

แบบฟอร์มการขอเสนอวาระเข้าที่ประชุม
คณะกรรมการประจำคณะการบริการและการท่องเที่ยว
เรื่อง ขอเสนอผลงานเพื่อรับการพิจารณาขอกำหนดตำแหน่งทางวิชาการ
ราย ดร.ปฐวี อินทร์สุวรรณโณ

ความเป็นมา

ด้วย ดร.ปฐวี อินทร์สุวรรณโณ พนักงานมหาวิทยาลัย ตำแหน่งอาจารย์ ตำแหน่งเลขที่ 0478 มีความประสงค์ขอเสนอผลงานเพื่อขอกำหนดตำแหน่งผู้ช่วยศาสตราจารย์ สาขาวิชาบริหารธุรกิจ (6802) อนุสาขาการจัดการการท่องเที่ยวและบริการ (680212) วิธีที่ 1 ตามประกาศ ก.พ.อ. เรื่อง หลักเกณฑ์และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์ รองศาสตราจารย์ ศาสตราจารย์ พ.ศ.2564

ขั้นตอนที่ได้ดำเนินการไปแล้ว

คณะกรรมการบริการและการท่องเที่ยว ได้แต่งตั้งคณะกรรมการประเมินผลการสอนและดำเนินการประเมินผลการสอนเรียบร้อยแล้ว

ข้อมูลประกอบการพิจารณา

1. เอกสารประกอบการขอตำแหน่งผู้ช่วยศาสตราจารย์
2. ประกาศ ก.พ.อ. เรื่องหลักเกณฑ์และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์ รองศาสตราจารย์ ศาสตราจารย์ พ.ศ.2564
3. รายชื่อผู้ทรงคุณวุฒิ

ประเด็นพิจารณา

1. พิจารณารับรองจริยธรรมและจรรยาบรรณทางวิชาการ
2. พิจารณาแต่งตั้งผู้ทรงคุณวุฒิเพื่อประเมินผลงานทางวิชาการและจริยธรรมและจรรยาบรรณทางวิชาการ จำนวน 6 คน สรรอง 2 คน

รายการเอกสารที่เสนอข้อกำหนดตำแหน่งทางวิชาการ (Check list)

- ☒ 1. แบบ ก.พ.อ.03 ราย ดร.ปฐวี อินทร์สุวรรณโณ คณะการบริการและการท่องเที่ยว
ข้อกำหนดตำแหน่ง ผู้ช่วยศาสตราจารย์ โดยวิธีที่ 1 สาขาบริหารธุรกิจ หลักเกณฑ์ ปี 2564
- ☒ 2. แบบประเมินผลการสอน หรือ PSU-TPSF (แบบหลักฐานจากสำนักการศึกษา ฯ ด้วย)
- ☒ 2.1 ระบุ รหัสวิชา ชื่อรายวิชา 802-107 รายวิชา Front Office Operations and Management
3. ผลงานทางวิชาการที่เสนอเพื่อประกอบการพิจารณาตำแหน่งทางวิชาการ (ผศ. รศ. ศ. และ ศ. ได้รับเงินเดือนขั้นสูง)
- 3.1 ผลงานทางวิชาการ
- ☒ กลุ่ม 1 จำนวน 2 เรื่อง
- ☐ กลุ่ม 2 (ระบุประเภท) _____ จำนวน _____ เรื่อง
- ☐ กลุ่ม 3 จำนวน _____ เรื่อง
- ☐ กลุ่ม 4 (ระบุประเภท) _____ จำนวน _____ เรื่อง
- ☒ 3.2 แบบแสดงหลักฐานการมีส่วนร่วมในผลงานทางวิชาการ
- ☐ 3.3 หลักฐานการประเมินคุณภาพโดยผู้ทรงคุณวุฒิ (รายงานการวิจัยฉบับสมบูรณ์/หนังสือ/ตำรา)
- ☒ 3.4 หลักฐานการเผยแพร่ผลงานทางวิชาการ ตามเกณฑ์ที่ ก.พ.อ.กำหนด
- ☐ 3.5 หลักฐานการเผยแพร่ผลงานทางวิชาการ ในการประชุมทางวิชาการ Proceedings
(ประกอบด้วย ปก สารบรรณ และรายชื่อ peer reviewers)
- ☒ 4. แบบรับรองจริยธรรมและจรรยาบรรณทางวิชาการ
- ☒ 5. หนังสือแจ้งความประสงค์เรื่องการรับรู้ข้อมูลเกี่ยวกับการกำหนดตำแหน่งทางวิชาการ
- ☒ 6. File word แบบ ก.พ.อ.03
- ☐ 7. File รูปถ่ายเพื่อประชาสัมพันธ์แสดงความยินดี
- ☐ 8. รายชื่อกรรมการผู้ทรงคุณวุฒิ พร้อมระบุที่อยู่ E-mail และหมายเลขโทรศัพท์ในการติดต่อ
- ☐ 9. ได้ผ่านการตรวจสอบการซื้อขายผลงานทางวิชาการแล้วปรากฏว่า พบ/ไม่พบ
- ☐ 10. แบบสรุปความเชี่ยวชาญของผู้ขอฯ พอสังเขป (เฉพาะการขอตำแหน่งศาสตราจารย์) ประกอบด้วยหัวข้อต่อไปนี้
- 1) ผลงานมีเนื้อหาเกี่ยวกับ 3) ผลที่ได้รับ 4) การนำไปใช้ประโยชน์ 5) แสดงให้เห็นถึงความเชี่ยวชาญอย่างไร


ลงชื่อ..... เจ้าหน้าที่ผู้รับผิดชอบ
(นางวันวิสาข์ ชูวารี)

วันที่....18....เดือน....พฤศจิกายน...พ.ศ..2568...


ลงชื่อ..... หัวหน้างานที่รับผิดชอบงานการเจ้าหน้าที่
(ผศ.ดร. คณพศ กาลเนาวกุล)

รองคณบดีฝ่ายบริหารและประกันคุณภาพ

วันที่....18....เดือน....พฤศจิกายน...พ.ศ..2568...



บันทึกข้อความ

คณะกรรมการบริการและการท่องเที่ยว
เลขที่รับ 102
วันที่ 18 พ.ย. 68
เวลา 10.30

ส่วนงาน สำนักงานบริหาร คณะกรรมการบริการและการท่องเที่ยว โทร.6836

ที่ มอ 302.1/68-5426

วันที่ 18 พฤศจิกายน 2568

เรื่อง เสนอผลงานเพื่อขอกำหนดตำแหน่ง ผู้ช่วยศาสตราจารย์

เรียน คณบดีคณะกรรมการบริการและการท่องเที่ยว

ตามที่ข้าพเจ้า นายปฐวี อินทร์สุวรรณ โพนังงานมหาวิทยาลัยตำแหน่งอาจารย์ มีความประสงค์ขอเสนอผลงานเพื่อขอกำหนดตำแหน่ง ผู้ช่วยศาสตราจารย์ สาขาบริหารธุรกิจ (6820) อนุสาขาการจัดการการท่องเที่ยวและบริการ (680212) วิธีที่ 1 ตามประกาศ ก.พ.อ. เรื่องหลักเกณฑ์ และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์ รองศาสตราจารย์ และศาสตราจารย์ พ.ศ. 2564 นั้น

ในการนี้ ข้าพเจ้าได้แนบผลงานเพื่อขอกำหนดตำแหน่ง ตามข้อที่ 1-6 ดังนี้

1. แบบคำขอรับพิจารณากำหนดตำแหน่งทางวิชาการ ก.พ.อ. 03
2. แบบประเมินผลการสอน
3. ผลงานทางวิชาการที่เสนอเพื่อประกอบการพิจารณาตำแหน่งทางวิชาการ กลุ่ม 1 จำนวน 2 เรื่อง
4. แบบแสดงหลักฐานการมีส่วนร่วมในผลงานทางวิชาการ
5. แบบรับรองจริยธรรมและจรรยาบรรณทางวิชาการ
6. หนังสือแจ้งความประสงค์เรื่องการรับรู้ข้อมูลเกี่ยวกับการกำหนดตำแหน่งทางวิชาการ

จึงเรียนมาเพื่อโปรดพิจารณา จะเป็นพระคุณยิ่ง

(นายปฐวี อินทร์สุวรรณ)

อาจารย์

เรียน คณบดี คณะกรรมการบริการและการท่องเที่ยว

18/11/2568 นันทพร นันท

ที่ป: มอ 302.1/68-5426

18/11/68

18 พย 68

มหาวิทยาลัยราชภัฏวชิรเวศน์
คณะมนุษยศาสตร์และสังคมศาสตร์

18 พย 68

1. แบบคำขอรับการพิจารณากำหนดตำแหน่งทางวิชาการ

ส่วนที่ 1 : แบบประวัติส่วนตัวและผลงานทางวิชาการ

แบบประวัติส่วนตัวและผลงานทางวิชาการ

เพื่อขอดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์

โดยวิธีที่ 1

ในสาขาวิชา บริหารธุรกิจ (Business Administration) หรือ พาณิชยศาสตร์ (Commerce) (รหัส6802)
 อนุสาขา การจัดการการท่องเที่ยวและบริการ (Hospitality and Tourism Management) (รหัส680212)

ของ นายปฐวี อินทร์สุวรรณโน

สังกัด สาขาวิชาการจัดการการบริการ

คณะกรรมการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์

1 ประวัติส่วนตัว

1.1 วัน เดือน ปีเกิด 27 มิถุนายน 2531

1.2 อายุ 37 ปี

1.3 การศึกษาระดับอุดมศึกษา (โปรดระบุชื่อเต็ม และเรียงจากวุฒิสูงสุดตามลำดับ)

คุณวุฒิ	ปี พ.ศ. ที่จบ	ชื่อสถานศึกษา
1.3.1 Ph.D. (Hotel and Tourism Management)	พ.ศ. 2567	The Hong Kong Polytechnic University
1.3.2 M.A. (International Management)	พ.ศ. 2557	The University of Northampton, UK
1.3.3 B.B.A. (Hospitality and Tourism Management (International Program))	พ.ศ. 2553	มหาวิทยาลัยสงขลานครินทร์

หมายเหตุ : 1. วิทยานิพนธ์ระดับปริญญาเอก : Five senses as sources of escapism, immersion, and health perception in wellness spa experience

2. ประวัติการรับราชการ

2.1 ปัจจุบันดำรงตำแหน่ง อาจารย์ รับเงินเดือน 32,960 บาท

2.2 ได้รับแต่งตั้งให้ดำรงตำแหน่งอาจารย์ เมื่อวันที่ 01 พฤศจิกายน 2561

2.3 ตำแหน่งอื่นๆ

2.3.1 รองคณบดีฝ่ายพัฒนานักศึกษาและฝึกปฏิบัติงาน คณะการบริการและการท่องเที่ยวเมื่อวันที่ 03 เมษายน 2566

3. ภาระงานย้อนหลัง 3 ปี (เป็นภาระงานที่ทำโดยความเห็นชอบจากเจ้าสังกัด)

3.1 งานสอน (โปรดระบุระดับว่าปริญญาตรี หรือบัณฑิตศึกษา)

ระดับ	รายวิชาที่สอน	ชั่วโมง/สัปดาห์	ภาค/ปีการศึกษา
ปริญญาตรี	802-203 : การดำเนินงานและการจัดการงานแม่บ้าน* (Section 01)	2	1/2568
ปริญญาตรี	801-418 : การเตรียมสหกิจศึกษา* (Section 01)	3	1/2568
ปริญญาตรี	818-338 : การเป็นผู้ประกอบการด้านการบริการ* และการท่องเที่ยว* (Section 01)	3	1/2568
ปริญญาตรี	818-451 : สหกิจศึกษา* (Section 01)	36	3/2567
ปริญญาตรี	818-450 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2567
ปริญญาตรี	819-450 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2567
ปริญญาตรี	818-451 : สหกิจศึกษา* (Section 01)	36	2/2567
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	2/2567
ปริญญาตรี	819-451 : สหกิจศึกษา* (Section 01)	36	2/2567
ปริญญาตรี	818-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2567
ปริญญาตรี	819-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2567
ปริญญาตรี	802-107 : การดำเนินงานและการจัดการส่วนหน้า* (Section 01)	3	2/2567
บัณฑิตศึกษา	816-531 : สารนิพนธ์* (Section 13)	18	2/2567
บัณฑิตศึกษา	816-541 : วิทยานิพนธ์* (Section 13)	54	2/2567
บัณฑิตศึกษา	816-514 : ชุดวิชาการจัดการบริการและการท่องเที่ยวระหว่าง* ประเทศอย่างยั่งยืน* (Section 01)	4	2/2567
บัณฑิตศึกษา	816-515 : ประเด็นปัญหาร่วมสมัยและแนวโน้มของอุตสาหกรรม* การบริการและการท่องเที่ยว* (Section 01)	2	2/2567
ปริญญาตรี	802-203 : การดำเนินงานและการจัดการงานแม่บ้าน* (Section 01)	2	1/2567
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	1/2567
ปริญญาตรี	818-451 : สหกิจศึกษา* (Section 01)	36	1/2567
ปริญญาตรี	819-451 : สหกิจศึกษา* (Section 01)	36	1/2567
ปริญญาตรี	818-450 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2566
ปริญญาตรี	818-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2566
ปริญญาตรี	819-450 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2566
ปริญญาตรี	819-601 : สหกิจศึกษา* (Section 01)	36	2/2566
ปริญญาตรี	819-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	2/2566
ปริญญาตรี	819-451 : สหกิจศึกษา* (Section 01)	36	2/2566
ปริญญาตรี	819-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2566
ปริญญาตรี	818-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	2/2566

ปริญญาตรี	818-451 : สหกิจศึกษา* (Section 01)	36	2/2566
ปริญญาตรี	802-107 : การดำเนินงานและการจัดการส่วนหน้า* (Section 01)	3	2/2566
ปริญญาตรี	818-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2566
ปริญญาตรี	801-103 : อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น* (Section 03)	1	1/2566
ปริญญาตรี	801-601 : สหกิจศึกษา* (Section 01)	36	1/2566
ปริญญาตรี	801-501 : การฝึกปฏิบัติงาน* (Section 01)	36	1/2566
ปริญญาตรี	819-601 : สหกิจศึกษา* (Section 01)	36	1/2566
ปริญญาตรี	819-501 : การฝึกปฏิบัติงาน 1* (Section 01)	36	1/2566
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	1/2566
ปริญญาตรี	818-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	1/2566
ปริญญาตรี	801-103 : อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น* (Section 02)	1	1/2566
ปริญญาตรี	802-203 : การดำเนินงานและการจัดการงานแม่บ้าน* (Section 01)	2	1/2566
ปริญญาตรี	801-103 : อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น* (Section 01)	1	1/2566
ปริญญาตรี	818-501 : การฝึกปฏิบัติงาน 1* (Section 01)	36	3/2565
ปริญญาตรี	818-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2565
ปริญญาตรี	819-501 : การฝึกปฏิบัติงาน 1* (Section 01)	36	3/2565
ปริญญาตรี	819-502 : การฝึกปฏิบัติงาน 2* (Section 01)	36	3/2565
ปริญญาตรี	818-203 : การดำเนินงานและการจัดการ* งานแม่บ้าน* (Section 01)	2	3/2565
ปริญญาตรี	818-201 : การดำเนินงานและการจัดการ* ส่วนหน้า* (Section 01)	2	3/2565
ปริญญาตรี	819-601 : สหกิจศึกษา* (Section 01)	36	2/2565
ปริญญาตรี	802-103 : อุตสาหกรรมบริการและ* การท่องเที่ยวเบื้องต้น* (Section 01)	3	2/2565
ปริญญาตรี	819-501 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2565
ปริญญาตรี	819-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2565
ปริญญาตรี	818-250 : การฝึกปฏิบัติงาน 1* (Section 01)	36	2/2565
ปริญญาตรี	802-107 : การดำเนินงานและการจัดการส่วนหน้า* (Section 01)	3	2/2565
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	2/2565
ปริญญาตรี	801-103 :	1	1/2565

	อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น* (Section 01)		
	801-103 :		
ปริญญาตรี	อุตสาหกรรมบริการและการท่องเที่ยวเบื้องต้น* (Section 02)	1	1/2565
ปริญญาตรี	801-501 : การฝึกปฏิบัติงาน* (Section 01)	36	1/2565
ปริญญาตรี	802-203 : การดำเนินงานและการจัดการงานแม่บ้าน* (Section 01)	2	1/2565
ปริญญาตรี	819-601 : สหกิจศึกษา* (Section 01)	36	1/2565
ปริญญาตรี	801-601 : สหกิจศึกษา* (Section 01)	36	1/2565
ปริญญาตรี	818-601 : สหกิจศึกษา* (Section 01)	36	1/2565

3.2 งานวิจัย (โปรดระบุเรื่องที่ทำการวิจัย และระยะเวลาที่ใช้ในแต่ละโครงการ)

1. โครงการ: Colour Matter: Its Influence on Food Perceptions and Purchase Intention for Bakery Products

แหล่งทุน: โครงการทุนเก็บข้อมูลวิจัยแบบเร่งด่วน คณะการบริการและการท่องเที่ยว

ระยะเวลา: กันยายน 2568 - มีนาคม 2569

สถานะ: หัวหน้าโครงการ

2. โครงการ: The Power of Kindness: Examining the Impact of Local Hospitality on Tourists' Revisit Intention Across Nationalities

แหล่งทุน: โครงการทุนเก็บข้อมูลวิจัยแบบเร่งด่วน คณะการบริการและการท่องเที่ยว

ระยะเวลา: กรกฎาคม 2568 - มกราคม 2569

สถานะ: หัวหน้าโครงการ

3. โครงการ: Measuring the impact of subjective and objective quality attributes on spa-goer satisfaction and loyalty in wellness spas

แหล่งทุน: โครงการทุนเก็บข้อมูลวิจัยแบบเร่งด่วน คณะการบริการและการท่องเที่ยว

ระยะเวลา: มิถุนายน 2567 - มิถุนายน 2568

สถานะ: หัวหน้าโครงการ

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

แหล่งทุน: โครงการทุนเก็บข้อมูลวิจัยแบบเร่งด่วน คณะการบริการและการท่องเที่ยว

ระยะเวลา: พฤษภาคม 2567 - พฤศจิกายน 2567

สถานะ: หัวหน้าโครงการ

5. โครงการ: Post-Trip Homecoming Dread on Future Revisit Intention: The Role of Escapism, Education, Entertainment, and Esthetics in Travel Experiences

แหล่งทุน: โครงการทุนเก็บข้อมูลวิจัยแบบเร่งด่วน คณะการบริการและการท่องเที่ยว

ระยะเวลา: เมษายน 2568 - ตุลาคม 2568

สถานะ: หัวหน้าโครงการ

6. โครงการ: Exploring the Impact of Tourism on Host Community Psychological Well-being: A Multifaceted Investigation in Phuket, Thailand
แหล่งทุน: โครงการทุนเก็บข้อมูลวิจัยแบบเร่งด่วน คณะการบริการและการท่องเที่ยว
ระยะเวลา: กันยายน 2567 - มีนาคม 2568
สถานะ: หัวหน้าโครงการ
7. โครงการ: Investigating Key Issues Causing Ineffectiveness of Students' Internship Programs in the Hospitality and Tourism Industry
แหล่งทุน: -
ระยะเวลา: กันยายน 2566 - พฤศจิกายน 2566
สถานะ: หัวหน้าโครงการ
8. โครงการ: Readiness for Senior Workers in the Phuket Hotel Industry, Thailand: Perspective of Human Resource Professionals
แหล่งทุน: -
ระยะเวลา: มกราคม 2566 - มีนาคม 2566
สถานะ: หัวหน้าโครงการ
9. โครงการ: Thai-ness in Food Presentation: A study of International Tourists' Perspectives
แหล่งทุน: -
ระยะเวลา: มิถุนายน 2566 - ธันวาคม 2566
สถานะ: หัวหน้าโครงการ

3.3. งานบริการทางวิชาการ (โปรดยุทธประเภของกิจกรรม)

3.4. งานบริหาร (โปรดยุทธงานบริหารที่มีส่วนรับผิดชอบโดยตรง)

1. รองคณบดีฝ่ายพัฒนานักศึกษาและฝึกปฏิบัติงาน คณะการบริการและการท่องเที่ยว เมื่อวันที่ 24 ธันวาคม 2565
2. รองคณบดีฝ่ายพัฒนานักศึกษาและฝึกปฏิบัติงาน คณะการบริการและการท่องเที่ยว เมื่อวันที่ 24 ธันวาคม 2561

3.5. งานอื่น ๆ ที่เกี่ยวข้อง (โปรดยุทธประเภของงาน)

4. ผลงานทางวิชาการ

4.3. ผลงานทางวิชาการที่เสนอเพื่อประกอบการพิจารณาดำเนินผู้ช่วยศาสตราจารย์

4.3.1. ผลงานวิจัย

4.3.1.1. Insuwanno, Patthawee. "Emergence of Cannabis Commercialization: Tourists' Perceptions Toward Destinations and Future Revisit Intention." *Tourism Review International* 29.1 (2025): 51-69.

ผลงานนี้เคยใช้สำหรับการพิจารณาขอกำหนดตำแหน่งผู้ช่วยศาสตราจารย์มาแล้วหรือไม่

☒ ไม่เคยใช้

☐ เคยใช้ (เมื่อปี พ.ศ.....และผลการพิจารณาคุณภาพอยู่ในระดับ.....ตามเกณฑ์ที่ ก.พ.อ.กำหนด)

4.3.1.2. Insuwanno, Patthawee, and Satiapon Thongklieng. "Measuring the impact of subjective and objective quality attributes on spa-goer satisfaction and loyalty in wellness spas." *International Journal of Spa and Wellness* 8.3 (2025): 512-531.

ผลงานนี้เคยใช้สำหรับการพิจารณาขอกำหนดตำแหน่งผู้ช่วยศาสตราจารย์มาแล้วหรือไม่

☒ ไม่เคยใช้

☐ เคยใช้ (เมื่อปี พ.ศ.....และผลการพิจารณาคุณภาพอยู่ในระดับ.....ตามเกณฑ์ที่ ก.พ.อ.กำหนด)

4.3.2. ผลงานแต่งหรือเรียบเรียงตำราหนังสือหรือบทความทางวิชาการ

ไม่มี

4.3.3. ผลงานทางวิชาการในลักษณะอื่น

ไม่มี

4.3.4. ผลงานวิชาการรับใช้สังคม

ไม่มี

ขอรับรองว่าข้อความดังกล่าวข้างต้นเป็นความจริงทุกประการ

ลงชื่อ..........เจ้าของประวัติ

(นายปฐวี อินทร์สุวรรณโน)

ตำแหน่ง อาจารย์

วันที่ 18 พฤศจิกายน 2568

ส่วนที่ 2 : แบบประเมินคุณสมบัติโดยผู้บังคับบัญชา

แบบประเมินแต่งตั้งให้ดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์

ในสาขาวิชา บริหารธุรกิจ (Business Administration) หรือ พาณิชยศาสตร์ (Commerce) (รหัส6802)

อนุสาขา การจัดการการท่องเที่ยวและบริการ (Hospitality and Tourism Management) (รหัส680212)

โดยวิธีที่ 1

ของ นายปฐวี อินทร์สุวรรณโน

สังกัด สาขาวิชาการจัดการการบริการ

คณะกรรมการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์

ได้ตรวจสอบคุณสมบัติเฉพาะสำหรับตำแหน่ง ผู้ช่วยศาสตราจารย์ แล้วเห็นว่า นายปฐวี อินทร์สุวรรณโน เป็นผู้ที่มีคุณสมบัติ ดีเกินพอ ตามหลักเกณฑ์ที่ ก.พ.อ. กำหนด

ลงชื่อ

(รศ.ดร.ศศิยาพร จารมณีรัตน์)

ตำแหน่ง

หัวหน้าสาขาการจัดการการบริการ

วันที่

18 พฤศจิกายน 2568

ความเห็นผู้บังคับบัญชาระดับคณะบดีหรือเทียบเท่า

ได้พิจารณาแล้วเห็นว่า นายปฐวี อินทร์สุวรรณโน เป็นผู้ที่มีคุณสมบัติ ดีเกินพอ ที่จะได้รับการแต่งตั้งให้ดำรงตำแหน่ง ผู้ช่วยศาสตราจารย์

ลงชื่อ

รองศาสตราจารย์ ดร.พรทิพย์ พรหมศิระพัลลภ

ตำแหน่ง

คณบดีคณะการจัดการการท่องเที่ยว

วันที่

18 พ.ย 2568

ส่วนที่ 3 แบบประเมินผลการสอน

คณะกรรมการเพื่อประเมินผลการสอน ในการประชุมครั้งที่ 1/2568 เมื่อวันที่ 22
เมษายน 2568 ซึ่งโดยได้รับมอบอำนาจจากคณะกรรมการพิจารณาตำแหน่งทางวิชาการมหาวิทยาลัยสงขลาคะ
นรินทร์ ได้ประเมินผลการสอน รหัสวิชา 802-107 รายวิชา Front Office Operations and Management
ของ นายปฐวี อินทร์สุวรรณโน แล้วเห็นว่าบุคคลดังกล่าวเป็นผู้มีความชำนาญ ในการสอน มีคุณภาพ อยู่ใน
หลักเกณฑ์และวิธีการตามที่สภามหาวิทยาลัยกำหนด

ลงชื่อ.....
(รองศาสตราจารย์ ดร.พรพิษณุ พรหมศิระพัลลภ)
ตำแหน่ง ประธานคณะกรรมการเพื่อประเมินผลการสอน
วันที่...22....เดือน...เมษายน.....พ.ศ...2568.....

เอกสารแนบท้ายประกาศ ก.พ.อ.

เรื่องหลักเกณฑ์และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่งผู้ช่วยศาสตราจารย์

รองศาสตราจารย์ และศาสตราจารย์ พ.ศ. ๒๕๖๔

๔. แบบแสดงหลักฐานการมีส่วนร่วมในผลงานทางวิชาการทั่วไป

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

ข. สถานะผู้ขอในผลงาน

/ ผู้ประพันธ์อันดับแรก (First author)

☐ ผู้มีส่วนสำคัญทางปัญญา (Essentially intellectual contributor)

/ ผู้ประพันธ์บรรณกิจ (Corresponding author)

ค. ประเภทของผลงาน

กลุ่มที่ ๑ / งานวิจัย

กลุ่มที่ ๒ ผลงานทางวิชาการในลักษณะอื่น

☐ ผลงานวิชาการเพื่ออุตสาหกรรม

☐ ผลงานวิชาการเพื่อพัฒนาการเรียนการสอนและการเรียนรู้

☐ ผลงานวิชาการเพื่อพัฒนานโยบายสาธารณะ

☐ ผลงานสร้างสรรค์ด้านวิทยาศาสตร์และเทคโนโลยี

☐ พจนานุกรม สารานุกรม นามานุกรม และงานวิชาการในลักษณะเดียวกัน

☐ ผลงานสร้างสรรค์ด้านสุนทรียะ ศิลปะ

☐ ผลงานรับใช้ท้องถิ่นและสังคม

☐ กรณีศึกษา (Case Study)

☐ งานแปล

☐ สิทธิบัตร

☐ ซอฟต์แวร์

☐ ผลงานนวัตกรรม

กลุ่มที่ ๓ ☐ ตำรา

☐ หนังสือ

☐ บทความทางวิชาการ

ส่วนที่ ๑ รายละเอียดของการมีส่วนร่วม

ผู้ขอกำหนดตำแหน่งต้องกรอกรายละเอียดให้ครบถ้วน (เนื่องจากไม่มีการแบ่งส่วนร่วมในผลงานทางวิชาการ ดังนั้นบทบาทหน้าที่ความรับผิดชอบตามที่ผู้ขอระบุจะมีผลต่อการพิจารณาผลงานทางวิชาการ)

รายละเอียดการมีส่วนร่วม	บทบาทและหน้าที่ความรับผิดชอบ
ก. ความคิดริเริ่ม (Idea) และ สมมุติฐาน	นายปฐวี อินทร์สุวรรณโน เป็นผู้เสนอแนวคิดหลักของงานวิจัยนี้ โดยหยิบยกประเด็นเกี่ยวกับผลกระทบของการค้าและการเปิดเสรีกัญชาต่อการรับรู้ภาพลักษณ์แหล่งท่องเที่ยว และพฤติกรรมความตั้งใจกลับมาเยือนซ้ำ พร้อมกำหนดสมมุติฐานเชิงพฤติกรรมบนพื้นฐานของทฤษฎีการวางแผนพฤติกรรม (TPB)
ข. การปฏิบัติการวิจัย การมีส่วนร่วมในการออกแบบ การทดลอง การทดสอบ เครื่องมือวัด วิธีการเก็บข้อมูล และ Criteria	มีบทบาทโดยตรงในการออกแบบการวิจัยเชิงปริมาณ พัฒนาแบบสอบถามโดยอิงจากทฤษฎีและงานวิจัยที่ผ่านมา ดำเนินการเลือกตัวอย่างแบบเจาะจง (purposive sampling) และกำหนดเครื่องมือวัดความเชื่อ ทศนคติ และพฤติกรรม รวมถึงกำหนดค่าดัชนีวัดคุณภาพโมเดล
ค. การจัดเก็บข้อมูล การวิเคราะห์ข้อมูล การแปลผล	ดำเนินการเก็บข้อมูลภาคสนามในจังหวัดภูเก็ตจำนวน 385 ชุด เป็นผู้ดำเนินการวิเคราะห์ข้อมูลด้วยโปรแกรม R (lavaan package) สำหรับโมเดลสมการโครงสร้าง (SEM) และแปลผลลัพธ์ตามโครงสร้างโมเดล
ง. การวิพากษ์วิจารณ์ผล การแสดงการเปรียบเทียบกับข้อสรุปหรือองค์ความรู้หรือทฤษฎีเดิม	นายปฐวี อินทร์สุวรรณโน วิเคราะห์ผลการวิจัยโดยเทียบกับงานวิจัยในบริบทต่างประเทศและภายในประเทศ รวมถึงขยายองค์ความรู้ด้านพฤติกรรมท่องเที่ยวภายใต้สภาพแวดล้อมใหม่ (กฎหมายกัญชา) และนำเสนอช่องว่างทางวิชาการเพื่อการวิจัยในอนาคต
จ. การมีส่วนร่วมในการเขียน manuscript ผลงานสร้างสรรค์ นวัตกรรม สิ่งประดิษฐ์ เป็นต้น	นายปฐวี อินทร์สุวรรณโน เป็นผู้รับผิดชอบในการเขียนต้นฉบับทั้งหมด ตั้งแต่บทนำจนถึงบทสรุป รวมถึงการ

	จัดรูปแบบตามเกณฑ์ของวารสารและการตอบกลับ คำแนะนำจากผู้ทรงคุณวุฒิในกระบวนการ peer review
ฉ. การให้การสนับสนุน specimens, study cohort, โลจิสติกส์ ทุนวิจัย (โปรดระบุแหล่งทุน เงินทุน และปีที่ ได้รับ) เครื่องมือ ห้องปฏิบัติการ ครุภัณฑ์	ได้รับทุนสนับสนุนจากคณะกรรมการบริการและการ ท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ ภายใต้ โครงการเก็บข้อมูลวิจัยแบบเร่งด่วน
ช. อื่นๆ	ดำเนินการขอรับรองจริยธรรมการวิจัยในมนุษย์จาก คณะกรรมการจริยธรรมการวิจัยในคน มหาวิทยาลัยสงขลานครินทร์ เพื่อให้เป็นไปตามหลัก จริยธรรมทางวิชาการ

ส่วนที่ ๒ รายละเอียดของการนำผลงานไปแสดง การถ่ายทอดเทคโนโลยี หรือการถ่ายทอดองค์ความรู้ ต้องแนบเอกสาร
หลักฐานเพื่อประกอบการพิจารณา

ก. ตีพิมพ์ในวารสาร Journal Impact factor จำนวนครั้งของการอ้างอิง (ฐานข้อมูล)

ตีพิมพ์ในวารสาร ... Tourism Review International.....

ฐานข้อมูลScopus (Tourism, Leisure and Hospitality Management (Q3)).....

มี Impact Factor ปี....2025.... เท่ากับ ..1.... Citation = ...4311.. Quartile ปี ..2025..... = ...Q3..

Category = ... Tourism, Leisure and Hospitality Management.... SJR ranking = ...3../...4.. SJR = ...0.366...

ข. สิทธิบัตร ประเภท ปีที่ได้รับการจด จดแบบ ครอบคลุมประเทศ

ค. ถ้าเป็น Technical report หรือ รายงานวิจัย ผู้ใช้งานคือใคร

ง. การเผยแพร่งานวิจัยได้รับการนำเสนอแบบโปสเตอร์ หรือ Oral Presentation (โปรตรระบุ session เช่น Plenary, Symposium หรือ oral session) หรือสื่อบันทึกในการประชุม หรือการจัดแสดง หรือจัดนิทรรศการ (ชื่อ สถานที่จัดประชุม หรือจัดแสดง หรือจัดนิทรรศการ และประเทศ) หรือ ในกรณีที่เป็หนังสือ (โปรตรระบุ ชื่อสำนักพิมพ์ ปีที่ตีพิมพ์)

จ. ประวัติการได้รับทุนวิจัยโครงการที่เกี่ยวข้องกับผลงานชิ้นนี้

ฉ. หากงานวิจัย ได้รับการถ่ายทอดเทคโนโลยี ผู้วิจัยได้รับค่าธรรมเนียมใบอนุญาต (Licesing Fees) รวมเท่าใด (โปรดแสดงหลักฐานสัญญา)

หมายเหตุ การลงนามรับรองการมีส่วนร่วมในผลงานแต่ละเรื่องของผู้ประพันธ์อันดับแรก (First author) และผู้ประพันธ์บรรณกิจ (Corresponding author) เพื่อรับรองบทบาทหน้าที่ การปฏิบัติงาน และความรับผิดชอบในการสร้างสรรค์ผลงานของผู้ร่วมงานทุกคนว่าทำในส่วนไหนอย่างไร

เมื่อได้ลงนามรับรองแล้วจะเปลี่ยนแปลงไม่ได้ หากตรวจสอบพบภายหลังว่าผู้ขอกำหนดตำแหน่งระบุการมีส่วนร่วมไม่ตรงกับความเป็นจริงจะถือว่าการกระทำของผู้นั้นเข้าข่ายผิดจริยธรรมไม่เหมาะสมที่จะได้รับการพิจารณาแต่งตั้งให้ดำรงตำแหน่งทางวิชาการ โดยทางคณะจะสอบหาข้อเท็จจริงและดำเนินการทางวินัยต่อไป

ลงชื่อ 
(...นายปฐวี อินทร์สุวรรณโน....)
ผู้ขอกำหนดตำแหน่ง

ลงชื่อ 
(.....นายปฐวี อินทร์สุวรรณโน....)
ผู้ประพันธ์อันดับแรก (First author)

ลงชื่อ 
(...นายปฐวี อินทร์สุวรรณโน....)
ผู้ประพันธ์บรรณกิจ (Corresponding author)

เอกสารแนบท้ายประกาศ ก.พ.อ.

เรื่องหลักเกณฑ์และวิธีการพิจารณาแต่งตั้งบุคคลให้ดำรงตำแหน่งผู้ช่วยศาสตราจารย์

รองศาสตราจารย์ และศาสตราจารย์ พ.ศ. ๒๕๖๔

๔. แบบแสดงหลักฐานการมีส่วนร่วมในผลงานทางวิชาการทั่วไป

ก. ชื่อผลงาน .. Measuring the impact of subjective and objective quality attributes on spa-goer satisfaction and loyalty in wellness spas....

ข. สถานะผู้ขอในผลงาน

/ ผู้ประพันธ์อันดับแรก (First author)

☐ ผู้มีส่วนสำคัญทางปัญญา (Essentially intellectual contributor)

/ ผู้ประพันธ์บรรณกิจ (Corresponding author)

ค. ประเภทของผลงาน

กลุ่มที่ ๑ / งานวิจัย

กลุ่มที่ ๒ ผลงานทางวิชาการในลักษณะอื่น

☐ ผลงานวิชาการเพื่ออุตสาหกรรม

☐ ผลงานวิชาการเพื่อพัฒนาการเรียนการสอนและการเรียนรู้

☐ ผลงานวิชาการเพื่อพัฒนานโยบายสาธารณะ

☐ ผลงานสร้างสรรค์ด้านวิทยาศาสตร์และเทคโนโลยี

☐ พจนานุกรม สารานุกรม นามานุกรม และงานวิชาการในลักษณะเดียวกัน

☐ ผลงานสร้างสรรค์ด้านสุนทรียะ ศิลปะ

☐ ผลงานรับใช้ท้องถิ่นและสังคม

☐ กรณีศึกษา (Case Study)

☐ งานแปล

☐ สิทธิบัตร

☐ ซอฟต์แวร์

☐ ผลงานนวัตกรรม

กลุ่มที่ ๓ ☐ ตำรา

☐ หนังสือ

☐ บทความทางวิชาการ

ส่วนที่ ๑ รายละเอียดของการมีส่วนร่วม

ผู้ขอกำหนดตำแหน่งต้องกรอกรายละเอียดให้ครบถ้วน (เนื่องจากไม่มีการแบ่งส่วนร่วมในผลงานทางวิชาการ ดังนั้นบทบาทหน้าที่ความรับผิดชอบตามที่ผู้ขอระบุจะมีผลต่อการพิจารณาผลงานทางวิชาการ)

รายละเอียดการมีส่วนร่วม	บทบาทและหน้าที่ความรับผิดชอบ
ก. ความคิดริเริ่ม (Idea) และ สมมุติฐาน	นายปฐวี อินทร์สุวรรณ โณ เป็นผู้เสนอแนวคิดหลักของงานวิจัยนี้ โดยมุ่งเน้นการพัฒนาแบบจำลองเชิงโครงสร้าง (Structural Equation Modeling: SEM) เพื่อวัดและอธิบายอิทธิพลของคุณลักษณะเชิงอัตวิสัย (Subjective Quality Attributes) และคุณลักษณะเชิงวัตถุวิสัย (Objective Quality Attributes) ต่อความพึงพอใจ (Satisfaction) และความภักดี (Loyalty) ของผู้ใช้บริการสปาเพื่อสุขภาพ (Wellness Spa) รวมถึงการใช้เทคนิค Necessary Condition Analysis (NCA) เพื่อระบุปัจจัยที่เป็นเงื่อนไขจำเป็นต่อการบรรลุระดับสูงของความพึงพอใจและความภักดีของผู้ใช้บริการ โดยเชื่อมโยงกับแนวคิดด้านคุณภาพบริการ (Service Quality Theory) และประสบการณ์เชิงสุขภาพ (Wellness Experience Framework) พร้อมทั้งกำหนดสมมุติฐานที่สะท้อนความสัมพันธ์เชิงสาเหตุระหว่างปัจจัยต่าง ๆ อย่างเป็นระบบ
ข. การปฏิบัติการวิจัย การมีส่วนร่วมในการออกแบบการทดลอง การทดสอบ เครื่องมือวัด วิธีการเก็บข้อมูล และ Criteria	นายปฐวี อินทร์สุวรรณ โณ มีบทบาทโดยตรงในการออกแบบการวิจัยเชิงปริมาณ พัฒนาแบบสอบถามโดยอิงจากทฤษฎีและงานวิจัยที่ผ่านมา ดำเนินการเลือกตัวอย่างแบบเจาะจง (purposive sampling) และกำหนดเครื่องมือวัดความเชื่อ ทศนคติ และพฤติกรรม รวมถึงกำหนดค่าดัชนีวัดคุณภาพโมเดล
ค. การจัดเก็บข้อมูล การวิเคราะห์ข้อมูล การแปลผล	นายเสถียรพนธ์ ทองเกลี้ยง เป็นผู้รับผิดชอบการเก็บข้อมูลภาคสนามจากกลุ่มผู้ใช้บริการสปาในจังหวัดภูเก็ต จำนวน 400 ชุด ขณะที่นายปฐวี อินทร์สุวรรณ โณ เป็นผู้ดำเนินการวิเคราะห์ข้อมูลเชิงสถิติ โดยใช้

	โปรแกรม R (lavaan package) สำหรับการวิเคราะห์โมเดลสมการโครงสร้าง (SEM) เพื่อตรวจสอบความสัมพันธ์เชิงสาเหตุ และใช้เทคนิค Necessary Condition Analysis (NCA) เพื่อระบุปัจจัยที่เป็นเงื่อนไขจำเป็นต่อการบรรลุระดับสูงของความพึงพอใจและความภักดีของผู้ใช้บริการ พร้อมตีความผลลัพธ์ให้สอดคล้องกับทฤษฎีและบริบทของอุตสาหกรรมสปาเชิงสุขภาพ
ง. การวิพากษ์วิจารณ์ผล การแสดงการเปรียบเทียบกับข้อสรุปหรือองค์ความรู้หรือทฤษฎีเดิม	นายปฐวี อินทร์สุวรรณโน วิเคราะห์และอภิปรายผลการวิจัยโดยเปรียบเทียบกับงานวิจัยทั้งในและต่างประเทศเกี่ยวกับคุณภาพบริการสปา การรับรู้คุณภาพของผู้บริโภค และความภักดีของลูกค้า เพื่อนำเสนอข้อค้นพบใหม่ที่ชี้ให้เห็นบทบาทร่วมของคุณลักษณะเชิงอัตวิสัยและวัตถุวิสัยต่อพฤติกรรมผู้บริโภค พร้อมเสนอแนวทางการบริหารจัดการคุณภาพบริการเพื่อยกระดับความพึงพอใจและสร้างความภักดีในระยะยาว
จ. การมีส่วนร่วมในการเขียน manuscript ผลงานสร้างสรรค์ นวัตกรรม สิ่งประดิษฐ์ เป็นต้น	นายปฐวี อินทร์สุวรรณโน เป็นผู้รับผิดชอบในการเขียนต้นฉบับทั้งหมด ตั้งแต่บทนำ การทบทวนวรรณกรรม วิธีวิจัย ผลการวิเคราะห์ อภิปรายผล และบทสรุป รวมถึงการปรับรูปแบบต้นฉบับตามข้อกำหนดของวารสารวิชาการนานาชาติ และการตอบกลับความคิดเห็นจากผู้ทรงคุณวุฒิในกระบวนการประเมิน (Peer Review Process) นายเสถียรพนธ์ ทองเกลี้ยง ช่วยในการตรวจสอบความถูกต้อง และการจัดรูปแบบ
ฉ. การให้การสนับสนุน specimens, study cohort, โลจิสติกส์ ทุนวิจัย (โปรดระบุแหล่งทุน เงินทุน และปีที่ได้รับ) เครื่องมือ ห้องปฏิบัติการ ครุภัณฑ์	ได้รับทุนสนับสนุนจากคณะกรรมการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ ภายใต้โครงการเก็บข้อมูลวิจัยแบบเร่งด่วน
ช. อื่นๆ	นายปฐวี อินทร์สุวรรณโน ดำเนินการขอรับรองจริยธรรมการวิจัยในมนุษย์จากคณะกรรมการจริยธรรมการวิจัยในคน มหาวิทยาลัยสงขลานครินทร์ เพื่อให้

	การดำเนินการเป็นไปตามหลักจริยธรรมทางวิชาการ และมาตรฐานการคุ้มครองผู้เข้าร่วมการวิจัย
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ส่วนที่ ๒ รายละเอียดของการนำผลงานไปแสดง การถ่ายทอดเทคโนโลยี หรือการถ่ายทอดองค์ความรู้ ต้องแนบเอกสารหลักฐานเพื่อประกอบการพิจารณา

ก. ตีพิมพ์ในวารสาร Journal Impact factor จำนวนครั้งของการอ้างอิง (ฐานข้อมูล)

ตีพิมพ์ในวารสาร ...International Journal of Spa and Wellness.....

ฐานข้อมูลScopus (Tourism, Leisure and Hospitality Management (Q3)).....

มี Impact Factor ปี....2024.... เท่ากับ ..2.1..... Citation = ...3.8.. Quartile ปี ..2025..... = ...Q3..

Category = ... Tourism, Leisure and Hospitality Management.... SJR ranking = ...3../...4.. SJR = ...0.379...

ข. สิทธิบัตร ประเภท ปีที่ได้รับการจด จดแบบ ครอบคลุมประเทศ

ค. ถ้าเป็น Technical report หรือ รายงานวิจัย ผู้ใช้งานคือใคร

ง. การเผยแพร่งานวิจัยได้รับการนำเสนอแบบโปสเตอร์ หรือ Oral Presentation (โปตรระบุ session เช่น Plenary, Symposium หรือ oral session) หรือสื่อบันทึกในการประชุม หรือการจัดแสดง หรือจัดนิทรรศการ (ชื่อ สถานที่จัดประชุม หรือจัดแสดง หรือจัดนิทรรศการ และประเทศ) หรือ ในกรณีที่เป็นหนังสือ (โปตรระบุ ชื่อสำนักพิมพ์ ปีที่ตีพิมพ์)

จ. ประวัติการได้รับทุนวิจัยโครงการที่เกี่ยวข้องกับผลงานชิ้นนี้

ฉ. หากงานวิจัย ได้รับการถ่ายทอดเทคโนโลยี ผู้วิจัยได้รับค่าธรรมเนียมใบอนุญาต (Licesing Fees) รวมเท่าใด (โปรดแสดงหลักฐานสัญญา)

หมายเหตุ การลงนามรับรองการมีส่วนร่วมในผลงานแต่ละเรื่องของผู้ประพันธ์อันดับแรก (First author) และผู้ประพันธ์บรรณกิจ (Corresponding author) เพื่อรับรองบทบาทหน้าที่ การปฏิบัติงาน และความรับผิดชอบในการสร้างสรรค์ผลงานของผู้ร่วมงานทุกคนว่าทำในส่วนไหนอย่างไร

เมื่อได้ลงนามรับรองแล้วจะเปลี่ยนแปลงไม่ได้ หากตรวจสอบพบภายหลังว่าผู้ขอกำหนดตำแหน่งระบุการมีส่วนร่วมไม่ตรงกับความเป็นจริงจะถือว่าการกระทำของผู้นั้นเข้าข่ายผิดจริยธรรมไม่เหมาะสมที่จะได้รับการพิจารณาแต่งตั้งให้ดำรงตำแหน่งทางวิชาการ โดยทางคณะฯจะสอบหาข้อเท็จจริงและดำเนินการทางวินัยต่อไป

ลงชื่อ 
(...นายปฐวี อินทร์สุวรรณโน....)
ผู้ขอกำหนดตำแหน่ง

ลงชื่อ 
(.....นายปฐวี อินทร์สุวรรณโน....)
ผู้ประพันธ์อันดับแรก (First author)

ลงชื่อ 
(...นายปฐวี อินทร์สุวรรณโน....)
ผู้ประพันธ์บรรณกิจ (Corresponding author)

ลงชื่อ 
(...นายเสถียรพนธ์ ทองเกลี้ยง....)
ผู้มีส่วนสำคัญทางปัญญา (Essentially intellectual contributor)

หนังสือแจ้งความประสงค์
เรื่อง การรับรู้ข้อมูลเกี่ยวกับการกำหนดตำแหน่งทางวิชาการ
มหาวิทยาลัยสงขลานครินทร์

เรียน ประธานคณะกรรมการพิจารณาแต่งตั้งตำแหน่งทางวิชาการประจำคณะ/มหาวิทยาลัย

ข้าพเจ้า.....นายปฐวี อินทร์สุวรรณ โณ.....
สาขาวิชา.....การจัดการการบริการ.....คณะ.....การนิเทศและสารสนเทศ.....
ได้เสนอขอกำหนดตำแหน่ง ผู้ช่วยศาสตราจารย์ รองศาสตราจารย์ ศาสตราจารย์
ในสาขาวิชา.....สาขาวิชานิติศาสตร์ (6802).....
ขอแจ้งความประสงค์เรื่องการรับรู้ข้อมูลเกี่ยวกับการกำหนดตำแหน่งทางวิชาการ ดังนี้

- ☐ ประสงค์จะทราบชื่อกรรมการผู้ประเมินผลงานทางวิชาการของข้าพเจ้า
- ☒ ไม่ประสงค์จะทราบชื่อกรรมการผู้ประเมินผลงานทางวิชาการของข้าพเจ้า
ไม่ว่ากรณีใด ๆ

จึงเรียนมาเพื่อโปรดทราบ

ลงชื่อ..........
(.....นายปฐวี อินทร์สุวรรณ โณ.....)
.....18...../.....พฤศจิกายน...../.....2566.....



Certificate of Approval
The Human Research Ethics Committee
Prince of Songkla University, Phuket Campus

Protocol No. : psu.pk 010/2024

ชื่อโครงการ: -

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

ชื่อหัวหน้าโครงการวิจัย: นายปฐวี อินทร์สุวรรณ

Principle Investigator: Mr. Patthawee Insuwanno

หน่วยงานที่สังกัด: คณะการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

Affiliation of PI: Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus

Co-investigators: -

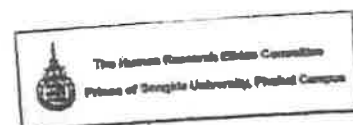
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Assistant Professor Dr. Rattana Wetprasit
Chairman of Human Research Ethics Committee



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

Patthawee Insuwanno

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand

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

Address correspondence to Patthawee Insuwanno, Lecturer, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand. E-mail: patthawee.i@phuket.psu.ac.th

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"

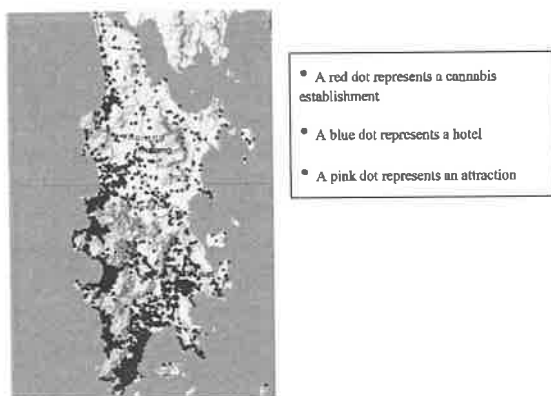


Figure 1. Distribution of cannabis establishments in Phuket (adopted from Phucharoen et al., 2023).

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(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.

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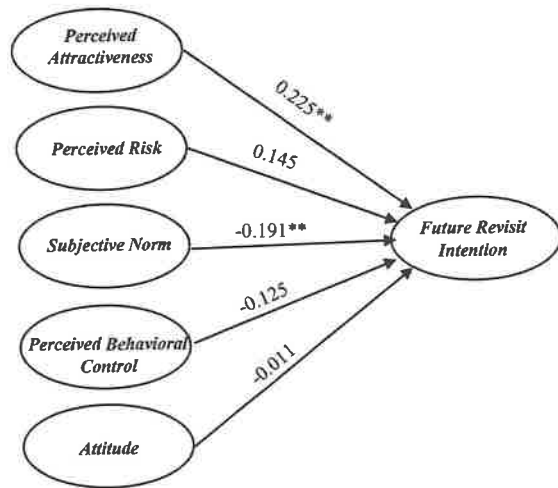


Figure 2. Estimation of structural model. ** $p < 0.01$.

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,

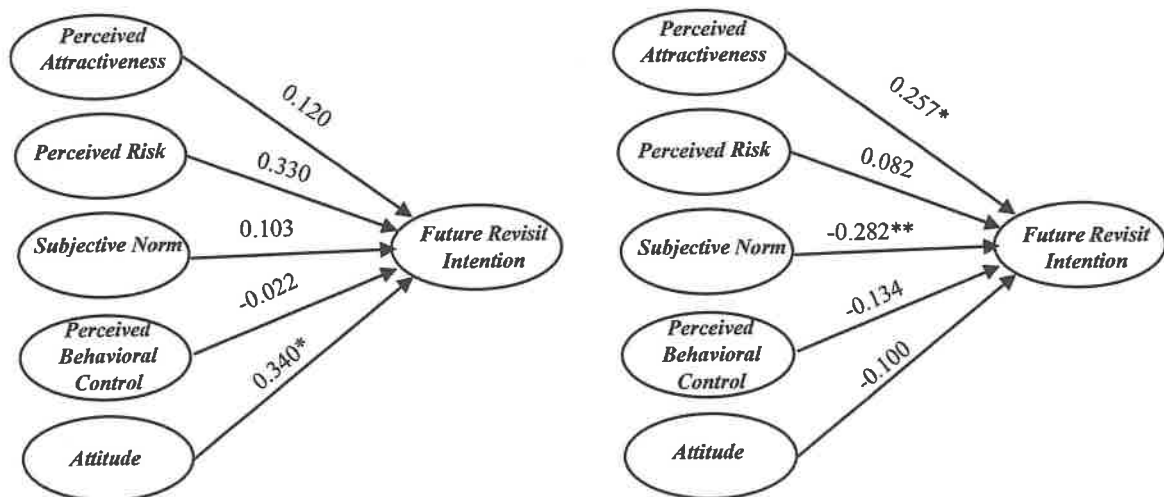


Figure 3. Estimation of structural models for Asian and non-Asian perspectives. * $p < 0.05$, ** $p < 0.01$.

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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 (Olarn & 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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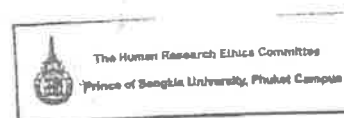
Certificate of Approval
The Human Research Ethics Committee
Prince of Songkla University, Phuket Campus

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ชื่อโครงการ: -
Protocol Title: Measuring the Impact of Subjective and Objective Quality Attributes on Spa-goer Satisfaction and Loyalty in Wellness Spas
ชื่อหัวหน้าโครงการวิจัย: นายปฐวี อินทร์สุวรรณโน
Principle Investigator: Mr. Patthawee Insuwanno
หน่วยงานที่สังกัด: คณะการบริหารและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต
Affiliation of PI: Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus
Co-investigators: Mr.Satienpon Thongklieng
Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus
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6. Questionnaire

have been reviewed by the Human Research Ethics Committee in full compliance with the Declaration of Helsinki and the Belmont Report.

3mg/10

Assistant Professor Dr.Rattana Wetprasit
Chairman of Human Research Ethics Committee



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The Human Research Ethics Committee,
Prince of Songkla University, Phuket Campus
80 Moo 1 Vichitsongkram Road, Kathu, Phuket 83120
Tel. 66 7627 6020

Measuring the impact of subjective and objective quality attributes on spa-goer satisfaction and loyalty in wellness spas

Patthawee Insuwanno & Satiengpon Thongklieng

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Measuring the impact of subjective and objective quality attributes on spa-goer satisfaction and loyalty in wellness spas

Patthawee Insuwanno  and Satiengpon Thongklieng

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand

ABSTRACT

This study explores the critical factors influencing customer satisfaction and loyalty in the wellness tourism industry, with a particular focus on wellness spas. Using a combination of Structural Equation Modeling (SEM) and Necessary Condition Analysis (NCA), the research examines both subjective and objective attributes that play a significant role in shaping customer experiences. The findings reveal that subjective attributes, including responsiveness to customer needs, professionalism, value for money, and security, predominantly drive spa-goer satisfaction and loyalty. Additionally, employee service and accuracy of information, as objective attributes, also emerge as key factors in fostering both satisfaction and loyalty. The study refines the traditional SERVQUAL framework by distinguishing between subjective and objective attributes, offering a more nuanced understanding tailored to wellness spas. This approach highlights the critical components that significantly influence spa-goer satisfaction and loyalty formation. The research highlights the significance of both emotional and tangible factors in fostering long-term customer loyalty, offering practical insights for spa operators. These insights help enhance service quality, boost customer retention, and maximise profitability. By establishing a comprehensive theoretical foundation, this study contributes to the literature on service quality in wellness tourism and provides actionable recommendations for spa management to prioritise key attributes for success.

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SERVQUAL; necessary condition analysis; customer retention; customer satisfaction; spa management

1. Introduction

In recent years, wellness tourism has emerged as a booming niche within the broader tourism industry, often categorised under health tourism, which also includes sectors like medical tourism (Dryglas & Salamaga, 2018). The wellness tourism sector, including the spa industry, has seen significant expansion driven by factors such as the rising health consciousness among both local and international tourists (Kiatkawsin & Han, 2017). According to the Global Wellness Institute (2022), the global wellness economy was valued at US\$4.4 trillion in 2020, with wellness tourism expected to grow by 21% annually, potentially reaching US\$11.3 trillion by 2025. The global spa market is also expanding, growing from \$58.09 billion in 2022 to \$64.42 billion in 2023 (The Business Research Company, 2023). The spa industry has evolved from traditionally venues focused on relaxation and rejuvenation to comprehensive wellness centres offering integrated services such as massage, hydrotherapy, fitness classes, and nutritional counselling. This evolution reflects the growing convergence of health, leisure, and well-being. Various studies have explored different dimensions of wellness spa tourism, including motivations (Mak et al., 2009), customer preferences for spa attributes (Kucukusta & Guillet, 2014), and the eudaimonic and hedonic experiences of spa-goers (Voigt et al., 2010).

In the evolving tourism landscape, tourists are increasingly seeking positive and memorable experiences rather than simple relaxation at a destination (Hosany et al., 2022). As a result, understanding the dimensions and attributes that contribute to these experiences is essential for achieving a sustainable competitive advantage in the tourism industry (Wei et al., 2019). Service quality, particularly in wellness spas, encompasses a variety of factors that significantly influence the overall customer experience. These factors play a crucial role in shaping customer satisfaction and loyalty, as customers assess the quality of spa services based on how well they meet their individual needs and expectations. Despite the importance of these

elements, there is still limited understanding of how subjective (perceived) and objective (measurable) quality attributes in wellness spas affect spa-goer satisfaction and loyalty. Moreover, the necessary effects of these attributes in enhancing both satisfaction and loyalty remain underexplored.

This study addresses gaps in the literature by examining the impact of both subjective and objective quality attributes on customer satisfaction and loyalty in wellness spas. Specifically, the study aims to (1) explore the distinct influences of subjective and objective attributes on spa-goer satisfaction and loyalty, and (2) investigate their necessary effects on satisfaction and loyalty. To achieve this, Structural Equation Modeling (SEM) and Necessary Condition Analysis (NCA) were employed. The findings of this research provide valuable insights for developing strategies to enhance the customer experience and gain a sustainable competitive advantage in the wellness tourism sector.

2. Literature review

2.1. Overall wellness tourism and wellness spas

The most widely recognised definition of wellness comes from the World Health Organization (WHO) in 1948, which describes wellness as not just the absence of disease or infirmity but as a state of complete physical, mental, and social well-being (WHO, 1948). This aligns with academic perspectives that view wellness as encompassing more than just the absence of illness; it includes aspects of physical health and overall happiness (Kindig, 2007; Panelli & Tipa, 2007). Research has identified six interrelated dimensions of wellness: (a) physical, focusing on self-care and maintaining good health; (b) emotional, involving the management of emotions and stress; (c) spiritual, related to finding meaning and inner peace; (d) intellectual, emphasising continuous learning and personal growth; (e) social, which involves developing positive relationships and engaging with the community; and (f) environmental, concerning awareness and interaction with one's surroundings (Corbin, 2016).

Previous research on wellness tourism has examined a wide range of contexts, such as hot springs, spas, yoga, massages, acupuncture, modern medical treatments, beauty therapies, walking, mountaineering, skiing, visits to summer resorts, food picking, sightseeing, and horticultural arts (Global Wellness Institute, 2021; Majeed & Kim, 2022). Additionally, wellness tourism encompasses activities related to diet, martial arts, religious practices, and tea ceremonies (Mirando et al., 2022). Within the wellness sector, spa activities have become increasingly prominent (Smith, 2021). Recent research highlights how spas now play a central role in promoting physical and psychological well-being, moving beyond relaxation to encompass holistic health experiences (Smith & Puczkó, 2014; Voigt et al., 2010). This broadened perspective positions spas as key facilitators of wellness tourism, contributing to both preventive health and lifestyle enhancement. Prior research has examined various aspects of spa experiences, including motivations for spa visits (Mak et al., 2009), customer preferences for spa attributes (Kucukusta & Guillet, 2014), and the eudaimonic and hedonic dimensions of spa-goers' experiences (Voigt et al., 2010). However, the specific roles that both subjective (perceived) and objective (actual) spa attributes, particularly their necessary effects, play in influencing customer satisfaction and loyalty formation remain underexplored and require further investigation. Understanding these roles is crucial as it can provide wellness spa operators with insights into the key factors driving customer satisfaction and loyalty, enabling them to better tailor their services to meet customer expectations.

2.2. Assessment of spa quality (subjective and objective quality attributes)

Previous research on spa service quality (e.g. Choi et al., 2015; Lo et al., 2015; Sangpikul, 2019) has highlighted the importance of both subjective and objective assessments. Subjective quality attributes refer to customers' personal opinions and emotions about the service, such as their feelings of relaxation, the friendliness and hospitality of staff, and the overall ambiance of the spa (Chigot, 2005; Sangpikul, 2022). These attributes are typically linked to individual perceptions and are more influenced by personal experiences and emotional responses. In contrast, objective quality attributes are based on observable and measurable factors, such as the cleanliness of the facilities, pricing, quality of materials, variety of spa programmes, adherence to service protocols, and the accuracy of information provided (Sangpikul, 2022).

These attributes are more factual and can be clearly identified and evaluated by customers during their spa experience.

Several studies have identified key attributes of spa service quality that impact customer perceptions. For instance, Snoj and Mumel (2002) explored service quality in the Slovenian health spa industry and found that medical treatments and professional programmes were the most influential factors in customers' decision-making processes, due to their high quality and standards. In contrast, aspects such as physical facilities, equipment, and surroundings were deemed less important. Among the dimensions of service quality, reliability and empathy were considered the most crucial by health spa customers, while physical evidence was rated as the least important. Similarly, Lo et al. (2015) examined service quality in hotel spas in China and identified the three most important attributes as the professionalism of employees, spa hygiene, and a relaxing atmosphere. However, none of these studies examined the relative influence of subjective versus objective aspects in shaping customer perceptions and behaviours.

Despite the recognised importance of both subjective and objective quality attributes, there has been limited research on how these factors interact to influence customer experiences, particularly satisfaction and loyalty formation, in wellness spas. Understanding these interactions is vital, as they can provide deeper insights into what drives customer satisfaction and loyalty. For instance, while subjective attributes, such as a welcoming atmosphere and attentive service, may enhance customers' emotional connection to the spa, objective attributes, like efficient service delivery and high standards of hygiene, can reinforce trust and satisfaction.

2.3. SERVQUAL framework

This study utilises the SERVQUAL framework to measure and assess service quality in the context of wellness spas. As noted by Abdullah and Afshar (2019), quality is a complex and ambiguous concept, particularly when distinguishing between products and services due to their unique characteristics. Services are intangible, making them challenging for providers to define and for customers to evaluate (Ali et al., 2021). The SERVQUAL model has demonstrated that key components of the service sector significantly influence customer satisfaction (Yi & Natarajan, 2018). It has been widely used across various service industries, focusing on different aspects of service quality. Numerous studies have explored which aspects of service quality most significantly contribute to overall quality assessments in service environments. Parasuraman et al. (1985) initially identified ten dimensions of service quality, which were later refined into five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Kim, 2021). In this study, these five dimensions are grouped into two categories: subjective and objective attributes.

In this study, the subjective and objective attributes are outlined in Table 1. These attributes are integrated into the five dimensions of the SERVQUAL framework, as adopted from Ali et al. (2021) and Kim (2021).

2.4. Tourist satisfaction

According to Marinkovic and Kalinic (2017), satisfaction is described as a net positive outcome that results from a consumer's perception of the service provider's actual performance relative to their expectations. Satisfaction is influenced by customers' expectations both before and after engaging with a service or product. In the tourism sector, tourist satisfaction can be defined as the level of pleasure and fulfilment a tourist feels from their travel experience, particularly regarding a product or service that matches their preferences, expectations, and needs during their trip (Severt et al., 2007). Satisfaction is primarily connected to the relationship between what tourists expect before their trip and what they actually experience afterward. Tourists are satisfied when their experiences meet or exceed their initial expectations, while dissatisfaction occurs when they face discomfort or unmet expectations (Chen & Chen, 2010). Furthermore, Ozkan et al. (2020) emphasise that customer satisfaction can manifest as a range of emotions, including anger, irritation, dissatisfaction, joy, and pleasure. In the hospitality industry, the customer is not only engaged in the consumption process but also has pre-established expectations regarding service and quality.

Modern customers in the hospitality industry are more time-constrained, informed, and demanding than ever (Anwar, 2017). Therefore, it is crucial to understand the background of the customers and the level of

Table 1. SERVQUAL framework.

SERVQUAL Dimensions		
Tangibles	- Physical environment - Equipment quality - Appearance of employees - Ambiance	Objective Attributes
Reliability	- Consistency of service - Accuracy of information - Service delivery - Problem resolution - Variety of spa programmes	
Responsiveness	- Promptness - Willingness to help - Flexibility - Value for money	Subjective Attributes
Assurance	- Competence of staff - Professionalism - Trustworthiness - Security	
Empathy	- Personal attention - Understanding needs - Emotional support	

satisfaction they expect before implementing strategies to enhance service quality. Satisfaction is a vital component of a company's product offering because it reflects the alignment between what the company provides and what customers expect. Customer satisfaction directly affects both the business and its products, as satisfied customers are more likely to lead to increased sales and profitability (Akoi & Yesiltas, 2020; Copley, 2017).

2.5. Loyalty formation

Tourist loyalty is essential for maintaining the competitiveness of destinations and tourism businesses. It directly impacts customer retention and profitability, making it a critical focus for managers looking to attract tourists and maintain a strong position in the market (Li & Cai, 2012; Rashid et al., 2020). Tourist loyalty not only determines a destination's ability to retain visitors but also drives profitability through repeat visits and positive word-of-mouth recommendations (Wang & Li, 2023). Emphasising tourist loyalty is crucial because loyal tourists are more likely to return to a destination and recommend it to others, thus reinforcing the destination's market position and long-term success.

According to the literature, loyalty is typically defined as the tourist's willingness to return to a destination and recommend it to others. Loyalty can be measured in two primary ways: behaviourally and attitudinally. Behavioural loyalty focuses on observable actions, such as the frequency of visits to a particular destination or attraction. However, this method has been criticised for its narrow perspective, as it provides limited insight into the underlying motivations and factors that drive loyalty (Suhartanto et al., 2018). It often fails to differentiate between genuinely loyal tourists and those who visit primarily for convenience or cost-related reasons (Gursoy et al., 2014; Suhartanto et al., 2020b).

In contrast, attitudinal loyalty encompasses the psychological and emotional aspects of loyalty, reflecting tourists' positive intentions to revisit a destination and recommend it to others through word-of-mouth (Azis et al., 2020). This approach offers a more comprehensive understanding of loyalty, capturing the full spectrum from strong disloyalty to strong loyalty, which is more meaningful for tourism research (Suhartanto et al., 2018; Suhartanto et al., 2020a). Attitudinal loyalty is particularly valuable as it includes both the intention to return and the willingness to recommend a destination (Sirdeshmukh et al., 2002). Revisit intention refers

to a tourist's likelihood of returning to a destination in the future (Cole & Illum, 2006; Shahijan et al., 2018), while the willingness to recommend, or word-of-mouth (WOM) communication, involves sharing positive experiences with others (Maxham, 2001).

Given these distinctions, the present study adopts an attitudinal loyalty perspective at the firm level, examining how subjective and objective attributes within the wellness spa context influence loyalty formation toward the specific spa establishment visited. This approach enables a deeper understanding of the psychological and emotional drivers of loyalty, providing insights into how various quality attributes within wellness spas can enhance their services to foster stronger customer loyalty and retention.

3. Methodology

3.1. Data collection methods and instruments

This study adopted a quantitative approach, utilising an on-site data collection method to obtain primary data directly from wellness spa customers at a variety of establishments, including day spas, medical spas, and hotel spas in Phuket, Thailand. It helped to minimise recall bias, as participants completed the questionnaire immediately after their spa session. Consequently, the findings reflect spa-goers' satisfaction and loyalty at the firm level.

Self-administered questionnaires served as the primary research instrument and comprised three sections: (1) measurement items, (2) spa visiting patterns, and (3) demographic variables. The measurement items were adapted from previous studies and modified to fit the present research context. Specifically, security was evaluated using four items, tangible quality with seven items, value for money with three items, and responsiveness to customer needs with six items. Accuracy of information and professionalism were each assessed with three items, while variety of spa programmes and employee service were assessed with three and four items, respectively. These measurement items were adapted from previous studies by Ali et al. (2021), Sangpikul (2019), Lo et al. (2015), and Choi et al. (2015). Customer satisfaction was measured using three items from Al-Ansi et al. (2025), and loyalty formation was assessed using six items adapted from Hu and Xu (2023). A seven-point Likert scale (1 = *Strongly disagree* to 7 = *Strongly agree*) was used for participant responses.

To ensure content validity and contextual relevance, three tourism scholars reviewed them. Additionally, a pilot test with 30 wellness spa-goers was conducted to assess the clarity of the questionnaire. As a result, some measurement items were refined for clarity.

Data were collected between December 2024 and March 2025. A purposive sampling method was employed to select participants likely to provide valuable insights into the wellness spa experience. To ensure relevant and accurate responses, participants were required to meet two specific criteria: they had to be at least 18 years old and have previously experienced a spa programme at the surveyed establishment. These criteria ensured that respondents possessed sufficient knowledge and experience regarding the spa services, ensuring their input was both meaningful and reliable. A total of 400 questionnaires were collected; however, 29 were excluded due to failure to pass an attention check or incomplete responses. The final sample size for analysis was 371 participants.

3.2. Data analysis

The study used statistical software R (*Lavaan*) for data analysis and to explore relationships among constructs derived from validated measurement scales. Following Anderson and Gerbing's (1988) two-step approach, Structural Equation Modeling (SEM) was employed. Initially, Confirmatory Factor Analysis (CFA) was conducted to validate measurement model and assess the adequacy of the observed items in representing their underlying constructs. Following this, a structural model was developed to evaluate a conceptual framework comprising three main constructs: spa-goers' perceptions of spa quality attributes (including objective attributes such as tangible quality, accuracy of information, variety of spa programmes, and employee services, as well as subjective attributes like security, value for money, responsiveness to customer needs, and professionalism); customer satisfaction; and loyalty formation. These constructs were then examined to assess their impact on customer satisfaction and loyalty formation. 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), Tucker-Lewis Index (TLI) and Standardized Root Mean Square Residual (SRMR).

In addition, Necessary Condition Analysis (NCA) was performed to identify which subjective and objective attributes function as necessary (non-compensatory) conditions for achieving high levels of customer satisfaction and loyalty. The NCA complemented the SEM results by revealing the minimum thresholds that must be fulfilled for optimal outcomes to occur, offering a more comprehensive understanding of both sufficient and necessary relationships among the constructs.

4. Results

The demographic profile of the 371 respondents shows a predominantly female group (63.3%), with males at 22.4% and 14.3% preferring not to specify. Most respondents are aged 31–40 (42%), followed by 41–50 (30.2%) and 20–30 (15.9%). The majority are Asian (69.1%), with smaller groups from Europe (19.4%) and North America (4.1%). Half have a bachelor's degree (50.4%), followed by high school (19.9%) and associate degrees (19.4%). Freelancers make up the largest employment group (35.3%), followed by business owners (28.8%) and administrative officers (16.4%). Monthly income is mostly in the \$1,001–3,000 range (50.4%), with 20.5% earning \$1,000 or less.

Regarding spa visit patterns, most respondents visit with friends (33.7%) or in organised groups (22.1%), while 17.8% go alone. The majority (75.5%) have prior spa experience. The main motivations are relaxation (72.8%) and pain management (11.9%). The most popular spa programmes are massages (88.6%), body scrubs (36.2%), and facials (27.3%). Spa sessions typically last 60–119 min (55.8%), with 36.7% visiting 2–3 times a year and 29.9% visiting 4–5 times. Key factors influencing spa choice include location (55.6%), price (54.8%), service quality (37.8%), and variety (37.3%). Information is mainly sourced from social media (61.8%), spa websites (49.7%), and word-of-mouth (50.2%).

When assessing normality, skewness values ranged from -2.298 to -1.175 , and kurtosis values ranged from 1.330 to 9.758, 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. To test for common method bias, Harman's Single Factor test was performed. The total variance explained by a single factor was 18.54%, which is below the 50.00% threshold (Eichhorn, 2014), indicating that common method bias is not a significant concern.

4.1. Measurement model test

All measurement items in this study were adapted from previously validated scales in the service-quality and customer-behaviour literature. As the measurement structure was theory-driven rather than exploratory, confirmatory factor analysis (CFA) was conducted to assess construct validity and reliability (Hair et al., 2019; Kline, 2016). The overall model demonstrated satisfactory fit indices ($\chi^2 = 2064.11$, $\text{df} = 774$, $\chi^2/\text{df} = 2.67$, RMSEA = 0.067, CFI = 0.924, TLI = 0.915, and SRMR = 0.04) meeting the criteria suggested by Hair et al. (2010), where the normed Chi-square (χ^2/df) should be less than 3, RMSEA should be below 0.08, and both CFI and TLI should be greater than 0.90. While Hu and Bentler (1999) proposed that the SRMR should not exceed 0.08, Hair et al. (2017) suggested that values up to 0.10 can still be considered acceptable.

In addition, a K-fold cross-validation procedure was conducted to evaluate the generalizability of the confirmatory factor analysis (CFA) model. The full dataset was randomly divided into five equal subsets ($K = 5$). In each iteration, the model was estimated using four folds (training set) and validated on the remaining fold (test set). This process was repeated five times so that each observation served once as a test case. The cross-validation results indicated that the CFA model demonstrated stable predictive and training performance. The average fit indices across the five folds were CFI = 0.92, TLI = 0.91, RMSEA = 0.07, and SRMR = 0.10. These findings suggest that the proposed measurement model exhibits good stability and acceptable predictive validity, confirming its robustness across independent data partitions (Hair et al., 2017).

As shown in Table 2, convergent validity was assessed by examining the standardised factor loadings and average variance extracted (AVE) values for each construct, with all values exceeding the recommended threshold of 0.50 (Hair et al., 2010). Composite reliability (CR) and Cronbach's alpha values for all constructs

Table 2. Factor loadings and reliability of measurement scales.

Scale items	Factor loadings	Mean	SD
Security (AVE: 0.74, CR: 0.92, α: 0.92)			
I felt safe and secure while receiving treatments at the spa	0.85	6.25	0.84
I was confident that my personal items were secure while I was using the spa facilities.	0.87	6.23	0.87
The spa ensured my privacy was respected during treatments.	0.86	6.25	0.92
My personal space was maintained and protected throughout my visit.	0.87	6.24	0.87
Tangible quality (AVE: 0.77, CR: 0.96, α: 0.96)			
The spa facilities and treatment rooms were clean and well-maintained.	0.91	6.04	1.13
The interior design and decor of the spa were visually pleasing and enhanced the experience.	0.89	5.96	1.09
The overall spa environment was visually pleasant.	0.87	6.00	1.06
The spa equipment (e.g. massage tables, hydrotherapy tubs) was in good working condition.	0.89	5.84	1.18
The equipment was modern and well-maintained.	0.89	5.85	1.18
All spa equipment appeared to be safe and hygienic.	0.88	5.91	1.16
The spa equipment was comfortable and supported relaxation during treatments (e.g. adjustable massage tables, ergonomic chairs).	0.80	5.67	1.08
Value for money (AVE: 0.83, CR: 0.94, α: 0.94)			
The prices of spa services were reasonable given the quality of the treatments provided.	0.91	6.18	0.95
The spa offered good value for the money spent.	0.90	6.15	1.01
There was a fair balance between the price paid and the quality of service received.	0.93	6.16	0.97
Responsiveness to customer needs (AVE: 0.70, CR: 0.93, α: 0.93)			
The spa staff were attentive to customer concerns and provided personalised attention.	0.83	6.15	0.87
The spa staff were always willing to assist me and accommodated my requests.	0.85	6.15	0.85
The spa staff showed empathy and understanding toward customer needs and preferences.	0.86	6.13	0.83
The spa staff paid attention to my personal preferences during treatments.	0.83	6.22	0.84
The spa staff actively listened to my needs and adjusted services accordingly.	0.82	6.23	0.86
The spa staff are flexible in adjusting services to accommodate my special requests or needs.	0.81	6.25	0.85
Accuracy of information (AVE: 0.75, CR: 0.90, α: 0.90)			
Information provided about spa services was clear, detailed, and easy to understand.	0.84	6.04	0.90
Service descriptions accurately reflected the treatments provided, without any misleading or ambiguous details.	0.86	6.08	0.91
Staff members provided correct and complete information about products or services.	0.89	6.20	0.88
Professionalism (AVE: 0.72, CR: 0.89, α: 0.88)			
The spa staff treated all customers with courtesy and respect.	0.83	6.19	0.88
The spa staff were polite and maintained a professional demeanour at all times.	0.86	6.29	0.83
The spa staff were friendly, welcoming, and courteous to all customers.	0.86	6.31	0.83
Variety of spa programmes (AVE: 0.69, CR: 0.87, α: 0.86)			
The spa offered a wide range of treatments, including massages, facials, body wraps, and hydrotherapy.	0.85	6.15	0.97
The spa offered multiple options for each type of treatment (e.g. different massage techniques, various facial treatments).	0.87	6.00	0.89
The spa offered specialised programmes for different needs, such as prenatal treatments, couples' spa packages, and family spa experiences.	0.76	5.98	1.00
Employee services (AVE: 0.74, CR: 0.92, α: 0.92)			
Staff members wore appropriate uniforms or attire that was clean and neat.	0.86	6.20	0.93
Employees demonstrated strong technical skills in performing spa treatments.	0.90	6.19	0.86

(Continued)

Table 2. Continued.

Scale items	Factor loadings	Mean	SD								
Spa staff consistently delivered high-quality service.	0.87	6.18	0.90								
Spa staff consistently followed established procedures and protocols during treatments.	0.82	6.10	0.88								
Customer satisfaction (AVE: 0.77, CR: 0.91, α: 0.91)											
I really enjoyed myself with my spa programme.	0.88	6.27	0.89								
I am happy about my decision to visit the spa.	0.89	6.30	0.86								
Overall, I am satisfied with my decision to visit the spa.	0.87	6.33	0.88								
Loyalty formation (AVE: 0.77, CR: 0.95, α: 0.95)											
I am likely to return to this spa for future treatments.	0.81	6.31	0.89								
Based on my experience, I intend to visit this spa again.	0.89	6.28	0.87								
I would recommend this spa to friends and family.	0.90	6.22	0.88								
I am willing to share my positive experience at this spa with others.	0.86	6.25	0.88								
I would consider myself a loyal customer of this spa.	0.88	6.22	0.92								
I believe this spa deserves my continued business and support.	0.93	6.27	0.90								
Discriminant validity	SE	TQ	PR	RC	AI	PF	VS	ES	CS	LF	
Security (SE)	1										
Tangible quality (TQ)	.46	1									
Value for money (PR)	.65	.50	1								
Responsiveness to customer needs (RC)	.72	.44	.64	1							
Accuracy of information (AI)	.71	.53	.52	.62	1						
Professionalism (PF)	.73	.45	.51	.67	.72	1					
Variety of spa programmes (VS)	.61	.45	.59	.68	.65	.58	1				
Employee services (ES)	.68	.64	.52	.54	.72	.71	.53	1			
Customer satisfaction (CS)	.70	.46	.72	.69	.59	.56	.60	.56	1		
Loyalty formation (LF)	.68	.47	.71	.60	.51	.57	.51	.64	.75	1	
AVE	0.74	0.77	0.83	0.70	0.75	0.72	0.69	0.74	0.77	0.77	

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

ranged from 0.86 to 0.96, exceeding the minimum acceptable threshold of 0.70, thereby ensuring strong internal consistency across the constructs. Additionally, all AVE values were higher than the squared correlation coefficients between the respective inter-constructs, confirming discriminant validity (Fornell & Larcker, 1981). Discriminant validity was further evaluated using the heterotrait-monotrait (HTMT) ratio of correlations. All HTMT values were below the conservative threshold of 0.85, specifically at 0.64–0.82, supporting discriminant validity among the constructs (Kline, 2011).

Moreover, a latent common method factor (LCMF) model was estimated, in which all items loaded on both their theoretical constructs and a common method factor. A chi-square difference test revealed that the LCMF model fit significantly better than the baseline CFA model ($\Delta\chi^2 = 314.19$, $\Delta df = 52$, $p < 0.001$). However, the standardised factor loadings remained largely stable, with average absolute changes of 0.09, all below the conventional threshold of 0.20. While structural paths shifted only minimally, with an average of 0.05 ($\Delta\beta < 0.10$). These differences fall within acceptable limits (Archimi et al., 2018; Podsakoff et al., 2003), suggesting that although CMV was statistically detectable, its impact on the measurement and structural models is unlikely to bias the substantive conclusions.

4.2. Structural equation modelling (SEM)

The structural model demonstrated a satisfactory fit, with the following fit indices: $\chi^2 = 2064.11$, $df = 773$, $\chi^2/df = 2.67$, RMSEA = 0.067, CFI = 0.924, and TLI = 0.915. The fit indices closely match those of the CFA model, which is anticipated because both CFA and SEM are based on similar principles for evaluating model fit. Additionally, since the measurement model (CFA) is a crucial part of SEM, the fit indices generally correspond to those derived from the CFA model. A previous study indicated that this alignment occurs when the structural model is saturated. In such cases, CFA and SEM are essentially equivalent, with no further testable implications (Thoemmes, 2015). The standardised root mean square residual (SRMR = 0.040) was also well below the recommended cut-off of 0.08, further confirming an acceptable overall model fit (Hu & Bentler, 1999).

The structural model explained a substantial proportion of variance in Customer Satisfaction ($R^2 = 0.828$) and Loyalty ($R^2 = 0.779$). Effect size (f^2) analysis revealed that responsiveness to customer needs had a large

effect on satisfaction ($f^2 = 0.399$), while professionalism, value for money, and variety of spa programmes had small effects. For loyalty, employee services exerted a medium effect ($f^2 = 0.184$), while accuracy of information and security made small contributions; the other predictors showed negligible effects.

In terms of significant path coefficients, the results revealed several key relationships between customer satisfaction and loyalty formation. For customer satisfaction, the significant factors were value for money and responsiveness to customer needs, which are subjective attributes. Specifically, value for money had a significant positive effect on customer satisfaction ($\beta = 0.249, p < 0.001$), suggesting that a more favourable perception of value for money is associated with increased customer satisfaction. Similarly, responsiveness to customer needs showed a strong positive impact on customer satisfaction ($\beta = 0.706, p < 0.001$), indicating that better responsiveness to customer needs leads to higher satisfaction. In contrast, tangible quality, employee service, accuracy of information, variety of spa programmes, professionalism, and security did not show statistically significant effects on customer satisfaction, with p -values greater than 0.05.

For loyalty formation, the significant factors were employee service, value for money, and security. Employee service had a strong positive effect on loyalty formation ($\beta = 0.457, p < 0.001$), suggesting that better employee grooming and their service consistency foster higher loyalty. Similarly, value for money positively influenced loyalty formation ($\beta = 0.335, p < 0.001$), indicating that value for money is an important factor in loyalty formation. Security also positively affected loyalty formation ($\beta = 0.296, p < 0.01$), highlighting the importance of security in promoting loyalty. However, tangible quality, accuracy of information, variety of spa programmes, professionalism, and responsiveness to customer needs did not show significant effects on loyalty formation, with p -values greater than 0.05.

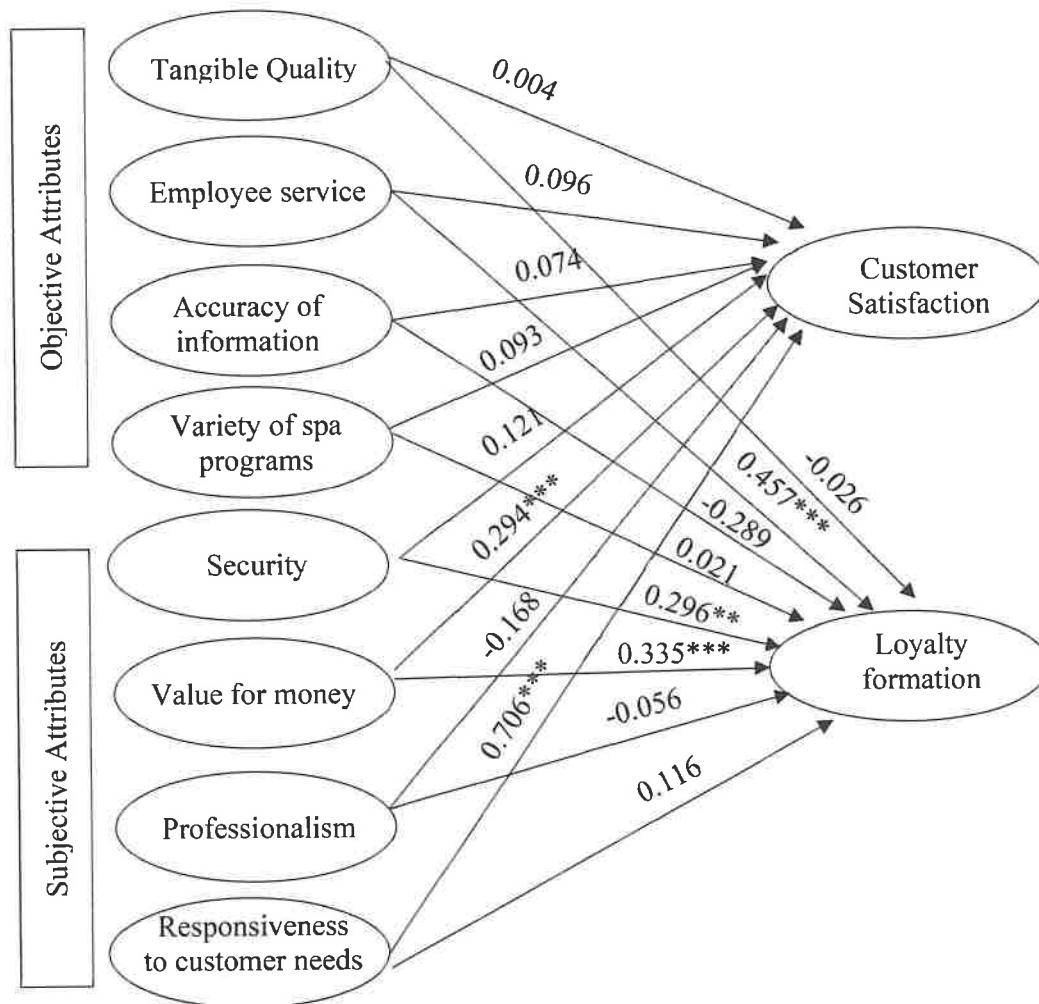
Therefore, the findings suggest that customer satisfaction is primarily driven by value for money and responsiveness to customer needs, which are subjective attributes, whereas loyalty formation is most significantly influenced by employee service (an objective attribute), as well as value for money and security (subjective attributes), as presented in Figure 1.

4.3. Necessary condition analysis (NCA)

Necessary Condition Analysis (NCA) was conducted to identify both subjective and objective attributes that are essential for achieving the ultimate outcomes of customer satisfaction and loyalty formation. As suggested by Richter et al. (2023), a valid component for a necessary condition should have an effect size greater than 0.1 and be statistically significant at the 95% confidence level. Significance of ceiling effects was assessed using a permutation procedure with 10,000 replications; in each replication, the outcome was randomly permuted, and effect sizes were recalculated to generate a reference distribution. The results of the NCA show that various predictors significantly influence customer satisfaction, with differing effect sizes and levels of inefficiency, as outlined in Table 3. Additionally, all predictors were statistically significant, with permutation-based p -values less than 0.001 ($p < 0.001$).

The analysis reveals that responsiveness to customer needs has the largest effect on customer satisfaction, with effect sizes of 0.471 and 0.356, followed by professionalism with effect sizes of 0.460 and 0.326, and security with effect sizes of 0.435 and 0.325. These subjective attributes are therefore crucial for enhancing satisfaction. Among the objective attributes, accuracy of information also plays a notable role, with effect sizes of 0.441 and 0.277. While employee service shows moderate effect sizes of 0.394 and 0.311, and variety of spa programmes demonstrates effect sizes of 0.330 and 0.190. In contrast, tangible quality and value for money exhibit smaller effects, with tangible quality showing 0.234 and 0.188, and value for money showing 0.278 and 0.187.

Therefore, the NCA results indicate that responsiveness to customer needs, professionalism, and employee service are essential conditions for fostering customer satisfaction. These attributes exhibit large effect sizes and low inefficiency, underscoring their critical role in achieving satisfactory outcomes. In contrast, accuracy of information and security, although showing relatively large effect sizes, display higher inefficiency, suggesting that they contribute to satisfaction but are not consistently required across all cases. Other attributes, such as variety of spa programmes, tangible quality, and value for money, are also relevant; however, their lower effect sizes imply that improvements in these areas may yield only incremental benefits and cannot compensate for deficiencies in the more essential conditions.



Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Figure 1. Structural model estimation.

The findings further reveal that, for loyalty formation, professionalism, a subjective attribute, has the largest effect size (0.478 and 0.374). Responsiveness to customer needs and security also have considerable effect sizes (0.461 and 0.334 for RC, and 0.458 and 0.352 for SE), emphasising the importance of professionalism, addressing customer needs, and providing a secure environment in fostering loyalty. Employee service, an objective attribute, follows closely, with an effect size of 0.414 and 0.366, while accuracy of information also shows strong effect sizes of 0.469 and 0.337. Variety of spa programmes contributes to loyalty with a moderate effect size (0.372 and 0.291). Similarly, value for money, a subjective attribute, demonstrates

Table 3. NCA's effect size.

Predictor	Outcome (CS) CE_FDH	Outcome (CS) CR_FDH	Outcome Inefficiency	Outcome (LF) CE_FDH	Outcome (LF) CR_FDH	Outcome Inefficiency
TQ	0.234	0.188	0.000	0.252	0.263	0.000
ES	0.394	0.311	0.000	0.414	0.366	0.000
AI	0.441	0.277	16.667	0.469	0.337	2.778
VS	0.330	0.190	16.667	0.372	0.291	2.778
SE	0.435	0.325	16.667	0.458	0.352	2.778
PR	0.278	0.187	16.667	0.369	0.307	2.778
PF	0.460	0.326	0.000	0.478	0.374	0.000
RC	0.471	0.357	0.000	0.461	0.334	0.000

Note: TQ = Tangible quality, ES = Employee service, AI = Accuracy of information, VS = Variety of spa programmes, SE = Security, PR = Value for money, PF = Professionalism, RC = Responsiveness to customer needs, CS = Customer satisfaction, and LF = Loyalty formation

moderate effect sizes of 0.369 and 0.307, indicating its role in shaping loyalty, though with moderate significance. Tangible quality, an objective attribute, has the smallest effect size (0.252 and 0.263), suggesting its contribution to customer loyalty is less significant compared to the other factors.

While outcome inefficiency values indicate the extent to which predictors are not fully utilised in achieving customer satisfaction or loyalty, values close to zero reflect efficient utilisation of attributes and indicate necessary conditions, whereas higher inefficiency values reveal that certain attributes are not consistently required to attain the desired outcomes. As shown in Table 3, accuracy of information, variety of spa programmes, security, and value for money display inefficiency values of 16.667 for satisfaction and 2.778 for loyalty. This suggests that these factors are less consistently necessary for satisfaction, yet more reliably necessary for loyalty. For practitioners, this implies that enhancing the consistency and clarity of communication in these areas can strengthen both satisfaction and loyalty. In contrast, professionalism, responsiveness to customer needs, employee service, and tangible quality recorded zero inefficiency, implying that these conditions are consistently and efficiently utilised in achieving the desired outcomes.

Additionally, Table 4 presents the results of the bottleneck analysis. For customer satisfaction, the bottleneck results align with the effect size findings that identified responsiveness to customer needs, professionalism, security, and accuracy of information as the strongest drivers. For example, achieving $CS \geq 70\%$ requires employee service ($\geq 50\%$), accuracy of information ($\geq 50\%$), security ($\geq 54.2\%$), and responsiveness to customer needs ($\geq 50\%$) to be maintained at least at moderate levels. At $CS \geq 90\%$, these thresholds increase substantially, with responsiveness to customer needs ($\geq 69.4\%$), accuracy of information ($\geq 66.7\%$), and security ($\geq 70.8\%$) becoming binding bottlenecks. At the maximum satisfaction level (100%), responsiveness to customer needs rises further to 77.8%. This reinforces the earlier interpretation that these subjective attributes are non-compensatory, customers will not perceive very high satisfaction unless these baseline thresholds are consistently met. By contrast, tangible quality and value for money show smaller effect sizes and lower bottleneck thresholds (e.g. TQ only 21.4% until $CS \geq 90\%$), confirming that while relevant, their role is supportive rather than decisive.

For loyalty formation, the bottleneck analysis similarly highlights professionalism, responsiveness, security, and employee service as critical conditions, consistent with their high effect sizes. For instance, to reach $LF \geq 70\%$, employee service must be at least 37.5% and security 54.2%, while responsiveness and accuracy of information must reach 50%. At $LF \geq 90\%$, the requirements intensify, with employee service ($\geq 75\%$), accuracy of information ($\geq 72.2\%$), and security ($\geq 70.8\%$) forming non-negotiable thresholds. At maximum loyalty (100%), nearly all attributes, including professionalism (77.8%) and value for money (66.7%), must approach their upper observed levels. This pattern confirms that high loyalty is attainable only when a broad set of service conditions simultaneously reach strong performance, with professionalism, responsiveness, and employee service standing out as the most decisive.

In conclusion, the combined evidence from effect sizes, inefficiency values, and bottleneck thresholds demonstrates that responsiveness, professionalism, and employee service are essential baseline conditions for achieving both customer satisfaction and loyalty. These attributes exhibit large effect sizes and low inefficiency values, indicating that deficiencies in these areas cannot be compensated for by strengths elsewhere. Accuracy of information and security, while not consistently necessary for satisfaction, emerge as critical conditions for loyalty, reflecting their importance in building trust and long-term commitment. In contrast, tangible quality, variety of spa programmes, and value for money provide incremental contributions and only become necessary at the highest outcome levels. For practitioners, these findings underscore the importance of prioritising staff professionalism and responsiveness, maintaining a secure service environment, and ensuring accurate and transparent information provision as foundations for achieving and sustaining high levels of satisfaction and loyalty (Figures 2 and 3).

5. Discussion and conclusion

Both SEM and NCA analyzes identify similar key factors influencing customer satisfaction and loyalty formation at the firm level, particularly highlighting the importance of subjective attributes such as responsiveness to customer needs, value for money, professionalism, security, and accuracy of information. Responsiveness to customer needs emerges as a critical driver of customer satisfaction and loyalty formation.

Table 4. Bottleneck analysis (percentage).

CS (outcome)	TQ	ES	AI	VS	SE	PR	PF	RC	LF (outcome)	TQ	ES	AI	VS	SE	PR	PF	RC
00	NN	NN	NN	NN	NN	NN	NN	NN	00	NN	NN	NN	NN	NN	NN	NN	NN
10	7.1	4.2	NN	NN	NN	NN	11.1	16.7	10	16.7	16.7	16.7	16.7	16.7	16.7	16.7	16.7
20	21.4	37.5	50.0	38.9	45.8	22.2	50.0	50.0	20	21.4	37.5	50.0	38.9	45.8	22.2	50.0	50.0
30	21.4	37.5	50.0	38.9	45.8	22.2	50.0	50.0	30	21.4	37.5	50.0	38.9	45.8	22.2	50.0	50.0
40	21.4	37.5	50.0	38.9	45.8	22.2	50.0	50.0	40	21.4	37.5	50.0	38.9	45.8	22.2	50.0	50.0
50	21.4	37.5	50.0	38.9	45.8	22.2	50.0	50.0	50	21.4	37.5	50.0	38.9	45.8	22.2	50.0	50.0
60	21.4	37.5	50.0	38.9	50.0	22.2	50.0	50.0	60	21.4	37.5	50.0	38.9	54.2	50.0	50.0	50.0
70	21.4	50.0	50.0	38.9	54.2	50.0	50.0	50.0	70	21.4	37.5	50.0	38.9	54.2	50.0	55.6	50.0
80	28.6	54.2	50.0	38.9	54.2	50.0	50.0	50.0	80	21.4	50.0	50.0	38.9	54.2	50.0	55.6	50.0
90	50.0	66.7	66.7	38.9	70.8	50.0	66.7	69.4	90	35.7	75.0	72.2	50.0	70.8	55.6	55.6	58.3
100	50.0	66.7	66.7	50.0	70.8	50.0	66.7	77.8	100	73.8	83.3	72.2	66.7	70.8	66.7	77.8	77.8

Note: CE-FDH = the Ceiling Envelopment-Free Disposal Hull, Bottleneck table for the CE-FDH ceiling technique: required minimum levels of the necessary condition (with 0 = observed minimum and 100 = observed maximum) for different desired levels of CS and LF, NN = not necessary, TQ = Tangible quality, ES = Employee service, AI = Accuracy of information, VS = Variety of spa programmes, SE = Security, PR = Value for money, PF = Professionalism, RC = Responsiveness to customer needs, CS = Customer satisfaction, and LF = Loyalty formation.

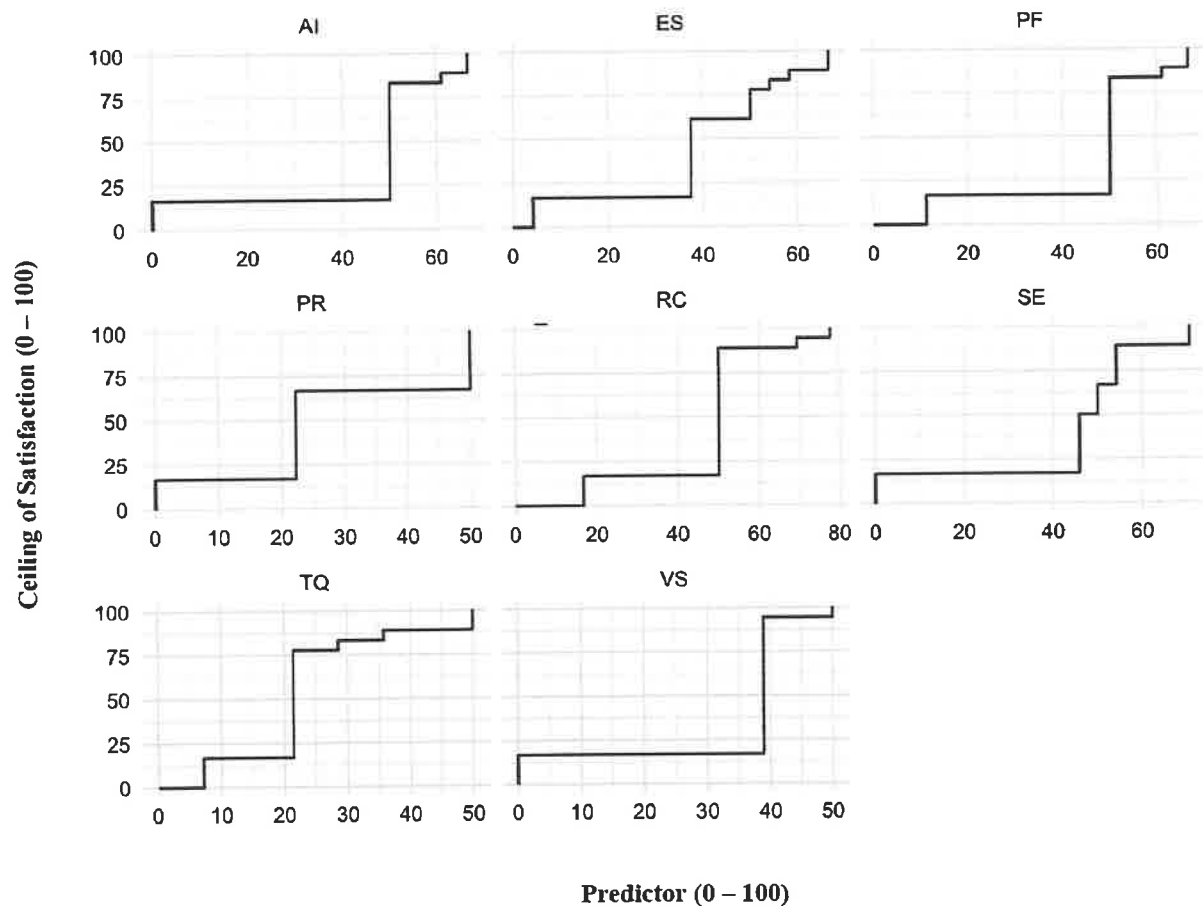


Figure 2. Ceiling plots of predictors influencing customer satisfaction.

This aligns with the theory proposed by Fruchter et al. (2023) and Vantrappen (1992), which suggests that individuals' needs from a product or service are heterogeneous and evolve over time. Therefore, a firm's ability to fulfil these evolving needs is essential. The findings of this study are consistent with Fruchter and Wiszniewska-Matyszek (2024), who emphasise the importance of achieving an optimal alignment between responsiveness and customer needs and expectations. The degree of responsiveness directly impacts a company's ability to enhance customer satisfaction, foster loyalty, and ultimately increase profitability.

Similarly, professionalism, value for money and security within the spa establishments appear as significant contributors to both customer satisfaction and loyalty formation. According to Rane et al. (2023), professionalism plays a pivotal role in enhancing customer satisfaction and loyalty, as it directly influences the overall customer experience. Professionalism encompasses attributes such as knowledge, behaviour, and communication skills, which are essential for building trust and rapport with customers. While professionalism is crucial, security is also found to be an influential factor in developing trust, ultimately leading to continued business support (Dutka, 1995). Both professionalism and security contribute to creating a sense of confidence and reliability, fostering long-term customer loyalty.

Value for money is created when customers perceive that the benefits they receive from a product or service outweigh the costs incurred, as suggested by Christopher (1996). Furthermore, Reichheld (1997) argued that loyalty cannot exist without the perception of value for money, as customers are unlikely to remain loyal if they do not feel the benefits justify the costs. In this context, Trasorras et al. (2009) emphasise the importance of value-driven strategies in fostering this perception, which ultimately enhances both customer satisfaction and loyalty.

Moreover, employee service, an objective attribute, was identified as a significant predictor of both loyalty formation and customer satisfaction. Setyadi et al. (2023) emphasise that employee service has a favourable and substantial direct impact on service quality and acts as a mediator in enhancing customer satisfaction,

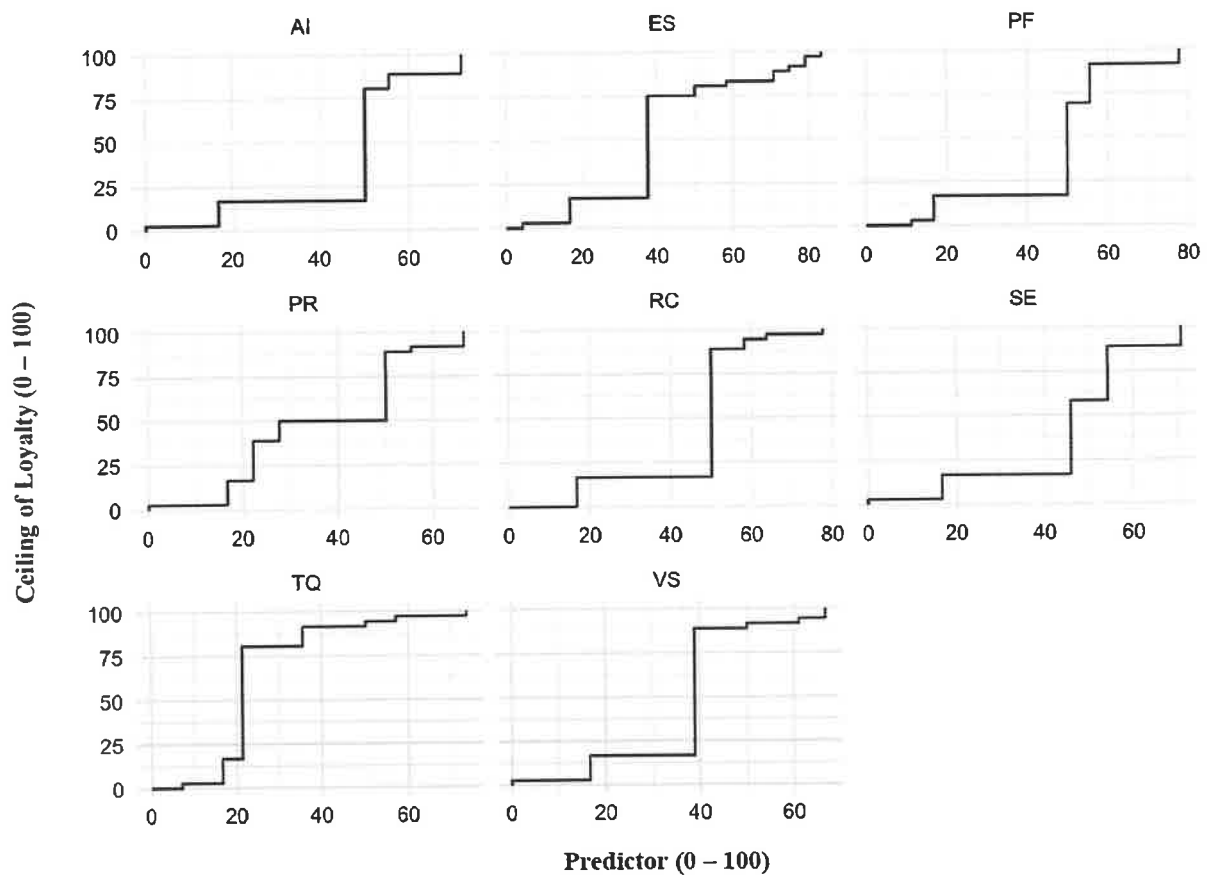


Figure 3. Ceiling plots of predictors influencing loyalty formation.

which in turn influences customer loyalty. The quality of service provided by employees plays a crucial role in shaping customer perceptions, fostering positive relationships, and ultimately driving long-term loyalty.

While the SEM results indicate that tangible quality, variety of spa programmes, and accuracy of information did not significantly influence customer satisfaction or loyalty formation, the NCA results reveal that these factors still play a role as necessary baseline conditions. Notably, accuracy of information was not a significant predictor in SEM, suggesting it is not a sufficient driver of satisfaction or loyalty when considered alongside other service attributes. However, the NCA results demonstrated a relatively large effect size, indicating that a minimum level of accuracy of information is essential for achieving high satisfaction and loyalty. This highlights the complementary nature of SEM and NCA: whereas SEM identifies attributes that actively drive variance in outcomes, NCA captures threshold conditions that must be satisfied to enable higher outcomes (Troiville et al., 2025). This suggests that, although their direct impact may be limited, improving these areas could lead to greater improvements in both customer satisfaction and loyalty, ultimately optimising customer experiences and supporting long-term loyalty.

In conclusion, the findings emphasise that subjective attributes, particularly responsiveness to customer needs, value for money, security, and professionalism, are dominant drivers of customer satisfaction and loyalty. In addition, objective attributes such as employee service and accuracy of information also play a crucial role in shaping both satisfaction and loyalty. Therefore, this study makes several important contributions to both theory and practice, providing new insights into how wellness spa experiences influence customer outcomes.

5.1. Theoretical implications

This study makes a significant contribution to the theoretical understanding of service quality by employing both structural equation modeling (SEM) and necessary condition analysis (NCA) to identify the key components that crucially influence customer satisfaction and loyalty within the wellness tourism industry,

with a specific focus on spas. One key contribution is the enhancement of the traditional SERVQUAL framework by integrating both subjective and objective quality attributes, tailored specifically to the context of wellness spas. While the SERVQUAL model has been widely applied in various service sectors (e.g. Lo et al., 2015; Wei et al., 2017), this research refines it by distinguishing between subjective experiences (e.g. responsiveness to customer needs, professionalism, value for money, and security) and objective factors (e.g. employee service and accuracy of information), offering a more nuanced application in wellness tourism. This distinction provides a more nuanced application of the model in wellness contexts, where both emotional and functional dimensions jointly determine perceived quality.

By combining SEM and NCA, the study also contributes methodologically by integrating sufficiency-based and necessity-based analyzes to capture a fuller picture of how service attributes influence outcomes. The SEM results reveal the “drivers” of satisfaction and loyalty, whereas the NCA identifies “baseline thresholds” that must be met for these outcomes to occur. This dual perspective advances theory by clarifying that customer satisfaction and loyalty in spa services depend not only on enhancing performance but also on avoiding deficiencies in key service areas such as responsiveness, professionalism, value for money, security, employee service, and accuracy of information (see Figure 1 and Table 3).

Furthermore, this study introduces a comprehensive approach by investigating both subjective and objective quality attributes to assess their individual impacts on customer satisfaction and loyalty. It advances our understanding by demonstrating that subjective attributes, specifically responsiveness to customer needs, value for money, security, and professionalism, have a dominant influence on customer satisfaction and loyalty formation. This outcome is driven by emotional connections (Sangpikul, 2022). In contrast, objective attributes such as employee service and accuracy of information also plays a role in shaping these outcomes. By addressing this gap in the literature, which typically examines these attributes together (e.g. Ali et al., 2021; Markovic & Raspor, 2010; Sangpikul, 2022), the study provides a solid theoretical foundation for future research. This approach opens the door to further exploration of the distinct effects of subjective and objective attributes in service-based industries, enhancing our understanding of which factors most significantly drive customer satisfaction and loyalty across various service sectors.

The research also enriches the literature on customer loyalty formation, particularly in the wellness tourism sector, by examining both revisit intention and word-of-mouth (WOM) recommendations. It provides insights into how emotional (subjective) and measurable (objective) factors drive not only customer satisfaction but also long-term loyalty. Additionally, the study differentiates between attitudinal and behavioural loyalty, with a specific focus on the attitudinal dimension. It highlights the importance of psychological and emotional connections between spa-goers and spa establishments. This distinction enhances the theoretical understanding of loyalty dynamics, making a significant contribution to the broader literature on customer behaviour in tourism.

5.2. Managerial implications

Based on the obtained results, spa operators and managers can identify key attributes that must be prioritised to ensure customer satisfaction and loyalty, helping to enhance service quality and prevent failure in service delivery. These results offer a clear roadmap for businesses to focus on the non-negotiable elements of service that drive positive customer outcomes. The findings emphasise the significant role of subjective attributes, particularly responsiveness to customer needs, professionalism, value for money, and security, as well as the importance of objective attributes such as employee service and accuracy of information in fostering both customer satisfaction and loyalty.

Firstly, given that responsiveness to customer needs emerged as the strongest determinant of satisfaction and a critical necessary condition, spa operators should focus on improving their ability to promptly address customer inquiries and concerns. This could involve training staff to offer personalised services, quickly resolve issues, and establish clear communication channels for customer needs. For instance, using a survey before the spa session allows spa-goers to specify their preferences, such as the level of pressure and areas to focus on, ensuring a tailored experience that meets individual needs.

Secondly, professionalism showed high NCA effect size and stringent bottleneck threshold, and significant relationship with customer satisfaction. This indicates that professionalism is essential “must-have”

condition, customers will not perceive very high satisfaction or revisit intentions unless they feel trust in the staff's competence and ethics. Previous studies suggest that professionalism is reflected through adherence to practical principles, effective interactions with customers and coworkers (such as respect, empathy, and care), and reliability (including punctuality and responsibility) (Wilkinson et al., 2009). This can be achieved by providing regular training on customer service and communication skills, while also ensuring employees uphold high standards of behaviour at all times. Spa operators should invest in ongoing training programmes that enhance both the functional competencies of staff and their ability to engage emotionally with customers. Additionally, the development of standard operating procedures (SOPs) is essential to maintain this professionalism, ensuring that consistent practices are followed by all staff members (Hattemer-Apostel, 2001).

Thirdly, fostering a positive perception of value for money is essential. The results indicate that value for money significantly influences both customer satisfaction and loyalty, although the NCA findings reveal smaller effect sizes and lower bottleneck thresholds. This suggests that value for money functions as a "should-have" condition, indicating that it plays a complementary role in reinforcing customers' overall evaluations and behavioural intentions. Therefore, spa operators should implement transparent, value-driven strategies supported by competitive pricing and thoughtfully designed promotions. Offering package deals or loyalty rewards can help ensure that customers perceive they are receiving good value for their investment. Initiatives such as loyalty programmes, bundled services at discounted rates, or seasonal promotions (Lipowski, 2015) not only enhance perceived fairness and satisfaction but also encourage repeat visits and foster long-term relationships with clients.

Fourthly, the NCA effect size for security is high, indicating that it is a critical factor that spa operators must prioritise. They should invest in robust safety measures, including secure storage for personal belongings, maintaining clean and hygienic facilities, and establishing clear policies regarding customer privacy and data protection. Ricardianto et al. (2024) and Su et al. (2021) suggest that ensuring these safety protocols are in place will help build trust and create a secure environment that enhances the overall customer experience and loyalty.

Lastly, employee service demonstrated large effect sizes and a significant influence on loyalty formation, along with moderate effect sizes on customer satisfaction. This highlights its dual role as both a supporting driver of satisfaction and a critical determinant for long-term loyalty. Therefore, spa operators should invest in continuous staff training by integrating standard operating procedures (SOPs) that enhance customer service skills, professional grooming, and consistency in delivering service standards. Such efforts can help foster stronger relationships with customers and encourage repeat visits.

Additionally, the results of this study underscore the importance of the accuracy of information. Although it did not exhibit a statistically significant effect in the SEM model, it demonstrated a large NCA effect size and high bottle neck threshold, indicating that it remains a necessary baseline condition. This suggests that while accuracy of information may not actively "push" satisfaction upward, inadequate or inconsistent information can "hold back" satisfaction, preventing it from reaching higher levels. Ensuring that staff provide accurate, timely, and clear information to customers through regular staff briefings and systematic audits of both digital and printed materials, particularly regarding treatment descriptions, pricing, and safety standards, can further enhance the overall spa experience and strengthen customer trust, satisfaction, and loyalty.

By focusing on these practical implications, wellness spas can enhance customer satisfaction, increase retention, and build long-term loyalty, ultimately leading to greater profitability and a competitive advantage in the wellness tourism market.

5.3. Limitation and future research

While this study provides valuable insights into the factors influencing customer satisfaction and loyalty in wellness spas, there are several limitations that should be acknowledged. First, the study focused specifically on wellness spas, and the findings may not be directly applicable to other sectors within the wellness tourism industry or broader service sectors. Future research could extend these findings to other types of wellness tourism businesses, such as wellness retreats or health resorts, to explore whether the identified factors hold true across different contexts.

Second, the data used in this study were cross-sectional, meaning they reflect customer perceptions at a single point in time. This limitation prevents the ability to draw conclusions about the long-term impact of service quality attributes on customer loyalty. Longitudinal studies that track customer experiences and satisfaction over extended periods would provide a better understanding of how customer loyalty develops and evolves over time (Cooil et al., 2007). Future research could also examine how these relationships change as customers engage in repeat visits or when they encounter changes in service quality.

Another limitation of this study is the focus on customer perspectives, without considering the viewpoints of spa employees or managers. Future research could include a multi-stakeholder perspective to gain a more comprehensive understanding of the factors that contribute to customer satisfaction and loyalty, incorporating both the staff's and customers' viewpoints.

In conclusion, while this study significantly advances our understanding of the critical factors affecting customer satisfaction and loyalty in wellness spas, further research is needed to address these limitations and expand upon the findings. By examining the long-term effects of service quality attributes, and incorporating multiple stakeholder perspectives, future research could provide even more comprehensive insights into the dynamics of customer satisfaction and loyalty in the wellness tourism sector.

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No potential conflict of interest was reported by the author(s).

Notes on contributors

Patthawee Insuwan is a lecturer at the Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand. His interests include tourism, leisure, hospitality management, and wellness tourism.

Satienpon Thongklieng is a lecturer at the Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand. His interests include hospitality management, and entrepreneurship.

ORCID

Patthawee Insuwan  <http://orcid.org/0009-0001-6446-124X>

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