

Immersive Experience for Wellness Tourism within Thailand Context



A Dissertation Submitted in Partial Fulfillment of the Requirements  
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จุฬาลงกรณ์มหาวิทยาลัย  
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ประสบการณ์เชิงเสมือนเพื่อการท่องเที่ยวเชิงสุขภาพในบริบทของประเทศไทย



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาวิทยาศาสตรดุษฎีบัณฑิต  
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การอุปถัมภ์ของเทคโนโลยีการท่องเที่ยวเชิงเสมือนส่งผลต่อการพัฒนาในด้านการท่องเที่ยว จากคุณสมบัติของเทคโนโลยีซึ่งทำหน้าที่เป็นตัวกลางส่งผลให้ผู้ใช้สามารถจำลองประสบการณ์ทั้งในสถานการณ์จริง และสถานการณ์เชิงเสมือน เทคโนโลยีการท่องเที่ยวเชิงเสมือนสามารถสร้างประสบการณ์ที่มีเอกลักษณ์และมีบทบาทสำคัญต่อการกระตุ้นการเดินทางจริง รวมถึงการเชื่อมโยงนักท่องเที่ยวและจุดหมายปลายทางเข้าด้วยกันผ่านทางกิจกรรมบางอย่าง ไม่ปรากฏว่าเคยมีการค้นคว้าวิจัยทางทฤษฎีเกี่ยวกับองค์ประกอบของประสบการณ์นี้ด้าน ประกอบด้วย องค์ประกอบทางด้านกายภาพ ด้านจิตใจ ด้านจิตวิญญาณ และด้านสิ่งแวดล้อม และอิทธิพลของเทคโนโลยีเชิงเสมือนภายใต้กรอบการท่องเที่ยวเชิงสุขภาพของประเทศไทย การศึกษานี้มีวัตถุประสงค์เพื่อพัฒนารูปแบบประสบการณ์เชิงเสมือนของการท่องเที่ยวเชิงสุขภาพในบริบทของประเทศไทย จากองค์ประกอบของประสบการณ์ที่ได้รับการยืนยันทางสถิติแล้ว

จากการศึกษาเบื้องต้น ยังไม่เคยมีงานวิจัยทางทฤษฎีเกี่ยวกับกรยืนยันโมเดลองค์ประกอบของประสบการณ์นี้ด้าน ได้แก่ องค์ประกอบทางด้านกายภาพ ด้านจิตใจ ด้านจิตวิญญาณ และด้านสิ่งแวดล้อม ภายใต้ความแตกต่างด้านวัฒนธรรม การศึกษานี้ได้ยืนยันรูปแบบองค์ประกอบของประสบการณ์ภายใต้บริบทของประเทศไทยจากผลการวิจัยเชิงปริมาณ โดยการใช้วิเคราะห์องค์ประกอบเชิงยืนยัน เพื่อทดสอบความสอดคล้องระหว่างข้อมูลกับโมเดล พบว่า องค์ประกอบทั้งสี่ด้านและองค์ประกอบย่อย รวมทั้งหมด 28 ด้าน มีความสอดคล้องกับข้อมูลเชิงประจักษ์ โดยองค์ประกอบของประสบการณ์ด้านจิตใจ เป็นตัวแปรที่ส่งผลกระทบที่สุดต่อประสบการณ์การท่องเที่ยวเชิงสุขภาพในบริบทของประเทศไทย

การศึกษานี้มีวัตถุประสงค์เพื่อพัฒนารูปแบบประสบการณ์เชิงเสมือนของการท่องเที่ยวเชิงสุขภาพในบริบทของประเทศไทยจากโมเดลองค์ประกอบของประสบการณ์ที่ได้รับการยืนยันอย่างมีนัยสำคัญทางสถิติ ภายใต้กรอบประสบการณ์นี้ด้าน ได้แก่ การศึกษา ความงาม การหลบหนี และความบันเทิง โดยผลการตรวจสอบความตรงของตัวชี้วัดประสบการณ์นี้ด้านที่ได้รับพบว่า โมเดลมีความสอดคล้องกลมกลืนกับข้อมูลเชิงประจักษ์ โดยพิจารณาค่าค่าไค-สแควร์ เท่ากับ 95.59 ซึ่งค่าไค-สแควร์แตกต่างจากศูนย์อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 ค่าความน่าจะเป็น (p) เท่ากับ 0.06 ที่องศาอิสระ เท่ากับ 76 และค่าไค-สแควร์สัมพันธ์  $\chi^2/df$  เท่ากับ 1.26 ซึ่งมีค่าน้อยกว่า 2 แสดงว่าโมเดลมีความสอดคล้องกับข้อมูลเชิงประจักษ์ ส่วนดัชนีวัดความสอดคล้องในรูปความคลาดเคลื่อน ได้แก่ ค่าดัชนีรากของค่าเฉลี่ยกำลังสองของเศษเหลือ (RMR) มีค่าเท่ากับ 0.048 และค่าดัชนีรากที่สองของค่าเฉลี่ยความคลาดเคลื่อนกำลังสองของการประมาณค่า (RMSEA) มีค่าเท่ากับ 0.028 ซึ่งเป็นค่าที่ยอมรับได้เพราะมีค่าน้อยกว่า 0.05 ส่วนค่าดัชนีวัดความสอดคล้องเชิงสัมบูรณ์ ได้แก่ ค่าดัชนีวัดความสอดคล้องเปรียบเทียบ (CFI) มีค่าเท่ากับ 1.00 ค่าดัชนีวัดความสอดคล้อง (GFI) มีค่าเท่ากับ 0.98 และค่าดัชนีวัดความสอดคล้องที่ปรับแก้ (AGFI) มีค่าเท่ากับ 0.94 ซึ่งเป็นค่าที่ยอมรับได้เพราะมีค่ามากกว่า 0.90 ขึ้นไป จะเห็นได้ว่าค่าดัชนีวัดความสอดคล้องที่กล่าวมาเป็นไปตามเกณฑ์ แสดงว่าโมเดลมีความสอดคล้องกลมกลืนกับข้อมูลเชิงประจักษ์

เมื่อพิจารณาผลการวิเคราะห์องค์ประกอบเชิงยืนยันอันดับที่สองขององค์ประกอบมิติประสบการณ์นี้ด้านที่ได้รับพบว่า ค่าน้ำหนักองค์ประกอบของตัวบ่งชี้ทุกตัวมีค่าเป็นบวก มีขนาดตั้งแต่ 0.86 ถึง 0.99 และมีนัยสำคัญทางสถิติที่ระดับ 0.01 ทุกตัว โดยองค์ประกอบที่มีค่าน้ำหนักมากที่สุด คือ ตัวบ่งชี้ขององค์ประกอบด้านมิติประสบการณ์ด้านความงาม และองค์ประกอบด้านมิติประสบการณ์ด้านความบันเทิง มีค่าน้ำหนักองค์ประกอบเท่ากับ 0.99 เท่ากัน รองลงมาคือ องค์ประกอบด้านมิติประสบการณ์ด้านการพักผ่อน มีค่าน้ำหนักองค์ประกอบเท่ากับ 0.97 และองค์ประกอบด้านมิติประสบการณ์ด้านการศึกษา มีค่าน้ำหนักองค์ประกอบน้อยที่สุดเท่ากับ 0.86 ตามลำดับ และมีความผันแปรร่วมกับองค์ประกอบมิติประสบการณ์นี้ด้านที่ได้รับเท่ากับ ร้อยละ 99, 97, 94 และ 74 ตามลำดับ เพื่อยืนยันผลการวิจัย ผู้วิจัยจึงได้สร้างสถานการณ์จำลอง ซึ่งมีผู้เข้าร่วมทดสอบยอมรับ จำนวน 10 คน

โดยสรุป กรอบของตัวแบบประสบการณ์นี้ด้านจากองค์ประกอบที่ได้รับการยืนยันแล้ว มีความสอดคล้องกลมกลืนกับข้อมูลเชิงประจักษ์ สามารถนำมาปรับใช้ในการพัฒนาการท่องเที่ยวเชิงสุขภาพในรูปแบบเชิงเสมือนในบริบทของประเทศไทย

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KEYWORD: wellness tourism, PMSE attributes framework, Four Experience Dimensions, Confirmatory Factor Analysis

Natnisha Kongtaveesawas : Immersive Experience for Wellness Tourism within Thailand Context. Advisor: Pattarawan Prasarnphanich, Ph.D. Co-advisor: Asst. Prof. SUKREE SINTHUPINYO, Ph.D., Assoc. Prof. Suwaree Ashton, Ph.D.

The emerging immersive tourism technology has contributed to development of the tourism field since it provides an interactive computer-generated medium that allows participants to create simulated experiences of both real and unreal situations. Immersive tourism technology provides travelers with the unique experience of the destination and can play a significant role in encouraging actual visitation and engaging both travelers and destinations in particular travel activities. The previous research on a theoretically integrated PMSE experience framework and immersive tourism technology within Thailand context has not previously been conducted with respect to wellness tourism. To address this gap, this study develops and investigates a conceptually comprehensive model of immersive wellness tourism experience from the fundamental validated study of PMSE wellness experience attributes framework.

For preliminary study, research on the theoretical integration of attributes of wellness tourism in the form of the physical, mental, spiritual, and environmental (PMSE) attribute framework and the effect of cultural differences on the framework validation has not been conducted before. The fitness of the PMSE attribute framework model within the context of Thailand wellness tourism was confirmed through a survey design with a quantitative approach from the generalities of the sample groups. The entire dataset was statistically tested with descriptive statistics and confirmatory factor analysis (CFA). After adjustments, the four-factors with a 28-item model substantiated the data. The results validated that the mental experience attributes accounted for the most variance, with an indicator value of 0.99 in the framework, predicting the effective wellness tourism experience better than the other attributes. The result has been used as the fundamental concept for the wellness tourism experience testing.

Thus, the purposes of this research were to develop immersive wellness tourism experience model within the context of Thailand from synthesizing those validated attributes with four experience dimensions in the form of immersive experience. In testing for content validity, the indicators were screened and examined by five tourism experts. A Confirmatory Factor Analysis (CFA) with empirical data was utilized to test for construct validity. The sample of this research were 446 Thai Travelers derived from non-purposive sampling method. The research instrument was an online questionnaire with a prototype vdo clip length 4 minutes based on the result of preliminary study. The basic data was analyzed by using descriptive statistics and reported as Means, S.D., C.V., Skewness, and Kurtosis. In addition, the Confirmatory Factor was analyzed by utilizing the LISREL 9.30 program.

Regarding Four Experience Dimensions, namely Educational, Experience, Esthetic and Escapist Experience, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 95.59 is statistically different from zero at the 0.05 level of significance, the probability (p) value of 0.06 is at the degree of freedom of 76 and the relative chi-square (/df) value of 1.26 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.048 and the root mean square error of approximation (RMSEA) value of 0.028 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 0.98 and the adjusted goodness-of-fit index (AGFI) value of 0.94 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data. The order confirmatory factor analysis result of Attitudes Regarding Four Experience Dimensions shows that all indicators have positive factor loadings between 0.86 and 0.99 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are Esthetic Experience Dimension and Entertainment Experience Dimension, both at 0.99, Escapist Experience Dimension at 0.97 and Educational Experience Dimension at 0.86, and their respective covariance values are 99, 97, 94 and 74. To confirm the result, the mock up session of prototype usage with 10 participants were also hosted.

In conclusion, the four experience dimensions are appropriate immersive wellness tourism experience indicators for Thailand context with validity in indication. Esthetic Experience and Entertainment Experience are the most significant experience dimensions in indicating the wellness tourism experience within the context of Thailand.

Field of Study:	Technopreneurship and Innovation Management	Student's Signature .....
Academic Year:	2022	Advisor's Signature .....
		Co-advisor's Signature .....
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## Chapter 1

### Introduction

This research has been conducted to study the immersive wellness tourism experiences within Thailand context, believing that the validated wellness attributes framework greatly effects in creating an immersive wellness tourism experience. In terms of technological implementation, a tourism system in tourism industry has been acknowledged and undergone technical evolutions including improvements in immersion and the feeling of telepresence over the last few decades. Thus, a comprehensive analysis of studies employing such concepts in wellness tourism studies is still rare. Believing that there is the potential gap in creating an immersive tourism experience in the segment of wellness tourism within Thailand context, the researcher aims to bridge the gap by studying and validating the attributes of wellness tourism experiences and create the immersive experience model of those attributes. The introduction consists of 6 parts accordingly; 1.1 research background of what has previously been done and what needs to be considered as a new area of the study; 1.2 research justification; 1.3 research aim which is to design the immersive wellness tourism experience system from the actual wellness tourism attributes that have been validated within the context of Thailand; 1.4 the importance of this study; 1.5 research contributions which both theoretical and managerial aspects are mentioned; 1.6 definition key terms; 1.7 research scope and finally 1.8 conclusion. Details are discussed below.



#### 1.1 Research Background / Significance of problems

Higher global consciousness on health and wellbeing has become a mega trend currently. Consumers are more proactive and progressive about their health concern. Traveling in search for well-being and quality health services has been in observation in the area of medical tourism for a period of time. From the 18<sup>th</sup> century onward, the wealthy patients from developing countries traveled to medical centers in Europe and the U.S for medical treatment. The trend has been reversed in the late 20<sup>th</sup> century by means of the globalization of communication and transportation technologies and significantly increased in the 21<sup>st</sup> century (Global Wellness Institute, 2018). In developed countries such as the U.S, Japan or Scandinavians, increasing domestic healthcare costs in combination with ease of traveling overseas directly affect the demand for domestic cross-border and international medical services thriving. The rise

of aging population has also affected the travel trends that people travel from developed countries to developing countries for not just medical treatment but well-being of life. In 2020, hedonistic and eudaimonic have become a momentum concept in developed countries lifestyle and proliferate in research stream as the imbalanced results of modern lifestyle and the deterioration effect of tourists' health and eventually disease as the rise of middle-class population (Smith & Puczko, 2014; Damijanic, 2019). Demographics are changing however, and it turns out that not just older people, but younger generations are just as concerned about living healthily. Health preservation and promotion has become an important issue in many industries such as the demand for better nutrition has already impacted the food and beverage industries with the rising number of organic, or natural-touted products and now turning to exert their influence on the tourism market as appeared in the previous studies of Fetscherin & Stephano (2016) and Smith & Diekmann (2017).

A proliferation of research in recent years has revealed a myriad relationship between tourism and the concept of wellbeing (Hartwell., et al., 2018). Health benefits of visiting tourists, the destination community, and the destination itself have become the highlights of many studies. At the current pace of wellness tourism evolution, there will be the newly emerging and currently unknown research streams contributing to the scholarship of wellness tourism (Nefiodow, 2006). The definition of wellness tourism derived from GWI's definition of wellness: the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health is consistent with the World Health Organization's definition of health as a state of complete physical, mental, and social wellbeing (Global Wellness Institute, 2018; WHO, 2018). According to global tourism figures, 16% of annual revenue is now wellness-driven, wellness tourism specifically was worth \$639bn in 2017 and is predicted to grow to 44% by 2022 (Global Wellness Institute, 2018). Wellness tourism is the fastest growing segment within the global tourism market. Acquisition of specialist wellness brands and the repositioning of numbers of tourism stakeholders such as hotel companies and operators are acknowledged. Already, upscale hotel brands, secluded retreat resorts, and fitness and spa focused facilities are tailoring comprehensive holiday packages that replace visiting attractions as their main purpose to focusing on the consumer demands for wellness experiences. Especially after the pandemic crisis or the COVID-19 affect in 2020, the rise of wellness study has been redefined from a disease prevention framework to preventive strategies in various perspectives from multi-industries (McKinsey, 2020). Thailand, however, has been set up as the WHO's Asia Head Quarter for infectious and Tropical diseases (WHO, 2020). Thailand synonymous with healthcare, organic food, good living and

environmentally friendly tourism has made Thailand “Blue Zone for Longevity” (Buettner, 2005). Even U-Tapao Airport has facilities for private jets of ultra-wealthy who regular come to Thailand for VIP healthcare treatment (TAT, 2020). In Thailand, the Tourism Authority has been focusing on promoting wellness tourism to potential visitors such as anti-aging and longevity treatments (TAT, 2020).

Thus, the socio-cultural changes after of the post pandemic, especially restrictions on travel greatly affects the international travel and tourism industry. For most countries will be dependent on the timing of vaccine development and mass deployment. The research of Laquinto (2020), indicates tourists as vector and viral mobilities of COVID-19 by demonstrating how tourism is implicated in the world economic. The former potential market segment of wellness tourism such as aging population have become the at-risk market segments (Hall., et al, 2020). The overall recovery of tourist numbers will primarily be determined by the interplay of economic and health interventions, such as the situation of international aviation and other transport services that must remain closed as the others (IATA, 2020). The mass unemployment caused by the unprecedented rapid economic regression in many leading outbound wellness tourism countries will be against international travel. The transformative possibilities for the new sustainable tourism trajectories will be the new area of the post pandemic tourism research. A Multi-scalar approach mindful of tourism implications would highlight the opportunities in new dimensions of tourism. Some scholars such as Gretzel., et al. (2020) believes that transformative research, especially on transcends immediate industry needs and shapes of tourism future. Tourism resilience research of Hall (2018) indicates that drivers for transformation and changes can be discovered in non-linear model. Thus, the future of tourism development plan will be conducted in global scales, more dynamic and proactive for the mutual benefits of all stakeholders.

To achieve competitive advantage, any tourism destination must ensure that its overall attractiveness including perceived tourism experience are superior to that of the many alternative destinations. The attractiveness of tourism destination has been largely defined by many tourism scholars (Dawyer, Mellor, Livaic, Edwards, and Kim. 2004), but not in the field of wellness tourism experience. Thus, any destination must capture the main elements of competitiveness highlighted as a set of attributes that can be used to construct the tourism experiences of the destination. Prospective research will be driven by the implementation of technological advancements, mainly in the data-driven innovations such as smart tourism ecosystem (Buhalis



and Leung, 2018). The study of attractive attributes allows tourism stakeholders in both private and public sectors to identify key strengths and weaknesses of their destination from the travelers' perspective, to highlight opportunities for tourism development within the context of tourism experience which greatly contribute to the proactive strategies to counter possible threats to future tourism market. A sustainable competitive advantage for tourism destinations requires the delivery of excellence customer experiences (Halvorsrud, Kvale, & Folstad, 2016). Growing demand for new experiences whilst travelling according to the increase in the middle class has already become a significant issue in tourism management. Over tourism affects both locals and tourists and degrades the tourism experience. While many of the tourism destinations will still manage with numbers of visitors, industry experts are seeking new ways to push tourists to less travel places, or to new experiences such as immersive tourism.

The increasing applicability due to the expansion of internet penetration and use of recommender systems appear in various fields of applications including tourism industry. Within tourism domain, literature has reported many applications of recommender systems in the field (Yang & Hwang., 2013; Castro., et al., 2015., Garcia-Magarino., 2015). This research on immersive wellness tourism experience design is underlying the importance of mobile interfaces for modern recommenders and new business model among wellness tourism stakeholders.

Among 37 wellness tourism research papers, the previous studies concerned the topic of wellness tourism development, can be categorized into 7 major areas; wellness tourism values; motivation & engagement of wellness travelers; innovations & entrepreneurship of wellness tourism stakeholders; wellness service management; wellbeing of wellness tourism community; wellness tourism data index and lastly the attributes of wellness tourism experience. Thus, of all the 37 articles reviewed, only 7 research mentioned the attributes of wellness tourism experiences in different context in their further studies, this topic could be considered as a potential trend to be further developed (World Travel & Tourism Council., 2020; Damijan.,2019; Lehto & Lehto., 2019; Campos., et al., 2015; Heung & Kacukusta., 2012; Kelly., 2012; Kelly., 2010). The details as attached in table 1.

Table 1 Summary of literature review's area of application

No	Authors/Years	Area of Application							Suggested Potential Gaps
		Wellness Tourism Values Motivation, Loyalty & engagement of travelers	Innovation & entrepreneurship	Wellness Services Management	Community wellbeing	Wellness tourism data index	Attributes of wellness tourism experiences		
1	Croes., et al.(2020)		√	√	√	√			
2	World Travel & Tourism Council (2020)	√	√	√	√	√	√	√	
3	Oyner & Kazakov (2019)	√	√	√	√	√			Salutogenesis
4	Damijanac (2019)	√	√	√	√	√	√	√	Six wellness lifestyle dimensions  Wellness cluster
5	Lehto & Lehto (2019)	√	√	√	√	√	√	√	Wellness destination experience  Wellness quality index

No	Authors/Years	Area of Application							Suggested Potential Gaps
		Wellness Tourism Development							
		Wellness Tourism Values	Motivation, Loyalty & engagement of travelers	Innovation & entrepreneurships	Wellness Services Management	Community wellbeing	Wellness tourism data index	Attributes of wellness tourism experiences	
6	Vada, Prentice & Hsiao (2019) <i>Memorable tourism experience</i>	√	√	√	√	√			Revisit intention  Place attachment theory
7	Sharma & Nayak (2019)	√	√	√	√	√			Emotional experience
8	Romano.,et al.(2018)	√	√	√	√		√		
9	Global Wellness Institute (2018)	√	√	√	√	√			
10	Suess., Balogly., Busser. (2018)		√	√	√	√			Healthcare & tourism
11	Page., et al. (2017)		√	√	√	√			
12	Kim., et al. (2017).	√	√		√				Holistic concepts of motivation
13	Hartwell., et al. (2018)	√	√	√	√	√			Stakeholders' collaborative models

No	Authors/Years	Area of Application							
		Wellness Tourism Development							
		Wellness	Tourism Values Motivation, Loyalty & engagement of travelers	Innovation & entrepreneurship	Wellness Services Management	Community wellbeing	Wellness tourism data index	Attributes of wellness tourism experiences	Suggested Potential Gaps
14	Ciobanu & Luches (2018)	√	√		√	√			
15	Han., et al. (2018)	√	√	√	√				Affective experience
16	Luo.,et al.(2018)	√	√		√	√			Designing wellness tourism experience
17	Smith & Diekmann (2017)	√	√	√	√	√			Hedonic & eudaimonic tourism experience
18	McKercher (2016)		√	√	√	√			Taxonomy of tourism products
19	Uysal., et al. (2016)	√	√	√	√	√			Tourism & QoL
20	Fetscherin & Stephano (2016)  <i>Medical tourism</i>	√	√	√	√	√			Medical tourism index

No	Authors/Years	Area of Application							
		Wellness Tourism Development							
		Wellness Tourism Values	Motivation, Loyalty & engagement of travelers	Innovation & entrepreneurship	Wellness Services Management	Community wellbeing	Wellness tourism data index	Attributes of wellness tourism experiences	Suggested Potential Gaps
	<i>index</i>								
21	Valentive (2016)	√	√	√	√	√			Wellness tourism preference
22	Ashton., (2015)		√	√		√			Destination marketing attributes
23	Ashton., (2014)		√	√		√			
24	Campos., et al. (2015)		√	√		√		√	
25	Csirmaz & Peto (2015)	√	√	√	√	√	√		Data uniform measurement system
26	Heung & Kucukusta (2012)	√	√	√	√	√		√	
27	Kelly (2012)	√	√	√	√	√		√	Visitor feedback
28	Voight., Howat & Brown (2011)	√	√	√	√	√			Hedonic & Eudaimonic experiences

No	Authors/Years	Area of Application							
		Wellness Tourism Development							
		Wellness Tourism Values	Motivation, Loyalty & engagement of travelers	Innovation & entrepreneurship	Wellness Services Management	Community wellbeing	Wellness tourism data index	Attributes of wellness tourism experiences	Suggested Potential Gaps
29	Eusebio & Vieira (2011)		√	√		√			
30	Bertsch & Ostermann (2011)	√	√	√	√	√			Service quality SERVQUAL
31	Chen., et al.(2011)	√	√		√				
32	Pesonen & Raija (2010)	√	√		√				Wellbeing tourism segemetn
32	Kelly (2010)	√	√	√	√	√		√	
34	Novelli., et al. (2006)	√		√	√	√			Cluster & innovations
35	Koeing. (2004)								
36	Adams., et al. (2000)	√			√	√			
37	Myers.(1992)				√				

Concerning tourism experience, there are attitudinal differences among travelers from different tourism types that affect the forming of tourism experience, especially, wellness tourism and its unique characteristic. There has been little interest in more positive outcomes from tourism experience associated wellbeing and tourism, and a lack of empirical research examining

the relationship between wellness tourism attributes and wellness tourism experiences (Voigt., Howat & Brown, 2011). The study of wellness tourism attributes would contribute to the holistic and sustainable development strategies of wellness tourism management. This study could be beneficial for wellness tourism stakeholders in creating destination competitiveness strategies and diversifying tourism resources in the right path. With the hope that this information will contribute to the immersive wellness tourism experience within the context of the post pandemic crisis, the new travel norm and the advancement of technology that leads to sustainability and the resilience stage of wellness tourism in Thailand. In 1.2, research justification is identified.

### 1.2 Justification for the Research

The emergence of wellness lifestyle has become significant in many aspects, also in hospitality and leisure business (Global Wellness Institute, 2018), as appeared in many of past tourism studies under the area of wellness, wellbeing and quality of life of both stakeholders and travelers. The area of studies often includes marketing strategies, destination development, and other potential aspects of wellness tourism, but very few has specified the wellness tourism attributes and the transformation process of those attributes into immersive tourism experience. Many of past studies have shown the difficulties and dangers of generalizing about wellness and other types of tourism as followed.

*The complexity around understandings of health, wellness, and wellbeing and their relationship to tourism and how tourism has been inextricably linked with positive enhancements for both tourists and destination communities...the ways in which these enhancements have evolved from health-inducing tourism experiences to more holistic understandings of the ways in which tourism contributes to health, wellbeing, wellness and quality of life before detailing the method used to undertake this review of the pertinent literature (Hartwell., et al, 2018, p.1832).*

In summary, the results of the study will give more complete information regarding the wellness tourism attributes through immersive technology within Thailand context. This study will enhance the direction of effective wellness tourism experience in the form of immersion related to wellbeing experience. The growth rate of incomes in wellness tourism value chains and the

capacity of wellness travelers could help the tourism industry in Thailand rebound from crisis in a resilience way.

### 1.3 Research Aim, Objectives, and Hypothesized relationship

Since wellness tourism, according to Global Wellness Institute (2018), is a fast-growing tourism segment that has been growing by 6.5% annually from 2015-2017. This research has been conducted to develop Thailand's wellness tourism management, especially, within the area of immersive tourism experience. The relationship among various types of wellbeing philosophy such as hedonic and eudaimonic wellbeing experience has been applied as the fundamental concepts of wellness tourism experience study (Voigt., Howat & Brown., 2011; Smith & Diekmann., 2017), as well as the detailed studies of standardization of tourism attributes and technological advancement. The main aim of this study is to design the immersive wellness tourism experience model from the actual wellness tourism attributes that have been validated within the context of Thailand and three research objectives were developed:

- 1) To define wellness attributes framework positively affect wellness tourism experience within Thailand context
- 2) To define an effective model of immersive wellness tourism experience
- 3) To identify key attributes of immersive wellness tourism experience

To response to the research objectives relevant to research aim, a set of hypothesized relationship was established for testing in this study as presented in Table 2.

*Table 2 Research Hypothesized Relationship*

Research Aim	Research Objectives	Hypothesized Relationship
To design the immersive wellness tourism experience model from the actual wellness tourism attributes framework that have been validated within the context of Thailand.	1) To define wellness attributes framework positively affects wellness tourism experience within Thailand context 2) To define immersive wellness tourism experience 3) To identify underlying key attributes of immersive	<ul style="list-style-type: none"> <li>● Immersive wellness tourism experience has a positive effect on traveler's four experience dimensions, namely educational, experience, esthetic and entertainment</li> </ul>



Research Aim	Research Objectives	Hypothesized Relationship
	wellness tourism experience	experience dimension

#### 1.4 Definition Key Terms

Key terms may be defined in several ways depending on the theoretical approach adopted. The definition of key terms as presented below are based on prior literature and are used throughout this dissertation.

##### 1.4.1 Wellness Terminology; wellness, well-being, quality of life

In the 1950s, Herbert L. Dunn, an US physician, observed that as life expectancy increased; unhealthy life style of people had become a risk factor for contagious diseases (Dunn, 1959). This observation was the impetus for the word wellness in opposition of the term illness. Dunn proposed the idea of wellness included physical, social, and spiritual well-being, which has been used as the fundamental model of PMSE of this study, the E or environmental factor comes in later in the study of Muller and Kaufmann (2001).

The word “wellness” is used by numbers of scholars, since the rise in healthcare costs during the past decade as the modern concept of wellness (Travis, 1972). Dr. John Travis emphasized the need for individuals to take responsibility over their own health as proposed in his wellness continuum model which will be fully discussed in the literature review section (Travis, 1972). The term wellness originates from the combination well-being and human health in a comprehensive holistic sense if each person actively participate in protecting their health and preventing diseases and avoiding the stage of medication (UNWTO, 2018).

Thus, wellness terminology has been considered confusing by many scholars as wellness, well-being, and quality of life or QoL since they are often used interchangeably. The concept of wellness, according to Muller & Kaufmann (2001) can be described holistically as;

*A state of health which comprises an overall sense of well-being and sees a person as consisting of body, mind, and spirit. Lifestyle and self-responsibility for health is paramount in the quest for a better quality of life. Wellness is the optimal state of health of individuals and groups.*

#### 1.4.2 Wellness philosophy

Current research on psychological well-being has been based on two broad philosophical traditions concerned with the meaning and achievement of a 'good life'. One philosophical approach to the good life is the pursuit of 'happiness', which is the *hedonic* view, while the second approach is focused on meaning, personal growth, and one's virtues which equates to the *eudaimonic* principle.

The tradition of hedonism can be traced back to the Greek philosopher Aristippus of Cyrene (435-336 BCE) who taught that feeling of 'Hedone' (Greek for 'pleasure') are the goal of life; that everything in life is but a means to securing one's own pleasure and avoiding pain.

'Eudaimonia' is a concept introduced by Aristotle (384-322 BCE) and is also sometimes translated as 'happiness'. However, for Aristotle happiness had little in common with the hedonic understanding of term. Aristotle regarded eudaimonia as the highest of all good which can be understood as the realization of one's true potential (Voigt., Howat & Brown., 2011).

#### 1.4.3 Wellness Tourism Characteristics

Academic research exploring the links between tourism and well-being. The small body of literature about the field of 'wellness tourism' as the sum of the relationships resulting from a journey by wellness travelers (Voigt., et al., 2011).

Wellness tourism is noted as one of the essential research themes in tourism studies, as it pertains to a healthy lifestyle adoption and because of the effects on economy and globalization. It implies an expanding tourism niche encompassing individual or group travel to specialized resorts and destinations with the purpose of physical and mental health maintenance (Kazakov & Oyner., 2019, p.1).

According to Muller and Kaufmann (2001), wellness tourism is a division of health tourism and generally involves healthy people. They defined wellness tourism as 'the sum of all the relationships and phenomena resulting from a journey and residence by people whose main motive is to preserve or promote their health' (Mueller and Kaufmann., 2001, P.7).

#### 1.4.4 Wellness Tourism Value Chains

The holistic wellness tourism concept will amalgamate health, well-being, hospitality and transportation into an industry capable of delivering numerous tourist service solutions. Salutogenics is likely to be a core philosophy that will propel wellness tourism development. Industry consolidation may foster a research stream aiming to tackle the inconsistency of

wellness tourism conceptualization to help businesses and destinations to improve their positioning (Kazakov & Oyner., 2019).

#### **1.4.5 Sustainable wellness tourism concept**

For many countries, wellness tourism development is an important way of creating a competitive advantage. Sheldon and Park (2008) stated that developing wellness tourism in a region can encourage entrepreneurship, enhance the sense of place of destination, and health of the residents, provide economic benefits, and create environmental preservation and quality products. A sustainable wellness destination model has been introduced by Sheldon and Park (2008) and developed to a conceptual structure of wellness tourism by Sheldon and Bushell (2009) for a broader definition. The holistic structure of wellness tourism encompasses a range of tourism experiences with wellness products, infrastructure, facilities, and natural and wellness resource.

Prospective research will be driven by technological advancements, mainly in ICTs that are influential for tourism. The positive effects on well-being, possibly in the realm of wellness tourism (Buhalis and Leung, 2018).

#### **1.4.6 Wellness Tourism experiences/ Perceived values**

The outcomes and impacts at the visitor level, of retreat or wellness tourism, are of deeply relaxing experiences, where both escapism and (self) searching are uniquely juxtaposed. Visitors feel a sense of nurturing of body and spirit, to varying degrees, and this is often reinforced by the care, interest and friendship shown by both hosts and other tourists. Unlike other tourism forms where the weather, the grade of hotel, or the cultural/ social attractions are important to 'provide' a sense of relaxation, retreat tourism engenders this from within the self, helped along by particular types of program content and supportive personal structures. External destinations are usually less important than the internal retreat settings and the personal journeys that some participants take on. The wellness sector overall is multifaceted and complex in terms of motivations and provision across different spatial contexts, but an understanding of specific subgroups within it helps to build a richer picture of understanding (Kelly., 2012, p.212).

#### **1.4.7 Immersion**

Immersion as subjectively experienced is a multifaceted construct. It means being "in" a real or virtual experience. It involves physical and mental participation and implies getting away

from everyday experience, playing a different role or taking on a new identify. In the experience literature, immersion is related to the concept of “flow”, where participants enter into an extreme version of immersion, losing self-consciousness and experiencing a modified sense of time.

The negative empirical results tend to contradict the general idea in the literature of immersion as being a positive contributor to a valuable experience, but the relatively small number of empirical investigations in this area does not provide much robust evidence for immersion effects (Hudson., Matson-Barkat., Pallamin., & Jegou., 2019., p.461).

#### **1.4.8 Tourism Resilience Stage**

The key elements of recovery here could be seen in the deliberate rehabilitation of a system which was no longer ‘fit for purpose’. In all three instances, there was more awareness of market trends in appealing to wider segments, willingness between stakeholders to work together, and farsighted or motivational leadership. Again, the reactive management demonstrated by core actors is part of how tourism systems are altered and made more resilient by human agency, with individual, societal and institutional capital built up during previous iterations of the cycle exploited during the regeneration phase to created more appropriated linkages in the current stage (Cochrane., 2010, p.178).

#### **1.4.9 Cultural Differences Impacts**

The Examination of cultural differences context has been widely studied in tourism research due to the growing of tourism industry with the globalization, thus, understanding cultural differences and unique characteristics has become an essential part in tourism studies.

#### **1.4.10 Definition of Immersive Travel Used in This Study**

Immersive Tourism replicates the feeling of exploring the physical world in the virtual realm in form of mental travels. Not only big travel agencies and startup companies like KLM, AirBNB, but also global content providers like the BBC’s Natural History partnering up with tech companies Magic Leap to produce 3D videos.

#### **1.4.11 “Immersive effect” as the Transformation of Disrupted Tourism Experiences**

Immersive Tourism offers a solution to some of these desires with the intention to present a digital teaser motivating a future journey and will not by far replace real travel experiences (Rogers 2020).

### 1.5 Research Contributions

This study contributes to three main parts, theoretical contribution, managerial, and policy contributions. In term of theoretical contribution, the study adds to the body of knowledge of immersive wellness tourism experience model, wellness travelers' perception on immersive travel and resilience tourism management model.

For managerial contribution, failure to invest in wellness tourism development, within the funding, planning and regulatory environments, there is increased preference for sustainable buildings that can demonstrate ecological or wellbeing benefits for all stakeholders in wellness tourism value chains. For the investors to be successful, the attributes of wellness tourism needed to be clarified prior the tourism experience planning stage. Since this study is aiming to particularly develop an immersive experience of wellness tourism through system, the understanding of wellness tourism attributes and their effect on the travelers' journey should be considered. For policy contribution, Thailand Tourism Policy for resilience tourism among wellness tourism stakeholders in Thailand can be further developed after the success of commercialization. Attached in figure 1 is the research contribution model proposed for this study.

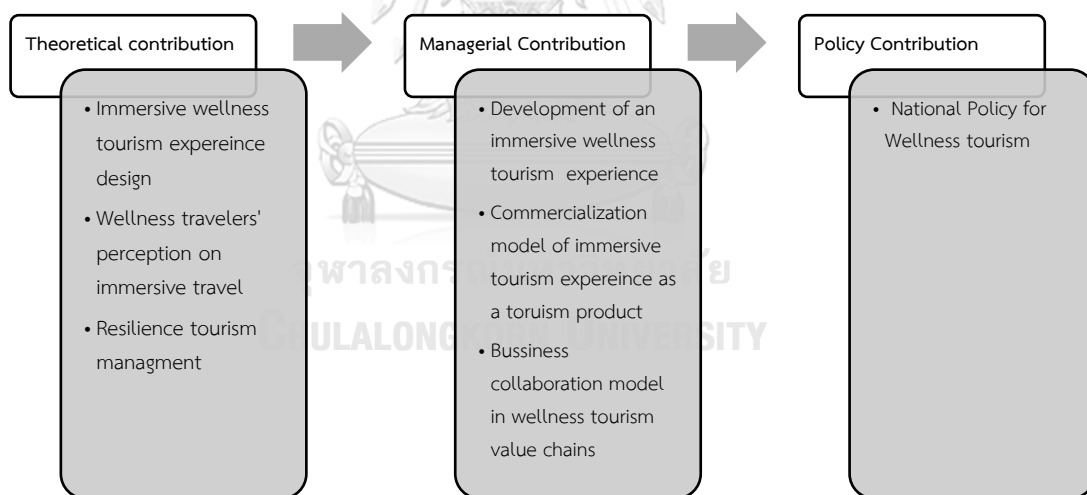


Figure 1 Research Contributions Model

### 1.6 Research Scope/ Study Context

This study focuses on wellness tourism attributes framework in relation to immersive wellness tourism experience. Scope of research on immersive wellness tourism system can be categorized into 4 dimensions which are 1) contents study 2) research area 3) time frame and 4) population and samplings. The details are as followed.

### 1.6.1 Contents Study

The variables can be described from literature review as 6 related factors as: 1) Wellness tourism concepts and related theories 2) Tourism Experience 3) Technological advancement in Tourism context 4) The other related studies of current tourism trends 5) Core concept of the research proposal concerning PMSE Wellness Tourism Framework; Immersive Tourism Experience and Wellness Tourism Experience Dimensions. The details will be discussed in chapter 2, literature review studies.

### 1.6.2 Research Area

This study has been conducted to study the attributes of wellness tourism and how to transform them into the immersion of wellness tourism experiences within the context of Thailand. The research scope is in Bangkok, since there's numbers of holistic wellness centers that process a large amount of wellness traveler's data. Bangkok can be assumed as the center of Thailand's wellness traveler's information. Also, a group of Thai using the wellness retreat centers in Bangkok can also be considered as potential domestic wellness travelers.

### 1.6.3 Time Frame

The research has been conducted within 24 months periods including the technological mockup prototyping and the final stage of business model, from September 2020 to September 2022.

### 1.6.4 Populations and Samplings

#### 1.6.4.1 Quantitative Studies

Quantitative method is used to define wellness tourism attributes within the context of Thailand. The population will be mainly Thai domestic wellness travelers. The survey was conducted mainly online through Qualtrics survey platform during pre-prototype and through google form during the post prototype. The questionnaires were divided into two sets, the one used for validation of wellness tourism attributes and the other for the perceived immersive wellness tourism experience. The number of populations is rather limited, and the sample size cannot be specified, thus, this research has set the reliability at 95% at tolerance level of 0.05%. Using the Taro Yamane formula (Yamane, 1967), the appropriate sample size is 400 wellness travelers. Purposive sampling technique is chosen. The specific criteria of selecting sampling size as the primary wellness travelers are as follows.

- Thai Domestic wellness travelers

- The travelers can be categorized into 1) Primary Wellness Travelers and 2) Secondary Wellness Travelers.

#### 1.6.4.2 Qualitative Studies

For qualitative method of this research, system situational mockup, semi-structure interview and questionnaire are conducted to answer preliminary ‘why’ of the quantitative result of the usability and efficiency of the immersive system. The researcher has determined the numbers of the participants to 10 or until the data is repeated. Purposive sampling technique is applied.

### 1.7 Structure of the Research

The research comprises six chapters. Chapter one has provided a general overview of the background and justification to the research. The chapter addressed the research aim, questions to be answered with respective hypotheses to be tested. The key definitions described in Section 1.4 enhance the readers understanding of key terms that are frequently used within this study. The chapter has also provided an introduction into the study area and data collection methods, the contribution of the study to wellness tourism industry in Thailand is described in section 1.5 and 1.6, as well as this overall outline of the thesis structure.

Chapter two contains a literature review beginning with the history of wellness tourism concepts and related theories, tourism experience, technological advancement in Tourism context and other related studies of current tourism trends. The core concepts of the research concerning PMSE Wellness Tourism Framework, Immersive Tourism Experience and Wellness Tourism Experience Dimensions are discussed. There are two main theoretical backgrounds of this research which are 1) Tourism experience theories, 2) Immersive technology research and 3) Cultural Differences context. A conceptual framework model is developed to illustrate the relationship between wellness tourism attributes framework within Thailand context and the success of an immersive wellness tourism experience.

Chapter three explains the research methodology used in this study to provide assurance that an appropriate research procedure has been employed for this research. The first section of this chapter is concerned with philosophy of the research paradigm adopted, including its ontology, epistemology, and methodology. This chapter also covers the details of the research

strategy, process, and how to analyze data collected. This chapter also explains why a mixed method approach has been adopted. The research instruments of both quantitative as online questionnaire survey with VDO summarizing the prototype and qualitative as a situational mockup of the prototype usage and a semi-structure interview are then discussed. The principles guiding the design of research instrument for this study are described, and this section provides information on the process of data collecting for a pre-test and the main study. Moreover, the section also identifies the criteria for scale development together with the item analysis procedure to ensure the reliability and validity of the measurement scales. The section on the data analysis process provides information on the appropriateness of the statistical techniques that are used for hypothesized relationship tests. The study employs one-way ANOVA and correlation analysis, the Confirmation Factor Analysis (CFA) has also been implemented for model confirmation. The chapter concludes with review of relevant ethical issues and a summary of the chapter.

Chapter four reports the PMSE attributes validation with Thailand context, and immersive wellness tourism experience.

Chapter five reports the results of pre-prototypes of PMSE model validation within the context of Thailand and the main study of the perceived immersive wellness tourism experience within the context of Thailand.

Chapter six will discuss the commercialization model of the immersive wellness tourism system. The business plan and collaboration models among wellness tourism stakeholders will also be discussed.

Chapter seven discusses the research findings and presents the discussion and summary of the overall study. This discussion is comprised of the results of the three research questions, along with their respective hypotheses. The chapter also summarizes the important contributions in terms of theoretical implication and the wellness tourism management implication of the study. The limitations of the study and s for future research are presented. The last section of chapter seven is the conclusion. Attached in figure 2 is the structure of the completed dissertations.



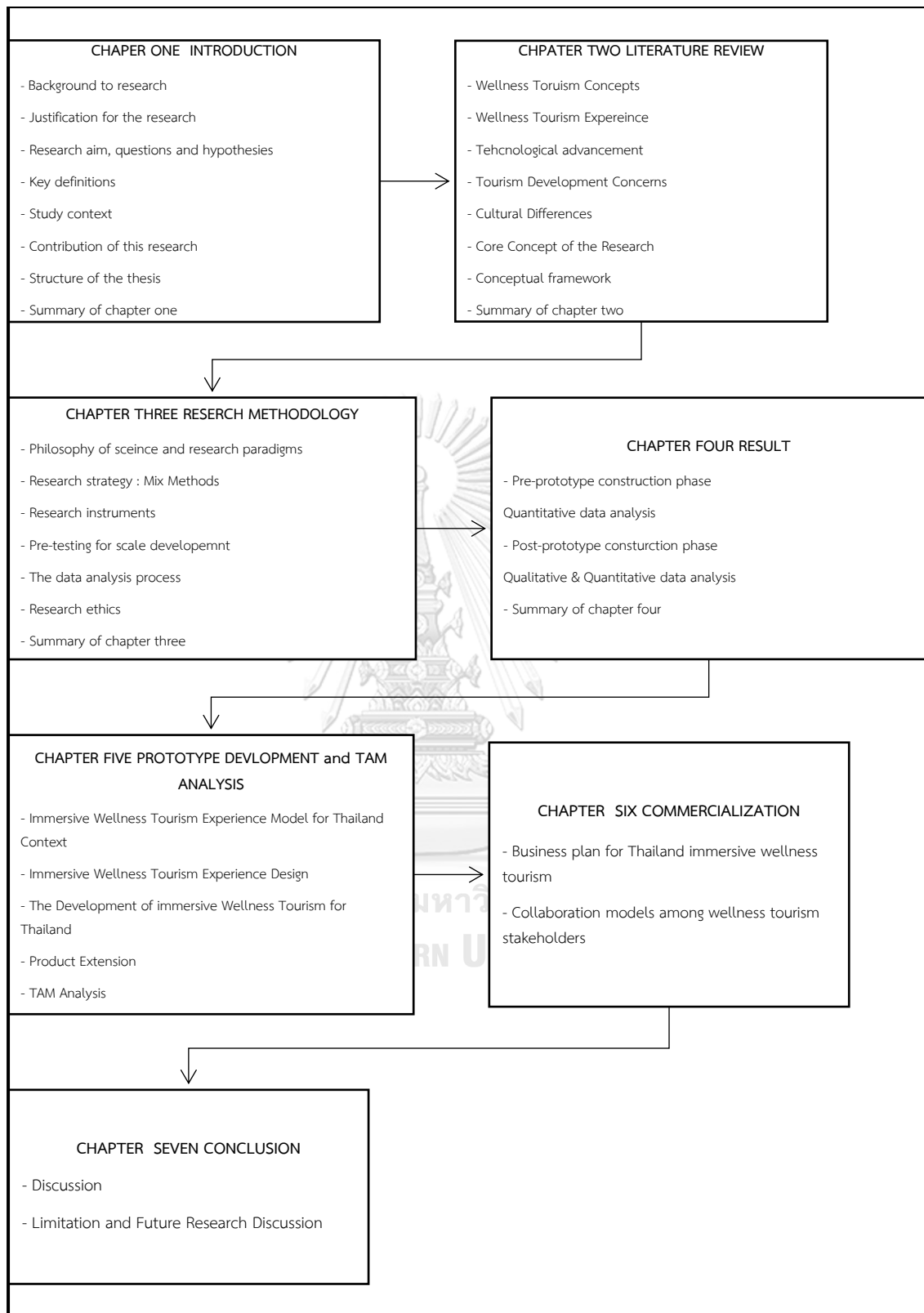


Figure 2 Structure of Dissertation

## 1.8 Conclusion of Chapter One

This chapter has presented a general overview of this research project. This research has been conducted in terms of wellness tourism destination developments particularly to define wellness tourism destination attributes and how to transform them to immersive travel experience. The details studies of wellness tourism value chains have also been implied in order to create dynamic development strategies. From previous wellness tourism research, there are 7 general areas of studies which are; wellness tourism values, motivation & engagement of wellness travelers, innovations & entrepreneurship of wellness tourism stakeholders, wellness service management, wellbeing of wellness tourism community, wellness tourism data index and lastly the limited study area of wellness tourism attributes (World Travel & Tourism Council., 2020; Damijanac.,2019; Lehto & Lehto., 2019; Campos., et al., 2015; Heung & Kacukusta., 2012; Kelly., 2012; Kelly., 2010). The researcher sees the potential gap of studying the wellness tourism attributes and transforming them into measurable immersive tourism experience.

The past studies also suggested that wellness tourism stakeholders are most likely unaware of unique characteristics of wellness tourism experience and very few mentioned about coupling wellness concept with technology to deliver the immersive tourism experience. The researcher, as a wellness concerned person and the PhD student of innovations management, has noticed this gap. The socio-cultural changes after the post pandemic crisis or COVID-19 effect in 2020 has just been an accelerator for the implementation of technological advancement creating opportunities in every industry including tourism and wellbeing lifestyle (McKinsey Global Institute, 2020). With the detailed studies of wellness tourism attributes and how they relate to customer journeys, the success of immersive wellness tourism experience should be conducted as the new resilience strategy for tourism industry and the wellbeing of society.

## Chapter 2

### Literature Review

#### 2.1 Introduction

A review of the existing literature relating to a topic is essential for a dissertation as it firstly identifies past studies and highlights the areas which have yet to be examined within the field of the study. Secondly, the literature review assists in discovering the main streams of literature that are relevant to the topic and help to establish the context of the research problem (Baker, 2000). Thirdly, the literature review also identifies the methodological approaches and research techniques that have been employed by past researchers in relation to the topic under consideration.

This chapter overviews the literature relevant to a wellness tourism related attributes framework, the tourism experience, and the immersive system in the tourism field. Wellness tourism, as a subcategory of health and medical tourism, promotes traveler's health and targets 'healthy' people (Mueller and Kaufmann, 2001). It integrates different health promotion programmes and treatments that usually include various stakeholders in wellness tourism value chains from natural agents, different services and products. In this section, the success design of wellness tourism to satisfy travelers' needs from resources, process and impacts include the wellbeing of both stakeholders and travelers are reviewed.

This research has been conducted under the pursue of Thailand's wellness tourism management, especially, its resilience development. The main aim of this research is to create the effective immersive wellness tourism experience system that beneficial for both travelers and stakeholders. Furthermore, the relationship between wellness tourism experience and wellness-related attributes through the moderating role of immersive technology is investigated, thus linking wellness tourism attributes to wellness tourism experience.

The literature review of this research begins with section 2.2 wellness tourism concepts & related theories, followed by the study of tourism experience in section 2.3. The technological advancement in tourism context has also been explored in section 2.4. In section 2.5 the study explores on other related studies of current tourism trend. Core concept of the research is presented in section 2.6 followed by the discussion of this research theoretical model in section

2.7. In section 2.8 Hypothesized relationship Development are summarized and clarified. Conceptual Framework of this research will be proposed in section 2.9. The chapter ends with conclusion in section 2.10. An overview of chapter 2 is presented in figure 3 as attached.

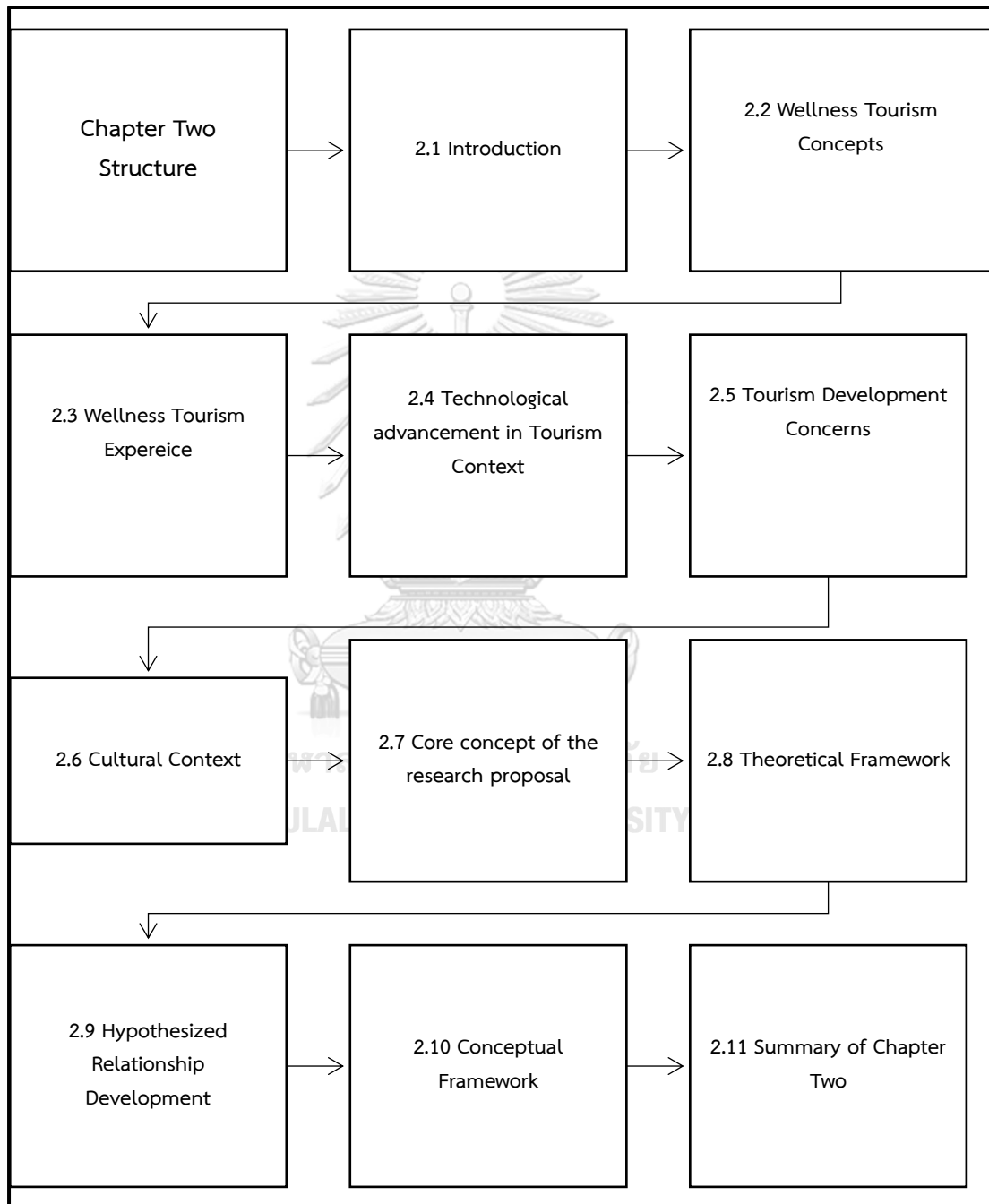


Figure 3 Chapter Two Structure

## 2.2 Wellness tourism concepts & related theories

The Global Wellness Institute defines wellness as the act and lifestyles that lead to a state of holistic health (Global Wellness Institute, 2020). Global Wellness Institute (2019) stated that Wellness Industry worth 4.2 US\$ billions and can be categorized into 5 major industries which are 1) Wellness Lifestyle Real Estate; 2) Workplace Wellness; 3) Wellness Tourism; 4) Spa Industry and 5) Thermal & Mineral Springs. This study, thus, focuses on the wellness tourism.

Dr. Halbert Dunn (1959), outlines in his publication 'High-level-Wellness', defined the term wellness as : "High level Wellness is an integrated method of functioning which is oriented toward making the most of the potential of which the individual is capable, within the environment where he is functioning". Ardell (1977) modified the conclusion of 'high-level' wellness as the elements self-responsibility, nutritional awareness, physical fitness, stress management and environment sensitivity.

The dynamic progression of wellness illustrated by the health continuum of Travis (1984), that the dynamic progression of wellness and described wellness as 'a state of being, an attitude and an ongoing process, not a static which we reach and never have to consider again'. The neutral point indicates that no discernible illness is present and that a low level of wellness predominates. The wellness model moves towards a higher level of wellness.

According to Muller and Kaufmann (2001), 'Wellness' encompasses a special conception of health. The WHO (World Health Organization) defines health as 'a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity' (WHO, 1948). There is connection that the wellness concept must be clearly related to health consciousness.

In tourism settings, wellness and the wellness dimensions are scattered across research related to wellness tourism, wellbeing and healthy lifestyle (Damijan, 2019). According to Kazakov & Oyner (2019), wellness tourism implies and expanding tourism niche target traveling to specialized resorts and destinations with the purpose of physical and mental health maintenance. Wellness tourism can be related with the concept of *wellbeing* and *quality of life* (QoL), according to the study of Luo et al. (2018). Both tourists' overall satisfaction and wellbeing including quality of life of the residents are considered in this study. Wellness tourism tends to contribute to positive affect in a variety of life domains of both travelers and the residents such as family life, social life, leisure life, cultural life (Woo., & Kim., Uysal., 2015). Certain concepts of

wellbeing relate to different level of travelers' satisfaction impact and should be studied in detail as followed.

### 2.2.1 Review of Wellbeing concepts

Wellbeing, according to Alexandrova (2016), estimated to become one of the most popular keywords in all psychological articles, social and medical science. Philosophers throughout history have examined human life satisfaction and the meaning of happiness. The understanding of human wellbeing has become multidisciplinary fundamental research of psychology, health sciences, economics and of course in tourism and hospitality studies.

Tourism research begun to focus on wellbeing as well as quality of life (Bloom et al., 2010; Neal, Sirgy, & Uysal, 2004; Sirgy, Kruger, Lee,&Yu, 2011). Happiness and wellness have also been mentioned (Bushell & Sheldon, 2009; Kelly, 2010; Kelly 2012; Smith & Kelly, 2006; Voigt, Brown & Howat, 2011). Thus, the research in this field is still considered rare according to the study of Chen and Petrick (2013), identified only 98 resources of extensive literature review of the health and wellness benefits of travel experiences. The implementation of different wellbeing concepts into tourism research and practices is still underdeveloped and need to be explored. In this section, wellbeing concepts in tourism related domains will be discussed as follows.

#### *Utilitarianism*

Utilitarian is one of the most powerful and persuasive approaches to normative ethics in the history of philosophy. It is the view of how morally right action is the action that produces the best in a form of consequentialism (Standford Encyclopedia of Philosophy, 2009). Utilitarianism often appears in some kinds of wellbeing related tourism studies such as volunteer tourism, animal-related tourism, etc.

#### *Hedonic and Eudaimonic perspectives*

In the time across millennia, philosophers have conceptualized what constitutes wellbeing or 'the good life' in to five central philosophical views: hedonic, life satisfaction, eudaimonic, desire fulfilment, and non-eudaimonic objective list (Armenta, Riberon, & Lyubomirsky, 2015). While originally, the concept of wellbeing only evolved two philosophies:

the hedonic and the eudaimonic view that integrating concepts of life satisfaction and desire fulfilment.

The hedonic view, based on 4<sup>th</sup> century Greek philosopher Aristippus who considered that the goal of life is to experience as much pleasure as possible and the avoidance of pain that happiness is the hedonic moments (Ryan & Deci, 2001). The most famous concept expressed by Socrates and Protagoras in the Platonic dialogue and later Jeremy Bentham as the 'psychological hedonism' that wellbeing is subjective happiness and the experience of pleasure (Crisp, 2016). Hedonism can be an incoherent concept of happiness according to the insatiability of desire conflicts and the limitations of our physical capacities and mental power. Joshanloo (2014) stated that the theories of hedonism have become more popular mainly in contemporary western cultures according to perceptions of happiness and the leading activities. Asian cultures, thus, tend to be more collective and community oriented and social opinion mattered unlike the individualism of western cultures (Hofstede, 2001). Independent traveler might not seem so appealing but that does not imply that they do not derive wellbeing from tourism activities.

The eudaimonic view of Aristotle means 'to have a happy, true spirit' (Cloninger, 2004). Eudaimonic relates essentially to realization of human potential focusing on psychological wellbeing arisen from meaningful and valuable actions. The distinction from the hedonic view is that the hedonic activity provides instant wellbeing, while the eudaimonic effects can be derived from unpleasant activities and delayed positive effects (Knobloc, Roberston, & Aitken, 2017). An example of going to self-development workshops in holistic wellness retreats can cause psychologically pain at the conducting time, but rather create cathartic effects and transformation stage later (Reisinger, 2013; Smith; 2013). The eudaimonic approach contributes to individual growth and self-engagement leading to a better stage of each (Cloninger, 2004).

Numbers of tourism research have been conducted under 'hedonic' and 'eudaimonic' paradigms of wellbeing (Hartwell., et al, 2018; Pyke et al., 2016). In the context of wellness tourism, hedonic wellbeing might take place in physical retreats while eudaimonic experiences can be discovered in spiritual workshops. For example, while the medical tourism experience is closer to the eudemonic end of the spectrum that the happiness of immortality can highlight as the overall experience while it can be painful during the treatment.

### *Objective list theories of wellbeing & Subjective list theories of wellbeing*

Alexandrova (2012) suggests that the evaluation of life can be divided into two different approaches accordingly: objective list theories and subjective list theories. Objective list theories are understood as theories which list items constituting wellbeing such as knowledge or friendship. Subjective list theories, thus, defined that something can benefit any individual only if he or she wants it, likes it, and cares or something that has the strong effect on individual's attitude (Smith & Dikeman, 2017). According to Boinwell (2016), subjective list theories lead to happiness that people have wellbeing only when they believe so, happiness might come from pleasure, material comforts, a sense of meaning. It has long been standard to divide theories of well-being in a tripartite way thus: Hedonism, Desire-fulfillment and objective list (Fletcher, 2017).

Some psychologists such as Meseroll (2015) and Rodogno (2014), states the interchangeability of the meaning of 'happiness' and 'wellbeing'. The confusion most famously occurred from the Aristotelian notion of eudaimonia as happiness that true happiness is found by leading a virtuous life and doing what is worth doing. The idea of wellbeing as ethical, not only for oneself and last long-term impact are the re-emphasis of the idea proposed by Raibley (2012). In tourism wellbeing related context, both hedonic and eudaimonic experiences are inseparable. There may be few long-term wellbeing benefits from hedonic tourism experiences as well as eudaimonic tourism experiences in some form of tourism such as volunteer tourism, retreat tourism, charity-supporting activities when the majority types of tourism do not.

### *Positive psychology (Happiness or subjective wellbeing)*

Positive psychology has influenced tourism research (Pearce, 2009). It should also be acknowledged that happiness is a complex concept beyond just the positive and subjective experiences and perceptions. Both hedonistic and eudaimonic dimensions, including ethical and moral ones are also considered (Helliwell and Putnam, 2004). The implication for tourism experiences requires the deepening of understanding of these elements and not to focus and over-estimate only on either aspect of tourism.



### *Quality of life*

Existing literature has broadly defined plenty of QOL definitions, components, or indicators as an overall state of affairs in a particular society that people evaluate positively (Andereck & Nyaupane, 2011; Schallock & Verdugo, 2002). Psychology research, according to the study of Luo., et al. (2018) has categorized QOL in multiple dimensions including;

- Emotional and psychological (e.g., happiness and stress)
- Physical (e.g., health, nutrition, leisure, and recreation)
- Interpersonal and social relationships (e.g., family and friendship)
- Personal development (e.g., education level, self-esteem)

Carmichael (2006) stated that Quality of life (QOL) can be measured either objectively or subjectively (i.e., social indicators or evaluation on self's life).

Previous tourism studies usually have valued QOL from the subjective perspective as appeared in McCabe & Johnson (2013), since the tourism experience mainly defined by an individual's perceptions and feelings. QOL relates to life satisfaction, based on the need-satisfaction model developed by Maslow (2013). The details study of life satisfaction classification as leisure and non-leisure perspectives in tourism studies will be later discussed in detail under the topic of tourism satisfaction (wellness travelers' satisfaction)

### *Authentic happiness model (pleasant life, good life and meaningful lie)*

Increasing research has proposed that tourism is beneficial for mental and physical wellbeing, the current focus is now on wellness tourism. Number of tourism scholars such as Pesonen & Komppula (2010), Frost & Laing (2016), and McCarthy & Wang (2016) discuss the wellbeing benefits over certain types of wellness tourism. There are a growing number of travel companies creating their products and packages into dimensional tourism experiences, such packages provide tourists with meaningful experiences with some relaxation and/or purely hedonic experiences.

### *Existential authenticity*

While there are multiple theoretical approaches to the concept of tourism authenticity, existential authentic as an activity-based approach has the greatest proliferation in the literature in recent years. Existential authenticity refers to a state of being, emotions, sensations, relationships, and a sense of self, rather than an essentialist, objective quality.

As discussed earlier about certain concepts of wellbeing such as eudaimonic experiences related to a long-term impact as opposed to short term hedonistic experiences and also the effort to combine the experiences for effective tourism experience model, attached in table 3 is the conclusion of wellbeing concepts in term of tourism practices and also the length of impact.

*Table 3 Wellbeing Concepts in term of tourism practices*

Concepts	Scholars	Tourism Practices	Types of Tourism	Impact level
<b>Utilitarianism</b>	Bentham Mill	Sustainability Responsibility Ethic Mutual benefits	Community based tourism (CBT) Sustainable ecotourism Ethical indigenous tourism	Long-term
<b>Hedonic wellbeing</b> (Pleasured experience)	Aristippus Socrates & Protagoras in the Platonic dialogue Hobbes Bentham Ryan & Deci	Tourisms with benefits of fun and entertainment	Music Festival tourism Sun, sea san tourism Stag & Hen parties	Short to Medium-term
<b>Eudaimonic</b>	Aristotle	Ethical and	Adventure tourism	Medium to

Concepts	Scholars	Tourism Practices	Types of Tourism	Impact level
wellbeing (Self-realization)	Boinwell	altruistic forms of tourism  Forms of tourism involving self-development and transformation	and extreme sports  Holistic retreat tourism  Slum tourism  Jewish heritage tours  Religious visits	long-term
Eudaimonic + Hedonic Wellbeing		Amuse & Ethical	Cultural tourism + nightlife  Volunteer tourism + Beach relaxation	Medium-term
Objective list theories of wellbeing		Certain forms of health tourism involving medical treatments  (similar to Eudaimonic Wellbeing)	Medical tourism for specific purpose	Medium to long-term
Subjective list theories of wellbeing		Activities that only give desire satisfaction and maximum pleasure at the time (Similar to Hedonic Wellbeing)	Spiritual retreats  Spa tourism  (Only benefit to a person only if he or she wants it, likes it, cares about it)	Short-term
Positive	Pearce	All forms of tourism	All forms of	Either short-term or long-

Concepts	Scholars	Tourism Practices	Types of Tourism	Impact level
psychology  (Happiness or subjective wellbeing)	Deery  Fiep  Nawjin  Mitas  Chen	theoretically  contribute to happiness and  subjective  wellbeing	tourism	term
Quality of life  (QoL)	Sirgy  Uysal	All forms of tourism  theoretically  contribute to improving the quality of life of tourists & communities	All forms of tourism	Either short- term or long- term
Authentic happiness model  (Pleasant life, good life, and meaningful life)	Seligmann	All forms of tourism  theoretically  provide pleasure and meaning for the tourist and  also benefit local residents and the environment	All forms of tourism	Medium to long-term
Existential authenticity	Heidegger  Sartre	Tourism forms help tourist to discover their true selves	Wellness tourism  Spiritual tourism  Volunteer tourism	Long-term impact

Source: Adapted from Smith and Diekmann (2017)

### **2.2.2 Strategy for developing Thailand to be an international health center (MEDICAL HUB) (2017-2026) & BCG model (Thailand Board of Investment & NSTDA)**

In this research, two major development plans of Thailand concerning wellness tourism development will be discussed as 1) Strategy for developing Thailand to be an international health center (MEDICAL HUB) (2017 -2026) and 2) BCG model. The details are as followed.

Thailand is well-positioned to be the wellness and medical hub of Asia. The government has progressive policies in the strategic ten-year plan, which will be executed from 2017-2026, purposes to turn Thailand into a medical hub in four major areas: wellness, medical services, academics and products. In line with its Thailand 4.0 policy, the Thai Government considers the healthcare industry to be a priority sector for investment and further development, as reintegrated in the Ministry of Public Health's 2016-2025 Strategic Plan entitled "Thailand: A Hub of Wellness and Medical Services".

Bio-Circular-Green Economic Model or BCG has been introduced by the research community and promoted the Thai Government as a new economic model for inclusive and sustainable growth in 2018. The BCG model capitalized the country's strengths in biological diversity and cultural richness and employs technology and innovation to transform Thailand to a value-based and innovation-driven economy. The model conforms with the UN Sustainable Development Goals (SDGs) and is also intended to align with the Sufficiency Economy philosophy (SEP). The four industries are 1) Food and Agriculture; 2) Medical and Wellness; 3) Bioenergy, Biomaterial and Biochemical and 4) Tourism and Creative Economy.

In term of Thai Tourism industry, technology and innovation will be applied to create and upgrade infrastructure and digital platform to improve tourists 'convenience and experience and advance the industry to high-quality tourism. Under the creative economic concept, tourism can be linked to other service industries to target niche markets such as wellness tourism, culinary tourism, eco-tourism, cultural tourism and sports tourism. The BCG strategy consists of 4 major drivers and 2 enables, involving the government, industry, communities, academia and international organizations (nxpo.or.th, 2018).

*Wellness Tourism options in Thailand (pacificprime.co.th)*

- **Resorts**  
Like the Kamalya Koh Samuis or the Chiva-som in Hua Hin, as the luxury resort offering a range of health services like yoga and meditation, and wellbeing sessions with mediation experts and specialized practitioners.
- **Hotels**  
Some hotels already have designed comprehensive packages to compete with resorts with health and wellness concern concept such as the Hilton Pattaya or The Barai Spa at Hyatt Regency Hua Hin
- **Fitness Retreats**  
The rise of international interest in Thai martial arts or Muay Thai, as well as the health benefits of such fitness regimes, campos such as PhuketFit and Absolute Sanctuary Fitness have already expanded their traditional fitness service to include full dieting and detox packages.
- **Nutrition Retreats**  
Focusing on nutrition retreats offering healthy food and diet advice, fully tailored meal plans combined with health and wellbeing sessions (yoga, Pilates, and mental health classes) at places like Olive Retreat or the Paleo Wellness Retreat.
- **Cruises**  
Some cruise operates offer specifically tailored wellness programs such as Star Clippers Yoga & Wellness Cruising offering a tranquil mix of sailing, mindful stretching, and engaging with nature as non-traditional tourism experience.
- **Some hospital and medical facilities**  
The offered packages can sometimes use a hotel or resort as a wellness partner, allowing hospitals to transfer a recovering patient to a more luxurious place to rest and recover.

*Healthcare Group business model*

The shift from volume-based to value based is the strategy for health care group business model.

### 2.2.3 Attributes of wellness tourism

Mueller and Kaufmant (2001, p.2) proposed the fundamental concept of wellness-related lifestyle developed from Dunn (1959) as ‘a state of health featuring the harmony of body, mind and spirit, with self-responsibility, physical fitness/beauty care, healthy nutrition/diet, relaxation/meditation, mental activity/education and environmental sensitivity/ social contracts as fundamental elements. To define attributes of wellness tourism, understanding the nature of wellness tourism is necessary. Wellness tourism is the aggregation of all the expenditure primary and secondary, international and domestic including dynamic value chains such as food and beverages, activities, excursions and wellness quality of tourism destinations (Global Wellness Institute, 2020). Wellness tourism can be broadly defined as physical activities that tourists undertake to improve their physical, psychological health and the environmental concern as appeared in widely accepted PMSE wellness tourism experience concept; physical, mental, spiritual and environmental (Dunn, 1959; Mueller & Kaufmann, 2011).

A cross-section of these research area related through the concept of wellness-related lifestyle (Chen., et al., 2014). A healthy lifestyle includes both physical aspects, psychological, social and spiritual factors appeared in previous wellness tourism research. Thus, some scholars had a different intervention models intended for counselling-oriented professions (Hattie., et al., 2004). Some scholars had paid attention to the synergies of all the attributes (Damijanin., 2019; Hartwell., et al., 2016). Bertsch & Ostermann (2011), has mentioned the linkage of all the attributes with SERVQUAL service dimensions concepts.

The researcher, thus, explored more on the topics of wellness attributes in previous tourism study. Attached in table 4 is the previous studies of wellness tourism attributes related to wellness tourism experience dimensions concepts.

*Table 4 Components of Wellness Tourism Attributes*

Authors/ years	Dimensions of Wellness Attributes in Tourism Study				
	Physical	Mental	Spiritual	Environmental	Others
Ardell (1977)	√	√	√	√	
Bakar, B, A. (2020)			√		
Bertsch & Ostermann (2011)	√	√	√	√	SERVQUAL
Chen., et al. (2014)	√	√	√	√	Cross-sectional

Authors/ years	Dimensions of Wellness Attributes in Tourism Study				
	Physical	Mental	Spiritual	Environmental	Others
Csirmaz. & Peto (2015)	√	√	√	√	
Damijanac (2019)	√	√	√	√	Wellness-related lifestyle Synergies
Dune (1959)	√	√	√	√	
Hartwell., et al (2016)	√	√	√	√	Synergies
Hattie et al. (2004)	√	√	√	√	Wellness intervention models/ counselling-oriented professions
Hjalager & Flaestad (2012)	√	√	√	√	QoL of local Products offering
Kim., et al. (2017)	√	√	√	√	Multidimensional motivation Destination loyalty
Koeing., H. (2004)	√	√	√		
Mueller & Kaufmann (2011)	√	√	√	√	
Norman & Pokorny (2017)	√	√	√	√	Motivational themes
Pesonen & Komppula (2010)	√	√	√	√	Wellbeing Segmentation
Romano., et al. (2018)	√	√	√	√	Matching of Demand and supply
Sharma & Nayak (2018)	√	√	√	√	Niche Marketing Destination Image
Stenseng & Phelps	√	√	√	√	

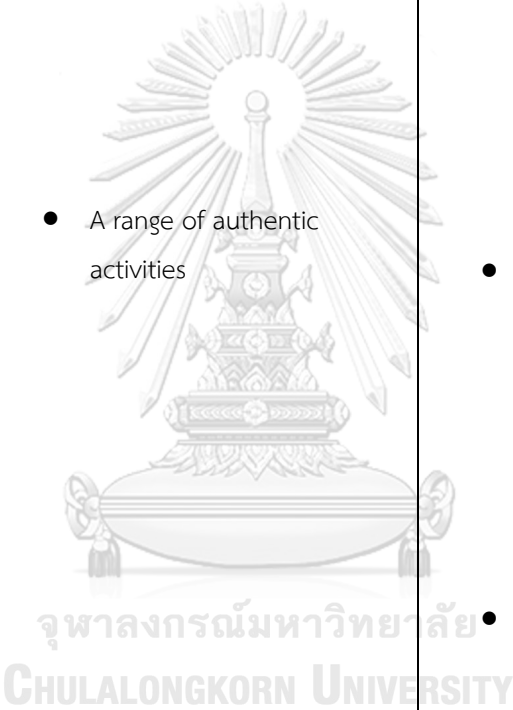


Authors/ years	Dimensions of Wellness Attributes in Tourism Study				
	Physical	Mental	Spiritual	Environmental	Others
(2013)					
Suess., Balogu., & Busser (2018)	√	√	√	√	Community wellbeing
Travis (1984)	√	√	√	√	
Uyssal., et al. (2016)	√	√	√	√	Life satisfaction wellbeing
Voigt., et al. (2011)	√	√	√	√	Hedonic & Eudemonic wellbeing

In term of integrated concepts of wellness tourism, the researcher explored more on 5As of tourism theory to deepen the understanding of wellness tourism. The previous studies of tourism attractive attributes often start with 5As theory that usually perceived as the fundamental theories for tourism attractiveness. Since some of the wellness tourism attributes are not relevance with the 5As base. Thus, with the distinctive attributes of wellness tourism, as attached in table 5, the detailed study regarding this topic is required.

Table 5 Wellness Tourism Attributes based on 5As criteria

Tourism 5As Concepts	Tourism Attractive Attributes	Wellness Tourism Attractive Attributes
Accommodation (Physical)	<ul style="list-style-type: none"> <li>● Building the right types of accommodations</li> <li>● The right facility for a profitable segment</li> <li>● The Marketing Mix 4Ps               <ol style="list-style-type: none"> <li>1) Product</li> <li>2) Price</li> <li>3) Place</li> <li>4) Promotion</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>● Natural wellness resources Such as Spa, thermal springs</li> <li>● Privacy &amp; Exclusive locations</li> </ul>
Accessibilities	<ul style="list-style-type: none"> <li>● Transport infrastructure and transport technology</li> </ul>	<ul style="list-style-type: none"> <li>● Exclusive transportations such as private jet, boat</li> </ul>

Tourism 5As Concepts	Tourism Attractive Attributes	Wellness Tourism Attractive Attributes
(Physical)		<ul style="list-style-type: none"> <li>Wellness community tourism platform</li> </ul>
Activities (Physical, Mental & Spiritual)	 <ul style="list-style-type: none"> <li>A range of authentic activities</li> </ul>	<ul style="list-style-type: none"> <li>Tangible &amp; Intangible retreat experiences</li> <li>Specific activities based on subjective wellbeing such as               <ol style="list-style-type: none"> <li>1) Fitness and mind body</li> <li>2) Yoga</li> <li>3) Meditation</li> <li>4) Healthy eating and nutritious weight loss</li> <li>5) Authentic experience</li> </ol> </li> <li>A high skills workforce combining a very good hospitality &amp; personalized services               <ol style="list-style-type: none"> <li>1) Therapists</li> <li>2) Specialized personnel such as nutritious</li> </ol> </li> <li>Recreational options improving health and wellbeing</li> </ul>
Amenities (Physical & Environmental)	<ul style="list-style-type: none"> <li>Facilities are purpose-built the needs and wants of the potential visitors from targeted segments from market feasibility studies</li> </ul>	<ul style="list-style-type: none"> <li>Personal care</li> <li>Beauty products</li> <li>Anti-aging products</li> <li>Wearable devices to motivate people to stay fit and healthy</li> <li>Wellness gadgets</li> <li>Insurance packages</li> </ul>
Attractions (Physical & Environmental)	<ul style="list-style-type: none"> <li>Natural attractions</li> <li>Built attractions</li> </ul>	<ul style="list-style-type: none"> <li>Preventive and personalized medicines</li> </ul>

Tourism 5As Concepts	Tourism Attractive Attributes	Wellness Tourism Attractive Attributes
Environmental)	<ul style="list-style-type: none"> <li>● Cultural attractions</li> <li>● Social attractions</li> </ul>	<ul style="list-style-type: none"> <li>● Traditional and complementary medicine</li> <li>● Personal consultants</li> </ul>

**Source:** Adopted from Dickman (1994)

In conclusion, 5As can be related to wellness tourism marketing strategies. As the niche target market, productivity and quality are the major consideration, thus, the distinctive characteristics of wellness tourism also needs to be identified.

#### 2.2.4 Wellness Tourism Travelers' Segmentations

From the work of Dutta and Bhattacharya (2015) on Segmentation Research in Tourism: Brief Literature Review states that market segmentation is one of the most important marketing concepts. Market segmentation can ensure the competitiveness strategies from 1) geographical segmentation; 2) demographic segmentation; 3) psychographic segmentation and 4) behavior segmentation (Bose and Biju, 2020). Lynn., Maitland., & Graham (2011) has proposed the related theories of consumers' motivation and loyalty that can segment tourism consumers more effectively in their research in social tourism.

Geographical segmentation can be conceptualized as domestic wellness travel and international wellness travel (Global Wellness Institute, 2018). The statistic show that international wellness trips represent a larger proportion share of expenditures according to the average level of spending.

Demographic segmentation can be linked to the rise of the global middle class and the modern lifestyle trends of interest related to wellness. Rising incomes and education levels and the concern of pandemic crisis situation and environmental issues are driving accelerated consumer interest in wellness. As mentioned, demographic and lifestyle trends are driving an exponential growth of the market (Global Wellness Institute, 2018).

Psychographic segmentation often relates to committed wellness consumers who proactively maintain a healthy lifestyle, seek for life balance and socially and environmentally conscious.

For behavior segmentation, according to Global Wellness Tourism Institute (Global Wellness Institute, 2018), the wellness tourism market includes two types of travelers: 1) primary wellness travelers motivated by wellness to travel or choose their destination based on its wellness offerings; and 2) secondary wellness travelers maintaining wellness or engage in wellness activities during any kind of travel. Secondary wellness travelers are the major group conducting wellness tourism from the report of 89% of wellness tourism trips and 86% of expenditures in 2017 (Global Wellness Institute, 2017).

### 2.2.5 Wellness travelers' intentions and behaviors

The importance of theory of planned behavior (TPB) in predicting travelers' intentions and behaviors has been acknowledged from previous studies. No research has examined the effects of wellness travelers' intentions with their behaviors (to revisit and recommend a destination). The intentions of wellness travelers when they travel can be categorized as;

- Benefits of tourism combined with wellness
- Destination trustworthy
- Satisfactions and Loyalty

According to the theory of planned behavior (TPB) (Ajzen, 1991), human beings are considered rational that intentions of human are determined by attitudes, subjective norms and perceived behavioral control. Attitudes refer to “the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question”; subjective norms refer to “the perceive social pressure to perform or not to perform the behavior” (Ajzen, 1991, p.188); and perceived behavioral control is defined as the persons' perception of the ease of performing a behavior. Ajzen and Fishbein (2005) suggest that these three focal constructs are subject to individual differences. This present study explores whether wellness travel desires from immersive system fully mediate the effects of attitudes, subjective norms and perceived behavioral control on intentions and how they relate to wellness tourism experience.

Some previous studies suggest that there is no direct effect between subjective norms and travel desires and that the relationship is mediated by travelers' attitudes towards destinations and perceive behavioral control. Quintal et al. (2010), also states that the subjective norms directly influence travelers; attitudes towards destinations and perceived behavioral control. Wellness tourism stakeholders can develop wellness tourism experiences to increase travel desires differently depends on the target market.

### 2.2.5.1 Behavioral intention

Behavioral intention can be a proxy for real action (Fishbien and Ajzen, 1975). In this study, the wellness travelers have been placed as a customer and also serves as a productive resource, a co-marketer and a co-designer and wellness providers. The previous studies of wellness tourism highlighted the possibility of incorporating lifestyle changes into tourism experience that rising incomes and education levels as the rise of the middle class are driving the growth of wellness tourism (Global Wellness Institute, 2019). Brown et al. (2010), has shown that terminologies associated with ‘wellness tourism’, ‘health tourism’, ‘wellbeing tourism’, ‘holistic tourism’ and ‘spa tourism’ have been used interchangeably.

There is a consumer demand for wellness tourism programs improving fitness levels, healthy lifestyle, education, nutrition counselling, complementary and alternatively practices and other therapies (Valentive, 2016). Wellness travelers could be divided based on their preferred benefit including those associated with hedonists, escapists or neutralists (Mak et al., 2009). According to the study of Kelly (2012), in terms of experience seeking, wellness travelers can be classified into 5 types based on the collation and cross-tabulation from the main criteria of motivations and prior experience indicators accordingly.

- 1) Refuge seekers: those seeking peace, rest, quietness and respite from everyday life
- 2) Learners: those who wish to learn or be led by a well-known authority on a subject or practice
- 3) Exploratory Dabblers: those who wish for new experiences, usually choose a program include new things in new area often warmer coastal settings
- 4) Reinforcers: those who specially choose a retreat based either on the activities offered, or instructors present, in order to deepen their knowledge of all forms such as yoga, meditation. They are usually repeat visitors with precise needs and preference.
- 5) Spiritualists: those seeking for self-development of a spiritual nature

Wellness’s travelers’ revisit intentions and motivation have also been widely interested by tourism scholars. Wellness-related activities demonstrates the increasing rate of travelers ‘satisfactions and can be assumed as the effective marketing strategies for revisit intention (Hashemi, Jusoh, Kinumarsi, & Mohammadi, 2015). To conduct wellness tourism destination marketing, authenticity and place-based has become major concern.

Travelers' general wellness preferences and motivators have also been linked to the destination strategies as appeared in table 6.

*Table 6 Wellness Tourism Destination Attributes & Tourists Wellness Preferences and Motivators*

Destinations	Wellness Tourism Destination Attributes	Preferences and Motivators
Thailand	<ul style="list-style-type: none"> <li>● Culture</li> <li>● Healing traditions</li> <li>● Scenic location</li> <li>● Authenticity</li> <li>● Community wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>● Natural eastern approaches to treatment</li> <li>● Escapism</li> <li>● Spiritual treatment</li> </ul>
India	<ul style="list-style-type: none"> <li>● Spirituality</li> <li>● Luxurious places in collaboration with hotel chains</li> <li>● Ayurveda</li> <li>● Yoga traditions</li> <li>● Meditation</li> <li>● Vegetarianism</li> <li>● Other healing practices</li> <li>● Indian culture</li> </ul>	<ul style="list-style-type: none"> <li>● Investment in the wellness sector</li> <li>● Adaptation of best practices and specialization</li> <li>● Western wellness travelers seeking to strengthen their spiritual healthy</li> <li>● Rebranding efforts</li> </ul>
Hong Kong	<ul style="list-style-type: none"> <li>● Pampering products</li> <li>● Relaxation places</li> </ul>	<ul style="list-style-type: none"> <li>● Physical relaxation</li> <li>● Pampering</li> <li>● Personal reward</li> <li>● Escape from work</li> <li>● Peace and overall health improvement</li> </ul>
Korea	<ul style="list-style-type: none"> <li>● Relaxation</li> <li>● Wellness amenities</li> </ul>	<ul style="list-style-type: none"> <li>● Escapism from ordinary</li> </ul>
Switzerland	<ul style="list-style-type: none"> <li>● Service excellence</li> <li>● Information</li> <li>● Professional competence</li> <li>● Comprehensive wellness</li> </ul>	<ul style="list-style-type: none"> <li>● High Demand</li> <li>● Independent</li> <li>● Care intensive</li> <li>● Recreation</li> </ul>

Destinations	Wellness Tourism Destination Attributes	Preferences and Motivators
	amenities <ul style="list-style-type: none"> <li>● Wellness facilities such as swimming pools</li> <li>● Healing</li> <li>● Therapy</li> <li>● Convalescence</li> <li>● Medical competence</li> <li>● Health promotion</li> <li>● Individual care &amp; advice</li> <li>● Relaxation, recreation</li> </ul>	

**Source:** Adopted from Global Wellness Institute (2020)

### 2.2.5.2 Tourism Satisfaction

Tourism Satisfaction can be considered as one of most direct psychological consequences of a tourism experience (Maunier & Camelis, 2013). According to the study of Luo, et al. (2018), the satisfaction of wellness tourism has been linked to customer experience, leisure and non-leisure satisfaction, and quality of life. Two life satisfaction domains: non-leisure and leisure satisfaction, have been proposed by Neal et al., (2007), the non-leisure life domain includes factors such as social activities, love, family, and work, etc, while leisure life domains relate to individual activities such as traveling, attending retreat programs, etc. Tourism satisfaction has been linked to life satisfaction in psychology, many previous tourism studies declared leisure satisfaction as an alternative evaluating the consequences of tourism experiences through the similarities and overlaps between leisure and tourism satisfaction (Luo et al., 2018). Many of previous psychology studies proposed that leisure satisfaction benefits an individual in his/her social life through enhancing social status in a community (Spiers and Walker, 2008; Johnson, Zabirskie, & Hill, 2006).

### 2.2.5.3 Research of wellness tourism quality/competitiveness index

The ambiguity concept of wellness has been conceptualized by numbers of scholars including Dunn, Ardell, Travis and Benson, Stuart and Greenberg and Dintman and Hertel (Voight., Howat & Brown, 2010; Meuller and Kaufmann, 2001). The sum of relationships in various aspects of wellness tourism resulting in a journey's value chains starting from primary motivation of tourists to maintain or promote their health and wellbeing and to enable and enhance physical, psychological, spiritual and/or social wellbeing in a special designated tourism accommodations or wellness hubs (Valentive, 2016).

An innovation approach for measuring tourism competitiveness has been conceptualized in previous tourism research. Gooroochurn & Sugiyarto (2005) proposed eight main indicators for tourism competitiveness measurement - price indicator, openness indicator, infrastructure indicator, technology indicator, human tourism indicator, human resource indicator, social development indicator and environmental resource indicator. The analysis covers more than 200 countries and the data used are published, available from sources such as World Bank and the United Nations Development Programme (UNDP) and also comparable over time and across countries. Price competitiveness is usually regarded as the most important factors (Dwyer et al, 1999). Thus, some tourism scholars proposed the theory of comparative advantage as the endowment of factors of production arguing that human resource indicator is the most important (Crouch and Ritchie, 1999). Some consider environmental quality to be an important factor (Inskeep, 1991; Middleton, 1997). It can be concluded that tourism competitiveness indicator is dynamic, and each indicator consists of a set of variables chosen to represent the main concern in each indicator. Further discussion of Tourism Competitiveness Indicators is proposed in table 7.

*Table 7 Tourism Competitiveness Indicators*

Tourism Indicators	Variables
Price	<ul style="list-style-type: none"> <li>● Travel cost relating to travel to and from a destination</li> <li>● Ground cost relating to commodity prices at the destination</li> </ul>
Openness	<ul style="list-style-type: none"> <li>● Tourism openness, Visa, Trade openness, Taxes on international trade</li> </ul>
Technology	<ul style="list-style-type: none"> <li>● Internet facilities</li> <li>● Technological Advancement</li> </ul>



Tourism Indicators	Variables
Infrastructure	<ul style="list-style-type: none"> <li>● Transportation</li> <li>● Sanitation facilities</li> </ul>
Human Tourism Indicator (HTI)	<ul style="list-style-type: none"> <li>● Tourism participation indicator (TPI)</li> <li>● Tourism impact indicator (TII)</li> </ul>
Social Development	<ul style="list-style-type: none"> <li>● Human development index</li> <li>● Quality of life (QoL) of the tourism community</li> <li>● Social media</li> </ul>
Environment	<ul style="list-style-type: none"> <li>● Population density</li> <li>● Wellbeing of the community</li> <li>● CO2 emissions</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>● Education Index</li> <li>● The quality of human workforce in the destinations</li> </ul>

Source: Adopted from The World Travel and Tourism Council (2018)

The Global Wellness Institute defines wellness tourism as a high-yield tourism creating opportunities for wellness and all tourism and hospitality-related businesses (Global Wellness Institute, 2019). Global Wellness Institute even projects that wellness tourism will grow at an average annual rate of 7.5% through 2022, considerably faster than the 6.4% annual growth forecasted for overall global tourism. Wellness, hospitality, and travel are converging in diverse and unprecedented ways, as experimental business models. Thus, the wellness tourism quality/competitiveness index can be considered as sophisticated and integrative as it combines several industries to deliver wellness tourism experiences. The rise of wellness tourism is enticing the new business models, forms of competition and partnerships across industries. The integration of business from hospitality to wellness lifestyles indicates the complexity of wellness tourism quality index. Attached in figure 4 is the convergence model of wellness, hospitality, and travel businesses.

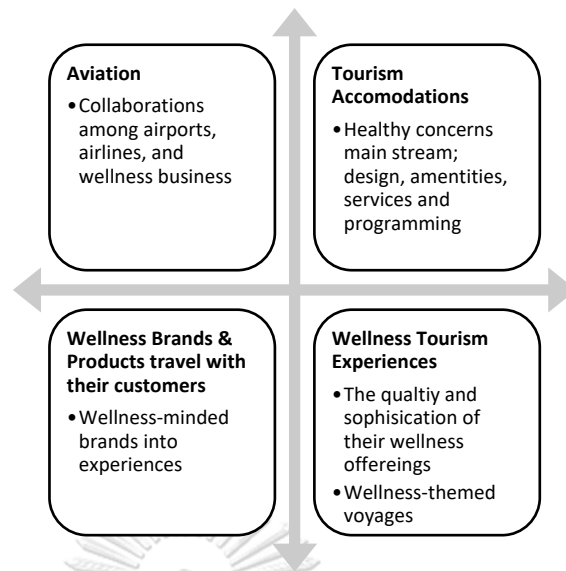


Figure 4 The Convergence Model of Wellness, Hospitality and Travel Businesses

Source: Adopted from Global Wellness Institute (2019)

### 2.2.6 Wellness Tourism Value Chains

Wellness tourism has a significant role in tourism industry, from local to global businesses. Wellness tourism activities create tourism economy involving many stakeholders such as hotel businesses, transportation, health services etc. (Keadplang, 2020). Wellness tourism values considered as multidimensional concept from physical level to psychological level with social and environmental elements (Hattie et al., 2005). To achieve wellness tourism value chains development, the assessment of wellness tourism resources and promotion are required (Kucukusta, 2012). Proper wellness modalities require continually develop an advanced technology, training and development of personnel wellness services. The potential and effective management and admiration including national to global supports from all stakeholders will create opportunity for wellness tourism value chains. The value of wellness tourism is based on travelers' satisfaction on longevity search along with other wellness philosophy. The value of wellness tourism is the opportunity identified by the cultural, social and economic perspectives. Country's capacity, resources and potential are the fundamental factors for wellness tourism development. Wellness tourism value chains consists of;

- 1) Appropriate landscape
- 2) Quality of human resources in both operational and executive level
- 3) Supply chain of the raw materials or equipment and products used

- 4) Supporting facilities such as tourism infrastructure (i.e; airports, transportations)
- 5) Wellness travelers' groups (expansion of the middle class, aging society, more health concern groups of people with non-communicable diseases and work stress)
- 6) Authenticity of the destinations
- 7) The linkage of all value chains by Information Technology (IT).

For many countries, wellness tourism development is an important way of creating a competitive advantage such as encouraging entrepreneurship, enchaining the sense of authenticity and wellbeing of the local residents, providing economic benefits and creating environmental preservation and quality products (Sheldon and Park, 2008). Wellness tourism destination should enhance over economic, socio-cultural, and environmental areas to deliver the core value to the travelers. An initial step towards wellness tourism service experiences is required. Expenses of wellness travelers should also be considered. Development process of the destinations will need the integrative & collaboration model of all stakeholders from government, private and public sectors. Among the wellness tourism destinations, authenticity from quality resources, skilled personals and proactive business model will deepen the tourism value and differentiate each destination. Technology has become a major factor in building resilience in tourism that in today's world, information technology (IT) has been woven into every fabric of travel and tourism involving essentially every facet of tourism value chain, every subdomain of the industry (Benckendorff et al., 2019).

### 2.3 Tourism Experience

The word 'experience' as a noun can refer to an action, an outcome, or entertainment (Ek., et al., 2008; Hosany, 2012). Thus, as a verb, 'experience' refers to a process such as an emotional sensation (Ek et al., 2008). Experience has different meanings from different spans of time and space (Stienmetz, et al., 2020). It should be noted that experience is a neutral concept ranging from low to high levels in both positive and negative directions (Godovykh, Milman, & Tasci, 2019). Components of experience can take place in different stages of consumption, pre, during, and post-consumptions, which are dynamic and changeable. Experience relates to all phases and can be affected by several antecedents from brand-related stimuli, consumer-related factors and situational factors. The total experience from all stages results in several outcomes related to consumers' satisfaction, additional to those listed in the literature, experience can construct consumers' wellbeing.

Understanding the nature of tourism experiences is the effective strategy in managing tourism destinations (Stienmetz et al., 2020). As well as other types of service industry, experience is a core economic offering of the tourism industry (Morgan et al., 2009). Cohen (1979) indicated that tourism experience is derived from the response of a person and his/her spiritual center. A total captures of tourism experience at pre-visit, onsite, and post-visit stages through four main components; 1) emotional, 2) cognitive, 3) sensorial, and 4) conative has been proposed by previous tourism scholars as appeared in the work of Godovykh, Milman, and Tasci (2019). Also, previous scholars generally have divided tourism experience in two streams, which are the social science approach and the marketing/management approach (Quan & Wang, 2004). In this research, the dynamic approach of wellness tourism experiences in the social science and marketing/ management will both be considered. Thus, the tourist experience should include both the peak experience and other supporting experiences of each individual through any direct or indirect contact with a business (Mossberg, 2007). The concept of customer experience, and particularly tourism experience is a well-studied field (e.g., De Fretias Coelho, de Sevelha Foslinf, & de Almeida, 2018; Jackson, 2019; Lemon Verhoef., 2016; Packer & Ballantyne., 2016; Pine & Gilmore., 1998). The traditional view of the realms of tourism experience have been categorized into two dimensions from passive to active participation and from absorption to immersion (Vereb & Azevedo, 2019). From the study of experience economy theory or the paradigm of experience economy in tourism literature, several factors have established to have a direct or moderating role on perceived tourism experiences of a multidimensional concept involving the four quadrants where different types of experiences could be placed: a) *education*, it involves active participation and absorption of travelers and interactions to improve their knowledge and/or skills, which contributes to either intellectual or physical self-growth (Pine and Gilmore, 1999); such in yoga practices or cooking classes provided by the destinations b) *aesthetic experience*, occurs when travelers are immersed passively in the experiences of; for example, sightseeing or trekking holidays c) *entertainment* it involves passive participation and absorption of travelers' attendance, as in case of performances provided by the destinations and ; d) *escapist experience*, it involves active participation of travelers immersed in it, as in the participation in religious ceremonies or spiritual retreats provided by the destination or even the exotic scenery of the destination (Pine and Gilmore, 1999). These suggestions provide important implications for researchers and practitioners to explore customer interaction with tourist products, detect affective and sensory components leading to total consumption outcomes. The detailed studies of tourism experience and components are attached in table 2.3. This study, thus, will conduct based on Pine & Gilmore' s experience economy concept that experience is the framework of process, and a traveler is an active agent engaging in the experience creation process.

Wellness tourism, which is a component of wellness retreats both physical and spiritual, offers a good example of educational experience (Global Wellness Institute, 2020). In term of educational experience, besides offering personalized physical and spiritual health consultations based on tourists 'personal demands, the opportunities of related experiences such as spa treatment, yoga classes, meditation sessions, and nutritious concern classes, somehow educates tourists of wellbeing concept. Esthetic experience, according to the study of Song, Lee, Park, Hwang, & Reisinger (2015), as an enriched and unique physical design entailing customer's enjoyment, positively influences perceived emotional value of wellness travelers. While entertainment experience should engage tourists passively with activities and programs provided by economic offerings of tourism businesses or destinations (Pine & Gilmore, 1998). Escapist experience is the most considered experience factor of this research. That the presence experienced through online activities is an antecedent of the cognitive experiential state (Bogicevic., et al., 2019). It can be assumed in term of tourism marketing that traveler of online tourism websites who sense telepresence fantasize about the real-world experience with the destinations, which enhances experiential value and behavioral intentions. Escapism, thus, has proven to be one of the tourism primary motives in engaging in diverse tourism activities and destination (Jurowski, 2009; Prentice, 2004). Escapist experience can be conducted both in real and virtual setting (Chen, Gau, & Wu, 2014). According to Mollen and Wilson (2010) indicates that "escapism dimension form Pine & Gilmore's (1998) experience framework, defined as "a state of psychological immersion", is conceptually aligned with presence sensed in highly immersive online environments" (p.58). In table 8, the summary of structure of tourism experience is proposed.

*Table 8 Structure and Tools of Tourism Experience*

Authors	Context	Components
Cohen (1979)	General tourism <b>Typology of tourism experiences</b>	Recreational mode, diversionary mode, experiential mode, experimental mode, existential mode
Hirschman (1984)	General consumption context	Experiences seeking cognitive, sensation, and novelty.

Authors	Context	Components
Pine & Gilmore (1999)	General Business <b>Experience Economy Paradigm</b>	Four spheres of consumer experience: educational, escapist, esthetic, entertainment
Schmitt (1999)	<b>Practical Strategic Experience Modules (SEM)</b>	Customer involvement and activity level  Five experiential modules 1) Sense; 2) feel: 3) think: 4) act; and 5) relate
Holbrook (2000)	General Consumer Behavior	Entertainment, experience, exhibition, evangelizing
Cutler and Carmichael (2010)	General tourism	Influential realm: physical aspects and product/service aspects  Personal realm: knowledge memories, perceptions, emotions, and self-identify
Kim et al. (2012)	Tourist memories <b>Memorable Tourism Experience scale (MES)</b>	Hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, novelty
Gnoth & Matteucci (2014)	Tourism Experience <b>Tourism Experience Model (TEM)</b>	1) Pure pleasure 2) Re-discover 3) Existentially authentic exploration 4) Knowledge seeking
Hosany, Praya, Deesilatham, Causevic and Odeh (2015)	Tourism Destination	Joy, love, positive surprise
Packer and Ballantyne (2016)	Responsive to external stimuli	“from the everyday flow of consciousness, either by its emotional intensity, or its framing in time and space” (p.133)  “an individual’s immediate or ongoing,

Authors	Context	Components
		subjective and personal response to an activity, setting or event outside their usual environment” (p.133).
Baggio and Scaglione (2017)	Tourism Destination <b>A strategic visitor flow (SVF)</b>	Analysis wherein network analysis (using many types of traveler information) can be used to provide extremely useful insights into traveler behavior.
Stienmetz & Fesenmaier (2017)	Tourism Destination <b>A destination value system (DVS)</b>	The use of spatial information from 4.3 Flickr photographs and Florida county-base tax records to conduct network analysis; results of this study indicate that DVS network measures including centrality, density and seasonal effects have significant relationships with tourism-related expenditures.
Rahmani, Gnoth, and Mather (2019)	Psycholinguistic view of tourism experience	Emotional components as multi-component process both positive (anticipation, trust, joy, etc.) and negative dimensions (sadness, disgust, anger).

As indicated above, the composition of overall wellness tourism experience from four dimensions as an ‘orchestration’ of multiple processes (Packer & Ballantyne, 2016). Extensive research has shown that experiences constantly change over time and related to the overall evaluation of experiences (Ariely & Zaubermaier, 2000; Duerden, Ward, & Freeman, 2015). Experiences are highly structured and conducted from certain underlying rules. Thus, the following hypotheses of tourism experience under wellness tourism concepts according to the objectives of this study were proposed (H1, H2a, H2b, H2c, H2d).

### 2.3.1 The Approach of the Tourism Experience

Understanding the nature of tourism experiences are the key to effective tourism management. Integration of research in psychology, economics, geography, marketing, services management and more recently technologies and innovations, offer dynamic contributions of tourism experience (Stienmetz., Kim., Xiang., & Fesenmaier., 2019). Recent research of smart tourism using advanced methodologies related to information technology and various aspects of big data predict the moments-based perspective wherein the notion of experience is measured as continuous processes (Ramanathan & McGill, 2007). Tourism experience is somehow extremely dynamic, which has proved the essential of design and management of the whole tourism value chains system.

Packer & Ballantyne (2016), proposed that tourism experience can be approached in either of the following four ways: (1) *perceived experience as a flow of consciousness*-anthropological perspective; (2) *perceived experience as a subjective response to an event or stimulus*-psychological perspective; (3) *perceived experience as a memorable impression*-tourism and leisure management perspective; and (4) *perceived experience as a designed or staged offering*-a tourism and leisure marketing perspective. A multifaceted model of tourism experience comprising the following ten categories also suggested by Packer & Ballantyne (2016); physical experiences; sensory experiences; restorative experiences; transformative experiences; hedonic experiences; emotional experiences; relational experiences; spiritual experiences; and lastly, cognitive experiences. De keyser., et al. (2015, p.70) defined the customer experience similarly as a “set of cognitive, emotional, behavioral, physical, sensory, spiritual, and social elements that arise in client interactions” with the other actors.

Preview mode – Mental Imagery – Sense of Presence – Immersive tourism experience

### 2.3.2 Subjective well-being experience

Subjective well-being can be defined as “experiencing happiness, including life satisfaction and positive affect”, (Diener, 1984, p. 542). In tourism related contexts, information technologies influence individuals’ subjective well-being through affective responses, even when people are not in the condition of traveling; for example, using VR games enhances the subjective well-being of cancer patients or disabilities (Singh., 2020). A superior customer experience is emerging as an important goal for firms in the tourism industry (Sugathan & Ranjan, 2019). Only a limited amount of mainstream wellness tourism research has systematically examined the role of subjective well-being experiences. Thus, the theoretical and empirical



linkage between wellness travelers' satisfaction and the subjective wellbeing experiences are still unraveled.

### 2.3.3 Integrative Wellbeing Tourism Experience Concept/ Existential authenticity/

#### Transformative experience

Based on the study of wellbeing concept in 1.1, it could be argued that forms of effective wellness Tourism experience should be dynamic and combined of many dimensions and domains of wellbeing to target the various segments of tourists. Existential authenticity is the fundamental factor to be considered. Tourism impact should be in various levels from short-term to long-term to create sustain profitability of the wellness tourism value chains. To address tourism's challenges, tourism experiences from outer journey transforming the travelers' inner consciousness has also been interested by numbers of tourism scholars (Sheldon, 2020). The ultimate human journey, according to many spiritual and philosophical traditions, is an inner one, the destinations, thus, can be described in various fundamental wellbeing ways such as self-actualization, enlightenment, awakening, unity consciousness, or inner peace (Maslow, 1954). How tourism experience relates to the inner transformation of travelers and the attributes of the transformative experience should be considered.

Sugathan & Ranjan (2019), proposed the concept of the effects that customer co-creations have on the tourism experience in terms of its influence on the tourism experience and the customer's intention to revisit the destination. Several implications for numbers of domains, such as novelty-seeking in tourism, collaborations among tourism value chains, and the antecedent effect of co-creation are to be considered. In wellness tourism service, when creating experiential value for travelers, stakeholders should consider several aspects as pre-, during- and ex-post of the experience. Figure 5 suggests a model of effective wellbeing tourism experience that can be applied in each aspect.

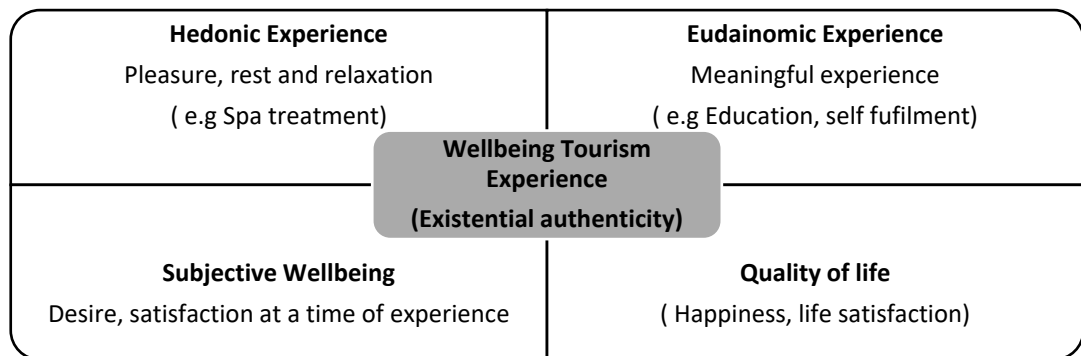


Figure 5 Integrative Wellbeing Tourism Experience Model

Flow experiences bring transformational experiences to traveler (Sheldon, 2020). Designing for transformation contribute to the wellbeing of all tourism value chains and their conscious development. As a source of innovation to build thriving communities and destination resilience. Wellness travelers interested in transformation will patronize firms that display wellness attributes such as wellness, wellbeing and quality of life of the value chains. More aware travelers and destination stakeholders can lead the vision for a different future for tourism including technological implementations and new concept of travels (Sheldon., Daniel., Pollock, 2017). Phycological themes for future wellness tourism research include studying transformative travelers' motivations, the nature of their experience, the impact of new travel norm, technology readiness, and the permanency of the transformation. The researcher has concluded that the following 4 majors' factors have great impacts on successful wellness tourism experience.

1. Trust
2. Satisfaction
3. Motivation
4. Data/ information.

#### 2.3.4 Customer Journey and a set of touchpoints

The research of moments-based experiences has indicated that 'customer journey' paradigm and the 'touchpoints' or the importance of various components within the customer experience (Schmitt, 1999). Lemon and Verhoef (2016) views customer experience as a customer journey with a set of touchpoints through the buying cycle. The buying cycle can be defined as three phases: pre-purchase, purchase and post-purchase phase. The emergence of the touchpoints during the buying cycle can be classified into four types: brand-owned, partner-

owned, customer-own and social/external/independent. Touchpoints may also be referred to as events, actions, and/or activities (Halvorsrud., et al., 2016).

The eight sub-categories of the touchpoints have been identified by Stein and Ramaseshan (2016) as: store atmosphere, technological, communicational, process-related, employee-customer interaction, customer-customer interaction, and customer-product interaction. The recent study of Folstad and Kvale (2018) introduced the concept of customer journey proposition on the methodologies of visualization and mapping of the tourism journey. Mapping the touchpoints in customer journey, also referred to as *customer journey mapping* (CJM), has been described as the design and management of an ideal customer journey through identification and manipulation of the touchpoints. CJM is a very popular tool among both scholars and practitioners because of its holistic concept of identification all the touch points during the entire journey from the phases of awareness, consideration, planning, experience and advocacy (Lemon & Verhoef., 2016; Rosenbaum. et al, 2017.; Yachin., 2018). CJM as the encounters between the tourism stakeholders as the experience providers and travelers along the tourism journeys at each touchpoint are opportunities for co-creation and user-generated innovation (Clatworthy., 2011; Yachin., 2018; Zomerdijk & Voss., 2007). Therefore, these encounters have the potential to alter the perceived value of the tourism experience. Lue, Cromton, and Fesenmaier (1993) stated that tourism is highly structured, largely multi-destination and multi-activity, and can be conceptualized as a bundle of events. The overall perception of the tourism experience has a positive impact on final satisfaction and intention to recommend (Prayag., et al., 2017). The hypothesis was formulated as follows:

### **2.3.5 Relationship between tourism experience, expectation, and satisfaction**

There is a strong correlation between tourism experience and overall travelers' satisfaction according to Prayag., et al (2017). The implementation of customer satisfaction from the study of Kano., et al (1984) in the context travelers' satisfaction can be specified as: (1) The must-be requirements (the basic characteristics of the product); (2) One-dimensional requirements (the performance of the product) and (3) Attractive requirements (or surprises). The incremental (or disruptive) changes should be linked to the unexpected attractive tourism attributes in order to increase overall satisfaction. A comprehensive but parsimonious definition of experience as the totality of all senses, on a spectrum of negative to positive, evoked by all stimuli encountered in pre, during, and post phases of consumption filtered through personal differences of consumers and result in differential outcomes.

The common principles of new product development concepts, such as Quality Function Deployment of Matzler & Hinterhuber, 1998, are the confirmation of the concept produced by Kano et al., (1984). Perceived performance concept proposed by Hjalager (2010), also provides substantial evidence that additional innovative (attractive) attributes such as technological implementation can enhance expectations of travelers. A more recent study suggest that as travel expectations increase not only travel satisfaction, but overall life satisfaction increase as well (Wei, Ma., Jiang., & We., 2019). The fifth hypothesis aim to analyze the relationship between innovativeness (technological implementation) and travelers' co creation (H5).

### 2.3.6 Measuring Experience/ Experience Indicator Model

Several experience scales were inspired by Pine and Gilmore's (1999) four realms of experience: educational, escapist, esthetic, and entertainment, differentiated by the level of activity and customer involvement (Godovykh, Milman, & Tasci, 2019). Numbers of tourism and hospitality research classified tourism experience in these four dimensions and developed the indicators of customer experience (Ali, Hussain, and Ragavan., 2014; Bagdare & Jain, 2013; Klaus and Maklan, 2013).

The challenges and difficulties of measuring experience from situational factors, non-linearity of experience, and the difficulty of identifying the optimal experience level, lead to the standard survey design in measuring the changing nature of affective dimensions of experience (Palmer, 2010). Hwang & Seo (2016) has proposed the innovative approaches to the measurement of customer experiences using experience sampling method, gird technique, netnography, and structured content analysis. Applying a combination of several methods as mentioned could help to capture the totality of customer/ tourism experience with its different components at pre-visit, on-site, and post-visit stages (Godovykh, Milman, & Tasci, 2019).

Implications for tourism experience analysis and design according to Stienmetz., et al., (2020), can be identified as 1) stories and storytelling as the basic and universal forms of communication; the notion of plot within destination-focused stories as analogues to the customer journey paradigm of services management in that touchpoints; 3) the supply side uncontrollable processes in the customer journey mapping (e.g. design science-based, customer centric, demand-side approach); 4) experience design tools such as blueprinting and journey mapping in a holistic manner and experiences and finally ; 5) the new and innovative

data analytics tools and methods including big data generated. *‘An important assumption of the tourism experience co-creation paradigm is that the tourism experience is a product of, but subjective internal psychological processes of the travelers and the objective external conditions provided by the supplier or providers of the experience’ (Stienmetz, et al., 2020, p.5).*

## 2.4 Technological Advancements in Tourism Context

The use of technological advancements in tourism context has been pervasive and growing. In this section, the mechanism of how technology enhancing travel satisfaction has been investigated.

### 2.4.1 Innovation diffusion and authentic experience

Innovation diffusion and authentic experience in the field of tourism should be considered as reasons for VR technology spreading (Yung and Khoo-Lattimore, 2019). Among innovation diffusion attributes proposed by Rogers’ diffusion of innovation theories in 1983, simplicity, benefit, and compatibility are considered of specific innovations, explain why consumers use information technology such as mobile tourism websites (Kim et al, 2019). The theory of innovation diffusion is “the process by which an innovation is communicated through certain channels over time among the members of a social system” (Roger, 1983, p.5). Travelers’ adoption of various technologies has become one of the major considerations in previous tourism studies as the degree of consumers’ technology readiness. In particular, the optimism and innovativeness of users moderate the acceptance of VR technology in virtual communities (Lee, 2013).

Within the context of immersive tourism, travelers experience three dimensional-illusionary worlds formed by an arrangement of visual, kinetic, and audio effects (Williams and Hobson, 1995). Previous studies demonstrate that authenticity of experience largely explains the travelers’ intention to adopt immersive technology (Chung et al., 2018; Kim et al., 2017; Kim et al, 2019). Authentic experience defined by Gilmore and Pine (2007) as “a new consumer sensibility that involves perceptions of the extent to which experiences, services, or products” are novel, real, original, exceptional or unique (p.2). Authenticity involves number of variables, such as knowledge and perception of travel consumers. Authenticity of tourism experience affects consumer behavior among travel consumers using mobile information technology (Kim et

al., 2017). This research investigates how both innovation diffusion and authentic experience are the moderating role of technology readiness in subjective well-being and behavioral intention of VR travelers.

#### **2.4.2 Immersion and the customer journey**

Immersion has become increasingly recognized in marketing study, thus, its role in the customer journey remains under investigated (Hollebeek., Clark., Anressen & Sigurdsson., 2020). Immersion offers a valuable marketing tool, with its application ranging from immersive-based focal offering, promotional tools, emerging distribution channels, immersive ability to raise consumers' wiliness to pay, and better prospects of destination brand values. Immersion such as VR, according to Guttentag (2010), has been extensively used in the area in which determined by tourists' attitudes towards authenticity, motivations and constraints. Different mixed reality equipment such as hardware used, e.g., monitor-based, CAVE facilities and HDM enable different levels of immersion and sense of presence (Loureiro et al., 2018). Other complementary equipment such as data gloves, tracking systems, sensors and 3D sound increase the sense of presence and enables a richer interaction of consumers.

Immersive technology, according to the study of Bae & Leem, 2014, is a technique employed by tourism practioners and academics to plan, develop and communicate new and existent products or brands (e.g., services, destinations, products). Despite immersive technolgy growing adoption, in terms of marketing-based immersive applications is lagging behind (Manis and Choi, 2019). According to previous literature review, theoretical studies in marketing field in term of immersion have not been prolific in publishing studies. Consistent with the seminal theories on marketing, proposed and communicated by Kotler (1967), there is only some evidence studies on immersive connected marketing. In this study, the holistic of entire wellness travel consumer journey will be discussed. The immersive tourism journey framework of this study will be conducted in 3 stages as; its pre-, during(intra-), and post interaction dynamics. Therefore, traveler buying-behavior and traveler decision making is a process leading marketers, researchers and practitioners to continuously develop framework from pre- and during to post immersive tourism system interactions.

#### **2.4.3 Usability and graphic design of immersive technology**

Usability in immersive tourism platform is also considered. According to the study of A.M. Martinez-Sala, et al. (2020), a standardized website evaluation model in tourism sector is needed. Virtual aspect and aesthetics (usability and graphic design) have been linked as appeared in the

previous study of Skadberg and Kimmel (2003). The relationship between usability and platform design from the degree of ease has been confirmed that when immersive experience is perceived as fulfilling the desire to learn, the attributes of convenience and entertainment influence intention to use immersive system for learning (Gallego et al., 2016). The previous studies suggest that attributes of immersive experience led to perception of authenticity and has strong positive effect on tourism satisfaction (Chen et al., 2010). Thus, the graphic design of platform and usability are considered important when applying immersion with tourism. Also, the study of technology readiness and its moderating role are also considered in the terms of immersive tourism. According to Parasuraman (2000), technology readiness can be defined as “people’s propensity to embrace and use new technologies for accomplishing goals in home life and at work” (p.308). Despite the increasing amount of attention on immersive tourism and the rising importance of immersive tourism, a theoretically integrated model of traveler’s behavior has not been fully developed (Kim, Lee., & W.Preis., 2020). The proposal of integrated model of travelers’ behavioral intentions, innovation diffusion and authentic experiences will be discussed in the next section.

Usability is present in most of the research about quality in information communication technology or ICT (Qi, Law, & Buhalis, 2008) because of its determinant factor of new technology and a key indicator for building trust (Agag& El-Marsy, 2017). According to the study of Martines-Sala., et al. (2020), the rationale and correlation on ICT platform usability can be categorized due to their common interrelationship as an indicator of usability.

- 1) Contents – information content with the commercial function as the most important factor for users to determine the perceived usability.
- 2) Ergonomics – ease of use, flexibility, multimedia resources and speed as indicators of usability and the quality of website content.
- 3) Processes, errors and adaptation – a parameter in relation to the transactional aspects of the web, processes, errors and adaptation of technology are claimed to be indicators of it. Currently, this indicator requires the consideration of Responsive Web Design (RWD) as a basic requirement to ensure user satisfaction (Frain, 2015).
- 4) Interactivity – the evaluation of interactivity has been the objective of many research studies (Luna – Navarez & Hyman, 2012; Cho& Choen, 2005; Altamirano et al, 2015). The possibilities of interaction and the correlation between usability and user satisfaction are clearly affected.

- 5) Distribution and marketing – one of the main objectives of technological implementation is to act as channels for the marketing of destinations and their products and services. The commercial function, according to Matinez-Sala et al. (2017), is considered as an emerging feature in official tourism websites or the more complex communication tools.

#### 2.4.4 Immersive Tourism System

According to the study of Colomo-Palacios, et al. (2017), over the past six decades, tourism has experienced continued expansion and diversification. A platform devoted to the support the whole life cycle of wellness tourism experience should also be considered. In many cases, information technology and innovation are combined to give specific tourism markets or players competitive advantages. Apart from that, tourism experience is one of the most important metrics for all tourism destinations around the world. The importance of tourism experience both actual and immersive will be described in the next section (see section 4).

Recommender systems have been extensively utilized as a way to provide effective information and services to travelers. A general definition of recommender systems is programs aimed to recommend the most suitable items (products or services) to particular users (individuals or businesses) by predicting user's interest in an item based on related information about the items, the users and the interactions between items and users (Adomavicius & Tuzhilin, 2005). Social information and social filtering, followers, followed, trust, reputation, credibility, content-based filtering of social data, social tagging and taxonomies in the development of recommender systems.

Lu et al. (2015), suggested that new advanced approaches that have already been proposed, such as social network-based immersive tourism systems, fuzzy immersive systems, context awareness-based immersive systems and group immersive systems

#### 2.5 The Other Current Tourism Trends related studies

The impacts of the novel tourism trends such as the impacts of the novel coronavirus COVID-19 on tourism & wellness along with the growth rate of sustainable tourism development and resilience tourism have been considered. We are at the point where the potential to transform pattern of tourism into the new form, it's time to rethink contemporary science, growth, and technology paradigms under the pillars of historicity, reflexivity, equity, transparency, plurality, and creativity.



### 2.5.1 Research of COVID-19; the post pandemics effect on tourism & wellness

The United Nations World Tourism Organization (UNWTO) (2020) reported that tourism has been the worst affected of all major economic sectors from the COVID-19 affect from inequality to millions of unemployment. It will definitely affect the sustainable future of tourism industry as the result of a temporary de-globalization due to heavy travel restrictions and the suspension of international travel. A tremendous effect on tourism from the Covid-19 lockdown policies and the post pandemic of economic regression, technological implementation such as virtual tourism seems to be a light of hope (Nanni & Ulqinaku, 2020, WTTC, 2020). Niewiadomski (2020), suggested that the temporary de-globalization offer the tourism industry an unprecedented opportunity for a chance to re-develop in line with the tenets of sustainability and resilience stage from the usual dark sides of tourism's growth such as environmental degradation, economic exploitation or overcrowding. The world is experiencing a major shock that is likely to shift the existing tourism system to a new configuration, as once said by Schumpeter (1942), how 'creative' will this 'destruction' be? (Sleddzik, 2013). The major key point of changes is that the changes will be for the better.

The relationship model of tourism and the pandemics as the mobility of the world population; urbanization trends and the globalization concepts as networks connecting people from different parts of the world has been risen and fallen (Pongsiri et al., 2009; Labonte et al., 2011). Previous disease outbreaks such as SARS, Ebola, Marburg, hantavirus, Zika and avian influenza are outcomes of anthropogenic impacts on ecosystems and biodiversity (World Bank, 2012). The novel coronavirus (COVID-19) has been a challenge to the world, with no vaccine and limited medical capacity to treat the disease, nonpharmaceutical interventions (NPI), thus, are the main strategy to contain the pandemic (Gossling, Scott & Hall., 2020). In tourism industry, unprecedented global travel restrictions and social distancing policy are causing the most economic recession since World War II (WHO, 2020). UNWTO has declared uncertain projections for 2020 of the decline international arrivals by 20 to 30% relative to 2019. Tourism industries is especially susceptible affected by restricted mobility and social distancing. How the COVID-19 affect the whole tourism industries and the emergence need of resilience model of tourism development will be further discussed.

International, regional and travel restrictions immediately affected global economies, including tourism systems i.e, international travel, domestic tourism, air transports, accommodations. Within countries, the virus affected virtually the whole tourism and hospitality

value chain. The cancellation of travel became immediately felt in other parts of the supply chain, such as local restaurants, laundry services. Non-tourism situation has been shifted from overtourism concern (Dodds & Butler, 2019). The general belief is that tourism will rebound as it has from previous crisis, but there are evidences that COVID-19 will lead to different transformative for the tourism sector i.e., the corresponding implications for employment in the tourism sector. (CNN, 2020; Forbes, 2020). The majority of economics in high income of OECD countries has been undertaken under the studies of pandemics effect such as influenza (Peasah., et al., 2013). Table 9 illustrates some of the major pandemics and disease outbreaks and their economic impacts.

*Table 9 Major Pandemics and Economic Effects*

Years	Pathogen	Cases/mortality	Economic effects
1918-1920	Spanish Flu (Influenza)	500 million cases and 21 to 100 million deaths	Limited data by the lack of economic statistics for this era.
1957-1958 Influenza	Asian flu (Influenza)	1 to 2 million deaths	1958 recession A potentially sharp decline in personal consumption
1968-1969	Hong Kong Flu (Influenza)	500,000 to 2 million deaths The first virus to exhibit an accelerated spread due to extensive air travel	Low disease severity and mortality rates Unnecessary of school closures or quarantines
1960- present	Human immunodeficiency virus infection and acquired immune deficiency syndrome (HIV/AIDS)	70 million cases and 35 million deaths (primarily Africa)	Lessen global economic growth from reducing human capital A smaller skill of population and labor forces Less taxable population Direct impact on global GDP

Years	Pathogen	Cases/mortality	Economic effects
1961-present	Cholera	1.4 to 4 million annual cases and 21,000 to 143,000 annual deaths	Causing panic & disruption of social and economic structure in the affected communities
2002-2003	SARS (coronavirus)	8,098 cases and 774 deaths	<p>The first instance of a concurrent global concern for economic impact.</p> <p>Smaller impact on economies</p> <p>Some economic indicators in countries affected by SARS</p> <p>GDP</p> <p>Growth</p> <p>Exports and Trade</p> <p>Budget</p> <p>Some affected sectors.</p> <ul style="list-style-type: none"> <li>● Health</li> <li>● Tourism &amp; Hospitality</li> <li>● Airlines</li> <li>● Retails</li> <li>● Restaurants</li> <li>● Entertainment</li> <li>● IT</li> </ul>
2009 Influenza	Swine flu (Influenza)	284,000 deaths	Estimated economic loses range from 0.5% to 1.5% of GDP in affected countries
2012-	Middle East respiratory syndrome	Transmitted by camels and humans, case-fatality rate of 35%	Public health emergencies due to traveler-associated outbreaks of infectious diseases causing

Years	Pathogen	Cases/mortality	Economic effects
	(MERS-CoV)  (coronavirus)		significant losses to the broader economies of affected countries
2014-present	Ebola (Hemorrhagic fever) West Africa	28,600 cases and 11,315 deaths reported (likely underestimates)	Causing significant damage to affected economies  Little credible data and evidence available for the economic impact of crisis
2015-present	Zika (Americas, primarily Brazil; flavivirus primarily transmitted by <i>Aedes aegypti</i> mosquitoes)	Unknown number of cases. Few deaths.	Short-term economic impact in the Latin American and the Caribbean region (LCR)
2019-present	COVID-19 (coronavirus)	As of November over 632 million cases and 6.6 million deaths with significant underreporting	More likely increasing poverty and inequalities at a global scale. <ul style="list-style-type: none"> <li>● Poverty</li> <li>● Gender Equality</li> <li>● Education</li> <li>● Social Protection</li> <li>● IDPs</li> <li>● Slum Dwellers</li> <li>● Jobs</li> <li>● Remittances</li> <li>● Trade</li> <li>● Commodities</li> <li>● Food insecurity</li> <li>● Tourism</li> </ul>

Source: Hall, Scott & Gosling (2020); WHO, 2009; World Bank, 2016; WTTC, 2020

COVID-19 is far more than a health crisis and affecting societies and economies at their core (UNDP, 2020). Global suffering is believed to be escalated and jeopardize lives and livelihoods for years that development trajectories in the long term will be affected. The United Nations has mobilized the full capacity of the UN system through its 131 country teams serving 162 countries and territories, to support national authorities in developing public health preparedness and response plans to the COVID-19 crisis (UNDP, 2020). Most countries have launched rapid assessments of the social-economic impacts of COVID-19, with the focus on trends and potential scenarios.

Jones and Comfort (2020) suggests that the COVID-19 effect has not only relate to a range of major challenges in tourism industry, but it also signaled some changes in sustainable future, some inherent contradictions, and complexities in development plans. COVID-19 has been described as *“a crisis like no other”* by Kristalina Georgieva, Managing Director of the International Monetary Fund, according to its devastating impact on both the global and sectoral economies (World Economic Forum 2020). The general economic decline due to the COVID-19 crisis will delay recovery within the tourism industry. In an assessment of the impact of the COVID-19 crisis on international tourism dated 24 March 2020, the UNWTO (2020) estimated that international tourism arrivals could decline by 20% to 30% in 2020 translate into a loss of US\$300 to \$450 billion in international tourism receipts. In April 2020, The Organization for Economic Cooperation and Development (OECD) (2020) estimated that the decline in international tourism in 2020 could be between 45% and 70% depending on resilience stage. Moving beyond forecasts, to effective policy, responses and proactive strategies should be considered. Nepal (2020) raised the comment on the opportunity to reset for tourism industry from the COVID-19 crisis. There has long been the disconnection between sustainability preached by the UNWTO and growth expansion of tourism industry as the practices. Tourism transformation in the post-pandemic age should be equitable and adjusted in terms of operations, its effects on stakeholders and preparation for current and future leaders (Benjamin, 2020). The need for technological solutions has been heightened such as smart business networks and strategic partnerships/ information exchanges with regular agencies, real-time information to accommodate rapid changes in tourism value chains (e.g., risk perceptions, personalized packages, data/design efforts to new business/government requirements and travel realities) (Gretzel et al., 2020).

### 2.5.2 Research of sustainable wellness tourism development

The link between tourism activities and their consequences in dynamically imbedded in tourism system (M.Uysal et al., 2016). The nature of tourism research demonstrates the interplay between practical and theoretical constructs as sustainability, destination competitiveness and attractiveness, and quality of life of tourism stakeholders (Crouch & Ritchie, 2012). Key criticisms of sustainable tourism concept have focused on four dimensions as attached in table 10.

*Table 10 Tourism Sustainable Concepts*

Sustainable Concepts	Tourism Scholars
<ul style="list-style-type: none"> <li>● Spatial (local-global impacts)</li> <li>● Temporal (sustained for how long?)</li> </ul>	Becken & Schellhorn, 2007; Hall, 2007
<ul style="list-style-type: none"> <li>● Identification of beneficiaries sustained for whom?)</li> </ul>	Higgins-Desviolles, 2010; Mowforth & Munt, 2008
<ul style="list-style-type: none"> <li>● The intent (What is to be sustained?)</li> </ul>	McCool, Butler, Weaver, & Wheeler, 2013)

Source: Adapted from Espiner et al. (2017)

The stream of tourism research has been shifted from tourists' consumer behaviors to QOL of both tourists and the stakeholders. The critical research question can be fully examined from both demand and supply sides of tourism. The extensive literature on sustainable wellness tourism and CSR (Corporate Social Responsibility) have not been clarified in previous studies. Despite recognizing wellness tourism great significance for developing ethical and responsible forms of tourism enhancing the wellbeing of travelers, destinations and their residents, Willis, (2015) stated clearly that an emerging body of literature on sustainable wellness tourism ecosystem and value chains have been under-explored. The inter-relationships between wellbeing and tourism are based upon multi-disciplinary literature, the philosophical and psychological approaches which outline the relationship between various types of wellbeing, destinations and tourism experiences (Smith & Diekmann, 2017).

Developing destinations increase the needs for theories of sustainability attempt of utilitarianism in wellbeing, the greatest number of benefits with the limits of the earth's

resources. Sustainable wellness tourism development does not compromise the wellbeing of the whole value chain system.

### 2.5.3 Research of Resilience Tourism

More recently “resilience” has generated appeal in the academic tourism literature and can be considered as the core aspects of tourism sustainability (Espiner, Orchiston and Higham, 2017). Resilience planning is an alternative to the sustainable development paradigm to provide new perspectives on community development and socio-ecological adjustments. The resilience model also has great impact on tourism and hospitality jobs sustainability (Sydnor-Bouso et al., 2011). Tourism destinations of the post pandemic crisis in 2020 face ever increasing levels of crisis (World Economic Forum (WEF), 2020). Inevitability of social and environmental change and the new normal way of living, resilience planning has recently emerged as more effective approach to tourism planning and development than the usual sustainability paradigm. Resilience has been characterized as a survival attribute and future oriented and integrative that the need for researchers to shift to resilience rather than crisis management research in tourism studies (McCool, 2015; Prayag & Ozane, 2018). According to the study of Prayag (2018), stated that the need for researchers to shift to resilience rather than crisis management research in tourism studies should be considered. In tourism studies, resilience of the tourism system is related to the characteristics of socio-ecological systems such as adaptation, vulnerability and etc. With numerous examples exist showing that the tourism system has the ability to withstand disturbances (e.g., Thailand after the 2004 Tsunami, Japan after the Earthquake and tsunami in 2011), there are equally numerous examples of tourism destinations struggling with the ability to recover after a disaster. Effective adaptation and transformation processes to changing environmental, social and economic conditions require initiatives in different scales by various tourism stakeholders. The study of Luthe & Wyss (2014), suggests that the ability to assess, plan and manage tourism resilience over time need the dynamic collaboration.

Destination resilience can be considered as conceptual difficulties from the different concerns of each destination (Hall, 2018). Contemporary resilience has become more dynamic system models in the mathematical sciences and has been widely used as a conceptual framework in psychology. “Complex Adaptive Tourism” approach and a “Turbulence Studies” approach to tourism by are the examples of resilience theories in tourism. The mutual benefits of each tourism stakeholders should then be considered from individualistic level such as tourists, community members or tourism entrepreneurs to the national governments of the

destinations. Within tourism, the concept of resilience has focused more on economic resilience, and most tourism related resilience research has focused on what already happened rather than advancing theoretical constructs (Lew, 2014). Driving tourism resilience building activities and their impacts to community wellbeing and quality of life should also be included in the studies. The distinct resilience tourism approach for tourism planning and development can be concluded as the new tourism paradigm as appeared in figure 6.

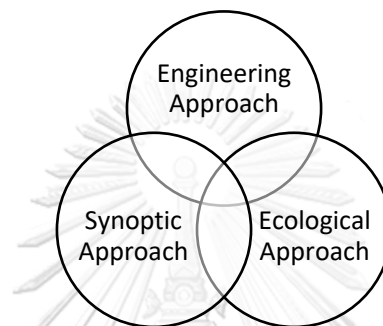


Figure 6 Tourism Resilience Approach

- 1) An engineering approach focusing on efficiencies in returning to a steady state that existed prior to a disturbance or change through readiness, response and recovery planning (Funfgeld & McEvoy, 2012)
- 2) An ecological approach focusing on adaptations and utilization of new or different equilibrium than existed prior to the event – i.e., different ecological equilibrium for different conditions such as the new normal.
- 3) A synoptic approach focusing on a meta-planning framework that stability and equilibrium are reflected as temporary illusions. The approach may be more suited in slow changes in environmental and social conditions.

Relatedly, the notion of a positive psychology perspective (see Table 2.1), resilience can be considered as the individual asset that can be developed and managed. Prayag (2018) believes that positive thinking is considered as part and parcel of building psychological resilience. In this study the resilience study of tourism destination after the pandemic crisis of COVID-19 in 2020 will be considered as the main conceptualization. Comprehensive of tourism resilience from the study of new frameworks encompassing slow change variables will be focused rather than a rapid change through crises and disasters (A. Lew, 2014). The urgent need



for tourism scholars to better understand the relationship between tourism and crisis management driven by global needs, resilience planning and policy enables the tourism industry to be an active agent in resilience planning, as the implementation of advance technology will be considered. This study will conceptualize the transformation of continuity plans of tourism businesses and communalities by implementing VR technology as the helping tools. A resilient post-pandemic tourism must be more equitable and adjusted that specific changes might be required (Benjamin., et al. 2020).

The six pillars of resilience tourism adapted from the study of Gretzel., et al., (2020) on e-tourism development, will be the fundamental factors of transformative research on tourism resilience, namely, historicity; reflexivity; transparency; equity; plurality; and creativity. Specifically, the researcher aims to develop wellness tourism immersive experience that is to;

1. reserve the original values of wellness and the mindful of the value of continuity in the changes era of tourism industry (historicity);
2. aware of the wellness-related factors in wellness tourism value chains as a whole (reflexivity);
3. explicit about wellness values to both travelers and stakeholders (transparency);
4. sensitive to differential opportunities to participate in research and varying impacts of its findings (equity);
5. open to diversity in wellness tourism experience approaches (plurality); and
6. willing to break boundaries and be prescriptive (creativity).

Resilience tourism research should not focus only on academic exercises; instead, it should also contribute to innovative solutions to real problems of the current tourism industries, such as societal well-being to tourism value chains, and sustainability in a prescriptive way. Creating alternatives from the pre-pandemic crisis of purely growth-driven philosophy, developing conceptual and theoretical frameworks that articulate both emerging needs and emerging solutions should be considered.

#### **2.5.4 Latest Wellness Consumer Trends (Global Wellness Institute, 2020)**

According to Global Wellness Institute 2020 consumer research conducted during May - July 2020, with 2,000+ responses, over 80 countries, 42% Australia, 22% North America and 36% Rest of the World on wellbeing regarding the COVID-19 effect, indicates that 24% of the respondents participated in a new wellness offering they hadn't tried previously. Technological

implementation in wellness is also booming, since 73% of the respondents said they have used or purchased any new online wellness apps or offering. According to the Global Wellness Institute 2020 consumer research, the following applications are considered the most popular area;

- 1) Mindfulness
- 2) Yoga/ Pilates equivalent
- 3) Home Gym
- 4) Jogging/ Walking
- 5) Spiritual Teaching
- 6) High Intensity Training
- 7) Sound Healing

The focus of wellbeing will become more of a priority after the majority of COVID-19 restrictions are lifted with the number of 56% of the respondents that would increase the focus on wellbeing. The wellness travel intention, thus, will skyrocket with the number of 42% increase of intention for wellness travel. Travel in the next 12 months will include a wellness component 76%. 53% of the respondents prepared to pay more for leisure accommodation that meets their wellness needs and nearly one-third are willing to spend more than 16% extra. Attached in table 11 are the main reasons for wellness travel and wellness expectations on next trip after the COVID affect.

*Table 11 Post COVID Reason for Wellness Travel & Wellness Expectations on next trip*

Post Covid Reason for Wellness Travel	Post Covid Wellness Expectations on Next trip (%)
Destress / Relax	Connection to nature 72%
Maintain wellbeing	Fresh quality local food 45%
Improve mental wellness	Outdoor activities 42%
Reboot my wellbeing	Quality accommodation 34%
Adventure	Spa 30%
Focus on fitness	NB – Sustainability/ Eco focus 28%

Source: Adopted from Global Wellness Institute Consumer Research (2020)

## 2.6 Cultural Differences Context

The examination of cultural difference context has been widely studied in tourism research due to the growing of tourism industry with the globalization, thus, understanding cultural differences and unique characteristics has become an essential part in tourism studies.

Kluckhohn (1954) initiated the theoretical writing on cultural pattern and value theory as an explanation of cross-cultural difference. National culture is “the essential core of culture consists of traditional ideas and especially their attached values” (Kluckhohn, 1954, p.6). Past studies proposed the models which allow measuring national cultural differences (Argyle, 1986; Hofstede, 1980; Kluckhohn & Strodebeck 1961; Trompenaars, 1993). Hofstede (1980) conceptualized culture as “a collective programming of the mind which distinguishes one group from another” (p.25) and argued that an aspect of a culture could be measured relative to other cultures.

According to Hofstede (1980), culture patterns can be distinctively divided as collectivism and individualism, and have been widely accepted as the tools to understand individual’s behavioral characteristics (Kacen & Lee, 2002; Sivades et al., 2008; Wheeler et al., 1989). In collectivist culture, a person mutually bonded with a group, for individualist culture, an individual is mostly independent from others and only bonded with his immediate family. Sivades et al. (2008) asserted that most Asian countries rate high on collectivism, where people believe that any success is regarded to be highly associated with high collectivism contrary to the western culture. In this regard, culture is a critical concept as it influences both on individual’s social behavior and on consumption behavior (Cho et al., 2013) and integrating the cultural differences with a study can significantly contribute for both academicians and practitioner to understanding the consumer behavior (Han et al., 2017),

Based on aforementioned discussion of well ness tourism unique characteristics and the cultural differences impact, the preliminary study of PMSE model in Thailand context has been proposed.

## 2.7 Pine and Gilmore's Concept of Transformative Experience

In this research, the core product of tourism is the creation of engaging and increasingly immersive experiences which can transform tourists into a better ‘version’ of themselves by improving attitudes and values. The core idea of travel and tourism in this study also dates to Pine & Gilmore (2011) constructivist approach of the new way of conceptualizing the experience

economy. People are now more than ready to embrace a new way of thinking of “exceed expectations” which provided a new platform for pursuing new value-creating activity. Also the idea that travelers valued experiences more than goods and services was affirmed by personal experience. Enclosed in table 12 is the evaluation of detailing experience and transformation offerings.

*Table 12 Detailing experience and transformation offerings*

Economy	Agrarian	Industrial	Service	Experience	Transformation
<b>Primary Economic Offering</b>	<b>Commodities</b>	<b>Products</b>	<b>Services</b>	<b>Experiences</b>	<b>Transformations</b>
Economic Function	Extracted	Manufactured	Delivered	Created	Enabled
Nature of Offering	Fungible	Tangible	Intangible	Memorable	Incorporeal
Extent of Use	Subsumed in products	Permanence beyond production	Consumed at delivery	Experienced over a duration	Enduring
Character	Natural	Standardized	Customized	Individualized	Actualized
Development Method	Discover/ Planted/ Cultivated	Developed?	Fashioned?	-	Formed?
Production Method	Extracting/ Harvesting	Batches	Co-production	Co-experienced	Symbiosis Induced
Delivery Method	Bult Stored	Inventoried	Created at delivery	Participated in at creation	Subsumed in transformation
Marketed Attributes	Characteristics	Features	Benefits	Sensations	Realization/ Consummation
Basis of Purchase	Price	Transaction	Relationship/ Desire	Content	Aspiration/ Hope/ Dream
Observability	Detectable	Tactile	Perceivable	Sensorial	Sensible
Primary Flows	Physical	Financial	Informational	Social	Individual
Information Content Level	Noise	Data	Information	Knowledge	Wisdom

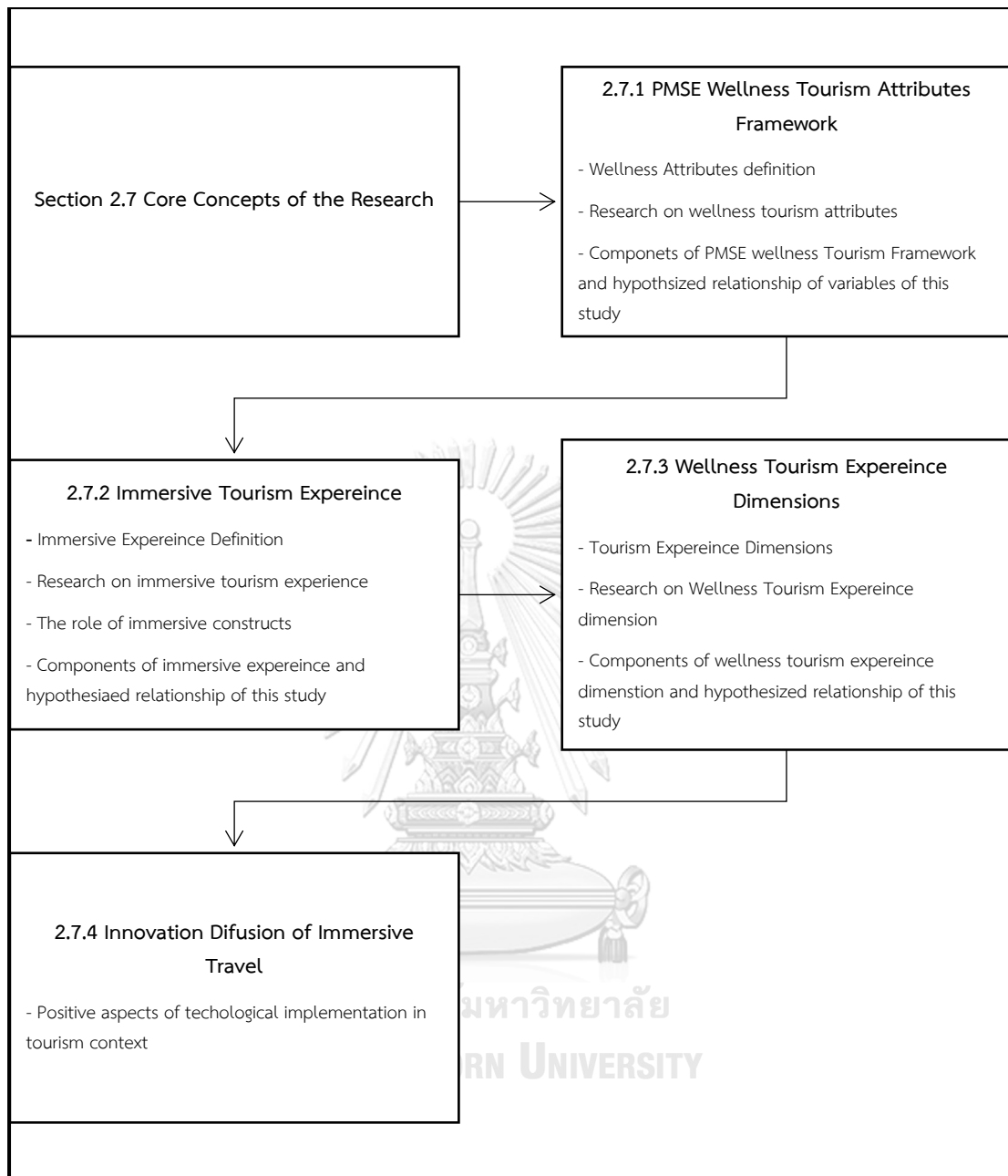
Immersive Wellness Tourism Experience, not a brand-new economic offering, but stager perishes with its performance through the value of experience lingers in the memory of any individual who was engaged by the immersive travel. Carter and Gilovich (2010) concluded that buying experiences makes people happier, with a greater sense of well-being, than purchasing mere goods. In other words, happiness is considered as “experience’s over having.

While a lot of tourism technology is often readily available to be implemented and use, there is no one-size-fits-all solution. In-depth understanding of context-fit is necessary for achieving the desired objective. Immersive solutions allow all wellness tourism stakeholders to shape a technological fit to create the desired experience and enable tourists to keep dreaming and experiencing.

It is not about the technology itself, but the added value crated for and with wellness travelers. How the immersive technology integrated to create value and build digital connections, particularly in times of temporally imperative new social norm. It is not only valuable but highly necessary to bring together multiple disciplines and perspectives in the development process to discuss and respect various conditions and effects.

## **2.8 Core Concepts of the Research/ Theoretical Framework Proposal**

The effects of creating wellness tourism attributes framework and effectiveness of tourism experience have been considered from a number of perspectives and this study considers PMSE wellness tourism attributes framework, the creation of immersive wellness tourism experience and wellness tourism experience dimensions. An overview illustration of the discussion of each section is presented in figure 7.



*Figure 7 Core Concepts of the Research*

### 2.8.1 PMSE Wellness Tourism Attributes Framework within the context of Thailand

To define wellness attributes that positively affect wellness tourism experience within the context of Thailand, the first research question has been conducted as ‘What wellness attributes framework that positively affect wellness tourism experience within Thailand context?’. Wellness tourism can be broadly defined as physical activities that tourists undertake to improve their physical, psychological health including spiritual uplifted and the environmental concern as

appeared in widely accepted PMSE wellness tourism experience concept; physical, mental, spiritual and environmental (Dune, 1959; Mueller & Kaufmann, 2011).

### 2.8.2 Immersive Tourism Experience

Understanding the nature of tourism experiences holds the key to effectively managing tourism destinations (Stienmetz., et al., 2019). Based on the customer experience's study of Pine & Gilmore (1999) in experience dimensions, the researcher proposed the dimensions of immersive wellness tourism experience as educational, entertainment, esthetic and escapist dimensions. Thus, through the study of immersive wellness tourism experience, the research hypothesized positive relationship between wellness tourism experience and immersive experience was proposed in response to research aim 'to design the immersive wellness tourism experience system from the actual wellness tourism attributes that have been validated within the context of Thailand.

### 2.8.3 Wellness Tourism Experience Dimensions

Emerging paradigm of wellness tourism experience essentially posits that wellbeing experience is extremely dynamic and idiosyncratic, which has proved to be essential to provide related dimensions in design and management of many service-related businesses in wellness tourism value chains. According to the review of Kazakov and Oynner (2019) on wellness tourism, the holistic wellness tourism concept amalgamates experience dimensions of perception, exploration and reciprocal impact. While Harwell et al. (2018), has proposed the blended and coherent wellness tourist destinations that offer an integrated health-wellness tourism concept. Some scholars, such as Luo., et al. (2018) has clarified the relationships between tourism experience and quality of life in wellness tourism. From reviewing previous studies, the researcher, thus, concluded the wellness experience dimensions for this study into 4 major dimensions based on Pine and Gilmore (1999)'s customer experience as followed.

- **Educational Experience** describes customer's active involvement in interactions to improve their knowledge and/or skills, which contributes to either intellectual or physical self-growth.
- **Entertainment Experience** is customers' enjoyment of an enriched and unique physical design and the most important expectations at many tourist destinations (Jeong & Lee, 2006; Freedberg and Gallese., 2006).
- **Esthetics Experience** focuses on customers 'enjoyment of an enriched and unique physical design (Jeong & Lee, 2006). According to Freedberg and Gallese (2006), esthetic

experience is one of tourists' most important expectations at many tourism destinations. It positively effects the emotional value and spiritual life of travelers according to Song., et al. (2015).

- **Escapist Experience** happens when travelers actively immerse themselves in the activities at a real or virtual setting (Chen., et al., 2013). Escapist experience dimension has been proven to be one of travelers' motivation to travel.

#### 2.8.4 Positive aspects of technology implementation in wellness tourism

Buhalis and Leung, (2018) has proposed the technological advancements, mainly in ICTs that are influential for tourism. The conceptualization of positive aspects of technology Implementation in wellness tourism has been discussed in 2.4.

#### 2.9 Theoretical Framework Proposal

From literature review conducted in section 2.1, the related theories can be divided into two main area accordingly, tourism experience theory and immersive technological implementation. Attached in figure 8 is the theoretical background of immersive wellness tourism experience.



Figure 8 Theoretical framework proposal



## 2.10 Hypothesized Relationship Development

After integrating the core concept of the research in section 2.8 and the theoretical background from literature reviewed as proposed in section 2.9, positive hypothesized relationship between immersive experience and tourism satisfaction are developed.

## 2.11 Conceptual Framework Proposal

From literature review of wellness tourism in section 2.1, there are 2 major concerned area of research that can contribute to the creation of an immersive wellness tourism experience system. The research, thus, has been conducted through these areas accordingly, *Wellness Attributes (PMSE experience model)* and *perceived experience dimensions of wellness travelers* to identify the wellness tourism attractive attributes including benefits of wellness tourism; *Immersive Tourism Experience Design* that affect wellness travelers' satisfaction, perceived values and loyalty.

These two related factors have been linked into the conceptual framework proposal attached in figure 9. The research framework consists of the **wellness travelers' segmentation** from **the demographical research** of wellness travelers including genders, age, marital status, educational backgrounds, professions, incomes including the place of origins of the travelers; **the behavior of wellness travelers** will be studied through wellness attributes (PMSE) and its effects on travel planning, length of stay, objectives of travel, how the trip has been conducted (work or leisure, FIT or with groups).

In terms of immersion effect, the related variables will be considered as the factors of how immersive tourism system enhance the tourism experience. The immersive wellness tourism experience system design will be developed under four major factors of; 1) Flow stage; 2) Design research 3) Experience Co-creation and 4) Situational factors.

The expected experience dimensions of Immersive Wellness tourism experience extracted form literature reviews are measured as 1) Educational; 2) Entertainment; 3) Esthetic and 4) Escapist. The linkage between immersive tourism system design (IWTSD) and the wellness tourism experience will be tested as the research hypothesized relationship of the research. The result will be conceptualized as **the model of Thailand Immersive Wellness Tourism Experience**.

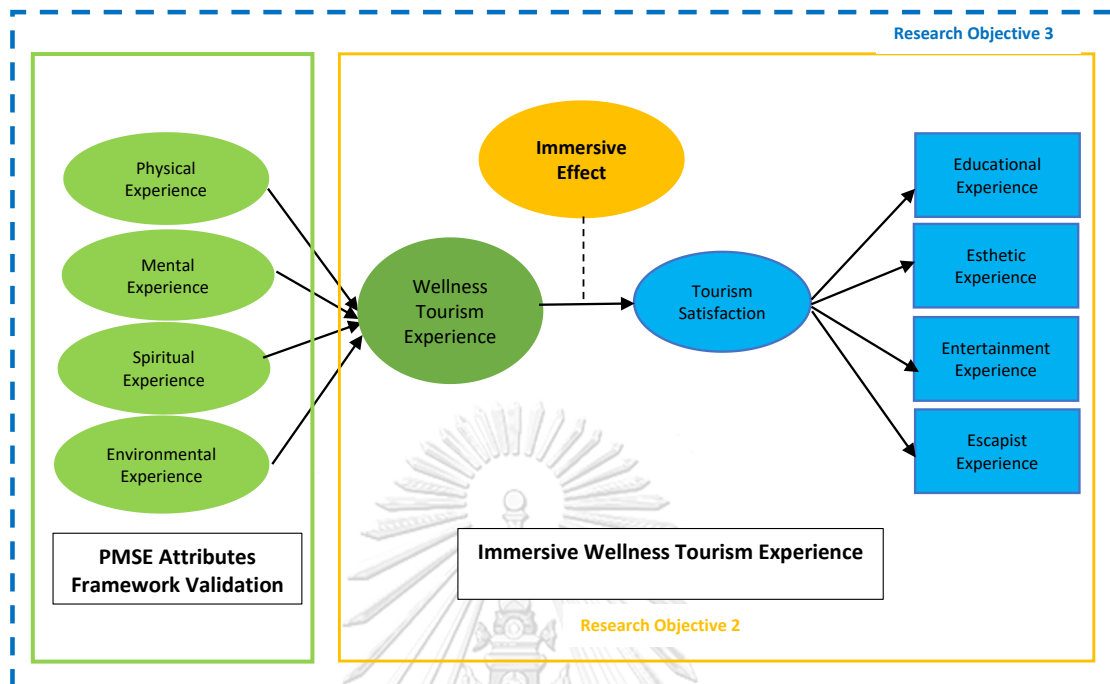


Figure 9 Conceptual Framework Proposal

## 2.12 Conclusion

In this chapter, the review of related literature as well as conceptual framework have been proposed. Immersive tourism system provides travelers with the unique experience of the destination and can play a significant role in encouraging actual visitation and engaging both travelers and destinations in particular travel activities. While wellness tourism has gained its popularity, the previous studies of immersive wellness tourism experience is still considered limited. PMSE experience framework of wellness tourism has proven its significant roles on perceived wellness tourism experience dimensions leading to subjective wellbeing of both the travelers and destinations. However, research on a theoretically integrated immersive tourism system design specifically with flow state, system design research, and customer journey has not previously been conducted with respect to wellness tourism. To address this gap, this study develops and investigates a conceptually comprehensive model on the subjective wellbeing of travelers and destinations with the moderating role of immersive wellness tourism experience design. Hypothesized relationship have been developed and the measurement methods will be mentioned in chapter 3 respectively. Results should identify the highly significant effect of consumers' wellbeing experience through immersive wellness tourism experience design.

Continued use should also be greatly influenced by effective immersive tourism prototype design. The findings after new knowledge will be greatly beneficial in the wellness tourism field.

The next chapter will discuss the methodology according to the development of the research strategy and design, including a discussion on data collection and the statistical technique used for data analysis.



## Chapter 3

### Research Methodology

#### 3.1 Introduction

According to Baker (2000), there are different research strategies and methodologies that can be applied in collecting data when undertaking research. The purpose of this chapter is to identify the appropriate methodological framework for this dissertation and to describe and justify how the collected data will be used to answer the research aim and questions.

The main aim of this research is to define wellness tourism experience attributes and transform them into an immersive wellness tourism. The research will be conducted into 3 major stages, which are Preliminary study stage, prototype construction stage and perceived experience measurement stage. In this chapter, the content divided into five parts which are 3.1) Introduction; 3.2) Philosophy of Science and Research Paradigms; 3.3) Research Design of the study or the methodology of the research in which the mixed methods were chosen and will be described in detail 3.4) Qualitative Research Method 3.5) Quantitative Research Method; in this research, research instruments, data collection, data analysis, data validation and data transcribe: criteria and definitions are proposed 3.6) Ethical consideration; 3.7) Research Framework will be clarified and in 3.8) The overall summary of chapter 3 is presented. The structure of this chapter is presented in figure 10.

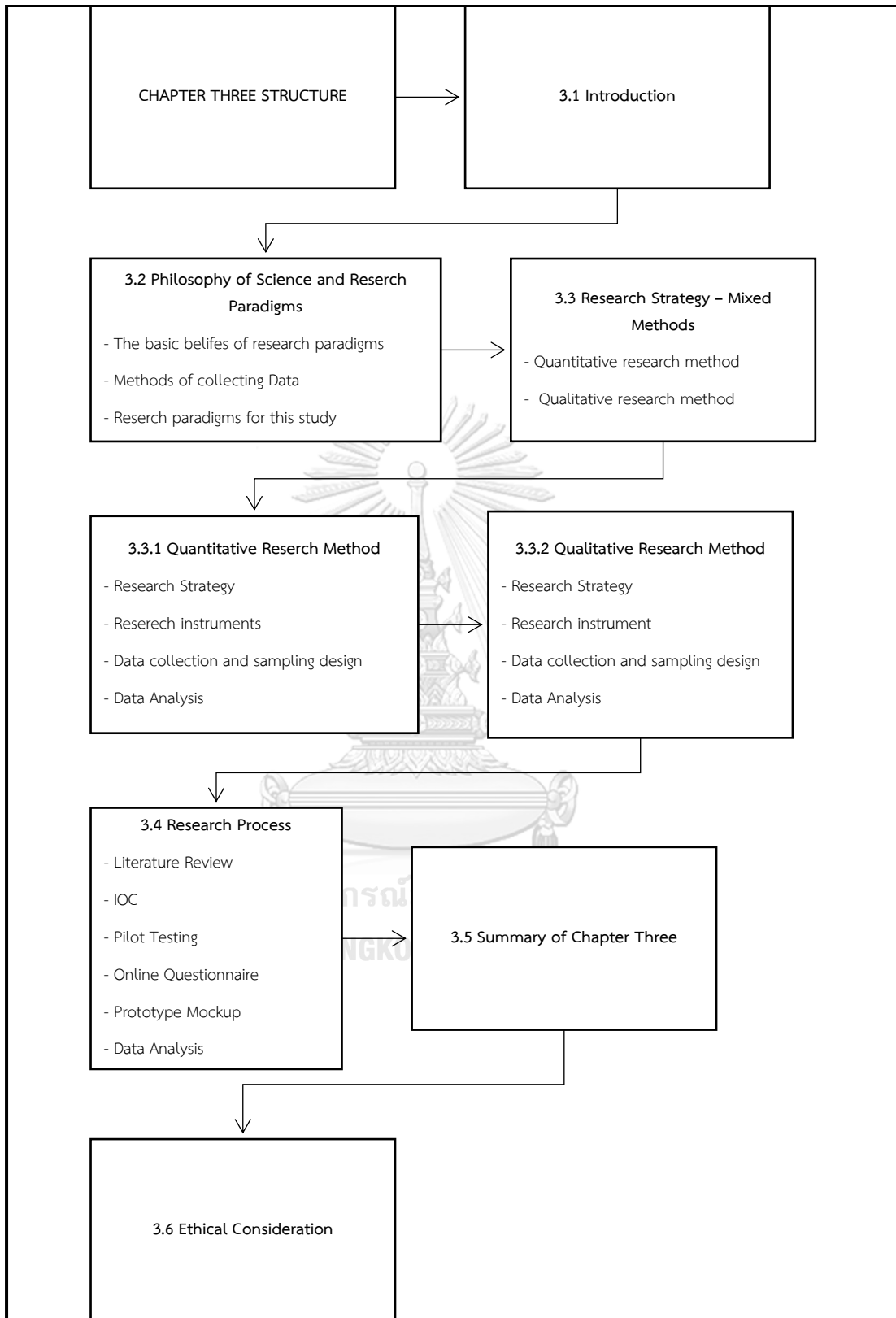


Figure 10 Chapter Three Structure

### 3.2 Philosophy of Science and Research Paradigms

Grbich (1999) defined research as a systematic investigation to find the answer to a problem particularly in the context of human behaviors. It is crucial to understand the philosophy of research because it assists the researcher in clarifying the research design. It also enables the researcher to select the appropriate methods to achieve the research aim (Easterby-Smith, et al., 2002). The philosophical world view or research paradigm is viewed by Guba and Lincoln (1994) as the basis belief system that guides the researcher. According to the research study of Filstead, 1979, research is the set of interrelated assumptions related to the social world which provides a philosophical and theoretical basis for a research study.

#### 3.2.1 The Basic Beliefs of Research Paradigms

A review of literature from leaders in the research field leads to a deep understanding of the meaning of a research paradigm. American philosopher, Kuhn (1962) first used the word paradigm to mean a philosophical way of thinking. Mackenzie & Knipe (2006) used the term paradigm in educational research as a researcher's worldview. While Lather (1986) explains a research paradigm inherently reflects the researcher's beliefs about the world that s/he lives in and wants to live in. It constitutes the abstract beliefs and principles that shape how a researcher sees the world, and how s/he interprets and acts within that world as seeing the world through the conceptual lens. Guba and Lincoln (1994) define a paradigm as a basic set of beliefs or worldview that guides research action or an investigation. The leader of qualitative research, Denzin and Lincoln (2005) define paradigms as human constructions, which deal with first principles or ultimate indicating where the researcher is coming from so as to construct meaning embedded in data.

Paradigms provide beliefs and dictates for scholars in a particular discipline, they influence what should be studied and how it should be studied, and how the results of the study should be interpreted. The paradigm defines a researcher's philosophical orientation and also significant implications for research process, including choice of methodology and methods (Kivunja, et al., 2017). It is very significant that the researcher clearly stages the paradigm in which located the research. The major research paradigms include positivism, postpositivist, critical theory and constructivism (Ponterotto, 2005).

The philosophical aspects of research paradigms consist of the three major components: ontology, epistemology, methodology, and methods. Ontology asks what the form and nature of reality is or what is 'out there' that can be known. Epistemology asks how the researcher views

the world and guides the researcher to adopt various methods. Methodology asks how to receive knowledge from the world, or what is the most proper method for gathering information about reality (Guba & Lincoln, 1994; Ponterotto, 2005).

### **3.2.1.1 Ontology of a Paradigm**

Ontology is a branch of philosophy concerned with the assumptions made in order to believe that something is real, or the very nature or essence of the social phenomenon we are investigating (Scotland, 2012). Ontology is essential to a paradigm since it helps to provide an understanding of the things that constitute the world, as it is known (Scott & Usher, 2004). Ontology seeks to determine the real nature, or the foundational concepts which constitute themes that we analyze to make sense of the meaning embedded in research data.

### **3.2.2.2 Epistemology of a Paradigm**

Epistemology is used to describe how we come to know something: how we know the truth or reality. It is concerned with the bases of knowledge – its nature, and forms, how it can be acquired and how it can be communicated to others. It can be defined as the study of the nature of knowledge and justification (Schwandt, 1997). Epistemology is important since it helps the researcher establish the faith s/he put in your data. It affects how the researcher will go about uncovering knowledge in the social context that s/he will investigate.

### **3.2.2.3 Methodology of a Paradigm**

Methodology is the broad term used to refer to the research design, methods, approaches and procedures such as data gathering, participants, research instruments, and data analysis used in an investigation that is well planned to find out something (Keeves, 1997). Attached in table 13 is the basic beliefs of alternative inquiry paradigms and the questions to be asked when conducting the research.

Table 13 Basic Beliefs of Alternative Inquiry Paradigms and Questions to ask

Item	Positivism	Post positivism	Critical Theory	Constructivism	Questions
Ontology	Reality is but apprehensible	Critical realism- but only imperfect	Historical- realism-virtual reality	Relativism- local and specific constructed realities	How shall I make meaning of the data I gather related to the research problem, its significance, and how I might approach it?
Epistemology	Dualist/ objectivist findings true	Modified, dualist/ objectivist critical	Transactional/ subjectivist: value mediated findings	Transactional/ subjectivist created findings	How will I go about uncovering knowledge in the social context that I investigate?
Methodology	Experimental/ manipulative; verification of hypotheses; chiefly quantitative methods	Modified experimental: critical multiplism	Dialogic/ dialectical	Hermeneutical/ dialectical	How shall I go about obtaining the desired data, knowledge and understandings that will enable me to answer my research question and thus make a contribution to knowledge?

Source: Adapted from Guba and Lincoln (1994)

### 3.2.2 Method of Collecting Data

The methods for conducting research can be identified as a quantitative, qualitative, or mixed method approach.



Quantitative approaches have been referred as “the dominant paradigm” according to the well-known and accepted purpose, procedures, and benefits. In contrast, qualitative methods have unfamiliar purposes, procedures, and benefits. Denzin & Lincoln (2005) define the field of qualitative research primarily by a series of essential tensions, contradictions, and hesitations. According to Steckler., et al (1992), both quantitative and qualitative paradigms have weakness which, to a certain extent, are compensated for by the strengths of the other. Quantitative methods, thus, produce factual, reliable outcome data that are usually generalizable to some larger population. The strength of qualitative methods is that they generate rich, detailed, valid process data and provide contextual understanding of data. Thus, the strengths, weaknesses, and purposes of each approach has to be considered when conducting the research. Attached in table 14 is the typology of attributes of both methods.

*Table 14 A Typology of Attributes of Quantitative and Qualitative Evaluation Methods*

Quantitative	Qualitative
Deductive Verification and outcome oriented	Inductive Discovery and processes oriented
Measurement tends to be objective	Measurement tends to be subjective
Reliable Technology as instrument (the evaluator is removed from the data)	Valid Self as instrument (the evaluator is close to the data)
Generalizable The outsider's perspective Population printed	Ungeneralizable The Insider's perspective Case oriented

**Source:** Adopted from Steckler., et al (1992).

Some scholars of social science have argued against integrating quantitative and qualitative methods that the two paradigms are so different that any reconciliation between them is bound to destroy the epistemological foundations of each. As suggested by Reichard and Cook (1979), the researcher assumes that besides the constraints purposed such as the more expensive cost than when using mixed method, the longer data collection period, insufficient knowledge using either quantitative or qualitative methods, and lastly the fit of the research methods in terms of recording the evaluation may have problems from parochialism, it is

possible to subscribe to the philosophy of one paradigm but also employ the methods of the other. The intent of using mixed methods is useful because it enables the generalization of the findings of samples and helps to improve the detail of the meaning or understanding of deep concept or complete understanding of the research (Creswell, 2003). Thus, combining quantitative and qualitative approaches one must consider evaluation design or the scope of research. The clarification of the purpose of the research is recommended when applying mixed methods. In this study, mixed methods are considered, a study or evaluation is predominantly quantitative and qualitative results are used to help interpret and explain the quantitative findings. The details will be discussed in the following section.

### 3.2.3 Research Paradigm for this study

Methodology is concerned with how the researcher should go about finding out knowledge, or what will be used to find out about reality. The emphasis of methodology is on the procedure and process of the research (Guba & Lincoln, 1994). In this study the mixed method approach was employed.

**Mixed methods research** is the branch of multiple methods research that integrates the use of qualitative and quantitative data collection techniques and analytical procedures in the same research project. It is based on philosophical assumptions that guide the collection and analysis procedures and the mixing of qualitative and quantitative collection techniques and analysis procedures (Fetters & Molina-Azorin, 2017). A key concept of mixed methods is integration in the research method in which the investigator collects and analyzes data, integrates the findings, and draws inferences using both quantitative and qualitative approaches or methods in a single study or a program of inquiry (Tashakkori & Creswell, 2012)

Researchers using mixed methods approaches have a dynamic view of research methodology. In this research, the researcher believes that flexibility in the selection and the use of methods of both qualitative and quantitative is legitimate. More than one phase of data collection and analysis is required in this research. This research has been conducted as **sequential exploratory design**, starting with quantitative methods to extract the theories foundations for the PMSE model validation and to test the proposed model, quantitative and qualitative methods will be conducted once the immersive wellness attributes framework has been accomplished. In figure 11 the sequential exploratory research design in this study context has been displayed.



Figure 11 Sequential exploratory research design

Source: Saunders, Lewis & Thornhill (2019)

The instruments that are employed in both quantitative and qualitative techniques are to get a conclusive end to the dynamic results. Mixed methods assist the researcher to frame the research question within theoretical and philosophical constructs. Researchers have the ability to cover a question extensively while exploring the two dimensions of the research investigation (Tanfani & Testi, 2010).

The techniques of investigating a research question through multiple dimensions are termed as triangulation which is the main advantage of the mixed research methods. The validity of the data gathered for answering the research question is increased, thus, deeper understanding is subjected to the knowledge of the data analyst (Commander & Ward, 2009). The data analyst must be capable in combining the collected data thought the two processes that have been employed. The multidimensional aspect of the research enables a research consumer to get detailed coverage of the entire process and a conclusive outcome (Borrego et al., 2009).

### 3.3 Research Strategy

Research strategy influences every part of the researcher's work; for instance, the role of theory, interpretive tools and rules, the nature of evidence and what outstanding questions are asked (Thomas & Nelson, 1996). A research strategy is a high-level guidance, an overall plan for conducting a research study guiding a researcher in planning, executing, and monitoring the study. It also needs to be complemented with research methods guiding the research work on a more detailed level. *This study employs survey as a research strategy.*

A critical task for this research strategy is where to begin and how to proceed, thus, the research process of this study is summarized in Figure 12. This research begins with reviewing the area of research by exploring the theoretical background and investigating the relevant research method for data collecting and data analysis. The next step is inductive to identify the criteria for

how to collect data for both pilot test and the actual data collection process including how to analyze data obtained (Blaikie, 2000; Churchill, 1979; Walliman, 2006). Then, the results, the discussion and conclusion of the research project, with the final process drawing out limitations and indicating the areas for future research (Walliman, 2006). The commercialization process of the constructed immersive platform will be discussed as the additional conclusion.

The core of the research design begins with the research aim, objectives, and hypothesized relationship (as in chapter one), with this study using primary data collection. For the method of data collection, a mixed method has been adopted for the purposes of this study. The data will be collected from Thai travelers.

To examine prior methodology used in the study of the association of wellness tourism attributes and immersive tourism experience, approximately 66 papers were reviewed and 15 most relevant to this study are summarized in Table 15. The overview of previous studies on wellness tourism attributes concerning tourism experience design, destination attributes, technology implementation and experience measurement illustrates that both qualitative and quantitative methods were used. Example of tourism experience design using quantitative methods include Kim., et al (2017), Moon & Han (2019), Sugathan & Ranjan (2019), Verve & Azevedo (2019), Kim., et al (2020). The review highlights an evolution in thinking about wellness tourism experience design that should employ both methods for deeper appreciation of the range of benefits provided by the holistic nature of tourism experience.

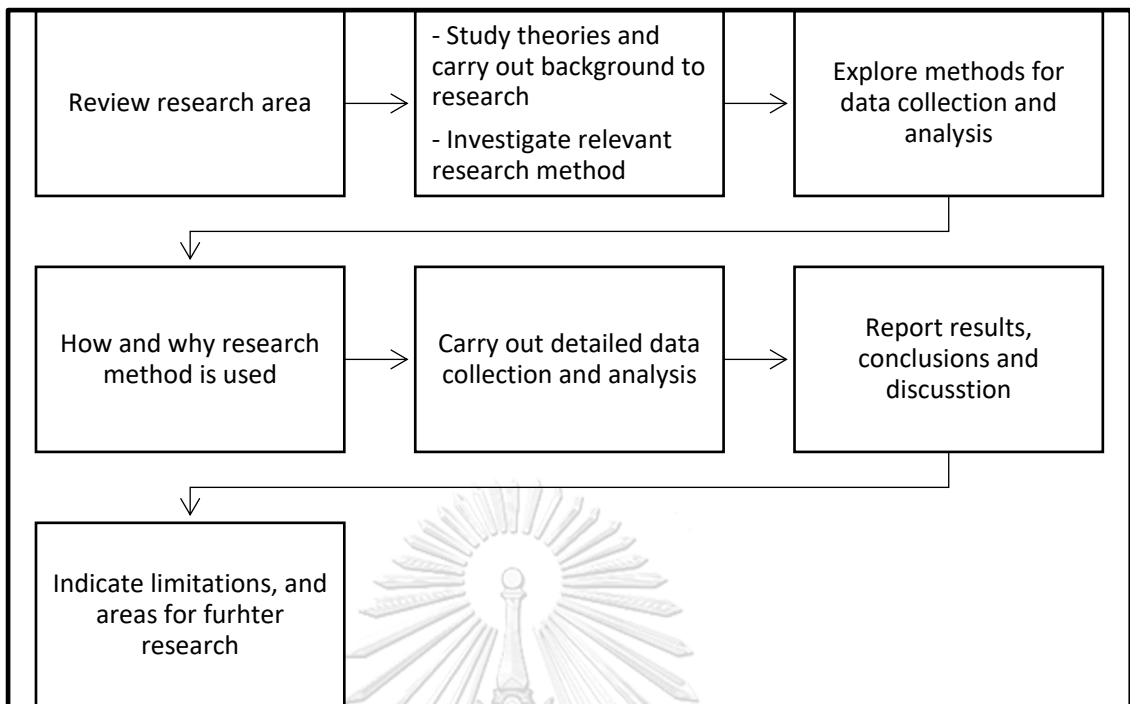


Figure 12 Research Strategy Process

Table 15 Previous study of Immersive Tourism Experience

Author(s)/ Year	Study Area				Methodology		Data Analysis	
	Tourism Experience Design	Destination Attributes	Technology Implementation/	Experience Measurement	Quantitative	Qualitative	Using Statistics Program	Likert Scale
Guttentag (2010)	√	√	√	√		√		
Voigt., et al. (2011)	√			√		√		
Neuhofer & Buhalis (2012)	√		√			√		
Neuhofer., Buhalis & Ladkin (2013)	√	√	√	√		√		

Author(s)/ Year	Study Area				Methodology		Data Analysis	
	Tourism Experience Design	Destination Attributes	Technology Implementation/	Experience Measurement	Quantitative	Qualitative	Using Statistics Program	Likert Scale
Tussyadiah et al. (2018)	√	√		√		√		
Campos., et al. (2015)	√	√		√		√		
Kim., Chiang & Tang (2017)	√	√		√	√		√	√
Pearce & Zare (2017)	√	√	√	√		√		
Mooney (2017)	√	√						
Hartwell., et al. (2018)	√	√		√		√		
Moon & Han (2019)	√	√		√	√		√	√
Kim., et al. (2019)	√	√	√	√	√		√	√
Sugathan & Ranjan (2019)	√				√		√	
Vereb & Azevedo (2019)	√	√	√		√		√	√
Alrasheed.et al. (2020)	√	√	√	√		√		
Godovykh, Milman, & Tasci (2019)	√	√	√			√		
Kim., Lee & Preis (2020)	√		√	√	√		√	√
Sheldon (2020)	√	√	√			√		
Tiberghien, Bremner & Milne (2020)	√	√				√	√	
Stienmetz., et al. (2020)	√	√	√	√		√		

Author(s)/ Year	Study Area				Methodology		Data Analysis	
	Tourism Experience Design	Destination Attributes	Technology Implementation/	Experience Measurement	Quantitative	Qualitative	Using Statistics Program	Likert Scale
Loureiro, Guerreiro & Ali (2020)	√	√	√	√		√		

**Quantitative techniques** employ the extensive compilation and use of data. The data sets or information from quantitative studies provide an in-depth understanding of the research topic. The graphical and chart representations that are made for such research studies enable the researcher to have an analytical view of the topic under study (Borrego et al., 2009). The performance of quantitative studies and applied through various instruments.

**Qualitative research** allows the researcher to have a better understanding of the targeted participants. According to Borrego et al, 2009, the questions that are asked during a qualitative process seek to explain the circumstances for the existence of scenario.

The details of research design strategy are in figure 13.

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### 3.3.1 Quantitative Research Method

In this research, quantitative research method would be applied twice, as the preliminary study for wellness attributes confirmation model (which already done as the pre-study of research proposal) and post prototype design for perceived experience measurement. The respondents of both research stage will be different groups but sharing the same selection criteria, data collection and data analysis. For post prototype construction stage survey, the respondents will watch the clip of the prototype's description about 4 minutes before answering the survey questionnaire. The mockup for prototype testing is set to identify whether the perceived experience is relevant to the quantitative data collection. There will not be any souvenir given for quantitative research method of both stages.

The number of eligible Thai travelers who are over 18 years of age is suitable for quantitative research methods. This research using quantitative research method to define wellness attributes that positively affect wellness tourism experience (customer journey). In this section, the details of research instrument, data collection, data analysis, validation and data transcribe criteria and definition are described as followed.

### 3.3.1.1 Populations and Sample Size of the Study

This study is aiming to define wellness attributes that positively affect wellness tourism experience within the context of Thailand. Quantitative research method will be applied in both the pre-stage of platform constructions and the post platform construction. Selected respondents of both stages are Thai Travelers with the age of over 18 and if they excluded by screening question. The large size of population sampling leads to the inability to determine the sample size. By using Yamane's formula of sample size with an error 5% and with a confidence coefficient of 95 % (Yamane, 1967), a population couldn't be predicted, thus, the right sampling size with purposive sampling technique is 400. **Purposive sampling techniques** are applied in this research. The researcher will approach the respondents using the online community platforms, such as Facebook pages, lines with snowball technique.

- 1) Thai travelers with the age over 18
- 2) Thai travelers with ability to access online survey (the survey has been conducted online only)

### 3.3.1.2 Sample Size

The sample size for wellness travelers was calculated based on Yamane's formula (Yamane, 1967).

$$n = \frac{N}{1 + Ne^2}$$

Where,  $n$  = the sample size

$N$  = the size of population

$e$  = the error of 5 percentage points



### 3.3.1.3 Sampling Techniques

Non-purposive sampling techniques were applied for this research.

### 3.3.1.4 Research Tools and Design

#### Pre-prototype

The researcher began by reviewing the related literature to identify potential sub-attributes under four dimensions of PMSE wellness tourism experience model for the pre-prototype design stage, and the perceived experience dimensions for post-prototype design stage.

The questionnaire was first generated in English and then translated into Thai by professional who are proficient in English and Thai expression (Brislin, 1970). The survey instrument was then back translated into English, with discrepancies then remedied between English and Thai. The post-prototype design survey has been reviewed and granted by office of the Research Ethics Review Committee for Research Involving Human Subjects, Chulalongkorn University.

An online questionnaire was chosen to be the major tool of quantitative research of both phase due to the large sample size and cost effectiveness (Mann & Stewart, 2000). The respondents can choose to participate in Thai or English and they can withdraw at any time. The questionnaire consisted of 4 main parts, comprising both close-ended questions and open-ended questions as shown in the following parts (Appendix A). Participant Consent will be described and clarified before starting the survey. Unfinished questionnaire will be excluded.

- 1) **Part A:** Levels of importance's and experiences affect towards wellness tourism attributes. In this part, this study employed previously validated multi-measurement items to overcome the disadvantage of single items (Churchill, 1979).

Four constructs were adapted from prior research (Dunn, 1959; Mueller and Kaufmann, 2000) to measure the overall wellness tourism experience. All the items concerning wellness tourism experience related were evaluated by a 7-point Likert-type scale ranging from strongly disagree (1) to strongly agree (7).

Likert scales measure attitudes, opinions, or beliefs (Likert, 1932) which is in line with travelers' evaluation and expectations of wellness tourism attributes. This research applied the seven-scale, respondents are required to choose itemized rating scales from the minimum score

of 1 to a maximum of 7. For levels of importance, a 1 means that the rated attribute or procedure is strongly unimportant while a 7 means that the attribute is strongly important. Similarly, with regards to the expectation measurement, a 1 refers to strongly unexpected whereas a 7 means that an item is perceived to be strongly expected, the details as displayed in table 16.

*Table 16 Seven-Level Evaluation and Statements*

Levels	Statements on 'Importance'	Statements on 'Expectation'
1	Strongly unimportant	Strongly unexpected
2	Unimportant	Unexpected
3	Slightly unimportant	Slightly unexpected
4	Uncertainty	Uncertainty
5	Slightly important	Slightly expected
6	Important	Expected
7	Strongly important	Strongly expected

2) **Part B:** Comment and Suggestions

3) **Part C:** Tourist behaviors in wellness tourism

Travel behaviors cover five variables: wellness tourism experiences, travel arrangement, wellness tourism activities, preference among Thailand wellness destinations, average spending per day, and wellbeing life consideration.

4) **Part D:** Socio-demographic of the respondents

Socio-demographic information covers 7 variables: gender, marital status, educations, occupations, monthly income, health condition and technological readiness level.

### 3.3.1.5 Validity and Reliability Tests

Both validity and reliability were a concern, to ensure the quality of the questionnaire and a goodness of data (Jennings, 2001). Item-Objective Congruence Index (IOC) was applied into a content validity test evaluated by five experts (Table 17). Details in Appendix B.

Table 17 List of Five Experts Evaluating IOC

Experts	Position	Organization
Asst.Prof.Kom Campiranon, Ph.D.	Associate Dean for Academic Affairs and Research	College of Innovation, Thammasat University
Khun Chawanat Sinthykiow	President	The Federation of Thai Spa & Wellness Association
Ajarn Teeris Tepchaloem	Lecturer	Faculty of Management, Mah Fah Luang University
Ajarn Phutawan Ho	Lecturer	Faculty of Management, Mah Fah Luang University
Khun Thanapol Inprasertkkul Ph.D.	Tourism Experts	The Graduate School of Tourism Management, National Institute Development Administration

The congruence index of the questionnaire is 0.6 – 1.00 (Appendix B) which is much higher than the minimum score at 0.5. This means the overall content on designed questionnaire are valid enough to be used in the pilot process. Some grammatical adjustments and patterns of questions arrangement was applied from the s of the experts before landing the pilot test questionnaires.

Reliability results from the pilot questionnaire data as pilot testing is intended to reveal errors in the designed questionnaire and to refine the tool before the final test (Cooper, & Schindler, 2003). According to Nunnally (1967), the Cronbach's Alpha Coefficient must have value in the range of 0-1 with a value closer to 1 indicating a more reliable too.

Table 18 Cronbach's Alpha Coefficient Scores and Explanation

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent (High-Stakes testing)
$0.7 \leq \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: George, & Mallery, 2000.

### 3.3.1.6 Data Collection

For quantitative data collection methods, according to Wright (2005), online surveys are now commonly used because of their fast responses rates and cost effectiveness. An online survey is considered particularly appropriated as a data collection method in this study because it investigates consumer usage in tourism recommender system. For preliminary study, **an online survey platform Qualtrics and for post immersive experience design, google platform had been selected**, as a web-based survey tool to conduct survey research, evaluation and data collection activities were selected for this research. The platform reaches respondents wherever they are with surveys on mobile devices, apps, websites, chatbots. It equips with predictive intelligence and powerful statistical analysis built in. As it is powered by iQ and applies artificial intelligence and PhD designed best practices proven to be suitable for this research. The online survey platform strictly adheres to respondent sample selection to ensure data quality.

For incomplete & nonreliable data will be excluded from the data analysis process. The respondents will not be compensated with anything.

### 3.3.1.7 Data Analysis

To analyze quantitative results, data coding was required. Numerical codes were identified for each response before being analyzed with a Qualtrics software program.

Descriptive statistics, including frequency, percentage, means, standard deviations will be applied to the data analysis. The analysis will be adopted to describe basic data of the questionnaire. Inferential statistics, comprising of a Paired-Sample  $t$  test, and One-way Analysis of Variance (One-Way ANOVA), Confirmatory Factor Analysis (CFA) are employed to address the stated research questions and research objectives.

### Post Prototype

The similar process of quantitative method has been repeated with the conceptual vdo of using the prototype.

### 3.3.2 Qualitative Research Method

For qualitative method, to analyzed immersive wellness tourism experience as perceived by travelers, the group interview regarding the mockup situation of prototype usage was chosen to allow researcher to deep understanding (DiCicco-Bloom and Cabree, 2006). According to Buhalis & Amaranggana (2015), researching humans' experiences is achieved most conveniently by using real situation considering the possibility to seek clarification and elaborations as special features from themism methods. Semi-structured interview is chosen as a tool for this research because the purpose of the study is to analyze participant's tourism immersive experience perceptions within the context of PMSE wellness tourism experience model, obtained from Dunn (1959) and Muller and Kaufmann (2001). A standard set of mockup situations and survey are prepared to achieve dynamic perspectives in following the research intentions while the questions sometimes adapted and changed emphasis during the course of the mockup situation as the investigators learn more about the subjects. Using a set mockup situation, a group interview with travelers will be conducted to capture the perceived immersive wellness experience of the travelers. All will be recorded and transcribed word by word to serve as tangible sources for data analytic. **Content analysis** is used to prepare the data for the confirmation of prior quantitative results.

The population of qualitative methods for mockup situations were Thai travelers. Six elements regarding research design (i.e., population and samples, sample size, sampling techniques, research tools and designs, data collection, and data analysis) are detailed by population group as followed.

#### 3.3.2.1 Wellness Tourism travelers

Qualitative data of the wellness tourism stakeholders is utilized to support and describe some the quantitative results. Acquired data from wellness travelers is relevant to wellness tourism attributes related to immersive wellness tourism experience. Qualitative elements of wellness travelers are subsequently depicted.

##### 1) Populations and Samples

Since the whole target population cannot be reached, samples are identified as 'Thai travelers'

##### 2) Sample Size

The total sample size of wellness tourism travelers analyzed by qualitative methods is 10– 15 or until data is repeated.

### 3) Sampling Techniques

Similar to the sampling techniques of quantitative methods, a ‘purposive sampling Technique’ is applied to the qualitative research. Snowball technique will be applied as the personal connections is used in this process. Appointment was made prior before the mockup session. Since the researcher is the only person collecting qualitative data, purposive conditions are initially screened to assure required characteristics and participation willingness of the samples. The mockup is conducted via Zoom and recorded with the assist of a professional team

### 4) Research Tools and Designs

**Prototype testing in mockup** is adopted into the research for three reasons. Firstly, the Researcher, as a moderator can pre-screen respondents to ensure that they fit the population profile. Secondly, the researcher can answer any queries about survey, probe for answers, and pose follow-up questions. Lastly, illiterate respondents could be reached (Cooper, &Schindler, 2003; Sekaran, 2003). The researcher will use a group interview technique to gather data from respondents. Significant advantages of group interview are that particularized information on opinions and attitudes is easily elicited; the researcher is able to ask for further details and clarification; it is feasible to raise follow-up questions; and this kind of interview generates a relaxed atmosphere (Jennings, 2001).

‘Survey form’ is the main research tool to ascertain data for the qualitative portion of the study. Semi-structured interviews will be continuously conducted until the raised issues are repeated (Appendix C). The mockup script used for the prototype testing comprises are as follows.

- 1) Activity Introduction session
- 2) How to make Thai Flower Garland Style with Local Thai Guru
- 3) Traveling to the temple (live)

In addition, the researcher also had a list of prompts for issues in relation to five questions including recent data from Global Wellness Data (Global Wellness Institute, 2020), in

order to maximize data completeness and to properly interact with the participants (Jennings, 2001) (Table 3.9).

5) Data Collection

The mockup took place according to the convenience of the participants after the time of quantitative data collection of the Prototype VDO of the immersive system.

6) Data Analysis

Content analysis has been selected to analyze all obtained qualitative data being processed through interviews. Similar issues will be grouped into themes related to wellness tourism attributes and will be illustrate in both tables and figures. Attached in table 19 is the mockup prompt list (Appendix C).

*Table 19 Prototype mockup prompt list*

Mockup preparation and content	
1.	Storyboard
2.	Activities & team preparation
3.	Confirmation of Participants
4.	System testing
5.	Mockup

### 3.4 Research Process

The research was designed by six main processes, comprised of literature reviews, Item-Objective Congruence evaluation, pilot testing, quantitative data collection, and data analysis. As shown in Figure 13.

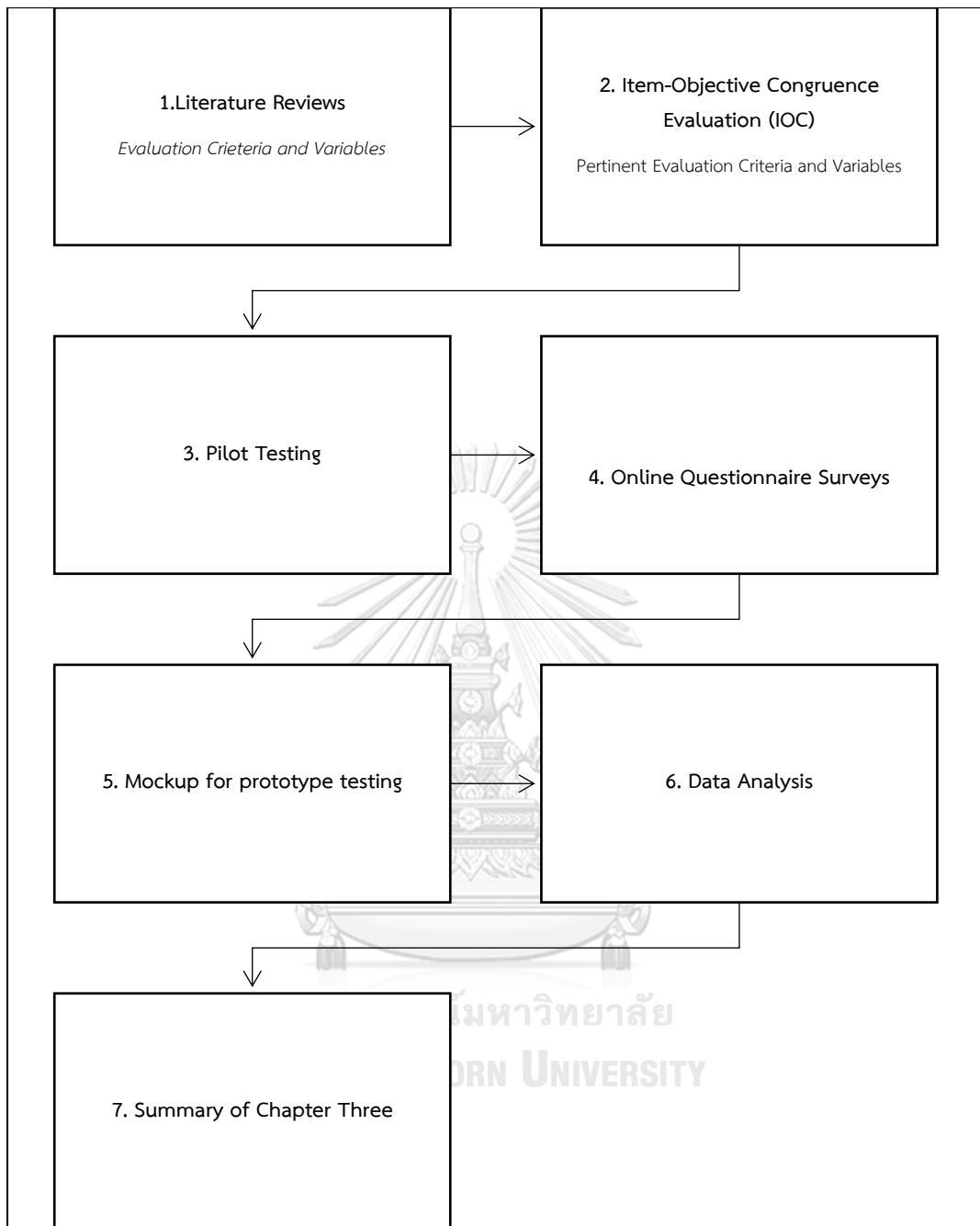


Figure 13 Research Proces

### 3.4.1 Process 1: Literature Review

The review of literature provides related concepts and theories of wellness tourism. Ten related variables and criteria were designed by a researcher at this early step of the process.



### **3.4.2 Process 2: Item-Objective Congruence Evaluation**

After the literature review, research instrument of quantitative methods of the post platform system construction has been conducted. To assure the validity of the questionnaire survey, Item-Objective Congruence (IOC) evaluation was processed by five experts in wellness tourism management (Appendix A). When the evaluation was completed, the questionnaire was adjusted according to experts' suggestions. For the post-platform construction, the process will be similar.

### **3.4.3 Process 3: Pilot testing**

For pre-platform construction, before distributing the online questionnaire to the entire subject sample, the researcher tested the reliability of the questionnaire by pilot testing it with Thai travelers with online process via Qualtrics Platform.

For post-platform construction, the mixed methods are applied.

### **3.4.4 Process 4: Online Questionnaire Surveys**

The online questionnaire surveys of the post construction stage were distributed via Qualtrics from October 2021. For the post platform, the questionnaire surveys were distributed via google survey with the VDO prototype usage in February 2022.

### **3.4.5 Process 5: Mockup for prototype testing**

The mockup for the prototype usage were conducted after the data analysis process of post-platform questionnaires are completed. The researcher will perform as the activities' moderator.

### **3.4.6 Process 5: Data Analysis**

Both statistical analysis and content analysis were employed to analyze quantitative data and qualitative data, respectively.

Table 20 Overview of Research Methodologies relating to Research objectives and Design Process

Objectives	Methodology	Participants	Area of the study	Sample sizes	Sampling Methods	Research Instrument	Data Analysis
<b>Objective 1</b> To define wellness attributes that positively affect wellness tourism experience	<b>Quantitative</b> Research Method	Thai Travelers with the age over 18	Bangkok Thailand	384	Non-purposive sampling	<b>PMSE Attributes framework Model Validation</b> Online survey with open-ended questions and 7 Likert scales (Quartics Platform)	Confirmatory factor analysis (CFA) i
<b>Objective 2</b> To design an effective system of immersive wellness tourism experience	<b>Quantitative</b> Research Method	Thai Travelers age over 18 who used the immersive wellness tourism system	Thailand	446	Non-purposive sampling	<b>Perceived Immersive experience for wellness tourism</b> Online survey with open-ended questions and 7 Likert scales (Qualtrics Platform) Survey reviewed by office of the research ethics review committee for Research Involving Human Subjects	Confirmatory factor analysis (CFA) i
<b>Objective 3</b> To identify underlying key attributers of immersive wellness tourism experience	<b>Qualitative</b> Research Method group interview /Mockup	Thai Travelers age over 18 who used the immersive wellness tourism system	Thailand	10-15 or until data repeated	Non-purposive sampling	To emphasize the result of objective 2.	Content Analysis

### 3.5 Summary of Chapter Three

This chapter dealt with the methodology and clarified the appropriated method used to explore the research aim and questions. It describes the philosophy of science and paradigms, and the overall concepts of research paradigms to understand the philosophy of the research question. This is covered by three elementary questions starting with the ontology or the reality of the research. Next, the discussion of epistemology or the best way to inquire about the nature of the world includes the research paradigms of positivism and postpositivism which are most appropriate and relevant philosophies for this research. The last elementary question is the paradigm of the methodology, describing how to seek the answer to the research aims.

The research strategy also overviews in this chapter that helps to organize the research project on how and what to process. The core of the research involves determining the research objective, type of data, method of collecting data, how the data collecting process has been designed, the procedure of how to collect the data, how samples will be selected and the selection of what is the most an appropriate statistical technique to use for data analysis. Hence, the design preference for this research begins with identifying gaps and problems found in previous studies and aims to close those gaps. The research will end with describing the results, and a discussion of and conclusion of the research questions. Furthermore, mixed methods approach has been adopted according to its most suitable method to clarify the research aims and questions.

### 3.6 Ethical Consideration

This study adheres to a guidance research ethics is provided by the Graduate School, Chulalongkorn University in order to avoid ethical issues that might be arise during conduct a research process.

Each participant will be informed prior about the research approach and voluntary consents. Full consent should be obtained from the participants prior to the study. Dignity of research participants should be prioritized. Truthfulness, including elimination of perception will be conducted. The official statement of respect for rights of privacy and confidentiality will also be stated. The protection of the privacy of research participants has to be ensured as well as the adequate level of confidentiality of research data. Affiliation of any forms, sources of funding, as well as any possible conflicts of interests, if there is any, will be declared. The participants can

contact the researcher at any time during the research process if there would be any inquiries concerning the research project. Any type of misleading information, as well as representation of primary data finding in a biased way is avoided.

*Table 21 Timeline for Research Project*

Activities	Time Frame
Conceptual Framework Literature Review Research Framework Methodology Design	April – October 2020 <b>(Finished)</b>
Pre-platform construction survey questionnaire (PMSE attributes model validation as preliminary study of dissertation) <ul style="list-style-type: none"> <li>• IOC validation</li> <li>• Pilot test</li> <li>• Data collection</li> <li>• Data Analysis</li> </ul>	November – December 2020 <b>(Finished)</b>
Proposal Examination	March – April 2021
Proposal Examination Announcement	May 2021
<b>Post platform prototype construction Survey Questions Development</b> <ul style="list-style-type: none"> <li>• IOC validation</li> </ul>	April – June 2021
(IRB) Post Platform Prototype construction survey	June – August 2021
VDO Clip Production for Prototype Mockup	September – December 2021
Pilot Test (Post Platform Construction survey) <ul style="list-style-type: none"> <li>• Adjust questionnaire</li> </ul>	January 2022
Questionnaire Survey (Post Platform Construction Survey)	February – March 2021
Livestreaming Mockup	February 2022
Prototype Mockup	March 2022
Data analysis	April 2022
Manuscript writing	May 2022 – November 2022
Dissertation Defense Session	December 2022

## Chapter 4

### Results

Based on the systematic review of the literature, it is explicitly clear that the existing Immersive wellness tourism experience is ambiguous and inadequate of antecedent conditions for Thailand wellness tourism development. The outright constellations of immersive wellness tourism experience model within Thailand context have not been addressed in the literature. Thus, the counterpart between the immersive tourism experience model and its constellation is likely to be an imperative antecedent to Thailand wellness tourism.

The idea of applying the grounded theories is to use quantitative data to formulate the theory.

The data in this research has been divided into two sets as of

- PMSE Attribute Framework validation for Thailand context Data set (Preliminary Study)
- Immersive Wellness Tourism Experience for Thailand context Data set

#### 4.1 PMSE Attributes Validation within Thailand Context

This first research objective aims at Wellness Tourism Attributes Validation for Wellness Tourism Experience and Expectation in Thailand Context and the researcher divides the presentation of data analysis into 3 parts as follows:

**Part 1 Preliminary Data Analysis**, comprising 2 results, namely:

1.1 Preliminary Data Analysis Result of Sample Group derived from the number and percentage analysis of the sample group of 389 Thai travelers to study generalities of the sample group

1.2 Preliminary Statistical Analysis Result of Variables used in Research derived from basic statistics to explain mean, standard deviation, coefficient of variation, skewness and kurtosis

**Part 2 Measurement Model Validity Analysis of Wellness Attributes Leading to Wellness Tourism**, comprising 2 results, namely:

2.1 Correlation Coefficient Analysis Result between Variables in Measurement Model of Wellness Attributes Leading to Wellness Tourism to understand the correlation of the sample group and consider the validity of the correlation matrix using Bartlett's Test

## 2.2 Measurement Model Validity Analysis Result of Wellness Attributes Leading to Wellness Tourism by dimension

### Part 3 Measurement Model Goodness-of-Fit Analysis Result of Wellness Attributes Leading to Wellness Tourism through Second Order Confirmatory Factor Analysis

The data analysis and interpretation of data analysis results are intended to facilitate the presentation of data analysis results and ensure the same understanding about data analysis results. Therefore, the researcher defines the symbols and meanings used in place of indicators as follows:

#### Statistical Symbols

Mean	means	Mean
S.D.	means	Standard Deviation
C.V.	means	Coefficient of Variation
SK	means	Skewness
KU	means	Kurtosis
$\chi^2$	means	Chi-Square
df	means	Degree of Freedom
GFI	means	Goodness-of-Fit Index
AGFI	means	Adjusted Goodness-of-Fit Index
CFI	means	Comparative Fit Index
RMR	means	Root Mean Square Residual
SRMR	means	Standardized Root Mean Square Residual
RMSEA	means	Root Mean Square Error of Approximation
P	means	Statistical Significance
$R^2$	means	Coefficient of Determination
Beta	means	Standardized Factor Loading
b	means	Raw Factor Loading
SE	means	Standard Error

#### Symbols for Latent Variables

WELLNESS	means	Wellness Attributes Leading to Wellness Tourism
PE	means	Physical Experience (PE1-PE10)
ME	means	Mental Experience (ME1-ME7)
SE	means	Spiritual Experience (SE1-SE5)
EE	means	Environmental Experience (EE1-EE6)

## Part 1 Preliminary Data Analysis

### 1.1 Preliminary Data Analysis Result of Sample Group

### 1.2 Preliminary Statistical Analysis Result of Variables Used in Research

This analysis is a basic statistical analysis of variables used in the research, including mean, standard deviation, coefficient of variation, skewness and kurtosis. The analysis result is presented in Table 22.

*Table 22 Mean, Standard Deviation, Coefficient of Variation, Skewness and Kurtosis of Indicators Used in Confirmatory Factor Analysis of PMSE Attributes*

Indicators	Mean	S.D.	SK	KU	C.V. (%)
<b>Physical Experience</b>					
1. The food quality and/or food service	6.53	0.71	-2.27	2.06	10.90
2. The activities that require your physical participation as a guest	5.92	1.01	-1.33	2.72	17.12
3. Wellness services that you can participate in passively	5.95	1.07	-1.57	2.49	17.98
4. The detoxication programs to help your body densified from unhealthy toxins or substances you consume in your everyday life	5.56	1.30	-1.22	1.65	23.45
5. The designation's visual arts	5.71	1.02	-1.01	2.12	17.92
6. Reasonable price of wellness service	6.39	0.73	-1.03	0.63	11.41
7. Wellness amenities, products and souvenirs	5.66	1.21	-1.21	1.67	21.37
8. Supply typology	5.57	1.08	-1.01	1.59	19.42
9. Hygiene policy of the destination	6.33	0.83	-1.86	2.46	13.05
10. Convenient logistics	6.26	0.89	-1.66	2.80	14.20

Indicators	Mean	S.D.	SK	KU	C.V. (%)
<b>Mental Experience</b>					
11. The feeling of life progress and/or positive change with regards to wellness	6.00	0.99	-1.46	2.49	16.52
12. The new experiences leading you to escape, restore and refresh from your everyday life	6.19	0.94	-1.43	2.75	15.17
13. Being empathized and cared for by the staff	6.21	0.89	-1.36	2.67	14.27
14. Being a part of the destination community	5.58	1.08	-0.93	1.07	19.41
15. The flowing stage of travel	5.58	1.08	-1.13	1.90	19.44
16. To be part of the travel plan/ wellness program	5.75	0.98	-1.06	2.18	17.10
17. To learn new things from locals	5.66	1.15	-1.10	1.37	20.31
<b>Spiritual Experiences</b>					
18. Spirit/soul uplifted	5.58	1.17	-1.08	1.63	20.87
19. Sharing your wellbeing travel experience with destination communities, stakeholders and others	5.41	1.22	-1.11	1.69	22.48
20. The high level of engagement or interest in destinations activities or setting	5.70	1.04	-1.33	2.97	18.28
21. The attributions of knowledge, memories, perceptions, emotions, and self-identity	5.78	1.02	-1.47	2.02	17.69



Indicators	Mean	S.D.	SK	KU	C.V. (%)
22. To be able to recall the experience anytime you like is an advantage	5.74	0.97	-0.94	1.58	16.87
<b>Environmental Experience</b>					
23. The wellness-related and knowledgeable staff and management	5.89	1.03	-1.18	1.73	17.55
24. The environmental concern atmosphere of the destination	6.11	0.97	-1.71	3.58	15.92
25. The wellbeing of the destinations	6.13	0.89	-1.20	2.20	14.54
26. The place that is not too crowded	6.38	0.87	-2.14	3.12	13.71
27. The authentic destination	5.84	1.06	-1.04	1.32	18.11
28. The link between wellbeing and sustainable tourism	5.96	0.92	-1.16	2.24	15.36

From Table 22, the preliminary statistical analysis result of variables used in the research, including mean, standard deviation, coefficient of variation, skewness and kurtosis is presented by dimension as follows:

For Physical Experience, it is found that the indicator “The food quality and/or food service is important to wellness tourism experience.” has the highest mean at 6.53 and the indicator “Reasonable price of wellness service is important to wellness tourism experience.” has the second highest mean at 6.39. Thus, the sample’s opinion on Physical Experience lies in the range of Agree to Strongly Agree. When considering the standard deviation (S.D.) and coefficient of variation (C.V.) of indicators, “The detoxication programs to help your body densified from unhealthy toxins or substances you consume in your everyday life is important to wellness tourism experience.” is found to have the highest values at 1.30 and 23.45 and followed by “Wellness amenities, products and souvenirs are important to wellness tourism experience.” at 1.21 and 21.37 respectively. This means both indicators show a small dispersion, thus, the sample’s overall Physical Experience is much the same. When considering skewness, all indicators are found to have the skewness near zero, between -1.01 and -2.27. This means all Physical Experience indicators have a data distribution similar to that of the normal curve, thus,

the score of the majority of the sample is close to the mean. When considering kurtosis, the indicators are in the range of 0.63 to 2.80. This means all Physical Experience indicators have a flatter than normal distribution and a large dispersion, thus, the sample's Physical Experience is very different one from another.

For Mental Experience, it is found that the indicator "Being empathized and cared for by the staff is important to wellness tourism experience." has the highest mean at 6.21 and the indicator "The new experiences leading you to escape, restore and refresh from your everyday life is important to wellness tourism experience" has the second highest mean at 6.19. Thus, the sample's opinion on Mental Experience lies in the range of Agree. When considering the standard deviation (S.D.) and coefficient of variation (C.V.) of indicators, "To learn new things from locals (local wisdom) is important to wellness tourism experience." is found to have the highest values at 1.37 and 20.31 and followed by "The flowing stage of travel is important to wellness tourism experience." at 1.08 and 19.44 and "Being a part of the destination community (e.g. CBT - Community based tourism) is important to wellness tourism experience." at 1.08 and 19.41 respectively. This means these 3 indicators show a small dispersion, thus, the sample's overall Mental Experience is much the same. When considering skewness, all indicators are found to have the skewness near zero, between -0.93 and -1.46. This means all Mental Experience indicators have a data distribution similar to that of the normal curve, thus, the score of the majority of the sample is close to the mean. When considering kurtosis, the indicators are in the range of 1.07 to 2.75. This means all Mental Experience indicators have a flatter than normal distribution and a large dispersion, thus, the sample's Mental Experience is very different one from another.

For Spiritual Experience, it is found that the indicator "The attributions of knowledge, memories, perceptions, emotions, and self-identity are important to wellness tourism experience." has the highest mean at 5.78 and the indicator "To be able to recall the experience anytime you like is an advantage and important to wellness tourism experience." has the second highest mean at 5.74. Thus, the sample's opinion on Spiritual Experience lies in the range of Agree. When considering the standard deviation (S.D.) and coefficient of variation (C.V.) of indicators, "Sharing your wellbeing travel experience with destination communities, stakeholders and others is important to wellness tourism experience" is found to have the highest values at 1.22 and 22.48 and followed by "Spirit/soul uplifted is important to wellness tourism experience." at 1.17 and 20.87 respectively. This means both indicators show a small dispersion, thus, the sample's overall Spiritual Experience is much the same. When considering skewness, all indicators are found to have the skewness near zero, between -1.04 and -2.14. This means all Spiritual Experience indicators have a data distribution similar to that of the normal curve, thus, the score of the majority of the sample is close to the mean. When considering kurtosis, the

indicators are in the range of 1.58 to 2.97. This means all Spiritual Experience indicators have a flatter than normal distribution and a large dispersion, thus, the sample's Spiritual Experience is very different one from another.

For Environmental Experience, it is found that the indicator "The place that is not too crowded is important to wellness tourism experience." has the highest mean at 6.38 and the indicator "The wellbeing of the destinations (e.g. local products and food provided) is important to wellness tourism experience." has the second highest mean at 6.13. Thus, the sample's opinion on Environmental Experience lies in the range of Agree. When considering the standard deviation (S.D.) and coefficient of variation (C.V.) of indicators, "The authentic destination is important to wellness tourism experience. (e.g. communities with local wisdoms, Thainess)." is found to have the highest values at 1.06 and 18.11 and followed by "The wellness-related and knowledgeable staff and management are important to wellness tourism experience." at 1.03 and 17.55 respectively. This means both indicators show a small dispersion, thus, the sample's overall Environmental Experience is much the same. When considering skewness, all indicators are found to have the skewness near zero, between -0.94 and -1.47. This means all Environmental Experience indicators have a data distribution similar to that of the normal curve, thus, the score of the majority of the sample is close to the mean. When considering kurtosis, the indicators are in the range of 1.32 to 3.58. This means all Environmental Experience indicators have a flatter than normal distribution and a large dispersion, thus, the sample's Environmental Experience is very different one from another.

## Part 2 Measurement Model Validity Analysis Results of Wellness Attributes Leading to Wellness Tourism Experience

### 2.1 Correlation Coefficient Analysis Result between Variables in Measurement Model of Wellness Attributes Leading to Wellness Tourism Experience

The presentation of the correlation coefficient analysis result between variables in measurement model of Wellness Attributes Leading to Wellness Tourism is intended to consider the validity of the correlation matrix used to analyze variables in the following Table 23.



Variable	PE1	PE2	PE3	PE4	PE5	PE6	PE7	PE8	PE9	PE10	ME1	ME2	ME3	ME4	ME5	ME6	ME7	SE1	SE2	SE3	SE4	SE5	EE1	EE2	EE3	EE4	EE5	EE6	
ME5	0.207**	0.190**	0.236**	0.205**	0.174**	0.193**	0.233**	0.367**	0.284**	0.339**	0.391**	0.392**	0.415**	0.470**	1														
ME6	0.161**	0.291**	0.204**	0.150**	0.192**	0.244**	0.277**	0.380**	0.205**	0.323**	0.295**	0.351**	0.334**	0.469**	0.440**	1													
ME7	0.035	0.182**	0.030	0.232**	0.209**	0.096	0.219**	0.234**	0.220**	0.217**	0.275**	0.296**	0.230**	0.632**	0.386**	0.379**	1												
SE1	0.088	0.170**	0.201**	0.256**	0.224**	0.152**	0.222**	0.268**	0.236**	0.135**	0.310**	0.340**	0.236**	0.448**	0.398**	0.364**	0.538**	1											
SE2	0.057	0.144**	0.055	0.261**	0.256**	0.043	0.270**	0.313**	0.147**	0.168**	0.197**	0.242**	0.227**	0.519**	0.392**	0.350**	0.583**	0.558**	1										
SE3	0.041	0.197**	0.063	0.119*	0.142**	0.191**	0.260**	0.365**	0.250**	0.184**	0.210**	0.336**	0.240**	0.331**	0.256**	0.392**	0.383**	0.397**	0.527**	1									
SE4	0.084	0.178**	0.116*	0.052	0.110*	0.163**	0.207**	0.296**	0.272**	0.291**	0.382**	0.324**	0.349**	0.271**	0.402**	0.302**	0.349**	0.418**	0.392**	0.466**	1								
SE5	0.185**	0.153**	0.154**	0.123*	0.146**	0.199**	0.197**	0.273**	0.249**	0.198**	0.259**	0.322**	0.364**	0.307**	0.364**	0.369**	0.302**	0.333**	0.338**	0.389**	0.442**	1							
EE1	0.212**	0.267**	0.267**	0.196**	0.067	0.267**	0.189**	0.291**	0.299**	0.250**	0.342**	0.382**	0.399**	0.252**	0.415**	0.370**	0.218**	0.267**	0.228**	0.267**	0.337**	0.414**	1						
EE2	0.196**	0.154**	0.129*	0.188**	0.034	0.247**	0.112*	0.246**	0.398**	0.330**	0.403**	0.336**	0.419**	0.343**	0.344**	0.294**	0.400**	0.396**	0.367**	0.314**	0.385**	0.439**	0.472**	1					
EE3	0.180**	0.167**	0.125*	0.087	0.147**	0.337**	0.201**	0.188**	0.272**	0.386**	0.279**	0.365**	0.448**	0.247**	0.349**	0.363**	0.240**	0.219**	0.202**	0.307**	0.382**	0.404**	0.370**	0.436**	1				
EE4	0.246**	0.047	0.097	-0.009	0.008	0.337**	0.158**	0.240**	0.489**	0.374**	0.337**	0.312**	0.415**	0.120*	0.298**	0.192**	0.140**	0.209**	0.128*	0.257**	0.421**	0.281**	0.285**	0.413**	0.558**	1			
EE5	0.126*	0.225**	0.094	0.164**	0.250**	0.162**	0.283**	0.263**	0.207**	0.223**	0.282**	0.336**	0.296**	0.515**	0.298**	0.327**	0.513**	0.384**	0.435**	0.356**	0.248**	0.386**	0.264**	0.264**	0.383**	0.266**	1		
EE6	0.168**	0.118*	0.073	0.075	0.217**	0.250**	0.172**	0.176**	0.235**	0.302**	0.300**	0.341**	0.333**	0.408**	0.437**	0.230**	0.407**	0.348**	0.376**	0.268**	0.346**	0.322**	0.280**	0.399**	0.407**	0.391**	0.455**	1	
Mean	6.53	5.92	5.95	5.56	5.71	6.39	5.66	5.57	6.33	6.26	6.00	6.19	6.21	5.58	5.58	5.75	5.66	5.58	5.41	5.70	5.78	5.74	5.89	6.11	6.13	6.38	5.84	5.96	

Variable	PE1	PE2	PE3	PE4	PE5	PE6	PE7	PE8	PE9	PE10	ME1	ME2	ME3	ME4	ME5	ME6	ME7	SE1	SE2	SE3	SE4	SE5	EE1	EE2	EE3	EE4	EE5	EE6
S.D.	0.71	1.01	1.07	1.30	1.02	0.73	1.21	1.08	0.83	0.89	0.99	0.94	0.89	1.08	1.08	0.98	1.15	1.17	1.22	1.04	1.02	0.97	1.03	0.97	0.89	0.87	1.06	0.92

Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.909 ; Bartlett's Test of Sphericity = 4188.970, df = 378, p = 0.000

Remark: \*\* p < 0.01, \*p < 0.05



From Table 23, the measurement model of Wellness Attributes Leading to Wellness Tourism shows that most indicators are statistically related at 0.01 and 0.05 levels of significance and the correlation coefficient ranges between 0.108 and 0.632. The most correlated indicators are “Being a part of the destination community (e.g., CBT - Community based tourism) is important to wellness tourism experience. (ME4)” and “To learn new things from locals (local wisdom) is important to wellness tourism experience. (ME7)” at 0.632. Next in line are “To learn new things from locals (local wisdom) is important to wellness tourism experience. (ME7)” and “Sharing your wellbeing travel experience with destination communities, stakeholders and others is important to wellness tourism experience. (SE2)” at 0.583. Meanwhile, the least correlated indicators are “The detoxication programs to help your body densified from unhealthy toxins or substances you consume in your everyday life is important to wellness tourism experience. (PE1)” and “Hygiene policy of the destination is important to wellness tourism experience. (PE9)” at 0.108.

The Bartlett's Test of Sphericity shows the value of 4188.970 ( $p=0.000$ ) meaning the correlation matrix of indicators is different from the identity matrix at a statistically significant level. As for Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), the value is 0.909 meaning the indicators are sufficiently correlated to be used in a factor analysis.

## 2.2 Measurement Model Validity Analysis Result of Wellness Attributes Leading to Wellness Tourism by Dimension

This section is intended to test the goodness-of-fit of the measurement model by dimension and construct a factor scale for Wellness Attributes Leading to Wellness Tourism from 28 indicators in 4 categories as follows:

### 2.2.1 Measurement Model for Physical Experience Factor

The Physical Experience factor is measured from 10 indicators listed in the following Tables 24 and 25.

*Table 24 Mean, Standard Deviation and Correlation Coefficient of Variables in Physical Experience Factor*

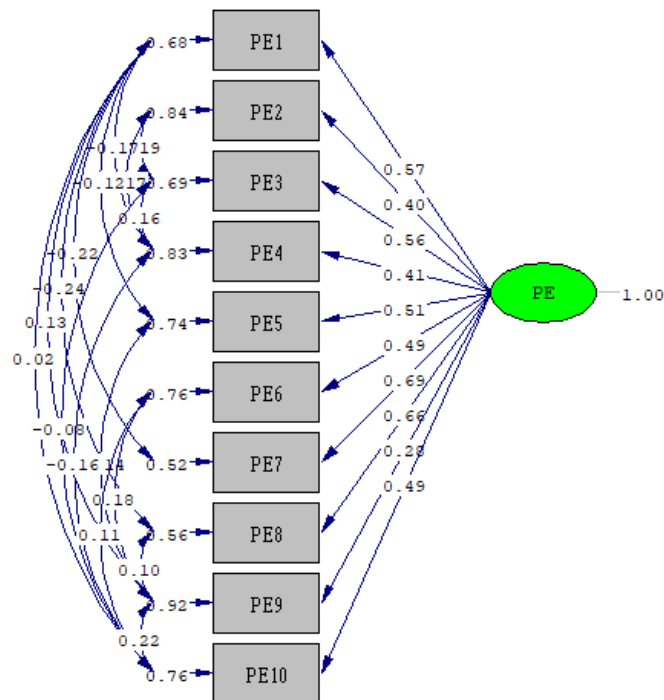
	PE1	PE2	PE3	PE4	PE5	PE6	PE7	PE8	PE9	PE10
PE1	1									
PE2	0.204**	1								
PE3	0.315**	0.412**	1							
PE4	0.059	0.347**	0.391**	1						

	PE1	PE2	PE3	PE4	PE5	PE6	PE7	PE8	PE9	PE10
PE5	0.169**	0.256**	0.273**	0.276**	1					
PE6	0.298**	0.213**	0.271**	0.180**	0.237**	1				
PE7	0.164**	0.278**	0.395**	0.268**	0.382**	0.311**	1			
PE8	0.146**	0.273**	0.367**	0.261**	0.274**	0.352**	0.476**	1		
PE9	0.289**	0.099	0.156**	0.108*	-0.002	0.321**	0.170**	0.304**	1	
PE10	0.299**	0.188**	0.188**	0.040	0.270**	0.353**	0.313**	0.344**	0.349**	1
Mean	6.53	5.92	5.95	5.56	5.71	6.39	5.66	5.57	6.33	6.26
S.D.	0.71	1.01	1.07	1.30	1.02	0.73	1.21	1.08	0.83	0.89
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.810 Bartlett's Test of Sphericity = 791.729, df = 45, p = 0.000										

Remark: \*\* p < 0.01, \*p < 0.05

From Table 24, it is found that most indicators of Physical Experience factor have a positive correlation that is statistically significant at 0.01 and 0.05 levels and correlation coefficients between 0.108 and 0.476. The most correlated pair is “Wellness amenities, products and souvenirs are important to wellness tourism experience. (PE7)” and “Supply typology (e.g. medical services) is important to wellness tourism experience. (PE8)” at 0.476, whereas the least correlated pair is “The detoxification programs to help your body densified from unhealthy toxins or substances you consume in your everyday life is important to wellness tourism experience. (PE1)” and “Hygiene policy of the destination is important to wellness tourism experience. (PE9)” at 0.108. When considering Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of 0.810 and Bartlett's Test of Sphericity value of 791.729 (p=0.000), it is found that the data set is correlated and can be used in a factor analysis.





Chi-Square=14.04, df=19, P-value=0.78147, RMSEA=0.000

Figure 14 First Order Confirmatory Factor Analysis of Physical Experience Factor

Table 25 First Order Confirmatory Factor Analysis Result of Physical Experience Factors

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
PE1	The food quality and/or food service	0.57	0.05	7.91**	0.32	0.54
PE2	The activities that require your physical participation as a guest	0.40	0.05	7.50**	0.16	0.01
PE3	Wellness services that you can participate in passively	0.56	0.06	10.52**	0.31	0.06
PE4	The detoxication programs to help your body densified from unhealthy toxins or substances you consume in your everyday life	0.41	0.08	7.07**	0.17	0.11
PE5	The designation's visual arts	0.51	0.06	9.38**	0.26	0.13

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
PE6	Reasonable price of wellness service	0.49	0.04	9.33**	0.24	0.10
PE7	Wellness amenities, products and souvenirs	0.69	0.06	13.35**	0.48	0.26
PE8	Supply typology	0.66	0.06	12.68**	0.44	0.29
PE9	Hygiene policy of the destination	0.28	0.05	4.37**	0.08	-0.09
PE10	Convenient logistics	0.49	0.05	8.61**	0.24	0.13
X <sup>2</sup> = 14.04, df = 19, p=0.78147, CFI = 1.00, GFI = 0.99, AGFI = 0.98, RMSEA = 0.000, RMR = 0.021						

Remark: \*\* p < 0.01

From Figure 14 and Table 25 First Order Confirmatory Factor Analysis Result of Physical Experience Factor, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 14.04 is statistically different from zero at the 0.05 level of significance, the probability (p) value of 0.78 is at the degree of freedom of 19 and the relative chi-square ( $X^2/df$ ) value of 0.74 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.021 and the root mean square error of approximation (RMSEA) value of 0.000 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 0.99 and the adjusted goodness-of-fit index (AGFI) value of 0.98 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Physical Experience factor shows that all indicators have positive factor loadings between 0.28 and 0.69 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are “Wellness amenities, products and souvenirs are important to wellness tourism experience (PE7)” at 0.69, “Supply typology (e.g. medical services) is important to wellness tourism experience. (PE8)” at 0.66, “The food quality and/or food service is important to wellness tourism experience. (PE1)” at 0.57, “Wellness services that you can participate in passively is important to wellness tourism experience (e.g. spa treatment, beauty treatment). (PE3)” at 0.56, “The designation's visual arts are important to wellness tourism experience. (PE5)” at 0.51, “Reasonable price of wellness service is important to wellness tourism experience. (PE6)” at 0.49,

“Convenient logistics are important to wellness tourism experience. (PE10)” at 0.49, “The detoxication programs to help your body densified from unhealthy toxins or substances you consume in your everyday life is important to wellness tourism experience. (PE4)” at 0.41, “The activities that require your physical participation as a guest is important to wellness tourism experience (e.g. yoga, hiking, etc). (PE2)” at 0.40, “Hygiene policy of the destination is important to wellness tourism experience. (PE9)” at 0.28, and their respective covariance values are 48, 44, 32, 31, 26, 24, 24, 17, 16 and 8.

### 2.2.2 Measurement Model for Mental Experience Factor

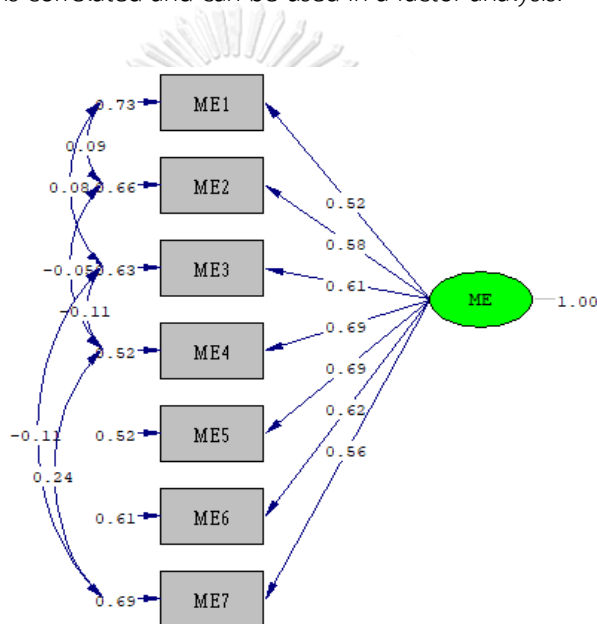
The Mental Experience factor is measured from 7 indicators listed in the following Tables 26 and 27.

Table 26 Mean, Standard Deviation and Correlation Coefficient of Variables in Mental Experience Factor

	ME1	ME2	ME3	ME4	ME5	ME6	ME7
ME1	1						
ME2	0.403**	1					
ME3	0.409**	0.408**	1				
ME4	0.341**	0.339**	0.299**	1			
ME5	0.391**	0.392**	0.415**	0.470**	1		
ME6	0.295**	0.351**	0.334**	0.469**	0.440**	1	
ME7	0.275**	0.296**	0.230**	0.632**	0.386**	0.379**	1
Mean	6.00	6.19	6.21	5.58	5.58	5.75	5.66
S.D.	0.99	0.94	0.89	1.08	1.08	0.98	1.15
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.837 Bartlett's Test of Sphericity = 749.356, df = 21, p = 0.000							

Remark: \*\* p < 0.01, \*p < 0.05

From Table 26, it is found that all indicators of Mental Experience factor have a positive correlation that is statistically significant at 0.01 level and correlation coefficients between 0.230 and 0.470. The most correlated pair is “Being a part of the destination community (e.g. CBT - Community based tourism) is important to wellness tourism experience. (ME4)” and “The flowing stage of travel is important to wellness tourism experience. (ME5)” at 0.470, whereas the least correlated pair is “Being empathized and cared for by the staff is important to wellness tourism experience. (ME3)” and “To learn new things from locals (local wisdom) is important to wellness tourism experience. (ME7)” at 0.230. When considering Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of 0.837 and Bartlett's Test of Sphericity value of 749.356 (p=0.000), it is found that the data set is correlated and can be used in a factor analysis.



Chi-Square=8.64, df=8, P-value=0.37350, RMSEA=0.014

Figure 15 First Order Confirmatory Factor Analysis of Mental Experience Factor

Table 27 First Order Confirmatory Factor Analysis Result of Mental Experience Factor

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
ME1	The feeling of life progress and/or positive change with regards to wellness	0.52	0.05	9.40**	0.27	0.09
ME2	The new experiences leading you to	0.58	0.05	10.90**	0.34	0.19

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
	escape, restore and refresh from your everyday life					
ME3	Being empathized and cared for by the staff	0.61	0.05	10.88**	0.37	0.26
ME4	Being a part of the destination community	0.69	0.05	12.86**	0.48	0.25
ME5	The flowing stage of travel	0.69	0.05	13.67**	0.48	0.23
ME6	To be part of the travel plan/wellness program	0.62	0.05	12.18**	0.39	0.19
ME7	To learn new things from locals	0.56	0.06	10.02**	0.31	0.08
X <sup>2</sup> = 8.64, df = 8, p = 0.37350, CFI = 1.00, GFI = 0.99, AGFI = 0.98, RMSEA = 0.014, RMR = 0.020						

Remark: \*\* p < 0.01

From Figure 15 and Table 27 First Order Confirmatory Factor Analysis Result of Mental Experience Factor, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 8.64 is statistically different from zero at the 0.05 level of significance, the probability (p) value of 0.37 is at the degree of freedom of 8 and the relative chi-square (X<sup>2</sup>/df) value of 1.08 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.020 and the root mean square error of approximation (RMSEA) value of 0.014 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 0.99 and the adjusted goodness-of-fit index (AGFI) value of 0.98 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Mental Experience factor shows that all indicators have positive factor loadings between 0.52 and 0.69 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are “Being a part of the destination community (e.g. CBT - Community based tourism) is important to wellness tourism experience. (ME4)” and “The flowing stage of travel is important to wellness tourism

experience. (ME5)” both at 0.69, “To be part of the travel plan/wellness program (e.g. personalized travel plan) is important to wellness tourism experience. (ME6)” at 0.62, “Being empathized and cared for by the staff is important to wellness tourism experience. (ME3)” at 0.61, “The new experiences leading you to escape, restore and refresh from your everyday life is important to wellness tourism experience. (ME2)” at 0.58, “To learn new things from locals (local wisdom) is important to wellness tourism experience. (ME7)” at 0.56 and “The feeling of life progress and/or positive change with regards to wellness is important to wellness tourism experience. (ME1)” at 0.52, and their respective covariance values are 48, 48, 39, 37, 34, 31 and 27.

### 2.2.3 Measurement Model for Spiritual Experience Factor

The Spiritual Experience factor is measured from 5 indicators listed in the following Tables 28 and 29.

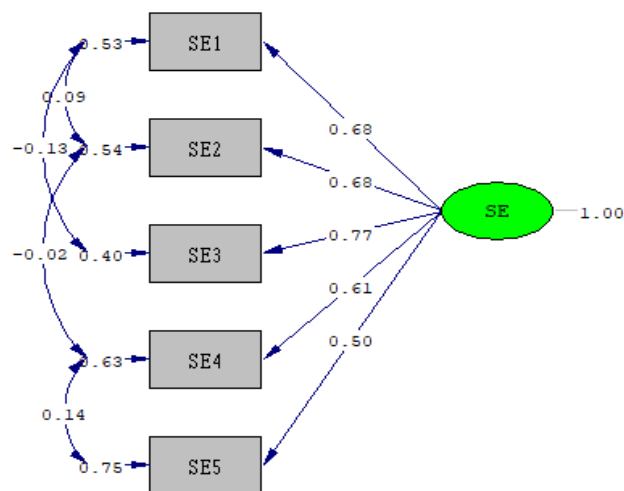
*Table 28 Mean, Standard Deviation and Correlation Coefficient of Variables in Spiritual Experience Factor*

	SE1	SE2	SE3	SE4	SE5
SE1	1				
SE2	0.558**	1			
SE3	0.397**	0.527**	1		
SE4	0.418**	0.392**	0.466**	1	
SE5	0.333**	0.338**	0.389**	0.442**	1
Mean	5.58	5.41	5.70	5.78	5.74
S.D.	1.17	1.22	1.04	1.02	0.97
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.79 Bartlett’s Test of Sphericity = 512.296, df = 10, p = 0.000					

Remark: \*\* p < 0.01, \*p < 0.05

From Table 28, it is found that all indicators of Spiritual Experience factor have a positive correlation that is statistically significant at 0.01 level and correlation coefficients between 0.333 and 0.558. The most correlated pair is “Spirit/soul uplifted is important to wellness tourism experience. (SE1)” and “Sharing your wellbeing travel experience with destination communities,

stakeholders and others is important to wellness tourism experience. (SE2)” at 0.558, whereas the least correlated pair is “Spirit/soul uplifted is important to wellness tourism experience. (SE1)” and “To be able to recall the experience anytime you like is an advantage and important to wellness tourism experience. (SE5)” at 0.333. When considering Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of 0.798 and Bartlett's Test of Sphericity value of 512.296 ( $p=0.000$ ), it is found that the data set is correlated and can be used in a factor analysis.



Chi-Square=0.09, df=1, P-value=0.76279, RMSEA=0.000

Figure 16 First Order Confirmatory Factor Analysis of Spiritual Experience Factor

Table 29 First Order Confirmatory Factor Analysis Result of Spiritual Experience Factor

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
SE1	Spirit/soul uplifted	0.68	0.09	9.13**	0.47	0.26
SE2	Sharing your wellbeing travel experience with destination communities, stakeholders, and others	0.68	0.07	11.25**	0.46	0.15
SE3	The high level of engagement or interest in destinations activities or setting	0.77	0.07	12.33**	0.60	0.43

Variables		Factor Loading				Factor Score
SE4	The attributions of knowledge, memories, perceptions, emotions, and self-identity	0.61	0.06	9.89**	0.37	0.16
SE5	To be able to recall the experience anytime you like is an advantage	0.50	0.06	8.71**	0.25	0.09
$\chi^2 = 0.09$ , $df = 1$ , $p = 0.76279$ , $CFI = 1.00$ , $GFI = 1.00$ , $AGFI = 1.00$ , $RMSEA = 0.000$ , $RMR = 0.003$						

Remark: \*\*  $p < 0.01$

From Figure 16 and Table 29 First Order Confirmatory Factor Analysis Result of Spiritual Experience Factor, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 0.09 is statistically different from zero at the 0.05 level of significance, the probability ( $p$ ) value of 0.76 is at the degree of freedom of 1 and the relative chi-square ( $\chi^2/df$ ) value of 0.09 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.003 and the root mean square error of approximation (RMSEA) value of 0.000 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 1.00 and the adjusted goodness-of-fit index (AGFI) value of 1.00 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Spiritual Experience factor shows that all indicators have positive factor loadings between 0.50 and 0.77 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are “The high level of engagement or interest in destinations activities or setting is important to wellness tourism experience. (SE3)” at 0.77, “Spirit/soul uplifted is important to wellness tourism experience. (SE1)” and “Sharing your wellbeing travel experience with destination communities, stakeholders and others is important to wellness tourism experience. (SE2)” both at 0.68, “The attributions of knowledge, memories, perceptions, emotions, and self-identity are important to wellness tourism experience. (SE4)” at 0.61 and “To be able to recall the experience anytime you like is an advantage and important to wellness tourism experience. (SE5)” at 0.50, and their respective covariance values are 60, 47, 46, 37 and 25.



### 2.2.4 Measurement Model for Environmental Experience Factor

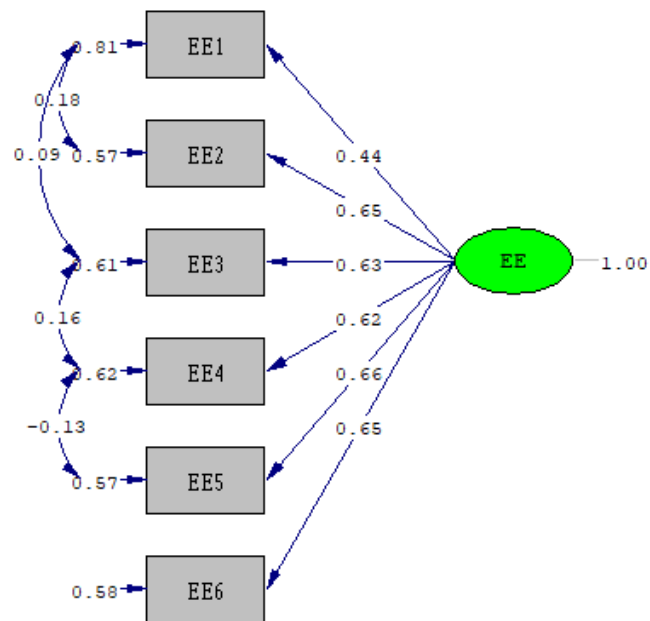
The Environmental Experience factor is measured from 6 indicators listed in the following Tables 30 and 31.

*Table 30 Mean, Standard Deviation and Correlation Coefficient of Variables in Environmental Experience Factor*

	EE1	EE2	EE3	EE4	EE5	EE6
EE1	1					
EE2	0.472**	1				
EE3	0.370**	0.436**	1			
EE4	0.285**	0.413**	0.558**	1		
EE5	0.264**	0.429**	0.383**	0.266**	1	
EE6	0.280**	0.399**	0.407**	0.391**	0.453**	1
Mean	5.89	6.11	6.13	6.38	5.84	5.96
S.D.	1.03	0.97	0.89	0.87	1.06	0.92
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.804 Bartlett's Test of Sphericity = 597.791, df = 15, p = 0.000						

Remark: \*\* p < 0.01, \*p < 0.05

From Table 30, it is found that all indicators of Environmental Experience factor have a positive correlation that is statistically significant at 0.01 level and correlation coefficients between 0.266 and 0.558. The most correlated pair is “The wellbeing of the destinations (e.g. local products and food provided) is important to wellness tourism experience. (EE3)” and “The place that is not too crowded is important to wellness tourism experience. (EE4) at 0.558, whereas the least correlated pair is “The place that is not too crowded is important to wellness tourism experience. (EE4)” and “The authentic destination is important to wellness tourism experience. (e.g. communities with local wisdoms, Thainess). (EE5)” at 0.266. When considering Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of 0.804 and Bartlett's Test of Sphericity value of 597.791 (p=0.000), it is found that the data set is correlated and can be used in a factor analysis.



Chi-Square=3.65, df=5, P-value=0.60095, RMSEA=0.000

Figure 17 First Order Confirmatory Factor Analysis of Environmental Experience Factor

Table 31 First Order Confirmatory Factor Analysis Result of Environmental Experience Factor

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
EE1	The wellness-related and knowledgeable staff and management	0.44	0.06	7.60**	0.19	0.05
EE2	The environmental concern atmosphere of the destination	0.65	0.05	12.43**	0.43	0.24
EE3	The wellbeing of the destinations	0.63	0.05	11.50**	0.39	0.17
EE4	The place that is not too crowded	0.62	0.05	10.57**	0.38	0.28
EE5	The authentic destination is important to wellness tourism experience	0.66	0.06	12.09**	0.43	0.29

Variables		Factor Loading				Factor Score
EE6	The link between wellbeing and sustainable tourism is important to wellness tourism experience.	0.65	0.05	12.35**	0.42	0.27
$\chi^2 = 3.65$ , $df = 5$ , $p = 0.60095$ , $CFI = 1.00$ , $GFI = 1.00$ , $AGFI = 0.99$ , $RMSEA = 0.000$ , $RMR = 0.013$						

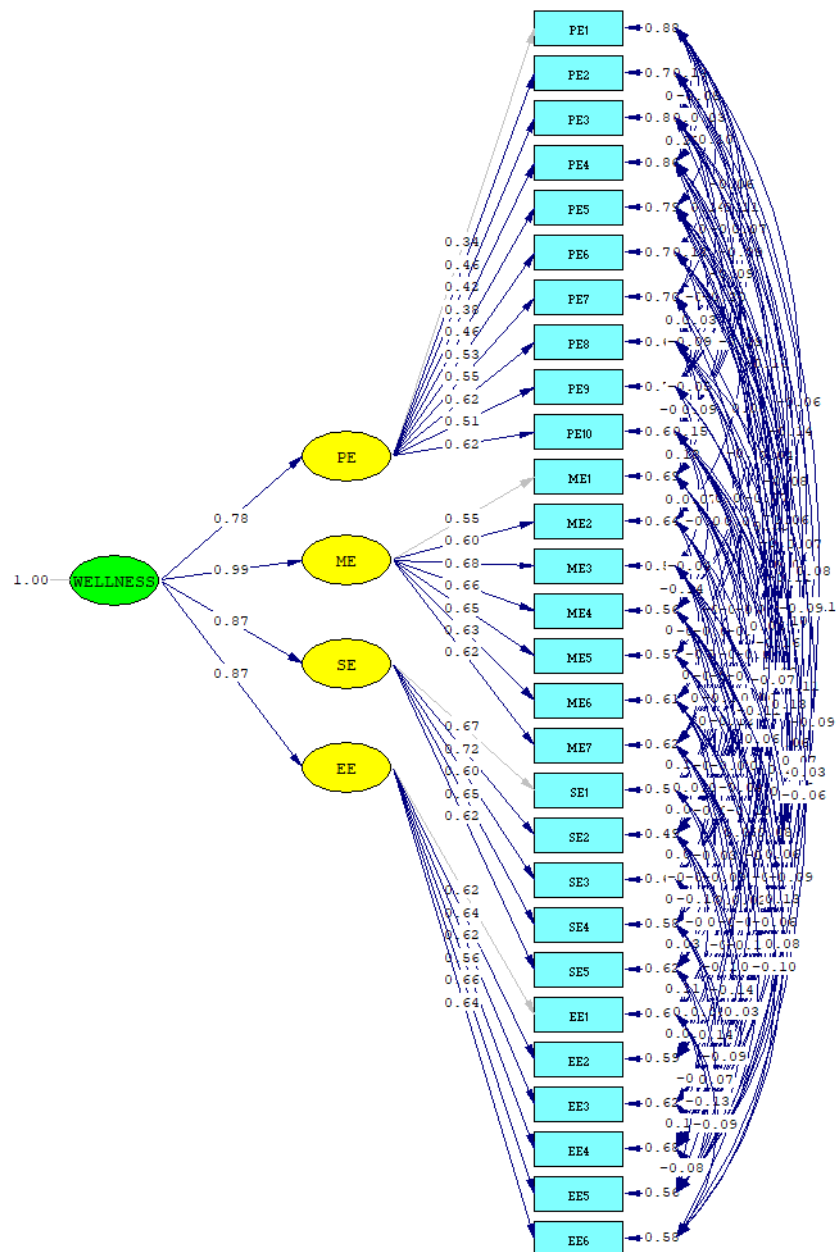
Remark: \*\*  $p < 0.01$

From Figure 17 and Table 31 First Order Confirmatory Factor Analysis Result of Environmental Experience Factor, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 3.65 is statistically different from zero at the 0.05 level of significance, the probability ( $p$ ) value of 0.60 is at the degree of freedom of 8 and the relative chi-square ( $\chi^2/df$ ) value of 0.73 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.013 and the root mean square error of approximation (RMSEA) value of 0.000 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 1.00 and the adjusted goodness-of-fit index (AGFI) value of 0.99 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Environmental Experience factor shows that all indicators have positive factor loadings between 0.44 and 0.66 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are “The authentic destination is important to wellness tourism experience (e.g. communities with local wisdoms, Thainess). (EE5)” at 0.66, “The environmental concern atmosphere of the destination is important to wellness tourism experience (e.g. green concept). (EE2)” and “The link between wellbeing and sustainable tourism is important to wellness tourism experience. (EE6)” both at 0.65, “The wellbeing of the destinations (e.g. local products and food provided) is important to wellness tourism experience. (EE3)” at 0.63, “The place that is not too crowded is important to wellness tourism experience. (EE4)” at 0.62 and “The wellness-related and knowledgeable staff and management are important to wellness tourism experience. (EE1)” at 0.44, and their respective covariance values are 43, 43, 42, 39, 38 and 19.

**Part 3 Measurement Model Goodness-of-Fit Analysis Result of Wellness Attributes Leading to Wellness Tourism through Second Order Confirmatory Factor Analysis**

There are 4 dimensions to the measurement model of Wellness Attributes Leading to Wellness Tourism, namely: Physical Experience, Mental Experience, Spiritual Experience and Environmental Experience, with the total of 28 indicators. Details of the analysis result are presented in the following Figure 18 and Table 32.



Chi-Square=221.89, df=198, P-value=0.11729, RMSEA=0.018

Figure 18 Second Order Confirmatory Factor Analysis Result of Wellness Attributes Leading to Wellness Tourism Model

Table 32 Second Order Confirmatory Factor Analysis Result of Wellness Attributes Leading to Wellness Tourism Model

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
<b>First Order Confirmatory Factor</b>						
PE	Physical Experience					
PE1	The food quality and/or food service	0.34	<-->	<-->	0.12	0.02
PE2	The activities that require your physical participation as a guest	0.46	0.11	4.79**	0.21	0.10
PE3	Wellness services that you can participate in passively	0.42	0.10	4.99**	0.18	0.03
PE4	The detoxication programs to help your body densified from unhealthy toxins or substances you consume in your everyday life	0.38	0.13	4.31**	0.14	0.07
PE5	The designation's visual arts	0.46	0.11	5.00**	0.21	0.10
PE6	Reasonable price of wellness service	0.53	0.08	5.41**	0.28	0.17
PE7	Wellness amenities, products and souvenirs	0.55	0.15	5.13**	0.30	0.06
PE8	Supply typology	0.62	0.15	5.20**	0.39	0.14
PE9	Hygiene policy of the destination	0.51	0.09	5.33**	0.26	0.23

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
PE10	Convenient Logistics	0.62	0.11	5.47**	0.38	0.27
ME	Mental Experience					
ME1	The feeling of life progress and/or positive change with regards to wellness	0.55	<-->	<-->	0.31	0.09
ME2	The new experiences leading you to escape, restore and refresh from your everyday life	0.60	0.06	9.69**	0.36	0.10
ME3	Being empathized and cared for by the staff	0.68	0.06	9.60**	0.46	0.27
ME4	Being a part of the destination community	0.66	0.08	9.34**	0.44	0.12
ME5	The flowing stage of travel	0.65	0.07	9.71**	0.43	0.07
ME6	To be part of the travel plan/wellness program	0.63	0.07	9.32**	0.39	0.14
ME7	To learn new things from locals (local wisdom)	0.62	0.08	8.94**	0.38	0.09
SE	Spiritual Experience					
SE1	Spirit/soul uplifted	0.67	<-->	<-->	0.44	0.17

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
SE2	Sharing your wellbeing travel experience with destination communities, stakeholders and others	0.72	0.08	10.80**	0.51	0.28
SE3	The high level of engagement or interest in destinations activities or setting	0.60	0.07	9.24**	0.36	0.08
SE4	The attributions of knowledge, memories, perceptions, emotions, and self-identity	0.65	0.07	9.64**	0.42	0.14
SE5	To be able to recall the experience anytime you like is an advantage	0.62	0.07	9.18**	0.38	0.20
EE	Environmental Experience					
EE1	The wellness-related and knowledgeable staff and management	0.62	<-->	<-->	0.39	0.25
EE2	The environmental concern atmosphere of the destination	0.64	0.06	10.28**	0.41	0.13
EE3	The wellbeing of the destinations (e.g. local products and food provided)	0.62	0.06	8.98**	0.38	0.12

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
EE4	The place that is not too crowded	0.56	0.05	8.08**	0.32	0.25
EE5	The authentic destination	0.66	0.07	8.97**	0.44	0.21
EE6	The link between wellbeing and sustainable tourism	0.64	0.06	9.17**	0.42	0.21
<b>Second Order Confirmatory Factor</b>						
PE	Physical Experience	0.78	0.12	5.52**	0.61	-
ME	Mental Experience	0.99	0.09	10.97**	0.98	-
SE	Spiritual Experience	0.87	0.07	11.68**	0.77	-
EE	Environmental Experience	0.87	0.09	10.96**	0.77	-
$\chi^2 = 221.89$ , $df = 198$ , $p=0.11729$ , $CFI = 1.00$ , $GFI = 0.96$ , $AGFI = 0.92$ , $RMSEA = 0.018$ , $RMR = 0.037$						

Remark: \*\*  $p < 0.01$

<--> SE and t values are not reported because they are constrained parameters.

From Figure 18 and Table 32, where we test the validity of Wellness Attributes Leading to Wellness Tourism, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 221.89 is statistically different from zero at the 0.05 level of significance, the probability (p) value of 0.12 is at the degree of freedom of 198 and the relative chi-square ( $\chi^2/df$ ) value of 1.12 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.037 and the root mean square error of approximation (RMSEA) value of 0.018 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 0.96 and the adjusted goodness-of-fit index (AGFI) value of 0.92 are all acceptable since



they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Wellness Attributes Leading to Wellness Tourism shows that all 28 indicators have positive factor loadings between 0.34 and 0.72 that are statistically significant at 0.01 level. Dimensionally speaking, PE1-PE10 are indicators of Physical Experience and have factor loadings between 0.34 and 0.62 and  $R^2$  values between 0.12 and 0.39, while ME1-ME7 are indicators of Mental Experience and have factor loadings between 0.55 and 0.68 and  $R^2$  values between 0.31 and 0.46, SE1-SE5 are indicators of Spiritual Experience and have factor loadings between 0.62 and 0.72 and  $R^2$  values between 0.36 and 0.51, and EE1-EE6 are indicators of Environmental Experience and have factor loadings between 0.56 and 0.66 and  $R^2$  values between 0.32 and 0.44.

The second order confirmatory factor analysis result of Wellness Attributes Leading to Wellness Tourism shows that all indicators have positive factor loadings between 0.78 and 0.99 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are Mental Experience at 0.99, Spiritual Experience and Environmental Experience, both at 0.87, and Physical Experience at 0.78, and their respective covariance values are 98, 61, 77 and 77.

#### 4.2 Immersive Wellness Tourism Experience

The researcher divides the presentation of data analysis of the research on Immersive Experience for Wellness Tourism within Thailand Context into 3 parts as follows:

##### Part 1 Preliminary Data Analysis comprising 2 results, namely:

1.1 Preliminary Data Analysis Result of Sample Group derived from the number and percentage analysis of the sample group to study generalities of the sample group

1.2 Preliminary Statistical Analysis Result of Variables Used in Research derived from basic statistics to explain mean, standard deviation, coefficient of variation, skewness and kurtosis

##### Part 2 Measurement Model Validity Analysis of Attitudes Regarding Four Experience Dimensions and Overall Satisfaction comprising 2 results, namely:

2.1 Correlation Coefficient Analysis Result between Variables in Measurement Model of Attitudes Regarding Four Experience Dimensions and Overall Satisfaction to understand the correlation of the sample group and consider the validity of the correlation matrix using Bartlett's Test

## 2.2 Measurement Model Validity Analysis Result of Attitudes Regarding Four Experience Dimensions and Overall Satisfaction by Dimension

### Part 3 Measurement Model Goodness-of-Fit Analysis Result of Attitudes Regarding Four Experience Dimensions through Second Order Confirmatory Factor Analysis

The data analysis and interpretation of data analysis results are intended to facilitate the presentation of data analysis results and ensure the same understanding about data analysis results. Therefore, the researcher defines the symbols and meanings used in place of indicators as follows:

#### Statistical Symbols

Mean	means	Mean
S.D.	means	Standard Deviation
C.V.	means	Coefficient of Variation
SK	means	Skewness
KU	means	Kurtosis
$\chi^2$	means	Chi-Square
df	means	Degree of Freedom
GFI	means	Goodness-of-Fit Index
AGFI	means	Adjusted Goodness-of-Fit Index
CFI	means	Comparative Fit Index
RMR	means	Root Mean Square Residual
SRMR	means	Standardized Root Mean Square Residual
RMSEA	means	Root Mean Square Error of Approximation
P	means	Statistical Significance
$R^2$	means	Coefficient of Determination
Beta	means	Standardized Factor Loading
b	means	Raw Factor Loading
SE	means	Standard Error

#### Symbols for Latent Variables

EXPERIEN	means	Four Experience Dimensions
ED	means	Educational Experience Dimension (ED1-ED5)
BE	means	Esthetic Experience Dimension (BE1-BE5)
EN	means	Entertainment Experience Dimension (EN1-EN6)
ES	means	Escapist Experience Dimension (ES1-ES4)
SA	means	Overall Satisfaction (SA1-SA)

## Part 1 Preliminary Data Analysis

### 1.1 Preliminary Data Analysis Result of Sample Group

The data analysis in this part is the preliminary data analysis of the sample group of 446 survey respondents. It consists of gender, age, marital status, education, occupation, monthly income, health condition and comfort with technology. The analysis result is shown in Table 33.

*Table 33 Number and Percentage of Preliminary Data of Sample Group*

Preliminary Data	Number	Percentage
<b>Gender</b>		
Male	163	36.55
Female	279	62.56
N/A	4	0.90
<b>Age</b>		
>18 - 25 years	81	18.16
26 - 35 years	116	26.01
36 - 45 years	133	29.82
46 - 55 years	61	13.68
56 - 65 years	46	10.31
<65 years	9	2.02
<b>Marital Status</b>		
Single	247	55.38
Married	169	37.89
Divorced or separated	22	4.93
Others	8	1.79
<b>Education</b>		
High School or Equivalent	4	0.90

Preliminary Data	Number	Percentage
Diploma Degree	79	17.71
Bachelor's Degree or Equivalent	250	56.05
Master's Degree	87	19.51
Doctoral Degree	26	5.83
<b>Occupation</b>		
Government Officer / State Enterprise	53	11.88
Employee	151	33.86
Student	27	6.05
Self-employed	106	23.77
Retired	29	6.50
Management / Entrepreneur	45	10.09
Professional (Lawyer, Doctor, etc.)	15	3.36
Others	20	4.48
<b>Monthly Income</b>		
>15,000 THB	50	11.21
15,000 – 30,000 THB	166	37.22
30,001 – 50,000 THB	119	26.68
50,001 – 100,000 THB	75	16.82
<100,001 THB	36	8.07
<b>Health Condition</b>		
Very Good	102	22.87
Average	327	73.32
Bad	15	3.36

Preliminary Data	Number	Percentage
Others	2	0.45
<b>Comfort with Technology</b>		
I am a very high-tech person	67	15.02
I am comfortable with technology	236	52.91
I am at average level	141	31.61
I am not comfortable with technology	2	0.45

From Table 33, it is found that the majority of survey respondents are females at 62.56, followed by males at 36.55 and those who do not wish to specify gender at 0.90. As for age, the majority is between 36 - 45 years old at 29.82, followed by between 26 - 35 years old at 26.01, between 18 - 25 years old at 18.16, between 46 - 55 years old at 13.68, between 56 - 65 years old at 10.31 and over 65 years old at 2.02. Regarding marital status, the majority is single at 55.38, followed by married at 37.89, divorced or separated at 4.93 and others at 1.79. As for education, the majority has bachelor's degree or equivalent at 56.05, followed by master's degree at 19.51, diploma degree at 17.71, doctoral degree at 5.83 and high school or equivalent at 0.90. With respect to occupation, the majority is employee at 33.86, followed by self-employed at 23.77, government officer / state enterprise at 11.08, management / entrepreneur at 10.09, retired at 6.50, student at 6.05, others at 4.48 and professional (lawyer, doctor, etc.) at 3.36. Concerning monthly income, the majority has between 15,000 - 30,000 THB at 37.22, followed by between 30,001 - 50,000 THB at 26.68, between 50,001 - 100,000 THB at 16.82, less than 15,000 THB at 11.21 and more than 100,001 at 8.07. On health condition, the majority is average at 73.32, followed by very good at 22.87, bad at 3.36 and others at 0.45. Finally, on comfort with technology, the majority says "I am comfortable with technology." at 52.91, followed by "I am at average level." at 31.61, "I am a very high tech person." at 15.02 and "I am not comfortable with technology." at 0.45.

### 1.2 Tourist Behavior Analysis Result of Sample Group

The data analysis in this part is the tourist behavior analysis of the sample group of 446 survey respondents. It consists of number of times of immersive travel experience, wellness tourism trip organization, wellness tourism trip format, wellness tourism activity preference and wellness tourism trip spending. The analysis result is shown in Table 34.

Table 34 Number and Percentage of Tourist Behavior Data of Sample Group

Tourist Behavior	Number	Percentage
<b>Number of Times of Immersive Travel Experience</b>		
Never	291	65.25
First Time	100	22.42
2 - 3 Times	39	8.74
More Than 3 Times	16	3.59
<b>Wellness Tourism Trip Organization</b>		
Self-organized	334	74.89
Organized by Others	112	25.11
<b>Wellness Tourism Trip Format</b>		
Group Tour	19	4.26
With Family and Friends	321	71.97
Free Independent Traveler (FIT)	69	15.47
Bleisure (Business with Leisure)	37	8.30
<b>Wellness Tourism Activity Preference</b>		
Leisure	175	39.24
Sports	25	5.61
Wellness & Spa	69	15.47
Health & Medical	11	2.47
Cultural & Historical Sightseeing	38	8.52
Adventure	27	6.05
Religious Retreat	7	1.57

Tourist Behavior	Number	Percentage
Spiritual Retreat	6	1.35
Natural Sightseeing	85	19.06
Others	3	0.67
<b>Wellness Tourism Trip Spending</b>		
>10,000 THB	213	47.76
10,001 – 30,000 THB	182	40.81
30,001 – 50,000 THB	35	7.85
50,001 – 100,000 THB	14	3.14
<100,000 THB	2	0.45

From Table 34, it is found that the majority of survey respondents have never had any immersive travel experience at 65.25, followed by had the immersive travel experience for the first time at 22.42, had the immersive travel experience for 2 - 3 times at 8.74 and had the immersive travel experience for more than 3 times at 3.59. As for their wellness tourism trip organization, the majority is self-organized at 74.89 and followed by organized by others at 25.11. Concerning their wellness tourism trip format, the majority is with family and friends at 71.97, followed by free independent traveler (FIT) at 15.47, bleisure (business with leisure) at 8.30 and group tour at 4.26. As for their wellness tourism activity preference, the majority enjoys leisure at 39.24, followed by natural sightseeing at 19.06, wellness & spa at 15.47, cultural & historical sightseeing at 8.52, adventure at 6.05, sports at 5.61, health & medical at 2.47, religious retreat at 1.57, spiritual retreat at 1.35 and others at 0.67. Finally, regarding wellness tourism trip spending, the majority spends less than 10,000 THB at 47.76, followed by between 10,001 - 30,000 THB at 40.81, between 30,001 - 50,000 THB at 7.85, between 50,001 - 100,000 THB at 3.14 and more than 100,000 THB at 0.45.

### 1.3 Preliminary Statistical Analysis Result of Variables Used in Research

The data analysis in this part is the preliminary statistical analysis of variables used in the research, namely mean, standard deviation, coefficient of variation, skewness and kurtosis. The analysis result is shown in Table 35.

Table 35 Mean, Standard Deviation, Coefficient of Variation, Skewness and Kurtosis of Indicators Used in Confirmatory Factor Analysis

Indicators	Mean	S.D.	SK	KU	C.V. (%)
<b>Educational Experience Dimension</b>					
1. Using RECHARGE should be useful to collect information (e.g., wellness-related information on healthy food or healthy activities).	6.05	1.08	-1.05	0.68	17.89
2. Using RECHARGE should be beneficial (e.g., improving my health and wellbeing from information provided).	5.25	1.17	-0.07	-0.65	22.29
3. I should be able to collect diverse information from using RECHARGE (e.g., holistic wellbeing concepts of the destinations).	5.96	1.16	-0.90	0.16	19.50
4. The immersive experience of RECHARGE should make me more knowledgeable (in terms of wellness-related information).	5.52	1.11	-0.44	-0.45	20.12
5. The immersive experience of RECHARGE should stimulate my curiosity to learn new things.	5.97	1.13	-1.07	1.06	18.97
<b>Esthetic Experience Dimension</b>					
6. Using RECHARGE should make me forget about times.	5.69	1.34	-0.80	-0.15	23.64
7. should feel carried away by the different events (e.g. watching live shows).	5.21	1.25	-0.37	0.11	23.94
8. should feel like I was living in a	5.46	1.52	-0.75	-0.22	27.92



Indicators	Mean	S.D.	SK	KU	C.V. (%)
different time or place when using RECHARGE.					
9. The experience here should let me imagine being someone else.	5.22	1.37	-0.84	0.61	26.17
10. I should completely escape from reality (somehow feeling like doing meditation that my soul has been lifted up).	5.19	1.65	-0.74	-0.08	31.86
11. I should feel a real sense of harmony (e.g. the high level of engagement with the activities provided).	5.42	1.29	-0.70	0.23	23.82
<b>Entertainment Experience Dimension</b>					
12. Using RECHARGE should be pleasant.	5.81	1.23	-0.87	0.24	21.20
13. The setting is very attractive.	5.29	1.14	-0.38	0.45	21.58
14. Using RECHARGE should provide me with authentic experiences.	5.58	1.53	-0.97	0.30	27.35
15. Using RECHARGE should be enjoyable for me.	5.42	1.18	-0.87	1.09	21.82
16. Using RECHARGE should be pleasurable for me.	5.72	1.28	-1.01	1.09	22.41
17. Using RECHARGE should keep me happy.	5.50	1.23	-0.81	0.97	22.35
<b>Escapist Experience Dimension</b>					
18. Watching others perform should be captivating (I want to be part of it).	5.73	1.33	-0.99	0.60	23.28
19. Using RECHARGE should be part of my ideal life.	4.91	1.48	-0.53	0.19	30.02

Indicators	Mean	S.D.	SK	KU	C.V. (%)
20. My life should be excellent when I use RECHARGE.	5.35	1.62	-0.76	-0.16	30.21
21. I should be satisfied with my life when I am using RECHARGE.	5.10	1.44	-0.74	0.35	28.23
<b>Overall Satisfaction</b>					
22. I should want to re-experience the immersive wellness tourism activity in the future.	5.78	1.32	-1.01	0.60	22.78
23. I would recommend the immersive wellness tourism activity to my friends and others.	5.37	1.23	-0.60	0.49	22.95
24. So far, I should get the important things I want by using RECHARGE.	5.72	1.28	-0.85	0.37	22.44
25. I would like to visit the place that I saw in RECHARGE.	5.64	1.20	-1.05	1.45	21.20

From Table 35, the preliminary statistical analysis result of variables used in the research, including mean, standard deviation, coefficient of variation, skewness and kurtosis is presented by dimension as follows:

For Educational Experience Dimension, it is found that the indicator “Using RECHARGE should be useful to collect information (e.g. wellness-related information on healthy food or healthy activities).” has the highest mean at 6.05, the indicator “The immersive experience of RECHARGE should stimulate my curiosity to learn new things.” has the second highest mean at 5.97 and the indicator “Using RECHARGE should be beneficial (e.g. improving my health and wellbeing from information provided).” has the lowest mean at 5.25. Thus, the sample’s opinion on Educational Experience Dimension lies in the range of Slightly Agree to Agree. When considering the standard deviation (S.D.) and coefficient of variation (C.V.) of indicators, “Using RECHARGE should be beneficial (e.g. improving my health and wellbeing from information provided).” is found to have the highest values at 1.17 and 22.29 and followed by “I should be able to collect diverse information from using RECHARGE (e.g. holistic wellbeing concepts of the destinations).” at 1.16 and 19.50 respectively. This means both indicators show a small

dispersion, thus, the sample's overall Educational Experience Dimension is very much the same. When considering skewness, all indicators are found to have the skewness near zero, between -1.07 and 0.68. This means all Educational Experience Dimension indicators have a data distribution similar to that of the normal curve, thus, the score of the majority of the sample is close to the mean. When considering kurtosis, the indicators are in the range of -0.65 to 1.06. This means all Educational Experience Dimension indicators have a flatter than normal distribution and a large dispersion, thus, the sample's Educational Experience Dimension is very different one from another.

For Esthetic Experience Dimension, it is found that the indicator "Using RECHARGE should make me forget about times." has the highest mean at 5.69, the indicator "I should feel like I was living in a different time or place when using RECHARGE." has the second highest mean at 5.46 and the indicator "I should completely escape from reality (somehow feeling like doing meditation that my soul has been lifted up)." has the lowest mean at 5.19. Thus, the sample's opinion on Esthetic Experience Dimension lies in the range of Slightly Agree to Agree. When considering the standard deviation (S.D.) and coefficient of variation (C.V.) of indicators, "I should completely escape from reality (somehow feeling like doing meditation that my soul has been lifted up)." is found to have the highest values at 1.65 and 31.86 and followed by "I should feel like I was living in a different time or place when using RECHARGE." at 1.52 and 27.92 respectively. This means both indicators show a small dispersion, thus, the sample's overall Esthetic Experience Dimension is very much the same. When considering skewness, all indicators are found to have the skewness near zero, between -0.37 and -0.84. This means all Esthetic Experience Dimension indicators have a data distribution similar to that of the normal curve, thus, the score of the majority of the sample is close to the mean. When considering kurtosis, the indicators are in the range of -0.22 to 0.61. This means all Esthetic Experience Dimension indicators have a flatter than normal distribution and a large dispersion, thus, the sample's Esthetic Experience Dimension is very different one from another.

For Entertainment Experience Dimension, it is found that the indicator "Using RECHARGE should be pleasant." has the highest mean at 5.81, the indicator "Using RECHARGE should be pleasurable for me." has the second highest mean at 5.72 and the indicator "The setting is very attractive." has the lowest mean at 5.29. Thus, the sample's opinion on Entertainment Experience Dimension lies in the range of Slightly Agree to Agree. When considering the standard deviation (S.D.) and coefficient of variation (C.V.) of indicators, "Using RECHARGE should provide me with authentic experiences." is found to have the highest values at 1.53 and 27.35 and followed by "Using RECHARGE should be pleasurable for me." at 1.28 and 22.41 respectively. This means both indicators show a small dispersion, thus, the sample's overall Entertainment Experience Dimension is very much the same. When considering skewness, all indicators are

found to have the skewness near zero, between -0.38 and -1.01. This means all Entertainment Experience Dimension indicators have a data distribution similar to that of the normal curve, thus, the score of the majority of the sample is close to the mean. When considering kurtosis, the indicators are in the range of 0.24 to 1.09. This means all Entertainment Experience Dimension indicators have a flatter than normal distribution and a large dispersion, thus, the sample's Entertainment Experience Dimension is very different one from another

For Escapist Experience Dimension, it is found that the indicator "Watching others perform should be captivating (I want to be part of it)." has the highest mean at 5.73, the indicator "My life should be excellent when I use RECHARGE." has the second highest mean at 5.35 and the indicator "Using RECHARGE should be part of my ideal life." has the lowest mean at 4.91. Thus, the sample's opinion on Escapist Experience Dimension lies in the range of Slightly Agree to Agree. When considering the standard deviation (S.D.) and coefficient of variation (C.V.) of indicators, "My life should be excellent when I use RECHARGE." is found to have the highest values at 1.62 and 30.21 and followed by "Using RECHARGE should be part of my ideal life." at 1.48 and 30.02 respectively. This means both indicators show a small dispersion, thus, the sample's overall Escapist Experience Dimension is very much the same. When considering skewness, all indicators are found to have the skewness near zero, between -0.53 and -0.99. This means all Escapist Experience Dimension indicators have a data distribution similar to that of the normal curve, thus, the score of the majority of the sample is close to the mean. When considering kurtosis, the indicators are in the range of -0.16 to 0.60. This means all Escapist Experience Dimension indicators have a flatter than normal distribution and a large dispersion, thus, the sample's Escapist Experience Dimension is very different one from another.

For Overall Satisfaction, it is found that the indicator "I should want to re-experience the immersive wellness tourism activity in the future." has the highest mean at 5.78, the indicator "Products and services that use the newest, applicable and appropriate technologies should be much more convenient for me to use." has the second highest mean at 5.77 and the indicator "I should prefer to use the most advanced technology available (I prefer the immersive experience rather than the actual visit)." has the lowest mean at 4.81. Thus, the sample's opinion on Overall Satisfaction lies in the range of Slightly Agree to Agree. When considering the standard deviation (S.D.) and coefficient of variation (C.V.) of indicators, "I should prefer to use the most advanced technology available (I prefer the immersive experience rather than the actual visit)." is found to have the highest values at 1.79 and 37.10 and followed by "I should want to re-experience the immersive wellness tourism activity in the future." at 1.32 and 22.78 respectively. This means both indicators show a small dispersion, thus, the sample's Overall Satisfaction is very much the same. When considering skewness, all indicators are found to have the skewness near zero, between -0.60 and -1.05. This means all Overall Satisfaction indicators have a data distribution

similar to that of the normal curve, thus, the score of the majority of the sample is close to the mean. When considering kurtosis, the indicators are in the range of 0.05 to 1.45. This means all Overall Satisfaction indicators have a flatter than normal distribution and a large dispersion, thus, the sample's Overall Satisfaction is very different one from another.

## Part 2 Measurement Model Validity Analysis Results of Attitudes Regarding Four Experience Dimensions and Overall Satisfaction

### 2.1 Correlation Coefficient Analysis Result between Variables in Measurement Model of Attitudes Regarding Four Experience Dimensions and Overall Satisfaction

The presentation of the correlation coefficient analysis result between variables in measurement model of Attitudes Regarding Four Experience Dimensions and Overall Satisfaction is intended to consider the validity of the correlation matrix used to analyze variables in the following Tables 36 – 37.

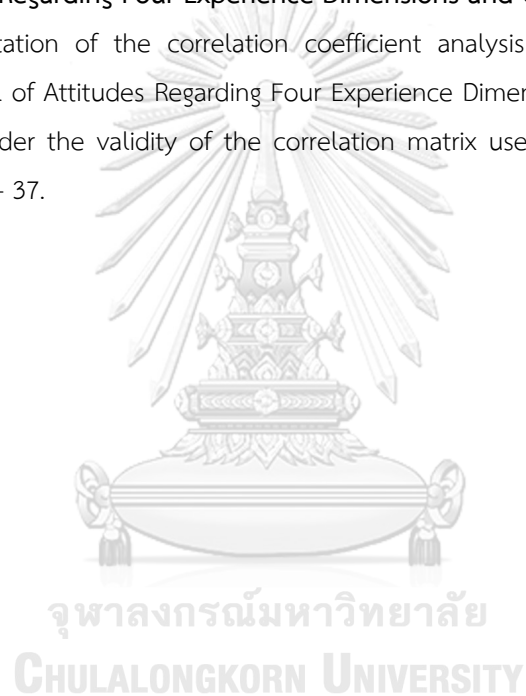


Table 36 Mean, Standard Deviation and Correlation Coefficient of 21 Indicators in Measurement Model of Attitudes Regarding Experience Dimensions

Variables	ED1	ED2	ED3	ED4	ED5	BE1	BE2	BE3	BE4	BE5	BE6	EN1	EN2	EN3	EN4	EN5	EN6	ES1	ES2	ES3	ES4		
ED1	1																						
ED2	0.128**	1																					
ED3	0.719**	0.275**	1																				
ED4	0.385**	0.535**	0.326**	1																			
ED5	0.527**	0.201**	0.583**	0.312**	1																		
BE1	0.558**	0.182**	0.514**	0.455**	0.437**	1																	
BE2	0.277**	0.441**	0.242**	0.470**	0.370**	0.279**	1																
BE3	0.533**	0.098*	0.486**	0.360**	0.412**	0.746**	0.214**	1															
BE4	0.431**	0.244**	0.488**	0.394**	0.450**	0.434**	0.457**	0.397**	1														
BE5	0.502**	0.145**	0.486**	0.376**	0.379**	0.618**	0.291**	0.671**	0.525**	1													
BE6	0.434**	0.288**	0.475**	0.406**	0.420**	0.451**	0.569**	0.389**	0.593**	0.388**	1												
EN1	0.628**	0.156**	0.590**	0.403**	0.494**	0.687**	0.320**	0.659**	0.535**	0.629**	0.500**	1											
EN2	0.326**	0.091**	0.319**	0.463**	0.333**	0.260**	0.470**	0.238**	0.389**	0.293**	0.455**	0.255**	1										
EN3	0.563**	0.177**	0.539**	0.447**	0.482**	0.686**	0.343**	0.672**	0.579**	0.718**	0.520**	0.772**	0.244**	1									
EN4	0.451**	0.344**	0.413**	0.497**	0.435**	0.479**	0.538**	0.439**	0.527**	0.447**	0.540**	0.478**	0.520**	0.470**	1								
EN5	0.527**	0.228**	0.507**	0.421**	0.516**	0.620**	0.382**	0.591**	0.517**	0.526**	0.481**	0.714**	0.377**	0.646**	0.513**	1							
EN6	0.424**	0.322**	0.388**	0.413**	0.427**	0.448**	0.473**	0.419**	0.481**	0.443**	0.520**	0.483**	0.478**	0.502**	0.687**	0.444**	1						
ES1	0.622**	0.162**	0.576**	0.446**	0.492**	0.625**	0.340**	0.602**	0.548**	0.626**	0.497**	0.697**	0.343**	0.706**	0.556**	0.660**	0.553**	1					
ES2	0.388**	0.310**	0.385**	0.381**	0.394**	0.411**	0.479**	0.437**	0.527**	0.532**	0.522**	0.477**	0.447**	0.526**	0.533**	0.458**	0.526**	0.404**	1				

Variables	ED1	ED2	ED3	ED4	ED5	BE1	BE2	BE3	BE4	BE5	BE6	EN1	EN2	EN3	EN4	EN5	EN6	ES1	ES2	ES3	ES4
ES3	0.574**	0.146**	0.539**	0.425**	0.448**	0.631**	0.334**	0.634**	0.566**	0.727**	0.499**	0.723**	0.269**	0.781**	0.514**	0.612**	0.512**	0.745**	0.549**	1	
ES4	0.445**	0.283**	0.448**	0.438**	0.428**	0.511**	0.459**	0.516**	0.592**	0.610**	0.563**	0.591**	0.412**	0.672**	0.546**	0.524**	0.575**	0.578**	0.709**	0.673**	1
Mean	6.05	5.25	5.96	5.52	5.97	5.69	5.21	5.46	5.22	5.19	5.42	5.81	5.29	5.58	5.42	5.72	5.50	5.73	4.91	5.35	5.10
S.D.	1.08	1.17	1.16	1.11	1.13	1.34	1.25	1.52	1.37	1.65	1.29	1.23	1.14	1.53	1.18	1.28	1.23	1.33	1.48	1.62	1.44

Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.952; Bartlett's Test of Sphericity = 6635.549, df = 210, p = 0.000

Remark: \*\* p < 0.01, \*p < 0.05



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From Table 36 the measurement model of Attitudes Regarding Experience Dimensions shows that all indicators are statistically related at 0.01 and 0.05 levels of significance and the correlation coefficient ranges between 0.098 and 0.781. The most correlated indicators are “Using RECHARGE should provide me with authentic experiences. (EN3)” and “My life should be excellent when I use RECHARGE. (ES3)” at 0.781. Next in line are “Using RECHARGE should be pleasant. (EN1)” and “Using RECHARGE should provide me with authentic experiences. (EN3)” at 0.772. Meanwhile, the least correlated indicators are “Using RECHARGE should be beneficial (e.g. improving my health and wellbeing from information provided). (ED2)” and “I should feel like I was living in a different time or place when using RECHARGE.(BE3)” at 0.098.

The Bartlett's Test of Sphericity shows the value of 6635.549 ( $p=0.000$ ) meaning the correlation matrix of indicators is different from the identity matrix at a statistically significant level. As for Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), the value is 0.952 meaning the indicators are sufficiently correlated to be used in a factor analysis.

*Table 37 Mean, Standard Deviation and Correlation Coefficient of 6 Indicators in Measurement Model of Overall Satisfaction*

Variables	SA1	SA2	SA3	SA4	SA5	SA6
SA1	1					
SA2	0.489**	1				
SA3	0.760**	0.358**	1			
SA4	0.413**	0.522**	0.325**	1		
SA5	0.597**	0.328**	0.676**	0.266**	1	
SA6	0.556**	0.378**	0.469**	0.303**	0.274**	1
Mean	5.78	5.37	5.72	5.64	5.77	4.81
S.D.	1.32	1.23	1.28	1.20	1.21	1.79
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.797; Bartlett's Test of Sphericity = 1136.678, df = 15, p = 0.000						

Remark: \*\*  $p < 0.01$



From Table 37, the measurement model of Overall Satisfaction shows that all indicators are statistically related at 0.01 level of significance and the correlation coefficient ranges between 0.266 and 0.760. The most correlated indicators are “I should want to re-experience the immersive wellness tourism activity in the future. (SA1)” and “So far, I should get the important things I want by using RECHARGE. (SA3)” at 0.760. Next in line are “I should want to re-experience the immersive wellness tourism activity in the future. (SA1)” and “Products and services that use the newest, applicable and appropriate technologies should be much more convenient for me to use. (SA5)” at 0.597. Meanwhile, the least correlated indicators are “I would like to visit the place that I saw in RECHARGE. (SA4)” and “Products and services that use the newest, applicable and appropriate technologies should be much more convenient for me to use. (SA5)” at 0.266.

The Bartlett's Test of Sphericity shows the value of 1136.678 ( $p=0.000$ ) meaning the correlation matrix of indicators is different from the identity matrix at a statistically significant level. As for Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), the value is 0.797 meaning the indicators are sufficiently correlated to be used in a factor analysis.



## 2.2 Measurement Model Validity Analysis Result of Attitudes Regarding Four Experience Dimensions and Overall Satisfaction by Dimension

This part is intended to test the goodness-of-fit of the measurement model by dimension and construct a factor scale for Attitudes Regarding Four Experience Dimensions and Overall Satisfaction from 27 indicators as follows:

### 2.2.1 Measurement Model for Educational Experience Dimension

The Educational Experience Dimension is measured from 5 indicators listed in the following Tables 38 and 39.

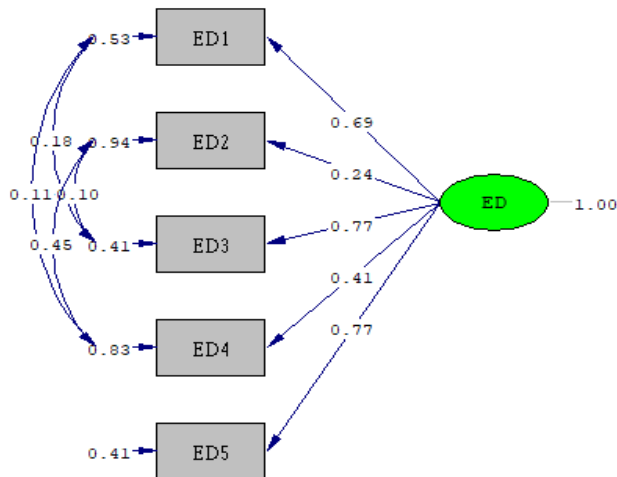
*Table 38 Mean, Standard Deviation and Correlation Coefficient of Variables in Educational Experience Dimension*

Variables	ED1	ED2	ED3	ED4	ED5
ED1	1				
ED2	0.128**	1			
ED3	0.719**	0.275**	1		
ED4	0.385**	0.535**	0.326**	1	
ED5	0.527**	0.201**	0.583**	0.312**	1
Mean	6.05	5.25	5.96	5.52	5.97
S.D.	1.08	1.17	1.16	1.11	1.13
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.68 Bartlett's Test of Sphericity = 767.202, df = 10, p = 0.000					

Remark: \*\* p < 0.01

From Table 38, it is found that most indicators of Educational Experience Dimension have a positive correlation that is statistically significant at 0.01 level and correlation coefficients between 0.128 and 0.719. The most correlated pair is “Using RECHARGE should be useful to collect information (e.g. wellness-related information on healthy food or healthy activities). (ED1)” and “I should be able to collect diverse information from using RECHARGE (e.g. holistic wellbeing concepts of the destinations). (ED3)” at 0.719, whereas the least correlated pair is “Using RECHARGE should be useful to collect information (e.g. wellness-related information on

healthy food or healthy activities). (ED1)” and “Using RECHARGE should be beneficial (e.g. improving my health and wellbeing from information provided). (ED2)” at 0.128. When considering Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of 0.689 and Bartlett’s Test of Sphericity value of 767.202 ( $p=0.000$ ), it is found that the data set is correlated and can be used in a factor analysis.



Chi-Square=2.08, df=2, P-value=0.35319, RMSEA=0.010

Figure 19 First Order Confirmatory Factor Analysis of Educational Experience Dimension

Table 39 First Order Confirmatory Factor Analysis Result of Educational Experience Dimension

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
ED1	Using RECHARGE should be useful to collect information	0.69	0.06	13.62**	0.47	0.14
ED2	Using RECHARGE should be beneficial	0.24	0.07	4.25**	0.06	0.06
ED3	I should be able to collect diverse information from using RECHARGE	0.77	0.06	15.71**	0.59	0.33
ED4	The immersive experience of RECHARGE should make me more knowledgeable (in terms of wellness-related information).	0.41	0.06	7.83**	0.17	0.05

ED5	The immersive experience of RECHARGE should stimulate my curiosity to learn new things.	0.77	0.05	17.67**	0.59	0.38
$\chi^2 = 2.08$ , $df = 2$ , $p = 0.35319$ , $CFI = 1.00$ , $GFI = 1.00$ , $AGFI = 0.99$ , $RMSEA = 0.010$ , $RMR = 0.015$						

Remark: \*\*  $p < 0.01$

From Figure 19 and Table 39 First Order Confirmatory Factor Analysis Result of Educational Experience Dimension, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 2.08 is statistically different from zero at the 0.05 level of significance, the probability (p) value of 0.35 is at the degree of freedom of 2 and the relative chi-square ( $\chi^2/df$ ) value of 1.04 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.015 and the root mean square error of approximation (RMSEA) value of 0.010 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 1.00 and the adjusted goodness-of-fit index (AGFI) value of 0.99 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Educational Experience Dimension shows that all indicators have positive factor loadings between 0.24 and 0.77 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are “I should be able to collect diverse information from using RECHARGE (e.g. holistic wellbeing concepts of the destinations). (ED3)” and “The immersive experience of RECHARGE should stimulate my curiosity to learn new things. (ED5)” both at 0.77, “Using RECHARGE should be useful to collect information (e.g. wellness-related information on healthy food or healthy activities). (ED1)” at 0.69, “The immersive experience of RECHARGE should make me more knowledgeable (in terms of wellness-related information). (ED4)” at 0.41, “Using RECHARGE should be beneficial (e.g. improving my health and wellbeing from information provided). (ED2)” at 0.24, and their respective covariance values are 59, 59, 47, 17 and 6.

### 2.2.2 Measurement Model for Esthetic Experience Dimension

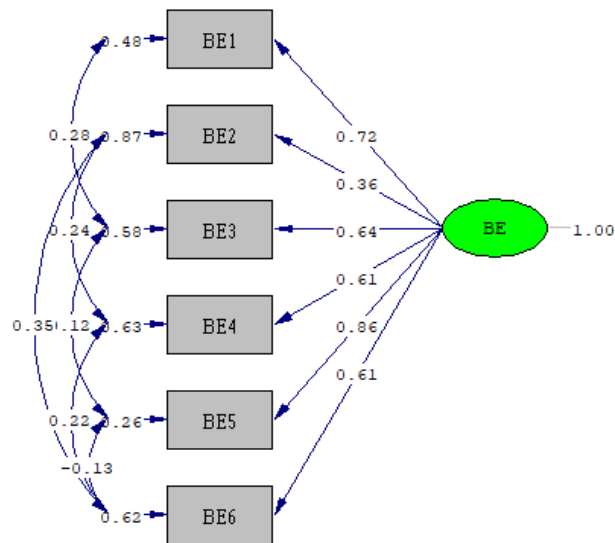
The Esthetic Experience Dimension is measured from 6 indicators listed in the following Tables 40 and 41.

*Table 40 Mean, Standard Deviation and Correlation Coefficient of Variables in Esthetic Experience Dimension*

Variables	BE1	BE2	BE3	BE4	BE5	BE6
BE1	1					
BE2	0.279**	1				
BE3	0.746**	0.214**	1			
BE4	0.434**	0.457**	0.397**	1		
BE5	0.618**	0.291**	0.671**	0.525**	1	
BE6	0.451**	0.569**	0.389**	0.593**	0.388**	1
Mean	5.69	5.21	5.46	5.22	5.19	5.42
S.D.	1.34	1.25	1.52	1.37	1.65	1.29
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.79 Bartlett's Test of Sphericity =1221.576, df = 15, p = 0.000						

Remark: \*\* p < 0.01

From Table 40, it is found that all indicators of Esthetic Experience Dimension have a positive correlation that is statistically significant at 0.01 level and correlation coefficients between 0.214 and 0.746. The most correlated pair is “Using RECHARGE should make me forget about times. (BE1)” and “I should feel like I was living in a different time or place when using RECHARGE. (BE3)” at 0.746, whereas the least correlated pair is “I should feel carried away by the different events (e.g. watching live shows). (BE2)” and “I should feel like I was living in a different time or place when using RECHARGE. (BE3)” at 0.214. When considering Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of 0.791 and Bartlett's Test of Sphericity value of 1221.576 (p=0.000), it is found that the data set is correlated and can be used in a factor analysis.



Chi-Square=2.31, df=3, P-value=0.51058, RMSEA=0.000

Figure 20 First Order Confirmatory Factor Analysis of Esthetic Experience Dimension

Table 41 First Order Confirmatory Factor Analysis Result of Esthetic Experience Dimension

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
BE1	Using RECHARGE should make me forget about times.	0.72	0.06	14.97**	0.52	0.20
BE2	I should feel carried away by the different events	0.36	0.06	6.90**	0.13	-0.06
BE3	I should feel like I was living in a different time or place when using RECHARGE.	0.64	0.08	11.84**	0.42	-0.07
BE4	The experience here should let me imagine being someone else.	0.61	0.07	12.56**	0.37	0.04
BE5	I should completely escape from reality (somehow feeling like doing meditation that my soul has been lifted up).	0.86	0.08	17.55**	0.74	0.39

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
BE6	I should feel a real sense of harmony	0.61	0.07	11.09**	0.38	0.23
X <sup>2</sup> = 2.31, df = 3, p = 0.51058, CFI = 1.00, GFI = 1.00, AGFI = 0.99, RMSEA = 0.000, RMR = 0.013						

Remark: \*\* p < 0.0

From Figure 20 and Table 41 First Order Confirmatory Factor Analysis Result of Esthetic Experience Dimension, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 2.31 is statistically different from zero at the 0.05 level of significance, the probability (p) value of 0.51 is at the degree of freedom of 3 and the relative chi-square ( $X^2/df$ ) value of 0.77 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.013 and the root mean square error of approximation (RMSEA) value of 0.000 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 1.00 and the adjusted goodness-of-fit index (AGFI) value of 0.99 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Esthetic Experience Dimension shows that all indicators have positive factor loadings between 0.36 and 0.86 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are “I should completely escape from reality (somehow feeling like doing meditation that my soul has been lifted up). (BE5)” at 0.86, “Using RECHARGE should make me forget about times. (BE1)” at 0.72, “I should feel like I was living in a different time or place when using RECHARGE. (BE3)” at 0.64, “The experience here should let me imagine being someone else. (BE4)” and I should feel a real sense of harmony (e.g. the high level of engagement with the activities provided). (BE6)” both at 0.61, “I should feel carried away by the different events (e.g. watching live shows). (BE2)” at 0.36, and their respective covariance values are 74, 52, 42, 38, 37 and 13.

### 2.2.3 Measurement Model for Entertainment Experience Dimension

The Entertainment Experience Dimension is measured from 6 indicators listed in the following Tables 42 and 43.

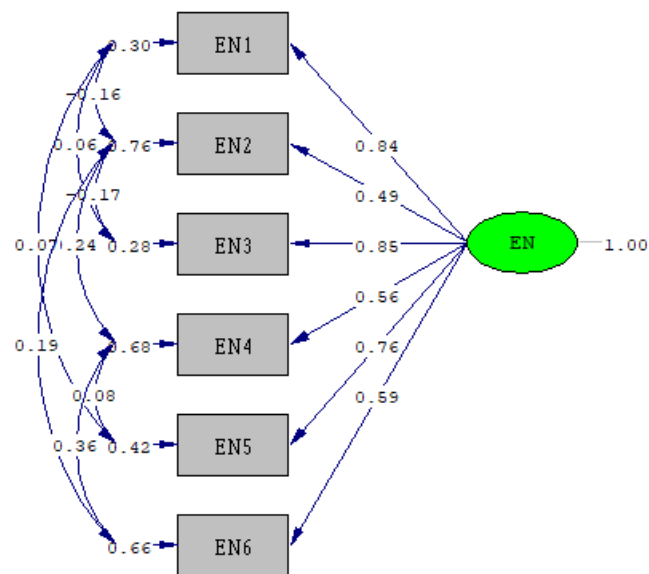
*Table 42 Mean, Standard Deviation and Correlation Coefficient of Variables in Entertainment Experience Dimension*

Variables	EN1	EN2	EN3	EN4	EN5	EN6
EN1	1					
EN2	0.255**	1				
EN3	0.772**	0.244**	1			
EN4	0.478**	0.520**	0.470**	1		
EN5	0.714**	0.377**	0.646**	0.513**	1	
EN6	0.483**	0.478**	0.502**	0.687**	0.444**	1
Mean	5.81	5.29	5.58	5.42	5.72	5.50
S.D.	1.23	1.14	1.53	1.18	1.28	1.23
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.812 Bartlett's Test of Sphericity =1390.922, df = 15, p = 0.000						

Remark: \*\* p < 0.01

From Table 42, it is found that all indicators of Entertainment Experience Dimension have a positive correlation that is statistically significant at 0.01 level and correlation coefficients between 0.244 and 0.772. The most correlated pair is “Using RECHARGE should be pleasant. (EN1)” and “Using RECHARGE should provide me with authentic experiences. (EN3)” at 0.772, whereas the least correlated pair is “The setting is very attractive. (BE2)” and “Using RECHARGE should provide me with authentic experiences. (EN3)” at 0.244. When considering Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of 0.812 and Bartlett's Test of Sphericity value of 1390.922 (p=0.000), it is found that the data set is correlated and can be used in a factor analysis.





Chi-Square=1.07, df=1, P-value=0.30177, RMSEA=0.012

Figure 21 First Order Confirmatory Factor Analysis of Entertainment Experience Dimension

Table 43 First Order Confirmatory Factor Analysis Result of Entertainment Experience Dimension

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
EN1	Using RECHARGE should be pleasant.	0.84	0.07	15.55**	0.70	0.26
EN2	The setting is very attractive.	0.49	0.07	8.46**	0.24	0.21
EN3	Using RECHARGE should provide me with authentic experiences.	0.85	0.07	17.40**	0.72	0.28
EN4	Using RECHARGE should be enjoyable for me.	0.56	0.06	11.39**	0.32	-0.03
EN5	Using RECHARGE should be pleasurable for me.	0.76	0.06	15.79**	0.58	0.13
EN6	Using RECHARGE should keep me happy.	0.59	0.06	12.15**	0.34	0.04

Variables	Factor Loading				Factor Score
	Beta	SE	t	R <sup>2</sup>	Coefficient
$\chi^2 = 1.07$ , $df = 1$ , $p = 0.30177$ , $CFI = 1.00$ , $GFI = 1.00$ , $AGFI = 0.98$ , $RMSEA = 0.012$ , $RMR = 0.005$					

Remark: \*\*  $p < 0.01$

From Figure 21 and Table 43 First Order Confirmatory Factor Analysis Result of Entertainment Experience Dimension, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 1.07 is statistically different from zero at the 0.05 level of significance, the probability ( $p$ ) value of 0.30 is at the degree of freedom of 1 and the relative chi-square ( $\chi^2/df$ ) value of 1.07 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.005 and the root mean square error of approximation (RMSEA) value of 0.012 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 1.00 and the adjusted goodness-of-fit index (AGFI) value of 0.98 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Entertainment Experience Dimension shows that all indicators have positive factor loadings between 0.49 and 0.84 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are “Using RECHARGE should provide me with authentic experiences. (EN3)” at 0.85, “Using RECHARGE should be pleasant. (EN1)” at 0.84, “Using RECHARGE should be pleasurable for me. (EN5)” at 0.76, “Using RECHARGE should keep me happy. (EN6)” at 0.59, “Using RECHARGE should be enjoyable for me. (EN4)” at 0.56, “The setting is very attractive. (EN2)” at 0.49, and their respective covariance values are 72, 70, 58, 34, 32 and 24.

### 2.2.4 Measurement Model for Escapist Experience Dimension

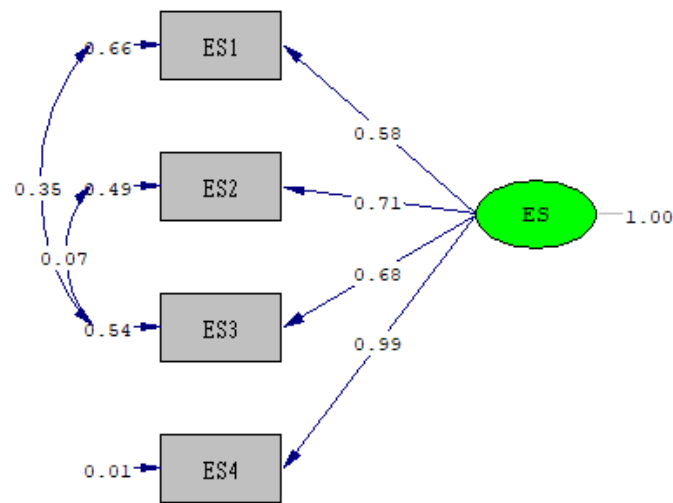
The Escapist Experience Dimension is measured from 4 indicators listed in the following Tables 44 and 45.

*Table 44 Mean, Standard Deviation and Correlation Coefficient of Variables in Escapist Experience Dimension*

Variables	ES1	ES2	ES3	ES4
ES1	1			
ES2	0.404**	1		
ES3	0.745**	0.549**	1	
ES4	0.578**	0.709**	0.673**	1
Mean	5.73	4.91	5.35	5.10
S.D.	1.33	1.48	1.62	1.44
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.739 Bartlett's Test of Sphericity = 958.747, df = 6, p = 0.000				

Remark: \*\* p < 0.01, \*p < 0.05

From Table 44 it is found that all indicators of Escapist Experience Dimension have a positive correlation that is statistically significant at 0.01 level and correlation coefficients between 0.404 and 0.745. The most correlated pair is “Watching others perform should be captivating (I want to be part of it). (ES1)” and “My life should be excellent when I use RECHARGE. (ES3)” at 0.745, whereas the least correlated pair is “Watching others perform should be captivating (I want to be part of it). (ES1)” and “Using RECHARGE should be part of my ideal life. (ES2)” at 0.404. When considering Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of 0.739 and Bartlett's Test of Sphericity value of 958.747 ( $p=0.000$ ), it is found that the data set is correlated and can be used in a factor analysis



Chi-Square=0.17, df=1, P-value=0.67990, RMSEA=0.000

Figure 22 First Order Confirmatory Factor Analysis of Escapist Experience Dimension

Table 45 First Order Confirmatory Factor Analysis Result of Escapist Experience Dimension

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
ES1	Watching others perform should be captivating (I want to be part of it).	0.58	0.06	13.38**	0.34	0.00
ES2	Using RECHARGE should be part of my ideal life.	0.71	0.06	17.35**	0.51	0.01
ES3	My life should be excellent when I use RECHARGE.	0.68	0.07	16.16**	0.46	0.01
ES4	I should be satisfied with my life when I am using RECHARGE.	0.99	0.05	29.40**	0.99	0.67
$\chi^2 = 0.17$ , $df = 1$ , $p = 0.67990$ , $CFI = 1.00$ , $GFI = 1.00$ , $AGFI = 1.00$ , $RMSEA = 0.000$ , $RMR = 0.008$						

Remark: \*\*  $p < 0.01$

From Figure 22 and Table 45 First Order Confirmatory Factor Analysis Result of Escapist Experience Dimension, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 0.17 is statistically different from zero at the 0.05 level of

significance, the probability (p) value of 0.68 is at the degree of freedom of 1 and the relative chi-square ( $X^2/df$ ) value of 0.17 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.008 and the root mean square error of approximation (RMSEA) value of 0.000 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 1.00 and the adjusted goodness-of-fit index (AGFI) value of 1.00 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Escapist Experience Dimension shows that all indicators have positive factor loadings between 0.58 and 0.99 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are “I should be satisfied with my life when I am using RECHARGE. (ES4)” at 0.99, “Using RECHARGE should be part of my ideal life. (ES2)” at 0.71, “My life should be excellent when I use RECHARGE. (ES3)” at 0.68, “Watching others perform should be captivating (I want to be part of it). (ES1)” at 0.58, and their respective covariance values are 99, 51, 46 and 34.

### 2.2.5 Measurement Model for Overall Satisfaction

The Overall Satisfaction is measured from 6 indicators listed in the following Tables 46 and 47.

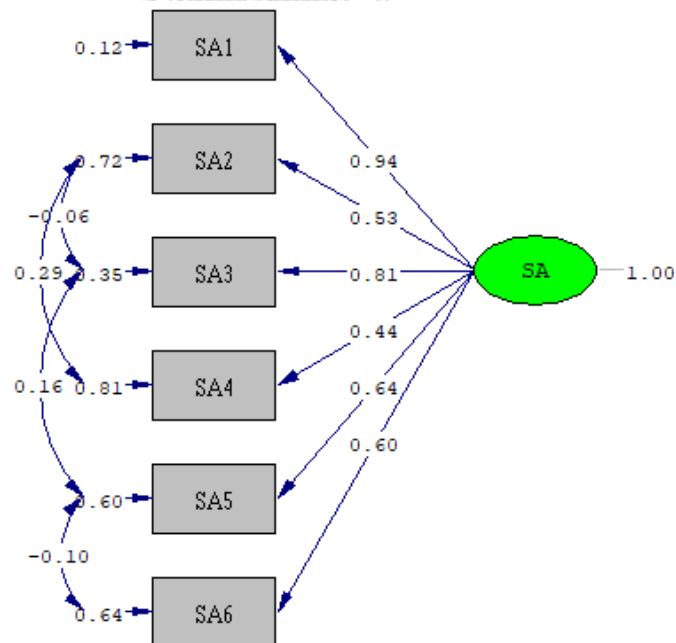
*Table 46 Mean, Standard Deviation and Correlation Coefficient of Variables in Overall Satisfaction*

Variables	SA1	SA2	SA3	SA4	SA5	SA6
SA1	1					
SA2	0.489**	1				
SA3	0.760**	0.358**	1			
SA4	0.413**	0.522**	0.325**	1		
SA5	0.597**	0.328**	0.676**	0.266**	1	
SA6	0.556**	0.378**	0.469**	0.303**	0.274**	1
Mean	5.78	5.37	5.72	5.64	5.77	4.81
S.D.	1.32	1.23	1.28	1.20	1.21	1.79

Variables	SA1	SA2	SA3	SA4	SA5	SA6
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.79 Bartlett's Test of Sphericity = 1136.678, df = 15, p = 0.000						

Remark: \*\* p < 0.01

From Table 46, it is found that all indicators of Overall Satisfaction have a positive correlation that is statistically significant at 0.01 level and correlation coefficients between 0.266 and 0.760. The most correlated pair is “I should want to re-experience the immersive wellness tourism activity in the future. (SA1)” and “So far, I should get the important things I want by using RECHARGE. (SA3)” at 0.760, whereas the least correlated pair is “I would like to visit the place that I saw in RECHARGE. (SA4)” and “Products and services that use the newest, applicable and appropriate technologies should be much more convenient for me to use. (SA5)” at 0.266. When considering Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value of 0.797 and Bartlett's Test of Sphericity value of 1136.678 ( $p=0.000$ ), it is found that the data set is correlated and can be used in a factor analysis.



Chi-Square=6.06, df=5, P-value=0.30089, RMSEA=0.022

Figure 23 First Order Confirmatory Factor Analysis of Overall Satisfaction

Table 47 First Order Confirmatory Factor Analysis Result of Overall Satisfaction

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
SA1	I should want to re-experience the immersive wellness tourism activity in the future.	0.94	0.05	23.42**	0.88	0.51
SA2	I would recommend the immersive wellness tourism activity to my friends and others.	0.53	0.06	11.36**	0.28	0.06
SA3	So far, I should get the important things I want by using RECHARGE.	0.81	0.05	19.05**	0.65	0.14
SA4	I would like to visit the place that I saw in RECHARGE.	0.44	0.06	9.24**	0.19	0.02
SA5	Products and services that use the newest, applicable and appropriate technologies should be much more convenient for me to use.	0.64	0.06	13.90**	0.40	0.05
SA6	I should prefer to use the most advanced technology available (I prefer the immersive experience rather than the actual visit).	0.60	0.08	12.24**	0.36	0.05
X <sup>2</sup> = 6.06, df = 5, p = 0.30089, CFI = 1.00, GFI = 1.00, AGFI = 0.98, RMSEA = 0.022, RMR = 0.038						

Remark: \*\* p < 0.01

From Figure 23 and Table 47 First Order Confirmatory Factor Analysis Result of Overall Satisfaction, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 6.06 is statistically different from zero at the 0.05 level of significance, the probability (p) value of 0.30 is at the degree of freedom of 5 and the relative chi-square (X<sup>2</sup>/df) value of 1.21 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.038 and the root mean square error of approximation (RMSEA) value of 0.022 are both acceptable since they are less than 0.05. On account of the absolute fit index, the

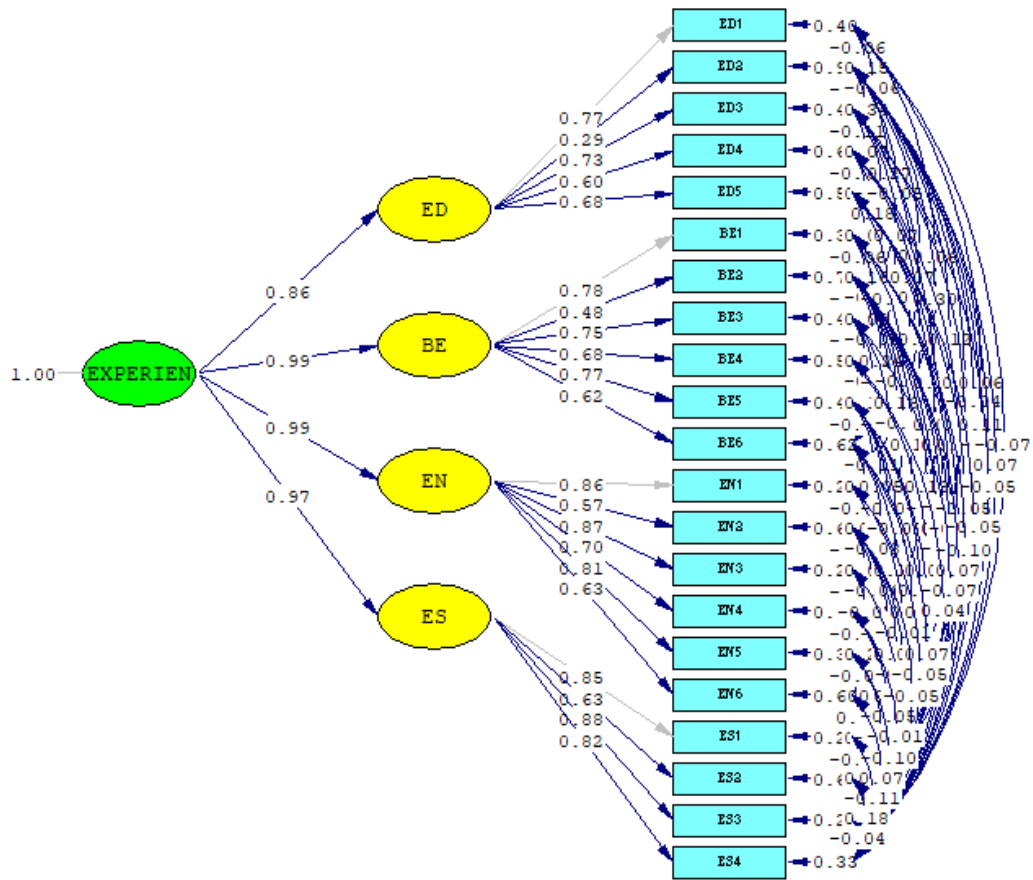
comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 1.00 and the adjusted goodness-of-fit index (AGFI) value of 0.98 are all acceptable since they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Overall Satisfaction shows that all indicators have positive factor loadings between 0.44 and 0.94 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are “I should want to re-experience the immersive wellness tourism activity in the future. (SA1)” at 0.94, “So far, I should get the important things I want by using RECHARGE. (SA3)” at 0.81, “Products and services that use the newest, applicable and appropriate technologies should be much more convenient for me to use. (SA5)” at 0.64, “I should prefer to use the most advanced technology available (I prefer the immersive experience rather than the actual visit). (SA6)” at 0.60, “I would recommend the immersive wellness tourism activity to my friends and others. (SA2)” at 0.53, “I would like to visit the place that I saw in RECHARGE. (SA4)” at 0.44, and their respective covariance values are 88, 65, 40, 36, 28 and 19.

### **Part 3 Measurement Model Goodness-of-Fit Analysis Result of Attitudes Regarding Four Experience Dimensions through Second Order Confirmatory Factor Analysis**

The analysis result between 21 variables in measurement model of Attitudes Regarding Four Experience Dimensions is presented in the following Table 48 and Figure 24.





Chi-Square=95.59, df=76, P-value=0.06388, RMSEA=0.024

Figure 24 Second Order Confirmatory Factor Analysis Result of Attitudes Regarding Four Experience Dimensions

Table 48 Second Order Confirmatory Factor Analysis Result of Attitudes Regarding Four Experience Dimensions

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
<b>First Order Confirmatory Factor</b>						
<b>ED</b>	<b>Educational Experience Dimension</b>					
ED1	1. Using RECHARGE should be useful to collect information (e.g. wellness-related information on healthy food or healthy activities).	0.77	<-->	<-->	0.60	0.22
ED2	2. Using RECHARGE should be beneficial (e.g. improving my health and wellbeing from information provided).	0.29	0.07	5.31**	0.08	0.22
ED3	3. I should be able to collect diverse information from using RECHARGE (e.g. holistic wellbeing concepts of the destinations).	0.73	0.05	17.85**	0.54	0.12
ED4	4. The immersive experience of RECHARGE should make me more knowledgeable (in terms of wellness-related information).	0.60	0.07	10.89**	0.36	0.17
ED5	5. The immersive experience of RECHARGE should stimulate my curiosity to learn new things.	0.68	0.06	13.20**	0.47	0.17
<b>BE</b>	<b>Esthetic Experience Dimension</b>					
BE1	6. Using RECHARGE should make me forget about times.	0.78	<-->	<-->	0.61	0.11
BE2	7. I should feel carried away by the different events (e.g. watching live	0.48	0.06	9.11**	0.23	0.02

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
	shows).					
BE3	8. I should feel like I was living in a different time or place when using RECHARGE.	0.75	0.05	21.67**	0.56	0.04
BE4	9. The experience here should let me imagine being someone else.	0.68	0.07	13.92**	0.43	0.04
BE5	10. I should completely escape from reality (somehow feeling like doing meditation that my soul has been lifted up).	0.77	0.07	17.48**	0.60	0.04
BE6	11. I should feel a real sense of harmony (e.g. the high level of engagement with the activities provided).	0.62	0.06	13.45**	0.38	-0.03
<b>EN</b>	<b>Entertainment Experience Dimension</b>					
EN1	12. Using RECHARGE should be pleasant.	0.86	<-->	<-->	0.73	0.17
EN2	13. The setting is very attractive.	0.57	0.06	10.31**	0.32	0.27
EN3	14. Using RECHARGE should provide me with authentic experiences.	0.87	0.05	25.43**	0.76	0.18
EN4	15. Using RECHARGE should be enjoyable for me.	0.70	0.05	15.17**	0.49	0.12
EN5	16. Using RECHARGE should be pleasurable for me.	0.81	0.05	20.96**	0.66	0.13
EN6	17. Using RECHARGE should keep me happy.	0.63	0.05	14.98**	0.40	-0.02
<b>ES</b>	<b>Escapist Experience Dimension</b>					

Variables		Factor Loading				Factor Score
		Beta	SE	t	R <sup>2</sup>	Coefficient
ES1	18. Watching others perform should be captivating (I want to be part of it).	0.85	<-->	<-->	0.72	0.16
ES2	19. Using RECHARGE should be part of my ideal life.	0.63	0.07	12.69**	0.40	-0.02
ES3	20. My life should be excellent when I use RECHARGE.	0.88	0.06	23.26**	0.77	0.18
ES4	21. I should be satisfied with my life when I am using RECHARGE.	0.82	0.07	17.38**	0.67	0.20
<b>Second Order Confirmatory Factor</b>						
ED	Educational Experience Dimension	0.86	0.05	15.69**	0.74	-
BE	Esthetic Experience Dimension	0.99	0.05	19.16**	0.99	-
EN	Entertainment Experience Dimension	0.99	0.05	21.69**	0.97	-
ES	Escapist Experience Dimension	0.97	0.05	20.89**	0.94	-
$\chi^2 = 95.59$ , $df = 76$ , $p = 0.06388$ , $CFI = 1.00$ , $GFI = 0.98$ , $AGFI = 0.94$ , $RMSEA = 0.028$ , $RMR = 0.048$						

Remark: \*\*  $p < 0.01$

<--> SE and t values are not presented since they are constrained parameters.

From Figure 24 and Table 48, where we test the validity of Attitudes Regarding Four Experience Dimensions, it is found that the model shows a goodness-of-fit with empirical data, given that the chi-square value of 95.59 is statistically different from zero at the 0.05 level of significance, the probability (p) value of 0.06 is at the degree of freedom of 76 and the relative chi-square ( $\chi^2/df$ ) value of 1.26 is less than 2. As for the adjusted goodness-of-fit index, the root mean square residual (RMR) value of 0.048 and the root mean square error of approximation (RMSEA) value of 0.028 are both acceptable since they are less than 0.05. On account of the absolute fit index, the comparative fit index (CFI) value of 1.00, the goodness-of-fit index (GFI) value of 0.98 and the adjusted goodness-of-fit index (AGFI) value of 0.94 are all acceptable since

they are greater than 0.90. In view of the fact that all fit indices are in conformity with the criteria, the model is a good fit with empirical data.

The first order confirmatory factor analysis result of Attitudes Regarding Four Experience Dimensions shows that all 21 indicators have positive factor loadings between 0.29 and 0.88 that are statistically significant at 0.01 level. Dimensionally speaking, ED1-ED5 are indicators of Educational Experience Dimension and have factor loadings between 0.29 and 0.77 and  $R^2$  values between 0.08 and 0.60, while BE1-BE6 are indicators of Esthetic Experience Dimension and have factor loadings between 0.48 and 0.78 and  $R^2$  values between 0.23 and 0.61, EN1-EN6 are indicators of Entertainment Experience Dimension and have factor loadings between 0.57 and 0.87 and  $R^2$  values between 0.32 and 0.76, and ES1-ES4 are indicators of Escapist Experience Dimension and have factor loadings between 0.63 and 0.88 and  $R^2$  values between 0.40 and 0.77.

The second order confirmatory factor analysis result of Attitudes Regarding Four Experience Dimensions shows that all indicators have positive factor loadings between 0.86 and 0.99 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are Esthetic Experience Dimension and Entertainment Experience Dimension, both at 0.99, Escapist Experience Dimension at 0.97 and Educational Experience Dimension at 0.86, and their respective covariance values are 99, 97, 94 and 74.

## Chapter 5

### Prototype Development and TAM Analysis

In chapter 1 the background of the study and justification of Immersive experience regarding Thailand wellness tourism has been mentioned. In chapter 2, literature review regarding wellness tourism studies has been mentioned and the research academic gap of immersive experience for Thailand wellness tourism has been found. In chapter 3, research methodology with secondary data collection from systematic literature review, including the validation of Thailand PMSE wellness tourism attributes framework from research objective 1 that to identify key underlying attributes of Thailand wellness tourism from quantitative methods with the data collected from Thai travelers. With mixed method, the prototype VDO for immersive wellness tourism usage been constructed for the objective 2 to identify key experiential factor for Immersive wellness tourism experience for Thailand context and objective 3 to define immersive wellness tourism experience model for Thailand context. The mockup testing has been set to confirm the fitness of the model as a qualitative method. In chapter 4, the result of objective 2 and 3 has been presented with the validation of an immersive wellness tourism experience framework for Thailand context form Mixed Method, from confirmation factors analysis and prototype mockup testing. In chapter 5 the prototype development and TAM analysis are proposed.

This dissertation applies a variety of techniques to analyze different data sources in the main chapters (II, III, IV). This research attempts to overcome the obstacles of the research in the implementation of Immersive technology in Thailand wellness tourism regarding the unclear and limited of immersive wellness tourism data by confirming the primary data of a confirmed PMSE model of Thailand wellness tourism to be used for fundamental model of the prototype construction. As well as the defining the definition of wellness tourism used in this study. This dissertation applied various concepts and analytical methods based on wellness tourism knowledge to fulfill the understanding and explain the phenomenon of immersive effect in Thailand wellness tourism.

#### 5.1 Immersive Wellness Tourism Experience Model for Thailand Context

One of the difficulties that tourism stakeholders have encountered is how to execute the immersive technological implementation models for better tourism experience. Even though, the immersive technological implementation model is a going principle to achieve tourism resilience during and after the pandemic crisis, but most of the immersive technological

implementation models has presented in the form of circular graphics relationships. As aforementioned in the research gap, the immersive wellness tourism experience model within the context of Thailand has never been set up prior. The deficit of clearly understanding the guiding principles for Thailand wellness tourism development. In case that wellness tourism stakeholders want to pursue the planned immersive wellness tourism experience model, they will need to overcome another critical encumber. The erstwhile immersive tourism experience models typically fall into the ex-post trap. It requires tourism stakeholders to implement a complete circle in the model before getting to know whether the execution is well performed or underperformed, especially in typical type of tourism and designated culture. This is occurred due to the lack of pre-measurements of checkpoints at the different nodes of the tourism experience model in the form of immersion. The underperform execution of the immersive wellness tourism experience model may require the tourism stakeholders to adjust the model and redo it again. This circumstance is taking time, resources, and investment, which tourism stakeholders may not be able to afford. Therefore, many tourism stakeholders are implementing tourism technology in bits and pieces execution.

The researcher has the intention to resolve the problematic immersive technological implementation model execution of Thailand Wellness tourism stakeholders by developing the immersive experience model within the context of Thailand. The immersive wellness tourism experience model also acts as a framework of wellness tourism destination and will allow the tourism stakeholders to ensure that they will not miss the curial checkpoints that are critical to the tourism satisfaction.

## 5.2 Immersive Wellness Tourism Experience Design

The prototype of the application or as called **“Recharge”** is designed in the form of application that allows the user to use in either desktops, other gadgets, or mobile phones. The measurements of the questionnaires are 7-point Likert ranking scale. The design of the prototype usage VDO divided into 3 core modules. The 3 modules are,

- 1) Immersive wellness tourism Experience module
- 2) Wellness Tourism Value Proposition module
- 3) Wellness Tourism Value Delivery module

Table 49 indicates the application of the Prototype VDO Framework

Table 49 Prototype VDO Framework

Process	Sources & Details	Remark
1) Finding Media Sources	Stock photo Stock video Music: Shutterstock, Envata, Adobe Stock	All sources are copyrighted
2) Program used in making VDO	Adobe Photoshop for photoshops Adobe XD for UI/ UX design Adobe Illustrator for interface and graphic design Adobe After Effects for movement pictures, editing and sound effect	
3) Content Creation	Story line creating Story telling technique use Objectives clarification User friendly interface Mood & Tone regarding the main theme of wellness tourism	The participants should be able to understand the application concept from watching the VDO clip
4) Wellness tourism content & immersive experience plugged in	Select local wisdoms, culture and atmosphere that can be set as examples in narrating of the application usage VDO Select activities that can be conducted in the mockup and can perform the real time engagement between travelers and tourism stakeholders	Immersive experience considered of flow stage and real time engagement
5) Interface summary	Ensuring 4 experience dimensions and the reality of the vdo clip <ul style="list-style-type: none"> <li>➤ Education</li> <li>➤ Entertainment</li> <li>➤ Esthetic</li> <li>➤ Escapism</li> </ul>	
6) Summary of final storyline	Final Storyboard Final Script	To be approved by dissertation supervisors
7) VDO making	media search animating, compositing, editing , music and sound, subtitle	



Figure 25 - 27 to illustrate the entry page is the first page that specifies the name and logo of the application and the brief description of how the module can benefit the travelers.



Figure 25 The Prototype Logo and the Introduction Strapline of Discover a new way to recharge yourself



Figure 26 The Usage of the prototype as Mobile Application



Figure 27 Prototype Introduction Page

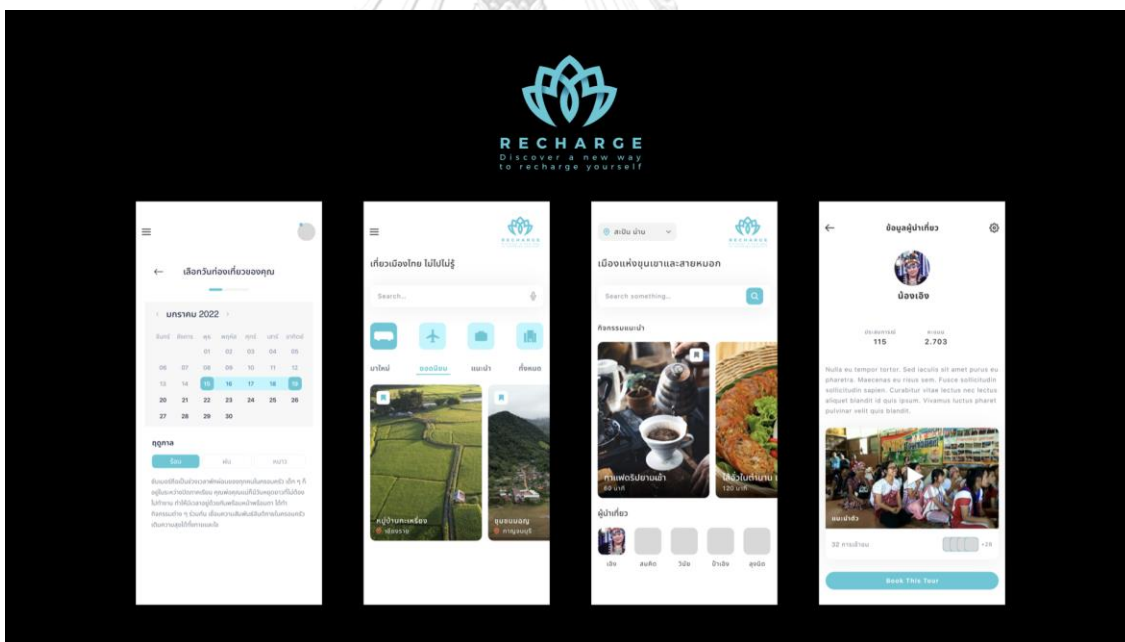


Figure 28 Prototype Feature Pages

In figure 28 shows the prototype features / menu selections based on fundamental 5As of tourism concept with the validated wellness tourism attributes (PMSE Framework)

- 1) Attraction: it includes all those factors attract a tourist. It could be a place, nature, beach, monuments, activities etc.
- 2) Accessibility: It is how to access or reach to that place of attraction immersivity.
- 3) Accommodation: Place to stay or accommodate while traveling
- 4) Amenities: All the other services which we require while travelling for good and comfortable living while travel such as food, sanitary, etc.
- 5) Activities: It includes activities which a place or attraction holds such as nature walks, history & architecture, vies, etc.

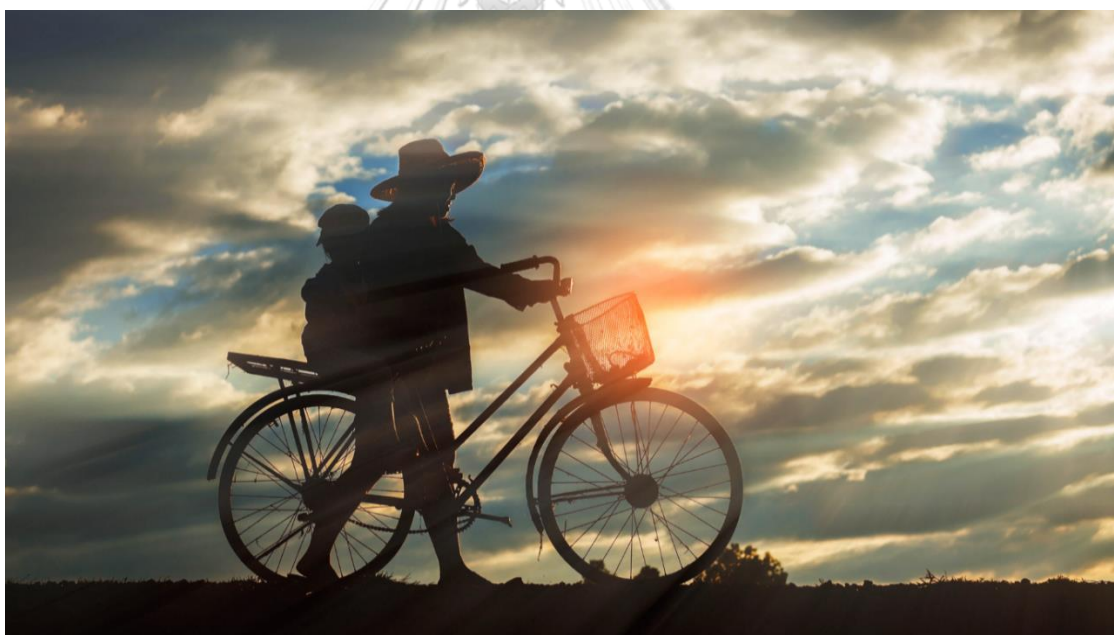
All the above are major components that are considered in setting the **destination branding strategy** for the services and products of tourism.



*Figure 29 Tourism Attraction Photo contributes to Physical Experience Dimension*



*Figure 30 Tourism Attraction Photo contributes to Physical Experience Dimension*



*Figure 31 Tourism Attraction Photo contributes to Mental Experience Dimension*



Figure 32 Tourism Attraction Photo contributes to Mental Experience Dimension



Figure 33 Tourism Attraction Photo contributes to Spiritual Experience Dimension



Figure 34 Tourism Attraction Photo contributes to Spiritual Experience Dimension

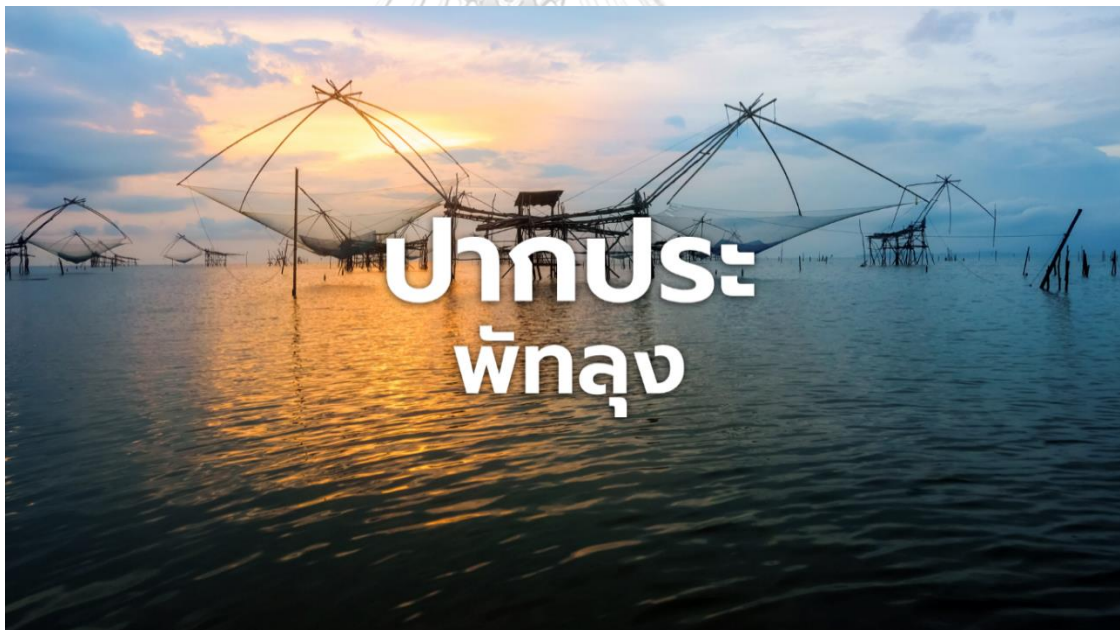


Figure 35 Tourism Attraction Photo contributes to Environmental Experience Dimension

### 5.3 The Development of Immersive wellness Tourism for Thailand

After the confirmation factors analysis of the proposed model of PMSE, this section is the development framework of the system for further consideration regarding software system development from the details studies of requirement till the end, resulting in the prototypes.

The software development consists of 5 phases regarding to conceptual diagram of the linear, waterfall model developed from Peter Kemp and Paul Smith (Saxena & Upadhyay, 2016). Output of each phase will be implemented as an input of the next phase as details.

### 5.3.1 Requirement of users

As of now, not many immersive wellness tourism systems within Thailand context have been developed and implemented. The researcher validated the PMSE wellness attributes model for Thailand with the significant of ME attributes. Then the immersive experience model of Thailand has also been validated with the significant of Entertainment and Esthetic dimensions. The immersive experience design should cover all the mentioned experiences dimensions and should be used via Responsive Web Design, Desktop, Tablets and Mobiles. The mockup of the prototype usages was conducted on 26 February 2022. With 10 Thai participants with various demographics and equipment used.

This process helps to identify the design framework of immersive wellness tourism experience for Thailand context. Apart from the quantitative methods, the mockup of prototype experience testing has been conducted to answer the preliminary why of the quantitative result conducted earlier. The experience design regarding **Mental Experience** from PMSE attributes validation via Zoom Platform as immersive experience testing was conducted with the activity of making Thai Flower garland with the participants groups of Thai travelers. The activity was recorded, there was a conversation during the activity and answering the questions of the participants for qualifications required for the immersive experience. The same questionnaire used for quantitative method of immersive experience testing was sent to the participants right after the activity ended.

The result from the mockup indicates the appropriateness of immersive experience design based on PMSE experience model for Thailand wellness tourism. Figure 36 – 40 depicts the mock up atmosphere.



Figure 36 the mock up atmosphere(1)



Figure 37 the mock up atmosphere(2)





Figure 38 the mock up atmosphere(3)

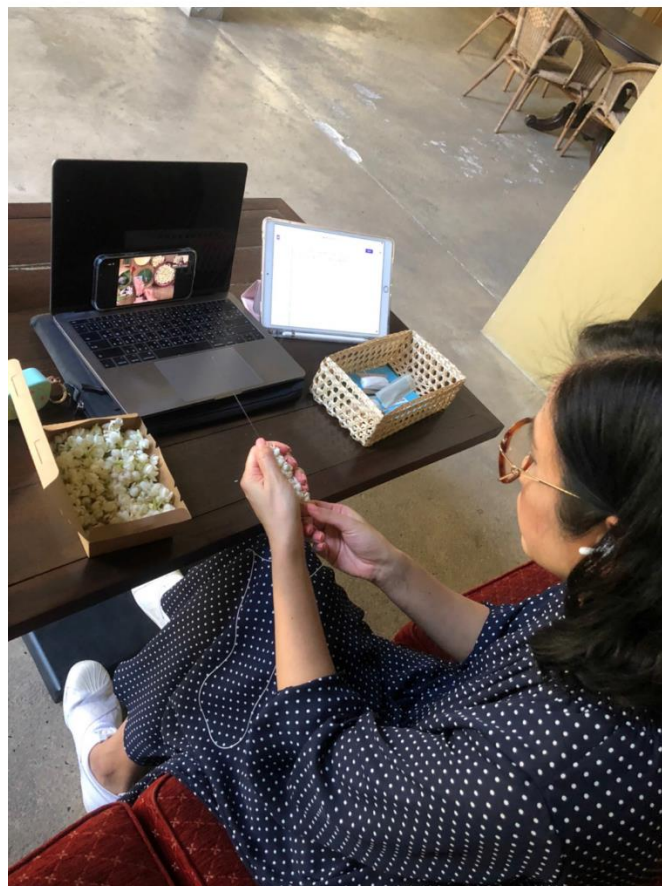


Figure 39 the mock up atmosphere(4)



Figure 40 the mock up atmosphere(5)

### 5.3.2 Qualifications of Immersive Wellness Tourism Experience

The major qualification of Immersive Wellness Tourism Experience Prototype is the **interaction system** based on the **offered validated wellness tourism attributes concerning of P M S E** . The experience offered has to cover all 4-experience dimension **as Educational, Esthetic, Entertainment and Escapist.**

### 5.4 TAM Analysis

Immersive Wellness Tourism Experience for Thailand context designed to be a self-participated experience for Thai travelers. The questions in the prototype usage enlists the ability of the travelers to feel fully participated within 4 experiences dimensions, namely Educational, Esthetic, Entertainment, and Escapist Experience Dimensions (ed, en, es,be) and also the satisfaction of the travelers, which has total of 28 questions. The prototype usages vdo was adopted by employing several technologies. The prototype VDO of “The Immersive Wellness Tourism Experience Application” or “Recharge” designed to be an immersive tourism application for travelers to experience immersive travels or even can be a marketing strategy of Thailand

Wellness tourism destination. The questions in the prototype usage vdo enlisted with the satisfaction experience of the travelers to apply innovation, value creation, and value capture through immersive wellness tourism experience. The prototype was integrated by employing several technologies. The application would be created through the Microsoft Azure Cloud Platform with used in building, testing, developing, and managing applications and services through Microsoft-managed data centers. The program was written by C#, HTML, and JavaScript programming languages under the Microsoft Visual Studio 2022 environment. Visual Studio is an integrated development environment (IDE) from Microsoft. It is used to develop computer programs, as well as websites, web apps, web services and mobile apps. Davis, Bagozzi, and Warshaw (1989) mention that the advance and sophistication of modern computer technologies create barriers of technology users. The understanding of the users is critical to the computer-based program developers in designing and delivering the computer programming outputs. David (1985) proposes the Technology Acceptance Model (TAM) as a model to investigate the acceptance and rejection of technology programming based. The TAM model suggests examining the technology users in three motivational aspects: perceived ease of use, perceived usefulness, and attitude toward using computer programs.

As the prototype of “ The Immersive Wellness Tourism Experience Application” Or “Recharge” is designed to provide immersive wellness tourism experience for Thai travelers over web applications, the Mockup is applied to confirm the immersive technology acceptance among the users. 5 modules of the questionnaire were designed to be responded in the Likert scales including the experience satisfaction in the prototype mockup. There were 10 participants regarding the mockup, and 10 questionnaires were valid for statistical analysis.

#### 5.4.1 Demographics of the Respondents

The data of 10 participants include gender, age, marital status, educational background, professional, Monthly income, health condition and technology engagement level,

Table 50 TAM. Participants Demographic

Information	Frequency	Percent
<b>Gender</b>		
Male	2	20.00
Female	8	80.00
<b>Age range</b>		
From 18-25	1	10.00
26-35	3	30.00
36-45	1	10.00
46-55	2	20.00
56-65	3	30.00
<b>Marital Status</b>		
Single	5	50.00
Married	5	50.00
<b>Education</b>		
High School or equivalent	1	10.00
Diploma or equivalent	7	70.00
Bachelor's degree or equivalent	2	20.00
<b>Occupation</b>		
Employees	4	40.00
Freelance	4	40.00
others	2	20.00
<b>Monthly Income</b>		
Below 15,000 THB	3	30.00
15,000 – 30,000 THB	3	30.00
30,001 – 50,000 THB	2	20.00
50,001 – 100,000 THB	2	20.00

Information	Frequency	Percent
<b>Health Condition</b>		
Very good	4	40.00
Average	6	60.00
<b>Technology Engagement Level</b>		
Very High engagement	1	10.00
High Engagement	7	70.00
Average	2	20.00

From table 50, the majority of the respondents are female at 80. The age groups are varied. Marriage status is equal between single and married. Most of them achieved high diploma or equivalent. Occupation and monthly income are also varied. The majority considered their health condition as average. For technology engagement level, the majority feel comfortable, only 10% feel that they are advanced in using technology.

#### 5.4.2 Tourism behavior

Table 51 Tourism Behavior

Tourism Behavior	Frequency	Percentage
<b>Numbers of times using immersive wellness tourism application</b>		
Never	7	70.00
This is the first time	2	20.00
2-3 times	1	10.00
<b>Wellness tourism trip organizing</b>		
Self-Organized	6	60.00
Arranged by others	4	40.00
<b>Traveling pattern</b>		
With families and friends	10	100.00
<b>Preferred activities of wellness tourism</b>		
Leisure	3	30.00
Sport	1	10.00
Adventure	1	10.00

Tourism Behavior	Frequency	Percentage
Natural sight seeing	5	50.00
<b>Domestic Travel expenses</b>		
Less than 10,000 THB	5	50.00
10,001 – 30,000 THB	5	50.00

From table 51, it is found that most of the respondents have never had any immersive travel experience at 70. As for their wellness tourism trip organization, the majority is self-organized at 60. Concerning their wellness tourism trip format, all is with family and friends. As for their wellness tourism activity preference, the majority enjoys natural sightseeing at 50, followed by leisure at 30 and sports and adventure shares the similar percentage at 10.

*Table 52 Tourism Satisfaction*

Variables	Mean	S.D.	SK	KU	C.V. (%)
I should want to re-experience the immersive wellness tourism activity in the future (Ease of use)	6.10	0.99	-1.08	0.91	16.30
I would recommend the immersive wellness tourism activity to my friends and others (Ease of use)	6.10	0.99	-1.08	0.91	16.30
So far, I should get the important things I want by using RECHARGE (Usefulness)	5.70	1.34	-1.06	0.46	23.46
I would like to visit the place that I saw in RECHARGE (Usefulness)	6.00	1.25	-1.72	3.42	20.79
Products and services that use the newest, applicable, and appropriate technologies should be much more convenient for me to use (Attitude to use)	6.30	0.82	-0.69	-1.04	13.07
I should prefer to use the most advanced technology available (I prefer the immersive experience rather than actual visit) (Attitude to use)	3.80	1.99	0.34	-1.06	52.34

For overall satisfaction, it is found that all indicators of Overall Satisfaction have a positive correlation that is statistically significant at 0.01 level. RECHARGE, Products, and services that use the newest, applicable, and appropriate technologies should be much more convenient to use has the highest mean of 6.30. Thus, the preference to use the most advanced technology available (I prefer the immersive experience rather than actual visit), has the least mean of 3.80. The respondents share quite varied of overall satisfaction rate. The overall satisfaction of the acceptance-to-use of the immersive wellness tourism application technology falls in the “Agree” category.

As RECHARGE is designed to provide immersive wellness tourism experience over web applications, the TAM model is applied to examine the technology acceptance among the users. The overall satisfaction module of the questionnaire was designed to be responded through the mockup.

As the numerical rating scale of the value 1 to 10 is relative a large scale, the researcher decides to formulate the class interval of the given value into four segments of equal width. The range (R) which is the largest measurement is 10, and 1 is the smallest measurement of the data. The number of class (k) which the data are uncomplicated to read is considering to segment into four classes. The given meanings of the class interval are as follows.

*Table 53 Class Interval*

Class Interval	Meaning
7.26 - 10.00	Strongly agree
5.01 - 7.25	Agree
2.26 - 5.00	Disagree
1.00 - 2.25	Strongly disagree

To collect the data, the mockup was set. All respondents were voluntary to reply to the questionnaire. There were 10 participants, and 10 questionnaires were valid for statistical analysis.

### 5.4.3 The Overall of Technology Acceptance Analysis

*Table 54 Overall Technology Acceptance Analysis*

Satisfaction Factor	Mean	SD	Meaning
Ease of use	6.10	0.99	Agree
Usefulness	5.85	0.52	Agree
Attitude to use	5.05	1.40	Agree

The acceptance-to-use of the immersive wellness tourism application technology regarding the overall satisfaction falls in the “Agree” category. The mean value of the ease-of-use has the highest of 6.10, the usefulness is 5.85, and the attitude-to-use is 5.05. The agreeable mean scores of the satisfaction factors imply that the sample users of from the mockup found that the immersive wellness tourism experience contributes to convenience for them to get involved; it can deliver helpful information with highly amiable of usages.



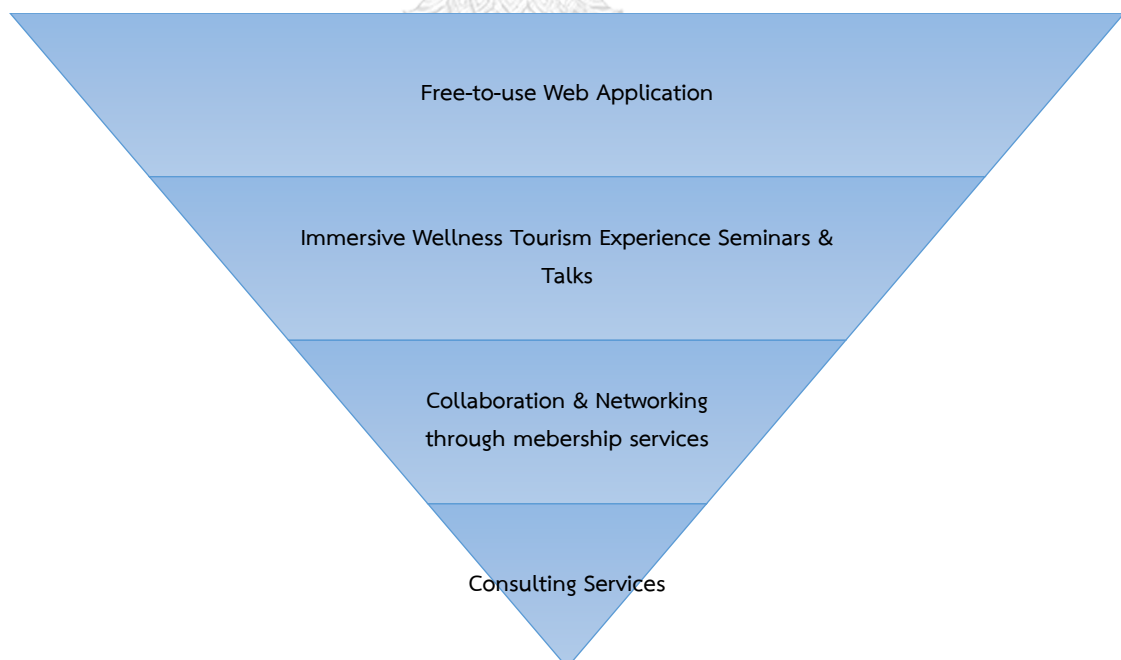
## Chapter 6

### Commercialization

#### 6.1 Options for Commercialization

The prototype basically designs for free-to-use approach. Wellness tourism stakeholders are free to use the application to interact with their customers as marketing approach. The design strategy is operated under the theme of a “Freemium application: Freemium is the business model where the firm overtures free-of-use to the users and induces the user to purchase on-top for a higher caliber of value-added product features (Holm & Gunzel-Jensen, 2016; Koch & Benlian, 2017; Hamari, Hanner and Koivisto, 2017). Freemium is full implement in mobile game applications. It is considered as one of the capable revenue generators in the game application business model.

Apart from a free-of-use web application, the “Immersive Wellness Tourism Application for Thailand” will progressively offer the different tiers of the product lines to the web users. By applying the freemium concept, we can earn income from the series of product that offered through the additional page in the web application. The revenue model will be illustrated in the form of an inverted pyramid.



*Figure 41 Inverted pyramid of the business model commercialization*

### **6.1.1 Free-to-use Web Application**

The free-to-use web application acts as the recruitment mechanism to drag potential users of wellness tourism stakeholders into the system. The web application is designed in the self-participation application format. Users will receive the prevalent advice after the user registration. The advice is relatively applicable for tourism stakeholders to acknowledge their application of immersive tourism experience design. Data of the registration and actual users of both tourism stakeholders and travelers will be kept in the server and will be systematically analyzed to scrutinize the user's needs regarding wellness tourism demand & supply for Thailand context.

### **6.1.2 Immersive Wellness Tourism Seminars & Talks**

Wellness Tourism seminars and talks place in the second tier of the product monetization offerings. Seminars and talks are the quick wins for income generating of the business model. Users or a group of users may need to learn more the business model. They possibly have inquiries and want to explore the details of the business model for their further usages both demand and supply sides. This is an opportunity for the researcher to offer the seminar or talk services regarding immersive tourism experience design to the wellness tourism stakeholders. The seminars and talks can be managed by the researcher of the invitations to talk organized by the independent organizers.

### **6.1.3 Collaborations and Networking through Membership Services**

Collaborations and networking services stand the third tier of product monetization offerings. The researcher and team have planned to build the collaborations and networking events regarding Immersive Experience of Thailand Wellness tourism among Thai Wellness stakeholders and related entrepreneurs. Collaborations and networking services will be built up through Omni channels, researcher's own e-commerce website, wellness web aggregators, retail outlets, and social media. Collaborations and networking services can become a stream source of income if the members are adding up and the member selection criteria fitted with the trends.

### **6.1.4 Consulting Services**

Consulting services can generate the amount of income for the business. Wellness tourism stakeholders and wellness-related entrepreneurs who are ready to implement immersion technology into their business plan may be inevitable to look for consultancy. The potential wellness tourism stakeholders and wellness-related entrepreneurs who attempt to uplift their business scale and to be aligned with business resilience concept need to undertake themselves beyond self-accomplishment competence in traditional way. As aforementioned in chapter 4, the

difficulty of wellness tourism stakeholders that they eventually encountered before implementing the immersive experience within their business operations is the framework design. The “vertical innovation” is a higher level of invention that goes beyond the wellness tourism stakeholder’s self-accomplishment. It needs a certain amount of advice, supports, and assistant from professional experts and validated frameworks. The consulting services will appropriate fit with the demand of wellness tourism stakeholders

## 6.2 Marketing Plan

The growth of Thailand wellness tourism industry has been statistical proven. Global Wellness Tourism (Global Wellness Institute, 2022) forecastes the growth rate is will reach \$817 billion in 2022 and soar to \$13 trillion by 2025-the fastest growth rate of any market through 2025. To raise the business capability of Thailand Immersive Wellness Tourism, the confirmed model should be implemented as a tool to aid the tourism destination ability in creating and capturing value though immersive technology. While less capability to assimilate a new technology of local tourism stakeholders remains questionable, the confirmed model will help tremendously to reach to the new face of demand and rapidly changing tourism industry. The literature is still uncertain about the immersive technological effect regarding wellness tourism. This research aims to investigate the core components of the immersive experience model for Thailand wellness tourism and to develop the business model for the wellness tourism stakeholders implementing immersive technology. The study is conducting by using a mix method approach.

A business model is considered as a ground rule of the firm to succeed in the business. Many scholars indicate that business model is the source of firm competitive advantages ( Christensen, 2010; Eppler et al. , 2011; DaSilva & Turkman, 2014; Ranjith, 2016) , thus, argumentations on the validity of the business model for up-to-date execution is still a question. The push of technology and the pandemic effect have great impact on tourism industry; it creates the migration of value and changes tourism behavior (Hacklin et al., 2018; Buhalis and Leung, 2018). Tourism stakeholders need to adjust or search for a new business model to create resilience business and to remain competitive in the industry.

The aging business model theories are quite abstract to the small firms such as local Thai tourism stakeholders. Failed business often results from the anchor of unchanged and complicated strategy (Kim & Mauborgne, 2009).

Osterwalder (2004) introduces the Business Model Canvas as a strategic management template used for developing new business models and documenting existing ones. It offers a visual chart with elements describing a firm's or products value proposition, infrastructure, customers, and finances, assisting businesses to align their activities by illustrating potential trade-offs. Osterwalder's canvas has nine boxes: customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.

1) **Customer segments:** To build an effective business model, a company must identify which customers it tries to serve. Various sets of customers can be segmented based on their different needs and attributes to ensure appropriate implementation of corporate strategy to meet the characteristics of selected groups of clients. The different types of customer segments include:

- Mass market: There is no specific segmentation for a business that follows the mass market element as the organization displays a wide view of potential clients.
- Niche market: Customer segmentation based on specialized needs and characteristics of its clients.
- Segmented: A business applies additional segmentation within existing customer segment. In the segmented situation, the business may further distinguish its clients based on gender, age, and/or income.
- Diversify: A business serves multiple customer segments with different needs and characteristics.
- Multi-sided platform/ market: For a smooth day-to-day business operation, some companies will serve mutually dependent customer segments. A credit card company will provide services to credit card holders while simultaneously assisting merchants who accept those credit cards.
- Immersive wellness tourism experience target market: The COVID-19 pandemic has imposed tremendous impacts on tourism industry. The implementation of wellness tourism experience and its affirmed marketing objective can be concluded as appear in table 55.

Table 55 Marketing Objectives of Immersive Wellness Tourism Experience

Prior Pandemic	During Pandemic	Post Pandemic
<ul style="list-style-type: none"> <li>● Strong influence on people's destination choices</li> <li>● Effective marketing tool to promote wellness destinations and a platform to sell wellness related products</li> </ul>	<ul style="list-style-type: none"> <li>● An entertainment activity to bring immersed experience to people without being in the destinations</li> <li>● Reinforce stay-at-home order and help contain COVID-19</li> </ul>	<ul style="list-style-type: none"> <li>● People still show willingness to use virtual tourism for diverse purposes</li> <li>● Sustainable tourism purpose by reducing unnecessary greenhouse gas emissions from transportation</li> <li>● Enhance 'virtual accessibility' especially for the elderly and disabled with limited mobility</li> </ul>

2) **Value proposition:** The collection of products and services a business offers to meet the needs of its customers. According to Osterwalder (2004), a company's value proposition is what distinguishes it from its competitors. The value proposition provides value through various elements such as newness, performance, customization, "getting the job done", design, brand/status, price, cost reduction, risk reduction, accessibility, and convenience/usability. The value propositions may be:

- Quantitative – price and efficiency
- Qualitative – overall customer experience and outcome
- Value Proposition of Wellness Tourism Experience within the Context of Thailand

A value proposition is a simple statement that summarizes why a wellness travelers would choose to have immersive wellness tourism experience. It clearly communicates the benefit wellness travelers received with a focus on. How the wellness traveler perceives the value of the immersive wellness tourism experience. Identifying the needs and wants of wellness travelers (the target markets) must always be considered not only during the initialize wellness experience but must be considered during the maintenance phase as well. Value proposition can be a critical tool to accomplish these objectives

Table 56 The Five Phases of Immersive Wellness Tourism Experience Value Proposition Development

Phase	Process	How to
1	Value Design and Assessment	<ul style="list-style-type: none"> <li>● Asses available resources, customer, and competitor research</li> <li>● Identify/ Review key Market segments</li> <li>● Decision on granularity of immersive wellness tourism value proposition and segment focus</li> <li>● Determine value proposition emphasis: benefits, favorable differences, or reasoning focus for immersive wellness tourism experience</li> <li>● Design proposition with customer involvement in conjunction with review of competitive value propositions, including assessment of relevant wellness experience value dimension</li> <li>● Test and asses initial value proposition with selected customers</li> <li>● Following feedback from Phase 5, refine/ redesigned value propositions as necessary.</li> </ul>
2	Value Quantification	<ul style="list-style-type: none"> <li>● Quantify Value proposition</li> <li>● Quantify competitor value proposition and compare with hotel wellness value proposition</li> <li>● Assess qualitative benefits</li> <li>● Select methods to communicate value quantification</li> <li>● Customized value quantification methodologies to key customers</li> </ul>
3	Value Communication	<ul style="list-style-type: none"> <li>● Ensure appropriate communication with wellness travelers and other key stakeholders</li> <li>● Integrate marketing communication</li> <li>● Communicate proposals/ promises within network</li> <li>● Review competitive value-based promotion and sales messaging related to immersive wellness tourism experience</li> </ul>

Phase	Process	How to
4	Value Documentation	<ul style="list-style-type: none"> <li>• Document wellness tourism programs/ package capabilities and tools</li> <li>• Define measures to track profit, cost savings or other value features derived from immersive wellness travel experience</li> <li>• Implement a review cycle at appropriate intervals to ensure value documentation is current</li> </ul>
5	Value Verification Review	<ul style="list-style-type: none"> <li>• Assess immersive wellness tourism program/ package experience/ perception</li> <li>• Authenticate wellness program/ package value using independent external parties such as testing authorities, standard testing organizations, and related organizations</li> <li>• Tourism feedback mechanisms for value verification</li> <li>• Incorporate Lessons Learned</li> </ul>

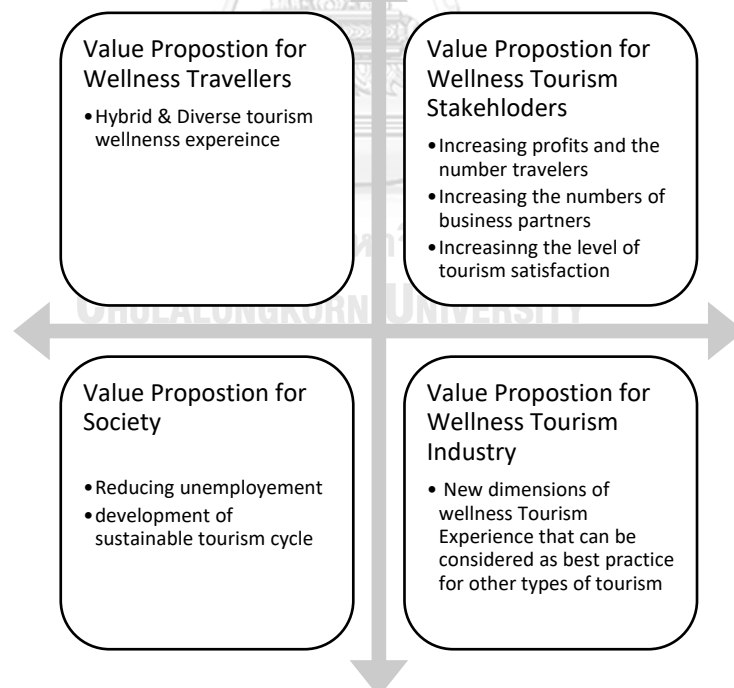


Figure 42 Value Proposition of Immersive Wellness Tourism Experience

Figure 42 shows the postulated values that wellness tourism stakeholders should consider in their business model. All the values were identified in the course of

the literature research and include criteria developed from this research and analysis of key activities in the tourist business models.

When analyzing possible market scenarios, it can be expected that the tendency to create value for the community will be propositional to the effectiveness to customer value influence, less the value captured by the Wellness tourism stakeholders.

The priority of the tourism stakeholders traditionally has been the economic goals, not the implementation of social goals. Thus, the social activity can be financed only if the tourism makes profits that meet the expectations of the owners. The value proposition for the community is, therefore, a value that depends to a great degree on the success of propositions of other types of values created in any business model.

- 3) **Channels:** A company can deliver its value proposition to its targeted customers through different channels. Effective channels will distribute a company's value proposition in ways that are fast, efficient and cost-effective. An organization can reach its clients through its own channels (store front), partner channels (major distributors), or a combination of both.
- 4) **Customer relationships:** To ensure the survival and success of any businesses, companies must identify the type of relationship they want to create with their customer segments. That element should address three critical steps of a customer's relationship: How the business will get new customers, how the business will keep customers purchasing or using its services and how the business will grow its revenue from its current customers. Various forms of customer relationships include:
  - Personal assistance: Assistance in a form of employee-customer interaction. Such assistance is performed during sales and/or after sales.
  - Dedicated personal assistance: The most intimate and hands-on personal assistance in which a sales representative is assigned to handle all the needs and questions of a special set of clients.
  - Self-service: The type of relationship that translates from the indirect interaction between the company and the clients. Here, an organization provides the tools needed for the customers to serve themselves easily and effectively.
  - Automated services: A system similar to self-service but more personalized as it has the ability to identify individual customers and their preferences. An example of this would be Amazon.com making book suggestions based on the characteristics of previous book purchases.



- Communities: Creating a community allows for direct interactions among different clients and the company. The community platform produces a scenario where knowledge can be shared and problems are solved between different clients.
  - Co-creation: A personal relationship is created through the customer's direct input to the final outcome of the company's products/services.
- 5) **Revenue streams:** The way a company makes income from each customer segment. Several ways to generate a revenue stream:
- Asset sale – (the most common type) Selling ownership rights to a physical good corporation.
  - Usage fee – Money generated from the use of a particular service.
  - Subscription fees – Revenue generated by selling access to a continuous service.
  - Lending/leasing/renting – Giving exclusive right to an asset for a particular period of time.
  - Licensing – Revenue generated from charging for the use of a protected intellectual property.
  - Brokerage fees – Revenue generated from an intermediate service between 2 parties.
  - Advertising – Revenue generated from charging fees for product advertising.
- 6) **Key activities:** The most important activities in executing a company's value proposition.
- 7) **Key resources:** The resources that are necessary to create value for the customer. They are considered assets to a company that are needed to sustain and support the business. These resources could be human, financial, physical, and intellectual.
- 8) **Key partnerships:** To optimize operations and reduce risks of a business model, organizations usually cultivate buyer-supplier relationships so they can focus on their core activity. Complementary business alliances also can be considered through joint ventures or strategic alliances between competitors or non-competitors. Following are the potential partners from Thai Travel Startups derived from NIA (2022)

**Find Folk** (Sustainable Tourism Consultant and Destination Management Organization) with the business statement of “Sustainable Tourism for Better”

Vision: To be a leader in Sustainable Tourism Consultant and destination management of Thai Tourism.

Mission: Create Responsive Tourism Development Process and provide tourism strategies and standards with all stakeholders; Connect sustainability in every journey and support all elements of tourism for economy, society, culture, and environment as well as being an intermediary in a cooperation network; Communicate sustainable tourism knowledge to create awareness and understanding of responsibly tourism (findfolk.com, 2022)

### Services

- 1) Sustainable Tourism Developer
- 2) Sustainable Tourism Experiences Provider
- 3) Strategic Marketer and Partnership

**TraveliGo (OTA)** – global networking with the concept of One-stop Online Travel Ecosystem (traveliGo.com, 2022)

**TripNiceday** – finding new places along the route all around Thailand with the concept of integrated services system (TripNiceday.com, 2022)

- 9) **Cost Structures** describes the most important monetary consequences while operating under different business models.

Classes of business structures:

- Cost-driven – This business model focuses on minimizing all costs and having no frills: e.g. low-cost airlines.
- Value-driven – Less concerned with cost, this business model focuses on creating value for products and services: e.g. Louis Vuitton, Rolex.

Characteristics of cost structures:

- Fixed costs – Costs are unchanged across different applications.
- Variable costs – Costs vary depending on the amount of production of goods or services.

If the business model can enhance values and benefits to the business as reviewed in the literature, what will be a business model for Thailand wellness tourism implementing immersion technology. To answer these questions, we design to conduct our research by using a mix-method, which are both qualitative and quantitative approach. The validation of immersive wellness tourism experience model includes the components in the business model for Thailand wellness tourism stakeholders. On the other hand, we choose to explain the relationship of the

immersive experience model components using the Confirmation Factor Analysis, then, we propose the Business model canvas



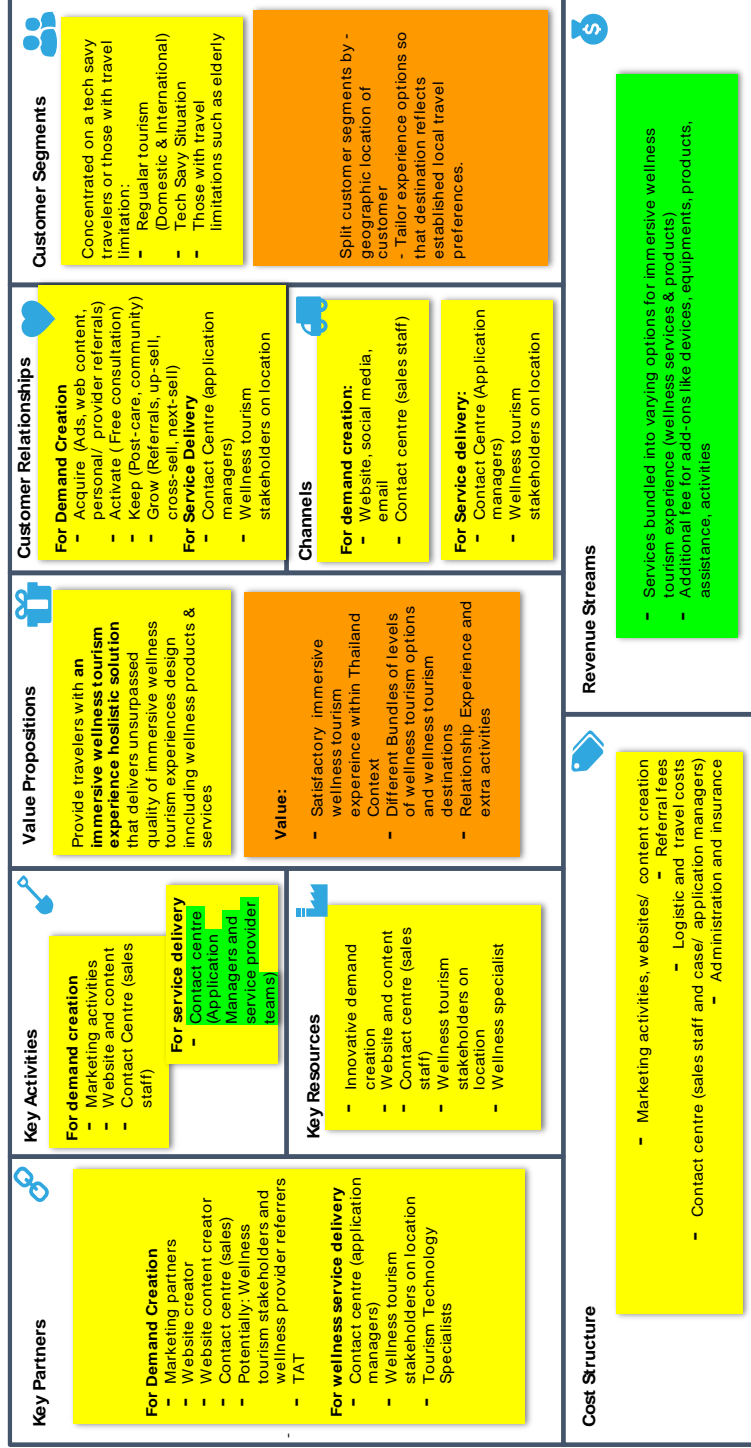
# Business Model Canvas

Designed for: RESEARCH, prototype of Thailand Wellness Tourism Experience Platform

Designed by Namisha Kongkrataveesavas

Date:

Version:



Original version: Strategizer



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[businessmodelanalyst.com](http://businessmodelanalyst.com)

Figure 43 Immersive Wellness Tourism in Thailand Business Model Canvas

### 6.3 Financial Plan

The commercialization of the new business model within 3-years period shows a positive cash flow at the end of each year. The Net Present Value (NPV) of the initial investment of 200,000.00 THB. It is expected to generate a net cash flow of 2,240,800.00 THB for the entire 36 months based on the assumption that the salvage value of the project is zero, and the target return is 15% per annum. The value of the NPV of this project is equal to 1,415,929.03 THB. The Internal Rate of Return (IRR), which is used to estimate the profitability of the potential investments is equal to 226.04%. As of today (2022-11-17), Gartner's Weighted Average Cost of Capital or WACC for Information Technology Services is 10.76% (Gartner, Inc., 2022). Moreover, the payback period was 8.22 months. The project is considering acceptable for an investment as displays in Table 57.

Table 57 Financial feasibility

Income Statement	Total	Year 1	Year 2	Year 3
<b>Revenue</b>				
Seminar	1,320,000.00	240,000.00	480,000.00	600,000.00
Talks	420,000.00	120,000.00	140,000.00	160,000.00
Collaborations & Networking	420,000.00	120,000.00	140,000.00	160,000.00
Consulting services	1,800,000.00	400,000.00	600,000.00	800,000.00
Gross Profit	3,960,000.00	880,000.00	1,360,000.00	1,720,000.00
<b>Expenses</b>				
Initial Investment	200,000.00	200,000.00		
Organizing seminars	450,000.00	150,000.00	150,000.00	150,000.00
Talks	240,000.00	80,000.00	80,000.00	80,000.00
E-book Production	45,000.00	15,000.00	15,000.00	15,000.00
Sales Commission	128,000.00	44,000.00	42,000.00	42,000.00
Administrators	66,000.00	16,000.00	24,000.00	26,000.00
Documents	30,000.00	10,000.00	10,000.00	10,000.00
Total Expenses	1,159,000.00	515,000.00	321,000.00	323,000.00
Profit/Loss	2,801,000.00	365,000.00	1,039,000.00	1,397,000.00
Taxes (20%)	560,200.00	73,000.00	207,800.00	279,400.00
<b>Net Profit</b>	<b>2,240,800.00</b>	<b>292,000.00</b>	<b>831,200.00</b>	<b>1,117,600.00</b>

## Chapter 7

### Discussion and Conclusion

#### 7.1 Discussion

To provide more authentic tourism experiences and improve the sense of transform, several challenges need to be addressed and overcome. First, Immersive Wellness Tourism Experience should aim for a complete stimulation of five senses and more in-dept content. As of today, for instance, VR systems is still largely limited to vision and hearing (Guttentag, 2010; Mura and Shrif, 2017; Wiltshier and Clarke, 2017). Despites cross cultural interactions and social differences enablement that today's immersive technology cannot deliver as in the study of Tussyadiah et al., 2018. Collaborative spaces as tested in this research cover real-time full facial capture, eye tracking, rea-time rendering of subtle emotional changes and possibility of physical contact might be developed, which could enable immersive wellness tourism experience. The provision of immersive experience supported by an improved sense of transform with a complete stimulation of five senses and more in-dept content might provide marketers and wellness tourisms stakeholders large benefits in the promotion of their wellness tourism products and services.

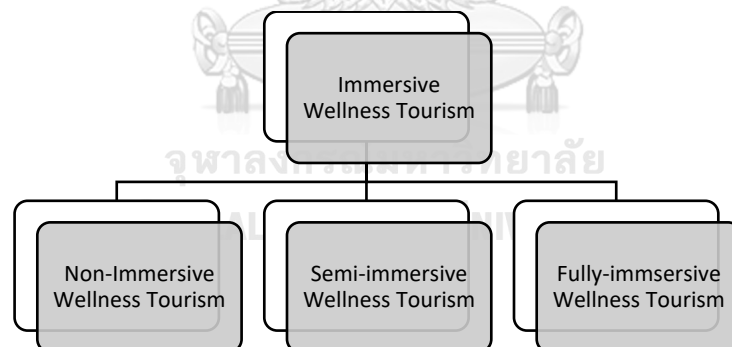
Reviewing the studies pertinent to this research, it was found that literature provides no precise definition for immersive wellness tourism experience. Furthermore, various related terms including their definition of immersive travel that are driven by fantasy and imagination without the application of technological devices. are used interchange such as virtual tourism (Mura and Shrif, 2017), 3D Virtual Tourism (Huang et al, 2016), virtual tourist destinations (Tavakoli and Mura, 2015) or cybertourism (Dewailly, 1999).

This research offers a comprehensive state-of-the-art review of prior research on the area of wellness tourism experience and immersion effect. From this research the immersive wellness tourism experience can be classified to three levels of immersion – non-immersive, semi-immersive and fully-immersive. Several challenges in the current field of immersive wellness tourism experience need to be overcome and gaps in the literature need to be bridged. As immersive technologies will advance and research will evolve, it is therefore paramount to understand the opportunities and challenges that are lying ahead to guide wellness travelers and industry partitioners to optimally utilize what the virtual world offers.

From the validation of Immersive Wellness Tourism Experience Model derived from this study emphasizes that the model is still in its early stage. Following is the tailored definition of Immersive Wellness Tourism Experience offered in this study

“Immersive Wellness Tourism Experience creates an immersive wellness tourism environment by the provision of synthetic or real experience captured content with a capable non-, semi-, or fully immersive wellness tourism experience, enabling immersive touristic experiences that stimulate the visual sense and potentially additional other wellness-related senses defined in PMSE attributes framework validation and also other senses of the user for the planning purpose, management, marketing, networking, information exchange, accessibility or heritage preservation either prior to, during or after travel.”

Following this definition, Figure 44 presents a classification framework depicting the level of immersion, which also provides a structure for the subsequent review. A comprehensive and structured overview of relevant studies for non-, semi-, and fully immersive in wellness tourism. This overview offers a structured picture of specifications of the immersion technology applied, used methodology, independent and dependent variables and major findings.



*Figure 44 Classification Framework of Immersive Wellness Tourism*

#### **Non-immersive Wellness Tourism**

Non-immersive Wellness Tourism covers synthetic or 360-degree real-life capture content on a conventional (computer or television) screen, enabling virtual touristic experiences that stimulate the visual sense and potentially other senses of the user for multi purposes either prior to, during, and/or after travel with only one way communication.

### **Semi-Immersive Wellness Tourism**

Semi-immersive Wellness Tourism covers synthetic or 360-degree real-life capture content on various types of devices, enabling virtual touristic experiences that stimulate the visual sense and potentially other senses of the user for multi purposes either prior to, during, and/ or after travel with two-ways and real situation experience. This research has been conducted to test this stage.

Previous studies found that the distinction between non- and semi-immersive tourism is not always clear.

### **Fully Immersive Wellness Tourism**

Fully immersive wellness tourism isolates the user completely from the real world by providing synthetic or 360-degree real-life captured content with immersive technology tools such as VR headset, facilitating full visual immersion, and enabling virtual touristic experiences that potentially stimulate additional other senses of the user for multi purposes of either prior to, during, and/or after travel with two ways and real situation experience. No matter which type of technological tools is used, the provision of aesthetically and entertainment pleasing imaginary is recommended according from this study.

## **7.2 Conclusion**

Immersive technologies, devices, and tools for content creation have had a major impact on Tourism experience, enhancing visitors' experiences (Kim and Hall, 2019; Kim et al., 2020; Tussyadiah et al., 2018). Despite the growing interest in and importance of immersive tourism, a theoretically integrated model has not been developed and tested in the Wellness tourism domain especially in different cultural context. To fill this void, we develop and examine a conceptually integrated model incorporating validated wellness tourism attributes within Thailand context as well as uses and experience model theory to explain what people expect from immersive wellness tourism experience. In addition, the moderating role of immersive experience found to play a major positive role in tourism satisfaction.

The results discovered the significant positive effect of immersive experience towards overall satisfaction.

This study demonstrates that wellness tourism attributes, the moderating role of immersive experience and tourism satisfaction is related to four major experience dimensions model. The second order confirmatory factor analysis result of Attitudes Regarding Four



Experience Dimensions shows that all indicators have positive factor loadings between 0.86 and 0.99 that are statistically significant at 0.01 level. In descending order, indicators with the greatest factor loadings are Esthetic and Entertainment Experience Dimensions, both at 0.99, Escapist Experience Dimension at 0.97 and Educational Experience Dimension at 0.86, and their respective covariance values are 99,97,94 and 74.

### 7.3 Limitations and Future Research Directions

#### 7.3.1 Limitations

This research's limitation should be borne in mind when applying findings. The sample was collected in Thailand so caution should be exercised when applying the findings of the study beyond this country. We focused on showing the prototype of immersive wellness tourism platform and not on the prototype being used; further study should be conducted to determine whether the findings apply across all type of immersive tourism devices. In particular, the technology acceptance model is useful in explaining the adoption of immersive wellness tourism experience.

#### 7.3.2 Future Research Directions

1) Further researchers should consider incorporating other theories of human behavior into an extended immersive tourism experience acceptance model to better elucidate immersive technology adoption by tourists. Moreover, future research on the reasons people have for not satisfied with immersive wellness tourism experience will contribute to practioners' abilities to attract non-technological tourism consumers, thereby extending the immersive travel market. In addition, consumers with no experience with using technology for tourism, and/or tourists who actively try to avoid experiences utilizing technology are part of the market to reach. Hence, future research should consider different samples to capture non-users' attitudes towards digital experiences. Furthermore, since there is a wide range of ways to experience immersive wellness tourism experience, form mobile applications to large scale VR rides at amusement parks, future research should focus on different types of immersive experiences. Since this study does not consider the impact of the variety of wellness tourism experiences (e.g., exercising, meditation, nature excursions, wellness amenities shopping, etc.) and the different motivations that might be associated with each of them, qualitative research on various types of immersive tourism would deepen the understanding of tourist/ visitor behavior.

2) Evaluation, comparison and benchmark of business models for further study: discussing the potential of the validated Immersive Wellness Tourism Experience Model within

Thailand Context, the attempts to classify the business models consistently emerging with the coming of the Immersive tourism has been conducted for further study.

There are numbers of business models to be considered as practice for developing further aspects on Thailand Immersive Wellness Tourism Experience as follows.

*Table 58 Value Propositions of related Business Models to be further implemented*

Business Model	Value Propositions	Key Factors to be implemented
Blue Apron	<ul style="list-style-type: none"> <li>● To emulate having your own private chef</li> <li>● To provide a cheap and convenient way for customers to cook interesting and well-balanced meals</li> <li>● To remove the need for customers to spend time sourcing their own ingredients and organizing their own meal plans</li> </ul>	<ul style="list-style-type: none"> <li>● Subscription</li> <li>● Home Delivery</li> <li>● Discovery</li> <li>● Storytelling</li> <li>● Cooking Tips</li> <li>● Discounts</li> <li>● Self-service</li> <li>● Cancel at anytime</li> <li>● Fulfillment Centers</li> </ul>
Airbnb experience	<ul style="list-style-type: none"> <li>● As a multi-sided platform business model (host &amp; guest)</li> <li>● Value is provided/ exchanged between the sides of the platform via indirect network effects</li> <li>● Offer guests with unique stays and experiences at low prices</li> <li>● Being able to make money through the platform</li> </ul>	<ul style="list-style-type: none"> <li>● The amount of choice &amp; variety</li> <li>● Simplicity and safety</li> <li>● Cheaper with more value</li> <li>● Authentic stays &amp; experience</li> <li>● Income generation</li> <li>● Risk minimization</li> <li>● Ease of joining the platform</li> <li>● Management tools for hosts</li> <li>● A list of preferred/ additional software</li> </ul>

Business Model	Value Propositions	Key Factors to be implemented
		and tourism partners <ul style="list-style-type: none"> <li>● Ongoing projects and improvements</li> <li>● Network effects</li> <li>● Data assets</li> <li>● Algorithms &amp; technologies</li> <li>● Branding</li> </ul>

3) Evaluation, Comparison and Benchmark of Business Models for further study: A case Study of Satellite Business Model, Marketing Strategy: Lesson learned from the failure.

**Question back then:** How to make Stateline Data dutiable for the mass market

**Question from this research:** How to make the immersive wellness tourism experience suitable for the mass market?

**Satellite Business Model Options implemented to Drive Revenue for Immersive Wellness Tourism Experience**

#### 1) Advertising

Satellite excels at reaching a wide range of audiences across various levels of challenging terrain. Wellness Tourism and its projected growth rate has outreached the various groups of travelers.

#### 2) Subscriptions

Subscription advantages lie in viewer relation and an effective means of keeping track of customer needs and RIO.

#### 3) Amount of Data

Numbers of stakeholders can gain benefits from data sharing and data intensive used.

#### 4) Educating the market

Investing in Marketing tailored to the commercial market, and we must learn to speak their language in order to reach these customers.

Understanding and providing travelers with adequate support, done only on a personal level.

- 5) **Value measurement of the target group and seeing enough potential in a new market segment** (not always only by the current value of the market segments).

By following the above business models, an effective strategy generating more revenue and grow can be created.

#### 4) To develop on Responsive Web applications

In the modern times, mobile devices are popular among many web users. Responsive web application allows users to have better experience when using different devices. A responsive web app works in all screen sizes, lower cost of production, eliminate the need to install software into user's devices and allow for better sharing of content. Responsive Web app has similar functionality like a progressive web app as follows

- Push notifications
- Highly adoptive
- Faster loading speed

Responsive web design creates websites that respond to viewer's device by adjusting their layout and functionality to display content in an aesthetic and legible way no matter the size and proportion of the screen they are being viewed on.

6 Technology trends in the travel industry in 2022 to be considered; mobile apps, contactless payments and IoT device are some of the technologies trending in the travel and tourism industry. Following are the six travel technology trends for 2022 for further study

#### a) **Mobile Technology as part of their business plans with the examples of**

- Mobile apps. Southwest Airlines is one of many businesses that provides a mobile app to travelers. Some companies, such as Hilton, even offer the option for digital room keys using an app.
- In-app chat. JetBlue has a mobile app includes with an in-app chat feature that enables users to talk to employees while on the go for quick assistance as part of JetBlue's customer engagement strategy.
- Virtual queues. It enables travelers to join a line without physically waiting with other people. To join the queue, visitors scan a QR code with their mobile phones and will get a text when it's their turns.

- QR codes for menus

**b) Contactless payments**

The user's device communicates with the reader using RFID technology, instead of swiping a magnetic strip or inserting a credit card into a machine.

**c) Internet of Things**

A system of interconnected devices with unique identifies that can transfer data over a network without human interaction. It can eliminate frequent touchpoints and improve the **tourism experience**.

**d) Chatbot**

Stimulate human conversation via phone and text interactions.

**e) Robots**

**f) Virtual tours**

Enable potential travelers to explore locations before making the trek there. The tours can be viewed on smartphones, tablets and computers.

Changes of the tourism industry is there like other industries that are mostly dominated by very big players. The big players don't move or change fast, that's how the new innovative business models happen. In the case of immersive wellness tourism, **a sharing economy** and **pay per use models** are potentially considered. Thus, the real time engagement will only increase and will require totally new applications and product delivery and access method. Though, a large part of the tourism industry is based on large travelers from the defense sector believing that immersive experience will never replace the actual experience and that will continue for a while, but there are small customers and the exciting use cases from a wide range of different industries, and they are already there. We see virtual reality tourism in heritage places, museum touring. In wellness related industry the telemedicine is the absolute example – the opportunities from immersive wellness tourism experience are endless and don't only begin and end with defense. There are tourism startups that want to push new business models and make immersive tourism more accessible to travelers, with new pricing models, licensing models and assess options with numbers of startups have emerged, development is taking place. Even the usual tourism giants are now supporting some of these platforms and are slowly trying to find compromises, find strategies that allow steps towards new business models and new use cases. We are finally looking the immersive wellness tourism experience model within Thailand context can be sold profitably and how to become more and more flexible with parameters and pricing

models. In figure 45 explains how to create a successful Immersive Wellness Tourism Business model as an early innovator.

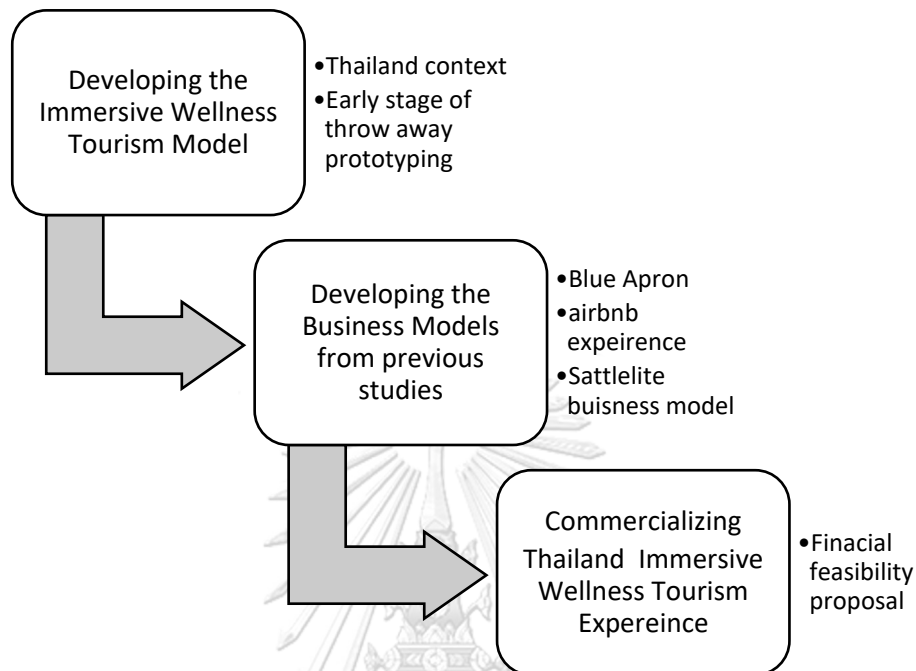


Figure 45 Components of a successful Immersive Wellness Tourism Experience Model Implementation

### 7.3.3 Further study of The Futuristic Tech Travel Trend

To fully implement the immersive technology, Virtual reality (VR) provides users a way to virtually travel the globe and they will lace up their metaversal trainers. Technoly as simple as cellphones canquicly connct us with remothe communitis that the Local Ourse esperince benefits all involved. It makes travel accessible and inclusive for travelers with mobility issues. It helps byisness reduce their carbon footprints by reducing phsucial travel. And it provides a sustainable source of income and organic connection to local guides and cutrular artisans.

As we navigate a post-pandemic world, the same absorbing technology will be employed to enhance the visitor experience, rather than replicate it. AR, VR and the metaverse will exponentially grow within, immersing travelers in a technology-driven trend that will continue far beyond 2023.

However, this study and its theoretical contribution is considered as ‘pre-mature’ stage. Wellness travel might not become redundant or entirely virtual even though it might be practically possible. Wellness Tourism destinations and offering become more accessible in the

immersive Tourism Reality Continuum, solving issues of being out of reach, temporary closed or not accessible any longer. Additionally, entering a competition with alternative leisure activities such as games, events, movies, and concerts, not only compete on the world stage of tourism industry anymore. We are all now entering a rivalry of people's mind, time, and attention.

The Experience of tourism destination suffering under tourism pressure provides a chance for immersive technology to manage tourism capacities. Similarly, an increasing number of wellness tourist sites are required to be preserved due to excessive wellness tourism experience demand. With immersive technology, these sites become accessible even for the less budgeted travelers, the immersive experience from validated model and technology integration can be reconstructed to an impressive detail. This also prevents users from putting themselves or others at any potential risks, while experiencing the extraordinary trip from the comfort of their own home. Where early immersive wellness tourism experience was perceived as impersonal and isolating, simulated worlds become enriched with virtual humans, which increases the sense of social presence and immersion in the virtual world. Futuristic technology is being continuously developed, increasing the opportunities for remote travel with transformative experience. For commercialization, since the research has been focusing on Thailand context, the successful Thai Tourism entrepreneur like Local Alike should also be considered as a case study of how to sustain the proposed commercialization model.

In conclusion, it is not about the technology itself, but the added value created for and with wellness travelers and all related wellness tourism stakeholders. How the technology integrated to create value and build digital connections. As human, we are still in need of real human connections based on facial expressions, gestures, scent, and banter. How can we improve and ensure the sustainability of the so called "Immersive Wellness Tourism Experience", how do we best use the data of the travelers we acquire and also from our networking, whether it could be future demand forecast of immersive wellness tourism experience. Without personal connections and relationships, the immersive experience can lead to toxic environments to be formed on platforms with high social traffic. Therefore, it is not only valuable but highly necessary to bring together multiple disciplines and perspective in the development process to discuss and respect various conditions and effects of immersion have on a multi-faceted industry such as tourism

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APPENDICES

จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY



## Information Sheet for Participant

## TITLE OF RESEARCH PROJECT

**Immersive Experience for Wellness Tourism within Thailand Context**

Dear Participants,

We are inviting you to participate in a study led by Natnisha Kongtaveesawas from Technopreneurship and Innovation Management Program, the Graduate School, Chulalongkorn University and Dr.Pattarawan Prasarnphanich from Sasin School of Management, Chulalongkorn University. If you agree to take part, we would like to ask you some questions about your perceived experience after using the immersive wellness tourism system or “the prototype” as referred in this study. The survey includes 10 minutes of watching the video clip of the prototype and about 15 – 20 minutes to fill out the questionnaire, total of 30 minutes. We would appreciate it if you could answer all the questions. Taking part is voluntary and you can withdraw from taking part at any time.

“Wellness tourism” can be broadly defined as physical activities that tourists undertake to improve their physical psychological health and the environmental concern as appeared in widely accepted PMSE wellness attributes framework; physical activities such as sport, spas and Thai massage, mental activities such as counselling session, spiritual activities such as religious activities and environmental activities such as environmental concern activities.

The information you provide will be recorded then be confidential used for academic purposes only. The data will be collected, stored and will be disposed of in a secure manner. Participation of the interview will be strictly confidential and only the researcher, Natnisha Kongtaveesawas, to acknowledge the completed information which will remain the property of the Graduate School, Chulalongkorn University. Participants must be over 18 years of age.

This study adheres to the guidelines of the ethical review process of the Graduate School, Chulalongkorn University. The researchers would be pleased to discuss your participation or any query you may have at any time. Please contact me, Natnisha Kongtaveesawas, E-mail: natnisha.k16@gmail.com.

Sincerely yours,

Natnisha Kongtaveesawas  
Dr.Pattarawan Prasarnphanich



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**Definition of Immersive Technology used in this research**

Immersive technology is technology that blurs the boundary between the physical and virtual worlds and enables users to experience a sense of immersion (Lee, Chung, & Lee., 2013).

**Remark:** “The prototypes” in the questionnaire refer to the immersive wellness tourism through VDO conferencing system developed for this study.

**Do you agree to participate in this study?**

Yes  No

**Watching VDO clip of immersive wellness tourism through VDO conferencing system****Questionnaire Survey of Immersive Experience for Wellness Tourism**

The Questionnaire are divided into four parts accordingly.

- Part 1: Experience Dimensions
- Part 2: Suggestions
- Part 3: Socio Demographics
- Part 4: Tourist Behaviors

**Part 1: Experience Dimensions**

After using the prototype, please consider your opinion towards perceived immersive wellness tourism experience and rate your attitudinal score accordingly.

- 7 = Strongly agree
- 6 = Agree
- 5 = Slightly agree
- 4 = Uncertain
- 3 = Slightly disagree
- 2 = Disagree
- 1 = Strongly disagree



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Questions	Degree of Opinion						
	7	6	5	4	3	2	1
	Strongly agree	Agree	Slightly agree	Uncertain	Slightly disagree	Disagree	Strongly disagree
<b>Educational Experience Dimension</b>							
1) Using the prototype is useful to collect information (e.g., wellness-related information such as spiritual retreat activities, environmental concern, etc.).							
2) Using the prototype is beneficial (e.g., improving my health and wellbeing from information provided).							
3) I collect diverse information from using the prototype (e.g., the holistic wellbeing concepts of the destinations)							
4) The immersive experience has made me more knowledgeable (in terms of wellness-related information).							
5) The immersive experience stimulated my curiosity to learn new things.							
<b>Esthetic Experience Dimension</b>							
6) Using the prototype makes me forget about times.							
7) I got carried away by the different events (e.g., watching live show)							
8) I felt like I was living in a different time or place when using the prototype							
9) The experience here let me imaging being someone else.							
10) I completely escaped from reality (somehow feeling like doing meditation that my soul has been lifted up).							
11) I felt a real sense of harmony (e.g., the high level of engagement with the activities provided).							
<b>Entertainment Experience Dimension</b>							
12) Just being here was pleasant.							
13) The setting was very attractive.							
14) Using the prototype provided me with authentic experiences.							
15) Using the prototype is enjoyable for me.							
16) Using the prototype is pleasurable for me.							
17) Using the prototype is fun for me.							
18) Using the prototype keeps me happy.							
<b>Escapist Experience Dimension</b>							
19) Watching others perform was captivating (I want to be part of it).							
20) Using the prototype is part of my ideal life.							
21) My life is excellent when I use the prototype.							
22) I am satisfied with my life when I am using the prototype.							
<b>Overall satisfaction</b>							
23) I want to re-experience the immersive wellness tourism activity in the future.							



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Questions	Degree of Opinion						
	7	6	5	4	3	2	1
	Strongly agree	Agree	Slightly agree	Uncertain	Slightly disagree	Disagree	Strongly disagree
24) I would recommend the immersive wellness tourism activity to my friends and others.							
25) So far, I have gotten the important things I want by using the prototype.							
26) I would like to visit the place that I saw in the prototype.							
27) Products and services that use the newest, applicable and appropriate technologies are much more convenient for me to use.							
28) I prefer to use the most advanced technology available (I prefer the immersive experience rather than the actual visit).							

**Part 2: Suggestions and opinion**

If you have any comments on Immersive Wellness Tourism Experience, kindly indicate below.

.....  
 .....

**Part 3: Socio Demographics**

3.1 Gender  
 Male                       Female                       N/A

3.2 Age  
 >18 – 25 years  
 26 – 35 years  
 36 -45 years  
 46 – 55 years  
 56 – 65 years  
 > 65 years

3.3 Marital Status  
 Single  
 Married  
 Divorced or separation  
 Others ( specify).....

3.4 Educations  
 Below high school  
 High school or equivalent  
 Diploma degree  
 Bachelor's degree or equivalent



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- Master Degree
- Doctoral Degree
- 3.5 Occupations
  - Government Officer/ State Enterprise
  - Employee
  - Student
  - Self-employed
  - Retired
  - Management/ Entrepreneur
  - Professional ( lawyer, doctor, etc.)
  - Others ( specify).....
- 3.6 Monthly income (THB)
  - below 15,000
  - > 15,000 – 30,000
  - 30,001 – 50,000
  - 50,001 – 100,000
  - > 100,001
- 3.7 How do you describe your health condition?
  - Very good
  - Average
  - Bad
  - Others (specify) .....
- 3.8 How comfortable are you with technology?
  - I am a very high tech person
  - I am comfortable with technology
  - I am at average level
  - I am not comfortable with technology

**Part 4: Tourist Behaviors**

- 4.1 How many times have you experienced immersive technology within the last 2 years?
  - Never ( This is my first time of immersive travel experience)
  - 2-3 times
  - More than 3 times
- 4.2 How do you usually organize your trip?
  - Self – organized
  - Organized by others
- 4.3 How do you travel?
  - Group tour
  - With family and friends



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- Free Independent Travelers ( FIT)  
 Bleisure ( Business with pleasure)
- 4.4 What is your most preference of wellness tourism activities? (Choose only one answer)
- Leisure  
 Sports  
 Wellness & Spa  
 Health & Medical  
 Cultural & Historical sightseeing  
 Adventure  
 Religious retreat  
 Spiritual retreat  
 Natural sightseeing  
 Others ( specify) .....
- 4.6 How much do you think you would spend per trip for a wellness tourism trip? (THB)
- Less than 10,000  
 10,001 – 30,000  
 30,001 – 50,000  
 100,000

**\*\*Thank you for your participation\*\***



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## เอกสารข้อมูลสำหรับผู้เข้าร่วม

## ชื่อโครงการวิจัย

## ประสบการณ์การท่องเที่ยวเชิงสุขภาพในระบบออนไลน์แบบเสมือนจริงในบริบทประเทศไทย

เรียน ผู้เข้าร่วมวิจัย

ขอเชิญทุกท่านเข้าร่วมการศึกษาระดับปริญญาโทที่จัดทำขึ้นโดย ญัฐนิชาซ์ ก้องทวีสวัสดิ์ นิสิตระดับปริญญาเอก จากสาขาธุรกิจเทคโนโลยีและการจัดการนวัตกรรม บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย และ ดร.ภัทรวรรณ ประสานพาณิชย์ จากสถาบันบัณฑิตบริหารธุรกิจศศินทร์แห่งจุฬาลงกรณ์มหาวิทยาลัย หากท่านตกลงที่จะเข้าร่วม เราจะถามคำถามเกี่ยวกับประสบการณ์ที่ท่านได้รับหลังจากเข้าชมคลิปวิดีโอระบบการท่องเที่ยวเชิงสุขภาพในระบบออนไลน์แบบเสมือนจริง หรือ “ต้นแบบ” ตามที่อ้างถึงในการศึกษานี้ การตกลงเข้าร่วมการวิจัยจะใช้เวลาประมาณ 10 นาทีในการเข้าชมคลิปวิดีโอพร้อมคำอธิบาย และ 15 – 20 นาทีในการตอบคำถามจากแบบสอบถามรวมทั้งสิ้น 30 นาที เราจะยินดีเป็นอย่างยิ่งหากท่านสามารถตอบคำถามทุกข้อได้ การเข้าร่วมในการวิจัยเป็นไปโดยสมัครใจ และท่านสามารถถอนตัวจากการเข้าร่วมการตอบแบบสอบถามนี้ได้ตลอดเวลา

“การท่องเที่ยวเชิงสุขภาพ” เป็นกิจกรรมการท่องเที่ยวเพื่อพัฒนาสุขภาพแบบองค์รวม ตามที่ปรากฏในกรอบคุณลักษณะด้านสุขภาพสี่ด้านซึ่งเป็นที่ยอมรับกันอย่างแพร่หลาย ซึ่งประกอบไปด้วยประสบการณ์ทางด้านกายภาพ เช่น กีฬา สปา การนวดแผนไทย ด้านจิตใจ เช่น การเข้ารับการรักษา ด้านจิตวิญญาณ เช่น กิจกรรมด้านศาสนา และด้านสิ่งแวดล้อม เช่น กิจกรรมรักษาสัตว์เลี้ยง แม้ว่าจะมีการศึกษาอย่างแพร่หลายเกี่ยวกับประสบการณ์การท่องเที่ยวเชิงสุขภาพ แต่ยังไม่เคยมีการศึกษาเชิงลึกในบริบทประเทศไทยมาก่อน การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาผลขององค์รวมของมิติประสบการณ์สี่ด้าน (การศึกษา ความงาม การหลบหนี และความบันเทิง) จากต้นแบบการท่องเที่ยวเชิงสุขภาพในระบบออนไลน์แบบเสมือนจริง เพื่อนำไปใช้ในการพัฒนาแพลตฟอร์มการท่องเที่ยวเชิงสุขภาพในระบบออนไลน์แบบเสมือนจริงในบริบทประเทศไทย

ข้อมูลที่ท่านให้จะเป็นความลับ และถูกนำไปใช้เพื่อวัตถุประสงค์ทางวิชาการเท่านั้น ข้อมูลจะถูกรวบรวมจัดเก็บ และจะถูกกำจัดอย่างปลอดภัย และมีเพียงนักวิจัย ญัฐนิชาซ์ ก้องทวีสวัสดิ์ เท่านั้นที่จะรับทราบข้อมูลที่ครบถ้วนสมบูรณ์ ซึ่งข้อมูลดังกล่าวถือเป็นทรัพย์สินของบัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย ผู้เข้าร่วมตอบแบบสอบถามต้องมีอายุมากกว่า 18 ปี การศึกษานี้ยึดแนวทางกระบวนการทบทวนจริยธรรมของบัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย หากท่านมีข้อสงสัย กรุณาติดต่อนักวิจัย ญัฐนิชาซ์ ก้องทวีสวัสดิ์ E-mail: natnisha.k16@gmail.com

ขอแสดงความนับถือ

ญัฐนิชาซ์ ก้องทวีสวัสดิ์

ดร.ภัทรวรรณ ประสานพาณิชย์



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คำจำกัดความของ เทคโนโลยีเชิงเสมือน หรือเทคโนโลยีแบบสมจริง ที่ใช้ในการวิจัยครั้งนี้

เทคโนโลยีแบบสมจริง คือเทคโนโลยีที่บดบังขอบเขตระหว่างโลกทางกายภาพและโลกเสมือนจริง และช่วยให้ผู้ใช้สัมผัสได้ถึงความรู้สึกที่ดื่มด่ำ (Lee, Chung, & Lee., 2013)

หมายเหตุ: “ต้นแบบ” ในแบบสอบถามหมายถึงแพลตฟอร์มการท่องเที่ยวเชิงสุขภาพในระบบออนไลน์แบบสมจริงในบริบทประเทศไทย โดยใช้ระบบการประชุมทางวิดีโอ (Video conferencing) ซึ่งพัฒนาขึ้นสำหรับการศึกษาค้นคว้าครั้งนี้

ท่านตกลงที่จะเข้าร่วมในการศึกษานี้หรือไม่?

( ) ใช่ ( ) ไม่ใช่

การรับชมคลิปวีดีโอการท่องเที่ยวเชิงสุขภาพในระบบออนไลน์แบบสมจริงในบริบทประเทศไทย (ภาพตัวอย่าง)



แบบสอบถามการสำรวจประสบการณ์เชิงลึกสำหรับการท่องเที่ยวเชิงสุขภาพในรูปแบบออนไลน์แบบสมจริงในบริบทของประเทศไทย

แบบสอบถามแบ่งออกเป็น 4 ส่วนตามลำดับ

- ส่วนที่ 1: มิติประสบการณ์สี่ด้าน
- ส่วนที่ 2: ข้อเสนอแนะ
- ส่วนที่ 3: ข้อมูลประชากรศาสตร์
- ส่วนที่ 4: พฤติกรรมนักท่องเที่ยว



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<p><b>มิติประสบการณ์ด้านความงาม</b></p> <p>6) การใช้ระบบออนไลน์แบบสมจริงทำให้ฉันลืมเรื่องเวลาไป</p> <p>7) ฉันรู้สึกเคลิ้มไปกับเหตุการณ์ในระบบออนไลน์แบบสมจริง (เช่น การรับชมการแสดงสด)</p> <p>8) ฉันรู้สึกเหมือนอยู่คนละเวลาหรือสถานที่เมื่อใช้ระบบออนไลน์แบบสมจริง</p> <p>9) ประสบการณ์จากการใช้ระบบออนไลน์แบบสมจริงทำให้ฉันสามารถจินตนาการว่าเป็นคนอื่น</p> <p>10)ฉันหลุดพ้นจากความเป็นจริงอย่างสมบูรณ์ (รู้สึกเหมือนมีสมาธิส่งผลต่อการพัฒนาจิตวิญญาณของฉัน)</p> <p>11) ฉันรู้สึกถึงประสบการณ์หลากหลายมิติที่มีความลงตัว (การรู้สึกมีส่วนร่วมกับกิจกรรมที่จัดขึ้นบนระบบออนไลน์แบบสมจริง)</p>							
<p><b>มิติประสบการณ์ด้านความบันเทิง</b></p> <p>12) ประสบการณ์ที่ได้รับนั้นน่าพอใจ</p> <p>13) การวางแผนเนื้อหาของระบบออนไลน์แบบสมจริงนั้นดึงดูดใจ (เช่น ทิวทัศน์ การแสดง)</p> <p>14) การใช้ระบบออนไลน์แบบสมจริงทำให้ฉันได้รับประสบการณ์ที่แท้จริง</p> <p>15) การใช้ระบบออนไลน์แบบสมจริงเป็นเรื่องสนุกสำหรับฉัน</p> <p>16) การใช้ระบบออนไลน์แบบสมจริงเป็นเรื่องรื่นเริงสำหรับฉัน</p> <p>17) การใช้ระบบออนไลน์แบบสมจริงเป็นเรื่องสนุกสำหรับฉัน</p> <p>18) การใช้ระบบออนไลน์แบบสมจริงทำให้ฉันมีความสุข</p>							



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<p><b>มติประสพการณ์ด้านการหลักทนี่</b></p> <p>19) การดูการแสดงของผู้อื่นเป็นสิ่งที่น่าดึงดูดใจ (ฉันอยากมีส่วนร่วม)</p> <p>20) การท่องเที่ยวผ่านระบบออนไลน์แบบสมจริงเป็นส่วนหนึ่งของชีวิตในอุดมคติของฉัน</p> <p>21) ชีวิตของฉันยอดเยี่ยมเมื่อฉันใช้ระบบการท่องเที่ยวออนไลน์แบบสมจริง</p> <p>22) ฉันพอใจกับชีวิตของฉันเมื่อใช้ระบบการท่องเที่ยวออนไลน์แบบสมจริง</p>							
<p><b>ความพึงพอใจโดยรวม</b></p> <p>23) ฉันต้องการสัมผัสประสบการณ์การท่องเที่ยวเชิงสุขภาพจากการท่องเที่ยวออนไลน์แบบสมจริงอีกครั้งในอนาคต</p> <p>24) ฉันจะแนะนำแพลตฟอร์มการท่องเที่ยวเชิงสุขภาพในประเทศไทยในระบบออนไลน์แบบสมจริงจริงในบริษัทประเทศไทยให้กับคนอื่น ๆ</p> <p>25) ฉันได้รับสิ่งสำคัญที่ฉันต้องการจากการท่องเที่ยวออนไลน์แบบสมจริง</p> <p>26) ฉันอยากไปเที่ยวสถานที่ที่ฉันเห็นจากการท่องเที่ยวออนไลน์แบบสมจริง</p> <p>27) ฉันพบว่าการใช้ผลิตภัณฑ์และบริการ ซึ่งใช้เทคโนโลยีล่าสุดที่มีความเหมาะสม เป็นสิ่งที่สะดวกสบาย</p> <p>28) ฉันพึงพอใจที่จะใช้เทคโนโลยีล่าสุด (ฉันขอประสบการณ์การท่องเที่ยวเชิงเสมือนมากกว่าการเดินทางท่องเที่ยวจริง)</p>							

## ส่วนที่ 2: ข้อเสนอแนะและความเห็น

หากท่านมีความคิดเห็นเกี่ยวกับ แพลตฟอร์มการท่องเที่ยวเชิงสุขภาพในระบบออนไลน์แบบสมจริงในบริษัทประเทศไทย โปรดระบุ

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## ส่วนที่ 3: ข้อมูลประชากรศาสตร์

## 3.1 เพศ

- ชาย                       หญิง                       ไม่ต้องการระบุ

## 3.2 อายุ

- ตั้งแต่ 18 – 25 ปี  
 26 – 35 ปี  
 36 -45 ปี  
 46 – 55 ปี  
 56 – 65 ปี  
 มากกว่า 65 ปี

## 3.3 สถานภาพการสมรส

- โสด  
 แต่งงานแล้ว  
 หย่าร้างหรือแยกกันอยู่  
 อื่น ๆ (ระบุ).....

## 3.4 การศึกษา

- ต่ำกว่าชั้นมัธยมศึกษาตอนปลาย  
 มัธยมศึกษาตอนปลายหรือเทียบเท่า  
 ระดับประกาศนียบัตรวิชาชีพชั้นสูง  
 ปริญญาตรีหรือเทียบเท่า  
 ปริญญาโท  
 ปริญญาเอก

## 3.5 อาชีพ

- ข้าราชการ / รัฐวิสาหกิจ  
 ลูกจ้าง  
 นักเรียน นักศึกษา



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- ( ) ประกอบอาชีพอิสระ
- ( ) เกษียณอายุ
- ( ) ผู้บริหาร/ ผู้ประกอบการ
- ( ) ผู้เชี่ยวชาญเฉพาะด้าน (ทนายความ แพทย์ ฯลฯ)
- ( ) อื่น ๆ (ระบุ).....

3.6 รายได้ต่อเดือน (บาท)

- ( ) ต่ำกว่า 15,000
- ( ) 15,000 – 30,000
- ( ) 30,001 – 50,000
- ( ) 50,001 – 100,000
- ( ) ตั้งแต่ 100,001

3.7 ท่านอธิบายภาวะสุขภาพของท่านอย่างไร?

- ( ) ดีมาก
- ( ) ปกติ/ ตามค่าเฉลี่ย
- ( ) แย่
- ( ) อื่น ๆ (ระบุ).....

3.8 ท่านสบายใจกับการใช้เทคโนโลยีแค่ไหน?

- ( ) ฉันเป็นคนโอเคมาก
- ( ) ฉันสบายใจกับการใช้เทคโนโลยี
- ( ) ฉันรู้สึกกลางๆ กับการใช้เทคโนโลยี
- ( ) ฉันไม่สะดวกกับการใช้เทคโนโลยี

ส่วนที่ 4: พฤติกรรมนักท่องเที่ยว

4.1 ในช่วง 2 ปีที่ผ่านมาท่านเคยมีประสบการณ์การใช้เทคโนโลยีระบบออนไลน์แบบเสมือนจริงกี่ครั้ง?

- ( ) ไม่เคยเลย ( นี่เป็นครั้งแรก)
- ( ) 2-3 ครั้ง
- ( ) มากกว่า 3 ครั้ง



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4.2 ปกติคุณท่านจัดทริปการท่องเที่ยวอย่างไร?

- ( ) จัดด้วยตนเอง  
( ) จัดโดยผู้อื่น

4.3 รูปแบบการเดินทางท่องเที่ยวที่ท่านชอบคือแบบใด?

- ( ) กฐีปทัวร์  
( ) กับครอบครัวและเพื่อนฝูง  
( ) เดินทางท่องเที่ยวคนเดียว  
( ) ไปทำงานและท่องเที่ยวพร้อมกัน

4.4 ท่านชอบกิจกรรมการท่องเที่ยวเชิงสุขภาพรูปแบบใดมากที่สุด? (เลือกเพียงคำตอบเดียว)

- ( ) พักผ่อน  
( ) กีฬา  
( ) สุขภาวะ และ สปา  
( ) สุขภาพและการแพทย์  
( ) ที่เที่ยวชมสถานที่ทางวัฒนธรรมและประวัติศาสตร์  
( ) การผจญภัย  
( ) การบำบัดด้วยศาสนา  
( ) การบำบัดทางจิตวิญญาณ  
( ) ที่เที่ยวชมธรรมชาติ  
( ) อื่น ๆ (ระบุ) .....

4.6 ท่านจะใช้จ่ายต่อการเดินทางท่องเที่ยวเชิงสุขภาพเป็นจำนวนเท่าใด? (บาท)

- ( ) น้อยกว่า 10,000  
( ) 10,001 – 30,000  
( ) 30,001 – 50,000  
( ) 100,000

**\*\*ขอบคุณที่ร่วมทำแบบสอบถามครั้งนี้\*\***



เลขที่โครงการ	142/64
วันที่รับรอง	10 ก.ย. 64
วันหมดอายุ	9 ก.ย. 65



## Wellness Tourism Attributes Validation within Thailand Context

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Start of Block: Part 1 Information Sheet for participant

Q1 Information Sheet for Participant      TITLE OF RESEARCH PROJECT      **Wellness  
Tourism Attributes Validation for Wellness Tourism Experience and Expectation  
in Thailand Context**

Dear Participants,

We are inviting you to participate in a study led by Natnisha Kongtaveesawas from Technopreneurship and Innovation Management, the Graduate School, Chulalongkorn University, Thailand and Dr.Pattarawan Prasarnphanich from Sasin School of Management, Chulalongkorn University, Thailand. If you agree to take part, we would like to ask you some questions about your experience of wellness tourism attributes. The survey will take about 15 minutes to fill out. We would appreciate it if you could answer all the questions. Taking part is voluntary and you can withdraw from taking part to fill in this form at any time. While wellness tourism has gained its popularity, the previous studies of attributes framework of wellness tourism (PMSE model) has proven its significant roles on perceived wellness tourism experience dimensions including expectations of travelers. However, research on such topics in the context of Thailand has not previously been conducted with respect to the growth rate wellness tourism of the country. In this study, we aim to define the underlying dimensions of the wellness tourism experience and the mechanisms by which a PMSE model of wellness tourism experience provide within the context of Thailand. The information you provide will be recorded then be confidential used for academic purposes only. The data will be collected, stored and will be disposed of in a secure manner. Participation of the interview will be strictly

confidential and only the researcher, Natnisha Kongtaveesawas, to acknowledge the completed information which will remain the property of the Graduate School, Chulalongkorn University. Participants must be over 18 years of age. This study adheres to the guidelines of the ethical review process of Technopreneurship and Innovation Management program, the Graduate School, Chulalongkorn University. The researchers would be pleased to discuss your participation or any query you may have at any time. Please contact me, Natnisha Kongtaveesawas E-Mail: natnisha.k16@gmail.com

Sincerely,

Natnisha Kongtaveesawas

Dr.Pattarawan Prasarnphanich



End of Block: Part 1 Information Sheet for participant

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Start of Block: Consent Question

Q2 Do you agree to participate in this study?

Yes (1)

No (2)

End of Block: Consent Question

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Start of Block: Part 1 Socio-demographic of the participants

## Q3 Gender

- Male (1)
- Female (2)
- Others (3)
- 

## Q4 Age

- Over 18 - 25 years (1)
- 26 - 35 years (2)
- 36 - 45 years (3)
- 46 - 55 years (4)
- 56 -65 years (5)
- Over 65 years (6)

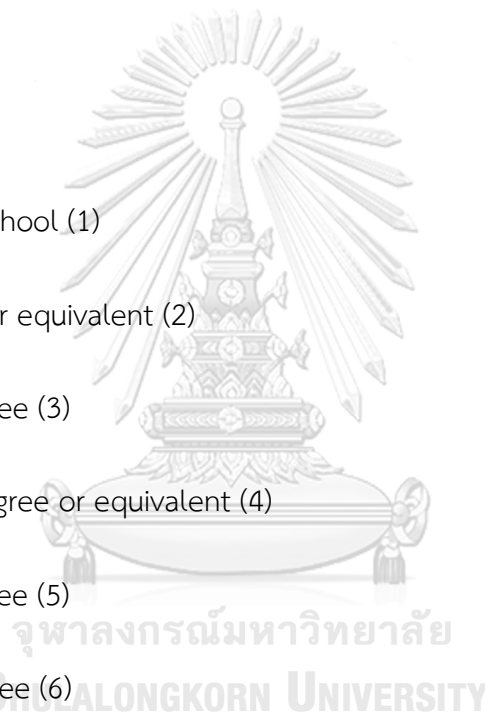


## Q5 Marital status

- Single (1)
- Married (2)
- Others (specify)..... (3)
- 

## Q6 Education

- Below high school (1)
- High school or equivalent (2)
- Diploma Degree (3)
- Bachelor's degree or equivalent (4)
- Master's degree (5)
- Doctoral Degree (6)

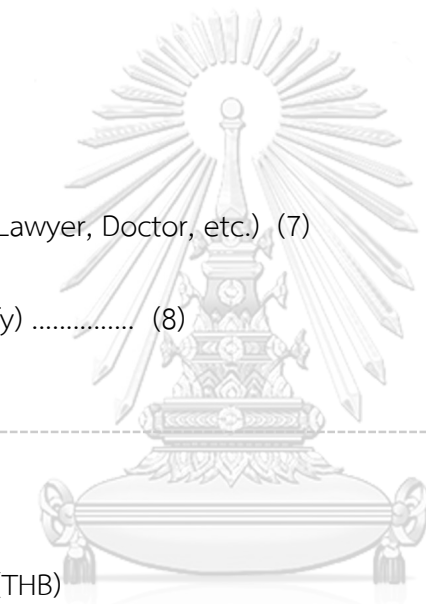


## Q7 Occupations

- Government Officer/ State Enterprise Employee (1)
  - Corporate employee (2)
  - Self-employed (3)
  - Managements/ Entrepreneur (4)
  - Student (5)
  - Retired (6)
  - Professional (Lawyer, Doctor, etc.) (7)
  - Others (specify) ..... (8)
- 

## Q8 Monthly Income (THB)

- Less than 15,000 (1)
  - 15,001 - 30,000 (2)
  - 30,001 - 50,000 (3)
  - 50,001 - 100,000 (4)
  - 100,001 or higher (5)
- 



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Q9 How do you describe your health condition?

- Good (1)
- Average (2)
- Below average (3)
- Other (specify)..... (4)

End of Block: Part 1 Socio-demographic of the participants

Start of Block: Part 2 Tourist Behaviors in Wellness Tourism

**Definition key term:**

**Wellness tourism** implies an expanding tourism niche encompassing individual or group travel to specialized resorts and destination with the purpose of physical and mental health maintenance. Wellness tourism can be broadly defined as physical activities that tourists undertake to improve their physical and psychological health. Some examples of wellness tourism include trips that incorporate physical fitness/ beauty care, healthy nutrition/ diet, relaxation/ meditation, and mental activity/ education. Wellness tourism is a form of travel activity that fulfils all well-being domains and represents an effective lifestyle and behavioral change. It is still unclear how the beneficial consequences of wellness tourism are generated.

Q10 How many times have you taken/ experienced wellness tourism trip within the past 24 months?

- Never (1)
- 1 - 3 times (2)
- More than 3 times (3)

Q11 How long do you normally take a travel trip?

- 1 - 2 nights (1)
- 3 - 4 nights (2)
- 5 - 6 nights (3)
- 7 nights or more (4)



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Q12 Based on your recent trip, how did you organize your trip?

- Self-organized (1)
- Organized by tourist agency (2)
- Organized by corporates (3)
- Others (specify) ..... (4)

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Q13 How do you prefer to travel?

- Group tour (1)
- Free Independent Traveler (FIT) (2)
- Bleisure (Business Pleasure) (3)

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Q14 Preference of wellness tourism activities (you can choose more than one answer)

- Leisure (1)
- Sports (2)
- Wellness & Spa (3)
- Health & Medical (4)
- Cultural & Historical sightseeing (5)
- Adventure (6)
- Religious & Spiritual retreat (7)
- Natural sightseeing (8)
- Other (specify) ..... (9)



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Q15 Which of the following destinations will you consider as Thailand Wellness tourism destination? (you can choose more than one answer)

- Bangkok (1)
- Phuket (2)
- Chiang Mai (3)
- Samui (4)
- Other (specify) ..... (5)

---

Q16 For each wellness tourism trip, how much in average do you spend per day? (THB)

- Less than 3,000 (1)
- 3,001 - 5,000 (2)
- 5,001 - 7,000 (3)
- 7,001 - 10,000 (4)
- More than 10,000 (5)
-

Q17 Do you consider yourself as a wellbeing person ( a person satisfied with his or her life in every aspect)?

- Yes (1)
- No (2)
- Uncertain (3)

End of Block: Part 2 Tourist Behaviors in Wellness Tourism

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Start of Block: Part 3 Wellness Tourism Attributes

Q18 Please consider your opinion towards the following **wellness attributes** leading to wellness tourism experience and rate your attitudinal score accordingly.



experience (5)

6) Reasonable price of wellness service is important to wellness tourism experience. (6)

C C C O C C C

7) Wellness amenities, products and souvenirs are important to wellness tourism experience. (7)

C C C O C C C

8) Supply typology (e.g., medical services) is important to wellness tourism experience. (8)

C C C O C C C

9) Hygiene policy of the destination is important to wellness tourism experience. (9)

C C C O C C C

10) Convenient logistics are important to wellness tourism experience. (10)

C C C O C C C

11) The feeling of life progress and/ or positive change with regards to wellness is important to wellness tourism experience. (11)

C C C O C C C

12) The new experiences leading you to escape, restore and refresh from your everyday life is important to wellness tourism experience. (12)

C C C O C C C

13) Being empathized and cared for by the staff is important to

C C C O C C C

wellness tourism experience. (13)

14) Being a part of the destination community (e.g.CBT - Community based tourism) is important to wellness tourism experience. (14)

C C C O C C C

15) The flowing stage of travel is important to wellness tourism experience. (15)

C C C O C C C

16) To be part of the travel plan/ wellness program ( e. g. , personalised travel plan) is important to wellness tourism experience. (16)

C C C O C C C

17) to learn new things from locals (local wisdom) is important to wellness tourism experience. (17)

C C C O C C C

18) Spirit/ soul uplifted is important to wellness tourism experience. (18)

C C C O C C C

19) Sharing your wellbeing travel experience with destination communities, stakeholders and others is important to wellness tourism experience. (19)

C C C O C C C

20) The high level of engagement or interest in destinations activities or setting is important to

C C C O C C C



wellness tourism experience. (20)

21) The attributions of knowledge, memories, perceptions, emotions, and self-identity are important to wellness tourism experience. (21)

C C C O C C C

22) To be able to recall the experience anytime you like is an advantage and important to wellness tourism experience. (22)

C C C O C C C

23) The wellness-related and knowledgeable staff and management are important to wellness tourism experience. (23)

C C C O C C C

24) The environmental concern atmosphere of the destination is important to wellness tourism experience (e.g., green concept). (24)

C C C O C C C

25) The wellbeing of the destinations (e.g., local products and food provided) is important to wellness tourism experience. (25)

C C C O C C C

26) The place that not too crowded is important to wellness tourism experience. (26)

C C C O C C C

27) The authentic destination is important to wellness tourism

C C C O C C C

experience. ( e. g. , communities with local wisdoms, Thainess) . (27)

28) The link between wellbeing and sustainable tourism is important to wellness tourism experience. (28)

C C C O C C C

End of Block: Part 3 Wellness Tourism Attributes

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Start of Block: Part 4: Comments & Suggestions

Q19 If you have any comments on Thailand wellness tourism experience, kindly indicate below



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End of Block: Part 4: Comments & Suggestions

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การตรวจสอบคุณลักษณะการท่องเที่ยวเชิงสุขภาพที่มีความสำคัญต่อประสบการณ์การท่องเที่ยวเชิงสุขภาพ  
ในบริบทประเทศไทย

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Start of Block: Part 1 Information Sheet for participant



## Q1 เอกสารข้อมูลสำหรับผู้ตอบแบบสอบถามชื่อโครงการวิจัย

เรียนผู้เข้าร่วมตอบแบบสอบถาม

ขอเชิญทุกท่านเข้าร่วมโครงการวิจัยโดย ณิชฌนิชาซ์ ก้องทวีสวัสดิ์ จากหลักสูตรเทคโนโลยีและการจัดการนวัตกรรม บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัยประเทศไทย และ ดร. ภัทรวรรณ ประสานพานิช

จากสถาบันบัณฑิตบริหารธุรกิจศศินทร์แห่งจุฬาลงกรณ์มหาวิทยาลัย ประเทศไทย หากท่านตกลงที่จะเข้าร่วมโครงการวิจัย เราจะถามท่านเกี่ยวกับประสบการณ์การท่องเที่ยวเพื่อสุขภาพของท่าน แบบสอบถามจะใช้เวลาประมาณ 15 นาทีในการกรอกข้อมูล เราจะขอบคุณมากหากท่านสามารถตอบคำถามทั้งหมดได้ การเข้าร่วมเป็นความสมัครใจ และท่านสามารถถอนตัวจากการตอบแบบสอบถามนี้ได้ตลอดเวลา การศึกษาก่อนหน้านี้เกี่ยวกับกรอบและคุณลักษณะของการท่องเที่ยวเชิงสุขภาพ (แบบจำลอง PMSE) ได้พิสูจน์แล้วว่าคุณลักษณะใดมีบทบาทสำคัญในการรับรู้มิติประสบการณ์การท่องเที่ยวเชิงสุขภาพรวมถึงความคาดหวังของผู้เดินทาง อย่างไรก็ตามไม่เคยมีการวิจัยในหัวข้อดังกล่าวในบริบทของประเทศไทย ในการศึกษาครั้งนี้เราจึงมุ่งหวังที่จะกำหนดมิติพื้นฐานของประสบการณ์การท่องเที่ยวเพื่อสุขภาพและกลไกเพื่อสร้างแบบจำลอง PMSE ในบริบทของประเทศไทย

ข้อมูลที่ท่านให้จะถูกบันทึก และเป็นความลับ เพื่อจุดประสงค์ทางวิชาการเท่านั้น ข้อมูลจะถูกรวบรวมจัดเก็บ และจะถูกกำจัดอย่างปลอดภัย การตอบแบบสอบถามของท่านจะเป็นความลับอย่างเคร่งครัด และมีเพียง ณิชฌนิชาซ์ ก้องทวีสวัสดิ์ นักวิจัยเท่านั้นที่รับทราบข้อมูลที่ครบถ้วนสมบูรณ์ ซึ่งข้อมูลจะเป็นสมบัติของบัณฑิตวิทยาลัยจุฬาลงกรณ์มหาวิทยาลัย ผู้เข้าร่วมตอบแบบสอบถามต้องมีอายุมากกว่า 18 ปี

การศึกษานี้เป็นไปตามแนวทางของกระบวนการทบทวนจริยธรรม ของหลักสูตรการจัดการเทคโนโลยีและการจัดการนวัตกรรม บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย หากท่านมีข้อสงสัยเกี่ยวกับการมีส่วนร่วมในการตอบแบบสอบถาม กรุณาติดต่อ ณิชฌนิชาซ์ ก้องทวีสวัสดิ์ E-Mail: [natnisha.k16@gmail.com](mailto:natnisha.k16@gmail.com)

ขอแสดงความนับถือ

ณิชฌนิชาซ์ ก้องทวีสวัสดิ์

ดร. ภัทรวรรณ ประสานพานิช

Start of Block: Consent Question

Q2 ท่านตกลงที่จะเข้าร่วมในการศึกษานี้หรือไม่?

ใช่ (1)

ไม่ (2)

End of Block: Consent Question

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Start of Block: Part 1 Socio-demographic of the participants

Q3 เพศ

ชาย (1)

หญิง (2)

อื่นๆ (3)



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Q4 อายุ

- ตั้งแต่ 18 - 25 ปี (1)
- 26 - 35 ปี (2)
- 36 - 45 ปี (3)
- 46 - 55 ปี (4)
- 56 - 65 ปี (5)
- มากกว่า 65 ปี (6)

Q5 สถานภาพการสมรส

- โสด (1)
- แต่งงาน (2)
- อื่นๆ (โปรดระบุ) (3)



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## Q6 การศึกษา

- ต่ำกว่ามัธยม (1)
- มัธยมศึกษาตอนปลายหรือเทียบเท่า (2)
- ระดับประกาศนียบัตรวิชาชีพชั้นสูง (3)
- ปริญญาตรีหรือเทียบเท่า (4)
- ปริญญาโท (5)
- ปริญญาเอก (6)

## Q7 อาชีพ

- ข้าราชการ / พนักงานรัฐวิสาหกิจ (1)
- พนักงาน (2)
- ประกอบอาชีพอิสระ (3)
- งานด้านการจัดการ / ผู้ประกอบการ (4)
- นักเรียน นักศึกษา (5)
- เกษียณอายุ (6)
- อาชีพเฉพาะทาง (นายแพทย์ ฯลฯ) (7)
- อื่น ๆ (ระบุ) ..... (8)





Q8 รายได้ต่อเดือน (บาท)

- น้อยกว่า 15,000 (1)
- 15,001 - 30,000 (2)
- 30,001 - 50,000 (3)
- 50,001 - 100,000 (4)
- มากกว่า 100,001 (5)

Q9 กรุณาอธิบายสภาวะสุขภาพของท่าน?

- ดี (1)
- ตามค่าเฉลี่ย (2)
- ต่ำกว่าค่าเฉลี่ย (3)
- อื่น ๆ (ระบุ) ..... (4)



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End of Block: Part 1 Socio-demographic of the participants

Start of Block: Part 2 Tourist Behaviors in Wellness Tourism

**คำสำคัญของคำจำกัดความ:**

**การท่องเที่ยวเชิงสุขภาพ** หมายถึงการท่องเที่ยวซึ่งครอบคลุมถึงการเดินทางเป็นรายบุคคลหรือกลุ่มไปยังรีสอร์ทหรือจุดหมายปลายทางเฉพาะ โดยมีจุดประสงค์เพื่อการรักษาสุขภาพกายและใจ คำนิยามกว้างๆของการท่องเที่ยวเชิงสุขภาพ คือกิจกรรมทางกายที่นักท่องเที่ยวเดินทางเพื่อพัฒนาสุขภาพกายและจิตใจ เช่น

ทริปการท่องเที่ยวที่รวมการออกกำลังกาย / การดูแลความงามและโภชนาการ / การรับประทานอาหารเช้าเพื่อสุขภาพและการพักผ่อน / การทำสมาธิและกิจกรรมทางจิต / การศึกษา การท่องเที่ยวเพื่อสุขภาพจะเป็นกิจกรรมการเดินทางรูปแบบหนึ่งที่เติมเต็มความเป็นอยู่ที่ดีและแสดงถึงการเปลี่ยนแปลงวิถีชีวิตและพฤติกรรมที่มีประสิทธิผล ยังไม่มีความชัดเจนว่าผลที่ตามมาของการท่องเที่ยวเพื่อสุขภาพคืออะไร

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Q10 ก่อนหน้านี้ท่านเคยไป / สัมผัสประสบการณ์การท่องเที่ยวเชิงสุขภาพมาแล้วกี่ครั้งภายใน 24 เดือนที่ผ่านมา?

- ไม่เคย (1)
- 1-3 ครั้ง (2)
- มากกว่า 3 ครั้ง (3)



Q11 ปกติท่านใช้เวลาเดินทางท่องเที่ยวมานานแค่ไหน?

- 1 - 3 คืน (1)
  - 4 - 6 คืน (2)
  - 7 - 10 คืน (3)
  - 10 คืนขึ้นไป (4)
-

Q12 การท่องเที่ยวครั้งล่าสุดของท่านจัดขึ้นอย่างไร?

- จัดด้วยตนเอง (1)
- จัดโดยบริษัทท่องเที่ยว (2)
- จัดโดยบริษัทหรือองค์กรที่ท่านทำงานอยู่ (3)
- อื่น ๆ (ระบุ) ..... (4)

Q13 ท่านชอบการเดินทางท่องเที่ยวรูปแบบใด?

- ทัวร์กลุ่ม (1)
- นักเดินทางอิสระ (FIT) (2)
- เดินทางท่องเที่ยวเมื่อต้องไปทำงาน (3)

Q14 กิจกรรมการท่องเที่ยวเชิงสุขภาพที่ท่านชื่นชอบ (ท่านสามารถเลือกได้มากกว่าหนึ่งคำตอบ)

- กิจกรรมด้านสันตนาการ (1)
- กิจกรรมด้านกีฬา (2)
- กิจกรรมด้านสุขภาพและสปา (3)
- กิจกรรมด้านสุขภาพและการแพทย์ (4)
- กิจกรรมการท่องเที่ยวเชิงวัฒนธรรมและประวัติศาสตร์ (5)
- กิจกรรมการผจญภัย (6)
- กิจกรรมทางศาสนาและจิตวิญญาณ (7)
- กิจกรรมการเที่ยวชมธรรมชาติ (8)
- อื่น ๆ (ระบุ) ..... (9)

Q15 จุดหมายปลายทางใดต่อไปนี้เป็นสถานที่ท่องเที่ยวเชิงสุขภาพของประเทศไทยตามความคิดเห็นของท่าน ( สามารถตอบได้มากกว่า 1 ข้อ)

กรุงเทพมหานคร (1)

ภูเก็ต (2)

เชียงใหม่ (3)

สมุย (4)

อื่น ๆ (ระบุ) ..... (5)

Q16 ค่าใช้จ่ายโดยเฉลี่ยต่อวันของท่าน สำหรับทริปท่องเที่ยวเพื่อสุขภาพ? (บาท)

น้อยกว่า 3,000 (1)

3,001 - 5,000 (2)

5,001 - 7,000 (3)

7,001 - 10,000 (4)

มากกว่า 10,001 (5)

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Q17 ท่านคิดว่าท่านเป็นบุคคลที่มีสุขภาวะที่ดีหรือไม่ (บุคคลที่พึงพอใจในชีวิตของตนในทุกๆด้าน)?

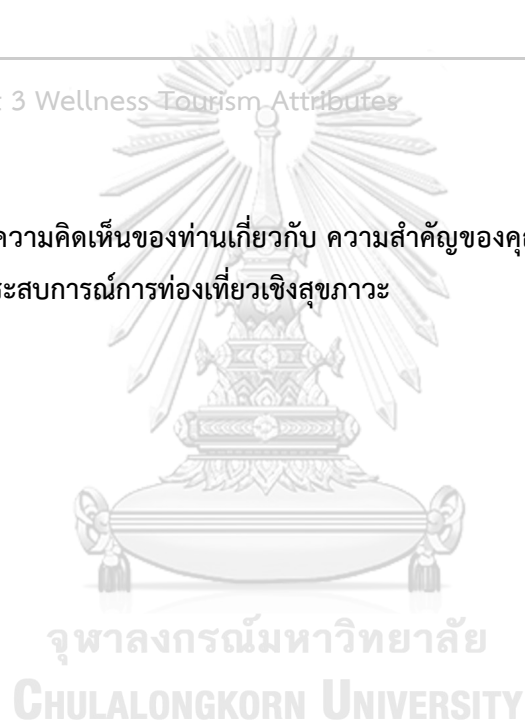
- ใช่ (1)
- ไม่ (2)
- ไม่แน่ใจ (3)

End of Block: Part 2 Tourist Behaviors in Wellness Tourism

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Start of Block: Part 3 Wellness Tourism Attributes

Q18 โปรดให้คะแนนความคิดเห็นของท่านเกี่ยวกับ ความสำคัญของคุณลักษณะของการท่องเที่ยวเชิง  
สุขภาวะต่อไปนี้ ต่อประสบการณ์การท่องเที่ยวเชิงสุขภาวะ











- 22) ความสามารถเรียกคืนประสบการณ์การ  
ท่องเที่ยวได้ตลอดเวลาที่ท่านต้องการ  
แม้ว่าการท่องเที่ยวจะจบไปแล้วถือเป็น  
ข้อได้เปรียบและมีความสำคัญต่อประ  
สพการณ์การท่องเที่ยวเชิงสุขภาพ (22)
- 23) การมีความรู้เกี่ยวกับด้านสุขภาพของ  
พนักงาน  
รวมถึงผู้บริหารมีความสำคัญ ต่อ  
ประสบการณ์การท่องเที่ยวเชิงสุขภาพ  
(23)
- 24) สภาพแวดล้อมที่ค้ำึงถึงสิ่งแวดล้อมมี  
ความสำคัญต่อประสบการณ์การ  
ท่องเที่ยวเชิงสุขภาพ (เช่น แนวคิดด้าน  
อนุรักษ์) (24)
- 25) ความเป็นอยู่ที่ดีของจุดหมายปลายทาง  
(เช่น ผลกระทบในท้องถิ่นที่มีคุณภาพ  
และอาหารที่จัดเตรียมไว้ให้) มี  
ความสำคัญต่อประสบการณ์การ  
ท่องเที่ยวเชิงสุขภาพ (25)
- 26) สถานที่ที่ไม่แออัด มีความสำคัญต่อ  
ประสบการณ์การท่องเที่ยวเชิงสุขภาพ  
(26)
- 27) จุดหมายปลายทางที่มีอัตลักษณ์ชัดเจน  
มีความสำคัญต่อประสบการณ์การ  
ท่องเที่ยวเชิงสุขภาพ (เช่น ชุมชนที่มี  
ภูมิปัญญาท้องถิ่น ความเป็นไทย) (27)
- 28) ความเชื่อมโยงระหว่างคุณภาพชีวิตและ  
การจัดการการท่องเที่ยวยั่งยืนมี  
ความสำคัญต่อประสบการณ์การ  
ท่องเที่ยวเชิงสุขภาพ (28)

End of Block: Part 3 Wellness Tourism Attributes

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Start of Block: Part 4: Comments & Suggestions

Q19 หากท่านมีความคิดเห็นใด ๆ เกี่ยวกับประสบการณ์การท่องเที่ยวเพื่อสุขภาพในประเทศไทยโปรดระบุ  
ด้านล่าง

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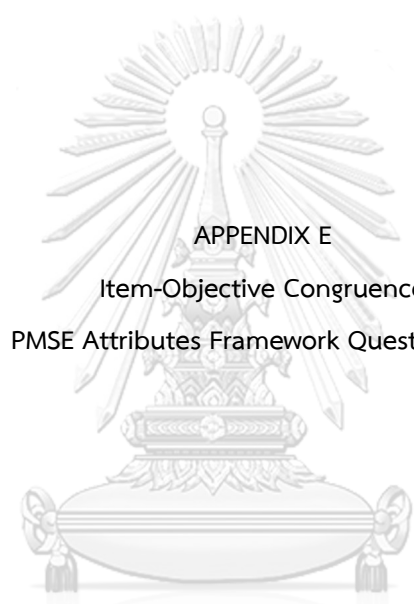
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End of Block: Part 4: Comments & Suggestions

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APPENDIX E

Item-Objective Congruence

PMSE Attributes Framework Questionnaire

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## TITLE OF RESEARCH PROJECT

## Wellness Tourism Attributes Validation for Wellness Tourism Experience in Thailand

## Context

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To Whom it may concern

This study has been led by Natnisha Kongtaveesawas from Technopreneurship and Innovation Management, the Graduate School, Chulalongkorn University, Thailand and Dr.Pattatrawan Prasarnphanich from Sasin Graduate Institute of Business Administration of Chulalongkorn University, Thailand. We aim to define the underlying dimensions of the wellness tourism experience and the mechanisms by which a PMSE model of wellness tourism experience provides within the context of Thailand as in hypothesis testing of H1.

This index of item objective congruence (IOC) has been conducted in order to validate the wellness tourism attributes derived from the model of PMSE wellness tourism experience conducted by Dunn (1957) and Mueller and Kaufmann (2000) and Dillette., et al. (2020). The researcher is using the prior-research-driven approach to identify themes and develop the wellness attributes that will positively affect wellness tourism experience and expectation of the travelers within Thailand context.

Thus, to establish reliability and validity of attributes of wellness experience with the technological implementation, generalization or extension of the research is desired. Your evaluation, who is the expert in tourism/ wellness tourism industry, is significant for this research.

Your contribution is highly appreciated.

จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

Sincerely yours,

*Natnisha K*

(Natnisha Kongtaveesawas, MS).

Technopreneurship and Innovation Management Program  
The Graduate School, Chulalongkorn University

### Wellness Tourism Experience Attributes

These following assumptions were validated from previous research of **Herbert L.Dunn (1957)**; High-level Wellness for Man and Society, and **Mueller & Kaufmann (2000)**; Wellness tourism: Market analysis of a special health tourism segment and implications for hotel industry; and **Dillette., et al. (2020)**; Dimensions of holistic wellness as a result of international wellness tourism experiences.

**For Expert Opinion:** Kindly consider the validations of the assumptions below and score your opinions.

**Instruction:** Mark  in the box that indicate your agreement level on proposed attributes of wellness tourism experience, your additional suggestions are highly appreciated.

1 means Agree  
0 means Uncertain  
-1 means Disagree

Part 1	Socio-demographic	Experts Opinions			Suggestions
		1	0	-1	
1.1	Gender ( ) Male ( ) Female ( ) N/A				
1.2	Age ( ) >18 – 25 years ( ) 26 – 35 years ( ) 36 -45 years ( ) 46 – 55 years ( ) 56 – 65 years ( ) > 65 years				
1.3	Status ( ) Single ( ) Married ( ) Divorced or separation ( ) Others ( specify).....				

1.4	Educations <input type="checkbox"/> Below high school <input type="checkbox"/> High school or equivalent <input type="checkbox"/> Diploma degree <input type="checkbox"/> Bachelor's degree or equivalent <input type="checkbox"/> Master Degree <input type="checkbox"/> Doctoral Degree				
1.5	Occupations <input type="checkbox"/> Government Officer/ State Enterprise <input type="checkbox"/> Employee <input type="checkbox"/> Student <input type="checkbox"/> Self-employed <input type="checkbox"/> Retired <input type="checkbox"/> Management/ Entrepreneur <input type="checkbox"/> Professional ( lawyer, doctor, etc.) <input type="checkbox"/> Others ( specify).....				
1.6	Monthly income (THB) <input type="checkbox"/> > 15,000 – 30,000 <input type="checkbox"/> 30,001 – 50,000 <input type="checkbox"/> 50,001 – 100,000 <input type="checkbox"/> > 100,001				
1.7	How do you describe your health condition? <input type="checkbox"/> Very good <input type="checkbox"/> Average <input type="checkbox"/> Bad <input type="checkbox"/> Others (specify) .....				

Part 2	Tourist Behaviors	Experts Opinions			Suggestions
		1	0	-1	
2.1	How many times have you taken/ experienced wellness tourism trip previously? ( ) Never ( ) 2-3 times ( ) More than 3 times				
2.2	How long do you normally take a travel trip? ( ) 1 – 3 nights ( ) 4 – 6 nights ( ) 7 – 10 nights ( ) 10 nights or more				
2.3	How do you organize your trip? ( ) Self – organized ( ) Organized by tourism agency ( ) Organized by corporates ( ) Other ( specify) .....				
2.4	How do you travel? ( ) Group tour ( ) With family and friends ( ) Free Independent Travelers ( FIT) ( ) Bleisure ( Business with pleasure)				
2.5	Preference of wellness tourism activities (can choose more than one answer) ( ) Leisure ( ) Sports ( ) Wellness & Spa ( ) Health & Medical ( ) Cultural & Historical sightseeing ( ) Adventure ( ) Religious & Spiritual retreat ( ) Natural sightseeing ( ) Others ( specify) .....				
2.6	Which of the following destinations will you consider as Thailand wellness tourism destination? ( ) Bangkok ( ) Phuket ( ) Chiang Mai ( ) Samui ( ) Others ( specify) .....				



Part 2	Tourist Behaviors	Experts Opinions			Suggestions
		1	0	-1	
2.1	How many times have you taken/ experienced wellness tourism trip previously? ( ) Never ( ) 2-3 times ( ) More than 3 times				
2.7	How much do you spend per trip for a wellness tourism trip? (THB) ( ) Less than 10,000 ( ) 10,001 – 30,000 ( ) 30,001 – 50,000 ( ) 100,000				



In this part, 7 Likert scales are applied for attitudinal score.

Part 3	Attributes of Wellness Experience	Experts Opinions			Suggestions
		1	0	-1	
1)	<b>The Physical Experience that contribute to the physical structure or makeup or a person.</b>				
1	The food quality and/ or food service is important to wellness tourism experience.				
2	The activities that require my physical participation as a guest is important to wellness tourism experience (e.g. yoga, hiking, etc.).				
3	Wellness services that you can participate in passively is important to wellness tourism experience (e.g. spa treatment, beauty treatment).				
4	The detoxication programs to help your body detoxified from unhealthy toxins or substances you consume in your everyday life is important to wellness tourism experience.				
5	The destination' s visual art is important to wellness tourism experience.				
6	Reasonable price of wellness service is important to wellness tourism experience.				
7	Wellness amenities, products and souvenirs are important to wellness tourism experience.				
8	Supply typology (e.g. medical services) is important to wellness tourism experience.				
9	Hygiene policy of the destination is important to wellness tourism experience.				
10	Convenient logistics is important to wellness tourism experience.				
2)	<b>The Mind Experience that contribute to travelers' awareness of the consciousness of self-thought of a person.</b>				
11	The feeling of life progress and/or positive change with regards to wellness is important to wellness tourism experience.				
12	The new experiences leading you to escape,				

Part 3	Attributes of Wellness Experience	Experts Opinions			Suggestions
		1	0	-1	
	restore and refresh from your everyday life is important to wellness tourism experience.				
13	Being empathized and cared for by the staff is important to wellness tourism experience.				
14	Being a part of the destination community (e.g. CBT) is important to wellness tourism experience.				
15	The flowing stage of travel is important to wellness tourism experience.				
16	To be part of the travel plan/ wellness program (e.g. Personalized travel plan) is important to wellness tourism experience.				
17	To learn new things from locals (local wisdom) is important to wellness tourism experience.				
3)	<b>The Spiritual Experience that are non-physical</b>				
18	Spirit/ soul uplifted somehow is important To wellness tourism experience.				
19	Sharing your wellbeing travel experience with destination communities and stakeholders is important to wellness tourism experience.				
20	The high level of engagement or Interest in destinations activities or setting is important to wellness tourism experience.				
21	The attributions of knowledge, memories, perceptions, emptions, and self-identity are important to wellness tourism experience.				
22	To be able to recall the experience anytime You like is an advantage and important to Wellness tourism experience.				
4)	<b>The Environmental Experience relating to the wellness tourism destination ecosystem/ Value chains</b>				
23	The wellness-related and knowledgeable staff is important to wellness tourism experience.				
24	The environmental concern atmosphere of destination atmosphere of the destination is				

Part 3	Attributes of Wellness Experience	Experts Opinions			Suggestions
		1	0	-1	
	is important to wellness tourism experience (e.g. green concept).				
25	The wellbeing of the destinations (e.g. local products and food provided) is important to wellness tourism experience				
26	The place that not too crowded is important to wellness tourism experience.				
27	The authentic destination is important to wellness tourism experience (e.g. communities with local wisdoms, Thainess)				
28	The link between wellbeing and sustainable tourism is important to wellness tourism experience.				

Part 4	Comments and suggestions	Experts Opinions			Suggestions
		1	0	-1	
	If you have any comments on Thailand wellness tourism experience, kindly indicate below.				

Suggestions from expert

.....

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CHULALONGKORN UNIVERSITY

.....(Signature)

.....(Date)

(.....)

Expert

ที่ อว 64.25/ชน 014 /2563



หลักสูตรสาขาวิชาธุรกิจเทคโนโลยีและการจัดการนวัตกรรม  
บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย  
อาคารเฉลิมราชยุมภาภิ 60 พรรษา ถนนพญาไท เขตปทุมวัน  
กรุงเทพฯ 10330

๕ ตุลาคม 2563

เรื่อง ขอเชิญเป็นผู้ตรวจสอบเครื่องมือและความตรงเชิงเนื้อหาของแบบสอบถาม  
เรียน คุณชานันต์ สินธุเจริญ ประธานกรรมการสภาพันธ์ สมาคมสภาฯแห่งประเทศไทย

ด้วย นางสาวณัฐนิชา กิ่งทิวาสวัสดิ์ เลขประจำตัว 628 10239 20 นิสิตระดับปริญญาตรีบัณฑิต สาขาวิชาธุรกิจเทคโนโลยีและการจัดการ  
นวัตกรรม บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย นิสิตทำวิทยานิพนธ์หัวข้อเรื่อง "ปัจจัยที่ส่งผลต่อการท่องเที่ยวเชิงสุขภาพในประเทศไทย" โดยมี  
อาจารย์ ดร.กักรวรรณ ประสานพานิช เป็นอาจารย์ที่ปรึกษาวิทยานิพนธ์หลัก โดยนิตินิสิตมีความประสงค์ขอเรียนเชิญท่านเป็นผู้ตรวจสอบเครื่องมือและ  
ความตรงเชิงเนื้อหาของแบบสอบถาม ซึ่งหลักสูตรฯ พิจารณาแล้วเห็นว่าท่านเป็นผู้มีความรู้ ความเชี่ยวชาญ และประสบการณ์ในด้านนี้

หลักสูตรฯ จึงขอความอนุเคราะห์จากท่านเป็นผู้ตรวจสอบเครื่องมือและความตรงเชิงเนื้อหาของแบบสอบถาม พร้อมนี้ได้แนบแบบสอบถาม  
มาพร้อมกับหนังสือฉบับนี้

จึงเรียนมาเพื่อโปรดให้ความอนุเคราะห์ด้วย และขอขอบพระคุณเป็นอย่างสูงมา ณ โอกาสนี้

ขอแสดงความนับถือ

(รองคณบดีฝ่ายวิจัย ศ. วิชิต กิจวิจิตร)

วิชาการแทนผู้อำนวยการหลักสูตรสาขาวิชา  
คณะศึกษาศาสตร์และการบัญชี

หลักสูตรสาขาวิชาธุรกิจเทคโนโลยีและการจัดการนวัตกรรม

โทร. 0811433633

นิตินิสิตทำวิจัย หมายเลข 061-3939193

ที่ อว 64.25/อน §14 /2563



หลักสูตรสาขาวิชาธุรกิจเทคโนโลยีและการจัดการนวัตกรรม  
บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย  
อาคารเฉลิมราชกุมารี 60 พรรษา ถนนพญาไท เขตปทุมวัน  
กรุงเทพฯ 10330

๒๒ ตุลาคม 2563

เรื่อง ขอเชิญเป็นผู้ทรงคุณวุฒิตรวจสอบเครื่องมือและความตรงเชิงเนื้อหาของแบบสอบถาม  
เรียน ผู้ช่วยศาสตราจารย์ ดร.คม ศัมภีรานนท์ รองคณบดีฝ่ายวิชาการและวิจัย วิทยาลัยนวัตกรรมการ มหาวิทยาลัยธรรมศาสตร์

ด้วย นางสาวณัฐนิชา กิ่งทิวส์วณิช เลขประจำตัว 628 10239 20 นิสิตระดับปริญญาตรีบัณฑิต สาขาวิชาธุรกิจเทคโนโลยีและการจัดการ  
นวัตกรรม บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย นิสิตทำวิทยานิพนธ์หัวข้อเรื่อง "ปัจจัยที่ส่งผลต่อการท่องเที่ยวเชิงสุขภาพในประเทศไทย" โดยมี  
อาจารย์ ดร.กิติกรวรม ประสานพานิช เป็นอาจารย์ที่ปรึกษาวิทยานิพนธ์หลัก โดยนิตินิสิตมีความประสงค์จะขอเรียนเชิญท่านเป็นผู้ตรวจสอบเครื่องมือและ  
ความตรงเชิงเนื้อหาของแบบสอบถาม ซึ่งหลักสูตรฯ พิจารณาแล้วเห็นว่าท่านเป็นผู้มีความรู้ ความเชี่ยวชาญ และประสบการณ์ในด้านนี้

หลักสูตรฯ จึงขอความอนุเคราะห์จากท่านเป็นผู้ตรวจสอบเครื่องมือและความตรงเชิงเนื้อหาของแบบสอบถาม พร้อมนี้ได้แนบบแบบสอบถาม  
มาพร้อมกันฉบับนี้ขอรับ

จึงเรียนมาเพื่อโปรดให้ความอนุเคราะห์ด้วย และขอขอบพระคุณเป็นอย่างสูงมา ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.กิติกรวรม ประสานพานิช)

รองคณบดีฝ่ายวิชาการหลักสูตรสาขาวิชา  
คณบดีคณะพาณิชยศาสตร์และการบัญชี

หลักสูตรสาขาวิชาธุรกิจเทคโนโลยีและการจัดการนวัตกรรม

โทร. 0811433633

นิตินิสิตผู้ทำวิจัย หมายเลข 061-3939193

ที่ อร 64.25/อน 814 /2563



หลักสูตรสาขาวิชาธุรกิจเทคโนโลยีและการจัดการนวัตกรรม  
บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย  
อาคารเฉลิมราชกุมารี 60 พรรษา ถนนพญาไท เขตปทุมวัน  
กรุงเทพฯ 10330

๕ ตุลาคม 2563

เรื่อง ขอเชิญเป็นผู้ตรวจดูแลตรวจสอบเครื่องมือและความตรงเชิงเนื้อหาของแบบสอบถาม  
เรียน อาจารย์ อธิวิศ เทพเฉลิม อาจารย์ประจำสำนักวิชาการ มหาวิทยาลัยแม่ฟ้าหลวง

ด้วย นางสาวณัฐนิชาห์ ก้อนพิสวัสดิ์ เลขประจำตัว 628 10239 20 นิสิตระดับปริญญาตรีบัณฑิต สาขาวิชาธุรกิจเทคโนโลยีและการจัดการ  
นวัตกรรม บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย นิสิตทำวิทยานิพนธ์หัวข้อเรื่อง “ปัจจัยที่ส่งผลต่อการท่องเที่ยวเชิงสุขภาพในประเทศไทย” โดยมี  
อาจารย์ ดร.กิติรธรรม ประสานพานิช เป็นอาจารย์ที่ปรึกษาวิทยานิพนธ์หลัก โดยนิตินิยมความประสงค์จะขอเรียนเชิญท่านเป็นผู้ตรวจสอบเครื่องมือและ  
ความตรงเชิงเนื้อหาของแบบสอบถาม ซึ่งหลักสูตรฯ ตีความแล้วเห็นว่าท่านเป็นผู้มีความรู้ ความเชี่ยวชาญ และประสบการณ์ในด้านนี้

หลักสูตรฯ จึงขอความอนุเคราะห์จากท่านเป็นผู้ตรวจสอบเครื่องมือและความตรงเชิงเนื้อหาของแบบสอบถาม พร้อมนี้ได้แนบแบบสอบถาม  
มาพร้อมกันหนังสือฉบับนี้

จึงเรียนมาเพื่อโปรดให้ความอนุเคราะห์ด้วย และขอขอบพระคุณเป็นอย่างสูงมา ณ โอกาสนี้

ขอแสดงความนับถือ  


(รองศาสตราจารย์ ดร.กิติรธรรม ประสานพานิช)

วิชาการแทนผู้อำนวยการหลักสูตรสาขาวิชา  
คณะศึกษาศาสตร์และการปฏิบัติ

หลักสูตรสาขาวิชาธุรกิจเทคโนโลยีและการจัดการนวัตกรรม  
โทร. 0811433633  
นิตินิติกำวิชัย หมายเลข 061-3939193

ที่ อว 64.25/นบ 814 /2563



หลักสูตรสาขาวิชาธุรกิจเทคโนโลยีและการจัดการนวัตกรรม  
บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย  
อาคารเฉลิมราชกุมารี 60 พรรษา ถนนพญาไท เขตปทุมวัน  
กรุงเทพฯ 10330

๒๕ ตุลาคม 2563

เรื่อง ขอเชิญเป็นผู้ทรงคุณวุฒิตรวจสอบเครื่องมือและความตรงเชิงเนื้อหาของแบบสอบถาม  
เรียน อาจารย์ กุศลวิมล โส อาจารย์ประจำสำนักวิชาการ มหาวิทยาลัยแม่ฟ้าหลวง

ด้วย นางสาวณัฐนิชาซ์ ก้อนทิวส์ รหัสเลขประจำตัว 628 10239 20 นิสิตระดับปริญญาตรีบัณฑิต สาขาวิชาธุรกิจเทคโนโลยีและการจัดการ  
นวัตกรรม บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย นิสิตทำวิทยานิพนธ์หัวข้อเรื่อง "ปัจจัยที่ส่งผลต่อการท่องเที่ยวเชิงสุขภาพในประเทศไทย" โดยมี  
อาจารย์ ดร.กิติรธรรม ประสานพานิช เป็นอาจารย์ที่ปรึกษาวิทยานิพนธ์หลัก โดยนิสิตมีความประสงค์จะขอเรียนเชิญท่านเป็นผู้ตรวจสอบเครื่องมือและ  
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หลักสูตรฯ จึงขอความอนุเคราะห์จากท่านเป็นผู้ตรวจสอบเครื่องมือและความตรงเชิงเนื้อหาของแบบสอบถาม พร้อมนี้ได้แนบบแบบสอบถาม  
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จึงเรียนมาเพื่อโปรดให้ความอนุเคราะห์ด้วย และขอขอบพระคุณเป็นอย่างสูงมา ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ คณิศร กุศลวิมล)

รักษาการแทนผู้อำนวยการหลักสูตรสาขาวิชา  
คอมพิวเตอร์พาณิชย์ศาสตร์และการบัญชี

หลักสูตรสาขาวิชาธุรกิจเทคโนโลยีและการจัดการนวัตกรรม  
โทร. 0811433633  
นิสิตผู้ทำวิจัย หมายเลข 061-3939193



## Result of Index of item objective congruence (IOC)

TITLE OF RESEARCH PROJECT

### Wellness Tourism Attributes Validation for Wellness Tourism Experience in Thailand Context

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#### Wellness Tourism Experience Attributes

The questionnaire for this research has been conducted in order to validate the PMSE model from previous research of **Herbert L.Dunn (1957)**; High-level Wellness for Man and Society, and **Mueller & Kaufmann (2000)**; Wellness tourism: Market analysis of a special health tourism segment and implications for hotel industry; and **Dillette., et al. (2020)**; Dimensions of holistic wellness as a result of international wellness tourism experiences.

***Hypothesis 1:** There are underlying dimensions of the wellness tourism experience and the mechanisms by which a PMSE model of wellness tourism experience provides within the context of Thailand.*

The researcher developed the questionnaire and submitted it to the principal advisor and the five experts for content validity. The experts are;

- 1) Asst.Prof. Dr. Kom Campiranon  
Associate Dean for Academic Affairs and Research  
College of Innovation, Thammasart University
- 2) Ajarn Teeris Thepchalerm  
Lecture, Faculty of Management  
Mae Fah Luang University, Chiang Rai, Thailand
- 3) Ajarn Phutawan Ho  
Lecturer, Faculty of Management  
Mae Fah Luang University, Chaing Rai, Thailand
- 4) Khun Chawanant Sinthukiow  
President of the Federation of Thai Spa & Wellness Association
- 5) Khun Thanapol Inprasertkul  
PhD candidate. The Graduate School of Tourism Management  
National Institute Development Administration

The result of IOC appeared from 0.75 -1.00. According to Rovinelli and Hambleton (1997), confidence in the validity of the item development stage that is over 0.50 (IOC > .50) is considered as relevant to research objectives. Thus, every question has been considered valid for the data collection process. Some changes according to the experts have been applied, information as attached.

\*(1 = Consistent, 0 = Do not confirm, -1 = Inconsistent)

Part 1	Socio-demographic	Experts Opinions					IOC scores	Conclu sion
		Asst.Prof.Dr.Kom Campiranon	A.JTeeris	A.J Phutawan	Khun Chawanant	Khun Thanapol Inprasertkul		
1.1	Gender ( ) Male ( ) Female ( ) N/A	1	1	1	1	1	1.00	Accepted
1.2	Age ( ) >18 – 25 years ( ) 26 – 35 years ( ) 36 -45 years ( ) 46 – 55 years ( ) 56 – 65 years ( ) > 65 years	1	1	1	1	1	1.00	Accepted
1.3	Status ( ) Single ( ) Married ( ) Divorced or separation ( ) Others ( specify).....	1	1	1	1	1	1.00	Accepted
1.4	Educations ( ) Below high school ( ) High school or equivalent ( ) Diploma degree ( ) Bachelor's degree or equivalent ( ) Master Degree ( ) Doctoral Degree	1	1	1	1	1	1.00	Accepted
1.5	Occupations ( ) Government Officer/ State Enterprise ( ) Employee ( ) Student ( ) Self-employed ( ) Retired	1	1	1	1	1	1.00	Accepted

Part 1	Socio-demographic	Experts Opinions					IOC scores	Conclusi on
		Asst.Prof.Dr.Kom Campiranon	A.JTeeris	A.J Phutawan	Khun Chawanant	Khun Thanapol Intrasertkul		
	<input type="checkbox"/> Management/ Entrepreneur <input type="checkbox"/> Professional ( lawyer, doctor, etc.) <input type="checkbox"/> Others ( specify).....							
1.6	Monthly income (THB) <input type="checkbox"/> > 15,000 – 30,000 <input type="checkbox"/> 30,001 – 50,000 <input type="checkbox"/> 50,001 – 100,000 <input type="checkbox"/> > 100,001	0	1	1	1	1	0.80	Accepted
1.7	How do you describe your health condition? <input type="checkbox"/> Very good <input type="checkbox"/> Average <input type="checkbox"/> Bad <input type="checkbox"/> Others (specify) .....	0	1	1	1	1	0.80	Accepted

Part 2	Tourist Behaviors	Experts Opinions					IOC score	Conclusion
2.1	How many times have you taken/ experienced wellness tourism trip previously? ( ) Never ( ) 2-3 times ( ) More than 3 times	0	1	1	1	0	0.60	Accepted
2.2	How long do you normally take a travel trip? ( ) 1 – 3 nights ( ) 4 – 6 nights ( ) 7 – 10 nights ( ) 10 nights or more	0	1	1	1	1	0.80	Accepted
2.3	How do you organize your trip? ( ) Self – organized ( ) Organized by tourism agency ( ) Organized by corporates ( ) Other ( specify) .....	1	1	1	1	1	1.00	Accepted
2.4	How do you travel? ( ) Group tour ( ) With family and friends ( ) Free Independent Travelers ( FIT) ( ) Bleisure ( Business with pleasure)	0	1	1	1	1	0.80	Accepted
2.5	Preference of wellness tourism activities (can choose more than one answer) ( ) Leisure ( ) Sports ( ) Wellness & Spa ( ) Health & Medical ( ) Cultural & Historical sightseeing ( ) Adventure ( ) Religious & Spiritual retreat ( ) Natural sightseeing ( ) Others ( specify) .....	1	1	1	1	1	1.00	Accepted
2.6	Which of the following destinations will you consider as Thailand wellness tourism destination? ( ) Bangkok ( ) Phuket ( ) Chiang Mai ( ) Samui ( ) Others ( specify) .....	1	0	1	1	1	0.80	Accepted

2.7	How much do you spend per trip for a wellness tourism trip? (THB) <input type="checkbox"/> Less than 10,000 <input type="checkbox"/> 10,001 – 30,000 <input type="checkbox"/> 30,001 – 50,000 <input type="checkbox"/> 100,000	0	0	1	1	1	0.60	The question has been changed.
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In this part, 7 Likert scales are applied for attitudinal score.

Part 3	Attributes of Wellness Experience	Experts Opinions					IOC score	Conclusion
1)	<b>The Physical Experience that contributes to the physical structure or makeup or a person.</b>							
1	The food quality and/ or food service is important to wellness tourism experience.	1	1	0	1	1	0.80	Accepted
2	The activities that require my physical participation as a guest is important to wellness tourism experience (e.g., yoga, hiking, etc.).	1	1	1	1	1	1.00	Accepted
3	Wellness services that you can participate in passively is important to wellness tourism experience (e.g., spa treatment, beauty treatment).	1	1	1	1	1	1.00	Accepted
4	The detoxication programs to help your body detoxified from unhealthy toxins or substances you consume in your everyday life is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
5	The destination' s visual art is important to wellness tourism experience.	1	1	0	1	1	0.80	Accepted
6	Reasonable price of wellness service is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
7	Wellness amenities, products and souvenirs are important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
8	Supply typology (e.g., medical services) is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
9	Hygiene policy of the destination is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
10	Convenient logistics is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
2)	<b>The Mind Experience that contributes to travelers' awareness of the consciousness of self-thought of a person.</b>							
11	The feeling of life progress and/or positive change with regards to wellness is	1	1	1	1	1	1.00	Accepted

	important to wellness tourism experience.							
12	The new experiences leading you to escape, restore and refresh from your everyday life is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
13	Being empathized and cared for by the staff is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
14	Being a part of the destination community (e.g., CBT) is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
15	The flowing stage of travel is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
16	To be part of the travel plan/ wellness program (e.g., Personalized travel plan) is important to wellness tourism experience.	1	1	0	1	1	0.80	Accepted
17	To learn new things from locals (local wisdom) is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
<b>3)</b>	<b>The Spiritual Experience that are non-physical</b>							
18	Spirit/ soul uplifted somehow is important To wellness tourism experience.	1	1	1	1	1	1.00	Accepted
19	Sharing your wellbeing travel experience with destination communities and stakeholders is important to wellness tourism experience.	1	1	0	1	1	0.80	Accepted
20	The high level of engagement or Interest in destinations activities or setting is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
21	The attributions of knowledge, memories, perceptions, emptions, and self-identity are important to wellness tourism experience.	1	0	1	1	1	0.80	Accepted
22	To be able to recall the experience anytime You like is an advantage and important to Wellness tourism experience.	1	1	1	1	1	1.00	Accepted
<b>4)</b>	<b>The Environmental Experience relating to the wellness tourism destination</b>							

ecosystem/ Value chains								
23	The wellness-related and knowledgeable staff is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted
24	The environmental concern atmosphere of destination atmosphere of the destination is important to wellness tourism experience (e.g. green concept).	1	1	1	1	1	1.00	Accepted
25	The wellbeing of the destinations (e.g., local products and food provided) is important to wellness tourism experience	1	1	1	1	1	1.00	Accepted
26	The place that not too crowded is important to wellness tourism experience.	1	0	1	1	1	0.80	Accepted
27	The authentic destination is important to wellness tourism experience (e.g., communities with local wisdoms, Thainess)	1	1	1	1	1	1.00	Accepted
28	The link between wellbeing and sustainable tourism is important to wellness tourism experience.	1	1	1	1	1	1.00	Accepted

Part 4	Comments and suggestions	Experts Opinions					IOC score	Conclusion
	If you have any comments on Thailand wellness tourism experience, kindly indicate below.	1	1	1	1	1	1.00	Accepted





APPENDIX F  
Item-Objective Congruence  
Questionnaire Survey of Immersive Experience for Wellness Tourism

จุฬาลงกรณ์มหาวิทยาลัย  
**CHULALONGKORN UNIVERSITY**

## Information Sheet for Participant

## TITLE OF RESEARCH PROJECT

**Immersive Experience for Wellness Tourism within Thailand Context**

Dear Participants,

We are inviting you to participate in a study led by Natnisha Kongtaveesawas from Technopreneurship and Innovation Management Program, the Graduate School, Chulalongkorn University and Dr. Pattarawan Prasarnphanich from Sasin School of Management, Chulalongkorn University. If you agree to take part, we would like to ask you some questions about your perceived experience after using the immersive wellness tourism system or “the prototype” as referred in this study. The survey including the trial of the prototype will take about 15 – 20 minutes to fill out. We would appreciate it if you could answer all the questions. Taking part is voluntary and you can withdraw from taking part to fill in this form at any time.

“Wellness tourism” can be broadly defined as physical activities that tourists undertake to improve their physical psychological health and the environmental concern as appeared in widely accepted PMSE wellness attributes framework; physical, mental, spiritual and environmental experience (e.g., sport, spa & Thai massage, healthy food, mind and spiritual retreat and environmental concerns). While wellness tourism has gained its popularity, the previous studies of perceived immersive experience for wellness tourism within the context of Thailand has not previously been conducted. More specifically, this study aims to study how four different experiential dimensions (education, esthetic, escapist and entertainment) in the form of immersion influence Thai visitors’ overall satisfaction.

The information you provide will be recorded then be confidential used for academic purposes only. The data will be collected, stored and will be disposed of in a secure manner. Participation of the interview will be strictly confidential and only the researcher, Natnisha Kongtaveesawas, to acknowledge the completed information which will remain the property of the Graduate School, Chulalongkorn University. Participants must be over 18 years of age.

This study adheres to the guidelines of the ethical review process of the Graduate School, Chulalongkorn University. The researchers would be pleased to discuss your participation or any query you may have at any time. Please contact me, Natnisha Kongtaveesawas, E-mail: natnisha.k16@gmail.com.

Sincerely yours,

Natnisha Kongtaveesawas  
Dr.Pattarawan Prasarnphanich

### Definition of Immersive Technology used in this research

Immersive technology is technology that blurs the boundary between the physical and virtual worlds and enables users to experience a sense of immersion (Lee, Chung, & Lee., 2013).

**Remark:** “The prototypes” in the questionnaire refer to the immersive wellness tourism system developed for this study.

The researcher developed the questionnaire and submitted it to the principal advisor, the advisors and the five experts in both tourism academic and industry field for content validity. The experts are;

- 1) Asst.Prof. Dr. Kom Campiranon  
Associate Dean for Academic Affairs and Research  
College of Innovation, Thammasart University
- 2) Ajarn Teeris Thepchalerm  
Lecture, Faculty of Management  
Mae Fah Luang University, Chiang Rai, Thailand
- 3) Ajarn Phutawan Ho  
Lecturer, Faculty of Management  
Mae Fah Luang University, Chaing Rai, Thailand
- 4) Khun Chawanant Sinthukiow  
President of the Federation of Thai Spa & Wellness Association
- 5) Khun Thanapol Inprasertkul (PhD.)  
The Graduate School of Tourism Management  
National Institute Development Administration

The result of IOC appeared from 0.79. According to Rovinelli and Hambleton (1997), confidence in the validity of the item development stage that is over 0.50 (IOC > .50) is considered as relevant to research objectives. Almost every question has been considered valid for evaluation for the data collection process, except questions 9 and 15 which received 0. Thus, some changes according to the experts have been applied, information as attached.

### Questionnaire Survey of Immersive Experience for Wellness Tourism

The Questionnaire are divided into four parts accordingly.

- Part 1: Experience Dimensions
- Part 2: Suggestions
- Part 3: Socio Demographics
- Part 4: Tourist Behaviors

**For Expert Opinion:** Kindly consider the validations of the assumptions below and score your opinions.

**Instruction:** Mark  in the box that indicate your agreement level on proposed attributes of wellness tourism experience, your additional suggestions are highly appreciated.

- 1 means Agree
- 0 means Uncertain
- 1 means Disagree

In part 1, 7 Likert scales are applied for attitudinal score. After using the prototype, please consider your opinion towards perceived immersive wellness tourism experience and rate your attitudinal score accordingly.

- 7 = Strongly agree
- 6 = Agree
- 5 = Slightly agree
- 4 = Uncertain
- 3 = Slightly disagree
- 2 = Disagree
- 1 = Strongly disagree

Part 1	Experience Dimensions	Experts Opinions					Means Suggestions
		Asst.Prof. Kom	A.J.Teeris	A.J.Phutawa	K.Chawanani	k.Thanapol	
Constructs	Item						
Education	1) Using the prototype is useful to collect information (e.g., wellness-related information such as spiritual retreat activities, environmental concern, etc.).	1	1	1	1	1	1
	2) Using the prototype is beneficial (e.g., improving my health and wellbeing from information	1	1	1	1	1	1

Part 1	Experience Dimensions	Experts Opinions					Means Suggestions
		Asst.Prof. Kom	AJ.Teeris	AJ.Phutawa	K.Chawanana	k.Thanapol	
Constructs	Item						
	provided).						
	3) I get varied knowledge from using the prototype (e.g., local wisdoms ).	1	1	1	1	1	1
	4) I collect diverse information from using the prototype (e.g., the holistic wellbeing concepts of the destinations)	1	1	0	1	0	0.6
	5) The immersive experience has made me more knowledgeable (in terms of wellness-related information).	1	1	0	1	1	0.8 "I" and "Me"
	6) The immersive experience stimulated my curiosity to learn new things.	1	1	1	1	0	0.8
Escapism	7) Using the prototype makes me forget about times.	0	1	1	1	0	0.6 Not sure what it means
	8) I got carried away by the different events (e.g., watching live show)	1	1	1	1	1	1
	9) I felt like I was living in a different time or place when using the prototype  Will this matter affect the result?	0	0	0	1	-1	0 Not sure what it means In complete question Quite ambiguous the respondents might take "different time" or

Part 1	Experience Dimensions	Experts Opinions					Means Suggestions
		Asst.Prof. Kom	AJ.Teeris	AJ.Phutawa	K.Chawanana	k.Thanapol	
Constructs	Item						
							place” objectively or subjectively.
	10) The experience here let me imaging being someone else.	0	1	1	1	1	0.8 Not sure what it means
	11) I completely escaped from reality (somehow feeling like doing meditation that my soul has been lifted up).	1	1	1	1	0	0.8
Esthetic	12) I felt a real sense of harmony (e.g., the high level of engagement with the activities provided).	1	1	1	1	1	1
	13) Just being here was pleasant. I felt pleasant just being here	0	1	1	1	1	0.8 Being with the prototype? Or being somewhere through immersive VR?

Part 1	Experience Dimensions	Experts Opinions					Means Suggestions
Constructs	Item	Asst.Prof. Kom	A.J.Teeris	A.J.Phutawa	K.Chawanana	k.Thanapol	
	<p>14) The setting was very attractive.</p>	0	1	1	1	1	<p>0.8 Define setting Using “very” can mislead if the respondent respond “disagree” it could be also interpreted as both moderately attractive and not attractive.</p>
xxxxxxx	<p>15) The setting was pretty bland (reverse coded). All the attributes have positive meaning, it will be better to cut this for easier analysis and interpretation</p>	0	1	-1	1	-1	<p>0 No need reverse code/ no need Using “pretty” can mislead if the respondent respond “disagree” it could be also interpreted as both moderately attractive</p>

Part 1	Experience Dimensions	Experts Opinions					Means Suggestions
		Asst.Prof. Kom	AJ.Teeris	AJ.Phutawa	K.Chawanon	k.Thanapol	
Constructs	Item						
							and very attractive
	16) Using the prototype provided me with authentic experiences.	1	1	1	1	1	1
Entertainment	17) Using the prototype is enjoyable for me.	1	1	1	1	1	1
	18) Using the prototype is pleasurable for me.	0	1	1	1	1	0.8 Not different from 18
	19) Using the prototype is fun for me.	1	1	1	1	1	1
	20) Using the prototype keeps me happy.	1	1	0	1	1	0.8
	21) Watching others perform was captivating (I want to be part of it).	1	1	1	1	1	1
Satisfaction	22) Using the prototype is part of my ideal life.	1	1	1	1	0	0.8
	23) My life is excellent when I use the prototype.	1	1	0	1	0	0.6
	24) I am satisfied with my life when I am using the prototype.	1	1	0	1	1	0.8
	25) I want to re-experience the immersive wellness tourism activity in the future.	1	1	1	1	1	1
	26) I would recommend the immersive wellness tourism activity to my friends and others.	1	1	1	1	1	1
	27) So far, I have gotten the important things I want by using the prototype.	1	1	0	1	1	0.8
	28) I would like to visit the place that I saw in the prototype.	1	1	1	1	1	1



Part 1	Experience Dimensions	Experts Opinions					Means Suggestions
Constructs	Item	Asst.Prof. Kom	AJ.Teeris	AJ.Phutawa	K.Chawanan	k.Thanapol	
	29) Products and services that use the newest technologies are much more convenient for me to use.	1	1	1	1	0	0.8 Newest and applicable, appropriate
	30) I prefer to use the most advanced technology available (I prefer the immersive experience rather than the actual visit).	1	1	1	1	1	1

**Source:** Adapted from the original measurement scales of Pine & Gilmore (1999); Kim & Hall (2019); Mehmetoglu & Engen (2011); Oh., Fiore & Jeoung (2007); Lee., Lee & Yoo (2000).

Part 2	Comments and suggestions	Experts Opinions					Suggestions
		Asst.Prof. Kom	A.J.Teeris	A/In.Phutawa	K.Chawana	K.Thanapol	
Suggestion	31) If you have any comments on Immersive Wellness Tourism Experience, kindly indicate below.	1	1	1	1	1	1

Part 3	Socio-demographic	Experts Opinions					Suggestions
		Asst.Korn	AJ.Teeris	AJ.Phutawan	K.Chawan	K.Thanapol	
3.1	Gender ( ) Male ( ) Female ( ) N/A	1	1	1	1	0	0.8 Alternatives replace N/A
3.2	Age ( ) >18 – 25 years ( ) 26 – 35 years ( ) 36 -45 years ( ) 46 – 55 years ( ) 56 – 65 years ( ) > 65 years	1	1	1	1	1	1
3.3	Marital Status ( ) Single ( ) Married ( ) Divorced or separation ( ) Others ( specify).....	1	1	1	1	1	1
3.4	Educations ( ) Below high school ( ) High school or equivalent ( ) Diploma degree ( ) Bachelor's degree or equivalent ( ) Master Degree ( ) Doctoral Degree	1	1	1	1	0	0.8 Cut Below high school
3.5	Occupations ( ) Government Officer/ State Enterprise ( ) Employee ( ) Student ( ) Self-employed ( ) Retired ( ) Management/ Entrepreneur ( ) Professional ( lawyer, doctor, etc.) ( ) Others ( specify).....	1	1	1	1	1	1
3.6	Monthly income (THB) ( ) below 15,000	1	1	1	1	1	1 Not

Part 3	Socio-demographic	Experts Opinions					Suggestions
		Asst.Korn	AJ.Teeris	AJ.Phutawan	K.Chawan	K.Thanapol	
	<input type="checkbox"/> > 15,000 – 30,000 <input type="checkbox"/> 30,001 – 50,000 <input type="checkbox"/> 50,001 – 100,000 <input type="checkbox"/> > 100,001						necessary
3.7	How do you describe your health condition? <input type="checkbox"/> Very good <input type="checkbox"/> Average <input type="checkbox"/> Bad <input type="checkbox"/> Others (specify) .....	0	1	1	1	0	0.6 Should be: good, average, bad Perfect/ Good/ Poor/ Others
3.8	How comfortable are you with technology? <input type="checkbox"/> Not so much <input type="checkbox"/> Average <input type="checkbox"/> Good <input type="checkbox"/> I am a very high tech person	0	1	1	1	0	0.6 Starts from positive scales like 3.7. Not so much/ uncomfortable/ comfortable / very comfortable

Part 4	Tourist Behaviors	Experts Opinions					Suggestions
		Asst.Prof.Korn	AJ.Teeris	AJ.Phutawan	K.Chawanon	K.Thanapol	
4.1	<p>How many times have you experienced immersive technology within the last 2 years? (GWI2020)</p> <p><input type="checkbox"/> Never ( This is my first time of immersive travel experience)</p> <p><input type="checkbox"/> 2-3 times</p> <p><input type="checkbox"/> More than 3 times</p>	1	1	1	1	1	1 Should remove GWI2020 as the researcher's guideline only?
4.2	<p>How do you usually organize your trip?</p> <p><input type="checkbox"/> Self – organized/ friends</p> <p><input type="checkbox"/> Organized by others (agencies, friends)</p>	0	1	1	1	0	0.6 Agencies and friends should be two separate answers
4.3	<p>How do you travel?</p> <p><input type="checkbox"/> Group tour</p> <p><input type="checkbox"/> With family and friends</p> <p><input type="checkbox"/> Free Independent Travelers ( FIT)</p> <p><input type="checkbox"/> Bleisure ( Business with pleasure)</p>	1	1	1	1	1	1
4.4	<p>What is your most preference of wellness tourism activities? (Choose only one answer)</p> <p><input type="checkbox"/> Leisure</p> <p><input type="checkbox"/> Sports</p> <p><input type="checkbox"/> Wellness &amp; Spa</p> <p><input type="checkbox"/> Health &amp; Medical</p> <p><input type="checkbox"/> Cultural &amp; Historical sightseeing</p> <p><input type="checkbox"/> Adventure</p> <p><input type="checkbox"/> Religious retreat</p> <p><input type="checkbox"/> Spiritual retreat</p> <p><input type="checkbox"/> Natural sightseeing</p> <p><input type="checkbox"/> Others ( specify) .....</p>	1	1	1	1	0	0.8

Part 4	Tourist Behaviors	Experts Opinions					Suggestions
		Asst.Prof.Kom	AJ.Teeris	AJ.Phutawan	K.Chawan	K.Thanapol	
4.5	How much do you think you would spend per trip for a wellness tourism trip? (THB) <input type="checkbox"/> Less than 10,000 <input type="checkbox"/> 10,001 – 30,000 <input type="checkbox"/> 30,001 – 50,000 <input type="checkbox"/> 100,000	1	1	1	1	1	1



Parts	Mood & Tone	Storyline	Script & English Subtitle
<p><b>Introduction</b> (30sec.)</p>	<p><b>Arousing</b> (Graphic, Cutting, Music) มีจังหวะ คึกคัก น่าสนใจ</p>	<ul style="list-style-type: none"> <li>• ชื่อสถานที่: ภาค จังหวัด ตำบล อำเภอ</li> <li>• ภาพภูมิประเทศหรือเอกลักษณ์ของภูมิภาคนั้นที่โดดเด่นและเป็นที่ยอมรับ</li> <li>• Keyword การเติมพลังชีวิต “ไป... ออกไปเที่ยวกัน” “ออกไปชาร์จแบตเตอรี่”</li> </ul> <p>อยากให้ชมตอนช่วงต้นๆ ประมาณว่า การออกไปเที่ยวที่ไม่ใช่แค่ความสนุก</p>	<p>เคยมีคนบอกว่าการท่องเที่ยวเชิงสุขภาพคือการเติมพลังชีวิต ในรูปแบบเฉพาะที่แตกต่างจากการท่องเที่ยวแบบอื่น ก็คงจะจริง ถ้าถามตอนนี้จะ ออกมีเวลาไปเที่ยวแบบที่ตีฟุ้งฟูร่างกายและจิตใจ อยากไปจับปากแพกับวิวทะเลหมอกที่สะพานอยากไปสัมผัสวิถีชุมชนแบบ slow life ที่บ้านไร่เดี่ยว นอนงาย หรือจะไปทานอาหารทะเลสดๆ ที่ปากประะ ก็ดีนะ</p> <p>เวลาไม่มีแผนโรคระบาดก็มาจะเที่ยวได้มีนะ อยากคิดมากเลย ไป...ออกไปเที่ยวกัน</p> <p>It's said that Wellness Tourism is a “Life Recharging”, it might be true.... But when if travel restriction is occurred and there is time constraint, can we travel?</p> <p>Don't think too much...just go out there and let's travel you're your own wellbeing</p>
<p><b>Story Part</b> (8-9mins)</p>	<p><b>Relaxing</b></p>	<ul style="list-style-type: none"> <li>• <b>Interface การใช้งาน app</b></li> <li>• สามารถเลือก วันเวลาที่สะดวกได้ (เหมือนจองวันพักที่รร.) – customize/co-design</li> <li>• <b>เลือกดูภาคได้</b> แต่ละพื้นที่ก็จะมีความแตกต่างของบรรยากาศและธรรมชาติใน</li> </ul>	<p>เคยมีประสบการณ์การท่องเที่ยวเชิงเสมือนกันมั๊ย คล้ายๆ เทียบทิพย์ เรามาลองไปเที่ยววิถีใหม่กันดีกว่า</p> <p>Have you ever experienced immersive travel?</p> <p>สิ่งที่ต้องทำ ก็แค่เปิด application recharge Just click on the application “Recharge”</p>

Parts	Mood & Tone	Storyline	Script & English Subtitle
		<p>แต่ละฤดูกาล เช่น เทียวทุ่งนาเดือนกันยายนางนาจะเป็นสีเขียว ถ้าเที่ยวธันวาคมจะเป็นสีทอง – immersive effect; blurring the boundaries</p> <ul style="list-style-type: none"> <li>ระยะเวลาในการท่องเที่ยวที่คุณต้องการแนะนำได้ตามที่ทำ research มาว่าไม่ควรเกินทำไหร่ ซึ่งทั้งหมดก็จะขึ้นอยู่กับกิจกรรมที่เลือก ดังนั้น เราควรจะคำนวณเวลาให้กับคนที่เข้ามาใช้บริการด้วยเพื่อจะได้ไม่ทำกิจกรรมเยอะเกินไป (45 mins per activities)</li> <li>เลือกได้ท้องถิ่นเป็นผู้พาทำกิจกรรม ซึ่งสามารถสร้างรายได้และเพิ่มทักษะให้กับคนในชุมชนได้ – stakeholders inclusion with tech adoption</li> <li>ท่องเที่ยวภาพรวมสวยงาม ให้ได้ภาพทิวผ่านทางกล้องLive และมีภาพ Overview ไปด้วย โดยถ้าเราอยากหยุดตรงจุดไหนหรือสนใจตรงไหนเป็นพิเศษสามารถแวะและดื่มด่ำจุดได้ตามต้องการ (ไม่จำเป็นต้องเป็นแค่วิวทิวทัศน์ จะเป็นอะไร</li> </ul>	<p>Application Recharge จะเปิดประสบการณ์การท่องเที่ยวเชิงสุขภาพทั้งกายและใจในรูปแบบออนไลน์สมจริง กิจกรรมจะถูกแบ่งออกเป็นสี่หมวดหมู่ ได้แก่ กิจกรรมทางกาย เช่น เล่นกีฬาเพื่อการผ่อนคลาย  योगโยคะ  สปาและนวดแผนไทย  การรับประทานอาหารเพื่อสุขภาพ หรือกิจกรรมทางใจ เช่น การทำสมาธิ  กิจกรรมทางจิตวิญญาณ เช่น การไหว้พระ หรือขอพรจากสิ่งศักดิ์สิทธิ์  กิจกรรมด้านสิ่งแวดล้อมต่าง  ไม่ว่าจะเป็นการสนับสนุนการท่องเที่ยวแบบลดขยะ  การมุ่งเน้นการใช้ผลิตภัณฑ์ย่อยสลายได้ในการท่องเที่ยว</p> <p><b>*สามารถเติมภาพหน้ากิจกรรมที่แบ่งเป็นสี่หมวดหมู่ได้หรือไม่</b></p> <p>Wellbeing related activities in Recharge Application has been categorized into 4 major criteria; Physical; Mental; Spiritual and Environmental related activities.</p> <p>เลือกว่าเราจะไปไหน เมื่อไหร่ เลือกช่วงเวลาฤดูกาลที่เราต้องการ  ออกจะเห็นทุ่งนาสีเขียว ก็ต้องเลือกเดือนกันยายน แต่ถ้าอยากเห็นทุ่งนาสีทอง ก็เลือกเดือนธันวาคม Then select when to travel...seasons that you prefer...things you want to see.....</p> <p>หรือเราจะเที่ยวเอง หรือไปเที่ยวกับไกด์ดีนะ มีไกด์ท้องถิ่นพาเที่ยวก็ดีนะ  ไกด์จะพาเราไปจุดชมวิวสวยๆ ผ่านกล้องไลฟ์สด  แคมยังมีภาพแถมในมุมมองให้อีก  ภาพในมุมมอง</p>



Parts	Mood & Tone	Storyline	Script & English Subtitle
		<p>ก็ได้ทำสนใจในพื้นที่นั้นๆ ไม่ว่าจะเป็นของกิน การใช้ การเพาะปลูก การเลี้ยงสัตว์ หรือแม้แต่คนในพื้นที่ก็สามารถนำมาเป็นจุดขายได้) flow stage/ immersive effect</p> <ul style="list-style-type: none"> <li>● กิจกรรม : ทำอาหาร สามารถเลือกรูปแบบการทำกิจกรรมได้</li> <li>- ทำเองเลย Live ทำอาหารสดกับคนท้องถิ่นที่เป็นคู่ฐานการทำอาหารนั้นๆ โดยทางผู้จัดจะจัดส่งวัตถุดิบทั้งหมดไป หรือ หรือจะส่งรายการวัตถุดิบไปให้ท่านหาซื้อเอง(เลือกได้) / physical</li> <li>- แคริววิธีทำและเคล็ดลับต่างๆของการทำเมนูนั้นที่ขอรับได้</li> <li>- Gimmick มีQR codeบอกรายละเอียดและประโยชน์ของวัตถุดิบ / QR code เป็น Clip วิธีการทำและเคล็ดลับต่างๆ ซึ่งอาจจะ Custom ขนาดว่า Clip ที่กำลังถ่ายนี้คือของคุณโดยเฉพาะ</li> <li>● ทำดอกไม้ถวายพระ ในรูปแบบประจำท้องถิ่นๆ / mental &amp; Spiritual</li> </ul>	<p>ที่ถ้าไปเที่ยวเองคงไม่เห็น หรือถ้าเราสนใจกิจกรรมอะไรเป็นพิเศษก็บอกก็ได้ที่จะช่วยแนะนำได้ แคมป์อาสาสมัครอะไร ก็ถามได้ มีคำตอบทันที</p> <p>We can choose to travel with a local tour guides with live picture plus the widescreen. The local tour guides will be there to assist in every aspect needed.</p> <p>ดูดอกไม้เมืองหนาว ซากุระเมืองไทย ต้นพญาเสือโคร่ง ที่ขุนวาง อำเภอแม่วง เชียงใหม่ ที่ได้ว่ากันว่าเมื่อไม่กี่ปีมานี้ค่อยๆ ทยอยบานออกดอกสะพรั่งไปเต็มหุบเขาบ้านป่าเกะฮุยและหุบบ้านม้ง ชมดอกไม้แล้วก็ชงได้ชม ช้อป. ผ้าทอชนเผ่า สอนทำน้ำพริกเห็ด หรือย้ายออกซาก็ดีนะ</p> <p>Sight-seeing in such fantastic view scenery...shopping for local souvenir and cooking with local receipt &amp; local ingredients</p> <p>กิจกรรมที่อยากทำวันนี้คือเลือกออกไปทำอาหารสูตรพื้นบ้านไปถวายพระ ภููููที่จะมาสอนวันนี้ส่งวัตถุดิบท้องถิ่นที่เราเลือกด้วยกันมาให้แล้ว ของสดบางส่วนเราก็ซื้อเตรียมไว้เอง เราได้ศึกษาคุณสมบัติของวัตถุดิบต่างๆ ตลอดจนเทคนิคการทำอาหารผ่าน QR code พร้อมเข้าครัวไปเรียนทำอาหารกับกูรูแล้วละ</p> <p>Local receipt cooking lesson with local chef, Ingredients can be prepared and sent: Cooking tips and ingredients can be learnt from QR code</p>

Parts	Mood & Tone	Storyline	Script & English Subtitle
	<ul style="list-style-type: none"> <li>- จัดหาดอกไม้และอุปกรณ์ส่งไปให้ล่วงหน้า</li> <li>- แนะนำดอกไม้หรือดอกไม้ที่ทำได้ที่บ้าน</li> <li>- แนะนำวิธีปักดอกไม้ถวายพระ / ทำดอกไม้สำหรับถวายพระ</li> <li>- แนะนำทสวดมนต์สั้นๆ Spiritual</li> <li>- ทำเสร็จให้นำไปไหว้พระก่อนนอน</li> <li>● <b>Drip กาแฟ / physical &amp; Mental</b></li> <li>- เลือกเมล็ดได้ ขอพรสุขภาพประมาณไหน</li> <li>- เลือกจะคั่วเองก็ได้ หรือจะให้คั่วไปให้ ให้ไปเลย หรือจะไปเอง</li> <li>- เลือกจะนั่งกินกาแฟไหน ช่วงเวลาไหน ฟังเพลงแบบไหน หรือกับอะไร</li> <li>● <b>Aroma</b> หรือเพลงที่เป็นอัตลักษณ์ของที่นี่ ๆ /Spiritual</li> <li>- จัดส่งไปที่บ้านก่อนที่จะถึงวัน</li> <li>- นั่งริมทุ่ง นอนบนแคร่ กอดจุดผ่อนคลาย</li> <li>- ยามเย็น จุด aroma หรือเปิดเพลง</li> <li>- จุด aroma ให้นั่งนิ่งๆ หายใจเข้าหายใจออก ผ่อนคลาย (มีภูมิต้านจิตวิญญาณนำ)</li> </ul> <p>หมายเหตุ: QR สามารถใช้ได้ในทุกการให้ข้อมูล</p>	<p>ทำอาหารเสร็จก็มาเตรียมดอกไม้ถวายพระกัน...ในapplแจ้งอุปกรณ์ที่ต้องเตรียม (เลือกได้เตรียมเองหรือทางทีมงานจัดเตรียมส่งให้ถึงบ้าน)</p> <p>String of garlands for paying respects to Buddha...all equipment can be self-prepared or ordered from the application</p> <p>ตั้งที่มีทสวดมนต์มาให้ด้วย อันนี้ก็เลือกเตรียมไว้นะ ว่าอยากได้ทสวดมนต์บทไหน</p> <p>The prayer script is also available to choose</p> <p>หรือจะเปลี่ยนเป็นโหม่ดัดใจ เรียนทริปปากาแฟก็ไม่ยากนะ เมล็ดกาแฟพร้อมอุปกรณ์ก็ส่งมาให้เรียบร้อยตามเมนูที่เลือกไว้ ช่วงจับกาแฟ ก็เลือกเพลงและวิวประกอบไปอีก บรรยากาศดีเพิ่มขึ้นอีกจากน้ำมันหอมระเหยที่ส่งมาไว้ล่วงหน้า</p> <p>Or you can choose other activities such as coffee drifting</p>	

Parts	Mood & Tone	Storyline	Script & English Subtitle
บทสรุป..... (30 วินาที )	Toning down	<ul style="list-style-type: none"> <li>• อื่น ๆ : ของที่ระลึก หรือ Prop ที่ใช้ได้ใน การท่องเที่ยวด้วยกัน/ experiential marketing</li> </ul> <p>ภาพประมณฑทั้งหมดมาตัดแล้วมีคำพูดสวยๆปิดท้าย)</p>	<p>การเติมพลังชีวิตด้วยการท่องเที่ยวเชิงสุขภาพทั้งกายและใจวิถีใหม่ ที่ไม่ต้องใช้เวลา มากอย่างที่เคยเป็น</p> <p>Discover a new way to Recharge yourself...with no time constraint...no travel restriction to fear....</p> <p>Immersive wellness travel experience with “Recharge”</p>



## Cash Flow

Income Statement	Total	Year 1	Year 2	Year 3
<b>Revenue</b>				
Seminar	1,320,000.00	240,000.00	480,000.00	600,000.00
Talks	420,000.00	120,000.00	140,000.00	160,000.00
Collaborations & Networking	420,000.00	120,000.00	140,000.00	160,000.00
Consulting services	1,800,000.00	400,000.00	600,000.00	800,000.00
Gross Profit	3,960,000.00	880,000.00	1,360,000.00	1,720,000.00
<b>Expenses</b>				
Initial Investment	200,000.00	200,000.00		
Organizing seminars	450,000.00	150,000.00	150,000.00	150,000.00
Talks	240,000.00	80,000.00	80,000.00	80,000.00
E-book Production	45,000.00	15,000.00	15,000.00	15,000.00
Sales Commission	128,000.00	44,000.00	42,000.00	42,000.00
Administrators	66,000.00	16,000.00	24,000.00	26,000.00
Documents	30,000.00	10,000.00	10,000.00	10,000.00
Total Expenses	1,159,000.00	515,000.00	321,000.00	323,000.00
Profit/Loss	2,801,000.00	365,000.00	1,039,000.00	1,397,000.00
Taxes (20%)	560,200.00	73,000.00	207,800.00	279,400.00
<b>Net Profit</b>	<b>2,240,800.00</b>	<b>292,000.00</b>	<b>831,200.00</b>	<b>1,117,600.00</b>

## Net Present Value (NPV)

Weighted Average Cost of Capital (WACC)	10.67%
Investment	-฿ 200,000.00
End-of-year 1 Cash Flows	฿ 292,000.00
End-of-year 2 Cash Flows	฿ 831,200.00
End-of-year 3 Cash Flows	฿ 1,117,600.00
NPV. =	฿1,415,929.03

## Internal Rate of Return (IRR)

Weighted Average Cost of Capital (WACC)	10.67%
Investment	-฿ 200,000.00
End-of-year 1 Net Cash Flow	฿ 292,000.00
End-of-year 2 Net Cash Flow	฿ 831,200.00
End-of-year 3 Net Cash Flow	฿ 1,117,600.00
IRR. =	226.04%

## Payback Period (PB)

Investment	฿	200,000.00
End-of-year 1 Net Cash Flow	฿	292,000.00
End-of-year 2 Net Cash Flow	฿	831,200.00
End-of-year 3 Net Cash Flow	฿	1,117,600.00
The number of years the before total return investment		1
The portion that has not been fully refunded at the beginning of the following year.	-฿	92,000.00
The expected cash flow for the year	฿	292,000.00
PB. =		0.68

\*convert to year and month =  $0.68 \times 12 = 8.22$  month



## VITA

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