

Abstract

In this thesis, the author want to make discussion on a social phenomenon, a spa trend and it's consequence, especially the new spa category in Thai society, "Thaisappaya". The word "sappaya" is from Pali, that's mean comfort in 7 factor of all surroundings : place, atmosphere, person, action, interactive, food and utility. The important thing of Thaisappaya, that's make the case study of this thesis is the explanation of Thai's knowledge and inheritance of knowledge from the past to present. Thaisappaya define itself in the way to take care of health by Thai medicine, which was established since the old history, such as Sukhothai kingdom.

In the part of field work, the author choose "Thaisappaya Health Center" to participate observation. Then her found that, "Thaisappaya" is similar with "spa", although it's deny the westernize of spa by use the new definition, it was Thai's knowledge. Maybe "thaisappaya" is the way to promote Thai medicine by spa trend for easy to approach. The author conclude that, "thaisappaya" was born by spa trend, it was born because of a spa trend in Thai society. And the objective of Thaisappaya is to increase popularity in Thai medicine. So, it's include the way of Thai medicine with the way of spa.

Finally, Thaisappaya try to make the new knowledge of spa in Thai society by construct the standard in spa, therapist and spa product. The owner of spa and therapist have to pass the taste for guarantee quality. In the good point, it is the ensure in quality for customer. In the other hand, Thai society may lose the real Thai rural knowledge, that they try to maintain, because many of rural therapist can't follow this rule, it isn't the normal practice in they're way or old traditional Thai medicine's way. So, the standardization may not a correct way to maintain the Thai medicine.