

## ABSTRACT

This study is aimed to examine the preference of spa therapists to work in Thailand and abroad. The main purpose is to answer the statement of the problems on the spa therapist's expectations conveying to their preference to work locally and abroad. Furthermore, it is to examine the feasible outcome towards their expectations and to measure the effect of external sources to their preference.

The sample size of this paper is 140 subjects consisting of therapists who work in international spa operations and attend training in government academies and private academies, located in Bangkok and metropolitan areas. The instrument used in this research is a questionnaire which was distributed before the end of December. The gathered data is analyzed by using the Statistical Package for Social Sciences (SPSS) version 13.

The results of this study exposed that the initial point motivating the therapists to concern this career is high income. Expectation to attain new experiences and have an opportunity to work abroad is the linchpin of their career preference leading to their ultimate outcome. Even though they realized the risk and uncertainty of working offshore, they preferred to choose to go abroad.

The researcher hopes that this study may be significant for spa operators in terms of approaching therapists' expectation in this career and decreasing the turnover rate in their organization. Likewise, this paper may be beneficial to new therapists as a working guideline.