

แบบฟอร์มการขอเสนอวาระเข้าที่ประชุม
คณะกรรมการประจำกรรมการคณะกรรมการบริการละการท่องเที่ยว
โครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษาและวิจัยระดับปริญญาเอก ปี 2564 - 2566

ความเป็นมา

โครงการดังกล่าวเพื่อพัฒนาศักยภาพและยกระดับงานวิจัยของบุคลากรของคณะฯ ให้อยู่ในระดับสากล และยังเป็นการเพิ่มวุฒิการศึกษาระดับปริญญาเอกโดยมีผลกระทบต่องานประจำของบุคลากรที่เข้าร่วมโครงการในระดับน้อย อีกทั้งยังเป็นการยกระดับศักยภาพการวิจัยและตีพิมพ์ระดับนานาชาติของคณะฯ ให้มีความยั่งยืนมากขึ้น

ข้อมูลประกอบการพิจารณา

ใบสมัครเรียนโครงการจำนวน 2 ราย

- 1.อาจารย์กฤตภาส ชวัญยืน
2. อาจารย์ปฐวี อินทร์สุวรรณโณ

ประเด็นพิจารณา

แจ้งเพื่อพิจารณา



ใบสมัครรับโครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษา
และวิจัยระดับปริญญาเอก ปี 2564 - 2566

1. ระดับการศึกษาและสาขาวิชาที่สมัคร

- สมัครรับทุนระดับปริญญาเอก ภาคการศึกษาที่ 1 เดือน กันยายน ปี 2564
ระดับ ปริญญาเอก
- สาขาวิชา D.HTM ภาควิชา คณะ School of Hotel and Tourism Management
มหาวิทยาลัย The Hong Kong Polytechnic University ประเทศ จีน
- รูปแบบการศึกษา ☐ เรียนแบบ Online ☐ เรียนแบบ Onsite ☒ เรียนแบบผสมผสาน
- ระยะเวลาการศึกษาโดยประมาณ 3 ปี
- หลักสูตรที่มีการเรียนแบบ Coursework คิดเป็นร้อยละ 33 ของแผนระยะเวลาการศึกษา

2. ประวัติส่วนตัว

- ชื่อ นาย/นาง/นางสาว กฤตภาส นามสกุล ขวัญยืน
เลขที่บัตรประจำตัวประชาชน 1839900121156
- วัน/เดือน/ปีเกิด 11 สิงหาคม 2530 สัญชาติ ไทย
- สถานะ ☒ พนักงานมหาวิทยาลัย ☐ ข้าราชการ
อายุงานตามสถานะข้างต้น 2 ปี
อายุงานรวม 6 ปี
- ที่อยู่ตามทะเบียนบ้าน เลขที่ 121/182 ซอย -
ถนน - ตำบล กะทู้ เขต/อำเภอ กะทู้
จังหวัด ภูเก็ต รหัสไปรษณีย์ 83120 E-mail krittabhas.k@phuket.psu.ac.th
โทรศัพท์ - โทรศัพท์เคลื่อนที่ 0873808033 โทรสาร -

5. ที่อยู่ที่สามารถติดต่อได้สะดวกเพื่อการส่งเอกสารลงทะเบียนไปรษณีย์

เลขที่ 121/182 ชอย -

ถนน - ตำบล กะทู้ เขต/อำเภอ กะทู้

จังหวัด ภูเก็ต รหัสไปรษณีย์ 83120 E-mail krittabhas.k@phuket.psu.ac.th

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3. ประวัติการศึกษาระดับอุดมศึกษา

วุฒิการศึกษา	สาขา	ปีที่จบการศึกษา	เกรดเฉลี่ยสะสม	สถาบัน
บธ.บ.	การจัดการการบริการ	2552	3.42 (เกียรตินิยม อันดับสอง)	ม.สงขลานครินทร์ วิทยาเขตภูเก็ต
บธ.ม.	การจัดการการบริการ และการท่องเที่ยว	2558	3.71	ม.สงขลานครินทร์ วิทยาเขตภูเก็ต

4. ประวัติการทำงาน

สถานที่ทำงาน	ที่อยู่	ตำแหน่ง	ระยะเวลาการทำงาน
			พ.ศ. ถึง พ.ศ.
คณะกรรมการบริการและการ ท่องเที่ยว ม.อ. ภูเก็ต	80 หมู่ 1 ถ.วิชิตสงคราม ต.กะทู้ อ.กะทู้ จ.ภูเก็ต 83120	นักวิชาการศึกษา	2554-2555
โรงเรียนขจรเกียรติศึกษา	125 ถ.พระภูเก็ตแก้ว ซ. เดอะวัลเลย์1 หมู่ 1 ต.กะ ทู้ อ.กะทู้ จ.ภูเก็ต 83120	หัวหน้ากลุ่มสาระการ เรียนรู้ภาษาต่างประเทศ	2555-2558
คณะกรรมการบริการและการ ท่องเที่ยว ม.อ. ภูเก็ต	80 หมู่ 1 ถ.วิชิตสงคราม ต.กะทู้ อ.กะทู้ จ.ภูเก็ต 83120	อาจารย์	2558-ปัจจุบัน

ข้าพเจ้าขอรับรองว่า ข้าพเจ้ามีคุณสมบัติครบตามประกาศรับสมัครทุนโครงการพัฒนาศักยภาพนักวิจัย
โดยการศึกษาและวิจัยระดับปริญญาเอก ปี 2564 – 2566 ทุกประการหากตรวจสอบในภายหลังพบว่าขาด
คุณสมบัติ ข้าพเจ้ายินดีให้คณะกรรมการบริการและการท่องเที่ยวตติสทธิ์/ระงับการให้ทุนการศึกษาต่อโดยไม่ขออุทธรณ์
ใดๆ ทั้งสิ้น

☒ ข้าพเจ้าได้อ่านและเข้าใจข้อกำหนดและเงื่อนไขประกาศโครงการพัฒนาศักยภาพนักวิจัยโดย
การศึกษาและวิจัยระดับปริญญาเอก ปี 2564 – 2566 อย่างครบถ้วนแล้ว

ลงชื่อผู้สมัคร.....

(นายกฤตภาส ขวัญยืน)

วันที่...2.... เดือน ...มีนาคม..... พ.ศ. ...2564.....

ความเห็นของหัวหน้าสาขาด้านความสอดคล้องกับแผนพัฒนาบุคลากรในสาขา

☒ เห็นชอบ ☐ ไม่เห็นชอบ

หลักสูตรระดับปริญญาเอกที่อาจารย์ประจำจะศึกษาต่อมีความสอดคล้องกับแผนพัฒนาบุคลากร
ในสาขาการจัดการบริหาร

(ผศ. ดร. ตติยาพร จารุมณีรัตน์)

หัวหน้าสาขา

วันที่...2..... เดือนมีนาคม..... พ.ศ. ...2564...

ความสอดคล้องระหว่างหัวข้อวิทยานิพนธ์และยุทธศาสตร์การพัฒนาของคณะกรรมการบริการและการท่องเที่ยว			
<input checked="" type="checkbox"/> เห็นชอบ	<input type="checkbox"/> ไม่เห็นชอบ	<input type="checkbox"/> เห็นชอบ	<input type="checkbox"/> ไม่เห็นชอบ
หัวข้อวิทยานิพนธ์มีความสอดคล้องกับ ยุทธศาสตร์			
การพัฒนาองค์กร มหาวิทยาลัย และ			
ยุทธศาสตร์ของประเทศไทย			

.....

(ผศ. ดร. ตติยาพร จารุมณีรัตน์)

หัวหน้าสาขา

วันที่ 2 เดือน มีนาคม พ.ศ. 2564

.....

(ผศ. ดร. ชยานนท์ ภูเจริญ)

รองคณบดีฝ่ายวิจัยและบัณฑิตศึกษา

วันที่..... เดือน..... พ.ศ.

Guidelines of Preparing the Research Proposal

Name of applicant Krittabhas Khwanyuen

1. Keywords Incentive Travel; motivation; generation

2. Research track (Please tick only one answer)

- ☒ Hospitality
- ☐ Tourism
- ☐ Hospitality and Tourism Business
- ☐ Others, please specify _____

3. Research Cluster

Please tick where appropriate.

- ☐ High Income Tourism
- ☐ Health Tourism
- ☐ Gastronomy Tourism
- ☐ Hotel Operations and Management
- ☐ Tourist Behaviour
- ☐ Cultural Tourism
- ☐ Sustainable Tourism
- ☐ Community Based Tourism
- ☒ MICE and Event Management
- ☐ Aviation Management
- ☐ Digital Tourism/ Technology Operations in Hospitality and Tourism
- ☐ Service/Business Innovation and Entrepreneurship
- ☐ Other topics that are approved by Heads of Departments

Thesis Proposal

Incentive Travel and Employee's Motivation: Different Generation's Perspectives

Introduction

Several companies encourage their staff's productive performance by providing incentives aligned with the level of their productivity (TCEB, 2018; Samari, 2019). Vaz & Salerno (2018) revealed that incentives and evaluation can improve the firm's performance. Oloke, Oni, Babalola, & Ojelabi (2017) mentioned that the satisfaction with the base pay package and other incentives could reflect the level of received motivation of the employees. With the provided incentives, employees are significantly motivated to perform their tasks better (Widhianingrum, 2018; Samari, 2019). Moreover, Lai (2009) the success of an enterprise is depending on the competence of the management and workforce as well as employees' productivity. The incentives have been regarded as motivational tools implemented in both private and public sectors and various types of business (Jeffrey & Shaffer, 2007). Also, Samari (2019) suggested the human resource department should develop an appropriate and effective reward system as well as with effective monitoring and supervising teams; otherwise, it may result in discouragement, resentment, hindering innovation (Hebda, Vojak, Griffin, & Price, 2012)

Incentive rewards providing to employees includes cash, merchandise and travel (or sometimes a combination of them) (Shinew & Backman, 1995). This research focuses on incentive travel since the Incentive Research Foundation (IRF) (2019) presented that 84 percent of businesses use non-cash awards to recognize their employees and 80 percent of award receivers preferred a travel award. Interestingly, in the next few years, the incentive travel industry will continue to adapt itself to the changing global demand. The increasing program participation is expected to grow globally at an average rate of nearly 3 percent and the spending per person is predicted to increase by 2 percent from 2020 to 2022. Moreover, the fastest expansion in spending per person and program numbers are expected in Latin America (+7.4%) and Asia Pacific (4.1%) (SITE, 2019).

Furthermore, recently, many generations are working together in many establishments and those generations include Baby Boom, X and Y. Many scholars noticed that those generations having different attitudes and perspectives towards work and management (Valickas & Jakštaitė, 2017). Thus, this research aims to study the perspectives among different generations towards an

incentive trip and its perceived effectiveness in terms of employees' motivation and productivity after the trip.

Research Questions

1. Do employees in each generation perceive incentive travel as a great motivational tool?
2. Does incentive travel contribute to higher productivity after the trip?
3. Does an incentive travel influence employees' loyalty?
4. What can make incentive travel effective to employee's motivation and loyalty in the different generations' perspectives?

Research Objectives

1. To study employee's perceptions in each generation toward incentive travel as a great motivational tool.
2. To evaluate the effectiveness of incentive travel toward employees' productivity and loyalty after the trip with employees in different generations.
3. To identify the influential factors contributing an effective incentive travel on employees' motivation and loyalty from different generations' perspectives.

Scope of Research

This research aims to understand the perspectives of employees in different generations on the effectiveness of incentive travel in motivating the employee to perform higher productivity and to be loyal to a company. In addition, perceived value, work motivation and job performance will be expected to be the consequence of the incentive travels. A questionnaire survey will be designed to acquire data from employees in hospitality and tourism-related organizations.

Literature Review

Incentive Travel

Incentive travel can be described as a sponsored trip or offsite meeting to reward employees for their effort or performance (Supatn, 2016). Pizam and Holcomb (2008) mentioned that incentive travel is the travel, trip, offsite meetings provided by the companies to employees to motivate them to enhance their performance. Ricci and Holland (1992) further stated that incentive

travel uses unique fantasy travel and recreation experiences as rewards for employees who excel in productivity and sales. Additionally, travel incentive has been regarded as a "trophy value", so the reward earners would get not only the effects of the reward itself but also the proud and respected feelings from the company (Shinew & Backman, 1995). Alfandi and Alkabsawneh (2014) suggested that providing incentives should be linked with the level of performance to distinguish the excellent employees according to their actual performances to persuade the employees to improve their working performance.

Motivation

Motivation is an energizer that helps employees to perform better for a certain reason, for example, to get a reward or a bonus (Walker & Miller, 2010). To get people to perform better in doing tasks, several available theories can be implemented to understand an employee's behavior. Maslow's Hierarchy of Needs and Herzberg's Motivation-hygiene theories will be used in this research.

Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs shows the basic needs of employees in contrast to water and food. Maslow is explaining his law by saying the basic needs that people work for or wish to be achieved. For example, people work for their physiological needs to earn a salary and live daily. Safety needs are when people work for the benefits from the workplace, such as life insurance, wages, free food, and beverage, etc. Social needs are friends at work that accept the employee and work well together, to help finish doing a task and to achieve set goals. Ego needs are job titles that people work hard to get. Many people work harder and harder every day to get promoted to a higher rank in the force. Lastly, the need for self-fulfillment is when people work to be able to learn more and do more tasks to fulfill the rest of their needs or by doing this allows the employee to earn more benefits.

Herzberg's Motivation-hygiene

Herzberg's theory explains how the place of work is giving satisfaction and dissatisfaction. For example, if an employee thinks that they are not getting paid enough, not on good terms with the boss, or even if the kitchen is not air-conditioned, can reduce the motivation of the employee.

Many factors in the workplace must keep a steady level of satisfaction to motivate employees and to avoid more conflict and negative impacts

Generations

A generation is a group of individuals who are connected by date of birth (Kupperschmidt, 2000), historical and social events at the same period of life (Sajjadi, Sun, & Castillo, 2012). Çelik & Gürcüoğlu, 2016 summarized the generation classification as shown in the below table.

Generation	Year of Birth
Silent Generation	Before 1945
Baby Boomer	1946-1964
X Generation	1965-1979
Y Generation	1980-2001
Z Generation	After 2001

According to Valickas and Jakštaitė (2017), the result of the study revealed that Baby Boomer values safety, stability and financial certainty. This group believed that an employee's salary must be raised based on the duration of working with the company. Generation X values free time and pays more attention to themselves and their families. They value work-life balance and flexibility of working hours. Lastly, Generation Y is confident, innovation-seeking, individualized and adjustable to the changes.

Research Methodology

This study is quantitative research; thus, questionnaires will be distributed to attain the data. Employees who work in hospitality and tourism-related business will be the target sample of this study. Before launching the questionnaires, the pilot test will be executed to check the validity and reliability of the questions as well as to ensure all objectives will be responded to. Convenience sampling will be applied since the employees in all levels who had a chance to get incentive travels were focused, each would have the same chance to be selected.

The results will be interpreted in statistics information. Descriptive statistics (frequencies, percentages, means and standard deviations), T-Test, One-way ANOVA and regression analyses will be employed to analyze the data. However, factor analysis will be also performed if there is a

large number of variables to categorize them into groups. This technique will help readers understand the results easily.

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หนังสือรับรอง

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สถานที่ทำงาน คณะบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต
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เกี่ยวข้องกับผู้สมัครเป็น หัวหน้าบังคับบัญชาชั้นต้น ของ นายกฤตภาส ขวัญยืน ซึ่งประสงค์จะสมัคร
เข้าศึกษา Doctor of Hotel and Tourism Management (D.HTM) ในมหาวิทยาลัย The Hong
Kong Polytechnic University - School of Hotel and Tourism Management

ขอรับรองผู้สมัครในด้านต่าง ๆ ต่อไปนี้

1. บุคลิกภาพ

ผู้สมัครมีความสุภาพอ่อนโยน พุดจาสุภาพ นุ่มนวล มีระเบียบวินัย มีความเอื้อเฟื้อเผื่อแผ่ เอา
ใจใส่ผู้อื่น มีเหตุมีผล สามารถทำงานภายใต้ความกดดันได้เป็นอย่างดี และสามารถเผชิญ
อุปสรรคหรือปัญหาได้ดี

2. สติปัญญาและความสามารถที่จะเรียนต่อในระดับ

ผู้สมัครเป็นผู้ที่มีความกระตือรือร้น ใฝ่หาความรู้และรักความก้าวหน้า ตั้งใจในการเรียนและ
การทำงาน มีความรับผิดชอบ ตรงเวลา มีการทำงานอย่างเป็นระบบ มีประสบการณ์การ
ทำงานด้านการศึกษาและงานวิจัย มีทักษะภาษาอังกฤษในระดับดีซึ่งจะช่วยส่งเสริมการเรียนใน
ระดับปริญญาเอกในสถาบันการศึกษาต่างประเทศได้เป็นอย่างดี สามารถแก้ปัญหาที่มีความ
ซับซ้อนได้ มีความรับผิดชอบต่อสิ่งที่ได้รับมอบหมาย และมีความมุ่งมั่นที่จะประสบความสำเร็จ

3. ความประพฤติ

ผู้สมัครมีความสุภาพเรียบร้อย ศึกษามารยาทดี วาจาทำทางที่แสดงออกมีวาทศิลป์ในการพูด
ให้เกียรติผู้อื่น มีความซื่อสัตย์สุจริต มีความสุขุม วางตนได้อย่างเหมาะสม เอื้อเฟื้อเผื่อแผ่
และเห็นอกเห็นใจผู้อื่นทั้งเพื่อนร่วมงานและนักศึกษา

4. ความสามารถในการทำงานร่วมกับผู้อื่น มนุษยสัมพันธ์

ผู้สมัครวางตัวเหมาะสมกับกาลเทศะ มีมนุษยสัมพันธ์ดี เป็นที่รักของหัวหน้างาน
ผู้ใต้บังคับบัญชา เพื่อนร่วมงานและนักศึกษา มีความอดทน มองโลกในแง่ดีอยู่เสมอ สามารถ
ทำงานได้กับกลุ่มคนที่หลากหลาย

5. ความสามารถอื่น ๆ

ผู้สมัครมีความสามารถด้านการสื่อสารภาษาอังกฤษในระดับดี สามารถใช้โปรแกรมในการวิเคราะห์ข้อมูลเชิงสถิติได้เป็นอย่างดี

ลงนาม 

(ผู้ช่วยศาสตราจารย์ ดร. ตติยาพร จารุมณีรัตน์)

วันที่ 2 เดือนมีนาคม พ.ศ. 2564

หมายเหตุ ผู้รับรองต้องเป็นอาจารย์ที่ปรึกษา/อาจารย์ผู้สอน/หัวหน้า

Notice of Offer

Application No. : 210382133

Applicant Name : KHWANYUEN Krittabhas

Ref. No. : 2910-4295-4646-9979

Date: 23-Feb-2021

Dear Krittabhas,

We are pleased to offer you a place to the following programme for Semester 1 of the 2021-22 academic year.

Department:	SCHOOL OF HOTEL AND TOURISM MANAGEMENT
Programme:	DOCTOR OF HOTEL AND TOURISM MANAGEMENT
Programme Code:	24036-DFN
Mode of Study:	Mixed Mode Full-time
<u>Credit Requirements:</u>	Programme Credit Requirements - 51.0
<u>Normal Duration:</u>	3.0 year(s)

Offer Acceptance

To accept this offer, please pay the non-refundable initial fee (see details in the [debit note](#)) and indicate your acceptance by clicking "Accept My Offer" on or before the [payment deadline](#). By accepting the offer, you agree to comply with the [regulations of the University](#). If you do not wish to accept the offer, please let us know by clicking "Decline My Offer" to enable early release of the study place to another eligible applicant.

If you have any enquiries concerning this offer, please contact the Academic Registry by email to ar.tpg@polyu.edu.hk.

We look forward to seeing you at PolyU!

Academic Registry
The Hong Kong Polytechnic University

Timeline for Submission of Required Documents for Programme Registration

You are required to arrange documents required for verification to be sent directly by the awarding bodies to the Academic Registry of PolyU at your earliest time (at least 10-14 working days before the first day of programme registration). Upon completion of the verification process, we will send you an email reminding you to proceed to programme registration.

Failure to provide required documents for verification or any discrepancies found in the submitted documents may lead to the cancellation of your offer and registration at the University. Fees paid will not be refunded.

Email Address:	ar.reg@polyu.edu.hk
Mailing Address:	Academic Registry, M101, Li Ka Shing Tower, The Hong Kong Polytechnic University, Kowloon, Hong Kong
Contact Number:	+852 2333 0600

Notes:

1. You are encouraged to attach a [cover sheet](#) to the documents being sent to PolyU for verification.
2. **Electronic copies are highly preferred.** Please ask your awarding bodies to send us the electronic copies of your documents using official email account (e.g. xxx@polyu.edu.hk).
3. If the awarding bodies cannot send us an electronic version of the official documents, please ask them to send us hard copy of the official documents by express post. The envelope should be sealed, signed and stamped by the Registrar or by an authorised official of your institution.
4. Please note that the University will only accept originals or copies of the documents that have been duly declared as true copies by an authorised party, which includes a lawyer, a notary public, or a Consulate General.
5. Official certified translation in English are required for transcripts and certificates that are not in English or Chinese. The translator should sign and stamp on both (i) the translation and (ii) the official document and certify that the translation is accurate and complete by an authorised party as stated in point 4.
6. All documents submitted will not be returned. Please do not send us any **originals which cannot be re-issued**.
7. You may be asked to re-submit any official certification of qualifications (e.g. transcript or degree award certificate, etc.) if deemed necessary.

Documents Required for Qualification Verification

Before proceeding to programme registration, **ALL qualifications (except those from PolyU but excluding PolyU-SPEED) input in your online application** have to be submitted for verification.

1. Post-secondary Qualifications from PolyU

PolyU students / graduates (excluding PolyU-SPEED) are **NOT** required to submit their post-secondary qualifications for our verification.

2. Post-secondary Qualifications from Other Higher Institutions

a. For qualifications awarded by institutions in Mainland China

Official Final Transcripts

You should ask your awarding institution to send us the official copy of final transcript for our verification. The transcript should include results of all the coursework and project(s) required for the degree award, a final GPA / grade / score together with an explanation of the grading system.

If your final GPA / grade / score or the explanation of the grading system is not shown on your final transcript, please request your institution to submit a letter of certificate certifying your final GPA / grade / score together with an explanation of the grading system issued by the Registrar or an authorised official of your institution. The letter should include your name, title and the signature of an authorised official with an official stamp of your institution.

Please refer to points 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

Degree Certificate (学位证书) and Academic Credential (毕业证书)

For degrees awarded by universities in the Chinese Mainland / recognized by the Ministry of Education from Chinese Mainland, we will verify your Degree Certificate (学位证书) and Academic Credential (毕业证书) via official online platforms directly. Please input the certificate number (证书编号) of your Degree Certificate (学位证书) and Academic Credential (毕业证书), as well as the Online Verification Code (在线验证码) issued by the CHESICC (学信网) at eAdmission. Since the Online Verification Code (在线验证码) will expire 180 days after it is sent to you, please ensure that the code is still valid at least 14 days before the first day of your online programme registration period and extend the validity period of your code (<https://www.chsi.com.cn/xlcx/rhyq.jsp>), if deemed necessary.

If you are a final year student or graduated before 2008, your Degree Certificate (学位证书) cannot be verified online. You should ask your awarding institution to send us a letter of graduation issued by the Registrar or an authorised official of your institution. The letter should include your name, date of birth and the signature of an authorised official with an official stamp of your institution which confirms that you have fulfilled all the graduation requirements, preferably with the date of conferment and award classification.

Please refer to items 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

b. For qualifications awarded by other institutions

You should ask your awarding institution to send us the official copies of degree certificates / diplomas and official final transcript. The transcript should include results of all the coursework and project(s), a final GPA / grade / score together with an explanation of the grading system.

Final year students whose awards are confirmed but will be formally conferred after programme commencement are required to submit a letter of graduation certification issued by the Registrar or an authorised official of your institution. The letter should include your name, date of birth and the signature of an authorised official with an official stamp of your institution which confirms that you have fulfilled all the graduation requirements, preferably with the date of conferment and award classification.

Please refer to points 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

3. Score Reports of GMAT, GRE, IELTS and TOEFL

If your score reports can be verified online:

You should inform the awarding bodies to release the right to our university to verify your results online. Below are the PolyU codes for GMAT, GRE and TOEFL (access code for IELTS is not required):

GMAT	CB8
GRE	3404
TOEFL	0732

If your score reports **CANNOT** be verified online:

You should ask the test organizer to send us the official result slip for our verification. Please refer to points 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

4. Professional Qualifications

You should ask your awarding institution to send us the letter of certification / official membership proof for our verification. The letter should include your name, date of birth, as well as the name, title and signature of an authorised official with an official stamp of the awarding institution. Please refer to points 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

Verification Status of Qualifications

When the verification status of your qualifications shown in the online Notice of Offer turned to "Completed", you could proceed to online programme registration as scheduled.

Registration Procedures

Please follow the procedures below to perform your online programme registration during **05-Aug-2021 at 12:00 AM to 31-Aug-2021 at 11:59 PM**:

- Step 1: Click the "Proceed Programme Registration" button below (this button will be disabled if your qualifications have not been verified or the tuition fee has not been settled);
- Step 2: Verify personal particulars, upload photograph for student identity card, input information on emergency contact and confirm receipt of student visa (if applicable);
- Step 3: Complete the online survey;
- Step 4: Read the "Important Notes for Registered Students" which will also be sent to you by email;
- Step 5: Collect your PolyU student identity card according to the following schedule.

In case you cannot complete your programme registration online within the scheduled period, please contact your programme offering department for assistance ASAP. Otherwise, your offer will turn invalid.

Student Identity Card Collection

You can come to PolyU to collect your student card according to the schedule below after completing the programme registration:

Date and Time	Venue
16 – 31 August 2021 (Monday to Friday) 2:30 - 5:00p.m.	Room M102, 1/F, Li Ka Shing Tower (Core M), The Hong Kong Polytechnic University (see campus map)

Points to note

1. Registration Preparation

Originals / certified true copies of ALL academic award certificates, relevant transcripts and professional certificates claimed in / attached to your application will be checked before you can complete your programme registration. Failure to do so will affect your registration. **If the original certificates provided do not tally with the information given in your application, you will be disqualified.** Fees paid will not be refunded. In case of loss of the original certificates, please request the issuing body to send an official transcript / testimonial directly to the Academic Registry, PolyU.

If you fail to complete the necessary procedures, or if your full fee payment has not been properly received, the University will release your study place to other eligible applicants immediately. All fees paid will not be refunded. For reinstatement of offer, you must submit an application to your department for consideration.

You will get a PolyU Student Identity Card after completing the registration procedures. Your data together with the photo image (collected upon acceptance of offer) will then be transferred to the Student Record System of PolyU. These will be used in activities and services provided by units of the University in support of your study at PolyU including those conducted by the student organisations and application for student residence.

Your data may also be transferred to parties outside PolyU for processing student visa (for non-local students) and/or any other activities related to your study (such as placement, field trips, internship, exchange programme, Service Learning and Work Integrated Education arrangements and training).

Your contact information will be used for maintaining on-going communication with you after your graduation, including the delivery of announcement and other information, such as activities, education programmes, benefits and services.

2. Study Information

The following information is extracted from the Student Handbook for quick reference only. You should refer to the full version in the Student Handbook.

Credit Requirements

Each programme is comprised of a number of subjects, expressed in terms of credits. Your credit requirement for graduation, which has been preliminarily assessed at this stage based on your qualifications with reference to the normal programme credit requirements, is stated in your Notice of Offer.

Additional requirements and training, if any, will be advised by your department separately at a later stage. The University reserves the right to make changes to the programme credit requirements and hence your graduation requirements as considered to be reasonable and necessary. You will be informed in such circumstances.

Normal Duration for Completion of a Programme

Each programme has a normal duration for completion and this period is specified in the Notice of Offer.

Fees Payment

Fees paid will not be refunded except in the case of programme cancellation* and in the case of your qualifications acquired fall short of the requirements specified in a conditional offer.

[* The Hong Kong Polytechnic University (PolyU) reserves the right to cancel any programmes advertised for application.]

Concurrent Enrolment

You are not allowed to enrol concurrently on two full-time/sandwich programmes whether or not one of the programmes is offered by another institution. For enrolling on a full-time/sandwich programme and a part-time programme, or on more than one part-time programme leading to any formal award, including those offered by another institution, you are required to obtain approval from the PolyU Head(s) of Department concerned prior to enrolment. Failure to obtain written approval will result in discontinuation of your study at PolyU and the tuition fees paid for the programme(s) will not be refunded.

Those who wish to apply for concurrent enrolment should download an application for concurrent enrolment via [Form AR38](#) or the Academic Registry Service Centre and return it to the Academic Registry **before registration on the programme(s) concerned.**

Students who have been granted approval for concurrent enrolment should note that the University is not responsible for making special timetable arrangement in case of clashes in timetables including examination timetables.

The study information listed above is extracted from the Student Handbook and serves as some key notes for your information. You are strongly advised to refer to the [full version](#) of Student Handbook for all important information relevant to your study.

Application No.: 210382133

Applicant Name: KHWANYUEN Krittabhas

Debit Note

Fee to be paid

Debit Note No./Bill No.	96486649	
Academic Year/Semester	2021/1	
Payment Deadline	08-Mar-2021	
Payment Status	Not Paid	
Net Amount to be Paid (HKD)		81,500.00

Fee details

Caution Money	400.00
Residential Workshop/Trip/Study Tour Fees	33,100.00
Tuition Fee (see note on tuition fee)	48,000.00
Total Fee (HKD)	81,500.00

Note on Tuition Fee

Please note that the tuition fee in this debit note is calculated as 6 credits X \$8,000/credit. The number of credits charged will be adjusted according to the actual number of credits taken for the semester and you will be advised by email to pay remaining fee, if applicable, about five weeks after the start of the semester.

FO reference date: 22-Feb-2021

Note on Debit Note Payment

Please note that the non-refundable initial fee includes all the fee items in the debit note(s) above. Please pay your fee before the payment deadline specified in each debit note or before your programme registration, whichever is earlier. You can check your payment status here 2 working days (5 working days for Telegraphic Transfer / Bank Draft / Flywire) after your payment. The Hong Kong Polytechnic University reserves the right to reject any late or wrong payment.

The Payment Methods

Please visit http://www.polyu.edu.hk/fo/FO_Web/Students/payment/payment.php?type=TuitionHallOther for payment methods



ใบสมัครรับโครงการพัฒนาศักยภาพนักวิจัยโดยการศึกษา
และวิจัยระดับปริญญาเอก ปี 2564 - 2566

1. ระดับการศึกษาและสาขาวิชาที่สมัคร

- สมัครรับทุนระดับปริญญาเอก ภาคการศึกษาที่ 1 เดือน กันยายน ปี 2564
ระดับ ปริญญาเอก
- สาขาวิชา Doctor of Hotel and Tourism Management (D.HTM)
ภาควิชา School of Hotel and Tourism Management คณะ
มหาวิทยาลัย The Hong Kong Polytechnic University ประเทศ Hong Kong, China
- รูปแบบการศึกษา ☐ เรียนแบบ Online ☐ เรียนแบบ Onsite ☒ เรียนแบบผสมผสาน
- ระยะเวลาการศึกษาโดยประมาณ 3 ปี
- หลักสูตรมีการเรียนแบบ Coursework คิดเป็นร้อยละ 33 ของแผนระยะเวลาการศึกษา

2. ประวัติส่วนตัว

- ชื่อ นาย ปฐวี นามสกุล อินทร์สุวรรณโณ
เลขที่บัตรประจำตัวประชาชน 1909800289291
- วัน/เดือน/ปีเกิด 27 มิถุนายน 2531 สัญชาติ ไทย
- สถานะ ☒ พนักงานมหาวิทยาลัย ☐ ข้าราชการ
อายุงานตามสถานะข้างต้น 2 ปี 3 เดือน
อายุงานรวม 5 ปี 8 เดือน
- ที่อยู่ตามทะเบียนบ้าน เลขที่ 19/2 ซอย 20
ถนน กาญจนวนิชย์ ตำบล คองหงส์ เขต/อำเภอ หาดใหญ่
จังหวัด สงขลา รหัสไปรษณีย์ 90110
E-mail patthawee.insuwanno@gmail.com
โทรศัพท์ - โทรศัพท์เคลื่อนที่ 089-8714820 โทรสาร -

5. ที่อยู่ที่สามารถติดต่อได้สะดวกเพื่อการส่งเอกสารลงทะเบียนไปรษณีย์

เลขที่ 80 หมู่ 1 ซอย -

ถนน วิจิตรสงคราม ตำบล กะทู้ เขต/อำเภอ กะทู้

จังหวัด ภูเก็ต รหัสไปรษณีย์ 83120

E-mail patthawee.insuwanno@gmail.com

โทรศัพท์ 076-276836 โทรศัพท์เคลื่อนที่ 089-8714820

โทรสาร -

3. ประวัติการศึกษาระดับอุดมศึกษา

วุฒิการศึกษา	สาขา	ปีจบการศึกษา	เกรดเฉลี่ยสะสม	สถาบัน
ระดับปริญญาโท	Master of Arts in Management (International)	2556	Merit	The University of Northampton, UK
ระดับปริญญาตรี	BBA in Hospitality Management	2554	3.71	คณะกรรมการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

4. ประวัติการทำงาน

สถานที่ทำงาน	ที่อยู่	ตำแหน่ง	ระยะเวลาการทำงาน
			พ.ศ. ถึง พ.ศ.
คณะกรรมการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต	80 หมู่ 1 ถนน วิจิตรสงคราม กะทู้ ภูเก็ต 83120	อาจารย์	2558 - ปัจจุบัน
โรงแรม The Westin Siray Bay Resort and Spa	21/4 หมู่ 1 ตำบลรัชฎา อำเภอเมือง ภูเก็ต 83000	Assistant Manager	2556 - 2558

ข้าพเจ้าขอรับรองว่า ข้าพเจ้ามีคุณสมบัติครบตามประกาศรับสมัครทุนโครงการพัฒนาศักยภาพนักวิจัย
โดยการศึกษาและวิจัยระดับปริญญาเอก ปี 2564 – 2566 ทุกประการหากตรวจสอบในภายหลังพบว่าขาด
คุณสมบัติ ข้าพเจ้ายินดีให้คณะกรรมการบริการและการท่องเที่ยวตติสทธิ์/ระงับการให้ทุนการศึกษาต่อโดยไม่ขออุทธรณ์
ใดๆ ทั้งสิ้น

☒ ข้าพเจ้าได้อ่านและเข้าใจข้อกำหนดและเงื่อนไขประกาศโครงการพัฒนาศักยภาพนักวิจัยโดย
การศึกษาและวิจัยระดับปริญญาเอก ปี 2564 – 2566 อย่างครบถ้วนแล้ว

ลงชื่อผู้สมัคร..... 


(.....นายปฐวี อินทร์สุวรรณโน.....)

วันที่ 2 เดือน มีนาคม พ.ศ. 2564

ความเห็นของหัวหน้าสาขาด้านความสอดคล้องกับแผนพัฒนาบุคลากรในสาขา

☒ เห็นชอบ ☐ ไม่เห็นชอบ


ดร.ณัฏฐ์ วัฒนปรีญา เอกที่อาจารย์ประจำภาควิชาคณิตศาสตร์
บุคลากรในสาขาการบริหาร


(.....ดร. อนันต์ วัฒนปรีญา.....)

หัวหน้าสาขา

วันที่ 2 เดือน มีนาคม พ.ศ. 2564

ความสอดคล้องระหว่างหัวข้อวิทยานิพนธ์และยุทธศาสตร์การพัฒนาของคณะกรรมการบริการและการท่องเที่ยว	
<input checked="" type="checkbox"/> เห็นชอบ <input type="checkbox"/> ไม่เห็นชอบ	<input type="checkbox"/> เห็นชอบ <input type="checkbox"/> ไม่เห็นชอบ
หัวข้อวิทยานิพนธ์มีความสอดคล้องกับยุทธศาสตร์	
การพัฒนาของคณะฯ มหาวิทยาลัย 112:	
ยุทธศาสตร์ชาติ	


 (.....)
 (ผศ.ดร. จิรพร จารณโรจน์)

หัวหน้าสาขา

วันที่ 2 เดือน มีนาคม พ.ศ. 2564

.....
 (.....)

รองคณบดีฝ่ายวิจัยและบัณฑิตศึกษา

วันที่..... เดือน..... พ.ศ.

Guidelines of Preparing the Research Proposal

Name of applicant Mr. Patthawee Insuwanno

1. Keywords Health and Wellness Tourism, Tourist Experience, Phuket, Thailand

2. Research track (Please tick only one answer)

- ☐ Hospitality
- ☐ Tourism
- ☒ Hospitality and Tourism Business
- ☐ Others, please specify _____

3. Research Cluster

Please tick where appropriate.

- ☐ High Income Tourism
- ☒ Health Tourism
- ☐ Gastronomy Tourism
- ☐ Hotel Operations and Management
- ☐ Tourist Behaviour
- ☐ Cultural Tourism
- ☐ Sustainable Tourism
- ☐ Community Based Tourism
- ☐ MICE and Event Management
- ☐ Aviation Management
- ☐ Digital Tourism/ Technology Operations in Hospitality and Tourism
- ☐ Service/Business Innovation and Entrepreneurship
- ☐ Other topics that are approved by Heads of Departments

Research Proposal

Tourist Experience in Health and Wellness Tourism, Phuket, Thailand

Research Background and Rationale

Recently, Phuket is experiencing with the decline of tourists, this might be a result from economic crisis and also the pandemic of COVID-19; new engines are being sought to attract potential tourists to promote tourism sustainability in the region. Health and wellness tourism are anticipated to become one of those engines. Health tourism is one of the fastest growing segments of the global tourism market. Globally, in 2013, this sector could generate 14% of total global tourism revenue (New Study Reveals Wellness Tourism, 2013). However, in Phuket, very few people have strong knowledge in this field.

Experiences are considered to be subjective, intangible, continuous, and highly personal phenomena (O'Dell, 2007). Therefore, the experience of leisure and tourism has been described as "a subjective mental state felt by participants" (Otto & Ritchie, 1996). While products are tangible and services are intangible, then service experiences represent events that commit people in a particular manner and, as such, are memorable. While services end with the performance, the value of the experience is cognitively stored by the individual and may be shared to others. The experience felt by visitors begins before arrival at a destination and ends with recollections of the experience and uses for decision making for future visits (Pine & Gilmore, 1999). The good experience is affected by a large set of factors, many of which are not directly related to the acquisition of a specific service. It is the combination of inherent factors and associated satisfaction in terms of acquired and consumed services during the holistic tourism experience which determines the overall satisfaction level of tourists. If the destination managers understand clearly about all elements, the memorable tourist experience and well destination image can be developed. Therefore, this research aims to develop a better understanding of the tourist experience in health and wellness tourism by investigating the motivations, elements of satisfaction, and the assessment of experience. With respect to the findings, the destination will

be able to develop business and attraction approaches, and also design the products and services which can enhance memorable tourist experience.

Research Questions

- 1.) What are the motivation factors influencing on tourists 'destination selection for health and wellness tourism?
- 2.) What are the elements of satisfaction (physical aspects, social aspects, products/services) that can enrich the tourist experience on health and wellness tourism?
- 3.) How do tourists experience health and wellness tourism in Phuket, Thailand since the phase of anticipation, travel to site, on-site activities, return travel, and recollection?

Research Objectives

- 1.) To identify the motivation factors influencing on tourists 'destination selection for health and wellness tourism.
- 2.) To reveal the elements of satisfaction (physical aspects, social aspects, products/services) that can enrich the tourist experience on health and wellness tourism.
- 3.) To develop a model which can access and explain the holistic tourist experience since the phase of anticipation, travel to site, on-site activities, return travel, and recollection.

Preliminary Literature Review

Health and Wellness Tourism

Health tourism becomes a significant and popular type of tourism in many countries. The concept of health tourism is widely spread, even, there is no consensus among scientists and experts regarding its definition until this day. When speaking of travel based on some forms of health-related activities, this term is mostly used and often interchangeably. In this way, Cohen (2004) used "medical travel", to embrace medical, health and wellness tourism, partly because the border between medical treatment and health improvement is becoming vaguer. Bookman and Bookman (2007) preferred to use "medical tourism" claiming that 'this reflects the growing encroachment of medicine even in spa and wellness services'.

A widely used approach suggests medical and wellness tourism are both regarded as subcategories of health tourism (USAID, 2008; Voigt et al., 2010). Wellness tourism is assumed to be pursued solely by healthy people whose main motive is to preserve or promote their health, and medical tourists are seeking treatment for a specific medical condition or ailment. Attempts to determine health tourism in general can be divided into two groups: highlight the supply side and indicate the importance of the demand side (Voigt et al., 2010).

Definitions from the first group emphasize the need for special infrastructure for health tourism (specifically facilities for health services and overnight guest accommodation). In this case, Goodrich and Goodrich (1991) defined health tourism as the attempt on the part of a tourist facilities or destination to attract tourists by deliberately promoting its health-care services and facilities, in addition to its regular tourist amenities. These health-care services might include medical examinations by qualified doctors and nurses at the resort or hotel, special diets, acupuncture, trans-vital injections, vitamin-complex-intakes, special medical treatments for various diseases such as arthritis, and herbal remedies.

Another group of definitions emphasizes the demand side and reflects the two fundamental needs which are the basis to identify of two groups of health tourists (Smith & Puczko, 2009; Voigt et al., 2010). The first group consists of tourists who have health problems and travel in order to receive a treatment for a certain illness or to receive medical care. The second group is wellness tourists who go on vacation in order to improve their health and well-being (Mueller & Kaufmann, 2001). These tourists perceive themselves as generally healthy and want to improve their condition through practicing healthy lifestyles (Puczko & Bacharov, 2006).

Tourist Experience

Definitions of Tourist Experience

The tourist experience is a complicated psychological process. Providing a succinct definition is a difficult task as this can encompass a complex variety of elements (Jennings, 2006). Stamboulis and Skayannis (2003) defined the tourist experience as an interaction between tourists

and destinations, with destinations being the site of the experience and tourists being the actors of the experience. Larsen (2007) stated that the tourist experience should be defined as a past travel-related event which was significant enough to be stored in long-term memory. O'Dell's (2007) summary of arguments on the tourist experience points out that experiences involve more than the tourist, tourism industries are also part of the generation, staging, and consumption of experiences through the manipulation of place and presentation of culture.

However, individuals experience similar activities and settings in different ways (Pine & Gilmore, 1999). Therefore, as the tourist experience is highly subjective, it can only be interpreted by reflecting on the specific individuals involved and the specific settings where experiences take place (Jennings, 2006). Most of these definitions refer to the experience at the destination, however the experience of a tourism event begins before the trip in the planning and preparation phases and continues after the tourist returns through the recollection and communication of the events which took place (Clawson & Knetsch, 1966). If the destination managers understand clearly about all elements, the memorable tourist experience can be developed.

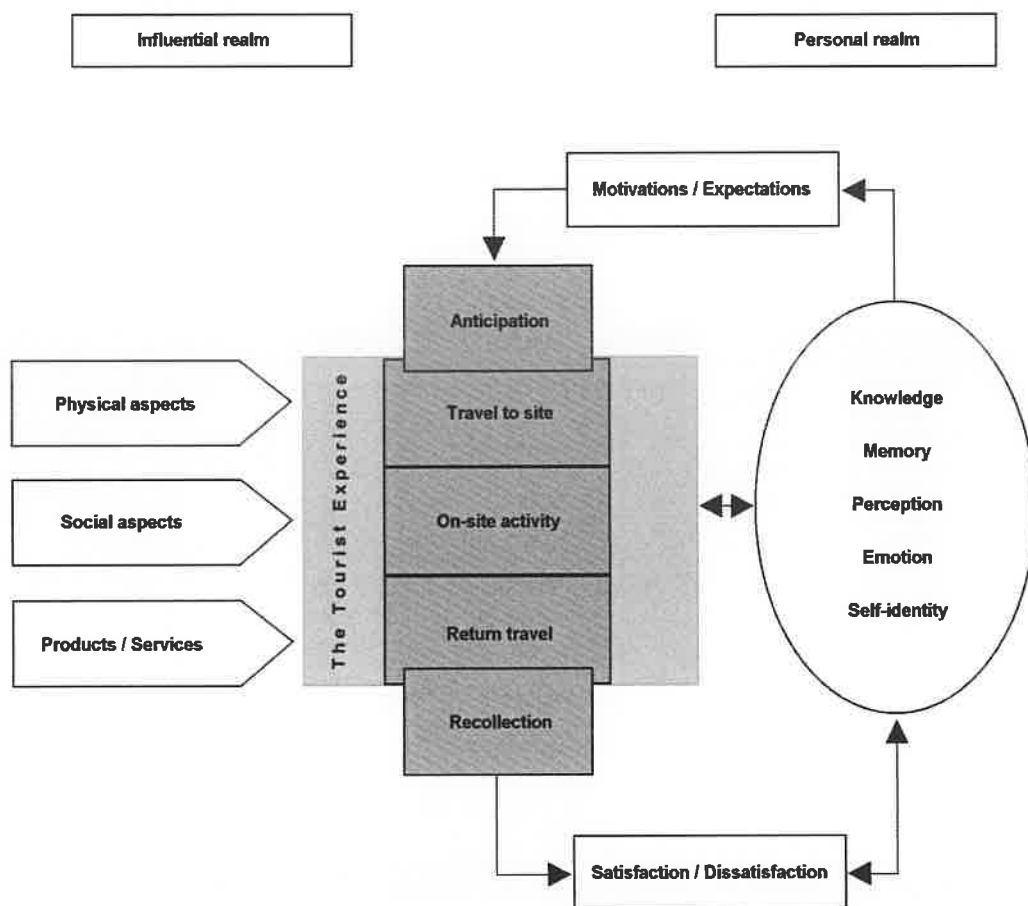
Dimensions of Experience: Phases, Influences, and Outcomes

The use of phases to examine tourist experiences is discussed by several authors (Borrie & Roggenbuck, 2001; Botterill & Crompton, 1996; Fridgen, 1984; Graburn, 2001; Li, 2000). Using multiple phases to describe experience comes from leisure studies which argue that leisure is a multi-phased event (Rossman & Chlatter, 2000). The Clawson and Knetsch model involved five distinct yet interacting phases starting with anticipation, travel to site, on-site activity, return travel, and recollection.

The tourist experience is also framed by evaluating the influential factors involved in shaping the outcome of experience. In reviewing the literature on quality tourist experience, Nickerson (2006) mentioned that there are three interwoven influencing aspects related to this phenomenon: the traveller, the product (or destination), and the local population. The traveller arrives at a destination with ideas about the kinds of experiences which could take place. These

ideas are influenced by an individual's social construction and include ideas or perceptions taken from media, product images, previous knowledge, expectations, and past travel experiences. Other influences include activities which the tourist participates in, the types of interactions the tourist has with various environments, and the informal social interactions which take place (Nickerson, 2006). The tourism product generally refers to experiences with tourism industries, the public sector, and formal cultural brokers (such as travel agents or tour guides). Similarly, Mossberg (2007) stated that the major influences are physical environment, personnel, other tourists, and the products/services available.

Current Experience Conceptual Model



(Quinlan Cutler & Carmichael, 2010)

Figure 1.1 The tourist experience conceptual model of influences and outcomes.

Scope

For this research, a quantitative approach is followed. Burns and Grove (1993) defined quantitative research as a formal, objective, systematic process to describe and test relationships and examine cause and effect interactions among variables. Then, the questionnaire will be utilized in this research as a survey method to engage in this particular issue to collect the information in terms of quantitative. By using the international tourists who travelling on Phuket, Thailand with a purpose of health and wellness-related activities, totally 400 questionnaires (+/- 10%) will be distributed.

Method

1. Conduct a literature review on health and wellness tourism and tourist experience.
2. Design and distribute the questionnaires to the sample group.
3. Analyze the collected data from the questionnaires by using SPSS program to identify the needs/motivations and level of factors that influence on tourist satisfaction in health and wellness tourism.
4. Interpret the data to generate the results that can show the intensity of each factor that is important to health and wellness tourists and creation of their satisfaction for developing business and attraction approach to achieve this market segment.
5. Write a research report that combines my understanding of the relevant theory and previous research with the results of my empirical research.
6. Provide some recommendation to solve the weakness in these particular issues to develop and prepare to handle with the new tourism pattern of health and wellness.

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หนังสือรับรอง

ข้าพเจ้า ผู้ช่วยศาสตราจารย์ ดร. ตติยาพร จารุมณีรัตน์ ตำแหน่ง หัวหน้าสาขาการจัดการการบริการ
สถานที่ทำงาน คณะการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต
หมายเลขโทรศัพท์ 0918207360 อีเมล tatiyaporn.j@gmail.com

เกี่ยวข้องกับผู้สมัครเป็น หัวหน้าบังคับบัญชาชั้นต้น ของ นายปฐวี อินทร์สุวรรณโน ซึ่งประสงค์จะ
สมัครเข้าศึกษา Doctor of Hotel and Tourism Management (D.HTM) ในมหาวิทยาลัย The
Hong Kong Polytechnic University - School of Hotel and Tourism Management

ขอรับรองผู้สมัครในด้านต่าง ๆ ต่อไปนี้

1. บุคลิกภาพ

ผู้สมัครอภยาศัยดี ยิ้มแย้มแจ่มใส อ่อนน้อมถ่อมตน มีความกระตือรือร้นในการทำงานและ
เรียนรู้สิ่งใหม่ ๆ มีความคิดสร้างสรรค์ มีความตั้งใจในการทำงาน และมีความยืดหยุ่นในการ
ทำงาน และสามารถปรับตัวให้เข้ากับสถานการณ์ที่เปลี่ยนแปลงได้

2. สถิติปัญญาและความสามารถที่จะเรียนต่อในระดับ

ผู้สมัครเป็นผู้ที่มีความรอบรู้ มีประสบการณ์การทำงานในภาคการศึกษาและอุตสาหกรรม
ประสบการณ์การทำวิจัย ที่จะช่วยส่งเสริมการเรียนในระดับปริญญาเอกได้เป็นอย่างดี เป็นผู้ใฝ่รู้
ใฝ่เรียน สามารถเรียนรู้สิ่งใหม่ได้อย่างรวดเร็ว มีความเป็นมืออาชีพ มีความรับผิดชอบ ตรง
เวลา รู้จักทำงานอย่างมีแผน มีไหวพริบในการจัดการแก้ไขปัญหาได้อย่างรวดเร็วแม่นยำ และ
ลงมือทำอย่างจริงจัง มุ่งมั่นตั้งใจให้เกิดผลงานที่ดีที่สุด

3. ความประพฤติ

ผู้สมัครมีความประพฤติดี มีความซื่อสัตย์สุจริต สามารถในการควบคุมอารมณ์ และแสดงออก
ทางอารมณ์อย่างเหมาะสม มีความสามารถในการวางตนได้อย่างเหมาะสม เห็นอกเห็นใจผู้อื่น
ทั้งเพื่อนร่วมงานและนักศึกษา

4. ความสามารถในการทำงานร่วมกับผู้อื่น มนุษยสัมพันธ์

ผู้สมัครมีความสามารถในการสร้างความสัมพันธ์กับบุคคลอื่นและสังคมได้ดี วางตัวเหมาะสม
กับกาลเทศะ มีมนุษยสัมพันธ์ดี เป็นที่รักของหัวหน้างาน ผู้ใต้บังคับบัญชา เพื่อนร่วมงานและ
นักศึกษา สามารถทำงานได้กับกลุ่มคนที่หลากหลาย

5. ความสามารถอื่น ๆ

ผู้สมัครมีความสามารถด้านการสื่อสารภาษาอังกฤษในระดับดี และมีประสบการณ์การทำงานใน
ภาคธุรกิจการโรงแรม มีเครือข่ายในภาคธุรกิจการโรงแรม

ลงนาม



(ผู้ช่วยศาสตราจารย์ ดร. ตติยาพร จารุมณีรัตน์)

วันที่ 2 เดือนมีนาคม พ.ศ. 2564

หมายเหตุ ผู้รับรองต้องเป็นอาจารย์ที่ปรึกษา/อาจารย์ผู้สอน/หัวหน้า

Notice of Offer

Application No. : 210367055

Applicant Name : INSUWANNO Patthawee

Ref. No. : 1395-5652-6704-8730

Date: 23-Feb-2021

Dear Patthawee,

We are pleased to offer you a place to the following programme for Semester 1 of the 2021-22 academic year.

Department:	SCHOOL OF HOTEL AND TOURISM MANAGEMENT
Programme:	DOCTOR OF HOTEL AND TOURISM MANAGEMENT
Programme Code:	24036-DFN
Mode of Study:	Mixed Mode Full-time
<u>Credit Requirements:</u>	Programme Credit Requirements - 51.0
<u>Normal Duration:</u>	3.0 year(s)

Offer Acceptance

To accept this offer, please pay the non-refundable initial fee (see details in the [debit note](#)) and indicate your acceptance by clicking "Accept My Offer" on or before the [payment deadline](#). By accepting the offer, you agree to comply with the [regulations of the University](#). If you do not wish to accept the offer, please let us know by clicking "Decline My Offer" to enable early release of the study place to another eligible applicant.

If you have any enquiries concerning this offer, please contact the Academic Registry by email to ar.tpg@polyu.edu.hk.

We look forward to seeing you at PolyU!

Academic Registry
The Hong Kong Polytechnic University

Timeline for Submission of Required Documents for Programme Registration

You are required to arrange documents required for verification to be sent directly by the awarding bodies to the Academic Registry of PolyU at your earliest time (at least 10-14 working days before the first day of programme registration). Upon completion of the verification process, we will send you an email reminding you to proceed to programme registration.

Failure to provide required documents for verification or any discrepancies found in the submitted documents may lead to the cancellation of your offer and registration at the University. Fees paid will not be refunded.

Email Address:	ar.reg@polyu.edu.hk
Mailing Address:	Academic Registry, M101, Li Ka Shing Tower, The Hong Kong Polytechnic University, Kowloon, Hong Kong
Contact Number:	+852 2333 0600

Notes:

1. You are encouraged to attach a cover sheet to the documents being sent to PolyU for verification.
2. **Electronic copies are highly preferred.** Please ask your awarding bodies to send us the electronic copies of your documents using official email account (e.g. xxx@polyu.edu.hk).
3. If the awarding bodies cannot send us an electronic version of the official documents, please ask them to send us hard copy of the official documents by express post. The envelope should be sealed, signed and stamped by the Registrar or by an authorised official of your institution.
4. Please note that the University will only accept originals or copies of the documents that have been duly declared as true copies by an authorised party, which includes a lawyer, a notary public, or a Consulate General.
5. Official certified translation in English are required for transcripts and certificates that are not in English or Chinese. The translator should sign and stamp on both (i) the translation and (ii) the official document and certify that the translation is accurate and complete by an authorised party as stated in point 4.
6. All documents submitted will not be returned. Please do not send us any **originals which cannot be re-issued**.
7. You may be asked to re-submit any official certification of qualifications (e.g. transcript or degree award certificate, etc.) if deemed necessary.

Documents Required for Qualification Verification

Before proceeding to programme registration, **ALL qualifications (except those from PolyU but excluding PolyU-SPEED) input in your online application** have to be submitted for verification.

1. Post-secondary Qualifications from PolyU

PolyU students / graduates (excluding PolyU-SPEED) are **NOT** required to submit their post-secondary qualifications for our verification.

2. Post-secondary Qualifications from Other Higher Institutions

a. For qualifications awarded by institutions in Mainland China

Official Final Transcripts

You should ask your awarding institution to send us the official copy of final transcript for our verification. The transcript should include results of all the coursework and project(s) required for the degree award, a final GPA / grade / score together with an explanation of the grading system.

If your final GPA / grade / score or the explanation of the grading system is not shown on your final transcript, please request your institution to submit a letter of certificate certifying your final GPA / grade / score together with an explanation of the grading system issued by the Registrar or an authorised official of your institution. The letter should include your name, title and the signature of an authorised official with an official stamp of your institution.

Please refer to points 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

Degree Certificate (学位证书) and Academic Credential (毕业证书)

For degrees awarded by universities in the Chinese Mainland / recognized by the Ministry of Education from Chinese Mainland, we will verify your Degree Certificate (学位证书) and Academic Credential (毕业证书) via official online platforms directly. Please input the certificate number (证书编号) of your Degree Certificate (学位证书) and Academic Credential (毕业证书), as well as the Online Verification Code (在线验证码) issued by the CHESICC (学信网) at eAdmission. Since the Online Verification Code (在线验证码) will expire 180 days after it is sent to you, please ensure that the code is still valid at least 14 days before the first day of your online programme registration period and extend the validity period of your code (<https://www.chsi.com.cn/xlcx/rhyq.jsp>), if deemed necessary.

If you are a final year student or graduated before 2008, your Degree Certificate (学位证书) cannot be verified online. You should ask your awarding institution to send us a letter of graduation issued by the Registrar or an authorised official of your institution. The letter should include your name, date of birth and the signature of an authorised official with an official stamp of your institution which confirms that you have fulfilled all the graduation requirements, preferably with the date of conferment and award classification.

Please refer to items 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

b. For qualifications awarded by other institutions

You should ask your awarding institution to send us the official copies of degree certificates / diplomas **and** official final transcript. The transcript should include results of all the coursework and project(s), a final GPA / grade / score together with an explanation of the grading system.

Final year students whose awards are confirmed but will be formally conferred after programme commencement are required to submit a letter of graduation certification issued by the Registrar or an authorised official of your institution. The letter should include your name, date of birth and the signature of an authorised official with an official stamp of your institution which confirms that you have fulfilled all the graduation requirements, preferably with the date of conferment and award classification.

Please refer to points 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

3. Score Reports of GMAT, GRE, IELTS and TOEFL

If your score reports can be verified online:

You should inform the awarding bodies to release the right to our university to verify your results online. Below are the PolyU codes for GMAT, GRE and TOEFL (access code for IELTS is not required):

GMAT	CB8
GRE	3404
TOEFL	0732

If your score reports **CANNOT** be verified online:

You should ask the test organizer to send us the official result slip for our verification. Please refer to points 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

4. Professional Qualifications

You should ask your awarding institution to send us the letter of certification / official membership proof for our verification. The letter should include your name, date of birth, as well as the name, title and signature of an authorised official with an official stamp of the awarding institution. Please refer to points 2 and 3 of the "Timeline for Submission of Required Documents for Programme Registration" section above regarding the means for sending in the required documents for our verification.

Verification Status of Qualifications

When the verification status of your qualifications shown in the online Notice of Offer turned to "Completed", you could proceed to online programme registration as scheduled.

Registration Procedures

Please follow the procedures below to perform your online programme registration during **05-Aug-2021 at 12:00 AM to 31-Aug-2021 at 11:59 PM**:

- Step 1: Click the "Proceed Programme Registration" button below (this button will be disabled if your qualifications have not been verified or the tuition fee has not been settled);
- Step 2: Verify personal particulars, upload photograph for student identity card, input information on emergency contact and confirm receipt of student visa (if applicable);
- Step 3: Complete the online survey;
- Step 4: Read the "Important Notes for Registered Students" which will also be sent to you by email;
- Step 5: Collect your PolyU student identity card according to the following schedule.

In case you cannot complete your programme registration online within the scheduled period, please contact your programme offering department for assistance ASAP. Otherwise, your offer will turn invalid.

Student Identity Card Collection

You can come to PolyU to collect your student card according to the schedule below after completing the programme registration:

Date and Time	Venue
16 – 31 August 2021 (Monday to Friday) 2:30 - 5:00p.m.	Room M102, 1/F, Li Ka Shing Tower (Core M), The Hong Kong Polytechnic University (see campus map)

Points to note

1. Registration Preparation

Originals / certified true copies of ALL academic award certificates, relevant transcripts and professional certificates claimed in / attached to your application will be checked before you can complete your programme registration. Failure to do so will affect your registration. **If the original certificates provided do not tally with the information given in your application, you will be disqualified.** Fees paid will not be refunded. In case of loss of the original certificates, please request the issuing body to send an official transcript / testimonial directly to the Academic Registry, PolyU.

If you fail to complete the necessary procedures, or if your full fee payment has not been properly received, the University will release your study place to other eligible applicants immediately. All fees paid will not be refunded. For reinstatement of offer, you must submit an application to your department for consideration.

You will get a PolyU Student Identity Card after completing the registration procedures. Your data together with the photo image (collected upon acceptance of offer) will then be transferred to the Student Record System of PolyU. These will be used in activities and services provided by units of the University in support of your study at PolyU including those conducted by the student organisations and application for student residence.

Your data may also be transferred to parties outside PolyU for processing student visa (for non-local students) and/or any other activities related to your study (such as placement, field trips, internship, exchange programme, Service Learning and Work Integrated Education arrangements and training).

Your contact information will be used for maintaining on-going communication with you after your graduation, including the delivery of announcement and other information, such as activities, education programmes, benefits and services.

2. Study Information

The following information is extracted from the Student Handbook for quick reference only. You should refer to the full version in the Student Handbook.

Credit Requirements

Each programme is comprised of a number of subjects, expressed in terms of credits. Your credit requirement for graduation, which has been preliminarily assessed at this stage based on your qualifications with reference to the normal programme credit requirements, is stated in your Notice of Offer.

Additional requirements and training, if any, will be advised by your department separately at a later stage. The University reserves the right to make changes to the programme credit requirements and hence your graduation requirements as considered to be reasonable and necessary. You will be informed in such circumstances.

Normal Duration for Completion of a Programme

Each programme has a normal duration for completion and this period is specified in the Notice of Offer.

Fees Payment

Fees paid will not be refunded except in the case of programme cancellation* and in the case of your qualifications acquired fall short of the requirements specified in a conditional offer.

[* The Hong Kong Polytechnic University (PolyU) reserves the right to cancel any programmes advertised for application.]

Concurrent Enrolment

You are not allowed to enrol concurrently on two full-time/sandwich programmes whether or not one of the programmes is offered by another institution. For enrolling on a full-time/sandwich programme and a part-time programme, or on more than one part-time programme leading to any formal award, including those offered by another institution, you are required to obtain approval from the PolyU Head(s) of Department concerned prior to enrolment. Failure to obtain written approval will result in discontinuation of your study at PolyU and the tuition fees paid for the programme(s) will not be refunded.

Those who wish to apply for concurrent enrolment should download an application for concurrent enrolment via [Form AR38](#) or the Academic Registry Service Centre and return it to the Academic Registry **before registration on the programme(s) concerned.**

Students who have been granted approval for concurrent enrolment should note that the University is not responsible for making special timetable arrangement in case of clashes in timetables including examination timetables.

The study information listed above is extracted from the Student Handbook and serves as some key notes for your information. You are strongly advised to refer to the [full version](#) of Student Handbook for all important information relevant to your study.

Application No.: 210367055

Applicant Name: INSUWANNO Patthawee

Debit Note

Fee to be paid

Debit Note No./Bill No.	96486630
Academic Year/Semester	2021/1
Payment Deadline	08-Mar-2021
Payment Status	Not Paid
Net Amount to be Paid (HKD)	81,500.00

Fee details

Cautious Money	400.00
Residential Workshop/Trip/Study Tour Fees	33,100.00
Tuition Fee (see note on tuition fee)	48,000.00
Total Fee (HKD)	81,500.00

Note on Tuition Fee

Please note that the tuition fee in this debit note is calculated as 6 credits X \$8,000/credit. The number of credits charged will be adjusted according to the actual number of credits taken for the semester and you will be advised by email to pay remaining fee, if applicable, about five weeks after the start of the semester.

FO reference date: 22-Feb-2021

Note on Debit Note Payment

Please note that the non-refundable initial fee includes all the fee items in the debit note(s) above. Please pay your fee before the payment deadline specified in each debit note or before your programme registration, whichever is earlier. **You can check your payment status here 2 working days (5 working days for Telegraphic Transfer / Bank Draft / Flywire) after your payment.** The Hong Kong Polytechnic University reserves the right to reject any late or wrong payment.

The Payment Methods

Please visit http://www.polyu.edu.hk/fo/FO_Web/Students/payment/payment.php?type=TuitionHallOther for payment methods