

THE SWOT MODEL OF SELF-CARE COMPETENCY THROUGH DOMINANT BODY ELEMENTS OF PARTICIPANTS IN SPA MANAGER

Yamila Domea¹ Kamonmarn Virutsestazin² Chanai Noysang³ and Pornpirom lhongsap⁴

¹Thai Traditional Medicine College, Field of Study in Aesthetic Health and Spa, Rajamangala University of Technology Thanyaburi, Pathum Thani

²Faculty of Physical Education, Field of Study in Health Education and Physical Education, Srinakharinwirot University, Bangkok

³Thai Traditional Medicine College, Field of Study in Aesthetic Health and Spa, Rajamangala University of Technology Thanyaburi, Pathum Thani

⁴Thai Traditional Medicine College, Field of Study in Aesthetic Health and Spa, Rajamangala University of Technology Thanyaburi, Pathum Thani

ABSTRACT

The present model regarding the quality of self-care competency through dominant body elements in participants in spa manager. The purpose of analytical survey was to analyze self-care competency with SWOT analysis. The dominant body elements define personality traits. What are the traits and qualities of each element that dominates the personality. The participants were 10 subjects, brainstormed and summarized on SWOT model, the information covered the dominant knowledge, skills and competence of self-care. Result: the formulated model of self-care competency through dominant body elements had effective 4 strategies to achieve the purpose and applying on Thai Traditional Medicine, Supplementary curriculum. The strategies were intensive strategy: international class, preventive strategy: solving variety and trend of Aesthetic health and spa service, correction strategy: to boost the skills to Labor Market expectation, and reactive strategy to provide a variety of continuous improvement training courses.

– Future recommendation, the SWOT analysis is an efficient method that is used in the brainstorming techniques, especially when planning the strategy in order to identify the potentials and the priorities.

บทคัดย่อ

การวิจัยครั้งนี้เป็นการศึกษารูปแบบสมรรถนะการดูแลสุขภาพตามธาตุเจ้าเรือนในผู้เข้าร่วมการอบรมผู้จัดการสปา การวิจัยนี้มีวัตถุประสงค์เพื่อวิเคราะห์สมรรถนะการดูแลสุขภาพตามธาตุเจ้าเรือนด้วยการวิเคราะห์ SWOT ลักษณะ บุคลิกภาพและคุณสมบัติของแต่ละองค์ประกอบที่มีอิทธิพลต่อสุขภาพของผู้เข้ารับการอบรมที่เข้าร่วมการวิจัยจำนวน 10 คนรวบรวมข้อมูลและจัดทำแบบ SWOT ซึ่งเป็นข้อมูลที่ครอบคลุมโดยความรู้ความสามารถทักษะและความสามารถในการดูแลตนเอง ผลการวิจัยพบว่ารูปแบบของสมรรถนะการดูแลสุขภาพตามธาตุเจ้าเรือนมีผล 4 กลยุทธ์เพื่อให้บรรลุวัตถุประสงค์และนำมาประยุกต์ใช้กับหลักสูตรเสริม การแพทย์แผนไทย กลยุทธ์คือการเพิ่มทักษะของผู้เรียนเพื่อสนองต่อความต้องการของตลาดแรงงานและมีกลยุทธ์ในการตอบสนองความต้องการของผู้เข้าอบรม และการปรับปรุงอย่างต่อเนื่อง

คำแนะนำในอนาคตการวิเคราะห์ SWOT เป็นวิธีที่มีประสิทธิภาพที่ใช้ในการระดมความคิดโดยเฉพาะอย่างยิ่งเมื่อวางแผนกลยุทธ์เพื่อระบุศักยภาพและลำดับความสำคัญของสมรรถนะการดูแลสุขภาพด้วยการแพทย์แผนไทย

Keywords

SWOT analysis, Strategy, Dominant Body Element, Health Care Competency, Aesthetic Health and Spa service

คำสำคัญ

การวิเคราะห์ SWOT กลยุทธ์ ธาตุเจ้าเรือน สมรรถนะการดูแลสุขภาพ สุขภาพความงามและการบริการสปา

INTRODUCTION

The Dominant Body Elements, the four elements system from Thai traditional medicine is a simple yet profound tool to recognize balance in all aspects of life. Learning this simple system lead to identify the weak and strong points of individuality and apply its balancing elements to diet, personality, emotion and environments. In Thai traditional medicine, these 4 elements that form the building blocks of life. Everything in the universe is created from a certain ratio of the 4 elements. By understanding the dominant elements inside a person, substance or environment, lead to know what influences will be exerted upon the body and mind, to increase the opposing elements to create balance or more of the desired qualities for that moment. It is a spectrum of everything in the universe divided into 4 categories. The elements are Earth, Water, Air and Fire which are listed from the date of birth and personality. (Arunothai, 2011)

Air or Vayu: The main principle of air, the full spectrum of this great element,

is movement. Within the body, it predominantly manifests as the electrical energy in the nervous system, movement of all tissues and cell functions, and the formation of gases. It governs all of the senses due to its affinity with the nervous system and specifically the sense of touch and the action of the hands to give, receive and move things. It to be associated with electrical energy. Its qualities are: mobile, dry, light, cold, rough and subtle.

Fire or Agni: The main principle of fire is transformation and metabolism. Within the body it predominantly manifests as balance of body temperature, the absorption and assimilation of food and the transformative power of the liver. From the creation perspective this is the point where to focus energy toward the fire of transformation. Its qualities are: hot, sharp, light, dry and subtle.

Water or Jala: The main principle of water is transportation. Within the body it predominantly manifests as the plasma and lymph which transport nutrients to the cells, and toxins away from cells; it is the river upon which life flows. Water governs the sense of taste and the action of reproduction through the genital organs. Its qualities are: cool, liquid, dull, soft, oily and slimy.

Earth or Prithvi: The main principle of earth is structure. Anywhere there is stability, permanence and rigidity there will be a dominance of earth. Within the body it predominantly manifests as the solid structures such as bones, muscles, cartilage, nails, hair, teeth and skin. It governs the sense of smell and the action of excreting waste products. Its qualities are: heavy, dull, constant, dense, hard and gross.

The preliminary study on self-care competency through dominant body elements in spa managers 116 subjects, who participated in spa manager training project, Thai traditional medicine college. It found that spa managers lack of self-care competency.

The competence is a cluster of related abilities, communication, competence, concern, convince and Courage that enable a person to act effectively in self-care through dominant body elements, describe the state of science in nutrition self-care (Arunothai, 2011). That is 1) Communication: Two-way process of reaching mutual understanding, in which participants not only exchange. Competency: the ability to do something well, the quality or state of being competent. Concern: is something that is of interest, important or worrisome. Convince: To cause someone by the use of argument or evidence to believe something or to take a course of action. Courage: The state or quality of mind or spirit that enables one to service with self-possession, Confidence, and resolution.

RESEARCH PROBLEM

How to analyze self-care competency through dominant body elements in participants in spa manager with SWOT analysis

OBJECTIVE

To analyze self-care competency through dominant body elements in participants in spa manager with SWOT analysis.

METHODS

Samples selected with snowball technique. There were 10 out of 116 subjects from spa managers, who participated in spa manager training project, Thai traditional medicine college. In order to accomplish model of self-care competency, we used the SWOT Analyze. The SWOT Analyze is a very efficient one that is used in strategic planning for identifying model of self-care competency.

SWOT is made of two parts: the strengths and weaknesses refer to the internals of a company while the opportunities and threats are external to the company and exist in the environment. (David, 1998).

Strengths - attributes and resources that support a successful outcome

Weaknesses - attributes resources that work against a successful outcome

Opportunities - factors the project can capitalize on or use to its advantage

Threats - factors that could jeopardize the project

SWOT Analyze: Using the Tool (Nigel & William ,1989)

Step 1: write the findings in the space provided: SWOT Worksheet, the strengths and weaknesses, as well as identifying the opportunities and threats.

Step 2: write and copy the key conclusions from the SWOT Worksheet into the area provided (shaded in blue).

Step 3: For each combination of internal and external environmental factors, consider and identify the one greatest benefit.

		External	
		Opportunities(O)	Threats(T)
		1. 2.	1. 2.
Internal	Strengths(S)	SO 1. 2. 3. 4. "positive-positive" Strategy	ST "positive-negative" Strategy
	Weaknesses (W)	WO 1. 2. "negative-positive" Strategy	WT "negative-negative" Strategy

Picture 1: the SWOT of self-care competency

Strengths and Opportunities (SO) "positive-positive" Strategy that use strengths to maximize opportunities to use strengths to take advantage of the opportunities that helps to analyze in more depth options that hold the greatest promise.

Strengths and Threats (ST) "positive-negative" Strategy that use strengths to minimize threats to take advantage of strengths to avoid real and potential threats.

Weaknesses and Opportunities (WO) "negative-positive" Strategy that minimize weaknesses by taking advantage of opportunities to use opportunities to overcome the weaknesses you are experiencing?

Weaknesses and Threats (WT) "negative-negative" Strategy that minimize weaknesses and avoid threats to minimize your weaknesses and avoid threats.

The question guideline of the preliminary study on self-care competency through dominant body elements in spa managers, composed 5 statements

1. Competency problems in your entrepreneur
 - 1.1 How about the lack of self-care competency and problems.
 - 1.2 How about the prominent self-care competency
2. How about the enhancing activities of self care competency.
3. The labor market expectation of self care competency in officers.

4. The guideline to develop self care competency with dominant body elements toward self care
5. The opinions on self care competency impact toward health

Validation of the question guidelines were proved on the content validity by 7 experts, who had experience in academic, problem based learning skill and Thai traditional medicine. The Index of Item – Objective Congruence (IOC) values were higher than 0.5. According to the experts' recommendations, these question guidelines were modified and apply with 10 subjects.

RESULTS AND DISCUSSIONS

The results obtained by a small group of 10 subject of participant in spa manager through the research. The purpose of this study was to conduct self-care competency through dominant body elements with strengths, weaknesses, opportunities, and threats, (SWOT) analysis. The SWOT analysis regarding model of self-care competency are presented in the following picture:

		External	
		Opportunities (O)	Threats (T)
		Labor Market expectation - Thailand Is famous for Aesthetics health and spa - Service mind is signature of Thailand - Aesthetics health and spa made income - Aesthetics health service is 10 Top Attractions in Thailand	- Curriculum does not cover the variety of Aesthetic health and spa service, that need own signature - There are competitive trend of Aesthetic health and spa service
Internal	Strengths(S)	SO	ST
	Weaknesses (W)	WO	WT
	- The trainee's characteristic - Communication: coordination, communication, harmony - Competence: multipurpose skill, agility - Concern: learner, concentration diligence, developer, service mind, adaptability, on time - Convince: smart personality - Courage: team work, sharing experience	To extend Aesthetic health and spa service to international class	The trainee's characteristic to solve variety and trend of Aesthetic health and spa service that lead to the signature
	The trainee's characteristic - Communication: lack of coping with colleague and job at the beginning, advice without procedure - Concern: experiencing a supplementary food skills shortage, nonspecific body of knowledge, non-integrated though to provide best practice, academic insights in sufficiency - Courage: lack of Self-assurance	To boost the skills shortage, and careers advice to be available to Labor Market expectation	Provide hand out and provide a variety of continuous improvement training courses to maximize competency for organization.

Picture 2: the SWOT model of self-care competency

The strengths and weaknesses in the SWOT analysis found that both consisted of 5 competency. The strengths of participants were Communication skill: coordination, communication, harmony; Competence: multipurpose skill, agility; Concern: learner, concentration, diligence, developer, service mind, adaptability, on time; Convince: smart personality; Courage: team work, sharing experience. The Weaknesses of participants were Communication: lack of coping with colleague and job at the beginning, advice without procedure Concern: experiencing a supplementary food skills shortage, body of knowledge is non-specific, non-integrated though to provide best practice, academic insights in sufficiency Courage: Lack of Self-assurance.

Strengths, weaknesses, opportunities and threats (SWOT) analysis is one of the most significant analytic tools to determine the most important components of SWOT matrix. The resulting components can be utilized for defining effective 4 strategies, as the following

1. The intensive strategy is based on extension Aesthetic health and spa service to international class
2. The preventive strategy is based on solving variety and trend of Aesthetic health and spa service that lead to own signature with the trainee's characteristic.
3. The correction strategy is based on a boost the skills shortage, and careers *advice* to be available to Labor Market expectation.
4. The Reactive strategy is based on providing hand out and providing a variety of continuous improvement training courses to maximize competency for organization.

The SWOT Analyses has a strong quality feature that permits a correct wording of the aspects regarding dominant body elements as a Aesthetic health and spa service that reflects strong points, weak points, opportunities, threats and formulated model of self-care competency through dominant body elements in order to eliminate or diminish then.

CONCLUSIONS

The SWOT analysis is an efficient method that is used in the Aesthetic health and spa service, especially when planning the strategy in order to identify the potentials and the priorities. The participants were a small group in spa manager; 10 subject, to brainstorm and summarize the information that cover self-care competency through dominant body elements in our paper; communication, competency, concern, courage. So that the given answers will finalize the images of service providers competency, in order to achieve the purpose and applying on Thai Traditional Medicine, Supplementary curriculum.

SUGGESTIONS

1. To provide hand out and continuous improvement training courses to maximize competency for organization.
2. To complete the skills shortage and the trainee's characteristic that lead to the signature and extend Aesthetic health and spa service to international class.

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