

RarinJinda Wellness Spa in Bangkok

By Sharmila Chand

An oasis in the middle of the urbane metropolis, RarinJinda Wellness Spa is a place to be. It pampers your body and soul in a luxurious setting which is fully equipped with the latest spa technologies and world class facilities. The best part of the spa is that despite its hi-tech products, the spa methodology is yet deeply rooted in the Thai massage and healing traditions.

RarinJinda Wellness Spa currently has 3 branches in Thailand – in Bangkok, Chiang Mai and Phuket, spanning vast areas ranging from 1,000-2,000 square metres. Each spa has single, couple and suite rooms, which are specially designed to offer optimal comfort and treatment efficacy.



'Elements of Life', seeks to restore a person's balance with nature through a combination of water, fire, earth and wind treatments. In this treatment, the customer is first made to lie down on the warm quartz stone bed, imported from Germany. This bed has been used in hospitals there to treat patients with back and joint problems. The stone represents the earth element and the warmth of the stone represents the fire element.

Then, the sound therapy is done using the Tibetan bowl. This renders a calm and relaxed feeling. The vibration of the bowl, which represents the wind element, also helps the inner body to function better. After that, the therapist gives a full body massage, a combination



With experienced therapists and most up-to-date spa technologies including Vichy Shower, Hydrotherapy Tub, Rainforest Steam and Sauna, Infrared Sauna and Herbal Steam, Quartz Stone Bed and Hydrotherapy Pool (only in Chiang Mai branch), the chain is Thailand's one of the most well known complete spa chains.

For a retreat, the Chiang Mai branch is ideal as it has 35-rooms boutique resort at the back of the spa, perfect for an idyll break. Not to forget the doctor on-site to provide wellness consultation.

Signature Treatment: Elements of Life!

The signature treatment of the spa,



Special Massages

- Colonic Detox and Cellulite Massage.
- 'After Sun Paradise', which brings together the newly created 'Cold Stone Massage' with 'Aloe Vera Body Wrap' designed to relieve the sunburn of foreign and local tourists after a long day at the beach.

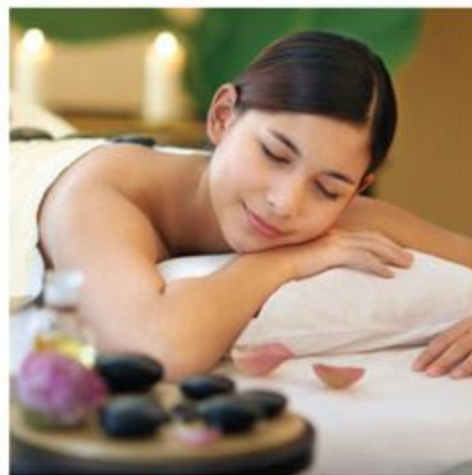


the skin and refresh the body.

Customised Treatments

The spa chain is known for its customised treatments. "Our customer ranges from 15 years old to over 60 years old. While we ensure that we provide standardised treatments to our clients, our therapist can customise certain

treatments to focus on the individual needs. For example, if the customer has a back problem, our therapist can focus on that area. The customers need to inform the receptionist about the areas on which they would like the therapists to give special attention to," says Narun Wiwattanakrai, Assistant Executive Director, RarinJinda Wellness Spa.



of the Thai and Japanese Shi-atsu (reflexology) massage followed by a spray of rose water to close the pores of

Interview with Narun Wiwattanakrai, Assistant Executive Director (Marketing & PR), RarinJinda Wellness Spa



Narun Wiwattanakrai joined RarinJinda in 2007. He specializes in online marketing, providing the company with the integrative marketing communications platform, e.g. Facebook, Twitter, SEO, SEM and blogs. This allows RarinJinda to reach the new segment of the market; the young Thai customers and the foreign middle class tourists who like to pamper themselves on special occasions.

Armed with an MBA degree from Thailand's prestigious Graduate School, Sasin, Narun enjoys traveling to explore different cultures and heritages. Excerpts of an interview follow:

Could you tell us the USP of your spa? In other words, what distinguishes it from others in Bangkok?

Our unique selling point of our spa is luxurious spa treatment at an affordable price. You can enjoy here the level of service that is on par with spas in 5-star hotels, by spending only half the price. That explains why so many customers from nearby 5-star hotels such as Four Seasons and Grand Hyatt come to RarinJinda on a regular basis.

Please tell us some outstanding treatments which you have in your spa?

Our approach to healing is holistic, with treatments designed to revitalise the mind, body and soul; applied with complete attention and individual focus by our highly trained therapists. RarinJinda's spa treatments are creatively adapted from traditional and contemporary spa theories around the world and delivered in traditional Thai hospitality and style, producing an exotic spa journey towards health and wellness.

Highlights of RarinJinda Wellness Spa include Elements of Life, Shirodhara Treatment, Aromatherapy Hot Stone Massage and Sandy & Splashy Vichy Massage.

How long have you been in the spa industry? What are the kinds of changes you have witnessed in your field in the past 5-6 years?

I have been in the spa industry since 2007 and have been the Assistant Director at RarinJinda since January 2010.

People's lifestyles these days require a great deal of hard work and success in all aspects - in business, family and personal life. So, they are becoming more health conscious. Everybody wants to try new measures, such as spa treatments, to prevent future health problems. Moreover, there has been a rapid increase in the number of newcomers into industry. Therefore, we need to constantly improve to remain the market leader. We have imported the latest spa technologies from across the world to make ourselves unique.

What are the current top trends in the spa treatments?

'Hydrotherapy' undoubtedly has been the top trend in spa treatments in 2011. It is a classic method of employing water to promote wellness and healing. It is a practice that dates back as far as ancient Greece.

A hydrotherapy treatment relaxes the body, improves strength, strengthens the immune system, equalises circulation, increases metabolism, improves digestion and elimination, and enhances the penetration of additives such as scrub in the water. Water can modify the temperature of the skin quickly, and when the temperature varies, stimulating, sedating and tonifying effects can be obtained.

What are the top three traits or skills every Spa Director (Spa Head) must have to manage the Spa successfully?

I think the top three traits that every Spa Director must have are 3P's:

- Positive Thinking,
- Proactive and
- People's skills.

Maintaining positive thinking and attitude will drive you to success and happiness. Service is a very difficult industry because it is difficult to standardise. To create the perfect spa experience for the customers, we need to express professionalism with the right attitude, whether it be greeting, massaging, or after-sales customer service.

Being the first in the market is also important. Spa Directors need to be aware of the current and future market environments and constantly adapt its services to reflect the fast changing customer's preferences. This will allow the spa to have a continuous and stable growth.

Every top-level manager needs to be able to communicate to both their staff and their customers effectively in the most appropriate manner. Given that they come from different countries or cities, we need to be able to engage with them. At Rarinjinda, we treat our customers as our special guests and our staff as our family members. Without them, we will not be able to operate.

What do you enjoy most about being a Spa Director?

The most rewarding part of my job is to see the smile on the customer's face at the Relaxing Lounge. This shows that they are satisfied with our services.

Is your job challenging? Can you point out five challenges?

Of course!! The most challenging part of my job is ensuring the guests the best RarinJinda experience.

Obviously, dealing with customers with diverse profiles is a formidable challenge. People who visit RarinJinda come from different countries/regions; thus we need to be able to communicate with them efficiently to be able to satisfy all their needs and preferences.

Retaining the talented therapists and receptionists is another challenge. Given the high numbers of newcomers into the industry, salary competition is becoming more intense. What we need to do is to create a differentiating offer.

Lack of new trained professionals from therapists to manager is also an issue. Given that spa is relatively new in

the academic world, there is not yet a course or degree that focuses specifically to train students to become professional spa workers. Having our own academy somewhat helps, but it remains a challenge.

What is your favorite treatment and why?

I love treatments like RarinJinda Royal Touch that have more than one modality or sequence within the protocol. Within this 120-minute treatment, there is a four-hand aromatherapy oil massage, foot reflexology and a facial. Being treated like a Royalty doesn't get much better than that!

Any other point you wish to make?

We are very proud to have been recognised both locally and internationally. We have won awards like the Best Day Spa at the Asia Spa and Wellness Festival Gold Awards 2009, and Outstanding Day Spa at the Thailand Tourism Awards 2010.