

กลุ่มย่อยที่ 10

สาขาการจัดการการท่องเที่ยว

The Study of Sustainable Practices for 5 Star Hotels in Bangkok**

Sangkae Punyasiri¹

Abstract

This research aimed to study the level of employee' perceptions of sustainable practices and the level of organization commitment, and to explore the relationship of sustainable practice and the level of organization commitment of 5-star hotel in Bangkok. The sample group of this study were 158 hotel staffs. This research investigated results from the collected questionnaire by using convenient Sampling. The data were analyzed by using descriptive statistics, frequency, percentage, means, standard deviation, One-way ANOVA analysis and Pearson's Correlation Coefficient Analysis.

The research found that the level of employee' perceptions of sustainable practices overall aspects were at the high levels ranking from the aspect of environment benefits, effective sustainable management, cultural heritage benefits, and social and economic benefits. The level of organization commitment overall aspects was at the high levels ranking from normative commitment at the highest level, follow by affective commitment, and continuance commitment. The relationship between the factors of Sustainable Practices and organization commitment in overall have positively correlation at high level statistically significant level of 0.01 ($r = .751$).

Keywords: Sustainable practices, Organization Commitment, Hotel

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**บทความฉบับสมบูรณ์เผยแพร่ในวารสารวิชาการท่องเที่ยวไทยนานาชาติ ปีที่ 18 ฉบับที่ 2 (กรกฎาคม - ธันวาคม 2565)

Wellness Tourism Destination Development Strategy: Active Ageing Tourists Motivation**

Ann Suwaree Ashton¹

Abstract

The aim of this study is to investigate the active ageing tourist intrinsic and extrinsic motivation toward a wellness tourism experience. Qualitative approach was employed using the in-depth interview technique for data collecting, and content analysis was used for analysing data. The findings revealed that individual passions and preferences are motivations for wellness travel. These motivations set force to drive the active ageing tourist, especially those of 50-plus years, to involve in the preferred activities for new meaningful experiences. The desired experiences from different levels of activities can also bring better health to their later lives. Results offer a new motivation model for wellness experience-based tourism with a view for further research and niche-marketing practices.

Keywords: Active ageing tourist, Wellness tourism, Wellness attributes; tourism motivation

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Therapeutic Practices of Sound Healing to Enhance Spiritual Well-being**

Soni Sharma¹

Abstract

The aim of this conceptual is to discuss the current phenomenon of wellness tourism through the sound healing therapeutic practice. The paper will discuss some significant information, including; the important of sound healing and wellness tourism, then describes about Asia's wellness market, wellness tourism and sound healing therapy, and recommendation for future research. Sound healing can be using music or Tibet singing bowl. The benefits of sound can heal people mood, anxiety, stress and increase peaceful spirituality. Hence, this paper provides some important literature review in related to wellness tourism through sound healing practice and recommendation for future research.

Keywords: Sound Healing, Wellness Tourism, Spiritual well-being

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The components of yoga destination development:

A Thailand case study**

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Abstract

This article emphasis on study about the components of yoga destination development: A Thailand case study which has objective are 1) to study core resources components of yoga destination development 2) to study supporting resources components of yoga destination development. The qualitative research methodology was used for this study. In addition, the qualitative data were collected by semi-structure interview from 20 relevant yoga developing stakeholders which were public sectors, yoga entrepreneurs and yoga instructors, analyzed by content analysis. The results reveled that, firstly, core resources components of yoga as led to efficiency destination development were; the readiness of space and equipment, the surrounding attractions, the famous of yoga destination, the safety, the expertise of yoga instructors, the service quality, the authenticity of yoga, the well-being activities and a variety type of yoga. Secondary, supporting resources components of yoga as led to efficiency destination development were; the accessibility, the facilities and amenities, accommodation, a variety of tourist attraction, the local infrastructures and the promoting policy of yoga destination. Finding of this study could be analyzed and transformed to be guidelines the efficiency of yoga tourism development.

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Composed of components of the development of yoga tourism destinations in the core resources which is divided into 3 aspects: 1) the development of yoga studio 2) the development and enhancement of yoga tourism personnel and 3) the development and promotion of traditional characteristics of yoga and components of the development of yoga tourism destinations in terms of supporting resources.

Keywords: Types of yoga, Yoga destination development, Core resources components, Supporting resources component