

Development of Entrepreneur and Service Providers Career on Health Spa in Krabi Province

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Abstract

This research aims to 1) study the actual conditions, problems, and demands for career development of entrepreneurs and health spa service providers in Krabi Province. 2) study Thai and foreign tourists' behavior, decision-making factors, and satisfaction in using health spa services. 3) conduct case studies and learn from successful health spa operators; serve as role models. 4) propose standard guidelines for the professional development of Krabi entrepreneurs and health spa service providers. This research was mixed methodology research. This quantitative study's population and samples included 13 health spa owners and a number of health spa service suppliers. Successful and role model health spa operators were 49 participants, 362 health spa tourists, and 5 qualitative research participants. Semi-structured data was collected. According to the findings, all 13 companies achieve five aspects of quality assurance for health spa establishments (2014) in actual operating circumstances. According to entrepreneurs, human resources and career paths, according to entrepreneurs, are the most difficult concerns to manage. The majority of tourists who pay for health spa services are men between the ages of 46-50, Thai nationals with a bachelor's degree. Occupational employees in private organizations earn between 30,001 and 40,000 baht per month on average. The majority of them have visited a health spa five times. Health spa services are used 1-2 times a month on average. For health care, they prefer Thai massage and muscle relaxation massage. They like to spend time at a place like the Hotel & Resort Spa. Each time the service is used, the average number of transactions is one. It takes two hours and costs between 1,501-2,500 baht. Tourists are aware of the factors that influence their decision to use a health spa. The users responded positively, and they were pleased with the current state of the health spa services. The highest levels are management and organizational management. And guidelines for career development, there are 11 topics entrepreneurial guidelines, consist of 1) It's determination, love and value of career 2) Make a systematic investment plan 3) Pay attention to spa standards 4) Build a network of cooperation 5) Promote marketing 6) It's a Thai identity 7) Training Personnel training and development 8) Creating a progress path for employees 9) Adapting to changes 10) Upgrading quality and standards with rewards 11) Improving and developing services in accordance with user behavior. 5 topics service provider guidelines, consist of 1) Have determination, have love and value of career 2) Continuous self-development 3) Professional ethics Maintain the image of health spa services. 4) Build a network of cooperation. 5) Adapt to keep up with changes and 6 topics that belong to stakeholders in the health spa businesses guidelines consist of 1) Provincial Public Health Office strictly enforces the law 2) Tourism Authority of Thailand to promote health tourism and health spas 3) Krabi province prepares a provincial development plan that focuses on health tourism 4) Krabi Chamber of Commerce and Krabi tourism business sector Providing marketing promotion and public

relations for health spa services. 5) Training institute for health spa service providers. Develop courses in accordance with the needs of enterprises and 6) government agencies should promote SME investment for spa businesses.

Keywords— Development of career, Entrepreneur, Service providers, Health spa

I. INTRODUCTION

Health tourism is a type of tourism that has been growing in popularity and growing steadily. According to the Global Wellness Institute (GWI), in 2019, the global health tourism economy was worth 720 billion USD. It increased by 16.69% from 2018 before falling by 39.44%, remaining at 436 billion USD in 2020 as a result of the COVID-19 epidemic. But GWI predicts that after 2022, the COVID-19 epidemic will ease, and by 2025, the average annual growth rate of health tourism will be 20.90 percent [1]. As for the value of health tourism in Thailand in 2019, the total value was 59 billion baht, an increase of 3.46% from the same base in 2018, divided into health service expenses of 32 billion baht and expenses for health products, amounting to 27 billion baht [2]. The current health service operations in Thailand are divided according to the Health Establishments Act B.E. 2559 (2016) into 2 types, namely spa business and massage business for health or beauty purposes [3], which spa is Thailand's primary health service. In 2019, there are 1,609 health establishments that meet the standards and have been registered by the Department of Health Service Support, comprising 509 health spas and 1,100 health or beauty massage businesses, of which 344 are in Bangkok and 1,256 in the region [4]. In this regard, government agencies have prioritized and implemented a program to systematically promote health tourism by creating a strategy for Thailand's development as an international health hub (2017-2026). The Ministry of Public Health, which is in charge of enforcing policy into action, has designated Krabi Province as a pilot province for the development of hot spring towns and hot spring tourist routes in Thailand and Enhance Thai massage's chances of being recognized by UNESCO as a global heritage and culture [5]. In the part of Krabi Province that has a high

income from tourism, it has set the development goals for 2018–2022 as "an international quality tourism city, sustainable industrial and agriculture, a livable society, environmentally friendly and adaptable to the changing context." There are projects and activities linked to health tourism, such as the development of salty hot spring health tourism, the development of health tourism service providers, the development of skills for personnel in the tourism and service sector, and the preparation of a guideline for using salty hot spring services; the development of Thai traditional medical assistants to support health tourism in hot spring spa towns; the training of health business entrepreneurs (Spa and Thai massage) to pass international standards; language skills development for tourism and hospitality personnel; and public relations for health establishments in Krabi [6]. The data from the Krabi Provincial Public Health Office found that in 2017, there were 25 health spa establishments and 1,283 service providers. In 2020, there were 37 health spa establishments, an increase of 12 from 2017, or 48 percent. There were 1,574 service providers, an increase of 291 people from 2017 is 22.68% [7]. It can be seen that the health spa establishments in Krabi have a tendency to expand continuously. Despite the disruption and slowdown caused by the COVID-19 pandemic, GWI forecasts that health tourism will continue to play a key role in creating jobs and careers for those involved in the tourism business cycle, which has a direct impact on the country's stability and economic strength at the individual, community, provincial, and county level.

Because of the importance of health tourism, the health spa service profession has a bright future in helping to build the economy and society of Krabi province and the country. It should seek solutions to the issues and hurdles that arise, as well as strategies to grow the

health spa service profession into a standardized career that meets the Ministry of Public Health's criteria and is consistent with Thailand's development as an international health center. Professionals, both as entrepreneurs and as service providers, take pleasure in their abilities. It is an option to selecting to enter or change one's career, which creates revenue for service providers and contributes to the economy.

II. OBJECTIVES

2.1 To study the actual conditions, problems, and demands for career development of entrepreneurs and health spa service providers in Krabi Province.

2.2 To study Thai and foreign tourists' behavior, decision-making factors, and satisfaction in using health spa services.

2.3. To conduct case studies and learn from successful health spa operators; serve as role models.

2.4. To propose standard guidelines for the professional development of Krabi entrepreneurs and health spa service providers.

III. RESEARCH SCOPE

3.1 Content Scope

The scope of content in this research, the researcher studied the actual conditions, problems, and needs of the professional development of entrepreneurs and health spa service providers in Krabi province, including behavioral studies. Factors influencing Thai and foreign tourists' decision-making and satisfaction with health spa services were investigated, including studying case studies and lessons learned from successful health spa entrepreneurs, who serve as good role models, as well as presenting guidelines for the career development of entrepreneurs and health spa service providers in Krabi.

3.2 Demographic Scope

Entrepreneurs and health spa service providers registered with the Krabi Provincial Public Health Office in 2020, as well as Thai and foreign visitors who use health spa services in Krabi, were studied.

3.3 Geographic Scope

This research has the scope of the study with establishments, service providers and health spa users in Krabi province.

Scope of time

A research study on career development of health spa operators and service providers in Krabi province was conducted during August 2020 – December 2021.

IV. RESEARCH METHODOLOGY

Research studied on the career development of entrepreneurs and health spa service providers in Krabi Province. It used mixed methodology research. It was divided into 4 parts as follows:

4.1 The Study of the Actual Condition of the Health Spa Service Providers in Krabi Province

This section dealt with quantitative data. The objective is to investigate actual circumstances. The difficulties and demands of entrepreneurs and health spa service providers in Krabi Province were investigated. The study examined at 13 companies that opened after the COVID-19 outbreak. Two groups of data were collected utilizing questionnaires during the research period of December 2020 to January 2021: 13 health spa operators and 53 health spa service suppliers. Frequency (f) and percentage (%) were used to evaluate the data.

4.2 The Study of Behavior, Decision-Making Factors, And Satisfaction in Using Health Spa Services

Quantitative research is studied. The objective is to investigate the factors that influence Thai and foreign tourists' decision in using health spa services. The participants in this study were customers of Krabi Province health spas that were open for business in December 2020–January 2021 and willing to gather data from 13 locations, totaling 400 people. A questionnaire was employed to gather data. The mean and standard deviation were used to analyze the data.

4.3 The Study of Case Studies and Learn from Successful Health Spa Operators; Serve as Role Models

This part is qualitative research aiming to study case studies and lessons learned from successful health spa operators and be a role model. The study's target groups were drawn from health spas that had been accredited by the Ministry of Public Health based on its health establishment accreditation requirements. It was a business that could reopen when the COVID-19 outbreak subsided in late 2020, and it acquired popularity among tourists thanks to recommendations from five spa business clubs and health services in Krabi Province, namely: Wareerak; Hot Spring Mineral Spring Spa, Spa Cenvaree; Hotel & Resort Spa, Linkerlonger Spa; Hotel & Resort Spa, Royal Palm Spa; Day Spa and Radarom Spa; Day Spa. The researcher collected data from the spa operators using a semi-structured interview form. The qualitative data analysis of the interview form was collected using the content analysis method.

4.4 Proposal for Standard Guidelines for the Professional Development of Krabi Entrepreneurs and Health Spa Service Providers

This section explains how the results of the investigations in Part 1-3 are combined in this part. These results were sorted into categories based on research objectives from diverse data obtained through inductive reasoning in order to establish guidelines for the career development of entrepreneurs and health spa service providers in Krabi province.

V. RESEARCH RESULT

5.1 The Study of The Actual Condition of The Health Spa Service Providers in Krabi Province.

The results of the study of the actual condition of the health spa establishment from collecting data from 13 operators showed that 13 people represented 100 percent, while 53 service providers collected data for 49 people, representing 92.45 percent. The actual condition of the operation was in accordance with the criteria for quality assurance of health

spa establishments (2014) in all 5 areas, consisting of service, personnel, products, tools, and equipment, organization management, and the location and environment. This is in consistent with the findings of Isichaiklu and Chansawang [8], who studied at the potential of Thai spas. Because they are supported by government and commercial entities in promoting the potential of Thai spa businesses, it was discovered that Thai spa establishments have quality and standards.

The results of the study of problems and needs for career development according to the criteria for quality assurance of health spa establishments 2014, entrepreneurs and service providers reflect problems that arise and need for career development as follows:

In terms of services, it was found that some users viewed health spa services as similar to those of massage parlors or viewed that there were hidden sexual services. Competitive price cuts among entrepreneurs and there are also problems with service users who are reluctant to cooperate with the screening according to the preventive measure of COVID-19, not being on time for appointments. Narimuang [9] conducted a study on the promotion of health spa establishments and came to the same conclusion. As the eastern region's health tourism hub, it was discovered that underhanded business practices harmed the reputation of the Thai spa and massage industry, and operators should set service fees that are reasonable for the service. Government organizations should focus on and continuously promote a positive image of Thai spas, according to entrepreneurs and service providers. Employees and businesses in the health spa industry collaborate to keep the industry's image satisfactory. Out of the service, nothing will be served. Service pricing should be standardized and develop a service access system such as selecting a service menu, booking a queue with an application. It should have developed a new service menu as most tourists use the internet to communicate. Khiaomusuan [10] conducted a study in Hua Hin District, Prachuap Khiri Khan Province, on

guidelines for developing the potential of the spa business to meet the expectations of foreign tourists using the services, and discovered that tourists can book or choose to use spa services by booking via the Internet.

In terms of personnel, it was found that employees moved in and out frequently causing a lack of continuity in personnel development. Employees cannot communicate in a third language such as Chinese, German, Russian. Some employees lack service worker characteristics such as personality, joyful communication, and so on. During the Covid-19 period, businesses cut workers, creating in a shortage of consistent service capabilities. This is consistent with Narimuang's research findings [9]. He found that personnel issues include a shortage of experienced staff and insufficient numbers, lengthy training, the time it takes to gain experience in offering knowledge, and difficulties communicating in foreign languages. Entrepreneurs ask government organizations to provide foreign language training for massage and spa professionals, supporting more and more training to improve massage and spa workers' skills. Establishments and employees should work together to foster professional ethics and characteristics among service personnel. In terms of service providers, fresh training courses for spa massage and foreign language abilities should be sent out on a regular basis. According to Nuttayasakul and Sangraksa [11], who studied the model of personnel development in the spa business to promote health tourism for elderly tourists, personnel development in the spa business centered on the development of knowledge and competence service, and quality standards of service to employees.

Tools and equipment. It was found that the prices of tools and products were high, and spa-related products could not be kept for a long time. Some equipment or tools were not enough to meet the needs, or something was damaged or broken, such as massage mats or saunas. Entrepreneurs and service providers agreed that local products must be applied in the service

menu; provide modern and quality service tools and equipment; improve tools and equipment to be suitable for use; and employees should be knowledgeable, persistent, and always repair tools and equipment. According to Thongmuang [12], who studied the marketing strategy of the health spa business in Thai higher education institutions, the products used in the spa business must be made from or contain the main ingredient of natural raw materials by producing or developing them in the form of local wisdom.

Administration and organization management. Public relations and marketing did not reach all target groups. Customers who do not use social media may be unable to see promotional materials for the spa's services. Employees are not paid based on how long they have worked for the company. The entrepreneurs asked the government to promote their services to both domestic and international tourists. The service providers asked for the facilities to provide benefits or pay to their staff, increasing in several ways. This is consistent with the results of a study by Phromhitatorn [13], which found that public relations and promotions through various media such as social media and billboards affect the satisfaction of using day spa services for health care users in the Bangkok Metropolitan Region. Narimuang [9] found that entrepreneurs should hire their own employees. Providing opportunities for advancement in the role, being a good adviser, and ensuring compensation are sufficient and fair. Focus on the quality of life at work. Award various welfare benefits to build employee morale and morale should be provided. This is consistent with the findings of a study by Phromhitatorn [13], who discovered that public relations and marketing through various media such as social media and billboards have an impact on healthcare users' satisfaction with day spa services in the Bangkok Metropolitan Region. According to Narimuang [9], entrepreneurs should hire their own personnel. Providing possibilities for progression in the role, acting as a helpful advisor, and guaranteeing adequate and

equitable compensation are all important. Focus on workplace quality of life, and give numerous welfare advantages to boost employee morale and morale.

The location and environment revealed that the area was a commercial facility with outdoor noise and nearby entrepreneurs. Garbage and waste water surround the area, and the businesspeople urged government personnel to come and dispose of solid waste on a daily basis. In terms of the service provider, there was a need to upgrade the rooms used to block out noise. This is due to the peculiarities of the environment. The choice of health spa services is influenced by the cleanliness of the premises [14].

5.2 The study of Behavior, Decision-Making Factors, And Satisfaction in Using Health Spa Services

5.2.1 General information of health spa service users

The majority of the 362 tourists who used health spa services were 65.47% male, 32.60% aged 46–50 years, 93.93% Thai nationality, 56.63% bachelor's degree, and 34.53% were officers, according to a survey. The average monthly income of 28.45% is between 30,001 - 40,000 baht.

5.2.2 Tourist behavior in using health spa services

The majority of customers utilized health spa services 5 times (25.41 %), with 67.96 % using health spa services 1-2 times per month. In the category of hotel & resort spa, 49.72 % used health spa services. 43.92 % of the total was spent on Thai massage and muscle relaxation. The primary reason for using this health spa service was to improve one's health, which accounted for 53.87 %. The average number of transactions using the service was 81.49 % each time. The average cost of using the service is 1,501–2,500 baht per visit, accounting for 48.06 % expenditure. 62.71% spent 2-hour average usage period for each service.

5.2.3 Tourists' Decision Factors for Using Health Spa Services

The study found that factors that tourists decide to use health spa services are as follows: In terms of the incentives for making the decision to use the overall service at a high level ($\bar{X} = 4.07$) when considering each item, it was found that tourists gave the highest importance to the factor of the reputation of health spas in Thailand at a high level ($\bar{X} = 4.48$). As for personal factors, the overall picture was at a high level ($\bar{X} = 4.34$) and when considering each item, it was found that the use of spa services to relieve stress was at a high level ($\bar{X} = 4.44$) as well as the overall decision-making process. At the highest level ($\bar{X} = 4.53$) and when considering each item, it was found that the cleanliness of the spa service was at the highest level ($\bar{X} = 4.64$). As for the overall response of service users at the highest level ($\bar{X} = 4.60$), when considering each item, it was found that the service users were satisfied with the service provided by the service staff. In correlation with Chantawan's research, and Fongthanakit [15] found that the factors affecting the selection of spa business services by users in the Chatuchak area of Bangkok are Product attractiveness, price, location, and marketing promotion are the factors that influence consumer decisions to use a spa business.

5.2.4 The Satisfaction of the Service Users Towards the Actual Condition of the Health Spa Services According to the Criteria Quality Certification of Health Spa Establishments 2014

The study found that the users are satisfied with the actual condition of the health spa services. According to the criteria for quality assurance of health spa establishments (2014), as follows: Service The overall satisfaction of the service users was at a high level ($\bar{X} = 3.93$). When each item was considered, it was discovered that providing a variety of massage services such as Thai massage and relaxation massage at a high level ($\bar{X} = 4.48$) was the item with the highest satisfaction. In terms of personnel, service users

were overwhelmingly happy ($\bar{X} = 4.26$). When each item was considered, it was discovered that employees who dressed adequately according to the establishment's uniform provided the highest level of satisfaction. Overall satisfaction with service users' tools and equipment was high ($\bar{X} = 4.35$). Looking at each item individually, it was discovered that the items with the highest satisfaction were those where the quality of the products utilized in the service menu closely met the needs of the service users ($\bar{X} = 4.69$). About Administration and management of organizations, overall satisfaction among service users is the highest ($\bar{X} = 4.59$). When each item was considered individually, it was discovered that the things with the highest satisfaction were the menu clearly states service prices at the highest level ($\bar{X} = 4.78$). In terms of location and environment, they had the highest overall satisfaction level ($\bar{X} = 4.56$). Considering each item, it was found that the items with the highest satisfaction were the reception area is separated from the service area. It was at the highest level ($\bar{X} = 4.94$), consistent with the results of the study of Phromhitatorn [11]. He discovered that product and service branch adequacy, process factors, and employee dress code, price factor, and the appropriateness of service period; personnel factor; factors for creating and presenting the physical characteristics and knowledge of the service factors for marketing promotion and clearly explaining the process of using the service were the factors affecting the satisfaction of day spa service users in Bangkok and its vicinity.

5.3 The Study of Case Studies and Learn from Successful Health Spa Operators; Serve as Role Models.

Results from successful health spa owners and role models, as well as case studies and lessons learned. The following characteristics determining success and being a good role model were discovered in 5 establishments:

1. Entrepreneurs attach great importance to the health spa standard according to the criteria for the quality of health spa

- establishments 2014 and operate in accordance with the criteria in all aspects.
2. Operators and service providers are dedicated to this goal. They have a passion for what they do in their job and a desire for the company to succeed, even if they are not a business owner.
3. The location of the establishment is suitable and has the uniqueness of Thainess and uniqueness.
4. Operators are adapting to unpredictable changes, such as solving problems under the COVID-19 epidemic situation.
5. Entrepreneurs have always been looking for various marketing promotion methods. Using social media and partnering with government organizations and the tourism industry, etc.
6. Service providers are continuously trained and developed.
7. Both job promotion and sending to work abroad services are provided by career advancement service providers. Salary commissions and year-end bonuses provide a compelling income to work for and a pleasant quality of life.
8. Entrepreneurs plan their investments in a systematic manner, encompassing location, personnel preparedness, financial planning, marketing, and break-even analysis.
9. The operator has prepared products from medicinal plants grown in the establishment utilizing in the service menu.
10. By forming the Krabi Spa and Health Service Business Organization to coordinate cooperation, operators and service providers have developed a network of cooperation. Professional standards in health spa services are being strengthened and raised.
11. Domestic and international health spa establishment awards were given to the establishment. This will assist in increasing the standard of Thai spas so that they can be acknowledged worldwide.

Items 1–8 are success factors for all businesses. Some 9-11 may have constraints on how they operate in one subject yet be great in others. A

day spa, for example, has limits in the preparation of herbal items but is exceptional in the network. The Mineral Spring Spa type of institution excels in herbal product production and garnering honors both locally and globally, but network operators are limited because there is only one of this type of establishment. Hotel & Resort Spa stands out for providing opportunities for service professionals to advance with opportunities for promotion and jobs overseas. However, there are some regulations on how herbal items are prepared.

5.4 Proposal for Standard Guidelines for The Professional Development of Krabi Entrepreneurs and Health Spa Service Providers

In Krabi Province, the researcher presented career development advice for health spa proprietors and service providers. The following are the guidelines for the operation:

5.4.1 Entrepreneurs Entrepreneurs Should Have the Characteristics or Implement the Following Guidelines.

1. Entrepreneurs must be dedicated. You enjoy and respect your profession. There is a desire for the business to succeed. Even if you are not the business's owner.
2. In terms of site, personnel preparation, financial planning, marketing, and break-even analysis, there is a systematic investment planning process.
3. Paying attention to health spa standards according to the 2014 quality accreditation criteria and operating in line with the requirements in all aspects, including service people management and product organization management tools and equipment, as well as on the site and in the environment.
4. Creating a network of collaboration between spa operators and health spa service providers, as well as government tourism organizations and the tourism industry sector.
5. Using social media and collaborating networks with government agencies and

tourism industries, among other things, to find different marketing promotion channels.

6. Creating a Thai identity and uniqueness to the establishment.
7. Continuing to educate and train employees in massage techniques, spa services, and foreign language abilities.
8. Creating a path for service providers to enhance their careers and find stability, compensation and perks which are based on experience and age.
9. Knowing how to adjust to unexpected developments, such as handling difficulties in the midst of a COVID-19 epidemic.
10. Upgrading the establishment's quality and standards from the award for local and international health spa institutions.
11. enhancing and developing services in accordance with the following factors that influence tourist behavior and satisfaction with health spa services:

Establishments should maintain service quality on the following lists: Knowledge and service skills in massage; muscle relaxation and tension relief of service providers; service menus that take 1-2 hours per item and are priced between 1,001 and 2,500 baht; quality and reputation of a health spa; arrangement of space in the establishment that is divided into reception and waiting areas separated from service areas; cleanliness; the establishment's relaxed atmosphere Furthermore, improvements should be made to provide healthy food and beverage services to service recipients; develop the ability to communicate in a third foreign language, such as Chinese, Korean, or Russian; and publicize the establishment's services so that tourists can reach out to multiple channels.

5.4.2 Service Providers. Service providers Should Have the Characteristics or Implement the Following Guidelines.

1. Be determined by loyalty to the organization, just as it is in service. Seeking opportunities for career advancement in both employee

- engagement and independent entrepreneurship.
2. In accordance with the needs of service consumers, self-development for professional competence, comprising knowledge, competency, service skills, and foreign language communication abilities.
 3. Having professional ethics Maintain the image of health spa services with no hidden sex services.
 4. Putting together a cooperative network of spa operators and health spa service providers.
 5. Knowing how to adapt to unexpected changes, such as the COVID-19 epidemic, which forced businesses to close temporarily, and understanding and accepting the happening. Employees may be required to perform additional tasks in the workplace which could be required to take a break from employment and pursue other opportunities.

5.4.3 Stakeholders in the health spa service business should proceed as follows:

1. The Health Facilities Act B.E. 2559 and the criteria for quality assurance of health spa establishments B.E. 2557 are implemented by the Krabi Provincial Public Health Office, which oversees, supervises, and monitors places dedicated to providing health spa services.
2. The Tourism Authority of Thailand's Krabi office will promote health tourism and spas, as well as project a positive image of health spa services.
3. Following the province development plan 2018–2022, Krabi prepares a provincial development plan that focuses on health tourism and health spa services.
4. Marketing promotion and public relations for health spa services through various channels such as periodicals, public relations signage, and trip packages are provided by the Krabi Chamber of Commerce and the Krabi Tourism Business Sector.
5. Training institutes for health spa service providers, including Khlong Thom Vocational College, National Sports University, and Prabi Campus, develop courses in accordance with the needs of the establishment.
6. Investment promotion is handled by government agencies. A policy should be in place to encourage investment in new health spa operators. Support funds for the development of those who have already established themselves, or support SMEs in the spa business.

VI. SUGGESTION

According to the proposed recommendations, there are three groups of people in Krabi Province that can benefit from the career development of entrepreneurs and health spa service providers: entrepreneurs, service providers, and stakeholders in the health spa industry. The Krabi Spa and Wellness Business organization, which is already a collaborative network, should be strengthened by collaborating with stakeholders and businesses in order to be successful and enhance the quality and standards of health spas. Especially government agencies that have policies that prioritize this type of business in systematic career development planning from the national to provincial levels. In Krabi, this is a challenging opportunity for the health spa industry.

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