals, and relationships in family and community to apply these to live their lives, understand, and maintain their roots. Besides, local wisdom is life view, science, and various life strategies in the form of activities undertaken by the local society to answer various problems in filling their needs. Sometimes Local wisdom is conceptualized as local knowledge and local genius. Further, there are only 876 traditional Thai spas. However, the Islamic Committee of Thailand was not approved those spas (The Islamic Committee of Thailand, personal communication, October 27, 2021). Hence, certified halal spas in Thailand have not been found (Department of Business Development, 2008), and the key informants also pointed out the lack of halal spa business and the standards. From the background and importance of the mentioned problem, the researchers decided to describe the

local wisdom and identities of Langkasuka wellness services in halal spas to meet the needs of receiving services, and to fill the gap by exploring local wisdom and Langkasuka identities of halal spas, employing Maqasid al-Shariah and halal spa to be guidelines in promoting halal spa that suits Islamic practices. The findings might fulfill the body of knowledge in the light of culture, local wisdom, and identities of Langkasuka wellness and communicate it to halal spa entrepreneurs for better services and help the community earn halal spa certifications. Besides, this study's findings could lead to halal spa standardization, manual and knowledge management. It might also reflect the national strategic plan regarding becoming an international medical hub in the long run, The WHO stated that primary healthcare should be available for everyone. If people could have primary healthcare, they would have a sound body and mind and be able to access other healthcare functions, such as aesthetics, fitness, and other recreational activities (Chen et al., 2013). Therefore, healthcare services can help people with a healthy body and mind (Fongtanakit et al., 2019). However, the part of the medical hub includes health check-ups, treatments, massages, aesthetics, includes preventive care, recuperative care (Global Spa Summit, 2011), and offering health check-ups with spa packages and other health services to create their service identities (Hotelworks, 2016).

## LITERATURE REVIEW

The researchers employed qualitative research to study Halal spa. The knowledge organization approach and the structural relationship of knowledge classifications were used. The researchers explored and reviewed related principles and theories as follows

### Halal

Nowadays, there are 2,000 million consumers who are Muslims. Thus, many entrepreneurs would like to invest in this halal market and need halal certifications (Thai Spa Association, 2013). Codex published General Guideline for using the Term "Halal" in 1997, and Thai Industrial Standards Institute republished it in Thai language (serials.1701-2541 ZCAC GL-

24/1997) (Danell & Mugomba, 2007). The guidelines were published for people to understand the principles of Islam regarding food sources, food preparation, slaughter, food processing, packaging, logistics, food preservation, international trade with Islamic countries, and halal food import. Further, halal was from Arabic and defined as producing, serving, and distributing that conform with the religion. Halal is derived from the Arab language, which means to permit. The Halal Standard Institute of Thailand (2559) defined halal as permitting to eat, drink, use, and not against the principles.

Additionally, halal is opposite to haram that it is forbidden to do. Nawit et al. (2015) stated that discovering good points is what people are allowed to do, but discovering bad points is forbidden to do according to Allah. Consequently, halal is the concept that Islamic people must follow. Besides those above, halal include social behaviors, culture, and Islamic standards. Besides, the researchers discovered further definitions of 'halal' as follows:

The halal spa is a concept of Islamic healthcare. To do the business, the quality of all spa products must follow halal principles; for example, aroma oil and cleansing products must be alcohol-free. Moreover, lotions must not contain any substances from pigs or animals that have not been killed according to the religion's rules (Halal Institute, Prince of Songkla University: PSU, 2021). According to the rules above, using Thai herbal and organic products is compatible with halal, but it must be certified. The halal spa is under a bio business category, including functional food, cosmetics, and safe food technology. Unfortunately, Thai herbal spa products are only produced by locals, yet it is challenging to have manufacturing certifications. Thai medicine for Muslims could be done in the form of Langkasuka massage, black cumin seed oil, herbal balls, herbal sauna, herbal use, birth delivery by a midwife, Khitan ritual, spa business, and Thai massage for men and women.

Further, halal spa offers body treatments and health recoveries according to Islam regulations. By the regulations, halal spa separates service areas for men and women, provides prayer rooms, does not use prohibited objects, and avoids services that female

massagers give massages to male clients (Faidah et al., 2021). Therefore, having halal spa certification is crucial for the community since it would ensure clients that the spas are reliable following rules, regulations, and practices from the Islamic committee of the province and Thailand. In addition, this could promote the service to be more authentic and valuable for the health tourism industry. The spas should be for the sake of *maslahah* (public interest) based on *Maqasid al-Shariah*; the mandatory practices of Islamic law, services benefit the *Hifd al-'Aql* (preservation of intellect) and *Hifd al-Nafs* (preservation of life). There were three levels of complementary needs for spas as *Daruriyyat* (Basic Necessities), *Hajiyyat* (Complementary Needs), and *Tahsiniyyat* (Embellishment) (Faidah et al., 2021). Thus, the halal spa and the *Maqashid syariah* concepts must be employed concurrently since the *Maqashid syariah* is the necessary practice of Islam.

### **Social and cultural capital**

Social capital consists of quality human capital, institute capital, and intellectual and cultural capital. This results from relationships that could be applied in social and economic structures (Jaelani, 2017), for example, community unity and networks, the prosperity of natural resources, sustainability in inheriting local wisdom, arts, and community culture from generation to generation (Kesar et al., 2011; Jaelani, 2017; Global Wellness Institute, 2017). As a result, people could build up their strong community together; therefore, social capital is essential in social management since it is needed to strengthen communities in the future.

The cultural capital is the part of the social capital and transforms culture into valuable assets for aesthetic purposes: performances, cultural tourism, costumes, food and drinks, and literary works. Tangible assets are historical places, artifacts, and art pieces, for example, paintings, handicrafts, sculptures, or manufactured products. In addition, intangible assets are traditions, rituals, performances, songs, music, literary works, beliefs, and services. These assets could be recreated for improving the economy in the form of creative tourism. Consequently, culture capital would be more valuable if reproduced in products and services,

such as food, costumes, and performances. Therefore, exploring culture capital concepts could help identify tools to collect data.

## **RESEARCH METHODOLOGY**

A qualitative method was applied to describe the local wisdom and identities of Langkasuka wellness services in halal spas. The researchers employed a semi-interview structure form to gather the data and an observation form to observe phenomena and behaviors at the target halal spas. Further, focus group items were used to collect the data from the stakeholders concerning the identities of the halal spa business, and the process of running a halal spa. Knowledge synthesis was used to generate identities of Langkasuka wellness services contents and relationships, also a classification approach was used to classify data concerning meaning and content and systematically synthesize research key points (Boonprasaert, 1999). This leads to an area-based study for developing guidelines the Halal spas and recreate the body of knowledge in Langkasuka wellness identities.

### **Participants**

There are two groups of key informants selected using the purposive sampling technique. The researchers aimed to interpret and recheck the data as follows.

#### **General People Groups**

It was divided into three sub-groups; Entrepreneurs are knowledgeable and experienced in wellness services, able to identify problems, needs, and suggestions on halal spa development; Local wisdom teachers as they possess a deep understanding and maintain the identities; The community members are clients who could give feedback regarding satisfaction, problems, lacks, and needs. The researchers selected eight informants who had spa-related work experiences for at least five years and/or had visited the spa at least five times.

#### **The Government Representative's Groups.**

It was divided into two sub-groups; The government officers, local administration

officers, public health officers, and policies and plans analysts were involved with the community's activities and further developments based on the needs; and academics were knowledgeable, able to explain Langkasuka wellness concepts effectively, and distribute information to other stakeholders. In short, the mentioned key informants are crucial for this study since it needs information from every sector to set policies and plans for improving Langkasuka wellness to be certified. In this case, the snowball sampling technique was employed in collecting data until the data was saturated. The researchers selected nine informants: three local wisdom teachers and six Islamic committee members who participated spa workshops, were speakers of spa-related topics, were Islamic committee members, or were spa entrepreneurs.

The study focused on qualitative research to collect the body of knowledge of local wisdom and identities of Langkasuka wellness and to improve the wellness for being a certified halal spa. The researchers employed a classification approach to categorize the data systematically. The data would be a foundation to set policies and strategic plans leading to a certified halal spa and the well-being of people in the community. The research process is as follows

The researchers selected the area of three southern provinces in Thailand: Pattani, Yala, and Narathiwat. The selecting area is Pattani province. The researchers collected the data from 3 places as; Kok Pho Hospital; Nursing faculty, PSU Pattani campus; Halal institute, PSU Pattani campus; Sateng subdistrict, Maung district, Yala province. According to the data, it was found that there are many halal spa entrepreneurs than Pattani and Narathiwat provinces. Additionally, Thai spas are commonly seen in these two provinces. The subdistrict offers halal spas, and they are popular among new generations. The spa is called Aroma House, and its main features are black cumin and kacip Fatimah plant; and Kok

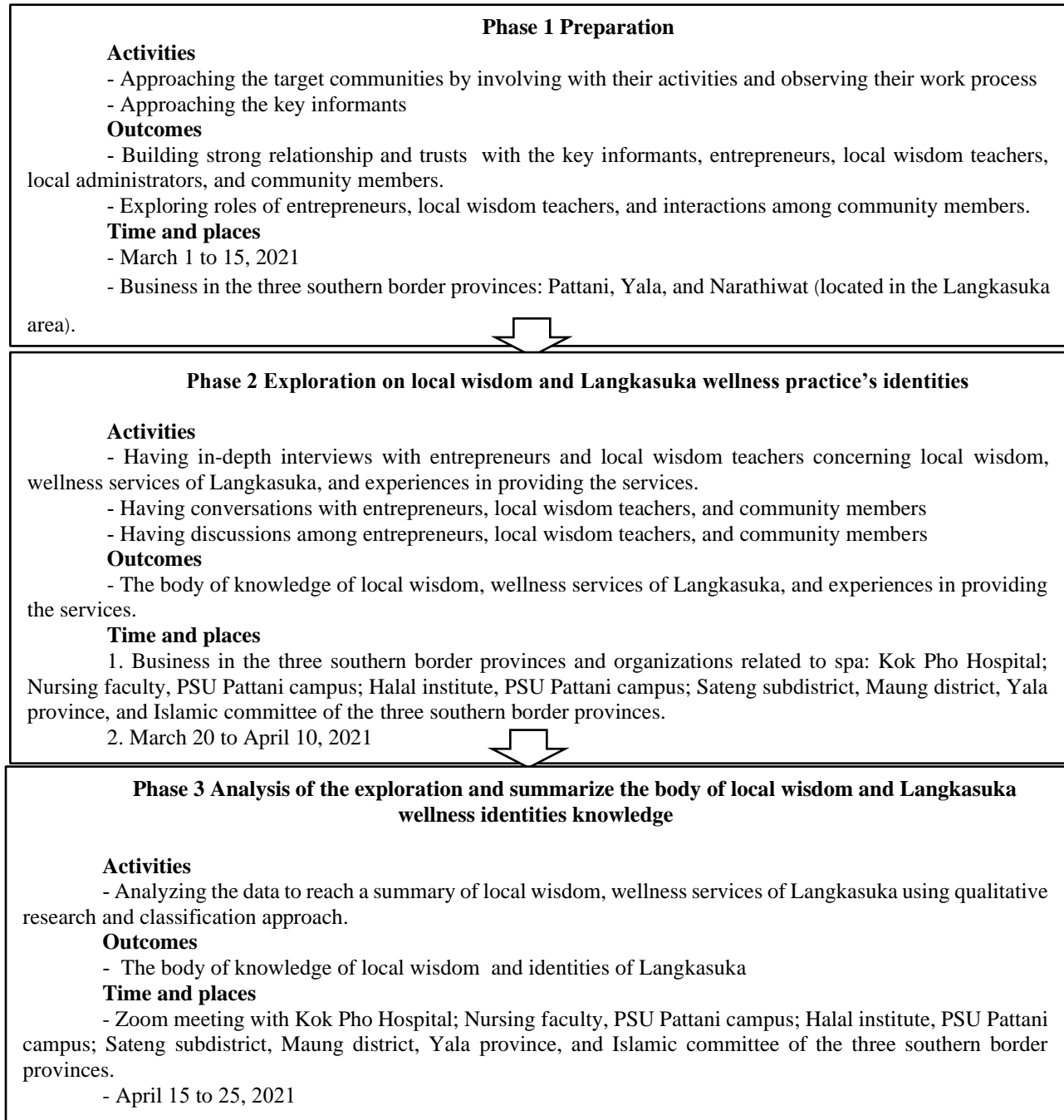
Kian subdistrict local administration, Maung district, Narathiwat province. The public health staff of this organization is the owner of the oil formula. Also, it provides massage workshops for locals. It was the first halal Spa in Narathiwat.

### **Data Collection**

The researchers collected the data carefully since it is sensitive regarding beliefs, faiths, and spirits. Therefore, the researchers studied basic information related to Langkasuka wellness and religions of the three southern border provinces.

The researchers collected the data using participant observation, involving the key informants, along with an informal interview. At first, the researchers applied a probe technique to gather surface data, then used in-depth interview and focus group techniques to get more details of each area. Moreover, the researchers recorded the later interviews to ensure all details were collected. This is also called a non-participant observation technique. Finally, the researchers decided to have formal interviews when the data collection process was interfered with by external factors. After the data was saturated, the researchers produced analytic induction and had group interviews according to the induction with the mentioned key informants. This was to get a business model. After the interview, all stakeholders discussed policies and strategic plans to promote Langkasuka wellness to be the certified halal spa.

The researchers divided the data collection process into three phases are; Phase 1 Preparation; Phase 2 Exploration on local wisdom and Langkasuka wellness services identities; and Phase 3 Analysis of the exploration and summarize the body of local wisdom and Langkasuka wellness identities knowledge. The process is shown in Figure 1 as follows.



**Figure 1:** The procedure of data collection

### Data Analysis

This study aimed to explore a phenomenon of halal spa business; hence, content analysis was used to collect and analyze the data. The researchers employed content for managing the

data by classifying and categorizing the information systematically. Furthermore, the researchers used the triangulation method to cross-check the information's reliability. First, the data check, the researchers cross-checked the

data to get the most reliable information. Second, in the duration check, the researchers collected the data during the healthcare services operation hours in the area, then recollected the data after the operation ended. This is to triangulate regarding completion and alignment. Third, in the concept check, the researchers employed social capital, cultural capital, and the halal spa concept to collect and analyze data. Finally, the researchers used descriptive and critical analysis (Phothisa, 2006).

### **Ethical Approval**

The researchers secured the target groups' rights in this research and have PSU.PN.2-002/64. The researchers explained to the target group the purpose of the research on concealment of information and asked for cooperation to participate study voluntarily. The researchers explained the right to withdraw from the research at any time and there were no effects.

## **RESEARCH RESULTS**

**History of Langkasuka services.** The services were found during the time of sultan Shah Ismail. He always suffered from continuous pain all over the body. He had announced that if anyone could cure this symptom, the person would be promoted to be a royal doctor and a sum of money. For a while, there was a local Islamic doctor named "Toh Pa Shai." He visited the sultan and claimed that he could cure the pain. He started his treatment by first giving a stomach massage, then massaging other parts along with his prayer. By the doctor's treatment, the sultan recovered from pain. The sultan wondered and asked about the treatment. Finally, the doctor declared that it was because of the prayer to Allah and the massage techniques he got from his ancestors. The sultan felt surprised and delighted, so he turned to Allah. He promoted the doctor to be the royal doctor; consequently, the massage techniques were taught to local doctors, both men and women.

Besides the aforementioned history, Langkasuka services refer to women's healthcare in the three southern border provinces. According to the interview below, the word 'Langkasuka' means an area where Islamic women give

themselves home care. However, many informants provided the same information. The Muslim women from the three southern border province contexts are shy to show their bodies to others. They have to find ways to keep themselves looking good, for example, home scrubs. (Ka Hara, personal communication, April 24, 2021; Ka Reena, personal communication, April 27, 2021)

According to the interview above, the history of Langkasuka wellness could be formed from two aspects: historical and contextual aspects. For the historical aspect, the services could be passed from generation to generation. For the contextual aspect, it referred to a self-care routine of women in the area.

**Definitions and meanings of Langkasuka services.** Two concerns distinguish wellness services and Langkasuka's as follows

Wellness services. It refers to the sharing and reducing health experiences. The practitioners would learn from the patients according to five basic health elements; mind, body, society, emotions, and soul by talking and treating (Ka Hara, personal communication, April 24, 2021; Ka Reena, personal communication, April 27, 2021). According to the interviews, it was concluded that wellness services offer clients good places, equipment, resources, and service providers and provide various kinds of services according to the health elements. In the aspect of beauty services, one of the key informants mentioned as it could be referred to health recovering services from the inner to the outer body. It might include enhancing appearance or personality. Groups of people choose to have these services because of their jobs, for instance, influencers, businesspersons, or idols. Moreover, some people choose to have the services because of their important days, for example, wedding day or graduation day. In the past, the services were found only in hair salons, yet they could be found as beauty salons or beauty clinics (Ka Reena, personal communication, April 27, 2021; Ka Ausnee, personal communication, April 24, 2021). In short, beauty services refer to providing services that could enhance the appearance from the inside as building confidence.

Langkasuka wellness services. According to the interview, Langkasuka wellness services are curing the body's pains along with recovering the body from the inside. Clients would feel relieved from pains and notice good changes in their bodies. Most clients are women who are in the puerperium period. In the past, women had a natural childbirth method, and a midwife helped deliver childbirth. This childbirth method caused changes in the mother's body, for example, pimples, body pain, dark pigmentation, or labor. A midwife would recommend local herbal medicine and acupressure on a stomach first as it is the center of all muscles in a body. In the past might refer to an after-care of giving birth. After giving birth, you need to use herbs; herbal balls to press with cumin or Bengal root. To get rid of those dull cracks on your stomach and face. It needs to know which herbs will make wrinkles and cracks gone like rice germs and cumin. So, understanding the medicinal properties is important for Langkasuka wellness services. (Nusrusdeen Jetnarakul, personal communication, April 24, 2021; Ka Ausnee, personal communication, April 24, 2021)

However, Langkasuka wellness services refer to services that offer body treatments, recoveries, enhancements, and follow the rules

and regulations of the Islamic area. It is beauty and health services that suit the context. Most people in this area are Muslim. Islamic provisions state that the services must separate men and women, but everyone can have the services. Muslim people will feel uncomfortable if males and females have to be in the same rooms (Faidah, Rusmanto, Rahmawati, Kusstianti, & Wijayanti, 2021; Ka Hara and Ka Ausnee, personal communication, April 24, 2021). Therefore, Langkasuka wellness services treat, cure, and recover a body from inside by offering local herbs and convenient and worry-free services.

**Tools reflecting local wisdom and identities of Langkasuka wellness services.** From the interview, tools that reflect the local wisdom and identities of Langkasuka wellness services were easy to find in the area or things from local practitioners, for instance, herbal balls, mortar and pestle, and clay pots. To sum up, tools used in Langkasuka wellness services are from local wisdom, such as herbal balls and brewing pots. These tools are used in the local context only. (Nusrusdeen Jetnarakul, personal communication, April 24, 2021)



**Figure 1:** Langkasuka Massage Oil



**Figure 2:** Langkasuka's Herbal Balls



**Place features of Langkasuka wellness services.** There are different features between common wellness services and Langkasuka wellness services, such as room separation for males and females, including massage rooms, shower rooms, and toilets. In addition, some places also provide separated walkways. These ensure that Muslim clients would be comfortable and not be worried while being in the spa. Of course, this is not about religion only. But, it is safe for everybody because the comfortable feeling is important in this service.

The researchers' observation found that the parlor was calm and filled with herbal scents, such as lemongrass and oud that create Mecca's vibe. Moreover, the spa had coconut shell lamps

and salak cider or torch ginger lily drink as a welcome drink. In addition, the spa used Batik fabric as curtains, bedsheets, and massage clothing; further, it used daggers, golden leaves, patterns of kolae boats to decorate the spa. These decorations reflect the people's identities in Langkasuka; moreover, they created relaxation, joy, and beauty. For a welcome drink, it is salak cider or torch ginger lily drink (Nusrusdeen Jetnarakul and Ka Hara, personal communication, April 24, 2021). In addition to the decoration, the spa had the building painted green. In conclusion, the place features outstanding decorations that reflect the people's identities, color, and scent for relaxation.



**Figure 3:** Massage rooms

**Local wisdom and resource identities are the capital of Langkasuka wellness services.** It includes herbal products for muscle relaxation such as yellow cumin, Bengal roots, and black cumin. Those herbs were made to be "Langkasuka massage oil." The key ingredient that shows local identities is black cumin oil imported from Saudi Arabia. It is famous among Islamic people because it was mentioned in Allah's words as black cumin can cure all diseases, keep a youthful appearance, and prolong life (Nusrusdeen Jetnarakul, personal

communication, April 27, 2021; Ka Shareena, personal communication, April 28, 2021).

As shown above, black cumin is the key ingredient of Langkasuka massage oil. It is imported from Mecca, Saudi Arabia. It is believed that black cumin can cure all diseases, keep a youthful appearance, and prolong life. Therefore, it is popular among people in the area.

**Identities of the service providers.** The Langkasuka wellness service providers should possess inside and outside attributes as follows

- Outer identities or appearance. The therapists should dress appropriately and clean, be friendly, be service-minded. They should be pleased in providing services. They always follow the rules of public health as they have to stay clean from head to toe (Ka Reena and Ka Shareena, personal communication, April 27, 2021). In brief, Langkasuka therapists should have a good personality, be friendly, and follow healthcare rules in providing Langkasuka services.

- Inner identities. Langkasuka therapists should possess the following attributes. Knowledge and skills in providing the services. The therapists are always taught local wisdom regarding Langkasuka wellness from their parents and ancestors (Min and Ka Reena, personal communication, April 27, 2021), and interests in Langkasuka wellness discipline. Besides the practitioners had been taught, they should be interested in this discipline; for example, one of the key informants studied in Thai Traditional Medicine and applied the local wisdom massage into practices (Ka Hara, personal communication, April 24, 2021; Nusrusdeen Jetnarakul, personal communication, April 27, 2021).

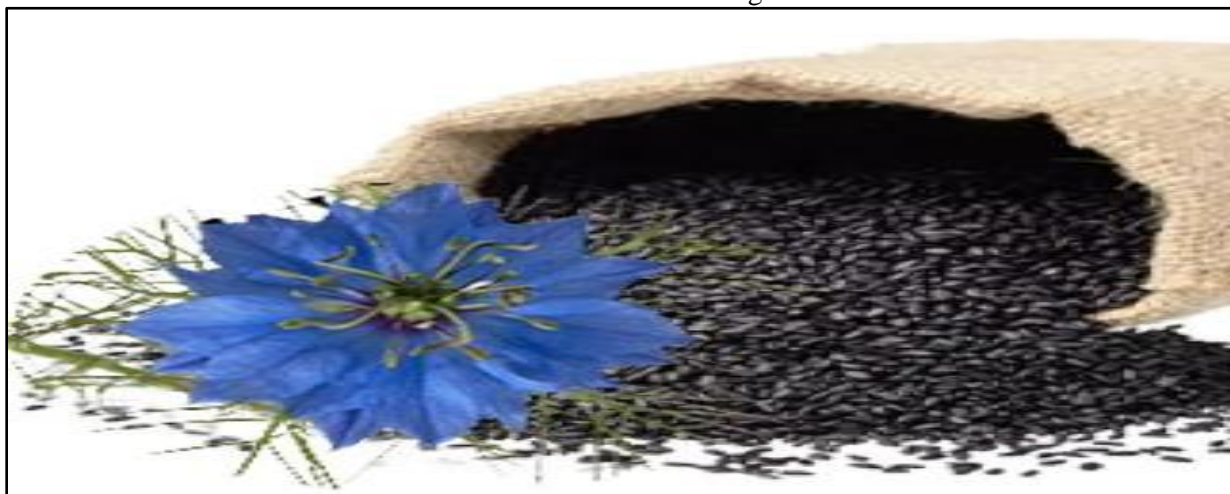
After all, the feature attributes of Langkasuka therapists are 1. New generations who live in three southern border provinces and applied Langkasuka knowledge and skills with science and 2. People who are interested in making Langkasuka services more accessible.

### **Local wisdom and identities of Langkasuka wellness services** are found as follows

The first identities are service zone separation. It was found only in the three southern border provinces. Spas in this area provide zones for males and females since people are uncomfortable exposing bodies in public areas. Everything in the spas is separated for male and female clients, for example, massage rooms, sauna rooms, towels, and other tools, especially therapists. For example, female therapists only give treatments to female clients. In addition, male and female clients are not allowed to share the same rooms. However, it is costly and complicated to manage. In conclusion, service separation is the key feature of Langkasuka wellness and is only found in three southern border provinces. In addition, the service separation is expensive to invest in.

Products used in Langkasuka wellness. They are Langkasuka massage oil that is brewed with local herbs and black cumin. It is only found in three southern border province areas. It was a developed formula from local practitioners. There are two types of Langkasuka oil products: massage oil and ointment. Notably, Langkasuka ointment is a developed formula with aroma scent, and it is in a tube. It was found that the ointment is fine and smells nice. The heat comes from Bengal roots and cumin.

In summary, the product identities of Langkasuka wellness are to develop products based on local practitioners' knowledge as massage oil and ointment.



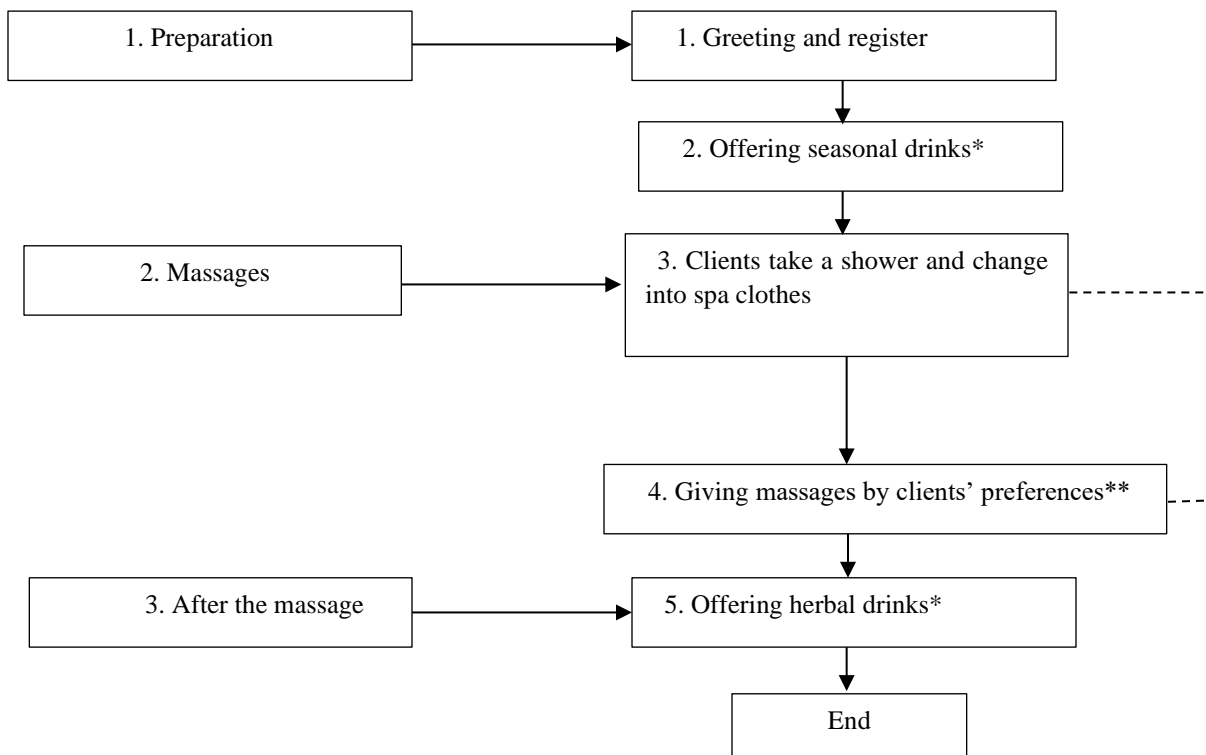
**Figure 4:** Black Cumin's seeds and flowers

Langkasuka massage techniques. It begins with a stomach to other parts of the body. Langkasuka massage is different from Thai traditional massage as it is acupressure and uses thumbs to massage along with the massage oil. Langkasuka massage starts at the stomach as it is believed that the stomach is the center of all nerves. Therefore, if a stomach gets uncomfortable, other parts of the body would be in pain. Finally, the local wisdom and identities of Langkasuka wellness services are 1. Services that suit with the context and the people as separating services for male and female clients 2. Langkasuka massage oil and ointment 3. Unique massage process that begins with stomach and acupressure.

**The Overall Concept of Langkasuka Wellness Services.** Langkasuka massage - Massage is an art of treatment with a long history. Halal Institute Prince of Songkla University (2021) mentioned that Langkasuka massage was a combination of treatments and unique southern culture as using black cumin oil and herbs together with massage instead of herbal balls. Langkasuka massage technique was described as an oil massage (Halal Institute Prince of Songkla University, 2021). Qualified massage therapists would start from the

stomach, outer legs to toes, arms, palms, waist, back, inner legs, shoulders, and neck. Typically, the massage takes 1-2 hours. Langkasuka massage focuses on compression to improve range of motion and flexibility and reduce stress and anxiety. For instance, having petrissage at the shoulders and neck helps reduce stress and headache, and having effleurage at the back and legs before or during the menstrual period helps reduce PMS symptoms. In addition, the fascinating massage was a foundation of the southern local wisdom and culture (Thai Traditional Medicine Fund Management Office, 2017). In addition, Langkasuka aroma oil has been used with the Langkasuka massage. The ingredients are selected by 15 qualified midwives and boiled in sesame oil or soy oil; then mixed with black cumin oil. The people in three southern border provinces have applied this massage oil as a daily treatment for a long time.

Further, the massage could help various conditions; relaxation, moisture skin, and good blood circulation—additional techniques in giving the Langkasuka massage. In order to relax muscles, hot stones are placed, allowing the skin to absorb the oil properly.



**Figure 5:** The procedure of Halal spa service's

According to the figure 5, halal spa's procedure is as follows

Step 1 The clients get seasonal herbal drinks and register to get the service. After that, men and women will have the service separately.

Step 2 The clients take a shower and change into spa clothes. If some clients do not pray yet, they must first go to the prayer room.

Step 3 After the massage, the clients will have other herbal drinks and snacks.

**Remark \*** The herbal drinks represent the local Wisdom and Identities of LANGKASUKA Wellness Services.

**\*\*** The service represents the local Wisdom and Identities of LANGKASUKA Wellness Services.

## DISCUSSION AND CONCLUSION

The study could be a foundation of Langkasuka wellness knowledge and services in the final analysis. The study also illustrates the unique identity of Langkasuka wellness, which could be promoted to be a certified halal spa. Besides, the study could be contributed to the next generations. This is to maintain local wisdom, local identities, and pride and contribute to the public. The research corresponds to Thailand 4.0 policies that focus on adding value and upgrading knowledge, local wisdom, and identities to be creative social innovations. The people could manage the innovations to make profits. The study shows another contribution as the foundation knowledge can be disseminated to plan and promote Langkasuka wellness to be a certified halal spa. This could be discussed as follows:

1. Langkasuka wellness services were promoted in the time of Sultan Shah Ismail. The local doctors introduced massage techniques to relieve the sultan's pains. Many people studied with the local doctor; they went back to their

hometowns to cure people. Besides, Langkasuka wellness services refer to homecare of women in the three southern border provinces.

2. The definitions of Langkasuka wellness services are treatments covering all body and mind using local methods to cure and recover from inside to outside. This has been done through faith, beliefs, and local resources for the best clients' benefit. If people could have primary healthcare, they would have a sound body and mind and be able to access other healthcare functions (Chen et al., 2013; Fongtanakit et al., 2019). However, holistic health services will reduce the cost of adding value and create a selling point of health tourism through innovation in health services linkages using local resources (Muller and Kaufmann, 2000).

Therefore, the integration of traditional medicine and alternative medicine for holistic health care, where service providers should develop services to cover health promotion activities (Miller and Foster, 2010)

3. The tool identities' significant features of Langkasuka wellness services are local resources that are easy to find in the area. Moreover, the place identities of Langkasuka wellness services are a serene place filled with herbal scents like oud and decorated with local materials, coconut shell lamps, batik bed sheets, and curtains. Additionally, the resource identities of Langkasuka wellness services are a massage oil that mixes local herbs with black cumin and is used during the massage. Moreover, the outer identities of the therapists are that they should be clean and calm. They should have a good personality, service mind, and treatment techniques using local herbs and Islam rules to provide services. Inner identities are they should be knowledgeable and skillful in giving a massage. In addition, they should have Langkasuka wellness knowledge and be interested in offering services in three southern border provinces. In order to have value-added in customer services, customer satisfaction continues to play an important role in the entire hospitality business in this 21st century (Jermsittiparsert et al., 2019). Therefore,

entrepreneurs may serve customers' needs and introduce the spa standards according to local wisdom and identities to sustain the halal spa business.

4. Fulfill the body of knowledge in the light of culture, local wisdom, and identities of Langkasuka wellness and communicate it to halal spa entrepreneurs for better services. Besides, this study's findings could lead to halal spa standardization, manual and knowledge management. It might also reflect the national strategic plan regarding becoming an international medical hub, in the long run, developing manuals and materials of halal spas applying the Maqasid al-Shariah and halal spa concepts. The manual and the materials were developed based on identities and local wisdom related to Islamic practices. Further, the relationship between halal spa and maqashid syariah represents Muslims' ways of life and beliefs in Thailand. In addition, it shows great confidence in halal spa guidelines based on the Maqashid syariah. Consequently, spa entrepreneurs would have guidelines for the business concerning clients' needs, especially Muslims, and in the beyond the halal spa help people in the community earn the employment, generating income and leading to sustainable stability in life base on the knowledge use, local wisdom and applying the Maqasid al-Shariah and halal spa concepts and reflecting to identities, thoughts, beliefs, ideals, rituals, and relationships in family and community. According to Rahyono in Fajarini (2014), local wisdom is human intelligence owned by certain ethnic societies achieved through society's experience and keep the identities. It means that local wisdom is the certain people's result through their experience and uncertainty experienced by the other people. The values will be solid in a particular society, and the value has experienced in a long time, as long as the existence of people. However, People commonly apply these to live their lives, understand, and maintain their roots. Besides, local wisdom is life view, science, and various life strategies in the form of activity undertaken by the local society to answer various problems in filling their needs. Sometimes Local wisdom is conceptualized as local knowledge and local genius. In education, local wisdom can function

superiority local in economic aspect, cultural art, language, human resources, technology, information and communication, and ecology (Patimah Tanjung, 2018). In addition, the result of this research can contribute to the guidelines development and promotion of halal spa follow the Maqasid al-Shariah concepts suit Islamic practices. The findings might fulfill the body of knowledge in the light of culture, local wisdom, and identities of Langkasuka wellness and communicate it to halal spa entrepreneurs for better services and help the community earn halal spa certifications, and could lead to halal spa standardization, manual and knowledge management. It might also reflect the national strategic plan regarding becoming an international medical hub in the long run.

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## CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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