

دراسة تأثير تسهيلات العافيه العقلية في الفنادق على رضا وولاء العملاء
**Studying the Impact of Mental Wellness Facilities in
Hotels on Customer Satisfaction and Loyalty**

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1 باحث ماجستير - كلية السياحة والفنادق جامعة حلوان

الملخص

أدت اضطرابات الحياة وضغوط العمل والأعباء المتراكمة للأفراد إلى الشعور بالتوتر والهروب من أحداث الحياة المعقدة عن طريق القيام ببعض التمارين واللجوء إلى الاسترخاء والهدوء وأخذ الوقت الكافي للراحة حتى يتمكنوا من عيش حياة طبيعية ، وبالتالي اهتمت صناعه الضيافة بتوفير خدمات الصحة العقلية لزوارها لتحسين الصحة النفسية لهم وتقديم خدماتها بطريقة ترضي الضيوف

الهدف: تهدف هذه الورقة إلى دراسته تسهيلات العافيه العقلية في الفنادق وكيف تساعد هذه الخدمات في إرضاء وولاء عملاء الفنادق.

مشكلة البحث: لوحظ أن هناك القليل من الدراسات في صناعة الضيافة تحدثت عن هذه المشكلة ، وبالتالي تطلب منا العمل على إيجاد الحلول وتقديم التوصيات التي تعمل على تحسين رضا نزلاء الفندق وزيادة ولائهم.

الطريقة: أجريت هذه الدراسة بالطريقة "الكمية" من خلال توزيع استمارات الاستبيان من خلال ادارة الفندق وعبر الانترنت كأداة لجمع البيانات ، والتي تم إنتاجها بناءً على دراسات سابقة ، نتج عنها 500 إجابة قابلة للاستخدام ، تم استخدام أربعة عوامل من بيانات المسح ، والتي تمثل الخدمات المقدمة للعملاء ، ووجهات نظر العملاء المنفق عليها "المنتجع الصحي يوفر خدمة كونسيرج عالية الجودة" أعلى خدمة مقدمة أدت إلى رضاهم..

النتائج: أثبتت هذه الورقة وجود قصور كبير في تطبيق مرافق الصحة العقلية ، خاصة في البعدين (تقديم الإرشاد النفسي الجيد - توفير فرص التعلم ،

وتوفير مكتبة في الفنادق ، مع تطبيق البعدين (يوفر المنتج الصحي خدمة كونسيرج عالية الجودة _ هذا المنتج الصحي يحتوي على تسهيلات مثل اليوجا / التأمل عالي الجودة) متوفرة بشكل مرض..

مناقشة: يجب على مديري الفنادق التفكير في التركيز على توفير تسهيلات العافية العقلية لعملائهم من أجل كسب رضاهم وولائهم للفندق ، ويجب أن يكون للدولة دور أساسي وتعاوني مع قطاع الفنادق لتقديم خدمات العافية الجيدة للضيوف .

الكلمات الرئيسية: العافية العقلية ، رضا العملاء ، ولاء العملاء.

ABSTRACT

Life disturbances, work pressures, and accumulated burdens have led individuals to feel stress and escape from complex life events by doing some exercises, resorting to relaxation and calm, and taking enough time to rest until they can lead an everyday life. Hence, the hospitality industry was interested in providing mental wellness facilities to its visitors to improve mental health and provide services to satisfy the guests.

Objective: This paper aims to studying mental wellness facilities in hotels and how these services help in the satisfaction and loyalty of hotel customers.

The research problem: It was noted that there are few studies in the hospitality industry that mentioned this concern. Thus, it is required to work on mental wellness facilities and make recommendations that improve hotel guests' satisfaction and increase their loyalty.

Method: This study was conducted by the quantitative method through the distribution of questionnaire forms through the hotel management and online as the data gathering instrument, which was produced based on previous studies, resulting in 500 usable forms. Four factors were used from the survey data, which represent the services provided to customers, and the customers' viewpoints agreed on "The spa provides a concierge service of high- quality" the highest service provided that led to their satisfaction.

The results: this paper proved that there was a significant shortcoming in the application of mental wellness facilities, especially in the two dimensions (providing psychological counselling well - providing learning opportunities, and providing a library in hotels, while the application of the two dimensions (The spa provides a concierge service of high-quality_ This spa has facilities like yoga/meditation of high-quality) are satisfactorily available.

Discussion. Hotel managers should consider focusing on providing mental wellness facilities to their customers to gain their satisfaction and loyalty to the hotel, and the government must have a primary and cooperative role with the hotel sector to provide good wellness services to guests.

Keywords: Mental Wellness, Customer Satisfaction, Customer Loyalty.

1. Introduction

The stressful work pressures, the continuous change in the social life in which the individual lives, and the unhealthy life, are all of these factors and influences that lead to weak health and psychological state of the person (World Health Organization, 2018). In the past, it was considered that those who needed health services were the sick only, but after the nineties, the concepts became different; healthy people also need health services (Juhasz, 2019) who want to promote well-being and maintain their health and change their ways of life (Joher, 2018). Therefore, hotels are interested in the wellness industry as a result of the awareness of individuals to maintain their health and well-being as a result of work pressures and the fast pace of life, and the search for traveling to recreate themselves. Therefore, hotels tended to integrate the hospitality industry with the wellness industry in their hotels to adopt the concept of wellness for them and maintain competition with their peers (Cheng, 2018).

Recent studies and developments in the wellness industry found that the wellness industry in hotels no longer means the presence of a fitness center only or a spa, but the impact of the experience on the guest during and after the stay (Horwath HTL, 2018). In light of globalization and openness to the world on a large scale, competition has become the first concern, and customer satisfaction is often linked to the service provided, satisfaction is not the only evidence of the quality of services, but it is an essential factor to attract customers (Zhao & Vajirakachorn, 2016). Oso (2011)

confirmed that the real challenge and competition for any organization lies not only in producing goods and providing good services but the ability to know the requirements of what the customer needs and satisfy his desires and keep him. Customers who are satisfied with the service are loyal. As a result, they become customers of the hotel for the longest time and also report their experience to others positively (Rodrigues, 2017). The Wellness Institute recently released a report titled “The Global Health Economy: Looking Beyond Covid.” The Wellness Institute also stated that the global health economy has reached 4.4 trillion US dollars and is expected to reach 7 trillion by 2025 (Global wellness institute, 2022). Therefore, the purpose of the study is to assess the mental wellness facilities in hotels and the extent of their impact on customer satisfaction and loyalty to the hotel.

2. Review of Literature

2.1 Mental wellness

Tourism and hospitality-focused on the field of wellness, such as mental, environmental, and physical wellness (Bedi & Chamoli, 2020). Chen et al. (2013) indicated that the concept of wellness is a healthy lifestyle in terms of physical, spiritual, and mental well-being, as one's relationship with himself and with the environment around him and the exercise of life properly. (Han & Hyun, 2020). Mental wellness is a state of well-being in which the individual is in a state of rest where the stress of his day. The hospitality

industry is interested in providing wellness services to its customers to meet their desires and satisfaction (Kucukusta & Guillet, 2014; Lee et al., 2019).

The study results carried out by (Lee et al., 2019) recommended that females pay attention to physical therapies and treat the mind as an essential facility that must be present in healthy hotels; the spiritual and mental facilities must be taken into consideration, such as providing guests with games of Sudoku, crossword puzzles, mastermind, and chess, and providing reading devices in hotels, for example, tablets in the room and seminars on health and attention to spiritual facilities such as meditation classes and prayer gatherings that support interest in personal beliefs as well as yoga classes to provide spiritual wellness in hotels beside hotel packages for guests as well as giving special menus for healthy food and providing distinctive smells in rooms during the cleaning process to make guests in a state of Calm, and relaxing music. (Baryakova, 2019) also indicated that the concierge service is one of the essential services the spa hotel provides. The person in charge of the concierge activities is responsible for organizing wellness activities such as gymnastics, swimming ... etc.; he must be familiar with all activities, have good experience and efficiency, and be at the highest level of education in these services.

In 2017, the wellness trends have many aspects as meditation retreats, and mindfulness programs in hotels have become one of the modern trends in mental health, moreover, sleep programs getting the attention of clinics and health hotels to

bring doctors to work on sleep programs among the trends that have received clear interest are breathing programs whereby proper breathing controls the treatment of stress. Also reading therapy and focusing on creativity.

2.2. Customer Satisfaction

Satisfaction is a decision based on service assessment after use or purchase, or a return visit to the same destination (Kuo & Chen, 2015; Ali et al., 2018). (Wei, 2019) Mentioned that customer satisfaction is a function used to define the relationship between the actual service and the internal expectations of the customer. Pizam et al. (2016) argued that there is not always a link between customer satisfaction and the organizational performance of the company/hotel or between the customer's satisfaction and the providing service; the customer may be satisfied with the organization, however, he/she may buy goods and services elsewhere due to the lack of competitive advantage in service quality. (Oso, 2011) confirmed that the real challenge and competition for any organization is not only the production of goods and providing good services but the ability to know the requirements of what the customer needs and satisfy his desires; organizations need to gain and satisfy the customer by providing products and services that satisfy the customer and increase his loyalty, Moreover, the same author declared that there is a difference between knowing about the customer and knowledge of the customer, so the knowledge about the customer is the extent to which he is distinguished about the brand or future perceptions about the organization

and its services that work on his satisfaction and loyalty, and the knowledge of the customer, it is providing the customer with information about the products and services provided by the organization that helps him choose the hotel that meets his objectives.

2.3 Customer Loyalty

Abu-Alhaija et al. (2018) stated that there are several definitions of customer loyalty; for example, Shavanddasht & Allan (2019) defined customer loyalty as a commitment to repurchase a specific service or product with continuity in the future, and this leads to re-buying of the same brand and repetition of the visit again in the future for the same tourist destination. Loyalty is the customer's willingness to maintain the service experience again or a relationship with the company or a specific product. (Bae, 2012; Kuo & Chen, 2015) Added that the actual repurchase behavior is not always a psychological or emotional commitment, that is, not always true loyalty meaning that not every repeated purchase is considered loyalty, it may sometimes indicate repetitive purchase refers to random or false purchases, and it may change at any time when the consumer finds an alternative better offers for the same product. Loyal customers are considered part of the strategy of marketing programs through Word of Mouth (WOM). The information provided by loyal customers is confirmed information for potential customers and WOM serves to help the organization enters the competition market (Kandampully et al., 2015). Ali (2011) indicated that there are four dimensions for measuring

guest loyalty, namely; Recommendation of others to the organization (WOM); intention to repurchase or repeat dealings with the institution; lack of interest in prices when the customer is ready to pay a higher amount; the customer's reaction to any problem that occurs when receiving the service and how to face it.

3. Study Methods

3.1 Hypothesis

Based on the review of previous studies, the study suggests that mental wellness positively influences customer satisfaction and customer loyalty through the following hypotheses:

Hypothesis1: There is a significant relationship between mental wellness and customer satisfaction.

Hypothesis2: There is a significant relationship between mental wellness on customer loyalty.

3.2 Sampling procedures

The research population was selected from five- and four-star hotels that offer mental wellness facilities. The questionnaire was distributed to the target group of visitors to the wellness hotels through the management and via the internet. It was designed to studying the mental services provided to hotel customers and their impact on customer satisfaction and loyalty. The questionnaire was divided into two parts, the first part included demographic data of the participants such as age, gender, and education, and the second part was

divided into three factors. The first factor contained (the dimensions of mental wellness) consisting of 4 items based on (Chi et al., 020; Bedi & Chamoli, 2020), the second factor (the dimensions of customer satisfaction) consisting of 4 items based on (Cheung, 2012; Thongkern, 2016), and the third factor (the dimensions of customer loyalty consisting of 4 items based on (Tabaku, & Kruja, 2019). Five hundred questionnaires were collected by electronics, and all of them were valid, with a response rate of 100%, in addition to interviews with managers of wellness services in the hotel. The five-point Likert scale consisted of 1 (Extremely dissatisfied) to 5 (Extremely satisfied).

3.3 Results and Discussion

3.3.1. Reliability Analysis

Cronbach's alpha test was used to determine the reliability of the instrument used in the measurement, this means when this study was repeated under the same sample and in the same similar conditions the same results of the study could be obtained. The following table shows the stability coefficients for the overall study variables.

Table (1) Cronbach's alpha value of the entire questionnaire form

Cronbach's alpha	No. of items
0.9	12

Table (1) indicated that the value of Cronbach for the questionnaire items is very high (.909). It is not necessary to

delete any of the questions, as the cancellation results in a decrease in the total value of Cronbach's alpha, and this means that the tool has a high degree of reliability and validity that satisfies the purposes of the study as it is higher than the acceptable percentage (70%) to judge the stability of the questionnaire (George & Mallery, 2003).

3.3.2 Demographic Data

The survey is designed to evaluate mental wellness in hotels and its impact on the satisfaction and loyalty of these hotels' customers. Table (2) represents the customer profile, (61.6%) were males, and (38.4%) were females. The majority of the guests (53%) were 18-34 years old, followed by (43.2%) of the guests who were 35-46 years old, and (3%) were between 47-65 years old, followed by (0.8%) above 65. Most guests (54%) had other education, followed by (24.8%) who had graduated, (14.4%) of the customers had a college education, and finally, (6.8%) of customers had a high school

Table (2) Profile of the Respondents.

Demographic Variables		Frequencies	percentage
Gender	Male	308	61.6
	Female	192	38.4
Age	18_38	265	53
	35_46	216	43.2
	47_65	15	3
	Above 65	4	0.8
Education	High School	34	6.8
	College	72	14.4

	Graduate	124	24.8
	Other	270	54

3.3.3 The descriptive analysis

Table (3) presents the descriptive analysis to study the collected data. The table includes the means and standard deviations of the mental wellness, satisfaction, and loyalty customer factors. Firstly, the highest mean of mental wellness was (The spa provides good psychological consultation.) $M = 2.842$, followed by (This spa has facilities like yoga/meditation of high-quality) $M = 2.498$, then (The spa provides a concierge service of high-quality) $M = 1.832$, and finally (The spa provides learning opportunities (e.g., book club, library, workshops, etc.) $M = 1.302$.

While the guests' satisfaction with the mental wellness facilities through which we note the attitudes of the study sample members towards the facilities the highest mean was (Overall, the wellness services offered at this spa meet my expectations) $M = 2.322$, then followed (I feels satisfied that the results of my treatment are the best that can be achieved) $M = 2.254$, then (I am satisfied with my decision to use the wellness services) $M = 2.176$, and finally (My feelings towards the spa are very positive) $M = 2.138$.

Finally, the level of customer loyalty towards the mental wellness services provided to them. It shows the largest mean was (If the spa was to raise the price of services, I would still

continue to be a guest) $M = 2.878$, followed by (Compared to other spas in this area, I have stayed more in this spa) $M = 2.548$, then (As long as I travel to this area, I do not foresee myself switching to another spa) $M = 2.530$, then finally (I would say positive things about the spa to other people) $M = 2.276$.

Table (3) Descriptive analysis of mental wellness, satisfaction, and loyalty customer.

A Descriptive Analysis of the Factors of mental wellness		
Items	Mean	Std. Deviation
The spa provides good psychological consultation.	2.842	1.518
The spa provides learning opportunities (e.g., book club, library, workshops, etc.).	1.302	.912
This spa has facilities like yoga/meditation of high- quality.	2.498	1.518
The spa provides a concierge service of high- quality.	1.832	1.332
A Descriptive Analysis of customer satisfaction.		
My feelings towards the spa are very positive.	2.138	1.318
I am satisfied with my decision to use the wellness services.	2.176	1.332
I feel satisfied that the results of my treatment are the best that can be achieved.	2.254	1.342
Overall, the wellness services offered at this spa meet my expectations.	2.322	1.397
A Descriptive Analysis of the customer loyalty.		
I have stayed more in this spa than other spas in this area.	2.548	1.382
As long as I travel to this area, I do not foresee switching to another spa.	2.530	1.431
I would say positive things about the spa to other people.	2.276	1.378
If the spa was to raise the price of services, I would still continue to be a guest.	2.878	1.519

3.3.4 Pearson's Correlation Analysis

Table (4) shows the Pearson correlation coefficient between mental wellness facilities and customer satisfaction and loyalty, where the highest correlation coefficient between mental wellness services and customer satisfaction was supported (The spa provides a concierge service) ($r=.582, p<0.01$) and, followed by (This spa has facilities such as Yoga/Meditation) ($r=.532, p<0.01$) that is supported, then not supported (The spa provides learning opportunities (e.g., book club, library, workshops, etc.) ($r=-.013, p<0.01$), and finally is not supported (The spa provides psychological consultation) ($r=-.085, p<0.01$). The highest correlation coefficient between mental wellness services and customer loyalty was supported (The spa provides a concierge service) ($r=.597, p<0.01$) and, followed by (This spa has facilities such as Yoga/Meditation) ($r=.461, p<0.01$) that is supported, then is not supported (The spa provides learning opportunities (e.g., book club, library, workshops, etc.) ($r=-.012, p<0.01$), and finally is not supported (The spa provides psychological consultation) ($r=-.032, p<0.01$).

Table (4) Relationship between the mental wellness facilities, customer satisfaction and loyalty (Pearson's Correlation Analysis).

	Satisfaction		Loyalty		Result
		Sig		Sig	
1_The spa Provides good psychological consultation.	-,085	,056	-,032	0,479	Not Supported
2_The spa Provides learning opportunities (e.g., book club, library, workshops, etc.).	-,013	0,770	-,012	0.792	Not Supported
3_This spa has facilities such as Yoga/Meditation of high -quality.	0,532**	0,000	0,461**	0.000	Supported
4_The spa provides a concierge service of high-quality.	0,582**	0,000	0,597**	0.000	Supported

Note: **Correlation is significant at $p < 0.01$ (two-tailed).

*Correlation is significant at $p < 0.05$ (two-tailed).

3.3.5 Testing research hypotheses

Regression analysis was used to test the hypotheses of the study as shown in table (5) all hypotheses of the study are statistically significant ($p < 0.01$), and the results indicate that mental wellness facilities are significantly related to customer satisfaction and loyalty. As expected, hypothesis H1 (There is the significance of the mental wellness facilities on guest satisfaction) will be positively related to customer satisfaction, the results indicated that the relationship

between mental wellness facilities and customer satisfaction is statistically significant ($B = 0.251$, $p < 0.01$), meaning that the rate of the impact of mental wellness facilities on customer satisfaction is 25.1%. concerning the hypothesis H2 (There is the significance of the mental wellness facilities on guest Loyalty), it will be positively related to customer loyalty, and the results came that the relationship between mental wellness facilities and customer loyalty is statistically significant ($B = 0.249$, $p < 0.01$) meaning that the rate of the impact of mental wellness facilities on customer loyalty is 24.9 %.

Table (5) Hypotheses Testing Results.

H	Hypothesized Relationship	B	T	F	P-VALUE	Result
H1	MW → CS	0.251	1.781 **	166.585**	0.000	Supported
H2	MW → CL	0.249	4.699**	165.278**	0.000	Supported

**Significance at the 0.01 level. Note: “MW= mental wellness; CS = customer satisfaction; CL = customer loyalty “.

4. Conclusions

This study is one of the few that investigated the assessment of mental wellness in hotels and how these services affect customer satisfaction and loyalty. Wellness hotel managers can base their service development on these findings. The results showed that there is a positive relationship between the concierge service and the customer's satisfaction and loyalty to the hotel, and this shows that hotel customers care in the first place for the wellness services staff Wellness

employees to be experienced with a highly qualified level of education, this result corresponds to (Baryakova, 2019).

The results indicated the factor of providing yoga services and meditation exercises and how they are important services for guests, there was a strong positive relationship between providing these services in the hotel and between customer satisfaction and loyalty, this result agreed with (Blešić et al., 2019) who asserted that it is necessary to provide rest and meditation services and their impact on the satisfaction of the guests. The results of the study indicated that there is a relationship between mental wellness facilities and customer satisfaction and loyalty. The results indicate the dimensions of mental wellness (The spa Provides psychological consultation) is not supported, with which many studies agree. It was mentioned by Chamoli, (2020) that mental wellness services are still suspended in hotels and not activated, and many scientists and researchers have avoided interest in studying. This service needs attention on the part of managers to provide it because it is an important service for mental wellness and given the reference to the basic meaning of the term wellness “is a balance between body and mind together.” The results showed that (The spa Provides learning opportunities (e.g., book club, library, workshops, etc.) is not supported and the hotels under study do not provide workshops or libraries for reading or mental activities that help in improving the mental treatment of guests.

5. Limitations and Future Research

There were some limitations in this study. Referring to the topic of generalization, about taking study samples, firstly the results cannot be generalized to all wellness hotels within the Arab Republic of Egypt, so these results came only to those targeted by the study only. It is possible in the future that this study will be carried out in a wider community to reach Secondly, respondents may have exaggerated their feelings, whether satisfied or dissatisfied with the questions of the questionnaire, and thirdly concerning the timing of the study, we all know the fears of some visitors about infection, especially after the emergence of the Coronavirus. This leads to greater scope for hotels to provide a good health service.

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