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## **Organizing Customer Health and Physical Care Activities at Big4 5-Star Hotel Chains in the World**

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### **Abstract**

Around the world, hotels and resorts targeting psychological care are beginning to appear with huge investments, most commonly in Western countries such as the United States, Mexico, France, and Greece. These tourism centers mainly focus on the process of connecting the human body with the mind, towards sustainable tourism and using therapies such as music, painting; caring for and raising animals; group chat, meditation. In general, each place will have its own approach, but they all aim to experience relaxation with

nature, combining local values and body-mind-mind care services. In fact, it has been proven that hotels with a variety of health care services earn an average of 43% more revenue than hotels without these services (data from HotStarts). In a report by research center SRI International, international visitors who experience wellness tourism spend 65% more than regular visitors, domestic visitors, 2.5 times more. Besides, over the past 5 years, Asia has led in both the number of trips and wellness tourism revenue.

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

### **1. Introduction**

The wellness tourism trend can be witnessed through several key aspects. First, the age range of the target customer group in this field is increasingly wide and it is not limited to those who want to prevent chronic diseases or recover from medical treatment, but also includes young people. Active people of working age - customers with increasing demands for health care. Second, more and more hotels are converting to wellness brands within hotel chains. Third, spa packages in travel incentive programs and environmentally friendly health care products are increasingly growing and are marketed to male customers. At the same time, providing specialized healthcare products is the leading approach in capturing the growing demand and boosting the brand value of healthcare hotels. A prime example is Thailand's Anantara hotel brand which took home 12 awards and was named World's Best Hotel Spa Brand at the 2020 World Spa Awards. The adoption of wellness and resort programs bodes well in many destinations, such as Thailand, where hospitality, thoughtful service and spa and wellness experiences are deeply ingrained. into local culture with traditional herbal healing and acupressure methods. Hotel developers can use this natural advantage to create appropriate services, emphasizing the unique characteristics of each brand in the field of wellness tourism. Mr. Atakawee Choosang, Director of Capital Markets - CBRE Hotels, Thailand said, "Following the global healthcare trend, Thai hotel developers and operators are focusing on providing innovative products. and wellness program that reflects local identity and provides new amenities and experiences to serve local visitors until international visitors return. This further positions Thailand as an international destination for wellness tourism."

### **2. Theoretical Basis**

For a long time, health care tourism has had its own history of formation and development. According to the American Institute of Therapeutic Research (2020) [22]: From 3000-1500 BC, in ancient times, health treatment methods for humans were born, then developed in Chinese countries, In Greece (500 BC), healing methods based on homeopathy were born and developed in the 1790s; Hydrotherapy in the 1860s; Chiropractic methods also developed in the 1890s, and the use of tobacco plants in medical treatment (organic farming) also developed in the 1950s. Illness in the 1960s and by the 1970s, the first health care and therapy center was born in California, USA. Traditional therapeutic methods became a mainstream trend, developing in countries such as Bhutan, India, Malaysia. and then spreading globally (2010). Leading countries in the health care tourism model include Japan with onsen bathing creating the resort tourism brand of the country, salt rock bathing in Korea, and combined tours. Combination of meditation and Yoga in India  
Some countries with the most developed health care tourism industry in the world include China, India, Thailand... In China, in

recent years, increased attention has been paid to developing the medical industry, and health care, marketing to both domestic and international tourists the variety of health promotion activities and health care services offered nationwide, especially The service has its roots in the traditional Chinese medicine tradition. This is understandable because China has a long-standing culture, with a number of unique traditions suitable for the development of Health Care Tourism such as traditional Chinese Medicine, qigong, meditation and martial arts, Buddhist meditation. India is also one of the oldest countries in Healthcare Tourism. India is a role model for many other countries in practicing balanced mind-body therapy for comprehensive health care. Many Indian traditions are being brought to other countries and introduced in health care tourism programs around the world such as: Ayurveda, yoga, meditation... India is also taking advantage of global interest. demand for yoga, meditation and Ayurvedic health to attract tourists around the world to experience the above subjects. In 2016, India established the National Health & Medical Tourism Promotion board to provide policy and advice in these areas. In the 21st century, health care tourism affirmed its position and role in the "happiness index" (the blooming) in 2012, and was recognized as a tourism economic sector with therapeutic methods. Global wellness institute was officially established and continuously expanded its scope and influence globally; Resort and spa real estate areas with treatment, recovery and relaxation orientations are expanding worldwide, especially in tourist destinations with developed mineral springs and natural resources. Diverse, suitable climate for health therapy

According to statistics, because health care tourism is for tourists with relatively high spending ability and long-term stays, the total revenue from tourists of this activity in countries around the world is recorded. received quite impressively. According to trade data reported in 2015 by a group of countries (UNWTO, ETC, 2018), the US is the country with the largest income (3,600 million USD) and its tourists spend (1,800 million USD). About international health-related travel. Turkey generated about \$900 million in revenue in 2015, while tourists from Kuwait spent about \$1,600 million and Germany about \$900 million on international travel for health-related purposes. Strong. Along with the development of health care tourism, interdisciplinary services such as restaurants, hotels, fashion-oriented shopping, and exercise clothes are also developing in the direction of health care tourism. According to statistics from the Global Healthcare Research Institute, 2017: Worldwide reached \$4.5 billion, of which Asia had: 258 million trips related to therapeutic tourism, led by China. China and Bali, hot mineral springs in Asia and the Pacific top investment destinations.

And with the health tourism trend, many hotels now provide and develop many activities to improve the physical and mental health of visitors in the form of spa treatments, exercise sessions and personal training. core. Group classes like zumba, yoga and taichi are some of the most popular.

### 3. Research Methods

Research methods for health care and fitness activities at 5-star hotels around the world are an important research area, helping hotel businesses better understand customer needs and expectations. Thereby improving service quality and

increasing customer satisfaction.

Health care can be divided into many different types, including: Medical tourism: This is the most popular type of tourism, including medical examination and treatment activities at specialized medical facilities. department; Resort tourism combined with health care: This type of tourism combines resort and relaxation activities with health care services such as spa, massage, yoga...; Health care tourism Based on natural factors: This type of tourism takes advantage of natural factors such as climate, terrain, water sources,... to serve health care activities.

Qualitative method: Helps hotel business owners gain a deeper understanding of issues using different methods to develop new health care services and improve these services at the hotel.

Customer interviews: Most 5-star hotel chains around the world conduct in-depth interviews with customers to better understand their facilities and the quality of their health and fitness services. What was it like at the hotel? Interviews were conducted with customers from various markets and countries to gain a more diverse understanding of the customer base. For example, some questions are: How do you rate the importance of health and wellness care at the hotel? How do you feel about the quality of the massage area or spa at the hotel?

Group discussion: hotels in the world today tend to provide health care tourism services to serve the mind, body and spirit for more customer needs such as: Gym, spa, swimming pool, room. examination at the hotel, etc. So to improve all those services, businesses need group discussions that are often held with a small group of customers of the same gender, age, occupation, and interests. likes, From there, it is easy to provide valuable information in understanding customer concepts, attitudes and behaviors in health care and fitness activities.

Customer experience: Each Big4 hotel in the world has a different way of collecting customer experience information. But most hotel businesses today use advanced technology to research customer service. For example: Sensor technology: Marriott uses sensor tags to collect data about customer behavior, such as the time they spend in the gym, the services customers frequently visit, service experience, and can evaluate the level of service satisfaction on the device.

Quantitative method: This method helps Big4 hotels know more clearly about the level of satisfaction, behavior and services that need improvement of their target groups and each area.

Grouping customers: Collect data from customers using the service. From there, businesses divide customer groups according to demographics, behavior, and consumer psychology to be able to find factors that are related to each other and have a cause-and-effect relationship. For example: Group of customers aged 40-60 years old often use relaxing massage services at hotels to reduce stress and improve better sleep.

Grouping by cause and effect relationship: This method will help us identify factors that affect each other and influence customer behavior. For example: A group of customers who regularly use VIP room hotel services can infer that they will have a higher income and be able to use gym equipment, swimming pools, and separate resorts. This method will increase the value of hotel services and revenue for hotels.

In addition, these world hotels also have surveys to evaluate customer health and fitness services to know how to improve hotel operations. According to IHG's 2022 annual report, IHG hotels' health care services have achieved encouraging results. Specifically, the number of guests using IHG's health care services increased by 15% compared to the previous year, with massage and spa treatments being the most popular activities. The number of customers registering for IHG's gym also increased by 10%, while the number of customers using healthy nutrition services increased by 5%. The hotel is in the process of research and is strengthening its cooperation with healthcare professionals.

Secondary data collection method: Each hotel has specific information about the data as well as the response rate about health care and fitness services at the hotel to be able to evaluate the level of completion. good for customers. Hotel example:

The number of customers using health care services at Marriott hotels increased by 20% compared to 2022 and the number of gym users reached 20 million times.

According to a report by the Global Wellness Institute, revenue from global hotel wellness services increased from 28.2 billion USD in 2012 to 42.4 billion USD in 2017. This shows the need Demand for health care services at hotels is increasing.

In addition, Marriott also cooperates with famous spa brands such as ESPA, Clarins, Valmont,... to provide high-end massage and spa treatments. Through that data, we can see the important factors that determine the hotel's customer health and fitness services, such as: customers need to be fully met with services to support their customers. health and relieve stress. Support additional experts in each different field to best support customers.

Comparison method: In this method, we can compare other hotels in the big 4 5-star hotels to specifically compare the health and fitness care methods at our competitors' hotels from there. helps hotels learn and improve further. Some common comparison criteria include: Friendliness and enthusiasm of staff, Additional healthy meals, ensuring health, Complete facilities, cleanliness and amenities, Level of Professional in each field such as massage, spa, yoga, swimming, gym,... With these basic criteria, the hotel can also more clearly analyze the level of assessment of health care and fitness services. at competing hotels to come up with the best practices for your company.

Primary data method: With current 4.0 technology, hotel businesses can easily collect customer data using surveys, interviews, and internet observations to get data quickly and effectively. best. We can design a survey sample to evaluate hotel service quality. The questions usedssss are closed questions designed on a 5-point scale (1-Strongly disagree, 2-Agree), 3-Neutral, 4-Agree, 5- Strongly Agree) to easily track customer behavior. For example, a survey with the object of investigation: Customers who have ever used health care services at the hotel. Survey customers about facilities such as gym quality, food service, spa services and amenities level. Research customer behavior: Collect information by observing customer interactions and attitudes toward hotels in each field.

Health and fitness activities are becoming increasingly popular at 5-star hotels around the world. 5-star hotels are not only a luxurious resort but also a place to help visitors improve their health and fitness and enjoy a more fulfilling

life. For research on health care and fitness, the purpose of improving the health and best experience for tourists is different from customer care, so it is necessary to carefully analyze the behaviors and attitudes of tourists. customers for the best service.

#### 4. Research Results

In recent years, with the development of tourism and services, the health and fitness needs of customers when staying at hotels have been increasingly emphasized. Five-star hotel chains around the world have made continuous efforts to improve the quality of customer health and fitness services, in order to bring visitors a complete and satisfying vacation experience.

Big 4 5-star hotel chains in the world include: Marriott International, Hilton Worldwide, InterContinental Hotels Group (IHG), Hyatt Hotels Corporation. These hotel chains are all large-scale, with thousands of hotels and resorts worldwide. They provide a wide range of health and fitness services to customers, meeting the diverse needs of visitors. Big 4 hotel chains all have professional customer health and fitness departments. This department usually includes highly qualified staff, such as doctors, nurses, fitness instructors, spa experts, etc. The customer health and fitness department is responsible for Providing health care and fitness services to customers, including: Medical services such as health examination and consultation, First aid, Medical care for children, Medical care for the elderly , Health care for customers with special needs. Fitness services: Gym, Swimming pool, Yoga, Pilates, Zumba, Massage, Sauna, Sauna.

Customer health and fitness services at the Big 4 5-star hotel chains in the world are very diverse and rich. Some popular services include: Medical examination and treatment; Guests can be examined and treated for common diseases at the hotel's clinic. In case of necessity, customers will be transferred to the hospital; Health consultation: Customers can receive advice on diet, exercise, mental health...; Physical therapy treatment: Customers can receive physical therapy treatment to recover function after injury or surgery; Exercise: Hotels often have gyms fully equipped with exercise equipment. Customers can exercise according to their needs; Massage: Customers can experience relaxing, stress-reducing massage treatments; Spa: Customers can use high-end spa services, such as skin care, hair care,...

Big 4 hotel chains are constantly improving and developing customer health and fitness services. They focus on the following trends:

Privatization: Customers increasingly expect to experience health and fitness services in a private and personalized way. Hotel chains are meeting this need by providing in-room care services, online health consultation services,...

Focus on holistic health: Customers not only care about their physical health but also their mental health and wellness. Hotel chains are offering comprehensive wellness services, including mental health and wellness services.

Use of technology: Technology is being used more and more in consumer health and fitness services. Hotel chains are using technology to improve the efficiency and quality of these services.

#### 5. Discuss Research Results

Based on the above research results, it can be seen that 5-star hotel chains around the world have made continuous

efforts to improve the quality of customer health care and fitness services. With a team of professional medical and fitness staff, diverse health and fitness services, and a modern health and fitness environment, these hotel chains have brought visitors the best experiences. A complete and satisfying vacation experience. Below are some highlights in organizing customer health and fitness care activities at 5-star hotel chains around the world:

**Professional medical and fitness staff:** 5-star hotel chains all have professional medical and fitness staff, well-trained in expertise and skills. This team of staff is fully equipped with the necessary knowledge and skills to provide high quality health and fitness services to customers.

**Diverse health care and fitness services:** Customer health and fitness services provided at 5-star hotels are designed to be diverse and suitable to the needs of all types of guests. Customers can choose services that suit their needs and preferences.

**Modern health and fitness care environment:** 5-star hotels invest in modern facilities and equipment to serve customers' health and fitness activities. Gyms, swimming pools, spa rooms,... are fully equipped with modern amenities and equipment, giving customers great experiences.

Based on these highlights, we can give some suggestions for organizing customer health and fitness activities at 5-star hotels around the world, specifically as follows:

**Building a team of professional medical and fitness staff:**

This is the most important factor determining the quality of health care and fitness services for customers. Hotels need to focus on recruiting and training highly qualified, dedicated and thoughtful medical and fitness staff. Training programs need to focus on contents such as: General and specialized medical knowledge, Health and physical care skills for each customer, Communication and behavior skills with customers. Expanding the scope of service provision: Hotels need to research customer needs to offer appropriate services. Health and fitness care services need to be diverse, meeting the needs of all customers, including customers with special needs. Invest in modern facilities and equipment: Hotels need to invest in modern facilities and equipment for gyms, swimming pools, spa rooms, etc. Gyms need to be equipped with modern workout equipment, suitable to customer needs. Swimming pools need to be designed to be spacious, clean and safe. Spa rooms need to be equipped with high-end equipment and cosmetics, giving customers wonderful relaxation and health care experiences. Technology application: Hotels can apply technology to enhance quality of health care and fitness services, including technologies such as: Using information systems to manage customers' health data and Using technological devices to support health care customer's health and fitness.

In addition, hotels also need to promote communication and promotional activities to raise customer awareness about the importance of health care and fitness. Communication and promotional activities may include: Creating videos and articles introducing the hotel's health care and fitness services, organizing events and seminars on health care and fitness. force.

Some limitations in organizing customer health and fitness care activities at 5-star hotel chains around the world:

**High investment costs:** Construction and operation of health care and fitness facilities require large costs. This will be a limitation for hotels with small scale or limited resources.

**Professional requirements:** To provide high-quality health and fitness services, hotels need to recruit and train highly specialized medical and fitness staff. This is a challenge for hotels in markets with limited health and fitness workforce. **competitiveness:** More and more hotels are focusing on investing and developing health care and fitness services. This leads to increasing competition, requiring hotels to constantly innovate and improve service quality. To provide high-quality health and wellness services, hotels need to recruit and train highly specialized health and wellness staff. This is a challenge for hotels in markets with limited medical and physical resources.

## 6. Conclusions and Recommendations

The health tourism trend is forecast to grow strongly after the Covid-19 pandemic. Travelers tend to seek rest after a long period of instability, stress and many restrictions in life. Therefore, many major hotel brands are urgently perfecting their health tourism products, with moves such as adding the position of "health butler" and cooperating with businesses providing health tourism services. health and increased support from digital technology. Some of Accor's MGallery hotels have collaborated with partners to train staff in skills to assess guest needs and make health care recommendations. This will attract tourists to hotels and health professionals will be an indispensable element of the hotel industry in the future.

Some recommendations on how to organize customer care activities at Big4 5-star hotel chains in the world:

**Building physical and fitness centers:** Hotel chains should invest in building physical and fitness centers fully equipped with modern and professional equipment. Providing customers with space for workouts, yoga, swimming pools and other sports activities.

**Personal wellness program:** Hotels should offer personal wellness services such as spa, massage and physical therapy. Ensure that these services meet the unique needs of each customer.

**Healthy diet:** Ensure that hotel restaurants and bars provide food and drinks that are healthy, nutritious and in accordance with nutritional requirements. At the same time, support customers with individual diets and nutritional advice if necessary.

**Sports and entertainment activities:** Organizing sports and entertainment activities will help customers maintain health and fitness. Hotel chains should offer activities like jogging, hiking, sports games, yoga classes or other outdoor activities.

**Medical consultation and care:** Support customers with medical consultation and health care services. Can provide information about local doctors and hospitals, assist with making appointments, and provide necessary medication to customers.

**Improve living environment:** Ensure that the living environment in hotels is safe and healthy. This includes controlling air, water and food quality, ensuring proper hygiene and personal hygiene.

**Staff training:** Ensure hotel staff are trained in health and fitness, so they can provide information and support to customers. This ensures that staff have the knowledge and skills necessary to meet customer requirements and desires related to maintaining health and fitness.

**Strengthen cooperation with professional medical and fitness units:** Hotels can cooperate with hospitals, clinics,



sports centers,... to provide health care and wellness services. High quality fitness at a reasonable cost.

Enhance internal training for medical and fitness staff: Hotels need to focus on internal training for medical and fitness staff to improve professional knowledge and skills.

Continue to innovate and create: Hotels need to continue to innovate and create to create health and fitness services that are new, attractive and suitable to customer needs.

Organizing health and fitness activities for customers will enhance the value of 5-star hotel chains in the Big 4. In addition to bringing benefits to customers, it also creates a competitive advantage. compete and create a positive image for hotel chains, attracting and maintaining loyal customers.

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