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A Functional and Thematic Analysis of the Language Commonly Used by Foreign Customers in their Visits to Spa and Wellness Centers in Thailand

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ABSTRACT

Spa and wellness are among the major tourism industries in Thailand. Each year, millions of foreign customers visit Thailand and visit its spa and wellness centers. However, little research has been done on the characteristics of the language used by those foreign visitors. Our aim was to analyze the verbal expressions used by foreign customers visiting spa and wellness centers in Thailand. The data were collected in June 2019 from eighty seven spa and wellness administrators using Mentimeter. The phrases were assessed by three experienced English language teachers determining the themes and functions of the language. Our content analysis found 28 themes and 16 functions. The top three themes were found to be the following: (1) Complimenting (19.20%), (2) Massage types (13.50%), and (3) Price (11.8%). The top three functions were found to be: (1) To make an inquiry (31.0%), (2) To pay a compliment (19.7%), (3) To make a request (16.4%). We noted that the themes considered critical elements in the spa and wellness businesses, namely, health and safety, were not explicitly mentioned. Another salient characteristic was the lack of critical comments. Recommendations for business operators and further research are also given.

Keywords: Spa And Wellness, Foreign Customers, Words, Phrases, Language Use

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1. Introduction

Globally, Thailand, like many economies, has promoted health tourism an important engine to drive the economy. The number of foreign visitors is on the rise, results from several factors, including the policy of the government, globalization, and some stimulus and promotional measures. For example, Thailand's Ministry of Tourism and Sports has come up with new measures to boost the growth of tourism by proposing that Chinese tourist be eligible for multiple visa entry (*The Bangkok Post*, December 2019). Rich and diverse in its natural and cultural resources, Thailand proud itself as one of the top tourist destinations of the world.

One of the attractions is its spa and wellness sector. According to a study

conducted by The Tourism Authority of Thailand (TAT) in 2012-13, health and wellness tourism generated 858,340 trips to Thailand and 31.12 billion baht in total revenue during the period. Thailand's health tourism is vibrant and growing. Moreover, Thailand Business News (2018) reported that the kingdom's wellness tourism market was valued as high as 320 billion Baht, ranked 13th in the world and 4th in Asia after China, Japan and India. Even with the COVID-19 disease pandemic, Thailand is still considered a spa hub of the world.

It is estimated that Thailand welcomes 350,000 dedicated medical tourists each year, spending an average of \$1,700 in hospitals and clinics across the country, with Bangkok reaping the most benefit from this tourism. Despite the coronavirus pandemic



in the early 2020, Thailand still put an emphasis on the fueling the growth of the tourism industry. The latest attempt was to boost domestic consumption via domestic tourism (Chatrudee, 2020).

Krot Rojanaaathirat, President of the Thai Spa Association, said that the main customers of the Thai spa business are tourists. The tourism situation has a direct impact on the spa business. In the past year (2018-2019), the Thai tourism situation has grown well. Causing the spa and related businesses to create economic value of more than 35,000 million baht and a growth rate of about 8% from 2017 (Prachachat Business, 2019).

More foreign visitors to the kingdom require tour guides as well as language skills of the service providers. Spa workers, however, are often less educated workers with modest education. Their English is far from perfect. This means that their foreign language skills may hinder the growth of the tourism industry. What can we do about it? One solution is education. But before providing them education or needed training, we must have some background knowledge of the situation. One area we need to look closely into is the frequently used words or expressions.

Language can be described in a variety of systems. One approach is to categorize language elements based on their notions and functions. Notions are about human abstract conceptualizations of events or phenomena. Functions are based on our behavior, what we do. Austin (1962) has proposed a speech act theory, arguing that speech has three elements – locution, illocution (purpose), and perlocution or consequences of the illocution. For example, the expression “Stand up, please.”, as a locution. Its illocutionary force is to make a request. As for perlocution, it can result in two consequences: (1) to comply with the request or (2) to ignore or to do nothing. Under the context of this study, when a foreign customer says, “Hello”, its purpose is to greet, and the usual consequence is often the greeting from the addressee.

A field of study looking at language and communication in general is known as ‘discourse’, or the language in the context of use. In discourse studies, there are, in general, three ways of looking at discourse or text, the formal, the functional, and the social approaches (Jones, 2012). Under the formal approach, discourse analysts look into the text’s cohesion and its use of

cohesive devices. In short, it looks at how sentences are put together to create a text such as paragraphs. For the functional approach, the focus is on the language that is used and what happens when the language is put into use. The last approach, the social approach, regards discourse as a social construction. Under the social approach, a discourse or text is analyzed critically with the aim to explore deeper into the construction of a given society, what is being represented and whether it is at all underrepresented; and why.

The above discussion deals the following topics: (1) Thailand as a spa and wellness center and (2) speech as an action, and (3) the analysis of language units. In the next section, we will look at the literature on the language preparedness of Thailand’s spa and wellness centers.

1.1 Why Spa and Wellness Centers?

Thailand’s spa and wellness sector is a part of its health tourism section, and is among the top industries generating income to Thailand. As it relies on income from foreign visitors, its service quality matters. Thailand has set up its national development strategies, aka the 20-year strategic plan, included as an integral part of its latest national constitution (Thailand’s Constitution, 2017). The global wellness industry is a US\$3.4-trillion market that is 3.4 times larger than the worldwide pharmaceutical industry, according to the 2014 Global Spa & Wellness Economy Monitor report by SRI International.

Thailand, which bills itself as the “Spa Capital of Asia”, is one of the top 10 wellness tourism markets in Asia Pacific. According to a study conducted by The Tourism Authority of Thailand (TAT) in 2012-13, health and wellness tourism generated 858,340 trips to Thailand and 31.12 billion baht in total revenue during the period. The reliance of income from tourism has both pros and cons, however.

The overarching aim of this research was to investigate the language use of the foreign visitors to Thailand’s spa and wellness centers.

1.2 Aims of the Research

The study aimed to investigate the common language functions commonly used by foreigners. It is also aimed to thematize the responses of the spa and wellness manager/administrators and to suggest the guidelines for spa and wellness centers to facilitate cross-cultural communication in their businesses.

2. Literature Review

2.1 Important Definitions

Spa and wellness centers refer to the businesses or enterprises offering massage services and/or spa services in and around Thailand.

Thematic Analysis is a form of content analysis of utterances or sentences. Utterances or expressions, including phrases are read to determine what they mean and then classify them into topics or themes such as ‘massage’ or ‘price’.

Functions refer to language functions, that is, the use of the language or the language in use. Every utterance has its illocutionary force (Austin, 1962). The functions such as ‘requesting’ or ‘commanding’ are defined as the doing of the language – what we use it for (Yule, 1996).

Span and wellness managers/administrators refer to the managers and administrators who had participated in a symposium organized by the College of Integrated Medicine (CIM) of Dhurakij Pundit University in Bangkok, Thailand on June 20th, 2019. At the symposium, they were asked, on a voluntary basis, to think about the expression/language often used by foreign customers to their spa and wellness centers.

2.2 Policies of the Thai Government

Below are the articles within the constitution revealing the national development plan. In Chapter 6 of the current national development plan, the directives and principles of the state policies are declared. Under Section 65, the policy has been laid down for Thailand to embrace strategies for sustainable development under good governance (Constitution of the Kingdom of Thailand, 2017). It also stipulates that the state must develop a national strategy as a goal for sustainable national development based on the good governance principles. This functions as a framework for various plans and policies. The plan entails six areas, namely, (1) Security, (2) Creating Thailand’s competitiveness, (3) Creating and developing the country’s capacity, (4) Creating equality in society, (5) Economic growth with sustainability, and (6) Good governance. As expected, these domains are very broad, and the spa and wellness sector falls into the fifth one. We could see that one of the strategies is to develop Thailand as a health and wellness’s hub. With that ambition, Thailand has a lot to prepare and get read, and one of those is about languages

and cultures. With the aim of increasing the number of foreign visitors to Thailand from 37.5 in 2018 to 40 million by the end of 2020, Thailand, among other things, has to implement policies to develop its human resources capable of successfully handling of the influx of those tourists and the challenges of handling cross-cultural communication.

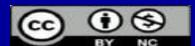
On reflection, Thailand is not alone in its emphasis on health as wellness as commodities. In fact, health and wellness and tourism are integrated in many economies. In Myanmar, for example, efforts have been made by the government to promote organic products (2019). In South Korea, health and wellness has been promoted as options for foreign tourists. On their website, Wellness Korea, wellness destinations are divided into four categories: (1) beauty and spa, (2) traditional medicine, (3) natural/forest, and (4) healing/meditation. (Visit Medical Korea, 2019). Likewise, in Japan, health and wellness have been promoted as elements in tourism.

Recently, tourists come to Thailand and elsewhere for health reasons and Thailand is among the leading nations in terms of health tourism (Junhasavasdikul and Junhasavasdikul, 2018). Many health and wellness enterprises start to upgrade their services and administration in response to greater demands. Recent research findings showed positive relationship between health tourism enterprises and the overall quality of life of the local community (Nitirochana, 2019). The Thai government has a policy to promote organic farming. Many communities start providing products such as rice from organic farms (Kwanmuang, 2019).

2.3 Language Forms and Functions

Language is a tool for humans to think and do other things. It has forms and functions. In addition to language forms, knowledge of functions is crucial for communication. What is meant by form is a set of rules governing the arrangement and permutation of words. In ELT, this refers to grammatical structure, which in language teaching is often referred to as “the grammatical content of teaching (Johnson, 2014, p. 186)”. In the context of Communicative Language Teaching, the emphasis should be placed on both forms and functions. But what do we mean by ‘function’?

Austin (1962) conceptualizes speech as action with illocutionary force. When a



person says, “Stand up”, he or she is performing an action. Its purpose or an illocutionary force is to give an order. In philosophy, Searle (1969) also proposes that speech is a form of action. In language, Holliday (1973) proposed in one of his books, *Explorations in the function of language*, that functions are what we do with the language. The general function domains are, for example, to use as a tool (as a tool to do something or get something done), to regulate, to represent. Similarly, Johnson (2004), in the context of ELT, explains that functions are speech acts, and the focus on teaching language functions has resulted in function-based teaching materials – “ where individual units deal with areas like Greeting, Inviting, or Making plans “(p. 186).

Holliday and Hasan (1976) note that most texts, being semantic units, often extend beyond a single sentence or utterance. They often involve the use of cohesive devices to achieve ‘cohesion.’

Classifying elements or utterances into themes is one of the analytical tools regularly employed by language researchers. This approach is also known as ‘content analysis’. Fred N. Kerlinger (1964, p. 417) has put it that content analysis is associated with the analysis of verbal data, and wrote that it is “an objective and quantitative method for assigning types of verbal and other data to categories” (p. 417). Several research studies relied on this type of data analysis, for example, a study on Thai and Western media conceptualization of the words ‘China’ or ‘Chinese’ by Thadphoothon and Prather (2018).

2.4 Sign, Meaning, and Geo-semiotics

In addition to spoken language, written language and signs play a significant role in communication. One of the roles is to assist one’s comprehension. Signs and advertisement billboards in spa and wellness enterprises across Thailand are often bilingual, Thai and English. Recently, many operators began to put on signs with several languages, including Chinese, Japanese, and Korean. Bulletin boards and posters, including leaflets and brochures are in Thai are often accompanied by other major languages, notable English and Chinese, sometimes you would find Japanese and Korean. The presence of those signs reflects or indicates the nature of the customers. Lou (2017) suggests that situated analyses of linguistic, semiotic, and material resources in everyday interactions can contribute to a

better understanding of the dialogical relationship between spaces of consumption and senses of place. In short, signs help us form our identity and navigate the world.

2.5 Spa and wellness Industry in Thailand

Thailand is among the top tourist destinations, and second to none when it comes to the area of spa and wellness industry. At the global level, for better perspective, spa and wellness is a big business. The global wellness industry is a US\$3.4-trillion market that is 3.4 times larger than the worldwide pharmaceutical industry, according to the 2014 Global Spa & Wellness Economy Monitor report by SRI International. Thailand, known as the “Spa Capital of Asia”, is one of the top 10 wellness tourism markets in Asia Pacific. According to a study conducted by The Tourism Authority of Thailand (TAT) in 2012-13, health and wellness tourism generated 858,340 trips to Thailand and 31.12 billion baht in total revenue during the period. The trend is an upward one.

2.6 Relevant Related Researches

Research has revealed that communication and culture affect the quality of the service. Research conducted in the context of Thai taxi drivers has revealed that language and cross-cultural skills were related to the quality of their services (Thadphoothon, 2017). Little research and systematic studies have been done to investigate the preparedness of Thai spa and wellness enterprises, especially those run and managed by local communities. As health and wellness is one of the core industries championed by Thailand’s national strategic plan, the quality of human resources is the key to success. The local community members’ ability to communicate in the foreign languages and their knowledge and awareness of cross-cultural communication may hold the key to their success. This is thus the rationale of this research endeavor.

Srilapana, Beatyb, Junhasawasdikul, Chanklao, and Panchee (June 2019) reviews the literature in search of different conceptions and definitions of ‘wellness’. . The purpose of this article is to find the meaning of wellness, dimension of wellness, addressing all dimensions of wellness in our lives. It is this important to build a holistic sense of wellness and fulfillment. This is important for every party doing in this industry. We should know the background, the present situation in the world and the position of Thailand at this moment, the

trend in this near future, also in the highly competitive situation in the world.

Junhasavasdikul and Tripipitsiriwat (2018) investigated the history of wellness in Thailand and found that wellness has been embedded into the Thai society. Thailand is rich in its herbs and massage knowledge. Sangpikul (2018) conducted an analysis of tourists reviews regarding spa business services in Thailand's major tourism cities and found ten positive themes: (1) friendliness of staff, (2) good skills of spa therapists, (3) relaxing atmosphere, (4) cleanliness, (5) beautiful decoration & environment, (6) recommendations, (7) complimentary services, (8) language and communication, (9) good services, and (10) product knowledge. The study also reported ten negative themes from the reviews, and one of them was the weak English language skills of the staff and spa therapists.

Similarly, Sinhaneti and Apichatrosjanakul (2012) conducted a study to conceptualize an English communicative framework for spa therapists in Bangkok. They reported that the spa therapists' English proficiency was found to be at the medium level. The study also reported that Thai spa therapists needed better understanding and skills in cross-cultural communication.

Likewise, Patanasorn, Patanasorn, Kosittakun, and Porewanna (2018) conducted a study of 40 spa therapists, 20 receptionists, and 20 spa foreign customers. On the English language needs of the spa and massage centers in Khon Kaen province, Thailand's northeastern region. They found that the massage therapists and the receptionist reported having problems in their use of English. As for the foreign customers, it was found that the majority of them expected the Thai spa and massage therapists to have better English language skills. The call for better English skills was not new. As early as 2015, it was reported that Thai spa business needed to improve its English skills of its work force (SMART, 2020).

2.7 Language Themes and Functions

Texts are not just a collection of signs in arbitrary fashion. A text or discourse needs its context. Language elements such as phrases or expressions can be classified, through content analysis, to categorize their topics or themes. Under the concept of cohesion, one can group language elements into their lexical fields, for example (Jones, 2012). Utterances as well as sentences, even phrases, often have their illocutionary force,

known in ordinary language as functions (Austin, 1962). The sentence 'Is this a new spa?' would be classified under the function called making an inquiry.

3. Methodology

3.1 Data Collection and Sample

This research methodology was a qualitative method using purposive sampling to target spa managers and supervisors in Thailand. The aim was to investigate the language used by foreign customers and communication patterns (functions). This study investigated the responses of those managers to three questions during the period of 1 June to 15 June 2019,

There were altogether 422 phrases. For the research purposes, the researcher considered types of contents that were posted on the online system (Mentimeter) and communication patterns created by the administrators. Using coding sheet as a tool for contents analysis, the researchers created a categorized table, classifying types of content and communication patterns / functions.

4. Data Analysis & Findings

The total number of respondents was 87. As for genders, it was found that there were nineteen males (22.09%) and sixty-seven (77.90%) were females. One did not reveal their gender identity.

Table 1: Age groups of respondents

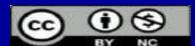
Age group	Frequency	Percentage
20-30	19	21.83
31-40	30	34.48
41-50	27	31.03
51-60	11	12.64
Total	87	100

As for their age groups, it was found that the majority of the respondents were aged between 31-50 (65.51%), followed by the age group of 20-30 years old (21.83%), and 51-60 (12.64%), respectively.

Table 2: Number of phrases in three different intervals

Time	Frequency	Percentage
Before	191	45.26
During	114	27.01
After	117	27.72
Total	422	100.00

The table shows the total number of words/phrases gathered from 87 spa and wellness managers / administrators. It was found that there were 422 words/phrases in total. Of which, 191 words (45.26%) were those reported as having been uttered before the use of the spa and wellness service. One hundred and fourteen words/phrases (27.01%) were those uttered during the use



of the service; 117 (27.72%) were uttered after the use of the service. On average, each respondent gave us 4.85 words/phrases.

Table 3: Thematic Analysis

No.	Theme	No	Percent
1	Greeting	40	9.5
2	Thanking	25	5.9
3	Price (3)	50	11.8
4	Promotion	16	3.8
5	Massage Types	57	13.5
6	Masseur	11	2.6
7	Massage Request	6	1.4
8	Complimenting	81	19.2
9	Booking	4	.9
10	Language	1	.2
11	Media	6	1.4
12	Personal Preferences	42	10.0
13	Interrupting	1	.2
14	Commenting	2	.5
15	Facilities	12	2.8
16	Symptoms	8	1.9
17	Agreeing & Disagreeing	12	2.8
18	Waiting time	7	1.7
19	Food and Beverages	4	.9
20	Feelings	16	3.8
21	Directions	5	1.2
22	Payment methods	4	.9
23	Personal Information	2	.5
24	Hours of service	1	.2
25	Parting	6	1.4
26	Tip	1	.2
27	Appointment	1	.2
28	Transport	1	.2
Total		422	100

Table 4: Number of functions

No.	Function	No	Percent
1	To greet	40	9.5
2	To thank	26	6.2
3	To make a request	69	16.4
4	To make an inquiry	131	31.0
5	To give a compliment	83	19.7
6	To ask for confirmation	5	1.2
7	To interrupt	1	.2
8	To comment	2	.5
9	To ask for recommendation	8	1.9
10	To describe symptoms	8	1.9
11	To inform	10	2.4
12	To agree or disagree	12	2.8
13	To express feelings	15	3.6
14	To ask for directions	5	1.2
15	To ask permission	1	.2
16	To part (bidding farewell)	6	1.4
Total		422	100

Table 5: Functional Analysis in three intervals

Function	Interval			Total
	Before	During	After	
1. To greet	27	9	4	40
2. To thank	5	2	19	26
3. To make a request	22	37	10	69
4. To make an inquiry	105	12	14	131
5. To give a compliment	8	24	51	83
6. To ask for confirmation	2	3	0	5
7. To interrupt	1	0	0	1
8. To comment	1	0	1	2
9. To ask for recommendation	7	1	0	8
10. To describe symptoms	3	4	1	8
11. To inform	4	4	2	10
12. To agree or disagree	3	9	0	12
13. To express feelings	1	8	6	15
14. To ask for directions	2	0	3	5
15. To ask permission	0	1	0	1
16. To part	0	0	6	6
Total	191	114	117	422

The table above shows the functions distributed across three different time intervals. Fourteen functions were from the before-the service interval. Twelve were from the during-the-service interval, and eleven from the after interval.

Table 6: Themes in three intervals

Theme	Interval			Total
	Before	During	After	
1. Greeting	27	9	4	40
2. Thanking	4	2	19	25
3. Price	37	2	11	50
4. Promotion	14	2	0	16
5. Massage Types	41	10	6	57
6. Masseur	7	2	2	11
7. Massage Request	6	0	0	6
8. Complimenting	7	25	49	81
9. Booking	3	1	0	4
10. Language	1	0	0	1
11. Media	6	0	0	6
12. Personal Preferences	9	31	2	42
13. Interrupting	1	0	0	1
14. Commenting	1	0	1	2
15. Facilities	8	4	0	12
16. Symptoms	3	4	1	8
17. Agreeing & Disagreeing	3	9	0	12
18. Waiting time	7	0	0	7
19. Food and Beverages	1	3	0	4
20. Feelings	1	8	7	16
21. Directions	2	0	3	5
22. Payment methods	2	1	1	4
23. Personal Information	0	1	1	2
24. Hours of service	0	0	1	1
25. Parting	0	0	6	6
26. Tip	0	0	1	1
27. Appointment	0	0	1	1
28. Transport	0	0	1	1
Total	191	114	117	422

Table 6 shows all the twenty-eight themes categorized from the spa managers' verbal responses in three different time intervals: before, during, and after the spa service. It was found that there were as many as 422 phrases. The themes gleaned before the service were found to be the highest in number (191), followed by during (114), and after (117), respectively.

5. Discussions

Even though our investigation was a small-scale one, some of the elicited expressions might provide useful insights into the preparedness of Thai spa industry. In addition, our findings provide insights into some aspects of the consumption behavior of foreign customers, useful for spa and wellness operators. Firstly, there is a need to provide easy-to-understand information to the customers. This could be done in various modes and channels. Information that is required includes types of massages, costs, and safety should be made readily available. In short, our findings seem to reflect, if anything, the need to acquire accurate and detailed information.

5.1 Language Preparedness

From the responses, we noted the need for spa operators to equip theirs with operators with adequate language skills. English, as a major international language, is essential. With technology, language preparedness can be augmented. For example, smaller operators have other options e.g. QR codes to access pre-recorded videos. Bulletins and posters, including leaflets could help explain the services to the foreign customers.

This finding reflects findings done previously. A study was conducted by Thadphoothon (2010) on the preparedness of Thai education for the formal implementation of the 2015 ASEAN Charter (Thadphoothon, 2015), which found that Thailand's education was not well-prepared in terms of language preparedness for the opening of the Asean community.

Today, preparedness can be done with convenience through new communication technology. With media technology, nowadays, it is possible to provide guidelines, recommendations, and useful information to both local and foreign customers. Using QR codes and signs has become a common practice in the industry.

5.2 Signs and New Media

Signs and pictures are easy to provide and with pictures or diagrams, the provision of needed and necessary information can be better facilitated. According to Huebner (2018), linguistic landscape is an integral part of a particular society, reflecting its cultural makeup and ecology. In Kuala Lumpur, in Malaysia, for example, signs were found in many languages, Malay, English, Tamil, and Chinese, reflecting its multicultural society (Syed Abdul, Maya Khemlani, Francisco Perlas, and Naqeebullah, 2015). Signs also have

potential for pedagogical applications. Pictures and signs found in and around schools, for example, can be used to facilitate active learning. In many tourist destinations around the world, signs are in local as well as international languages like English, French, or Chinese.

However, language is not everything. Cultural knowledge and understanding should also be fostered in the spa staff. In preparing curriculums, we can make use of the medical phrases in to teach not only grammar, but also conversation (Nattinger and DeCarrico, 1992).

5.3 General and Specific Expressions

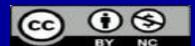
Our analysis shows two phrasal categories: general and specific. Specific means specific to the areas of spa and wellness. There are, however, the phrases that are general. We may refer to them as being 'cross-sectional expressions' or all-occasion expressions. Examples are greeting, thanking, and making requests. There are also spa & wellness-specific vocabulary and expressions such as massage types, symptoms, and aroma therapy.

5.4 Essential but Missing

One aspect of our findings should be pointed out here. Health and safety were found to be missing the themes despite being an important piece of information in this health-related sector. This does not mean that the Thai authorities overlook or give less attention to health and safety issues. According to the website of the so-called Thai Spa Association (TSPA), one of the key objectives of the association is to "enhance the capacity of 50 spa operators from each participating country to provide spa services that conform to European standards of spa operations and safety". This would increase the spa visits by European travelers.

5.5 Implications for training and preparation

Our findings would be helpful for spa and wellness businesses in three areas: First of all, the contents included in any curriculum or training program should not fail to include essential topics, words, expressions to be included (word list, basic functions). Secondly, the information necessary for spa centers such as safety and health topics – provide as posters and brochures or online presentations. Lastly, spa and wellness centers should provide necessary information to customers, especially foreign customers, including user-friendly programs, clear policies of prices and promotion. Importantly, as



Kleinnijenhuis, van Hoof, and van Atteveldt (2019) have found, mixed and various media work better in forming perceptions and attitudes of the audiences.

6. Conclusion

In this study, we collected words or phrases in July 2019 from 87 spa and wellness managers in Bangkok, Thailand. They, on a voluntary basis, write either words, phrases, or expressions that they often heard uttered by foreign customers. The data collected were categorized and analyzed based on their themes and language functions. It was found that the top three themes were complimenting, massage types, and prices. The top three functions were making an inquiry, a request, and to pay a compliment. We found two missing elements in the self-reported: safety and critical comments.

Focusing on the limitation of the study also, the only limitation of this research is that the texts were only from those reported by the spa and wellness managers. Hence, it can be argued that the validity of the study depends very much on the spa managers' ability to recall the information. On the other hand, it can also be perceived as being our strength. Secondly, the spa and wellness managers were limited to those that attended the workshop on that day.

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Note: *The data underlying this article will be shared on reasonable request to the corresponding author.*