

Exploring Customer Satisfaction in Wellness Accommodations in Thailand: A Zero-shot Classification

Onthana Khruabunma¹ and Arinya Pongwat²

¹ Master's Degree Program in Data Science, Chiang Mai University, Chiang Mai, Thailand

² College of Arts, Media and Technology, Chiang Mai University, Chiang Mai, Thailand

Onthana_kh@cmu.ac.th

Abstract. According to the Global Wellness Institute, wellness tourism is expected to grow substantially, with an estimated 21% increase by 2025. Online reviews play a vital role in shaping consumer behavior and impacting purchasing choices. The primary objective of this study is to examine consumer satisfaction in wellness accommodations in Thailand. To achieve this, a novel approach integrating zero-shot modeling is employed. The analysis includes five crucial aspects: hotel service, location, comfort, food, and cleanliness. The study findings indicate that customers prioritize service as the most important characteristic of wellness accommodation. The implications of wellness accommodations are considerable, as they directly impact the outcome of wellness tourism and the features of hotels. By utilizing this knowledge, establishments can enhance their products to more effectively align with guest preferences, resulting in increased customer satisfaction and sustained loyalty.

Keywords: Customer satisfaction, Wellness accommodations, Zero-shot classification, Online reviews, Wellness tourism.

1 Introduction

In the current era, considerable attention is being directed towards wellness. According to The Global Wellness Institute, there is a projected growth of around 21% in wellness tourism by 2025, surpassing other sectors in the wellness industry. This anticipated growth is attributed to the perceived uniqueness of resorts, considered more memorable than alternative accommodation options. Recently, Thailand has gained recognition for its commendable wellness and health retreats. With a thriving tourism industry and a vibrant wellness scene, Thailand offers a diverse range of options for well-being set against a culturally rich backdrop [1].

The hotel industry is characterized by a distinctive dynamic where customers play an active role in the operation, engaging in direct interactions and contributing to production activities. Consequently, understanding customer opinions and experiences is deemed crucial in this sector [2].

An increasing number of studies are being conducted to explore online reviews, utilizing advanced analytical technologies to understand customer opinions better. These platforms offer valuable insights into customer experiences, enabling hotels and other tourism businesses to enhance their services and improve the overall customer experience. The accessibility of online reviews has simplified decision-making for consumers, allowing them to make informed choices about their travel plans and accommodations [3].

Numerous studies have delved into the examination of traditional statistical techniques. However, there is a recent and prevalent trend in incorporating diverse technologies such as web crawling, machine learning, and statistical methods for the collection, analysis, and interpretation of data [2]. The study mentioned in the passage utilizes data mining techniques to scrutinize the narrative generated by hotel wellness.

Before progressing to this stage, the preprocessing phase must be prepared by cleaning the data, including tasks such as converting to lowercase and removing punctuation. Prior to initiating text mining, it is essential to conduct data cleaning, a multi-step process ensuring that the data is well-prepared for analysis. This involves actions like removing stop words, as well as employing stemming and lemmatization to facilitate data analysis through methods like word frequency analysis and word cloud generation.

Subsequently, unsupervised text classification approaches are employed for categorization without the utilization of annotated data during training [4], specifically through zero-shot classification.

The objective of this study is to identify the most satisfying accommodation attributes without predefined categories. The approach will automatically label each review originating from the Thai wellness accommodation industry, considering customer concerns identified in previous studies that specifically concentrate on five essential hotel aspects: location, food, service, comfort, and cleanliness [5][6].

In the ever-changing world of wellness tourism, this innovative approach stands out for its dedication to understanding each guest's unique needs and desires. This in-depth understanding translates into personalized hospitality experiences that address specific concerns and preferences, resulting in heightened guest satisfaction.

2 Literature Review

2.1 Wellness tourism

Wellness tourism is a burgeoning sector within the travel industry, emphasizing the pursuit of personal well-being through travel experiences [7]. Central to this niche is the concept of wellness hotels, which are dedicated accommodations designed to cater

to health-conscious travelers. For example, wellness products must provide physical activity combined with relaxation of the mind and intellectual stimulation, enhancing well-being through a balance of the body, mind, and spirit. Moreover, wellness tourism has long been associated with spas and health facilities, including outdoor recreation and adventure activities [8].

2.2 Wellness accommodation

Wellness accommodations primarily serve individuals seeking specific medical treatments, often providing lodging for patients and their accompanying companions. These establishments create a supportive environment conducive to recovery, with facilities designed to meet the unique needs of individuals undergoing medical procedures [9].

Moreover, wellness accommodations also cater to a broader audience of leisure travelers seeking to enhance their well-being through relaxation and rejuvenation activities. These hotels offer an extensive array of amenities and services aimed at promoting physical, mental, and spiritual wellness. Common activities in recreational wellness hotels include sports facilities, fitness centers, saunas, massage therapy, spa treatments, yoga classes, and more [10].

This study focuses specifically on recreational wellness accommodations, which are more prevalent in destinations in Thailand. The research emphasizes understanding customer feedback through reviews, categorized by accommodation attributes using zero-shot classification. This approach aims to analyze the offerings and experiences provided by wellness accommodation providers.

Previous research in this area has utilized different datasets and methodologies to explore topics related to wellness hotels. For example, a study [11] categorized online reviews from Google into four clusters based on different orientations—hospitality-oriented, destination-oriented, nature-oriented, and wellness-oriented. Meanwhile, other studies have employed the Kano model [12] to categorize wellness attributes into six distinct categories, shedding light on their impact on customer satisfaction and dissatisfaction.

2.3 Text mining

Text mining techniques play a crucial role in extracting valuable insights from large volumes of textual data, such as online reviews [2]. These techniques involve processes like information retrieval, information extraction, and natural language processing (NLP). While challenges such as non-standard abbreviations and misspellings exist, advancements in NLP have enabled researchers to overcome these obstacles and uncover meaningful patterns within textual data [13].

This study explores the use of zero-shot modeling to analyze textual narratives associated with wellness accommodation. By employing zero-shot classification, guest reviews are categorized into satisfaction labels without retraining the model, enhancing efficiency. This approach provides a detailed understanding of wellness attributes, enriching the analysis. In 2023, Manuel Rey M. [14] utilized Bert topic and zero-shot classification in the tourism sector to predict classes for hospitality services, comparing Airbnb and hotel data. Results showed that hotels excelled in staff performance, while Airbnb accommodations rated higher in cleanliness and comfort. Hotels were also found to be more satisfactory in terms of location.

3 Data collection and Methodology

The report encompasses three primary stages: Data Collection, Data Pre-processing, and Data Analysis and Model. In this study, we utilize content analysis to uncover a coherent structure within accommodation attributes. Initially, we examine and compile accommodation attributes [5][6] identified in prior hospitality research on wellness, as outlined in TABLE 1. These tables serve as foundational resources for subsequent analyses.

Table 1. The list of hotel attribute

Aspect	Keyword
Cleanliness	Smell, smoke, carpet, furniture, wall, toilet, housekeeping
Comfort	Sleep, bedroom, feel, meeting
Service	Facility, fast, convenient, Wi-Fi, staff, helpful, friendly, pool, gym, parking
Food	Cafe, drink, breakfast, spicy, meal, tea, bar, restaurant, dinner, lunch, delicious, food, wine, salad, coffee, menu
Location	Location, railway, view, station, airport, far, close, train, metro, place, mall

Table 1 illustrates the various aspect categories found in hotels, each accompanied by a set of relevant keywords. These categories encompass cleanliness, comfort, service, food, and location. Meanwhile, Data Collection

3.1 Data Collection

The research utilized data from TripAdvisor, a trusted platform renowned for its extensive travel-related content. The focus was on wellness accommodations in Thailand, with hotels selected from a recommended website[16][17][18] using a web scraping tool via a Google Chrome extension. The raw data encompassed attributes such as weblinks, author names, topics, reviews, stay dates, types, and ratings. Figure

1 illustrates this raw data. Web scraping, facilitated by the Web Scraper extension, is a technique for extracting data from web pages. This involves acquiring web resources and then extracting desired information for analysis. Initially, the dataset comprised 14,334 English language reviews from 20 wellness accommodations in Thailand.

web-	web-scraper	name	topic	review	stay	triptype	rate
1689308	https://www.tri	Mshukralla1	An unforgettable ann	Me and my wife spent 5 r	Date of stay: May 2023	Trip type: Traveled as a coup	ui_bubble_rating_bubble_50
1689308	https://www.tri	Nicole F	Relaxing stay at an an	We spent 2 nights at the	Date of stay: May 2023	Trip type: Traveled as a coup	ui_bubble_rating_bubble_50
1689308	https://www.tri	Emma M	Actually a perfect hol	The best family holiday w	Date of stay: April 2023		ui_bubble_rating_bubble_50
1689308	https://www.tri	Natty	Once we stepped in v	Six Senses Samui is a prop	Date of stay: May 2023	Trip type: Traveled as a coup	ui_bubble_rating_bubble_50
1689308	https://www.tri	robertcomm	Bliss	Whereas this isn't its siste	Date of stay: March 2023	Trip type: Traveled solo	ui_bubble_rating_bubble_50
1689308	https://www.tri	Jan L	A fantastic resort	This is the 3rd Six Senses	Date of stay: March 2023		ui_bubble_rating_bubble_50
1689308	https://www.tri	islander_ad	Just ok	Six Senses Samui has an i	Date of stay: February 2023	Trip type: Traveled as a coup	ui_bubble_rating_bubble_30
1689308	https://www.tri	Karen T	The best hotel I've ev	There are simply not enoi	Date of stay: March 2023	Trip type: Traveled as a coup	ui_bubble_rating_bubble_50
1689308	https://www.tri	CHLOEBALLU	Perfect stay - could n	We had the most amaz	Date of stay: February 2023	Trip type: Traveled with frien	ui_bubble_rating_bubble_50
1689308	https://www.tri	kevin870	Superb in every way	The reception staff to the	Date of stay: January 2023	Trip type: Traveled as a coup	ui_bubble_rating_bubble_50
1689308	https://www.tri	Mshukralla1	An unforgettable ann	Me and my wife spent 5 r	Date of stay: May 2023	Trip type: Traveled as a coup	ui_bubble_rating_bubble_50
1689308	https://www.tri	Nicole F	Relaxing stay at an an	We spent 2 nights at the	Date of stay: May 2023	Trip type: Traveled as a coup	ui_bubble_rating_bubble_50

Fig. 1. Example of raw data

3.2 Data Pre-processing

Text mining's pre-processing phase is pivotal for extracting meaningful insights by removing redundant language elements such as punctuation, repeated letters, and plural forms. To prepare the data for analysis, thorough data cleaning is imperative before diving into text mining. This process unfolds in two primary stages: initially, employing Excel for fundamental data cleaning, followed by transitioning to Python for more advanced text mining tasks.

The first step involves opening an Excel file with raw data and conducting essential data preprocessing tasks. This includes consolidating all wellness accommodation data into one file, removing unnecessary columns like "weblink" and "author name," and checking for duplicate values and missing data. Afterward, customer satisfaction scores are extracted, typically rated on a 1 to 5 scale, with overall scores indicating satisfaction levels. Additional columns are then created to categorize sentiment as positive (4-5 points) or negative (1-3 points), allowing for a detailed analysis of customer feedback.

The second step involves text mining using Python for data extraction from an Excel file and data preparation using Google Collab for both zero-shot classification and clustering models.

For zero-shot classification, essential preprocessing steps include expanding contractions, converting words to lowercase, and removing punctuation and emojis. Expanding contractions ensures accurate recognition and interpretation of words by converting abbreviated forms like "don't" to "do not" and "aren't" to "are not." Lowercasing standardizes text by converting it to lowercase, preventing potential issues caused by variations in casing. Removing punctuation and emojis eliminates non-essential characters and focuses analysis on textual content alone.

3.3 Data analysis and model

1) Data analysis

After implementing data cleaning techniques in Excel, we used Power BI to analyze and visualize the dataset, gaining insights into customer preferences and behaviors. The

analysis began with an overview of the dataset, which included 20 hotels, 14,333 reviews, and an average customer rating of 4.67.

Figure 2 presents the dashboard if the basic information from the data analysis. The resulting bar chart illustrated the distribution of ratings across reviews, showing that the majority of ratings were in the 5, 4, 3, 2, and 1 category, with the highest frequency in the top rating category. An analysis of review sentiments categorized as positive (91.93%), neutral (4.63%), and negative (3.44%) revealed that positive feedback was predominant, followed by neutral, with negative sentiments being relatively infrequent. This suggests that customers generally provided favorable feedback regarding wellness accommodations.

The analysis also identified that Banyan Tree Phuket received the highest number of reviews. It was noted that couples constituted the most significant demographic among tourists staying at these hotels, with customer numbers peaking in the fourth quarter (winter season). Additionally, the data indicated a decrease in the number of reviews following the COVID-19 pandemic, although there is a trend suggesting an increase in the future.

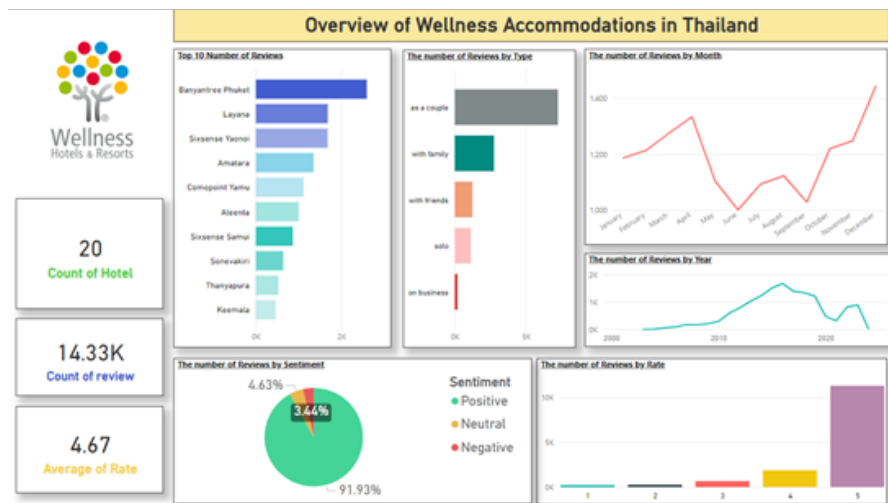


Fig. 2. The basic information from the data analysis

2) Model

In the next phase of our study, we will implement a zero-shot classification approach to extract insights from hotel reviews regarding commonly mentioned attributes by guests. This method allows classification of large text datasets without specific label retraining, leveraging pre-trained models such as Facebook's BART model. Unlike traditional methods, zero-shot classification does not require label retraining. We will provide the model with text reviews and predefined categories relevant to wellness accommodations. Each review will be assigned a single category, with the category having the highest confidence score, exceeding a threshold of 0.7, being selected. This

approach aims to provide deeper insights into attributes commonly commented on by guests in wellness hotels.

After employing Zero-shot classification, we aimed to determine if the hotel attributes frequently mentioned in customer reviews are related to customer satisfaction. The chi-square test was utilized to assess this relationship, confirming the significant influence of these attributes on customer satisfaction.

4 SUMMARY

4.1 Zero-shot classification

After preprocessing the data and setting up a classifier pipeline, zero-shot classification is applied in Python to investigate hotel attributes. Labels like location, food, service, comfort, and cleanliness are defined. The analysis reveals that service garnered the most attention with 10,596 reviews, while cleanliness received the least with 432 reviews, as shown in Figure 4. Further insights into predicted topics.

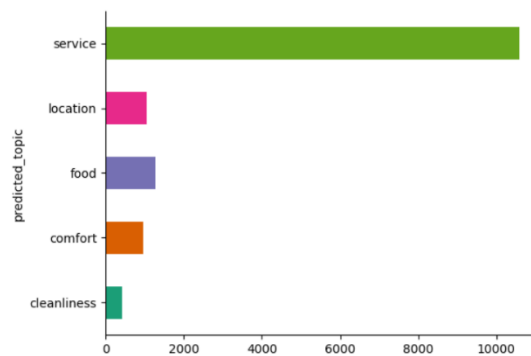


Fig. 3. The bar chart illustrates the distribution of label from zero-shot classification

To enhance accuracy and minimize misclassification, a threshold consideration score above 0.7 is established. Filtering the data with this threshold significantly reduces the number of reviews. Out of the initial 14,333 reviews, only 2,609 reviews are retained for the highest attribute after filtering. The most common attribute is service, followed by food, location, comfort, and cleanliness.

4.2 Statistical analysis

For the statistical analysis, we investigated the relationship between predicting topics derived from zero-shot classification of each hotel attribute and customer satisfaction ratings ranging from 1 to 5. Figure 5 The bar chart illustrates an imbalanced dataset.

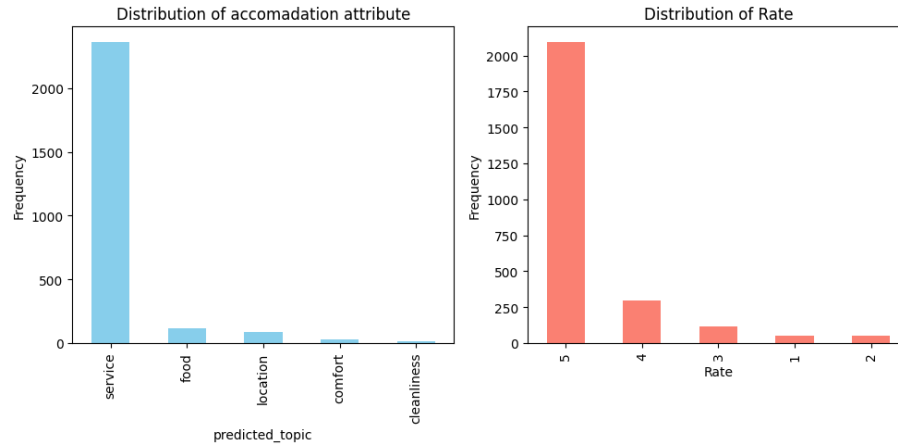


Fig. 4. The bar chart illustrates an imbalanced dataset.

Before employing the chi-square test, we checked for imbalanced data and found that both accommodation attributes and ratings were imbalanced. The "service" category had the highest frequency among attributes, and a rating of 5 was the most common. To address this imbalance, we performed oversampling using the 'randmsampling' library in Python to prepare the data before conducting the chi-square test.

Finally, we conducted a hypothesis test to determine if accommodation attributes (prediction topics) have a relationship with customer satisfaction using the 'Rate' attribute, which represents scores from reviews within each group. The results indicated that attributes such as cleanliness, comfort, food, location, and service yielded p-values much smaller than 0.01 ($p\text{-value} < 0.01$). Consequently, we rejected the null hypothesis, providing strong statistical evidence that the mean customer satisfaction significantly differs from the hypothetical mean of 0. Therefore, at a significance level of 0.01 (or 1%), we can confidently assert a significant association between satisfaction scores and these attributes.

5 DISCUSSION

Power BI analysis of data from 20 hotels revealed high customer satisfaction with wellness accommodations, averaging 4.67 out of 5. Couples were the predominant customers, suggesting the need for targeted promotions and activities. Customer visits peaked in the winter (October to December), recommending increased staffing and enhanced facilities during this high season. For the low season, attractive packages and promotions can help maintain profit margins and customer loyalty.

The analysis of the wellness accommodation dataset from TripAdvisor.com in Thailand provides valuable insights into guest preferences and priorities. "Service" emerged as the most frequently mentioned attribute, underscoring its importance in influencing customer satisfaction [6][19]. This highlights the need for wellness

accommodations to prioritize excellent service delivery, including attentive staff support and comprehensive amenities. "Food" ranked second, emphasizing the significance of offering high-quality and diverse culinary options, particularly catering to health-conscious guests. Additionally, "location," "comfort," and "cleanliness" were identified as fundamental considerations, with guests prioritizing factors such as proximity to attractions, room amenities, and overall hygiene. Ensuring a relaxing and clean environment is essential for enhancing guest satisfaction and maintaining a positive brand image.

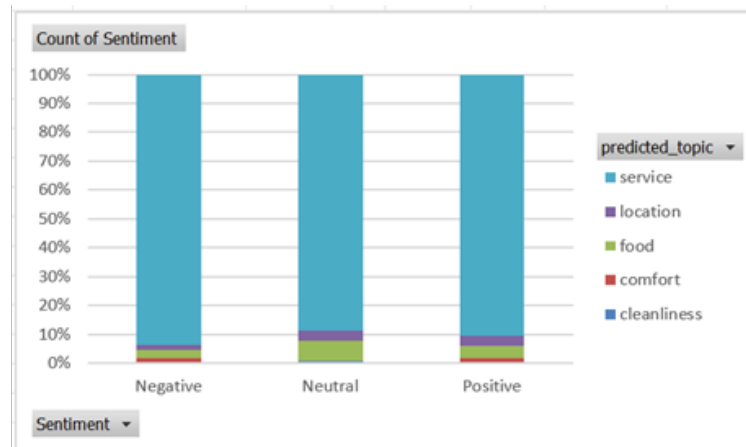


Fig. 5. The 100% stacked bar chart shows the sentiment distribution across wellness accommodations.

The results from zero-shot classification provide valuable insights into customer feedback by analyzing sentiment in their comments. Visualized with a 100% stacked bar chart (Figure 5), the analysis reveals that service is the predominant topic across all sentiment categories (negative, neutral, and positive). Other topics like food, location, comfort, and cleanliness are less frequently mentioned. Notably, cleanliness is absent in negative sentiments, and comfort is absent in neutral sentiments. This visualization emphasizes the varying importance of topics in customer feedback, emphasizing the central role of service across sentiments.

Analyzing data from wellness accommodations in Thailand involved collecting 2,609 reviews post zero-shot classification at a threshold of 0.7. Both datasets exhibited class imbalance, requiring oversampling for balanced distribution. Using the chi-square test (p -value < 0.01), a method for analyzing categorical data, we assessed the relationship between predicted accommodation attributes (cleanliness, comfort, food, location, and service) and customer satisfaction. This confirmed significant influences of these attributes on satisfaction levels.

6 CONCLUSION

The study conducted an analysis of wellness accommodations in Thailand using data from TripAdvisor.com, highlighting several key findings. Service quality emerged as the most critical factor influencing customer happiness, emphasizing the importance of

responsive staff and comprehensive amenities. Following service, food variety was noted as crucial, particularly in catering to health-conscious individuals. Location, proximity to attractions, overall comfort, and cleanliness were also significant criteria for guest satisfaction.

Statistical analysis, specifically a chi-square test, confirmed a strong association between these accommodation attributes and customer satisfaction scores, underscoring their importance in shaping guest experiences. Service quality consistently ranked as a top priority, suggesting the necessity for hotels to invest in staff training and service excellence.

Theoretical implications in this study on wellness accommodations in Thailand integrate previous research on wellness attributes by Mueller & Kaufman[7], combining them under "rest and mental activities" from study [11] and including additional accommodation attributes from prior studies[5][6]. Using zero-shot learning, we identified review topics and explored relationships between accommodation attributes and customer satisfaction. Our mixed-methods approach introduces a novel methodology by combining zero-shot classification, which simplifies analysis by eliminating the need for pre-trained data and improves efficiency. This approach allows for a more thorough understanding of the data and helps uncover significant patterns within the text data, enhancing our comprehension of the hospitality qualities.

Practical implications from the study highlight the need for wellness accommodations to prioritize tailored services, provide well-trained staff, and offer amenities and activities that meet the diverse needs of customer groups effectively [5][6]. Furthermore, sentiment analysis reveals that positive feedback frequently emphasizes the importance of service, reinforcing its significance in the hospitality industry. The second attribute that stakeholders should be aware of is food, which is crucial for wellness accommodations related to healthy well-being. This includes offering organic and vegetarian options, as well as considering the needs of those with food allergies [8].

However, the study acknowledges certain limitations, including a relatively small dataset focused on a single platform (TripAdvisor.com) and a bias towards positive reviews. Future research should expand data collection to encompass multiple platforms and locations within Thailand, as well as consider different economic segments and accommodation types. Addressing these limitations will enable future studies to provide a more comprehensive understanding of customer satisfaction in wellness tourism, thereby contributing to the development of improved strategies and experiences in the hospitality industry.

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