

# **Cultural Spa**

## **The next innovation of Spa in Asia**

**By**

**Mr. Sunai Wachirawakarn  
General Manager  
Sukko Spa Executive**

**Sukko Spa Executive**

## What is Spa ?



- ◆ Solus Per Aqua: Health through Water
- ◆ Spas are places where you can slip away to and forget about life's troubles.
- ◆ ISPA defines "Spa Experience" as being "Your time to Relax, Reflect, Revitalize and Rejoice."

# Spa Industry Overview

## ISPA statistics :

- ◆ 2,300 members in 70 countries
- ◆ 4th largest leisure industry in the US with \$11.2 billion in annual

## Asia-Pacific statistics (ISMED):

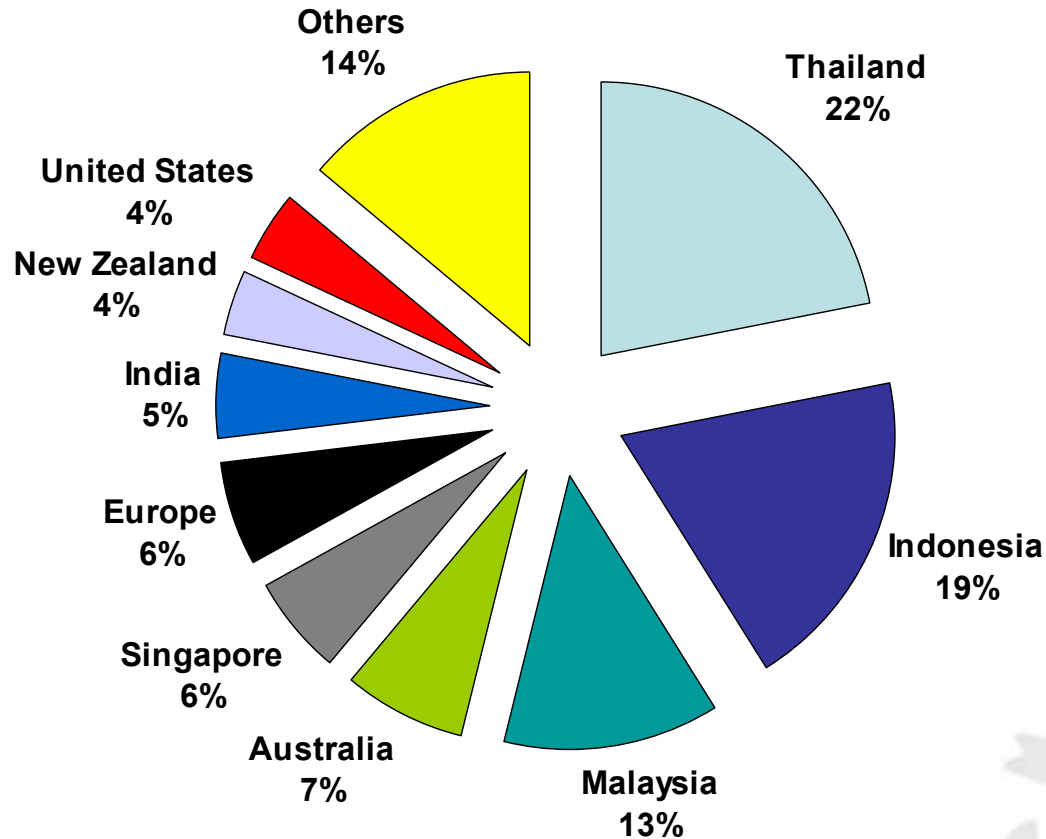
- ◆ The spa industry is growing at an annual rate of 30-100%
- ◆ Spa travel is the fastest growing sector in the tourism industry
- ◆ The Asia-Pacific region has become the international center for spa popularity and development

# Thai Spa Industry Overview

- ◆ Revenue from Thai spa in 2004 is 5.7 billion baht
- ◆ In 2002, the readers from Conde Nast Traveler voted Thailand second place with an overall score of 93.67%, after Australia (93.87%) with Thailand receiving the highest score of 97.18% in the people and hospitality criteria.
- ◆ Thai spa industry achieved 64% growth for the period 2000-2002
- ◆ Overseas spa patrons accounted for 79% of the country's total spa clientele - yet another clear vote of confidence for Thai spas.

# Spa Consumer Asia 2003

## Potential Spa Holiday Destinations

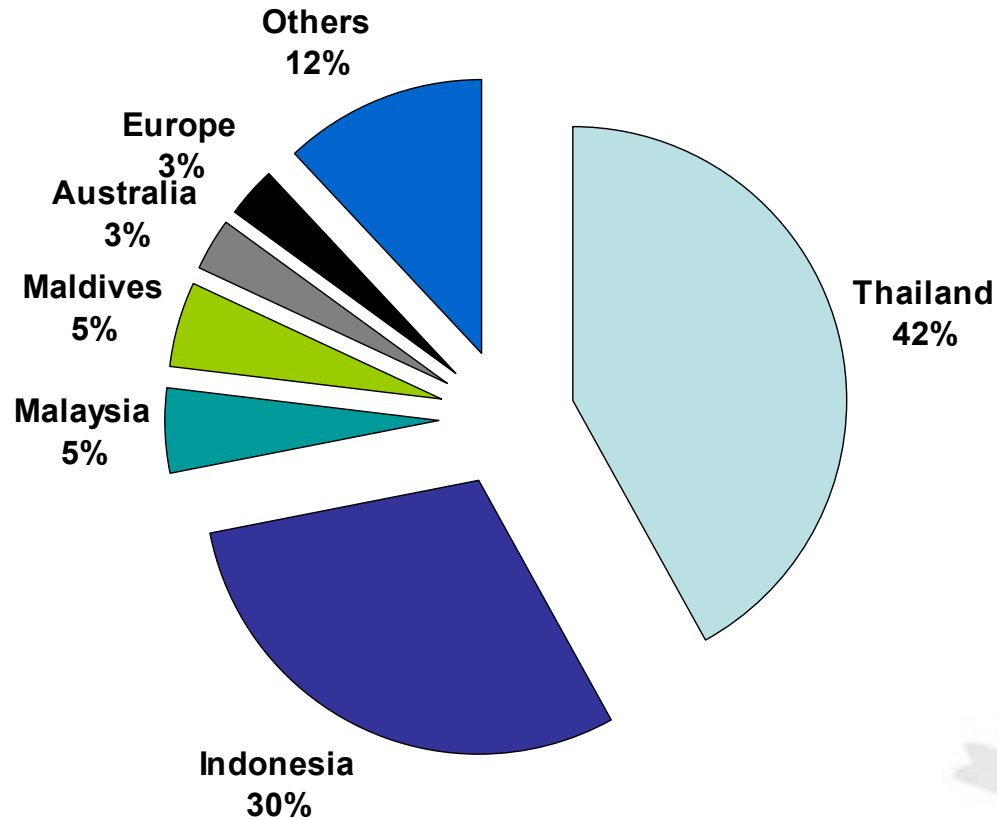


Source: Intelligent Spas 2004

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# Spa Consumer Asia 2003

## Destination of Next Spa Holiday



Source: Intelligent Spas 2004

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# Phenomenon of Fast Growing Business

- ◆ Many new spas emerged in the market with “Me too” strategy
- ◆ Consumers feel overwhelming with the persuasion to spa from the spa operators who don't really understand what spa is.
- ◆ Many Spa operators select the price war strategy to survive in the industry where there is no distinctive difference in product characteristics.
- ◆ The quality of products and service will tend to decrease with the price war and lack of quality resources to support the industry
- ◆ High rate of failure in the industry

## **What will be the solution?**

- ◆ Search for the potential consumers' need and opportunity in the industry.
- ◆ Find the competitive advantage to create the barrier for new entrants or duplication.
- ◆ Differentiate ourselves from the others.

# Search for the potential consumers' need and opportunity in the industry.

## ISPA Consumer's Trend 2004

- ◆ An enhanced interest in local and indigenous spa experiences.
- ◆ Customization is increasingly becoming a point in consumers' decision-making process.
- ◆ The combination of **massage and yoga** could push massage into the realm of ordinary fitness routines and bodywork for many people. **Thai massage** is an example here



# **Find the competitive advantage to create the barrier for new entrants or duplication.**

- ◆ Thailand is recognized as one of the world's best in culture and hospitality.
- ◆ Long peaceful history of Thailand with the civilization of culture

## **Differentiate ourselves from the others.**

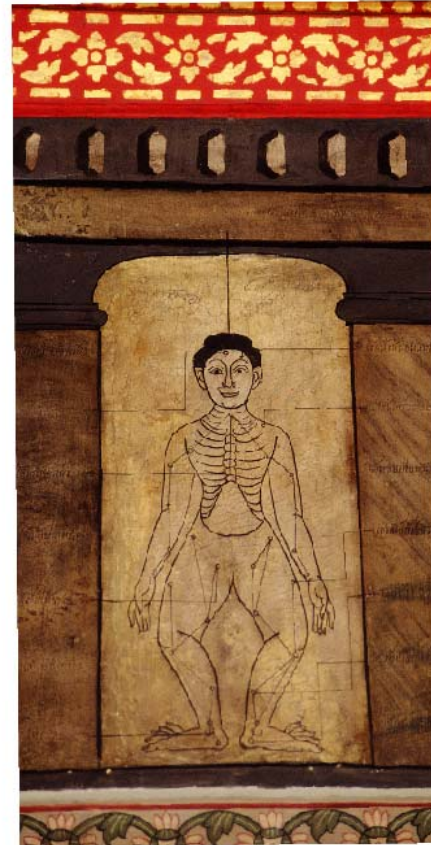
- ◆ Invention the innovative concept of “Cultural Spa”
- ◆ Focus on the quality management for the sustainable business
- ◆ Social Contribution is the major concerned as one of the human being.

# What is Culture ?



- ◆ The civilized way of living among the group of people which integrate art and science into the social system together.
- ◆ Culture is the heritage of society which is passed down through the generation and can be developed for **the better quality and value of human living**.
- ◆ According to the cultural Anthropology, culture will be composed with knowledge, skills and values.

# Thai Culture: Thai Knowledge



# Thai Culture: Thai Skills



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## Thai Culture: Thai Values



## Threats of Cultural Situation



- Lack of the understanding & pride in the culture

# Threats of Cultural Situation



- The substitution of the exotic culture toward the traditional culture .

## What is Cultural Spa ?



- ◆ The place offers the better quality of body, mind and soul by distinctively integrating the knowledge, skills and values of indigenous culture through all service and product with respect. And this must encourage the learning experience together to sustain the value of cultural heritage.

## Sukko Culture: Sukko Knowledge

- ◆ We integrate all rare Thai wisdom where is transferred from the ancestors and apply it in the innovative way:
  - ◆ LIFE Therapy based on Thai Traditional Medicine for the treatment in spa service
    - ◆ Lifestyle
    - ◆ Individual Age
    - ◆ Four Element
    - ◆ Endless time
  - ◆ Thai herbal therapy:
    - ◆ Thai Herbal steam suit with the gender
    - ◆ Ritual of Thai bathing – the hydrotherapy in Thai way
    - ◆ Fresh Royal Thai Silk treatment
    - ◆ Thai floral scent for aromatherapy



## Sukko Culture: Sukko Skill

- ◆ We disseminate Thai culture through Thai Exercise Class & Workshop
  - ◆ Rue Sri Dat Ton
  - ◆ Muay Thai Chaiya
  - ◆ Thai Massage
  - ◆ Thai Beauty Secret
  - ◆ Buddha Samadhi
  - ◆ Ancient Thai Cooking
  - ◆ Thai Fruit & Vegetable Carving



## Sukko Culture: Sukko Value

- ◆ We live in kingdom with belief in Sumeru Mountain from Tri Phum(Three worlds): the ancient literature from Sukhothai era by King Lithai since 1345 described about Thai cosmology and Buddhism philosophy in making merit will lead to heaven
  - ◆ Design theme with layout planning
  - ◆ Core element in reminding the existence & philosophy of the kingdom through the talisman
  - ◆ “Rub Jantra Ritual” is performed for showing the respect to the period which The goddess of Lunar have met with the God of sun. Our ancestors believe this will bring the happiness to the life of all residents in the Kingdom.



## Sukko Culture: Sukko Value

- ◆ **Greeting:** The culture of “Wai” is imparted to all parts in kingdom to show the respect in Thai way of life with “Sawasdee” greeting.
- ◆ **Welcoming:** The special kingdom’s citizens will be welcomed by the amulet of “Sumeru” – the center in balancing the power of universe from Thai cosmology. And the welcoming ritual of the day will be implied in the proper time.
- ◆ **Blessing:** Thai people believe that pouring floral water in the different area and time in a day will bring luck to life from the legend of “Songkran”.
- ◆ **Serving:** The ancient way of serving is inspired for the characteristics of service in Spa.
- ◆ **Living:** Serenity is the key for spa living in Sukko. And Thai Ayurveda influence the way of living in Kingdom.
- ◆ **Decorating:** Decorating items will depict the legend of “Sumeru” and educate people about Sukhothai.
- ◆ **Farewell:** Farewell with some handy gifts is the Thai traditions.
- ◆ **Respecting:** Showing the respect to both nature and the supernatural is a part of our daily Thai life.
- ◆ **Dressing:** Jongkrabane, the ancient Thai costume, will be revived to be dressed in Sukko spa with the charming Thai textile

## Expected Benefit for Cultural Spa

- ◆ New Spa experience rich in cultural learning
- ◆ The sustainable indigenous cultural heritage
- ◆ The better quality of human value
- ◆ The development of cultural awareness and understanding in society



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[www.sukkospa.com](http://www.sukkospa.com)

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