

CHAPTER FIVE

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

This chapter shows 5 issues: summary of the study, summary of the findings, discussions of preference of spa therapists to work in Thailand and abroad, conclusions, and recommendations for further research.

5.1 SUMMARY OF THE STUDY

Therapists are one of the utmost essential factors in spa business. Their competent tremendously affects a customer's decision to visit or not to visit the spa salon again. Therefore, to know their career's preference and expectation can be a gateway to successfully operate one's spa business.

5.1.1 Objectives of the Study

This study was mainly aimed to examine and compare the spa therapists' expectation leading to their preference to work in Thailand and abroad. Simultaneously, the sub-objectives were set to investigate the feasible outcome of their expectation, explore the alternatives affecting their selection and measure the effect of external sources on their preference.

5.1.2 Subjects, Materials and Procedures

The subjects surveyed in this study were 140 spa therapists in Bangkok and metropolitan areas covering two focus groups: one group working in an international setting, the other group training in government institutes and in private academies. The response rate was 90.72% equivalent to 127 participants for data analyses.

The instrument used for collecting data in this study was a pre-tested questionnaire consisting of four parts: demographic information, behavior and preference to spa career, expectation of domestic spa career and expectation from working in a spa abroad. The questions consisted of both closed-ended and Likert scale questions.

The procedural data collection from the cross-sectional design paper was analyzed by SPSS program version 13.0 and reported in the form of descriptive statistics and tabulation.

5.2 SUMMARY OF THE FINDINGS

The results from 127 participants could be divided into 5 parts: -

5.2.1 Demographic Results

The data for this study was collected from 117 female and 10 male respondents and on average covered all age-ranges of working groups, from 21-25 years, 26-30 years, 31-35 years and over 41 years. 65 subjects were single and 39 subjects were married. The majority, 54.3%, had secondary level education as their highest level of education while 17.3% had graduated with a Bachelor degree.

5.2.2 Behavior and Preference to Spa Career Results

The findings showed that most therapists were not amateur; 56.7% have worked as spa therapists and 72.4% have received training. They tended to specialize in various kinds of massage except massage for rehabilitation. Apparently, 30.9% were skilful in Thai massage. Conversely, there were only 11.8% who could do massage for rehabilitation. Their main purpose after training were chiefly to work in a day spa and abroad. The primary interest in this business of the main group (35.8%) was on high income and 35% expected more than 14,001 Baht. However, noticeably there were 9 participants who expected the lowest range (6,000-8,000 Baht).

5.2.3 Expectancy of Domestic Spa Career Results

The findings in this part were vitally outstanding. The highest score of the “Very high” level, 52%, was on the expectation for new experiences they would gain. The second rank, 46.5%, was on the expectation to work abroad.

5.2.4 Expectancy and Feasibility of Spa Career in Abroad Results

The results showed that 63% believed that their expectation might occur. By cross-tabulating the expectation to work abroad towards their beliefs, it revealed that 26% had very firm belief that they might possibly work abroad, and 20.5% highly believed that they absolutely could be able to go to work abroad.

5.2.5 Effect of External Sources to Preference to Work Abroad Results

66.1% had friends working offshore and 80.3% realized both good points and bad points including the unsafe situation and danger of working situation in abroad from them; however, 70% still wanted to take the risk.

5.3 DISCUSSION

This section is to illustrate how the results relate to the literature and demonstrate the answers to statement of the problems.

Victor Vroom (1964) concluded that people believed in the certain action leading to the certain outcome as per the link of *Valence-Expectancy-Instrumentality*. The findings showed that spa therapists were interested in this career as of high income, *Instrumentality*. They attended training affecting higher skill and expected to attain new experience, *Expectancy*. Then, they targeted to work abroad, *Valence*. This implied that they took certain training to improve their skill for better earning. From Table 7, the highest score of their expectation in domestic working was to expect for a new experience, whereas, in Table 15 the highest score of their expectation in working abroad was for high income. These two comparisons described that they focused on accumulating new experience locally in order to be a specialist to work abroad for their ultimate outcome, high income. So, the results of this study were supportive to Vroom's theory.

The findings were also supportive of the Prospect Theory by Daniel Kahneman and Amos Tversky that people would proceed if they could count a value based on the feasible outcome. They aimed to work abroad as they believed that it was possible to have a high income. The supporting results to the former sentence were that 89 therapists wanted to go abroad, 46 therapists thought that working abroad was absolutely better than in Thailand and 67 therapists heard from their acquaintances that the income and benefits from working abroad were satisfactory. These perceptions, then, enhanced their feasible outcomes. Consequently, they preferred to work abroad.

In Table 11, 67 therapists had positive perspectives hearing from their friends about good income and benefits offered abroad. Simultaneously, in Table 16, 31 therapists realized the negative perspectives that therapists were deceived to work as prostitutes and in some hidden services. Even so, they still wanted to go. Moreover, in

Table 17 it was stated that 71 therapists heard about the danger to work abroad, but still wanted to go. In applying the study of Bassett and Smythe (1979) which explained that people limited their perception or information on which was positive or desirable and evade the negative ones, then, it is supportive that they preferred to seize and focus on the positive information rather than considered the negative one.

In addition, the results in Table 6 exposed that some therapists preferred to have 6,000-8,000 Baht salary. This is implied that their current monthly income is very low.

It was, as well, interesting to find out that more than 40% of therapists did not use this career as a stepping stone to get married to a foreigner, as in Table 15. 37.8% have a neutral comment.

5.4 CONCLUSIONS

Complying with the findings, the conclusions of this study are:-

5.4.1 Majority of the therapists were female.

5.4.2 These therapists were not amateur but well-trained. Most of them were specialized in Thai massage. They highly expected to attain new experience and to have a chance to work abroad.

5.4.3 The majority wanted to work abroad.

5.4.4 They mainly trusted that working abroad was the possible way to earn high income.

5.4.5 Even though they realized the risk and bad situation of working abroad from external sources, they readily chose to go abroad.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

This study is merely aimed to compare the spa therapists' preference to work locally and abroad and examine their expectations. It is rather stunning to figure out that they were willing to proceed with their preference to work abroad even though they realized that they might face difficulty and be in danger. Further in-depth research can be on why they are willingly to take these risks and how brutally they are abused. This paper can be useful for the new wave of therapists to be aware prior to making the decision to choose to work abroad.