

แบบฟอร์มการขอเสนอวาระเข้าที่ประชุม
คณะกรรมการประจำคณะกรรมการบริการและการท่องเที่ยว
เรื่อง ขออนุมัติปิดทุนโครงการพัฒนาศักยภาพนักวิจัยเพื่อ
การศึกษาและวิจัยระดับปริญญาเอก ปี 2564-2566 ราย ดร.ปฐวี อินทร์สุวรรณโน

ความเป็นมา

ตามที่ ดร.ปฐวี อินทร์สุวรรณโน ได้รับอนุมัติสนับสนุนทุนศึกษาต่อระดับปริญญาเอก ณ มหาวิทยาลัย The Hong Kong Polytechnic University เขตบริหารพิเศษฮ่องกง แห่งสาธารณรัฐประชาชนจีน เป็นเงินจำนวน 3,000,000 บาท (สามล้านบาทถ้วน) ตามโครงการพัฒนาศักยภาพนักวิจัยเพื่อการศึกษาและวิจัยระดับปริญญาเอก ปี 2564 - 2566 จากกองทุนวิจัยคณะกรรมการบริการและการท่องเที่ยว และได้หนังสือตอบรับสำเร็จการศึกษาเมื่อวันที่ 15 กรกฎาคม 2567 โดยมีค่าใช้จ่ายทั้งสิ้น 2,851,652.46 บาท ความละเอียดทราบแล้ว นั้น

ขั้นตอนที่ได้ดำเนินการไปแล้ว

นำเข้าประชุมคณะกรรมการวิจัยคณะกรรมการบริการและการท่องเที่ยว ในคราวการประชุมครั้งที่ 2/2568 เมื่อวันที่ 9 เมษายน 2568

ประเด็นพิจารณา

ข้อมูลแจ้งเพื่อทราบ



บันทึกข้อความ

ส่วนงาน สำนักงานบริหารคณะ คณะการบริการและการท่องเที่ยว โทร 6820

ที่ ม.อ. 302.1/67 -

วันที่ 31 มีนาคม 2568

เรื่อง ขอส่งผลงานเพื่อปิดทุนโครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษาและวิจัยระดับปริญญาเอก ปี 2564 - 2566

เรียน คณบดีคณะการบริการและการท่องเที่ยว ผ่าน รองคณบดีฝ่ายวิจัยและบัณฑิตศึกษา

ตามที่ข้าพเจ้า...นายปฐวี อินทร์สุวรรณโณ...ได้รับโครงการพัฒนาศักยภาพนักวิจัยเพื่อการศึกษาและวิจัยระดับปริญญาเอก ปี 2564 - 2566 สำหรับอาจารย์คณะการบริการและการท่องเที่ยว สัญญา ทุนเลขที่.....64001..... ระยะเวลาตามสัญญาทุนตั้งแต่วันที่15 มีนาคม 2564 - 2567..... งบประมาณตลอดโครงการ จำนวน ...2,851,652.46..บาท.... ทั้งนี้ ข้าพเจ้าได้ทำวิทยานิพนธ์เรื่องFive Senses as Sources of Escapism, Immersion, and Health Perception in Wellness Spa Experience และขอส่งผลงานวิจัยจำนวน 2 ผลงาน ได้แก่

- 1) ตีพิมพ์ผลงานวิจัยในวารสารระดับนานาชาติโดยระบุต้นสังกัดเป็นมหาวิทยาลัยสงขลานครินทร์ ในระหว่างการรับทุน 1 ผลงาน เรื่อง “..Emergence of Cannabis Commercialization: Tourists' Perceptions Toward Destinations and Future Revisit Intention...” และ ได้รับตอบรับให้ตีพิมพ์ในวารสาร...Tourism Review International...
- 2) ขอยื่นบทความต้นฉบับ (Manuscript) ที่พร้อมส่งวารสารนานาชาติเพื่อพิจารณาตีพิมพ์อีก 1 ผลงาน เรื่อง “..Five Senses in Wellness Spa Experience: Sources of Escapism, Immersion, and Health Perception...”

ดังนั้น ข้าพเจ้าจึงใคร่ขอส่งผลงานเพื่อปิดทุนดังกล่าว รายละเอียดปรากฏตามเอกสารที่แนบมา พร้อมนี้

จึงเรียนมาเพื่อโปรดทราบและพิจารณาดำเนินการต่อไป

เรียน คณบดี ผ่าน รองคณบดีฝ่ายวิจัยและบัณฑิตศึกษา

- เพื่อไปเบิกค่าทุน

- เสนอขอเบิกค่าทุน

31 มี.ค. 68

Pattana

(.....นายปฐวี อินทร์สุวรรณโณ.....)

ผู้รับทุน

หมายเหตุ : กรุณาแนบหลักฐานการปิดทุน

1. บทความวิจัยฉบับตีพิมพ์ หรือ

2. หลักฐานตอบรับให้ตีพิมพ์ + บทความต้นฉบับ

31 มี.ค. 68

31 มี.ค. 68

31 มี.ค. 68

31 มี.ค. 68

1 มี.ค. 68

แบบฟอร์มการแจ้งการจบการศึกษาและการส่งผลงานวิจัย
โครงการพัฒนาศักยภาพนักวิจัยเพื่อการศึกษาและวิจัยระดับปริญญาเอก

1. ประวัติส่วนตัว

ชื่ออาจารย์:นายปฐวี อินทร์สุวรรณโน.....

ตำแหน่ง:อาจารย์.....

คณะ: คณะการบริการและการท่องเที่ยว

มหาวิทยาลัย: มหาวิทยาลัยสงขลานครินทร์

หมายเลขโทรศัพท์: ..076-276836.....

อีเมล:patthawee.i@phuket.psu.ac.th.....

2. ข้อมูลการจบการศึกษา

ข้อมูลการศึกษา	รายละเอียด
ชื่อปริญญาเอก	Doctor of Hotel and Tourism Management
สถาบันการศึกษา	The Hong Kong Polytechnic University
วันที่จบการศึกษา	15 July 2024

3. รายละเอียดผลงานวิจัยที่ตีพิมพ์ในวารสารระดับนานาชาติ

3.1. ชื่อผลงานวิจัย Emergence of Cannabis Commercialization: Tourists' Perceptions Toward Destinations and Future Revisit Intention

3.2 ชื่อวารสาร Tourism Review International

3.3 วันเดือนปีที่ตีพิมพ์ เลขที่เล่ม/ฉบับ/หน้า

4. รายละเอียด Manuscript ที่พร้อมส่งวารสารนานาชาติ

4.1 ชื่อผลงานวิจัย Five Senses in Wellness Spa Experience: Sources of Escapism, Immersion, and Health Perception

4.2 ชื่อวารสาร Journal of Hospitality and Tourism Research

4.3 สถานะปัจจุบัน Under Review

5. สรุปค่าใช้จ่าย

กรุณารอกรายละเอียดค่าใช้จ่ายที่เกี่ยวข้องกับการรับทุน

รายการค่าใช้จ่าย	จำนวนเงิน	หมายเหตุ
ค่าธรรมเนียมการศึกษา	1,788,694.65	
ค่าใช้จ่ายในการทำงานวิจัย	84,360.08	
ค่าใช้จ่ายอื่นเกี่ยวกับการเรียน	159,124.90	
ค่าใช้จ่ายอื่นๆ	819,472.83	
รวมค่าใช้จ่าย	2,851,652.46	

5. เอกสารแนบ

กรุณแนบเอกสารสำคัญดังต่อไปนี้:

- สำเนาใบจบการศึกษา
- สำเนาผลงานวิจัยที่ตีพิมพ์
- สำเนา Manuscript ที่พร้อมส่งวารสารนานาชาติ



THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

This is to certify that

INSUWANNO Patthawee

having satisfied the examiners
and having fulfilled all other requirements
has been awarded the degree of

DOCTOR OF HOTEL AND TOURISM MANAGEMENT

dated 15 July 2024

二零二四年七月十五日

此證
酒店及旅遊管理博士
考試及格照章頒授
左列學生 修業期滿

校務長 沈德祥
校長 滕錦光
校監 李家超



Registrar

Chancellor

President



Emergence of Cannabis Commercialization: Tourists' Perceptions Toward Destinations and Future Revisit Intention

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Given the rise of cannabis commercialization, understanding its impact on tourists' revisit intentions is crucial. This study, grounded in the Theory of Planned Behavior and incorporating variables like perceived attractiveness and risk, focuses on Phuket, Thailand. Analyzing data from 385 respondents using R (*Lavaan*) and Structural Equation Modeling, the results indicate that perceived attractiveness ($\beta = 0.225$) and subjective norms ($\beta = -0.191$) significantly influence revisit intentions. These findings provide insights for destination managers, emphasizing the need to address perceptions and implement effective marketing strategies to leverage cannabis tourism sustainably. To enhance cannabis tourism appeal, managers should offer educational tours about cultivation, wellness retreats with cannabis-infused treatments, and events celebrating cannabis culture. Furthermore, it is vital to communicate functional values, such as health benefits, through various channels, including traditional media like television and online platforms such as YouTube, to accurately inform and educate tourists about the benefits and proper usage of cannabis products.

Key words: Cannabis tourism; Perceived attractiveness; Risk perception; Theory of Planned Behavior; Cannabis legalization

Introduction

The removal of cannabis from Thailand's Category 5 narcotics list in June 2022 marked a historic moment, making the country the first in Asia to legalize cannabis. The decriminalization allows cannabis cultivation for medical use and the production of cannabis products, such as oils and tinctures, to be used by authorized medical practitioners and patients (Charoenwisedsil et al., 2023).

This transformation has opened new entrepreneurial opportunities within the tourism industry, echoing trends seen in Canada. Furthermore, research suggests that the decriminalization of cannabis holds promise as a potential remedy for challenges facing the tourism sector, as highlighted by Bonny-Noach and Horsky (2023).

Thailand also implemented a significant policy change aimed at facilitating medical access to cannabis while attracting tourists through the

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promotion of cannabis-infused products and wellness treatments within legal frameworks. However, recreational use of cannabis remains illegal. Cannabis commercialization generally refers to the legal framework that allows the production, sale, and distribution of cannabis products (Shi & Liang, 2020). However, the new policy and regulations remain ambiguous, leading to various interpretations and causing confusion among both tourists and locals. As a result of this unclear policy, many cannabis-related businesses have emerged, some of which comply with the legal framework while others do not fully adhere to it. Nevertheless, the Tourism Authority of Thailand (TAT) has issued clear guidelines for international tourists, advising against the recreational consumption of cannabis (TAT Newsroom, 2022). Despite this guidance, the decriminalization policy has led to a surge in cannabis-related businesses, making cannabis widely accessible to tourists throughout Thailand, especially in popular tourist destinations like Phuket (Bonny-Noach & Horsky, 2023). Given the rapid pace of this transition, tourists' perceptions and behavioral intentions remain unknown, presenting an opportunity for the current study.

Phuket, renowned as a leading tourist destination, has witnessed a rapid rise in cannabis commercialization, with over 380 cannabis-related establishments identified within nine months of cannabis decriminalization, as of March 2023 (Phucharoen et al., 2023). The destination has long solidified its reputation, attracting both domestic and international tourists. Phuket's appeal extends beyond its tourism amenities; it is marketed for its diverse cultural heritage, historical significance, recreational activities, stunning beaches, Indigenous cuisine, and plentiful natural attractions (TAT, 2020). As a result, cannabis activities and businesses are also publicly promoted. Consequently, Phuket serves as an ideal case study for evaluating the impact of cannabis commercialization on tourism.

Literature on cannabis has largely concentrated on its medicinal properties and health benefits (Russo et al., 2007). For instance, Jugl et al. (2021) reviewed 198 studies on cannabis' medical applications, highlighting its therapeutic benefits. Recent years have seen a broader legalization of cannabis for both recreational and medical use (Dupej & Nepal, 2021; Keul & Eisenhauer, 2019). Studies

have examined the impacts of cannabis legalization on residents' attitudes toward cannabis tourism (Kang, 2019; Kang & Lee, 2018), tourist motivations (Taylor, 2019; Wen et al., 2018), and destination effects (Kang et al., 2016; Newman et al., 2021), as well as risk perceptions among consumers (Uriely & Belhassen, 2006). However, there remains a gap in understanding how cannabis legalization influences tourists' perceptions and behavioral intentions toward destinations integrating cannabis experiences. This study addresses a significant gap in the literature regarding cannabis tourism, particularly in the unique context of Thailand. While research has been conducted in countries like Canada and the US, the Thai environment presents distinct cultural, legal, and economic factors that influence tourists' perceptions and behaviors. For instance, Thailand's recent legalization of cannabis marks a departure from traditional norms, creating a unique landscape for exploration.

Moreover, previous studies on cannabis have primarily focused on European countries (e.g., Austria, Britain, Spain) and North America (e.g., US, Canada) (Wen et al., 2023), often overlooking how local customs and regulatory frameworks shape tourist experiences and intentions in Southeast Asia. Thus, this research aims to provide new insights into how tourists perceive cannabis commercialization in Thailand and how these perceptions influence their intentions to revisit. By examining these dynamics, the study contributes to a deeper understanding of cannabis tourism in non-Western contexts and informs destination management strategies tailored to the unique Thai market. The findings provide valuable insights for tourism authorities, destination management organizations (DMOs), and stakeholders in cannabis-related ventures. By leveraging these insights, stakeholders can refine strategies, optimize resources, and develop policies to enhance the appeal of cannabis tourism while effectively managing potential challenges.

Literature Review

Cannabis Decriminalization in Thailand

In 2022, the Thai government implemented a significant policy shift by removing cannabis from Thailand's Category 5 narcotics list. This historic

move made Thailand the first country in Asia to decriminalize cannabis. The primary objective of this policy change was to capitalize on the medicinal and health benefits of cannabis (Charoenwisedsil et al., 2023). However, the unregulated recreational use of cannabis in Thailand has resulted in increased consumption and its associated impacts (Sommano et al., 2022; Zinboonyahgoon et al., 2021). Although cannabis cultivation and trade are permitted by law, smoking cannabis in public places, such as schools and shopping malls, remains prohibited. There is confusion surrounding the official tourist guidelines for cannabis consumption, with some suggesting restrictions on recreational use without specifying the context, while others highlight legal penalties for public recreational smoking (Medical Cannabis Institute, 2023; TAT Newsroom, 2022). This lack of clarity regarding consumption locations, along with the widespread commercialization and availability of cannabis across the country (Bonny-Noach & Horsky, 2023), has led to confusion among both locals and tourists.

Specifically in Phuket, the study by Phucharoen et al. (2023) revealed a notable increase in cannabis entrepreneurs. They found that there were more than 389 cannabis-related establishments including stores, souvenir shops, restaurants, and nightclubs. Furthermore, the study found that these cannabis establishments were predominantly located near attractions and hotels, as evident in Figure 1. This aligns with Veilleux's (2024) study, which highlighted the rapid expansion of cannabis tourism,

particularly in tourism-heavy areas, despite legal constraints and government efforts to discourage recreational cannabis use. Market-driven actors have capitalized on this emerging economic opportunity, tailoring their offerings to meet consumer demand, enabling cannabis tourism to grow independently.

The emergence of commercial cannabis extends beyond its physical proximity to tourist areas, as online platforms like Google Maps enable tourists to easily locate cannabis-related businesses and indirectly promote their services. This accessibility appears to facilitate tourists' access to these establishments and influence their reasons for consuming cannabis. Additionally, Wen et al. (2018) highlighted that the ease of access to commercial cannabis plays a significant role in shaping cannabis-oriented tourists' decisions to revisit destinations associated with cannabis tourism.

It is important to clarify that the perceptions explored in this research refer to the perceptions of general tourists, rather than cannabis-oriented tourists specifically. Despite the widespread availability of these establishments, particularly in tourist destinations like Phuket, they could potentially influence tourists' perceptions of the destination. However, there is limited understanding of how this transition is perceived by general tourists, which could impact their future behavioral intentions. Hence, it is crucial to examine the perceptions of general tourists who may not actively seek out cannabis-related experiences and assess how these perceptions influence their future revisit intentions.

Cannabis Tourism

Previously, the concept of cannabis tourism was situated within the broader context of drug tourism, where the consumption and use of cannabis products were regarded as illegal, illegitimate, and socially condemned (Uriely & Belhassen, 2005). Steinmetz (2017) noted that at least 1,200 terms are used to describe cannabis, including marijuana, hashish, weed, pot, and others.

Several scholars have defined the term "cannabis tourism." For instance, Taylor (2019) defined it as "a particular emerging type of tourism whereby visitors purchase with the intent to consume cannabis products while temporarily traveling away from one's normal place of work or residence"

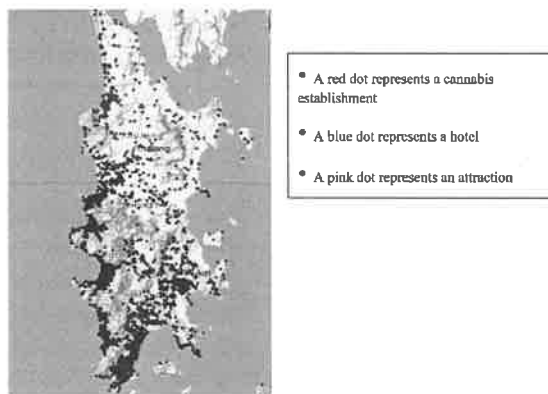


Figure 1. Distribution of cannabis establishments in Phuket (adopted from Phucharoen et al., 2023).

(p. 443). Cannabis consumption among tourists is driven by various motivations (Wen et al., 2018) and influenced by the broader normalization of cannabis use in societies (Belhassen et al., 2007). Typically, medicinal cannabis is prescribed to alleviate medical symptoms, while recreational cannabis is used for its psychoactive effects (Alcohol and Drug Foundation, 2024). Recreational cannabis users may consume it in various forms for pleasure, including experiencing an altered state of mind, happiness, and improved social interactions. Despite traditional perceptions of recreational cannabis use as deviant behavior in many societies (Uriely & Belhassen, 2005), cannabis tourism has experienced rapid growth due to the legalization of cannabis in numerous jurisdictions worldwide.

In the US, the cannabis consumption market has grown to approximately US\$25 billion annually (Charlebois et al., 2020). This trend is also observed in countries such as Canada, South Africa, and Georgia (Rasera et al., 2021). However, the expansion of cannabis tourism is significantly influenced by the legal framework of each destination. Some countries, like Australia, are implementing measures to tighten regulations to prevent cannabis from becoming a prominent tourist attraction (Y. Liu & Stronczak, 2022). In the Asian context, the normalization of cannabis consumption is less common compared to Western destinations, primarily due to differing legal regulations. Although several locations have legalized cannabis consumption, its acceptance in tourism remains limited.

As the policies on legalizing and regulating cannabis gain momentum on a global scale, the general public's views and overall awareness of this subject matter are transforming as well. There is a rapid worldwide shift from demonizing cannabis to understanding, accepting, and using the plant for medical, industrial, and recreational purposes. This societal transformation has created numerous business opportunities as well as legal and operational challenges for the hospitality and tourism industry (Kang et al., 2016). In this context, the characteristics of the emerging cannabis tourism market represent another significant area of study (Kang et al., 2019). Previous studies have highlighted that the motivations and perspectives of cannabis tourists are central themes in cannabis tourism literature (Kang & Lee, 2021; Taylor, 2019; Wen et al., 2018).

For instance, Wen et al. (2018) explored the factors motivating Chinese outbound tourists to Amsterdam to engage in cannabis use. They identified three key factors: enthusiasm, recreation, and curiosity.

Through this extensive literature review, key themes in cannabis tourism research were identified, including: (a) residents' attitudes toward the development of cannabis tourism (e.g., Kang & McGrady, 2020; McGrady & Kang, 2022), (b) tourists' motivations (e.g., Kang et al., 2016), (c) preferences of cannabis-oriented tourists (e.g., Kang et al., 2019; Meeprom et al., 2023), and (d) the economic and social impacts of cannabis legalization (e.g., Newman et al., 2021; Phucharoen et al., 2023). This review highlights the need for further investigation into how general tourists, not just specific cannabis-oriented tourists, perceive the emergence of cannabis commercialization in destinations and its impact on their future behavioral intentions.

Tourists' Perceptions of Destinations

A considerable body of literature explores tourists' perceptions of destinations, examining various attributes that impact their experiences and future intentions (e.g., Dedeoglu et al., 2018; Vittersø et al., 2017). These attributes, often referred to as environmental characteristics, are primarily perceived by tourists during their travels and can significantly influence their behaviors and future intentions (Kamenidou et al., 2009). Several studies emphasize that these characteristics play a crucial role in shaping tourists' perceptions, contributing to the development of the destination's image and influencing travelers' decision-making, destination choices, and future behavior (Dai et al., 2022; Machado Carvalho, 2022). For example, Jebbouri et al. (2022) highlighted that an individual's beliefs and perceptions about a particular environment or setting affect the development of the destination image.

Additionally, Qu et al. (2011) noted that a destination's overall image plays a crucial role as a mediator between brand associations and future visitor behavior. This view is supported by Coban (2012), who emphasized that a positive destination image fosters trust and enhances tourists' satisfaction. Understanding how tourists perceive and interact with their environment is essential, as it profoundly impacts their overall experience and

satisfaction with the destination. Therefore, examining these factors can help researchers and practitioners better anticipate tourists' behaviors and future intentions, leading to more effective destination management and marketing strategies.

In Phuket, the focus of this study, cannabis commercialization was unprecedented until its legalization. As a result, little is known about how the emergence of such businesses impacts tourists' perceptions of the destination and their intentions to revisit. A prior study by Liang et al. (2023), which focused on cannabis-oriented tourists, found that motivations such as the perceived attractiveness of cannabis commercialization and perceived risk contribute to the formation of a pretravel destination image and influence tourists' intention to visit for cannabis tourism in Canada. While this study provides insights into the motivations of cannabis-oriented tourists, it primarily addresses pretravel perceptions and does not explore how these perceptions, influenced by actual experiences, impact revisit intention. This gap is crucial, as revisit intention is a key factor for sustainable tourism. Therefore, this study extends Liang et al.'s work by examining how two aspects of perception—attractiveness and perceived risk—in cannabis-commercialized destinations like Phuket influence general tourists' intention to revisit.

Attractiveness

Mayo and Jarvis (1981) defined destination attractiveness as “the comparative significance of individual benefits and the perceived capability of the destination to fulfill these individual benefits” (p. 201). Formica and Uysal (2006) further emphasized that a destination's attractiveness is shaped by the interplay between the availability of its attractions and the perceived importance of these attractions. Numerous studies have delved into the attributes that tourists deem important when assessing destination attractiveness. For instance, Middleton (1989) explored three specific attributes related to destination attractiveness: facilities, venue prices, and transportation networks. However, the findings revealed that these attributes accounted for only a small proportion of overall destination attractiveness. Subsequent studies have consistently examined various factors contributing

to destination attractiveness, including historical and cultural sites, nightlife, dining options, outdoor activities, and the natural environment (Gartner, 1994). Other factors such as scenery, cultural attractions, cleanliness, peacefulness of the environment, quality of accommodation and facilities, family-friendly amenities, safety, entertainment offerings, and recreational opportunities have also been identified as significant contributors to destination attractiveness (H. Kim, 1998).

In the context of this study, the emergence of cannabis-related businesses in the destination is presumed to enhance perceptions of its attractiveness. For example, Meeprom et al. (2023) highlighted that the recent legalization of cannabis-infused products provides tourists with an opportunity to experience something novel and different. Therefore, it can be argued that the rise of cannabis commercialization in Phuket influences tourists' perceptions of the destination's attractiveness. However, this specific aspect of destination attractiveness remains underexplored, presenting an opportunity for further investigation. Recognizing and comprehending the key attributes that contribute to tourists' perceptions of the destination's ability to deliver individual benefits, particularly in terms of attractiveness, is crucial. Such insights can be valuable for decision-making in planning, marketing, and devising appropriate resource allocation strategies.

Perceived Risk

In a broader context, risk perceptions entail individuals' subjective assessments of the likelihood of encountering unfavorable outcomes (Neuburger & Egger, 2021). Risk factors have the potential to impact various aspects, including financial, social, environmental, health, and safety considerations across different levels of strategic, organizational, and project domains (M. J. Kim et al., 2020). In the context of tourism, perceived risk involves the uncertainty tourists associate with potential negative outcomes of their travels (Tseng & Wang, 2016). Tourists gauge the uncertainty surrounding tourism activities and their outcomes, forming judgments about potential risks and uncertainties during their trips (J. Liu & Gao, 2008). Perceived risks tend to increase in tandem with the level of uncertainty, with international travel presenting

numerous uncertainties, such as concerns related to hygiene, transportation, cultural differences, safety, and language barriers. Tourists typically develop perceptions of risk based on these uncertainties before embarking on their trips. Existing literature suggests that when tourists perceive risks associated with a particular destination, it can negatively impact their travel decisions and intentions to revisit (Hasan et al., 2017; Tavitiyaman & Qu, 2013).

According to Cui et al. (2016), risk perception in tourism experiences can be categorized into three distinct perspectives:

1. Tourists' subjective feelings regarding the potential negative consequences or impacts that may occur during travel. These subjective factors influencing tourism risk perception can be further categorized into two main groups: demographic variables (e.g., age, gender, and education level) and individual cognitive abilities (e.g., personality traits, emotional states, and outlooks on travel experiences).
2. Tourists' objective evaluations of the potential negative consequences or impacts that may occur during travel, encompassing various dimensions, including physical risk, economic risk, equipment risk, social risk, psychological risk, time risk, and opportunity loss.
3. Tourists' cognitive assessment of exceeding the threshold level of negative consequences or impacts that may occur during travel.

This study primarily focuses on objective factors influencing tourism safety perceptions, which encompass the social and natural environment of tourist destinations and the security status of various elements such as food, accommodation, transportation, shopping, and entertainment during the travel process (Yueksel & Yueksel, 2007). Yordam Dağıstan et al. (2023) highlighted that perceived risk significantly affects both perceptions of safety and travel intentions.

In the realm of cannabis tourism, several studies highlight traditional perceptions of cannabis, which are frequently linked to risks and social challenges (Wen et al., 2023). For example, Charlebois et al. (2020) conducted a study assessing consumer perceptions regarding legalization, food safety, and the perceived risks of cannabis products. Their findings

indicate that consumers generally express concerns about the potential social impacts and inherent risks associated with cannabis consumption.

This apprehension is particularly relevant for tourists, who may perceive heightened risks associated with cannabis commercialization. Factors such as potential psychological effects and the deviant behavior of recreational users can exacerbate these concerns, leading to hesitancy in engaging with cannabis-related activities. As a result, tourists may be more cautious about their interactions with cannabis products and the environments in which they are consumed, potentially influencing their intentions to revisit destinations where cannabis is prevalent (Alcohol and Drug Foundation, 2024). Therefore, understanding these perceptions of risk is crucial for effectively managing and marketing cannabis tourism.

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a psychological theory that elucidates the psychological phenomena underlying human behavioral intentions (Ajzen, 1991). The TPB model has been widely used in the literature to explain consumer behavior in various contexts, such as the adoption of smartcards or artificial intelligence to make financial investments (Belanche et al., 2019), the adoption of self-service technologies (Lien et al., 2021), and mobile payments (Flavian et al., 2020).

TPB asserts that individuals' attitudes toward a behavior, subjective norms, and perceived behavioral control are significantly influenced by their beliefs about the behavior, social norms, and their ability to perform the behavior, respectively (Radic et al., 2022). Unlike other theories, such as the Theory of Reasoned Action, TPB incorporates both volitional (behavioral belief–attitude toward the behavior and normative belief–subjective norm) and nonvolitional (control belief–perceived behavioral control) dimensions (Ajzen, 1991; Lam & Hsu, 2004). Integrating this nonvolitional dimension is believed to significantly enhance the theory's predictive power for intention and behavior, particularly in situations where individuals have limited control over their intentions and behaviors (Han & Kim, 2010). In the TPB, Ajzen (1991) described that attitude toward a behavior reflects

an individual's evaluation of performing a specific behavior. Subjective norm refers to the perception of the opinions of significant others, such as friends, parents, relatives, and colleagues, regarding the behavior. Perceived behavioral control relates to an individual's confidence in their ability to carry out a specific behavior.

In the context of tourism, researchers have applied the TPB to examine various aspects of tourist behavior. For example, Meng and Cui (2020) conducted a study to investigate tourists' intentions to revisit home-based accommodations by augmenting the TPB model with additional constructs. They empirically demonstrated that the extended TPB model outperformed the original TPB model in terms of predictive power. Their findings indicated that experiencescape, perceived value, and memorability positively influence the intention to revisit home-based accommodations. Additionally, Yamada and Fu (2012) utilized the TPB to investigate factors influencing museum visits. They found that beliefs about positive outcomes, such as learning and socialization, significantly influence individuals' decisions to visit museums.

Based on this comprehensive literature review, the present study is grounded in the TPB, which captures the unique dynamics of this emerging market. While the application of TPB in tourism research is well-documented, extending it to cannabis tourism is essential due to the distinct cultural, legal, and social dimensions surrounding cannabis use. Therefore, this study utilizes the original TPB model and extends it by incorporating additional variables that represent tourist perceptions.

In this context, the study hypothesizes that attitudes toward cannabis commercialization influence tourists' intentions to revisit destinations. Specifically, perceptions of cannabis culture and its integration into the local tourism experience are expected to impact tourists' future revisit intentions. Furthermore, subjective norms, or the influence of social circles' views on cannabis use, are likely to affect tourists' likelihood of returning to destinations where cannabis-related activities are available. Additionally, perceived behavioral control, referring to tourists' perceptions of their ability to engage with cannabis-related activities, is hypothesized to impact revisit intentions. Thus, the study proposes that attitudes, subjective norms, and

perceived behavioral control interact to shape tourists' decisions and influence their future intention to revisit cannabis-commercialized destinations.

Additionally, the relationship between perceived attractiveness and perceived risk must be clearly articulated within the TPB framework. Perceived attractiveness, such as the appeal of unique cannabis experiences, is expected to positively influence revisit intentions, while perceived risk—related to safety, legality, and social acceptance—is anticipated to negatively impact tourists' confidence and reduce their likelihood of returning.

Therefore, it is imperative to explore how perceived risk and perceived attractiveness interact with the core TPB constructs (Abbasi et al., 2021). This integration can enhance the accuracy and explanatory power of the TPB in predicting tourists' intentions and behaviors (Zhao & Liu, 2023). Understanding these dynamics will provide deeper insights into tourist behavior in cannabis tourism and contribute to more effective destination marketing strategies that address both the opportunities and challenges posed by cannabis commercialization.

Methodology

Data Collection

Participants were selected using purposive sampling to ensure diverse representation in terms of gender and nationality. The selection focused specifically on tourists who had encountered cannabis-related elements during their visit. An on-site questionnaire survey was administered at key tourist attractions, such as Patong and Phuket Old Town, where cannabis-related shops, businesses, and activities are prevalent. Participants were chosen based on whether they had directly interacted with cannabis-related activities, such as visiting cannabis shops or engaging in cannabis-related services, or if they had simply observed cannabis-related activities or businesses. To identify these participants, a targeted approach was used, focusing on those who had encountered cannabis-related shops or activities in popular areas known for cannabis commercialization. This approach ensured that only individuals with meaningful exposure to cannabis commercialization were included in the survey.

To confirm their exposure, participants responded to a series of self-reported screening questions in the survey regarding their encounters with cannabis shops and participation in cannabis-related activities (e.g., “Were you aware of cannabis commercialization during your visit to Phuket?” and “Have you encountered any cannabis shops during your visit to Phuket?”). By collecting data in areas with high visibility of cannabis-related businesses, the study aimed to enhance the validity of participants’ responses, ensuring that their experiences accurately reflected the influence of cannabis commercialization on their perceptions and intentions.

Initially, 402 questionnaires were collected; however, after meticulous data screening, 17 were excluded due to respondents failing attention checks or leaving the survey incomplete. Further data cleaning procedures, including the removal of outliers, were conducted to enhance data quality. Consequently, the final dataset included 385 respondents ($N = 385$) who met the criteria and were deemed suitable for comprehensive analysis.

Data Analysis

The study utilized the statistical software R (*Lavaan*) to analyze data from validated questionnaires and explore relationships. Structural Equation Modeling (SEM) followed Anderson and Gerbing’s (1988) two-step approach. Initially, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were employed to validate measurement scales and assess the representation of underlying dimensions and items. Subsequently, a structural model was developed to evaluate a conceptual framework encompassing two main constructs. The first construct includes tourists’ perceptions, which comprise attractiveness and risk perception. The second construct focuses on influential factors in planned travel, including subjective norms, perceived behavioral control, and attitude toward cannabis consumption. Both constructs were examined in relation to their impact on future revisit intentions. Model adequacy was assessed using goodness-of-fit tests, including normed chi-square (χ^2/df), root mean square error of approximation (RMSEA), comparative fit index (CFI), and Tucker–Lewis index (TLI).

The tourists’ perceived attractiveness toward cannabis offers on the destination was evaluated with

six items adapted from Blomstervik and Olsen (2022). Risk perception was measured using three items adapted from Majeed and Ramkissoon (2020). Influential factors in planned travel comprised three components: three items assessing subjective norms, two items evaluating perceived behavioral control, and four items assessing attitude toward cannabis consumption adapted from Ajzen (1991). Future revisit intention was rated with three items adapted from Blomstervik and Olsen (2022). The specific measurement items are presented below in Tables 3 and 4. Participants rated each measure on a 7-point Likert scale (1 = *strongly disagree* to 7 = *strongly agree*). Additionally, attitude toward cannabis was measured using 7-point bipolar scales. Demographic information was collected at the end of the survey. Three tourism scholars reviewed the measurement items to ensure their suitability and relevance to the study objectives. Following this, a pilot test involving 30 international tourists was conducted to assess the questionnaire’s reliability, validity, and usability. Some measurement items were refined slightly to improve the clarity of the questions.

Findings

The demographic profiles of the respondents (Table 1) show a balanced gender ratio, with 53.30% male, 44.98% female, and 1.82% choosing not to specify. The majority (61.10%) were aged 20–30 years old, followed by 21.32% in the 31–40 age group. In terms of educational levels, the majority indicated themselves holding a bachelor’s degree with 50.70%. The sample included a diverse range of nationalities, with Europeans comprising the largest group (54.08%), followed by Asians (28.86%), North Americans (6.50%), and Oceanians (5.46%). Smaller proportions were from Africa, South America, and the Middle East.

Regarding visiting patterns, a significant portion of respondents (48.88%) visited Phuket with friends, while a considerable number also visited with their spouse or partner (22.62%), with their family (13.78%), or alone (13.78%). Additionally, 67.86% visited Phuket for the first time. Leisure emerged as the primary reason for their travel among respondents, with a substantial majority (79.56%).

Investigating the factors influencing respondents’ choices of travel to Phuket, three key factors

Table 1
Respondents' Profile, Visiting Pattern, and Motivation

Profile Category and Visiting Patterns	Frequency (%) (N = 385)
Gender	
Female	173 (44.98%)
Male	205 (53.30%)
Prefer not to specify	7 (1.82%)
Age	
Less than 20 years old	24 (6.24%)
20–30 years old	235 (61.10%)
31–40 years old	82 (21.32%)
41–50 years old	18 (4.68%)
51–60 years old	21 (5.46%)
61 years old and above	5 (1.30%)
Nationality	
European	208 (54.08%)
Asian	111 (28.86%)
North American	25 (6.50%)
Oceania	21 (5.46%)
African	8 (2.08%)
South American	5 (1.30%)
Middle Eastern	7 (1.82%)
Education	
High school or equivalent	73 (18.98%)
Associate degree	51 (13.26%)
Bachelor's degree	195 (50.70%)
Master's degree or higher	66 (17.16%)
Employment	
Business owner	78 (20.28%)
Administrative officer	55 (14.30%)
Student	69 (17.94%)
Freelance	69 (17.94%)
Government officer	22 (5.72%)
Unemployed	14 (3.64%)
Others	78 (20.28%)
Monthly income (US\$)	
1,000 or less	62 (16.12%)
1,001–2,000	86 (22.36%)
2,001–3,000	77 (20.02%)
3,001–4,000	39 (10.14%)
4,001–5,000	39 (10.14%)
5,001 or higher	2 (1.32%)
Accompanying	
Alone	53 (13.78%)
With friends	188 (48.88%)
With spouse/partner	87 (22.62%)
With family/relatives	53 (13.78%)
With an organized tour/group	4 (1.04%)
Prior visiting experience	
No	261 (76.86%)
Yes	124 (32.24%)
Purpose of visiting	
Leisure	306 (79.56%)
Business	16 (4.16%)
Visiting relatives/friends	51 (13.26%)
Others	12 (3.12%)

(continued)

Table 1 (Continued)

Profile Category and Visiting Patterns	Frequency (%) (N = 385)
Influential factors	
Ease of accessibility	135 (35.10%)
A variety of accommodations	108 (28.08%)
A variety of activities	201 (52.26%)
Value for money	167 (43.42%)
Local friendliness	155 (40.30%)
Safety and security	102 (26.52%)
Cannabis legalization	49 (12.74%)
Beaches/natural attractions	313 (81.38%)
Cultural attractions	169 (43.94%)
Others	19 (4.94%)

emerged prominently from the data analysis. The majority (81.38%) identified beaches and natural attractions as the primary influence in their destination selection. Additionally, a substantial proportion (52.26%) highlighted the importance of having a diverse array of activities available at the destination, which plays a crucial role in attracting travelers. Cultural attractions also emerged as a significant factor, with 43.94% selecting Phuket for its richness in cultural experiences and historical significance. In the context of cannabis-related factors, 12.74% of respondents stated that cannabis tourism was a reason for their visit.

Regarding cannabis consumption experiences among respondents, as presented in Table 2, 43.94% reported having consumed cannabis, while 56.16% had never used it. Among those who reported cannabis consumption, the frequency varied significantly: 28.67% consumed cannabis once a year, 17.86% consumed it two–three times annually, 10.81% consumed it four–five times a year, and 44.18% reported consuming it more than five times annually. The primary motivations for consumption were recreational use (69.09%), curiosity (18.33%), medical reasons (6.58%), and social prestige (6.11%).

When assessing normality, skewness values ranged from -1.432 to 0.834 , and kurtosis values ranged from -1.361 to 2.012 , all falling within acceptable ranges [skewness between -3 and 3 , as suggested by Brown (2015), and kurtosis below 10 , as suggested by Kline (2011)], indicating a normal distribution of the data. Furthermore, various procedural measures were implemented during the design and administration of the questionnaire to

Table 2
Cannabis Consumption Experience

	Frequency (%) (N = 385)
Cannabis consumption experience	
No, I have never consumed	169 (43.94%)
Yes, I have consumed	216 (56.16%)
Frequency of cannabis consumption a year	
Once a year	61 (28.67%)
2–3 times	38 (1.86%)
4–5 times	23 (10.81%)
More than 5 times	94 (44.18%)
Primary reason for consumption	
Medical	14 (6.58%)
Recreational	147 (69.09%)
Curious	3 (18.33%)
Social prestige	13 (6.11%)
Others	3 (1.41%)

prevent common method bias (CMB) from influencing the results. This included using both procedural (ex-ante) and statistical (ex-post) controls to mitigate potential distortions. Procedurally, the study provided clear instructions for respondents, maintained anonymity, and incorporated both positively and negatively worded items to reduce response biases (Pace, 2010). On the statistical side, Harman's single factor test was performed, showing that a single factor explained 34.08% of the total variance. This indicates that method bias is not a significant issue, as the variance is below the recommended threshold of 50%, as suggested by Eichhorn (2014).

To evaluate the goodness-of-fit of the measurement model encompassing all constructs, confirmatory factor analysis (CFA) was conducted. As detailed in Tables 3 and 4, the overall model exhibited satisfactory fit indices [$\chi^2(104) = 180.05$, $\chi^2/df = 1.73$, RMSEA = 0.044, CFI = 0.986, TLI = 0.980]. Standardized factor loadings and average variance extracted (AVE) values for each construct were examined to assess convergent validity, all exceeding the recommended threshold of 0.50 (Hair et al., 2010). Furthermore, all AVE values surpassed the squared correlation coefficients between respective interconstructs, indicating discriminant reliability (Fornell & Larcker, 1981). Composite reliability (CR) and Cronbach's alpha values for all constructs ranged from 0.82 to

0.95, surpassing the minimum criterion of 0.70, ensuring strong internal consistency across the constructs.

The structural model demonstrated a satisfactory fit, with the following values: $\chi^2(156) = 252.07$, $\chi^2/df = 1.62$, RMSEA = 0.040, CFI = 0.986, TLI = 0.982. The findings elucidated how future revisit intention (FI) is influenced within the emerging cannabis commercialization landscape. Perceived Attractiveness (PA) exhibited a significant positive relationship with FI ($\beta = 0.225$, $p = 0.009$), indicating that increased perceptions of attractiveness regarding cannabis-related offerings corresponded to a heightened intention among individuals to revisit destinations involved in cannabis tourism. Conversely, subjective norms (SN) ($\beta = -0.191$, $p = 0.008$) displayed a negative relationship with FI, suggesting that stronger perceived social norms associated with cannabis consumption could diminish the inclination to revisit such destinations.

However, perceived risk (PR) ($\beta = 0.145$, $p = 0.051$), perceived behavioral control (BC) ($\beta = -0.125$, $p = 0.088$), and attitude towards cannabis (AT) ($\beta = -0.011$, $p = 0.895$) did not exhibit significant relationships with FI, as their p values exceeded the significance threshold ($p < 0.05$). This indicates that these factors may not strongly influence individuals' future revisit intentions in destinations where cannabis commercialization is present (see Fig. 2).

Furthermore, considering cultural influences, particularly the distinctions between Asian and non-Asian perspectives, is crucial for understanding the dynamics of cannabis tourism. The findings, derived from SEM, demonstrate a satisfactory fit for the structural models which representing both Asian [$\chi^2(174) = 258.14$, $\chi^2/df = 1.49$, RMSEA = 0.066, CFI = 0.961, TLI = 0.953] and non-Asian [$\chi^2(174) = 382.79$, $\chi^2/df = 2.20$, RMSEA = 0.066, CFI = 0.957, TLI = 0.948] perspectives. As presented in Figure 3, the results from the perspectives of Asian tourists notably indicate that attitudes toward cannabis commercialization (AT) have a positive and statistically significant effect ($\beta = 0.340$, $p = 0.032$). This suggests that a favorable attitude toward cannabis commercialization significantly increases the likelihood of revisiting the destination.

Table 3
Factor Loadings of Measurement Scales

Scale Items	Factor Loadings	Mean (SD)
Perceived attractiveness (AVE: 0.70, CR: 0.93, α: 0.93)		
I find Phuket's transition towards cannabis commercialization creates a sense of excitement and curiosity for me as a tourist.	0.84	4.53 (1.84)
I perceive cannabis-related activities and businesses in Phuket as contributing to my overall novelty experience.	0.86	4.51 (1.80)
I perceive the presence of cannabis-related offerings enhances the overall appeal of Phuket.	0.84	4.57 (1.80)
I find Phuket more attractive due to the emergence of cannabis commercialization.	0.85	4.10 (1.84)
I find cannabis commercialization enhances the desirability of Phuket for me.	0.81	4.09 (1.81)
I perceive Phuket as more appealing because of the cannabis-related activities and businesses.	0.83	4.00 (1.77)
Risk perception (AVE: 0.75, CR: 0.90, α: 0.87)		
I worry about the potential negative effects of cannabis commercialization on my overall experience in Phuket.	0.89	3.74 (2.08)
I perceive having cannabis-related activities and businesses in Phuket increases my perception of risk.	0.83	3.76 (1.87)
Cannabis commercialization in Phuket raises my concerns about personal safety and security.	0.88	3.67 (1.98)
Subjective norms (AVE: 0.85, CR: 0.94, α: 0.88)		
Most people who are important to me think I should not involve with any cannabis products or activities when traveling.	0.92	4.65 (2.01)
Most people who are important to me would want me not to involve with any cannabis products or activities when traveling.	0.93	4.61 (2.06)
People whose opinions I value would not prefer that I involve with any cannabis products or activities when traveling.	0.91	4.65 (1.97)
Perceived behavioral control (AVE: 0.70, CR: 0.82, α: 0.82)		
I am confident that if I want, I can involve with any cannabis products or activities when traveling.	0.78	4.85 (1.97)
I have resources, time, and opportunities to involve with any cannabis products or activities when traveling.	0.89	4.45 (1.97)
Attitude toward a behavior (AVE: 0.81, CR: 0.95, α: 0.90)		
For me, involving with any cannabis products or activities when traveling is Bad (1)–Good (7).	0.96	3.42 (1.99)
For me, involving with any cannabis products or activities when traveling is Foolish (1)–Wise (7).	0.84	3.20 (1.77)
For me, involving with any cannabis products or activities is Unpleasant (1)–Pleasant (7).	0.95	3.51 (2.03)
For me, involving with any cannabis products or activities is Harmful (1)–Beneficial (7).	0.85	3.38 (1.87)
Future behavioral intention (AVE: 0.58, CR: 0.81, α: 0.88)		
I will return Phuket as soon as possible.	0.81	4.83 (1.77)
I am likely to prioritize revisiting Phuket over others in the future.	0.78	4.58 (1.74)
I feel a strong inclination to revisit Phuket to explore more of what it has to offer.	0.70	5.03 (1.58)

Note. All paths are significant. AVE = average variance extracted, CR = composite reliability, α = Cronbach's alpha.

Table 4
Reliability of Measurement Scales

Discriminant Validity	PA	PR	SN	AT	BC	FI
Perceived attractiveness (PA)	1					
Perceived risk (PR)	0.53(0.28)	1				
Subjective norms (SN)	0.59(0.35)	0.70(0.49)	1			
Attitude toward cannabis consumption (AT)	0.79(0.62)	0.64(0.41)	0.70(0.49)	1		
Perceived behavioral control (BC)	0.52(0.27)	0.55(0.30)	0.40(0.16)	0.57(0.32)	1	
Future revisit intention (FI)	0.23(0.05)	0.04(0.01)	0.21(0.04)	0.18(0.03)	0.13(0.01)	1
AVE	0.70	0.75	0.85	0.81	0.70	0.58

Note. The squared correlation coefficients are shown in italic- along the diagonal; all correlations are presented in the lower left triangle. All correlations are significant.

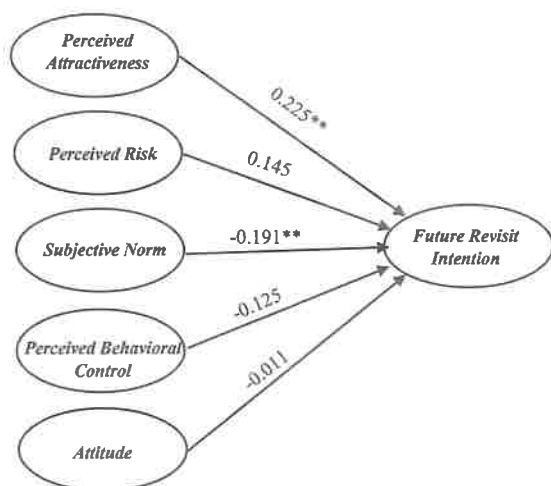


Figure 2. Estimation of structural model. ** $p < 0.01$.

In contrast, the results provide insights into the factors influencing future revisit intentions (FI) for non-Asian tourists regarding destinations that incorporate cannabis commercialization. Perceived attractiveness (PA) has a positive and statistically significant effect on revisit intention ($\beta = 0.257$, $p = 0.015$), indicating that the more attractive a destination is perceived to be, the higher the likelihood of revisiting. Conversely, subjective norms (SN) exhibited a strong negative and significant impact on revisit intention ($\beta = -0.282$, $p < 0.001$), suggesting that social pressures or expectations against

cannabis consumption may diminish the likelihood of returning.

Discussion

This study aims to provide a comprehensive understanding of the aspects of cannabis commercialization that influence tourists' intentions to revisit destinations. This research is particularly pertinent in Thailand, where cannabis has recently been legalized, raising questions about whether this legalization will be beneficial for the destination.

Grounded in the TPB, this study extends its scope by incorporating additional variables, such as perceived attractiveness and perceived risk, related to cannabis commercialization in Phuket, Thailand. The research findings indicate that perceived attractiveness and subjective norms regarding cannabis commercialization significantly influence future revisit intentions for destinations integrated with cannabis landscapes, surpassing other constructs examined in the study.

The findings of this study provide valuable insights into the implications of cannabis commercialization, particularly amid ongoing global discussions and debates surrounding the legalization of cannabis in various countries. Within the tourism landscape, the study underscores that cannabis-related activities and offerings positively influence tourists' perceived attractiveness of destinations,

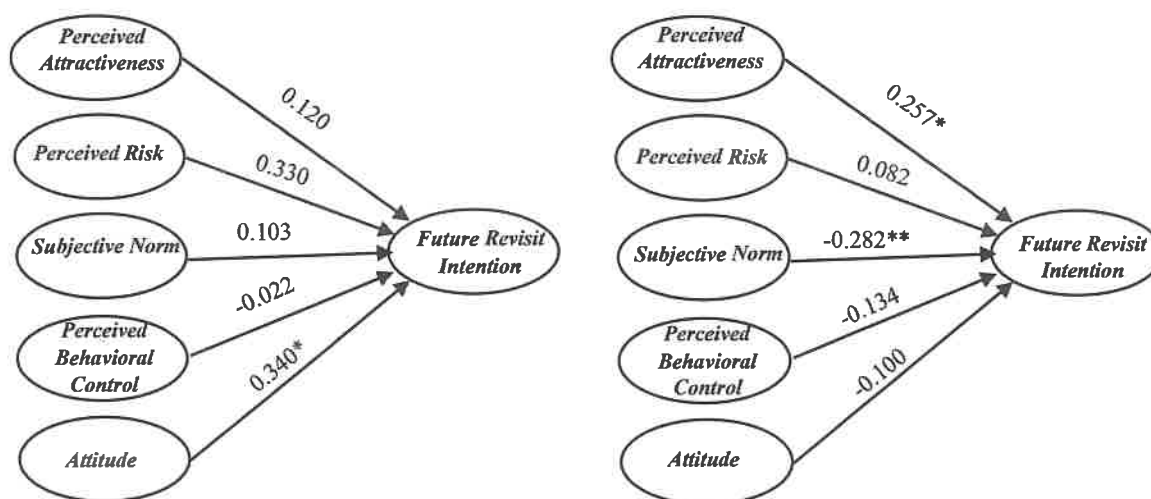


Figure 3. Estimation of structural models for Asian and non-Asian perspectives. * $p < 0.05$, ** $p < 0.01$.

thereby potentially increasing future revisit intentions. However, subjective norms regarding cannabis have a contrasting effect, exerting a negative influence on future revisit intentions. This suggests that individuals are less inclined to revisit destinations where significant others in their lives discourage visiting places where cannabis products are available. Furthermore, the study emphasizes the substantial influence of cultural factors in shaping tourist behaviors and perceptions. For Asian tourists, their attitudes toward cannabis consumption and commercialization are critical determinants of their intentions to revisit these destinations.

Therefore, this study carries significant implications for destination managers and policymakers involved in tourism and cannabis regulation. It underscores the potential benefits of integrating cannabis-related activities to enhance tourist attraction and revisit intentions. However, it also highlights the importance of addressing societal norms and perceptions surrounding cannabis, as these can impact visitor behavior and destination choices. By understanding and managing these factors effectively, destinations can better capitalize on emerging trends in cannabis tourism while navigating potential social and regulatory challenges.

Theoretical Implications

This study offers significant theoretical insights into how tourists perceive commercially available cannabis in destinations where cannabis tourism is not traditionally established. The results of the present study significantly enrich the existing literature on cannabis tourism, affirming the notion that cannabis tourism has the potential to enhance destination attractiveness. The findings indicate that perceived attractiveness from cannabis commercialization has a significant impact on the revisit intention of international tourists to Phuket ($\beta = 0.225$). It was identified as the most robust predictor influencing tourists' intentions to revisit. Previous research underscores the significance of the perceived attractiveness of a destination or its specific attributes as a crucial factor in attracting visitors (Krešić & Prebežac, 2011). Such perceptions not only motivate visitors and encourage them to revisit or extend their stay but also enhance the competitive advantage of the tourism destination

(Ji & Yang, 2022). For example, prior research (e.g., Charlebois et al., 2020; Meeprom et al., 2023) has shown that young adults often pursue prestige, recognition, and social interaction through the consumption of innovative and novel products, including cannabis-infused food items. In the context of cannabis tourism, the study by Olarn and Chen (2022) emphasized that the legalization of cannabis products is viewed as a potential economic stimulus for the Thai economy, despite the ongoing prohibition of recreational use. This alignment with previous research underscores the broader economic and social implications of cannabis tourism, highlighting its role in driving destination appeal and economic growth.

Contrary to conventional perceptions of cannabis consumption, which are often associated with risks and social issues (Wen et al., 2023), its use has been linked to significant physical, psychological, and social consequences due to the substances' potentially addictive chemical properties (Caiata-Zufferey, 2012; Uriely & Belhassen, 2006). However, the findings of this study illustrate that destinations integrating cannabis tourism can provide unique contexts. Previous studies have found that commercially available cannabis can serve as an attraction, drawing people to specific locations due to the accessibility of legal or illegal products and related services (Vladez & Sifaneck, 1997). This aligns with research conducted by Wen and Qi (2020), who interviewed Chinese tourists engaged in cannabis tourism. Their study emphasized that individuals were motivated by curiosity and a desire for a unique life experience. In the study, they pointed out that while most interviewees felt guilt about consuming cannabis, this guilt did not deter them from considering cannabis tourism. Instead, it appeared to motivate them to participate despite their conflicted feelings. Perceived attractiveness may entice many tourists from countries (e.g., China) where cannabis consumption is strictly prohibited. Additionally, several studies have highlighted that using cannabis while on holiday can offer a sense of freedom and liberation unique to the destination, distinct from one's home environment (Wen et al., 2018; Ying et al., 2019). Furthermore, Uriely and Belhassen (2005) found that tourists often perceive cannabis consumption or activities as incidental to their travel experience,

and they may only become aware of the accessibility of cannabis after arriving at a particular destination. In this regard, cannabis commercialization can be seen as another type of tourist activity that enhances the variety of experiences available at the destination, potentially increasing tourists' inclination to revisit and explore more of what the destination has to offer.

This study also provides empirical evidence identifying subjective norms as a significant barrier to engagement in cannabis tourism, thereby enhancing understanding of the social factors influencing travel intentions. Previous studies (e.g., Ajzen & Fishbein, 1970; Hasan et al., 2020; Quintal et al., 2015) have underscored the significance of subjective norms in shaping behavioral intentions, particularly in marketing and tourism context. These studies suggest that tourists' destination choices are influenced by social pressures from significant others who may either support or discourage their decisions to visit specific places. In addition, the negative relationship observed in this study ($\beta = -0.191$) between subjective norms and future revisit intention suggests that there is a prevailing negative perception toward cannabis products or offerings. This perception can lead tourists to perceive social pressure against visiting destinations where cannabis-related activities are available, thereby reducing their likelihood of choosing such destinations for future visits. This underscores the importance of social influences in shaping travel behaviors related to cannabis tourism. The findings in this study align with research conducted by Smith (2022), which concluded that social factors can influence individuals' decisions to use or abstain from drugs. Based on these results, it is implicitly suggested that subjective norms or social pressures can also impact tourists' destination choices. In the context of destinations where cannabis is commercially available, negative subjective norms toward cannabis may directly influence tourists' decisions not to revisit those destinations.

Additionally, the study offers new insights into the relationship between risk perception, and attitude toward cannabis consumption by revealing that these factors do not significantly influence future revisit intention where cannabis commercialization is present. This finding suggests that engagement in cannabis-related activities is largely viewed as

a matter of individual choice, thereby reducing the influence of perceived risks and personal attitudes on the decision to revisit. While traditional tourism studies suggest that perceived risks typically lead to decreased revisit intentions (e.g., Allameh et al., 2015; Hasan et al., 2017), this study's results challenge these conventional assumptions. It underscores the critical role of individual preferences and autonomy in engaging with cannabis commercialization, rather than being deterred by perceived risk. Furthermore, even if tourists opt not to participate in cannabis-related activities, they can still enjoy other attractions at the destination.

Practical Implications

The study offers significant practical implications for destinations seeking to gain a competitive advantage from commercially available cannabis. First, emphasizing the perceived attractiveness of cannabis commercialization can effectively enhance tourists' intentions to revisit these destinations. By strategically integrating cannabis-related activities with other key attractions, destinations can create a diversified tourism offering that appeals to a broader range of visitors. This approach includes promoting educational tours that inform tourists about cannabis cultivation and production processes, providing them with a deeper understanding of the product and its cultural significance. Additionally, wellness retreats featuring cannabis-infused treatments can attract health-conscious tourists looking for unique and holistic experiences. Organizing events or festivals that celebrate cannabis culture—such as food and music festivals or art exhibitions—can further engage visitors and create a vibrant atmosphere that showcases local talent and creativity.

By highlighting these diverse offerings, destinations can not only encourage repeat tourism but also attract new visitors, thereby boosting local economies and fostering community engagement. Ultimately, the strategic promotion of cannabis-related activities can help destinations position themselves as innovative and appealing choices in the competitive tourism market.

Second, the study underscores the critical role of subjective norms in shaping tourists' destination choices. Negative perceptions surrounding cannabis consumption can significantly deter

tourists from revisiting destinations where cannabis is integrated into the tourism experience. To counteract these perceptions, it is recommended that destinations craft targeted marketing messages emphasize the positive aspects of cannabis, such as its medicinal and recreational benefits. For instance, destination managers should focus on conveying functional values, such as health benefits. Additionally, effective communication is crucial; destination managers and government bodies should convey these potential benefits to the public through various channels, including traditional media like television and online platforms such as YouTube. This approach not only disseminates reliable information but also provides opportunities to educate tourists about the potential health benefits and proper usage of cannabis products. By launching educational campaigns and creating engaging promotional materials, destinations can effectively reshape public attitudes and build a more favorable view of cannabis tourism. This proactive approach can help mitigate negative biases and attract more visitors to cannabis-integrated destinations.

Furthermore, destination management organizations (DMOs) and policymakers should proactively implement regulations to promote the responsible and well-supervised use of cannabis. By establishing certification programs for cannabis establishments and enforcing robust regulatory frameworks, destinations can enhance credibility and reassure tourists about the safety and legality of cannabis-related activities. Issuing official certificates and maintaining high standards will address potential concerns and build trust among visitors and their influencers (Wang et al., 2020). These strategic measures will not only attract new visitors but also ensure the long-term sustainability and positive reputation of cannabis-related tourism initiatives, creating a compelling and responsible tourism offering that resonates with diverse audiences.

Conclusion

In recent years, the prevalence and legalization of cannabis commercialization across many countries have sparked ongoing debates about its potential impact on tourism. Scholars argue that integrating cannabis into tourism offerings can yield substantial economic benefits (Olam & Chen,

2022). However, contrasting viewpoints highlight concerns about addiction and adverse psychological effects associated with cannabis consumption (Alcohol and Drug Foundation, 2024; Caiata-Zufferey, 2012; Uriely & Belhassen, 2006; Wen et al., 2023). While previous research on cannabis tourism has predominantly focused on Western and European contexts, such as Colorado, Canada, and Amsterdam (Bonny-Noach & Horsky, 2022; Kang et al., 2016; Wen et al., 2018), there remains a significant gap in understanding its implications within an Asian context.

In response, this study is set in Phuket, Thailand, marking the region as a pioneering example in Asia where cannabis legalization has been embraced. It aims to explore how factors from the TPB (subjective norms, perceived behavioral control, and attitude toward cannabis consumption), along with perceived attractiveness and risk perception, influence tourists' intentions to revisit destinations that integrate cannabis tourism alongside traditional attractions.

The findings underscore that tourists' decisions to revisit destinations with cannabis offerings are significantly influenced by perceived attractiveness and subjective norms, whereas factors such as perceived behavioral control, attitude toward cannabis consumption, and risk perception show no significant impact. These results are crucial for stakeholders, highlighting the potential of cannabis to shape future travel intentions.

Therefore, strategic marketing that emphasizes the benefits of cannabis alongside traditional attractions can diversify destination activities and foster a greater desire for exploration. Implementing mechanisms such as certification programs for cannabis establishments can enhance trust and reassure visitors of responsible oversight, thereby positioning destinations to leverage cannabis tourism for sustainable economic growth.

Limitations and Future Research Suggestions

This study acknowledges several limitations that warrant consideration. First, its focus on a single setting, Phuket, Thailand, limits the generalizability of findings to other cultural and geographical contexts where cannabis tourism may operate differently. Second, the use of a cross-sectional research design

restricts the ability to establish causal relationships between variables. Moving forward, longitudinal studies are essential to observe how perceptions and intentions evolve over time in response to cannabis commercialization in tourism contexts.

For future research directions, it is recommended to conduct comparative studies across various settings beyond Phuket to explore how cultural nuances and regulatory frameworks influence tourists' perceptions and revisit intentions regarding cannabis tourism. Longitudinal research would provide insights into the sustainability and long-term impacts of cannabis tourism on destination attractiveness and visitor behavior. Additionally, qualitative exploration could complement quantitative findings by capturing tourists' subjective experiences and motivations related to cannabis tourism. Investigating the socioeconomic impacts on local communities and assessing different regulatory approaches are also crucial for understanding how cannabis tourism can be managed effectively while maximizing benefits and minimizing potential drawbacks for destinations and their residents.

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Journal of Hospitality & Tourism Research

Five Senses in Wellness Spa Experience: Sources of Escapism, Immersion, and Health Perception

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Manuscript Type:	Mixed methods (9000 words)
Keywords:	Five Senses, Sensory experience, Subjective well-being, Mixed Methods < Data & Theory, Wellness Tourism
Abstract:	This study explores how sensory experiences in wellness spa influence escapism, immersion, health perception, and subjective well-being. An exploratory sequential mixed methods was used, involving interviews with 30 spa-goers and an on-site survey of 221 spa-goers. Results show that tactile, olfactory, and visual sensations were associated with escapism. Tactile, auditory, and olfactory sensations were correlated with immersion. Tactile, olfactory, auditory, and gustatory sensations were linked to health perception. Findings also revealed a positive association between immersion, health perception with life satisfaction but a negative correlation between escapism and life satisfaction. This study demonstrates how a balanced integration of sensory stimuli shapes tourists' subjective well-being. We provide actionable insights for spa operators to design the environments that engage multiple senses.

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Five Senses in Wellness Spa Experience: Sources of Escapism, Immersion, and Health Perception

Abstract

This study explores how sensory experiences in wellness spa influence escapism, immersion, health perception, and subjective well-being. An exploratory sequential mixed methods was used, involving interviews with 30 spa-goers and an on-site survey of 221 spa-goers. Results show that tactile, olfactory, and visual sensations were associated with escapism. Tactile, auditory, and olfactory sensations were correlated with immersion. Tactile, olfactory, auditory, and gustatory sensations were linked to health perception. Findings also revealed a positive association between immersion, health perception with life satisfaction but a negative correlation between escapism and life satisfaction. This study demonstrates how a balanced integration of sensory stimuli shapes tourists' subjective well-being. We provide actionable insights for spa operators to design the environments that engage multiple senses.

Keywords: *Five Senses, Sensory experience, Subjective well-being, Mixed Methods, Wellness Tourism*

Introduction

The Global Wellness Institute (2022) reported that the market value of wellness tourism grows by an average of 21% annually, reaching US\$11.3 trillion by 2025. The global spa market has also experienced a significant growth, expanding from US\$58.09 billion in 2022 to US\$64.42 billion in 2023 (The Business Research Company, 2023). Wellness tourism, including wellness spa, serves as an escape from the stresses of daily life, offering a relaxing and rejuvenating environment (Luo et al., 2018).

The Global Wellness Summit (2023) emphasised the importance of incorporating multisensory elements to enhance the overall wellness experience, promote positive behavioural changes, and improve well-being outcomes. For example, many spas use aromatherapy products to deliver enticing aromas, employ professional therapists to provide stress-relieving touch, incorporate calming sounds to facilitate mindfulness, and offer carefully crafted teas to delight the taste buds. However, there is limited understanding of the relationship between multisensory experiences and tourists' escapism, immersion, and health perception. By considering the five senses in the wellness spa experience, spa practitioners can harness the power of each sense to evoke positive psychological responses. Leveraging the interplay between senses enables spas to create a holistic experience that nurtures immersion, escapism, and health perception.

Previous studies dominantly investigated visual sense, leaving other sensory experiences unexplored. Furthermore, previous research examined an individual sense in isolation (Boesveldt & Parma, 2021). To the best of our knowledge, this study is among the first to consider all five senses in the context of the wellness spa experience. Understanding how different senses interact can inform the creation of more immersive experiences, products, and interventions. However, the specific role of each sense in shaping the wellness spa experience is underexplored. Therefore, this study aims to examine the role of each sense in the wellness spa experience, particularly their effects on escapism, immersion, and health perceptions. Furthermore, the study investigates how escapism, immersion, and health perceptions influence wellness spa-goers' subjective well-being. This focus aligns with the growing recognition among scholars that tourists increasingly seek more immersive and meaningful experiences rather than superficial or surface-level encounters (Chen, 2020; Filep, 2014).

Therefore, this study advances previous research by clarifying how multisensory experiences shape escapism, immersion, and health perception, and their subsequent effects on well-being. Methodologically, it integrates qualitative and quantitative approaches to provide a robust analysis of sensory impacts. Practically, it offers actionable insights for spa operators to enhance sensory elements and improve the well-being of spa goers.

Literature Review

Wellness Spa Tourism

World Health Organization (1948) defines wellness as the absence of disease or infirmity and a state of total physical, mental, and social well-being. Other researchers define wellness as more than just the absence of illness and disease; it encompasses physical health and happiness (Panelli & Tipa, 2007). Corbin (2016) proposes six dimensions of wellness: (a) physical wellness, which focuses on self-care and health; (b) emotional wellness, which involves managing emotions and stress; (c) spiritual wellness, which indicates finding meaning in life and inner peace; (d) intellectual wellness, emphasizing learning and personal growth; (e) social wellness, which includes building positive relationships and community engagement; and (f) environmental wellness, relating to interactions with and awareness of one's surroundings.

Wellness tourism activities include hot springs, spas, yoga, massages, acupuncture, modern medical treatments, beauty treatments, walking, mountaineering, skiing, visiting summer resorts, sightseeing, and learning horticultural art (Majeed & Kim, 2022). They also encompass martial arts, religion, and tea ceremony culture (Global Wellness Institute, 2021). Various studies have explored motivations for visiting spas. For example, Mak et al. (2009) identified "relaxation and relief," "escape," "self-reward and indulgence," and "health and beauty" as motivating factors. Additionally, Kucukusta and Guillet (2014) revealed that people favor mid-range pricing, highly qualified therapists, privacy, a comprehensive range of spa facilities, and branded products. Furthermore, Han et al. (2018) found positive associations among five key quality attributes: treatment quality, variety of service options, price, therapists and service staff, and facilities. These attributes were linked to affective experiences and satisfaction, which subsequently influenced destination loyalty. However, there is limited understanding of how human senses shape escapism, immersion, and health perception during wellness spa experience.

Multisensory Aspects of Wellness Tourism Experience

Research indicates that the five senses significantly shape human experiences (Agapito & Chan, 2019). Several studies (e.g., Krishna et al., 2010; Yang et al., 2010) have examined the impact of sensory inputs on the creation of aesthetic experiences. Visual elements, such as color, lighting, and design, can influence the overall consumer experience and contribute to greater affective pleasure. However, the roles of the five senses in shaping consumer experiences are still not well-defined in the literature (Holmqvist et al., 2020).

Existing research on sensory experiences has focused primarily on the visual sense, often overlooking other important senses, such as taste, smell, touch, and sound (Anderson et al., 2017; Chen et al., 2021). However, Agapito and Chan (2019) highlight that incorporating multisensory elements can create positive experiences in both real and virtual tourism settings. Their study revealed that taste and sight play a crucial role in shaping tourists' sensory impressions. Despite this progress, the exploration of these additional senses remains limited. Scholars argue for a more holistic sensory approach, suggesting that a comprehensive sensory experience can strengthen place attachment - the emotional connection between individuals and places (Porteous, 1985; Urry, 1992). This concept, often referred to as "sensescape," underlines the necessity of engaging all senses to create a fully immersive experience.

In wellness tourism, particularly in well spas, sensory experiences are crucial because lighting, scent, and touch influence emotions and overall experiences (Lin & Mattila, 2018).

Previous research in other contexts highlights the importance of sensory integration. For example, Ramsamy et al. (2006) discovered that tactile cues allow consumers to engage with simulated virtual objects, enhancing both interaction and immersion. Vi et al. (2017) demonstrated that integrating tactile and auditory cues into museum exhibits creates an uplifting experience for visitors. Additionally, Herz (2016) illustrates that unique scents can evoke hedonism, nostalgia, and escapism, inspiring professionals to use fragrances for marketing purposes.

However, these studies have not specifically addressed how multisensory experiences impact customer perceptions and psychological states within the wellness tourism context. While existing research shows that each sensory input contributes to the overall experience, their impacts can vary (Lv et al., 2020). This gap highlights the need for further research to explore how multisensory elements influence escapism, immersion, and health perception in wellness spas. This study aims to address this gap by examining the role of multisensory cues in wellness tourism experiences, providing insights into how each sense contributes to the overall spa experience.

Dimensional Experiences in Tourism: Escapism, Immersion, and Health Perception

Escapist Experience

Pine and Gilmore (1999) defined escapism as a deeply engaging experience that allows individuals to temporarily escape from their daily lives. Hagström and Kaldo (2014) described escapism as temporarily getting away from the usual environment. Meanwhile, Astakhova et al. (2022) highlight that escapism provides mental and emotional respite, offering a sense of liberation and renewal. Research indicates that engaging in escapist activities can benefit individuals burdened by the demands and stresses of daily life, including stress relief, mental rejuvenation, and improved mood (Stenseng et al., 2012; Frochot & Lenglet, 2023). Taking a break from routine can improve the overall quality of life and well-being (Han et al., 2022).

In the context of tourism, escapism is a primary motivator for travel (Quadri-Felitti & Fiore, 2012). People often seek destinations and activities that offer a break from their routines. This need for escape can be categorized into two forms: "escape from," which involves distancing oneself from everyday life, and "escape into," which means immersing oneself in a novel experience (Holmqvist et al., 2020). The synergy between these forms can enhance the overall quality of the tourist experience. For example, Ponsignon et al. (2021) found that deeper escapism enhances satisfaction for both international and domestic tourists. Travel provides a sense of freedom, relaxation, and enjoyment by offering an escape from daily routines.

Extraordinary experiences, closely linked to escapism, involve activities or environments that are distinctly different from everyday routines or typical experiences. These experiences provide a sense of adventure and novelty (Canniford & Shankar, 2013). Activities such as salsa dancing or surfing enable individuals to escape their daily concerns and immerse themselves in a different world (Hewer & Hamilton, 2010; Canniford & Shankar, 2013). The environment or servicescape, including its design and atmosphere, fosters a sense of extraordinary experience, as exemplified by theme parks (e.g., Disney theme parks, Wizarding World of Harry Potter), and spectacular environments (e.g., Nike Town, ESPN Zone). Such environments play a crucial role in enhancing the feeling of escape by engaging individuals in settings that allow them to detach from daily routines and realities (Ferrari et al., 2014; Ballantine et al., 2015).

Immersive Experience

Immersion involves a state of being deeply involved in and fully present within an activity or environment (Mainemelis, 2001). It encompasses a range of factors, including attentional focus, emotional involvement, and a loss of awareness of external distractions (Kahneman, 1973). Hansen and Mossberg (2013) emphasized the crucial role of tour guides in creating immersive experiences, highlighting that effective guide performance enhances tourists' involvement and immersion. St-James et al. (2018) explored film tourism, demonstrating how movies and TV shows can fully immerse individuals in related tourist experiences. Bec et al. (2019) found that integrating historical elements with advanced technology helps effectively manage immersive environments. This approach balances heritage preservation with enriching visitor experiences in the context of heritage tourism. Brown and Cairns (2004) describe immersion as a progression, starting with engagement, where interest and effort initiate the experience. It then deepens into engrossment, marked by emotional involvement and loss of time awareness, ultimately leading to total immersion, a state of complete absorption and focus. This deep engagement aligns with Csíkszentmihályi's (1990) concept of flow, a state of intense concentration, control, and altered time perception.

In exploring the relationship between the five senses and immersion, Brasen et al. (2019) examined the effects of vibrotactile feedback in virtual reality (VR). They found that tactile stimuli enhanced participants' immersion and realism. Zhang et al. (2017) distinguished between spatial immersion, defined as the feeling of being physically “present” in an environment, and emotional immersion, which refers to the depth of emotional engagement. They highlighted the significant role of auditory cues in enhancing immersion. Cowan et al. (2023) discovered that olfactory cues induce the feeling of being “plugged into” the experience.

Health Perception

Health perceptions in wellness tourism are shaped by four key attributes: (1) Physical health, emphasizing the optimal condition of the body and its functions (Choi et al., 2015); (2) Psychological health, highlighting mental well-being (Liao et al., 2023); (3) Improved quality of life, promoting healthy lifestyle and enhancing tourist experiences (Luo et al., 2018); and (4) Environmental health, achieving a dynamic balance between tourists' micro-ecosystems, such as wellness spas, eco-friendly accommodations, and dining spaces offering locally sourced meals, and their broader natural and social environments (Luo et al., 2022).

Previous research demonstrated the role of sensory experiences in wellness tourism. Field (2019) noted that touch techniques in massage therapy induced calm, reduced stress, and assisted in pain management and immune function. Nunes et al. (2016) found that athletes receiving massages for quadriceps pain reported lower pain. Additionally, Kokkranikal and Carabelli (2021) highlighted the connection between gustatory cues and health. Maitra et al. (2021) emphasized that scents from massage oils or diffusers enhance wellness by calming the body and mind, thereby improving overall health. However, previous research lacks a holistic view of the five senses and how such senses together influence wellness tourism experiences. In recent years, wellness tourism has evolved to provide more immersive and authentic experiences that promote holistic health (Dini & Pencarelli, 2022). This evolution marks a shift from a narrow emphasis on physical health to a broader vision encompassing holistic well-being.

Bottom-Up Spillover Theory

Scholars suggest that happiness and enjoyment derived from activities positively influence tourist satisfaction, creating a spillover effect across various life domains (Chen, 2020). The Bottom-Up Spillover Theory posits that events related to work, leisure, family, health, and finances affect subordinate life domains, which then influence superordinate domains such as well-being, life satisfaction, self-esteem, and social integration (Kim et al., 2021; Sirgy et al., 2017). This theory explains how emotional states from one domain can spill over into others, impacting overall life satisfaction.

Satisfaction plays a crucial role in this process, as Newman et al. (2015) highlight. Satisfaction with specific life events influences corresponding domains, which can then vertically spill over to overall satisfaction. Moreover, research has shown that the positive emotions resulting from tourism-related activities significantly affect tourists' contentment and overall well-being (Alipour et al., 2020; Nawijn, 2010). For instance, Su et al. (2018) found that a destination's reputation can heighten tourists' satisfaction, leading to improved subjective well-being, demonstrating how positive travel experiences enhance overall well-being.

In the context of wellness tourism, Liu et al. (2023b) found that wellness experiences significantly impact both hedonic and eudaimonic well-being. Tourist satisfaction mediates this relationship, amplifying the positive effects of wellness tourism on overall well-being. Higher satisfaction with wellness tourism corresponds to greater well-being among tourists.

Although this study does not directly measure satisfaction with wellness spas, the Bottom-Up Spillover Theory remains relevant. It explains how life events influence well-being. This study measures the perceived pleasantness of sensory experiences in shaping escapist, immersive, and health-promoting experiences. These sensory experiences are linked to subjective well-being, illustrating how wellness spa experiences contribute to overall well-being.

Subjective Well-being

Subjective well-being refers to an individual's self-assessment of their happiness and overall life satisfaction, encompassing both cognitive evaluations (e.g., life satisfaction) and affective experiences (e.g., positive emotions and the absence of negative emotions) (Diener et al., 1985; Diener et al., 2018a). This multidimensional concept integrates emotional experiences and cognitive judgments (Diener et al., 2018b). In contrast, quality of life encompasses broader, objective measures, such as physical and mental health, independence, social relationships, personal beliefs, and interactions with the surrounding environment (Liu et al., 2023a). While quality of life addresses external and measurable factors, subjective well-being focuses on an individual's internal, personal perceptions of happiness and satisfaction. This distinction highlights that subjective well-being offers a more personalised and actionable framework for understanding, whereas quality of life provides a holistic view that combines both objective and subjective dimensions (Kaufman et al., 2022).

Research shows that tourism can significantly enhance well-being, particularly among seniors and frequent travelers with higher education levels (Michalko et al., 2009). Modern

tourists increasingly seek escapist and immersive experiences to boost their well-being (Hansen & Mossberg, 2013). Since well-being is a central goal of wellness tourism, it is crucial to study factors, such as escapism, immersion, and health perception in this context. However, there is limited research on how these three dimensional experiences impact subjective well-being within wellness spas.

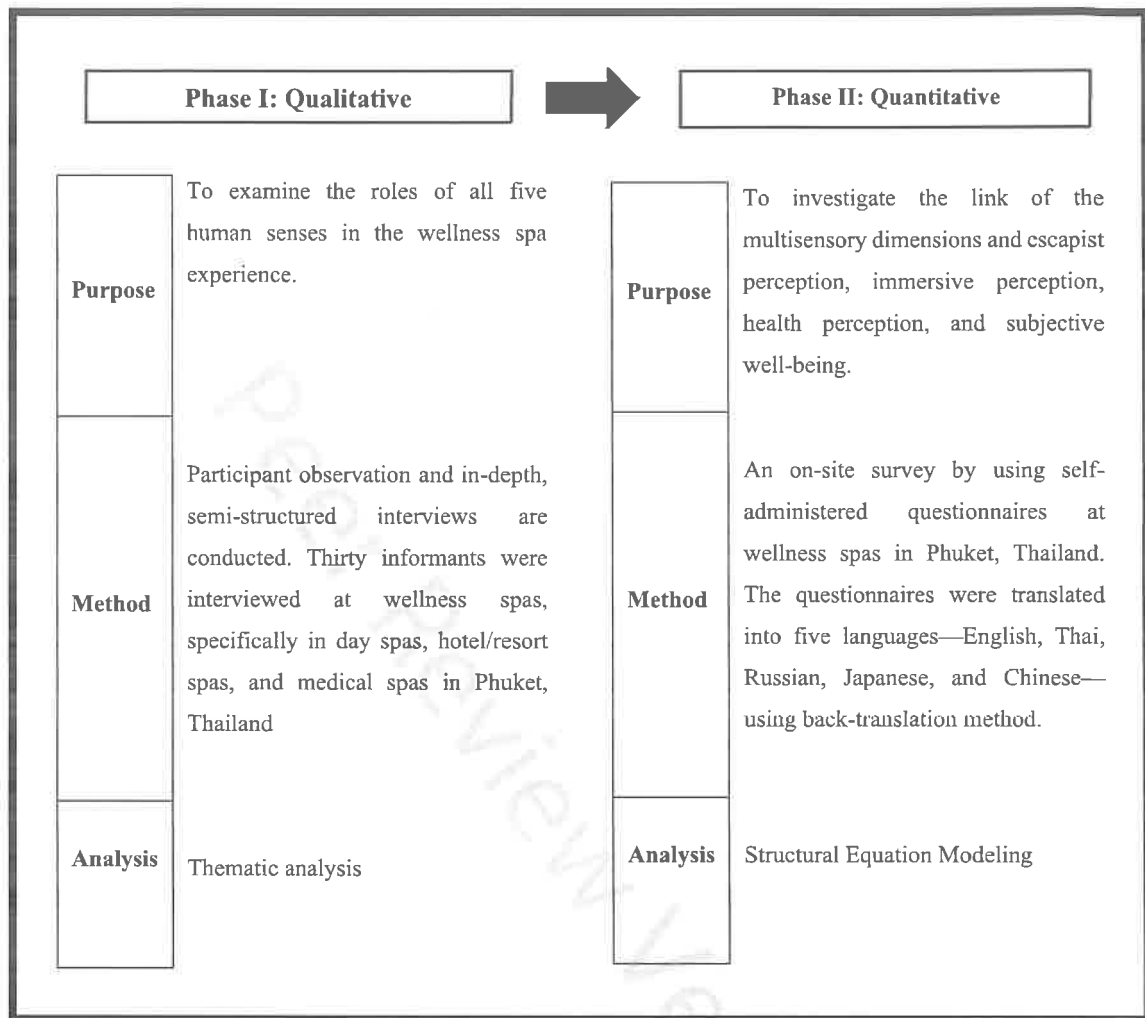
Methodology

Study overview and study site

This study adopted an exploratory sequential mixed methods approach following Harrison (2013). The first phase employed a qualitative approach, involving participant observations and semi-structured, in-depth interviews using purposive sampling to probe multisensory experiences in wellness spas. Participants were intentionally selected based on specific characteristics relevant to the study, such as having experience with wellness spa services. This targeted sampling ensured meaningful insights aligned with the study's objectives (Bernard, 2017). By applying this method, the qualitative study achieved a balanced distribution of gender and types of wellness spas, ensuring that diverse perspectives were represented and enhancing the overall trustworthiness of the findings.

The second phase utilized quantitative techniques to examine the influence of multisensory cues on immersion, escapism, and health perception, and subsequently evaluated the impact of these three-dimensional experiences on subjective well-being. Self-administered questionnaires were distributed through purposive sampling, enhancing the validity and reliability of the findings. Measurement items were developed based on findings from the first phase and literature review. To ensure the robustness of the quantitative analysis, common method bias, normality, and multicollinearity were assessed. Overview of the research design is in Figure 1.

Figure 1: Overview of exploratory sequential mixed methods design



Phase I: Qualitative study

To investigate how the five senses contribute to escapism, immersion, and health perception in wellness spa, the study utilized onsite interviews and participant observation. Purposive sampling ensured diverse perspectives across wellness spa types (e.g., day spa, medical spa, hotel/resort spa) and gender. The semi-structured interview technique was employed with 11 interview questions (see Appendix I). The interviews continued until data saturation, which occurred at the 30th participant. Each interview lasted approximately 45 minutes, was conducted in Thai and English, audio recorded, and later transcribed into English.

Furthermore, the first author conducted field-observations of sensory experiences in three different types of wellness spas. Field notes documented various aspects, including the overall atmosphere, location, and environmental factors, thereby providing contextual richness. Demographic details of spa customers, such as gender, age, and nationality, were also recorded.

These processes generated a substantial amount of data, resulting in 174 pages of interview transcripts and field notes. Thematic analysis was conducted to explore the relationship between the five senses and immersion, escapism, and health perception based on

informants' wellness spa experiences. As Clarke and Braun (2017) suggest, this approach is effective for uncovering, examining, and interpreting patterns of meaning ("themes") within qualitative data.

Findings

The interviewees were 21 to 56 years old with an average of 36. Thirteen of them were male. Nine were international tourists visiting Phuket, while the remainder consisted of domestic tourists and local residents.

Escapism: Visual and olfactory senses were most impactful in creating escapist experiences. A 56-year-old British spa-goer described how the visual aesthetics, such as landscapes and water features, made him feel transported to a different world, away from daily stress: *"When I walked to the treatment room, I saw beautiful landscapes, well-groomed plants, flowers, and a waterfall. It made me feel as though I had been transported to an unfamiliar place, somewhere I couldn't quite pinpoint."* Similarly, a 31-year-old Chinese visitor noted that the spa's design and ambiance created a serene, otherworldly environment. He expressed that *"From the moment I arrived, the entire building exuded a beautiful design aesthetic. Painted in black and surrounded by lush plants, the spa stood out in its tranquil environment. Despite its proximity to the town and main road, the atmosphere inside felt completely different and transported me to a serene new place."* Olfactory cues, such as the scent of Ylang-ylang, also enhanced the escapist experience. It made them feel disconnected from their usual environment. One participant remarked, *"The scent I encountered during my spa session here promoted my feeling of being transported to another world. It could make me imagine another place that is not my usual environment."*

Immersion: Auditory and tactile stimuli were crucial for enhancing immersion. Pleasant sounds, such as instrumental music and water flow, facilitated deep engagement in activities. A 34-year-old male local resident highlighted the significance of auditory cues in creating an immersive experience, stating that *"I could hear instrumental music, with no singing, accompanied by the sound of flowing water. It was relaxing and enabled me to fully immerse myself in the spa session."* Conversely, distracting noises like conversations and traffic disrupted the immersive experience. One participant noted, *"The sounds like grabbing things, people walking around, someone shouting outside the massage room, were distracting me a lot. Those sounds pulled me back from the immersion."* Tactile sensations, including the touch of therapists and the texture of spa materials, contributed to relaxation and a sense of deep immersion. A 22-year-old Chinese participant highlighted how these tactile elements created a soothing, tranquil state, enhancing the overall experience: *"During a treatment session, I experience a delightful sensation of coolness and comfort. The touch of the therapist's hands on my body creates a soothing and refreshing feeling. This comforting touch brings about a deep sense of tranquility, almost making me feel like I could easily drift off into a peaceful slumber. In that state, my mind becomes blissfully free from any thoughts or worries, allowing me to fully immerse myself in the moment and simply enjoy the blissful experience of the treatment."*

Health Perception: Tactile, olfactory, and gustatory stimuli were instrumental in shaping health perceptions. Tactile sensations, like firm massage pressure, were particularly important, as illustrated by a 36-year-old Thai participant: *"I requested hard pressure. When the masseur applies hard pressure, my muscle pain would be eased."* Olfactory stimuli, such as herbal scents, were linked to relaxation and a perception of health benefits. One participant remarked, *"I could smell the scent of herbal balm during the session, and it had a cooling effect. When*

the herbal balm was applied, I felt that it would help alleviate my muscle pain. Personally, I associated scents with relaxation and a sense of improved health." This aligns with the experience shared by a 45-year-old female participant at a medical spa: *"In the treatment room, I could smell the herbal scent. I liked the herbal scent as it relaxed me and was good for my health."* Gustatory experiences, like herbal teas, were also believed to enhance health, with participants noting that these beverages contributed to their sense of well-being. A 29-year-old female customer at a day spa highlighted, *"The spa served a kind of hot herbal tea. It was not sweet and was a little bit bitter. It was the natural taste. It was nice; I felt healthy."*

In conclusion, the first phase of the study revealed that visual and olfactory senses influence individuals' perception of escapism. Participants noted that visual aesthetics—such as landscapes and overall design—and olfactory cues, including scents, aromas, and essential oils, transported them away from daily stress, fostering a sense of being in an unfamiliar place and allowing them to imagine a different world. In terms of immersion, auditory and tactile stimuli were crucial. Pleasant sounds, such as instrumental music and flowing water, facilitating deep engagement, while distracting noises disrupted the experience. Tactile sensations from therapists' touch and spa materials contributed not only to relaxation but also to a profound sense of immersion, leading participants to describe soothing feelings that helped them drift into an immersive state. Additionally, tactile, olfactory, and gustatory stimuli shaped health perceptions, as participants linked massage pressure, herbal scents, and drinks to improved health.

Building on these qualitative insights, the second phase of the study utilized quantitative techniques to assess the influence of multisensory cues on immersion, escapism, and health perception, along with their subsequent impact on subjective well-being. This approach aims to validate and expand the findings from Phase I, providing a more comprehensive understanding of how these sensory cues together shape the overall wellness spa experience.

Phase II: Quantitative study

Sampling and procedure

An on-site self-administered survey was conducted from August to November 2023 at various wellness spas in Phuket, Thailand, including day spas, medical spas, and hotel spas. Initially, 244 questionnaires were collected. However, 23 questionnaires were excluded because the respondents failed to pass the attention check or left the survey incomplete. Consequently, the final sample size for final analyses is 221.

Three items assessed the tactile sensory experience, and two items evaluated the visual sensory experience (Buzova et al., 2021; Lv et al., 2020). Two items measured olfactory sensory experience (Roy & Singh, 2023). Auditory sensory experience was evaluated using three items from Liu et al. (2018), and five items assessed gustatory sensory experience (Hsu et al., 2022). Escapism was captured with five items (Jouhki et al., 2022). Immersive experience was evaluated with four items from Errajaa et al. (2018). Health perception was measured using five items (Majeed & Ramkissoon, 2020). Subjective well-being included five items for life satisfaction from Diener et al. (1985) and 20 items for affective aspects (10 positive, 10 negative) from Watson et al. (1988). Participants rated each measure on a seven-point Likert scale (1 = Strongly disagree to 7 = Strongly agree). The Positive and Negative Affect items used semantic differential scales (1 = Not at all to 5 = Very much). However, when examining

the negative affect items, all aspects exhibited factor loadings below the cut-off point of 0.5. and were excluded from further analysis.

Four tourism scholars reviewed the measurement items to assess their suitability and relevance concerning the study's objectives. Subsequently, a pilot test involving 30 wellness spa-goers was conducted to evaluate the clarity of the questionnaire. Certain measurement items were slightly refined to enhance clarity.

The two-step approach by Anderson and Gerbing (1988) was employed to analyse the Structural Equation Modelling (SEM). In the first step, a Confirmatory Factor Analysis (CFA) was conducted to assess the validity of the measurement scales and evaluate how effectively the underlying dimensions and items represent the constructs. In the second step, a structural model was constructed to assess the conceptual framework involving three primary constructs: sensory experiences, dimensional experiences, and subjective well-being. To evaluate the model's adequacy, a goodness-of-fit test based on Normed Chi-square (χ^2/df), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Tucker Lewis Index (TLI) was conducted.

Findings

Fifty-eight percent were female. Thirty-seven percent fell within the 20-30 years old category, and 36% of the respondents aged 31-40 years old.

Regarding wellness spa visiting patterns, 33.48% of respondents preferred visiting spas alone, while notable proportions visited with friends (27.15%) or with their spouse or partner (26.70%). Massage emerged as the most popular wellness spa program among respondents (57.02%). Additionally, 82.35% reported having previous spa experience, while 17.65% indicated that it was their first time. Sixty-four percent of respondents mentioned that their spa sessions lasted between 60 to 119 minutes.

For common method bias, Harman's Single Factor test was conducted. The total variance explained by a single factor was 22.35. This indicates that common method bias is not salient, as the variance score falls below the threshold of 50.00 (Eichhorn, 2014). Measurement model exhibited satisfactory fit indices ($\chi^2 = 1264.58$, $df = 844$, $\chi^2/df = 1.50$, RMSEA = 0.047, CFI = 0.934, TLI = 0.926). As shown in Table 1, convergent validity was evaluated using standardized factor loadings and average variance extracted (AVE) values for all constructs, all of which surpassed the minimum threshold of 0.50 (Hair et al., 2010). However, the AVE for the immersion construct fell below 0.5 (0.48). Nevertheless, an AVE of 0.4 is deemed acceptable (Fornell & Larcker, 1981), particularly if the composite reliability exceeds 0.6. Furthermore, all AVE values were greater than the squared correlation coefficients between the respective inter-constructs, providing evidence of discriminant reliability (Fornell & Larcker, 1981). Composite reliability (CR) and Cronbach's alpha values for all constructs ranged from 0.78 to 0.95, exceeding the recommended cut-off value of 0.70. This ensures internal consistency across the constructs.

Table 1: Factor loadings and reliability of measurement scales

<i>Scale items</i>	<i>Factor loadings</i>	<i>Mean</i>	<i>SD</i>
<i>Tactile sensory experience (AVE: 0.73, CR: 0.89, α: 0.86)</i>			
During the spa session, I found the touch of therapists or masseurs pleasant.	0.76	6.20	0.90
I found the level of pressure by the therapist or masseur pleasant.	0.72	6.06	1.01
I had pleasant touch sensations during the spa session.	0.86	6.15	0.94
<i>Olfactory sensory experience (AVE: 0.72, CR: 0.83, α: 0.83)</i>			
I had a pleasant experience because of nice scents at the spa.	0.89	5.95	1.01
The scents during the spa session were pleasant.	0.80	6.05	0.98
<i>Auditory sensory experience (AVE: 0.65, CR: 0.74, α: 0.82)</i>			
I was comfortable with the music or sounds, such as flowing water, birdsong, during the spa session.	0.81	5.81	1.29
I heard pleasant sounds (such as flowing water, birdsong, etc.) during the spa session.	0.75	5.52	1.45
The background music during the spa session was pleasant.	0.63	5.90	1.22
<i>Gustatory sensory experience (AVE: 0.79, CR: 0.95, α: 0.95)</i>			
I was satisfied with the food and drinks provided at the spa.	0.94	5.38	1.29
Tasting the food and drinks provided at the spa helped me relaxed.	0.91	5.24	1.38
Food and drinks tasted good	0.92	5.37	1.35
The food and drink during the spa session were pleasant.	0.90	5.39	1.33
Tasting the food and drinks provided at the spa made me feel exhilarated.	0.76	4.95	1.46
<i>Visual sensory experience (AVE: 0.73, CR: 0.85, α: 0.84)</i>			
Both exterior and interior of the spa establishment were attractive.	0.84	5.95	1.21
The overall visual cues, including lighting, decoration, color, layout, furniture, and landscape during the spa session were pleasant.	0.87	5.96	1.08
<i>Escapism experience (AVE: 0.61, CR: 0.88, α: 0.89)</i>			
This spa session helped me forget about some of my real-life problems or worries.	0.89	5.56	1.23
I was able to set aside my problems, pressures, and everyday concerns during the spa session.	0.87	5.65	1.18
The spa session helped me escape from unpleasant and worrisome things.	0.79	5.57	1.26
This spa session helped me temporarily escape from reality.	0.72	5.85	1.21
During the spa session, I felt separated from my usual environment.	0.60	5.69	1.25
<i>Immersive experience (AVE: 0.48, CR: 0.78, α: 0.81)</i>			
I sometimes lost awareness of everything around me during the spa session.	0.58	4.55	1.67
I lost track of time during the spa session.	0.62	5.39	1.48
I sometimes forgot where I was while engaging in the spa session.	0.65	4.66	1.65
I became completely absorbed in the spa session.	0.88	5.53	1.28

Health perception (AVE: 0.55, CR: 0.86, α : 0.86)

The spa session helped improve my mental health.	0.81	5.67	1.15
The spa session was good for rest and rehabilitation.	0.77	6.05	0.87
The spa session helped me perform well in my daily life activities.	0.70	5.46	1.20
The spa session gave me feelings of renewal, restoration, and rejuvenation.	0.85	5.97	0.94
The spa session helped improve my physical health.	0.53	5.55	1.25

Life satisfaction (AVE: 0.59, CR: 0.88, α : 0.87)

In most ways my life is close to my ideal.	0.83	5.07	1.37
The conditions of my life are excellent.	0.85	5.28	1.25
I am satisfied with my life.	0.86	5.45	1.20
So far, I have gotten the important things I want in life.	0.71	5.04	1.41
If I could live my life over, I would change almost nothing.	0.56	4.39	1.71

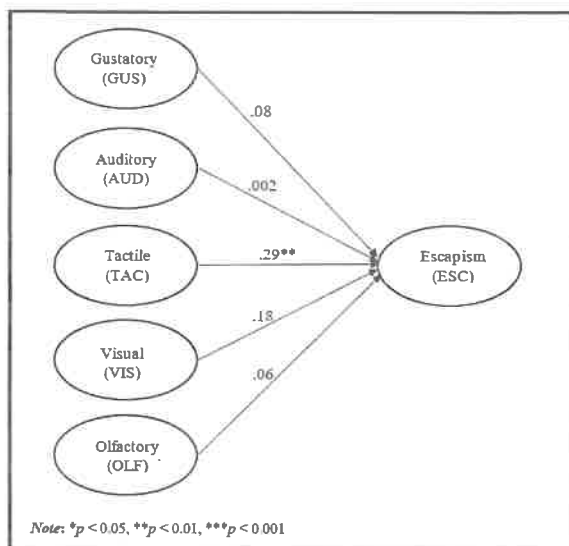
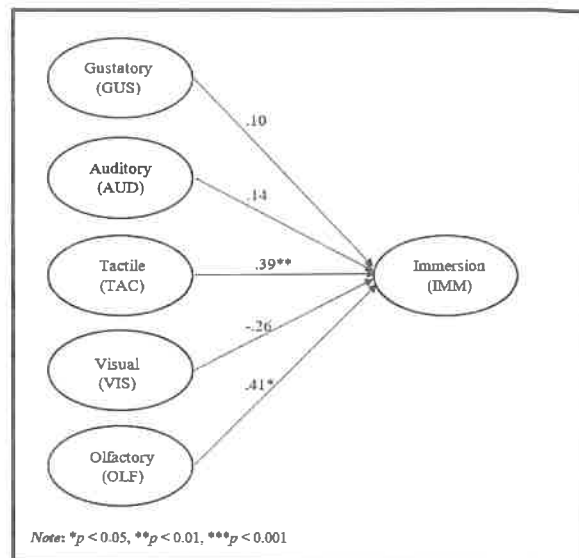
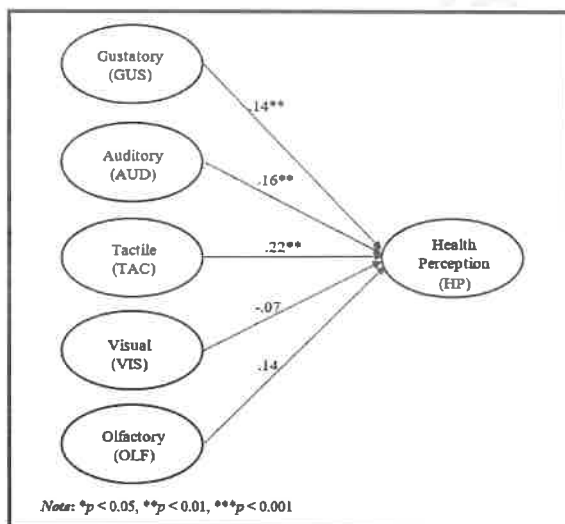
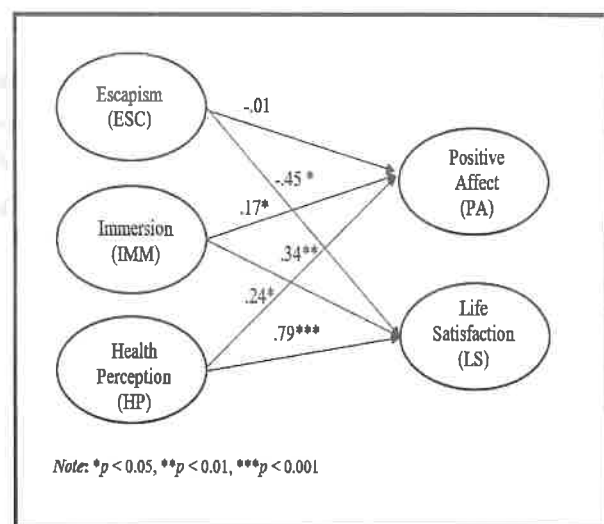
Positive affect (AVE: 0.49, CR: 0.91, α : 0.91)

Interested	0.66	3.67	1.01
Enthusiastic	0.54	3.70	1.08
Proud	0.73	3.09	1.22
Alert	0.65	2.91	1.39
Inspired	0.82	3.24	1.27
Determined	0.85	3.20	1.19
Attentive	0.62	3.08	1.28
Active	0.69	3.37	1.26
Excited	0.67	3.21	1.31
Strong	0.73	3.17	1.27

Discriminant validity	TAC	OLF	AUD	GUS	VIS	ESC	IMM	HP	LS	PA
Tactile sensory experience (TAC)	1									
Olfactory sensory experience (OLF)	.41 (.17)	1								
Auditory sensory experience (AUD)	.40 (.16)	.53 (.28)	1							
Gustatory sensory experience (GUS)	.36 (.13)	.50 (.25)	.43 (.19)	1						
Visual sensory experience (VIS)	.39 (.16)	.60 (.36)	.57 (.33)	.51 (.26)	1					
Escapism experience (ESC)	.40 (.16)	.34 (.12)	.32 (.11)	.36 (.13)	.37 (.14)	1				
Immersive experience (IMM)	.32 (.11)	.26 (.07)	.22 (.05)	.27 (.08)	.19 (.04)	.61 (.38)	1			
Health perception (HP)	.40 (.16)	.37 (.14)	.39 (.16)	.46 (.22)	.33 (.11)	.63 (.40)	.48 (.23)	1		
Life satisfaction (LS)	.18 (.04)	.23 (.06)	.21 (.05)	.15 (.03)	.13 (.02)	.20 (.04)	.23 (.06)	.34 (.12)	1	
Positive affect (PA)	.12 (.02)	.20 (.04)	.23 (.06)	.34 (.12)	.11 (.02)	.32 (.11)	.32 (.11)	.36 (.13)	.26 (.07)	1

Notes: All paths are significant. CR = composite reliability, AVE = average variance extracted, α = Cronbach's alpha. The squared correlation coefficients are italic-faced along the diagonal; all correlations are presented in the lower left triangle. All correlations are significant.

The structural model presented a satisfactory fit ($\chi^2 = 1284.36$, $df = 854$, $\chi^2/df = 1.50$, $RMSEA = 0.048$, $CFI = 0.932$, $TLI = 0.925$). Tactile sensory experience showed a positive influence on escapism ($\beta = 0.29$, $p < 0.01$). Additionally, both tactile sensory experience ($\beta = 0.39$, $p < 0.01$) and olfactory sensory experience ($\beta = 0.41$, $p < 0.05$) demonstrated a significant impact on immersion. Furthermore, gustatory sensory experience ($\beta = 0.14$, $p < 0.01$), auditory sensory experience ($\beta = 0.16$, $p < 0.01$) and tactile sensory experience ($\beta = 0.22$, $p < 0.01$) positively influenced health perception (Figure 2).

Figure 2 Estimation of structural model*Structural model of escapism and five senses**Structural model of immersion and five senses**Structural model of health perception and five senses**Structural model of dimensional experiences and subjective well-being*

Discussion

Our findings highlight the significant impact of each of the five senses in shaping wellness spa experiences, particularly in relation to escapism, immersion, and health perception. Visual stimuli play a crucial role in escapism. They align with Urry's (1992) "tourist gaze" concept, which suggests that captivating environments help individuals momentarily detach from daily routines and reduce stress (Iwasaki, 2003). Similarly, tactile sensations, including skilled touch, temperature, and textures such as soft textiles and smooth surfaces of spa facilities, enhance escapism by providing physical comfort and fostering

psychological detachment and relaxation (Oh et al., 2007). These tactile elements offer physical comfort while promoting psychological detachment and relaxation. This aligns with Kahneman's (1973) and Mainemelis's (2001) theories on complete absorption, where individuals lose awareness of other aspects. Stenseng et al. (2012) further suggest that such activities foster positive engagement and present focus, redirecting attention away from past or future concerns. Additionally, tactile stimuli, such as massage therapy, are linked to health benefits and relaxation, as consistent with Field (2019) and Nunes et al. (2016).

Auditory sensations significantly enhance immersion. Studies in virtual reality and gaming contexts (Burns & Fairclough, 2015; Zhang et al., 2017) show that soundscapes promote spatial and emotional engagement, a finding extended in our study to wellness spas. Furthermore, our study identified a notable relationship between sound environment and health perception. Pleasant sounds, such as background music, reduce anxiety and foster well-being, while acoustic discomfort can have adverse effects (Nobakht et al., 2022). Ensuring acoustic comfort fosters place attachment, harmony, and well-being (Brown et al., 2015). Olfactory stimuli further enhance escapism and immersion by conveying spatial orientation and creating a sense of presence (Maggioni et al., 2020). Cowan et al. (2023) suggest scents heighten immersion by creating a feeling of being "plugged into" the experience. Scents, especially through aromatherapy, provide therapeutic effects, promoting relaxation and perceived health benefits (Maitra et al., 2021). While gustatory experiences influence health perceptions by associating nutritious diets with physical rejuvenation (Kokkranikal & Carabelli, 2021). High-quality food offerings in spa settings enhance customer satisfaction and perceived well-being (Lagrosen & Lagrosen, 2016).

This study, however, shows some discrepancies between qualitative and quantitative findings regarding sensory experiences. In this study, integrating qualitative and quantitative approaches aimed to achieve complementarity, completeness, and corroboration or triangulation. Complementarity provides additional insights, completeness offers a holistic view, and corroboration validates the credibility of inferences (Venkatesh et al., 2016). Therefore, these discrepancies are seen as complementary rather than contradictory, enhancing the understanding of how various sensory encounters influence perceptions of escapism, immersion, and health perception within the wellness spa environment.

Theoretical implications

First, the study enhances existing literature by deepening our understanding of the five senses' role in wellness tourism, particularly in wellness spas. Previous research has addressed motivations (Mak et al., 2009), customer preferences (Kucukusta & Guillet, 2014), spa-goers' well-being (Voigt et al., 2010), and traveller's loyalty (Han et al., 2018). However, there has been a notable gap in how sensory cues contribute to the perception of escapism, immersion, and health benefits. These findings contribute to the broader field of environmental psychology by reinforcing the concept of "sensescape," which emphasizes the holistic integration of all senses and their potential to influence positive cognitive perceptions.

Second, the study offers a holistic perspective on sensory experiences in wellness spas, moving beyond the limited focus on individual senses (Boesveldt & Parma, 2021). By employing a mixed methods approach with an exploratory sequential design, it combines qualitative and quantitative data to provide a comprehensive understanding of sensory impacts.

This approach enhances the rigor and reliability of the findings (Creswell, 2014). It also highlights the distinct roles each sense plays in shaping the wellness spa experience.

While past research has predominately focused on sensory roles in virtual settings and museums (Deng et al., 2023; He et al., 2018), this study explores their application in wellness spas. It extends theoretical understanding by showing how sensory elements can be strategically integrated to enhance these perceptions across various contexts. This study not only extends our knowledge of sensory experiences but also paves the way for exploring the congruence or divergence of sensory influences on escapism, immersion, and health perception across various sittings, enriching our comprehension of the multisensory aspects of human experiences.

Finally, while some studies have investigated the relationship between tourism experiences and subjective well-being (Kim et al., 2021; Liu et al., 2023b), the specific impact of how escapism, immersion, and health perceptions influence subjective well-being has yet to be investigated. This study addresses this gap by revealing that escapism is negatively associated with life satisfaction, immersion and health perception positively influence positive affect and life satisfaction. These findings enrich our theoretical understanding of the critical role sensory elements play in shaping wellness spa experiences and their subsequent bottom-up spillover effects on individuals' subjective well-being.

Practical implications

The present study provides valuable strategies for tourism bodies, spa operators, and practitioners to enhance the spa experience. By understanding how each sense impacts wellness spa customers, they can identify key sensory attributes to focus on to enhance escapism, immersion, and health perception. Tactile cues, such as the appropriate level of pressure, comfortable materials, and high-quality massage oils and lotions, positively influence escapism, immersion, and health perception. Olfactory cues, such as essential oils and aroma oils, contribute to escapism and health perception. Integrating these scents not only enhances the spa's atmosphere but also fosters an emotional connection, potentially influencing repeat visits (Herz, 2016). Auditory elements, including soothing instrumental music, natural sounds, and noise reduction, improve immersion and health perception. This can enhance acoustic comfort, fostering place attachment and well-being restoration (Brown et al., 2015; Vardaxis et al., 2018). Visual elements, such as natural scenery and culturally significant decor, along with the elimination of external distractions, further amplify the sense of escapism, while gustatory cues, such as herbal drinks and natural-tasting food and beverages, enhance health perception. Integrating these sensory elements enables spas to enhance the customer experience. This enhancement can lead to increased satisfaction and loyalty, ultimately benefiting the business's bottom line (Agapito et al., 2017).

Moreover, the study underscores the importance for spa operators to balance escapism, immersion, and health perception to create a well-rounded spa experience. Escapism offers immediate relief from daily stress, while immersion and health perception provide more enduring benefits. Operators can enhance the spa experience by combining elements of all three: starting with escapism through soothing decor and scents, then focusing on immersion and health perception with a blend of tactile, gustatory, olfactory, and auditory stimuli. Providing a final immersive experience, such as meditation or a reflective space, can enrich the visit and boost overall satisfaction. Tailoring sensory elements to meet diverse preferences, such as decor, scents, music, and tactile pressure, helps cater to different customer needs,

potentially enhancing escapism, immersion, and the perceived health benefits of the experience.

Finally, the study highlights opportunities for innovation in the wellness spa industry by embracing multisensory stimuli. Spas can enhance customer experiences and ensure long-term success by exploring novel scents, soundscapes, visual elements, and gustatory offerings. Introducing themed and seasonal sensory experiences, such as holiday scents or special soundtracks, can keep offerings fresh and exciting. Collaborations with artists, musicians, chefs, or fragrance experts can create unique, exclusive experiences that attract a diverse clientele and differentiate the spa. For example, Adeva Spa in Singapore partnered with HANN, a renowned expert in fragrances and high-quality body care products, to offer bespoke aromatherapy treatments and exclusive wellness products. This collaboration enhances the sensory experience for spa-goers, creating a unique and memorable spa journey that distinguishes the brand in a competitive market.

Limitation and future research

This study centred on the sensory experience of spa-goers visiting wellness spas specifically in Phuket, Thailand. There are other countries such as Singapore, India, Brunei, Hong Kong, the Philippines, and Malaysia, also positioning themselves as healthcare and wellness destinations (Wong et al., 2014). Future studies explore other countries to ensure the generalizability of the research findings. Alternatively, future research may examine cross-cultural differences by collecting data from multiple countries simultaneously. More studies are also needed to investigate long-term effects of wellness tourism activities on subjective well-being with multi-wave surveys.

Appendix I

1. Describe your last wellness spa experience in detail.
2. Describe the tactile cues you encountered during your wellness spa experience.
3. Describe the auditory cues you encountered during your wellness spa experience.
4. Describe the visual cues you encountered during your wellness spa experience.
5. Describe the olfactory cues you encountered during your wellness spa experience.
6. What tastes did you experience during your wellness spa experience?
7. What sense is most important in your wellness spa experience and why?
8. Which sense(s) helped you to promote your health and why?
9. Which sense(s) helped you to escape from your daily life and why?
10. Which sense(s) helped you to immerse or distract yourself in your wellness spa experience and why?
11. Is there anything else you want to mention about your wellness spa experience?

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สัญญาเงินทุนอุดหนุนของกองทุนวิจัยคณะกรรมการบริการและการท่องเที่ยว

โครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษาและวิจัยระดับปริญญาเอก ประจำปี 2564-2566

ทำที่ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

วันที่...15...เดือน...มีนาคม...พ.ศ..2564..

โดยที่คณะกรรมการบริการและการท่องเที่ยว ได้จัดสรรงบประมาณจากกองทุนวิจัยคณะกรรมการบริการและการท่องเที่ยว ตามโครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษาและวิจัยระดับปริญญาเอก ประจำปี 2564-2566 สำหรับเป็นเงินอุดหนุนให้แก่อาจารย์ประจำคณะฯ ในการเข้าศึกษาต่อระดับปริญญาเอก เพื่อเพิ่มพูนความรู้และประสบการณ์ในการวิจัย ทำให้สามารถผลิตงานวิจัยที่มีคุณภาพและได้รับการตีพิมพ์ในระดับนานาชาติ ซึ่งเมื่อสำเร็จการศึกษาในระดับปริญญาเอกแล้ว สามารถปฏิบัติงานที่เป็นประโยชน์อย่างยิ่งให้แก่คณะฯ สืบไป

ในสัญญานี้ โดยผู้ช่วยศาสตราจารย์พรพิชญ พรหมศิวัชพลภักดิ์ ตำแหน่ง คณบดีคณะกรรมการบริการและการท่องเที่ยว ปฏิบัติการแทนอธิการบดีมหาวิทยาลัยสงขลานครินทร์ ซึ่งต่อไปในสัญญานี้เรียกว่า "ผู้ให้ทุน" ฝ่ายหนึ่ง กับ นาย/นาง/นางสาว...ปฐวี...อินทร์สุวรรณโณ... ตำแหน่งอาจารย์... อยู่บ้านเลขที่ ...19/2...ซอย 20...ถนนกาญจนาภิเษย...ตำบลคอหงส์...อำเภอหาดใหญ่...จังหวัดสงขลา ซึ่งต่อไปในสัญญานี้เรียกว่า "ผู้รับทุน" อีกฝ่ายหนึ่ง

ทั้งสองฝ่ายได้ตกลงทำสัญญากันไว้ มีข้อความดังต่อไปนี้

ข้อ 1 ผู้ให้ทุนตกลงให้ทุนและผู้รับทุนตกลงรับทุนอุดหนุนตามโครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษาและวิจัยระดับปริญญาเอก ประจำปี 2564-2566 สำหรับใช้ในการศึกษาต่อในระดับปริญญาเอก ณ มหาวิทยาลัย The Hong Kong Polytechnic University เขตบริหารพิเศษฮ่องกง แห่งสาธารณรัฐประชาชนจีน เป็นเงินจำนวน....3,000,000...บาท (...สามล้านบาทถ้วน...) โดยผู้รับทุนจะมีการดำเนินงานวิจัย (วิทยานิพนธ์) ในระดับปริญญาเอก หัวข้อ "Tourist Experience in Health and Wellness Tourism, Phuket, Thailand" หรือ หัวข้อที่คณะฯ ให้ความเห็นชอบ

ข้อ 2 การจ่ายเงินทุนอุดหนุน ผู้ให้ทุนจะจ่ายเงินทุนให้แก่ผู้รับทุน โดยการโอนเข้าบัญชี...ธนาคารไทยพาณิชย์ เลขที่ 817-278327-3 ชื่อ นายปฐวี...อินทร์สุวรรณโณ...ของผู้รับทุน เมื่อผู้รับทุนดำเนินการขอเบิกจ่ายทุนพร้อมเอกสารแสดงรายการค่าใช้จ่ายตามจริงต่อผู้ให้ทุน ดังรายละเอียดต่อไปนี้

2.1 ค่าธรรมเนียมการศึกษา รวมถึงค่าธรรมเนียมอื่น ๆ ตามหลักสูตร เป็นเงินจำนวน ... 1,672,800....บาท (...หนึ่งล้านหกแสนเจ็ดหมื่นสองพันแปดร้อยบาทถ้วน...)

2.2 ค่าใช้จ่ายในการทำงานวิจัย เช่น ค่าใช้จ่ายในการเก็บข้อมูล ยกเว้นค่าตอบแทนนักวิจัย เป็นเงินจำนวน... 33,550....บาท (...สามหมื่นสามพันห้าร้อยห้าสิบบาทถ้วน...)

2.3 ค่าใช้จ่ายอันเกี่ยวกับการเรียน เช่น ค่าหนังสือ ตำรา เป็นเงินจำนวน ... 177,350....บาท (...หนึ่งแสนเจ็ดหมื่นเจ็ดพันสามร้อยห้าสิบบาทถ้วน...)

2.4 ค่าใช้จ่ายอื่น ๆ เช่น ค่าเดินทาง ค่าที่พัก สำหรับการเดินทางไปเรียนหรือพบอาจารย์ที่ปรึกษา เป็นเงินจำนวน1,116,300...บาท (...หนึ่งล้านหนึ่งแสนหนึ่งหมื่นหกพันสามร้อยบาทถ้วน...)

ข้อ 3 ผู้รับทุนต้องรายงานผลการศึกษาต่อผู้ให้ทุน ทุก ๆ 6 เดือน พร้อมแนบเอกสารที่เกี่ยวข้องตามแบบฟอร์มที่ผู้ให้ทุนกำหนด

หากผู้รับทุนไม่รายงานผลการศึกษาหรือขาดการติดต่อกับมหาวิทยาลัยที่ศึกษา หรือผู้ให้ทุนพิจารณาแล้วเห็นว่าผู้รับทุนไม่มีความก้าวหน้าในการศึกษาตามแผนที่กำหนดหรือเหตุอื่นใดที่เล็งเห็นแล้วว่าผู้รับทุนไม่สามารถสำเร็จการศึกษาได้อย่างแน่แท้ ผู้ให้ทุนอาจพิจารณาระงับการให้ทุนหรือยุติการให้ทุนแก่ผู้รับทุนตามควรแก่กรณี ทั้งนี้ เมื่อผู้รับทุนได้รับแจ้งจากผู้ให้ทุน ผู้รับทุนจะต้องคืนเงินทุนที่ได้รับไปทั้งหมด พร้อมดอกเบี้ย (ถ้ามี) ในอัตราร้อยละ 7.5 ต่อปี ของจำนวนเงินที่ต้องชำระ นับตั้งแต่วันที่ครบกำหนดชำระจนถึงวันที่ผู้รับทุนชำระคืนให้แก่ผู้ให้ทุนครบถ้วนภายในระยะเวลาที่ผู้ให้ทุนกำหนด

ข้อ 4 ผู้รับทุนต้องตีพิมพ์ผลงานวิจัยในวารสารระดับนานาชาติในระหว่างการรับทุนตามสัญญาฯนี้ พร้อมระบุต้นสังกัดเป็นมหาวิทยาลัยสงขลานครินทร์ อย่างน้อย 1 ผลงาน และต้องยื่น Manuscript ที่พร้อมส่งวารสารนานาชาติเพื่อพิจารณาตีพิมพ์อีก จำนวน 1 ผลงาน

ข้อ 5 ในระหว่างการรับทุนตามสัญญาฯนี้ หากผู้รับทุนได้รับทุนอื่นใดเพิ่มเติม ผู้รับทุนต้องแจ้งให้ผู้ให้ทุนทราบโดยทันทีหลังจากได้รับเอกสารอย่างเป็นทางการจากผู้ให้ทุนรายอื่น เพื่อให้ผู้ให้ทุนพิจารณาการให้ทุนตามสัญญาฯนี้ต่อไป

ข้อ 6 ผู้รับทุนต้องมีผลการศึกษาตลอดปีการศึกษาสำหรับรายวิชา Coursework ในระดับคะแนนเฉลี่ยสะสมเป็นไปตามเกณฑ์ที่มหาวิทยาลัยที่ผู้รับทุนเข้าศึกษากำหนด และ/หรือ ต้องมีความก้าวหน้าของวิทยานิพนธ์เป็นไปตามแผนที่กำหนด หรือ ต้องมีความก้าวหน้าของวิทยานิพนธ์เป็นไปตามแผนที่กำหนด

ข้อ 7 หากผู้รับทุนประสบปัญหาหรืออุปสรรคอื่นใด อันส่งผลต่อการศึกษาของผู้รับทุน ผู้รับทุนจะต้องรายงานเหตุดังกล่าวต่อผู้ให้ทุนเป็นลายลักษณ์อักษรเพื่อทราบโดยเร็ว เพื่อให้ผู้ให้ทุนพิจารณาตามความเหมาะสมต่อไป

ข้อ 8 ผู้รับทุนต้องอยู่ปฏิบัติงาน ณ คณะกรรมการและการท่องเที่ยว เป็นระยะเวลาไม่น้อยกว่า 2 ปี นับแต่วันที่ผู้รับทุนสำเร็จการศึกษา โดยยึดวันที่สำเร็จการศึกษาตามปรากฏใบรับรองผลการศึกษา (Transcript) เป็นหลักด้วย

หากผู้รับทุนไม่อยู่ปฏิบัติงานตามกำหนดระยะเวลาดังกล่าว ผู้รับทุนต้องคืนเงินทุนที่ได้รับไปทั้งหมดให้แก่ผู้ให้ทุน ภายใน 30 วัน นับแต่วันที่ได้รับแจ้งจากผู้ให้ทุน พร้อมดอกเบี้ย (ถ้ามี) ในอัตราร้อยละ 7.5 ต่อปี ของจำนวนเงินที่ต้องชำระ นับตั้งแต่วันที่ครบกำหนดชำระจนถึงวันที่ผู้รับทุนชำระคืนให้แก่ผู้ให้ทุนครบถ้วน

หากผู้รับทุนอยู่ปฏิบัติงานไม่ครบตามกำหนดระยะเวลาดังกล่าว ผู้รับทุนต้องชดเชยเงินคืนให้แก่ผู้ให้ทุน โดยคำนวณเงินที่ต้องชดเชยคืนจากจำนวนเงินที่ผู้รับทุนได้รับไปทั้งหมด คูณกับ (ระยะเวลาที่เหลือที่ต้องอยู่ปฏิบัติงาน แล้วหารด้วยระยะเวลาที่ต้องอยู่ปฏิบัติงานตามกำหนด (2 ปี)) เมื่อคำนวณได้เป็นเงินจำนวนเท่าใด ผู้รับทุนต้องคืนเงินทุนที่คำนวณได้ดังกล่าวคืนให้แก่ผู้ให้ทุน ภายใน 30 วัน นับแต่วันที่ได้รับแจ้งจากผู้ให้ทุน พร้อมดอกเบี้ย (ถ้ามี) ในอัตราร้อยละ 7.5 ต่อปี ของจำนวนเงินที่ต้องชำระ นับตั้งแต่วันที่ครบกำหนดชำระจนถึงวันที่ผู้รับทุนชำระคืนให้แก่ผู้ให้ทุนครบถ้วน

ข้อ 9 ในกรณีที่ผู้รับทุนไม่อยู่ปฏิบัติงานหรืออยู่ปฏิบัติไม่ครบกำหนดระยะเวลา 2 ปี ตามความในข้อ 8 วรรคหนึ่ง เพราะเหตุผู้รับทุนถึงแก่ความตายหรือเพราะเหตุอื่นใด ตามที่คณะกรรมการบริหารกองทุนวิจัย คณะกรรมการและการท่องเที่ยวกำหนด ผู้รับทุนไม่ต้องรับผิดชอบตามความในข้อ 8 วรรคสองและวรรคสาม แล้วแต่กรณี

ข้อ 10 ผู้รับทุนต้องปฏิบัติตามประกาศคณะกรรมการบริการและการท่องเที่ยว เรื่อง ทุนอุดหนุนตาม
โครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษาและวิจัยระดับปริญญาเอก ประจำปี 2564-2566 รวมถึงระเบียบ/
ข้อบังคับ/แนวปฏิบัติอื่น ๆ ที่เกี่ยวข้อง ทั้งที่ใช้บังคับอยู่แล้วและที่จะกำหนดขึ้นใช้บังคับในภายหน้า

ข้อ 11 ในกรณีที่ผู้รับทุนมีพันธะที่ต้องชดใช้เงินให้แก่ผู้ให้ทุนตามสัญญา ผู้รับทุนยินยอมให้
ผู้ให้ทุนหักเอาจากเงินที่ผู้รับทุนพึงจะได้รับจากผู้ให้ทุนหรือจากเงินเดือน หรือบำเหน็จบำนาญ หรือเงินอื่นใด
ที่ผู้รับทุนพึงจะได้รับจากหน่วยงานเพื่อชดใช้เงินให้แก่ผู้ให้ทุนดังกล่าวได้

ข้อ 12 หากมีกรณีอื่นใดที่มีได้กำหนดไว้ในสัญญา ผู้รับทุนตกลงให้ผู้ให้ทุนมีอำนาจในการ
พิจารณาวินิจฉัยเพื่อกำหนดแนวทางการปฏิบัติตามสัญญา และให้ถือว่าคำวินิจฉัยของผู้ให้ทุนดังกล่าวเป็นที่สุด

ข้อ 13 ในวันทำสัญญานี้ ผู้รับทุนได้จัดให้ นาย/นาง/นางสาว....วิสาสินี..อินทร์สุวรรณโน...
เกี่ยวข้องกับผู้รับทุนโดยเป็น....มารดา...เป็นผู้ค้ำประกันผู้รับทุนในการปฏิบัติตามสัญญานี้ด้วยแล้ว

ในกรณีที่ผู้ค้ำประกันถึงแก่ความตายหรือถูกศาลพิพากษาให้เป็นบุคคลล้มละลายระหว่าง
การค้ำประกันตามสัญญานี้ ผู้รับทุนจะต้องจัดให้มีผู้ค้ำประกันรายใหม่ภายใน 30 วัน นับแต่วันที่ผู้ค้ำประกันเดิม
ถึงแก่ความตายหรือเป็นบุคคลล้มละลาย และหากผู้รับทุนไม่ปฏิบัติตามดังกล่าว ผู้รับทุนยินยอมให้ผู้ให้ทุน
บอกเลิกสัญญานี้ได้

สัญญานฉบับนี้ จัดทำขึ้นเป็น 2 ฉบับ มีข้อความถูกต้องตรงกัน ทั้งสองฝ่ายได้อ่านและเข้าใจ
เนื้อความในสัญญานี้โดยตลอดแล้ว เห็นว่าถูกต้องตรงตามเจตนารมณ์ทุกประการ จึงได้ลงลายมือชื่อไว้เป็นสำคัญ
ต่อหน้าพยาน และยึดถือไว้ฝ่ายละฉบับ

(ลงชื่อ)..........ผู้รับทุน (ลงชื่อ)..........ผู้ให้ทุน
(นายปฐวี อินทร์สุวรรณโน) (ผู้ช่วยศาสตราจารย์ ดร. พรพิชญ์ พรหมศิระพัลลภ)

(ลงชื่อ)..........พยาน (ลงชื่อ)..........พยาน
(ผู้ช่วยศาสตราจารย์ ดร. ตติยาพร จารุมณีรัตน์) (ผู้ช่วยศาสตราจารย์ ดร. ชยานนท์ ภูเจริญ)

สัญญาค้ำประกัน

ทำที่ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

วันที่..15..เดือน...มีนาคม..พ.ศ.2564..

ตามที่นาย/นางสาว...ปฐวี...อินทร์สุวรรณโณ. ซึ่งต่อไปในสัญญานี้เรียกว่า “ผู้รับทุน” ได้รับทุนอุดหนุนตามโครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษาและวิจัยระดับปริญญาเอก ประจำปี 2564-2566 สำหรับใช้ในการศึกษาต่อในระดับปริญญาเอก จากมหาวิทยาลัยสงขลานครินทร์ ซึ่งต่อไปในสัญญานี้เรียกว่า “ผู้ให้ทุน” ตามสัญญาเลขที่...64001... ฉบับลงวันที่...15..มีนาคม..2564.. ซึ่งต่อไปในสัญญานี้เรียกว่า “สัญญารับทุน” นั้น

ข้าพเจ้านาย/นาง/นางสาว...วิลาสินี อินทร์สุวรรณโณ....อายุ...63..ปี เลขบัตรประจำตัวประชาชน...3-9098-00452-18-11... อยู่บ้านเลขที่..19/2... ตรอก/ซอย..20....ถนน...กาญจนวนิชย์. ตำบล/แขวง.....คอหงส์.... อำเภอ/เขต....หาดใหญ่..... จังหวัด....สงขลา...คู่สมรสชื่อนาย/นาง/นางสาว....ประสิทธิ์..อินทร์สุวรรณโณ.. ซึ่งต่อไปในสัญญานี้เรียกว่า “ผู้ค้ำประกัน” ตกลงทำสัญญาค้ำประกันให้ไว้แก่ผู้ให้ทุน ดังมีข้อความต่อไปนี้

1. ผู้ค้ำประกันตกลงผูกพันตนเข้าค้ำประกันผู้รับทุนต่อผู้ให้ทุน กล่าวคือ ถ้าผู้รับทุนปฏิบัติผิดสัญญาไม่ว่าข้อหนึ่งข้อใด ผู้ค้ำประกันยินยอมชำระหนี้ไม่เกินกว่าจำนวนเงินที่ผู้รับทุนต้องรับผิดชอบตามข้อผูกพันในสัญญารับทุนดังกล่าวไว้ ให้แก่ผู้ให้ทุนทันทีที่ได้รับแจ้งเป็นหนังสือจากผู้ให้ทุน โดยผู้ค้ำประกันจะรับผิดชอบตามสัญญานี้จนกว่าจะมีการชำระหนี้ให้แก่ผู้ให้ทุนจนครบถ้วน

2. ในกรณีที่ผู้ให้ทุนตกลงผ่อนเวลาหรือผ่อนจำนวนเงินในการชำระหนี้ตามสัญญารับทุนให้แก่ผู้รับทุน โดยได้แจ้งให้ผู้ค้ำประกันทราบและผู้ค้ำประกันได้ตกลงยินยอมในการผ่อนเวลาหรือผ่อนจำนวนเงินในการชำระหนี้ นั้น ให้ถือว่าผู้ค้ำประกันตกลงมิให้ถือเอาการผ่อนเวลาหรือผ่อนจำนวนเงินในการชำระหนี้ดังกล่าวเป็นเหตุปลดเปลื้องความรับผิดชอบของผู้ค้ำประกันและจะรับผิดชอบในฐานะผู้ค้ำประกันตามสัญญานี้ตลอดไปจนกว่าจะมีการชำระหนี้ให้แก่ผู้ให้ทุนจนครบถ้วน

3. ผู้ค้ำประกันจะไม่เพิกถอนการค้ำประกันไม่ว่ากรณีใด ๆ トラบเท่าที่ผู้รับทุนยังต้องรับผิดชอบอยู่ตามเงื่อนไขในสัญญารับทุน

(ลงชื่อ) วิลาสินี อินทร์สุวรรณโณ ผู้ค้ำประกัน

(...นางวิลาสินี...อินทร์สุวรรณโณ...)

(ลงชื่อ) วิลาสินี อินทร์สุวรรณโณ พยาน

(นางวิลาสินี อินทร์สุวรรณโณ)

(ลงชื่อ) [ลายเซ็น] พยาน

([ลายเซ็น])

ข้าพเจ้า นาย/นาง/นางสาว.....ประสิทธิ์..อินทร์สุวรรณโน.....คู่สมรสของนาย/นาง/นางสาว
.....วิลาสินี..อินทร์สุวรรณโน.....ผู้ค้ำประกัน ได้ทราบข้อความในสัญญาค้ำประกันนี้แล้ว ยินยอมให้
นาย/นาง/นางสาว.....นางวิลาสินี..อินทร์สุวรรณโน....ทำสัญญาค้ำประกันฉบับนี้ได้


(ลงชื่อ).....คู่สมรสผู้ให้ความยินยอม
(....นายประสิทธิ์..อินทร์สุวรรณโน....)

ข้าพเจ้าขอรับรองว่า ไม่มีคู่สมรส (เป็นโสด/หย่า/คู่สมรสตาย) ในขณะที่ทำสัญญานี้

(ลงชื่อ).....ผู้ค้ำประกัน
(.....)

หนังสือยินยอมให้หักเงินเพื่อค่าใช้จ่ายตามสัญญาเงินทุน

ตามที่นาย/นาง/นางสาว....ปฐวี...อินทร์สุวรรณโณ...ตำแหน่ง.....อาจารย์....สังกัดคณะกรรมการ
บริการและการท่องเที่ยว ได้รับเงินทุนอุดหนุนจากกองทุนวิจัยคณะกรรมการบริการและการท่องเที่ยว ตามโครงการ
พัฒนาศักยภาพนักวิจัยโดยการศึกษาและวิจัยระดับปริญญาเอก ประจำปี 2564-2566 สำหรับใช้ในการศึกษาต่อ
ในระดับปริญญาเอก ตามสัญญาเลขที่....64001... ฉบับลงวันที่...15..มีนาคม...2564..
เป็นเงินจำนวน....3,000,000..บาท (...สามล้านบาทถ้วน....) นั้น

ในกรณีที่ข้าพเจ้าต้องค่าใช้จ่ายให้แก่ผู้ให้ทุนตามสัญญาดังกล่าว ข้าพเจ้ายินยอมให้กองคลัง/งาน
คลังและทรัพย์สิน/งานการเงินของหน่วยงานที่ข้าพเจ้าสังกัด หักเงินเดือน หรือเงินอื่นใดที่ข้าพเจ้ามีสิทธิได้รับจาก
หน่วยงานที่ข้าพเจ้าสังกัด เพื่อค่าใช้จ่ายให้แก่ผู้ให้ทุนจนครบถ้วน โดยไม่จำเป็นต้องบอกกล่าวให้ข้าพเจ้าทราบ
ล่วงหน้า

ข้าพเจ้าได้อ่านและเข้าใจเนื้อหาของหนังสือนี้โดยตลอดแล้ว เห็นว่าถูกต้องตรงตามเจตนารมณ์
ทุกประการ จึงได้ลงลายมือชื่อไว้เป็นสำคัญต่อหน้าพยาน

(ลงชื่อ)..........ผู้ให้ความยินยอม (ผู้รับทุน)
(นายปฐวี อินทร์สุวรรณโณ)

(ลงชื่อ)..........พยานฝ่ายผู้รับทุน
(นางสาวจรรยาลักษณ์ วิเชียร.....)

(ลงชื่อ)..........พยานฝ่ายผู้ให้ทุน
(ผู้ช่วยศาสตราจารย์ ดร. ตติยาพร จารุมณีรัตน์)

หนังสือมอบอำนาจ

ทำที่ มหาวิทยาลัยสงขลานครินทร์
วิทยาเขตภูเก็ต เลขที่ 80 หมู่ 1
ถนนวิชิตสงคราม ตำบลกะทู้
อำเภอกะทู้ จังหวัดภูเก็ต 83120

วันที่

โดยหนังสือฉบับนี้ ข้าพเจ้า มหาวิทยาลัยสงขลานครินทร์ โดยรองศาสตราจารย์พันธ์ ทองชุมนุม ตำแหน่ง รองอธิการบดีวิทยาเขตภูเก็ต ขอมอบอำนาจช่วงให้ ผู้ช่วยศาสตราจารย์พรพิษณุ พรหมศิระพลภัก ตำแหน่ง คณบดีคณะกรรมการบริการและการท่องเที่ยว เป็นผู้ที่มีอำนาจกระทำการแทนข้าพเจ้า โดยให้มีอำนาจในการลงนามในสัญญา รับทุนอุดหนุนของกองทุนวิจัย คณะกรรมการบริการและการท่องเที่ยว โครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษาและวิจัยระดับปริญญาเอก ประจำปี 2564-2566

การใด ๆ ที่ผู้รับมอบอำนาจได้กระทำไปอันเกี่ยวข้องกับการอันได้รับมอบอำนาจช่วงนี้ ให้ถือเสมือนหนึ่งว่าข้าพเจ้าได้กระทำการนั้นด้วยตนเองทุกประการ

เพื่อเป็นหลักฐานแห่งการรับรองหนังสือฉบับนี้ ผู้มอบอำนาจ และผู้รับมอบอำนาจจึงได้ลงลายมือชื่อไว้เป็นสำคัญต่อหน้าพยาน

ลงชื่อ.....นรธ......ผู้มอบอำนาจ
(รองศาสตราจารย์พันธ์ ทองชุมนุม)
รองอธิการบดีวิทยาเขตภูเก็ต

ลงชื่อ.....นาง.....ผู้รับมอบอำนาจ
(ผู้ช่วยศาสตราจารย์ ดร. พรพิษณุ พรหมศิระพลภัก)
คณบดีคณะกรรมการบริการและการท่องเที่ยว

ลงชื่อ.....อนุ.....พยาน
(ผู้ช่วยศาสตราจารย์ ดร. ตติยาพร จารุมณีรัตน์)

ลงชื่อ.....ชยานนท์ ภูเจริญ.....พยาน
(ผู้ช่วยศาสตราจารย์ ดร. ชยานนท์ ภูเจริญ)