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Organizing Customer Health and Fitness Care Activities at BIG4 5-Star Hotel Chain in Vietnam

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Abstract

There are a growing number of wellness destinations in every corner of the world, driven by consumers constantly being forced to deal with work stress and disease. Healing tourism is defined as combining physical and spa treatments with science (e.g. counseling) and spirituality (e.g. yoga, meditation), providing comprehensive support for health and well-being. physical health (e.g. diet menu). According to Mr. Andrew Gibson, co-founder of Wellness Tourism Association, the healing tourism industry is no longer a

short-term investment trend but has become a long-term development orientation in the hotel service business, aiming to taking advantage of natural resources to serve health, giving visitors a sense of peace when traveling. In a recent survey by the Wellness Tourism Association, 76% of respondents said they would like to spend more on travel to improve their health, and 55% said they would be willing to pay more for services or psychological therapeutic activities.

Keywords: Customer Care, Health and Fitness, Big4, 5-Star Hotel, Vietnam

1. Introduction to the research topic

The Vietnamese 5-star hotel chain is an interesting and important research topic in the field of tourism and hospitality. Vietnam has become a popular tourist destination and attracts the attention of many international tourists. In the process of developing the tourism industry, 5-star hotel chains play an important role in providing quality services to take care of health and fitness and create great experiences for customers.

Research on Vietnamese 5-star hotel chains can focus on many different aspects. One of the important aspects is research on the organization of customer health and fitness care activities of 5-star hotels, including factors such as amenities, service, security, hygiene and comfortable. This research can help evaluate the level of responsiveness of 5-star hotels to customer needs and suggest improvements to improve service quality.

Additionally, research may also focus on the management and operations of 5-star hotel chains. This includes the study of management processes, organization and work assignment in hotels, as well as the evaluation of the effectiveness of promotional and marketing strategies. This research can help shape better management methods and enhance the competitiveness of Vietnamese 5-star hotel chains in the international market.

Research could also focus on the impact of 5-star hotel chains on Vietnam's economic and social development. Developing a 5-star hotel chain not only creates job opportunities and attracts investment, but also contributes to enhancing Vietnam's image and reputation in the world. This study can evaluate the economic and social impact of 5-star hotel chains and propose measures to enhance benefits from developing this hotel chain.

Overall, research on Vietnamese 5-star hotel chains is an important and meaningful topic for the development of the tourism and hotel industry. This research can help improve service quality, enhance competitiveness and contribute to Vietnam's economic and social development.

Here, the group offers a chain of 4 large and famous hotels in Vietnam: Inter Continental Danang Sun Peninsula Resort, The Reverie Saigon, JW Marriott Phu Quoc Emerald Bay Resort & Spa, Vin Vinpearl Luxury Landmark 81.

2. Theoretical Basis

Rationale for customer health and fitness care activities at Vietnamese 5-star hotel chains are often designed and equipped with top amenities and services to meet customer needs. Here are some popular health and fitness rationales:

Gym: 5-star hotels often have modern gyms with gym machines, exercise equipment and professional instructors. This is

where customers can exercise and stay in shape during their stay.

For example, Vin Vinpearl Luxury Landmark 81, a big 4 hotel, has a large fitness center and gym, with modern cardio machines, strength tools and yoga equipment.

Spa and sauna: Spa is an important part of luxury hotels. Customers can enjoy relaxing treatments, massages and professional skin treatments. Additionally, saunas, hot stone steam rooms or traditional saunas are also available to help reduce stress and promote health.

For example, The Reverie Saigon, a big 4 hotel, has a high-end spa with skin care treatments, relaxing massages and other relaxing treatments.

Swimming pool: Most 5-star hotels have swimming pools for customers to enjoy. Swimming pools can be indoor or outdoor and are designed with amenities such as jacuzzi tubs, sunbathing areas and food and beverage service.

For example: Luxury Hotelex, a hotel located in big 4, has a large swimming pool, located on the beach with sun loungers and poolside service.

Yoga and Pilates: 5-star hotels often have yoga and Pilates classes during the day or evening so customers can perform stretching exercises and practice body balance. Inter Continental Danang Sun Peninsula Resort provides yoga rooms and daily yoga lessons for customers.

Tennis courts and golf courses: Some hotels provide tennis court and golf course services for customers who enjoy outdoor sports. These areas are often beautifully designed and have quality control.

Quality restaurants and bars: For a healthy lifestyle, nutrition is essential. Five-star hotels often have high-quality restaurants and bars that serve healthy dishes and drinks to support the health and well-being of guests. JW Marriott Phu Quoc Emerald Bay Resort & Spa has a bar with luxurious drinks and serves a variety of customer needs.

This activity will be held once a month from July to December 2023. Leading the experiential journey is Alyona - Wellness Operations Manager of the resort with the participation of Mr. Phung Quoc Bao - Fitness Instructor and Mr. Dao Dang Cong Trung - Tai Chi Instructor permission. The series of activities takes place on four floors of the resort: Heaven, Sky, Earth and Sea.

The experience begins with a healthy breakfast buffet at Citron, a restaurant located on a hill 100 meters above sea level. After that, guests will participate in the "Soaring Start" activity - a personal introduction and take energetic photos.

Next, participants will enjoy a "Heavenly Stroll" walk amidst the lush green nature of the tropical forest from Heaven to Sea before relaxing with the "Insync Meditation Ritual" and "Yoga Time". Regardless of the activity, guests can enjoy panoramic views of the ocean.

Afterwards, visitors will have the opportunity to rest and recuperate at the luxury villa on the Earth floor with a nutritious lunch, then swim in the private pool, practice breathing exercises and enjoy cool drinks. Cold.

"Me time" is part of your health care journey. Guests will have the opportunity to enjoy their own space and soak in the cool water of the sea or swimming pool or simply spend time contemplating and relaxing in nature.

Mr. Phung Quoc Bao and Mr. Dao Dang Cong Trung will guide visitors through optional activities such as "Body Pump" (exercise method with music and weights to burn calories and excess fat) and "Tai Chi" (Thai Cuc kungfu).

After that, the journey will take participants back to the Sea floor with the experience of "Yoga Stretch" and "Coconut Grove Zen"-a walk through the resort's coconut groves. nourishment. Each visitor will be invited to write down three things they are grateful for in life before participating in the "Sunset Beach Boogie" activity (walking barefoot on the sand) to music guided by Alyona.

Thus, health and fitness facilities in 5-star hotel chains in Vietnam meet customer needs by providing top amenities and services such as gyms and swimming pools. spa and relaxation, fitness center, and restaurant and healthy menu.

3. Research Methods

Research methods for organizing customer health and fitness care activities at big 4 5-star hotel chains in Vietnam can be carried out through the following steps:

- Determine research goals: First, you need to determine the research goals, that is, the specific information you want to collect and analyze. For example, evaluate the quality of health and fitness services, measure customer satisfaction with these activities, learn about customer requirements and expectations regarding health and fitness care at 5-star hotels.
- Research design: Next, it is necessary to design a research method to collect data. Methods such as online surveys, personal interviews, direct observations or document analysis can be used.
- Determine research object: Identify the customer sample group you want to research. Can be a current customer of 5-star hotels in the big 4 hotel chains, or can be a potential customer.
- Data collection: Using the designed research method, collect data from customers. Questions can be used in surveys, customer interviews, or direct observations of health and fitness activities.
- Data analysis: After collecting data, analyze the data to find results and conclusions. Statistical methods, content analysis, or quantitative analysis can be used to analyze data.
- Make conclusions and recommendations: Based on data analysis results, make conclusions and recommendations to improve customer health care and fitness activities at the big 4 5-star hotel chains in Vietnam. Suggestions may include improving services, increasing staff training, enhancing equipment and facilities, or creating new service packages.
- Implement and evaluate effectiveness: Finally, implement the recommendations and monitor their effectiveness. Evaluate changes in customers' health and fitness activities and collect feedback from customers to evaluate the effectiveness of measures taken.

Through the above steps, the method of researching the organization of customer health and physical care activities at the big 4 5-star hotel chains in Vietnam will help you have an overview of the current situation and propose solutions. improvement measures to meet customer needs.

4. Research and Discussion

4.1 Research Results

To learn about how to organize health and fitness care activities for customers at the Big 4 5-star hotel chains in Vietnam, our team proposes the following research methods:

- Direct interviews with Big 4 employees and managers about activities, services, policies and strategies related to health care and fitness for customers.
- Online survey of customers who have stayed at Big 4 about their level of satisfaction, desires, needs and habits related to health care and fitness while staying at the hotel.
- Collect and analyze statistical data, reports, and documents from reliable sources in the tourism industry, healthcare industry, education and training industry, technology and digitalization industry.
- Based on the above research methods, our team obtained the following results:
- Big 4 5-star hotel chains in Vietnam are the leading hotels in Vietnam's tourism industry, with high reputation, good service quality, diversity and abundance. These hotels all have modern amenities such as swimming pools, gyms, spas, massage, yoga, meditation... to serve the health and fitness needs of customers.
- Health and fitness activities for customers at Big 4 are organized in the following forms: providing service packages with rooms (for example: free use of swimming pool, gym...), organizing guidance sessions, training, consulting on health and fitness (for example: personal trainers, nutritionists...), organizing events, extracurricular activities related to health and fitness (e.g. sports competitions, eco-tourism...), cooperate with partners inside and outside the industry to provide additional services (e.g. hospitals, medical centers, school...).
- Customers of the Big 4 5-star hotel chains in Vietnam are highly conscious of taking care of their health and fitness when staying at the hotel. Most customers know and use services and activities related to health and fitness at the hotel. Customers also have high needs and desires to be provided with high quality, diverse services and activities, suitable to individual and group needs. Customers also have good habits about eating, exercising, resting, and entertainment when staying at the hotel.

4.2 Discuss Research Results

Based on the above research results, our group offers the following discussion opinions:

- How to organize health and fitness care activities for customers at the Big 4 5-star hotel chains in Vietnam is one of the important factors to maintain and improve reputation, service quality, and satisfaction. customer satisfaction and loyalty. These activities not only benefit customers' health and fitness, but also contribute to creating interesting, meaningful and unforgettable experiences for customers while staying at the hotel.
- The way of organizing health and fitness care activities for customers at the Big 4 5-star hotel chains in Vietnam also reflects the modern, advanced and creative trends of Vietnam's tourism industry. These activities not only apply the latest technologies and methods in the fields of health, education and training, technology and digitalization, but also incorporate cultural values, traditions and characteristics. of Vietnam. These activities not only suit the needs and desires of modern consumers, but also contribute to preserving and promoting national identity.

5. Conclusion and Recommendations

5.1 Conclude

- Big 4 hotel chains have recognized the importance of health care and influence over customers.
- Currently, health and fitness services at these hotels do not fully meet the needs and desires of customers.

5.2 Request

- Improve the quality and diversify health care and fitness services: Big 4 hotel chains should invest in fitness centers, spas, yoga, swimming pools and other sports activities for customers. have more options and better experiences.
- Training and recruiting professional staff: Ensure that staff are fully trained in health and fitness care, have the necessary knowledge and skills to serve customers professionally and dedicatedly.
- Increase information and promotion: Big 4 hotel chains need to widely promote the health care and fitness services they provide, through media channels and hotel websites to let customers know. and use this service.
- Create special service packages: Big 4 hotel chains can create special service packages such as health care and fitness packages for regular customers or service packages combining health care and fitness services for regular customers. physical fitness with other services such as cuisine, art, etc

These conclusions and recommendations will help the Big 4 5-star hotel chains in Vietnam provide better health and fitness services, meeting the needs and desires of customers, thereby increasing satisfaction. and customer experience.

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