

Rangson Chirakranon 2007: Marketing Factors Related to Characteristics of Spa Cuisine Services in Resort and Hotel Spas. Master of Science (Home Economics), Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Ms. Marisa Phupinyokul, Ph.D. 88 pages.

The main objectives of this research were to study the marketing factors related to spa cuisine services in resort and hotel spas and the variations between marketing factors and spa restaurant characteristics. A total of 28 resort and hotel spas were used in this study. The data from survey questionnaires were returned and analyzed by using descriptive analysis.

The result of the study revealed that most spa restaurants served fusion food (64%). The maximum number of seats in a restaurant was 80, and the minimum was 25 with an average of 51 seats per restaurant. The price range of low cost meals was 200 to 800 baht with an average of 394 baht. The price range of the high cost meals was 350 to 1800 baht with an average of 930 baht. The highest number of guests was 60 persons per day and the lowest number of guests was 15 persons per day; the average number of guests was 40 persons per day. One third on the spa restaurants had decoration of a natural style, while the average of modern and simple styles of decoration was 29%. Most of their guests were from Europe.

The significant marketing factors were ‘product’, ‘place’, ‘people’, ‘physical evidence’ and ‘process’; the least important marketing factor was ‘price’. The result of variations revealed that restaurants with a different food styles serving were likely to emphasize on the same marketing factors.

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