

EXPLORING DRIVERS AND VALUES CONTRIBUTING TO LUXURY SPA AUTHENTICITY AND EXPERIENCES

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ABSTRACT

Luxury hotel and resort spas are criticized for losing the essence of the spa experience because of over-commercialization and lack of authenticity. This paper focuses on authenticity and argues that authentic spas are considered as a premium offering. A proposed conceptual model draws on multi-disciplinary theories to define spa authenticity and to guide spa operators in creating and rendering an authentic spa experience. To that end, factors contributing to customers' perceived authenticity and experiential value are investigated.

Keywords: Authenticity, experiential value, luxury spa, perceived authenticity.