



Criteria for the **Thailand Wellness Awards (TiWA)**

(Translation)

-Thailand Wellness Awards Logo-

Criteria for the Thailand Wellness Awards (TiWA)

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(Translation)

Logo

Symbol

Overview: Lotus flower, meaning learning and wisdom

Meaning

Golden Brown
means fertility, respect,
victory, and wisdom

Hands in prayer
Represents Thai culture, humility,
friendliness, and welcome

No. 1, No. 9
No. 1 means oneness and

Golden circle
Represents the sun, which is
light,

Smile
means a heartfelt smile, as the
saying goes, "Siam, Land of

Hand embrace
means to support, love, warmth

The whole picture is a lotus form that conveys the meaning of learning and wisdom

For establishment awards

1. Excellent Wellness Services

Wellness services that integrate Thai uniqueness with wellness activities and services (holistic health care activities and services across seven dimensions: physical, mental, spiritual, emotional, social, environmental, and intellectual).

2. Holistic Health and Wellness Care

Establishments that implement concepts, formats, and methods of providing holistic health care services. These services focus on activities that promote balance and integration for overall physical, mental, spiritual, and social well-being. The approach includes health promotion, disease prevention, care, treatment, and rehabilitation aimed at achieving longevity. It emphasizes creating happiness, comfort, relaxation, and a healthy lifestyle by incorporating the science and art of Thai wisdom and alternative health care. Furthermore, it promotes learning, integration, and the exchange and transfer of wisdom and technology to the community for sustainable and environmentally friendly development.

3. Excellent Management

An establishment with a strategic management system focused on enhancing and elevating the organization's quality to compete at the international level. This includes creating value and fostering a quality-centric organizational culture, driving sustainable organizational growth, effectively managing resources to develop quality, delivering outstanding healthcare services, meeting the needs and expectations of service recipients, and being responsible for society, the environment, and sustainable development.

4. Innovative Wellness Service

An establishment that offers a variety of health promotion services with a unique identity, capable of meeting the specific needs of individual service recipients. It maintains a high level of quality that is widely recognized, by integrating the science and art of Thai traditional medicine, Thai culture, local wisdom, and locally available Thai herbal products with universal knowledge and modern technology. This integration is applied to develop or research products, provide healthcare services in a cohesive manner, ensure quality, and deliver value to service recipients.

5. Excellent Wellness Services

An establishment that provides comprehensive healthcare services aimed at promoting and restoring health for optimal well-being and longevity. This service is organized as a space dedicated to fostering well-being through a health care concept that emphasizes the balance between the body, mind, and environment, in harmony with the nature. The approach involves selecting treatment methods that combine the strengths of Thai wisdom with various alternative practices, such as using health-beneficial herbs, along with massage, herbal compresses, steaming, and the use of Thai fragrances and aromas.

(Translation)

The distinctive and refined lifestyle and exceptional service culture of the Thai people, characterized by their cheerful, kind, and friendly nature, particularly towards tourists. This unique service-oriented mindset, which is inherently Thai, is difficult to replicate and serves as a significant attraction for tourists from various countries to visit and use services in Thailand.

5.2 Thai Wisdom

Healthcare practices based on the principles of traditional Thai medicine, which are rooted in Ayurveda. It involves creating a holistic sensory experience by engaging the five senses: **Sight**: An attractive and relaxing atmosphere and environment; **Taste**: The experience of herbal foods and drinks; **Smell**: Treatments involving herbs, aromatic herbs, and fragrant flowers; **Sound**: The sounds of nature and soothing music; and **Touch**: Thai massage combined with the principles of **Sappaya** in Buddhism, which signifies comfort or a peaceful life. **Sappaya** consists of: 1) **Avas Sappaya** -- a comfortable, clean place located in a good, safe environment that can be used for beneficial purposes, suitable for healthcare and promotion; 2) **Kochar Sappaya** -- a location that is easy to find, easy to travel to, where walking around and using the space for activities or receiving services is convenient, safe, and fosters interaction; 3) **Bhassappaya** -- good speech and communication, which is beneficial, fosters understanding, provides comfort, and promotes learning, goodness, and positive interactions, ultimately enhancing service quality and leaving a lasting impression; 4) **Bukkalasappaya** -- the people involved, including executives, service providers, and service recipients, who are friendly, cheerful, knowledgeable, skilled in their respective roles, and possess a strong service-minded attitude; 5) **Pochana Sappaya** -- the availability of sufficient and appropriate food for everyone, ensuring it is nutritious, safe, and prepared in a hygienic manner; 6) **Utu Sappaya** -- having an environment, climate, and temperature that promote a health-enhancing atmosphere. This includes a clean and pure natural setting, with shady trees, beautiful fragrant flowers, and a variety of elements that refresh the mind and create a balanced and peaceful state; 7) **Ariyapatha Sappaya** -- the design of spaces and activities that support body movement, facilitating balanced and proper postures when standing, walking, sitting, and sleeping. It also encompasses behaviors that reflect happiness and peace of mind.

5.3 Application of Alternative Medical Knowledge

Utilizing medical approaches from various cultural traditions. This includes practices like Chinese medicine in foot massage, acupuncture, and the use of Chinese herbs; Indian Ayurveda for balancing the body according to its elements and yoga exercises; and Western alternative medicine practices such as manual therapy, hydrotherapy, aromatherapy, nutritional therapy, psychotherapy, and well-being therapy. These approaches can be combined to create a unique or original identity.

6. Collaborative Partnership for Value-based Wellness Tourism

This initiative involves fostering collaboration between service providers, government agencies, private sectors, and communities. The goal is to disseminate knowledge, develop innovative service programs, and enhance services, products, and experiences in health tourism. This collaboration aims to generate valuable proposals and jointly drive initiatives across all sectors, promoting a circular economy and sustainable resource management in health tourism. It also includes linking wellness services with communities (community collaboration or partnership) and developing environmentally friendly wellness products and services (eco-products and services).

(Translation)

“The Thailand Wellness Award is a prestigious symbol of excellence, recognizing outstanding establishments, communities, and wellness products.”

Objectives

1. To develop and elevate establishments, communities, and products, enhancing their competitiveness in promoting wellness services.
2. To honor establishments, communities, and products recognized nationally as prototypes of wellness.
3. To encourage the exchange of knowledge and practices for creating excellent wellness services and activities.
4. To demonstrate to the international community our commitment to enhancing the quality of wellness establishments, communities, and products to support health tourism in Thailand.

(Translation)

Enterprises, communities, and products participating in the assessment for the Thailand Wellness Awards will receive the following benefits:

Step 1: Self-assessment

Executives of establishments, communities, and products will gain insights into the actual state of their management systems, identifying any areas that require improvement. This understanding enables them to establish clear methods and goals for creating an action plan. Once the organization follows the plan and achieves the set goals, they are prepared and can decide to apply for the award assessment.

Step 2: Preparation

Executives of establishments, communities, and products prepare by organizing necessary documents, detailing the organizational structure, and gathering evidence to support the on-site assessment. This process is carried out effectively by qualified assessors who have been trained for this purpose. Whether or not the organization meets the award criteria, they will receive a feedback report highlighting strengths and areas for improvement. This feedback is valuable for planning future enhancements to their operations.

Step 3: Promotion

Award-winning establishments, communities, and products will be recognized and honored, with the right to use the “Thailand Wellness Awards (TiWA)” logo, signifying excellence in wellness. They will be included in the official registry, announced through the Department of Health Service Support’s distribution channels, and featured in high-value health tourism routes across every province nationwide.

In addition, there are opportunities to participate in various marketing and public relations activities, as well as in knowledge exchange events such as study tours, academic conferences, and national and international exhibitions organized by the Department of Health Service Support and partner agencies in the health tourism sector, both domestically and internationally.

Finally, all establishments, communities, and products will showcase their success in developing sustainable quality, thereby supporting Thailand’s health tourism model.

(Translation)

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(Translation)

Chapter 1

Criteria for the Thailand Wellness Awards

(Translation)

1.1 Management Framework Based on the Criteria for the Thailand Wellness Awards

The Criteria for the Thailand Wellness Awards are designed to help participating establishments, communities, and products achieve their goals, enhance their results, and boost their competitiveness to compete on an international level.

Being recognized as a national wellness model—whether as a quality establishment, community, or product—offers long-term benefits. This recognition fosters systematic development and sustainable results, positively impacting the advancement of health promotion services and contributing to economic growth in Thailand.

1.1.1 Award Criteria Categories

- ⦿ Wellness Care
- ⦿ Wellness Nuad-Thai
- ⦿ Wellness Spa
- ⦿ Wellness Hotel & Resort
- ⦿ Wellness Restaurant
- ⦿ Wellness Community
- ⦿ Wellness Home Lodge/Homestay
- ⦿ Wellness Products

1.1.2 Development Levels are divided into four categories as follows:

(Translation)

1. **Sustainability:** This level represents an establishment, community, or product that demonstrates **its potential to compete internationally**. It has consistently upgraded its quality according to the Criteria for the Thailand Wellness Awards, embedding these practices into its organizational culture. **Its innovative work is recognized internationally, and its service/activity outcomes and the use of wellness products are highly regarded by customers, showcasing excellent wellness performance results.**

2. **Role model:** This level represents an establishment, community, or product **that has integrated the management** of quality components according to the Criteria for the Thailand Wellness Awards. **It involves participation from personnel at all levels and operates in alignment with its strategy.** The organization **systematically measures its results, creating value in health services with the service recipients at the center of its focus.**

3. **Advancement:** This level represents an establishment, community, or product that **has systematically developed its wellness operations** according to the components of the Criteria for the Thailand Wellness Awards. It has achieved completeness in these areas and has transitioned its **quality management approach from being “reactive” to “proactive.”**

4. **Standard:** This level represents an establishment, community, or product that demonstrates **a commitment to understanding and implementing the Criteria for the Thailand Wellness Awards** according to its components. It also engages in self-assessment to prepare for readiness as specified by the assessing agency.

1.1.2 Assessment Criteria Framework

The Thailand Wellness Awards (TIWA) assess 4 components and 33 indicators as follows:

Component 1: Wellness Organization Management

Component 2: Wellness Services and Activities

Component 3: Customers and Stakeholders

Component 4: Excellent Wellness Outcomes

1.1.3 Award Level

Organizations interested in participating in the assessment for the Thailand Wellness Awards must achieve self-assessment results with scores of no less than 1 point in all indicators or a total score of more than 60 percent **in each component**. Meeting these basic criteria qualifies the organization to participate in the assessment for the Thailand Wellness Awards.

The Award criteria are divided into two levels:

The assessment is conducted by a committee appointed by the Department of Health Service Support.

1. **Role model (Gold Award)** **Total Score:** 80 percent but less than 90 percent
2. **Sustainability (Platinum Award)** **Total Score:** 90 percent and above

1.1.4 Quality Accreditation

(Translation)

The quality accreditation according to the Criteria for the Thailand Wellness Awards (TiWA) is valid for 3 years from the date of certificate issuance. Accredited establishments, communities, and products must maintain the quality standards specified in the criteria throughout the validity period of the certificate.

Note:

The Department of Health Service Support reserves the right to cancel the quality accreditation if establishments, communities, or wellness promotion products fail to maintain the quality standards according to the specified criteria.

1.2 Overview of the Criteria for the Thailand Wellness Awards

The quality award criteria consist of 4 main components and 33 indicators, with a total score of 100 points. (The quality award criteria in the table below are used solely for assessing wellness establishments.)

Main components	Component 1: Wellness Organization Management	Component 2: Wellness Services and Activities	Component 3: Customers and Stakeholders	Component 4: Excellent Wellness Outcomes
Indicators	1.1 Wellness organizational leadership and strategic management	2.1 Wellness services and innovations focused on service recipients	3.1 Customer needs and expectations system and response	4.1 Wellness service and activity outcomes
	1.2 Work system and personnel motivation	2.2 Wellness services through the five senses (sight, taste, smell, sound, and touch)	3.2 Long-term engagement system	4.2 Wellness leadership and personnel outcomes
	1.3 Management based on social and environmental responsibility	2.3 Creating an environment conducive to wellness services and activities		4.3 Health innovation development outcomes
	1.4 Risk management and support	2.4 Wellness workshops		
Total Score: 100 points				

(Translation)

Chapter 2

Content of the Criteria for the Thailand Wellness Awards

(Translation)

Content of the Criteria for the Thailand Wellness Awards

Although establishments, communities, and wellness products use different criteria, to participate in the assessment and accreditation of the Thailand Wellness Awards, all must study and understand the requirements to prepare the necessary data for the assessment and accreditation process. They must also prepare supporting documents in the following two parts:

1. Organizational Profile
2. Criteria for the Thailand Wellness Awards

2.1 Organizational Profile

Developing an organizational profile is crucial because:

1. The organizational profile serves as part of the initial organizational readiness analysis. If any issues are identified, such as conflicts or insufficient information, these should be addressed and used to plan for implementation and entry into the accreditation assessment process.
2. The organizational profile provides the context for understanding operational procedures and allows the specific characteristics of the organization to be identified. This helps ensure that the responses to the criteria questions are relevant and aligned with the business, community, or product context described in the organizational profile.
3. The organizational framework helps identify key missing information, thereby reducing the committee's analysis time and allowing them to focus on answering the criteria questions and evaluating key performance outcomes.

The characteristics of a good organizational profile must consist of two parts:

(Translation)

1. Physical characteristics of the organization and the relationship structure within the organization
2. Management structure

Details

(1) Organizational Characteristics and Organizational Relationship Structure

⦿ **Organizational Characteristics:** Provide a general introduction to your organization, including information such as location, size, and number of service areas. Describe the operational concept of the establishment, community, or standout wellness products, along with policies on promoting environmental friendliness, social responsibility, and ethical practices. Highlight past achievements, such as awards received, recognition as a role model, or invitations to participate in programs through various channels, using storytelling to convey these accomplishments.

⦿ Organizational Relationship Structure:

Part 1: Introduce the executives and management team, including personnel with outstanding abilities.

Part 2: Identify your target customer groups. Describe their expectations and needs, along with your marketing plans and customer care systems.

Part 3: Outline your stakeholders, including networks, purchasing departments, support sources, products and services, and communities with whom you maintain positive relationships.

(2) Management Structure consists of:

Part 1: Competitive Environment -- Describe the organization's size and growth relative to competitors in the same market, changes that create opportunities for competition, an understanding of the organization's competitors, and the limitations and opportunities for gaining a competitive advantage.

Part 2: Strategic Context -- Identify key strategic challenges and advantages.

Part 3: Performance Improvement System -- Detail the process for evaluation, including various outcomes such as customer, revenue, service quality, satisfaction with services and product usage. It also encompasses an assessment of the customers' holistic well-being.

Organizational Outline Requirements

- ⦿ Establishments, communities, or wellness products applying to participate in the assessment for the Thailand Wellness Awards must prepare and submit an organizational profile report in the form of an A4-sized document file, not exceeding 15 pages, within 15 days after submitting the application documents and the online self-assessment.
- ⦿ Establishments, communities, or wellness products may include additional photos or supporting evidence in the appendix of the organizational profile document.

2.2 Structure of the Criteria for Thailand Wellness Awards

Criteria for the Thailand Wellness Awards		
Components and indicators	Score	
	Self-assessment	Assessment by inspection
Component 1: Wellness Organization Management		
1.1 Wellness organizational leadership and strategic management		
1.1.1 Wellness organizational leadership behavior		
1.1.2 Strategic and action plan preparation consistent with wellness vision		
1.1.3 Organizational structure and assignment of responsibilities aligned with mission, strategy, and objectives		
1.4 Setting targets, indicators, and assessment of plan and strategy success		
1.2 Work system and personnel motivation		
1.2.1 Work process		
1.2.2 Personnel motivation system		
1.3 Management based on social and environmental responsibility		
1.3.1 Policy and measures for social and environmental responsibility		
1.3.2 Code of ethics for wellness business		
1.4 Risk management and support		
1.4.1 Customer		
1.4.2 Personnel		
1.4.3 Finance		
1.4.4 Service		

(Translation)

Criteria for the Thailand Wellness Awards		
Components and indicators	Score	
	Self-assessment	Assessment by inspection
Component 2: Wellness Services and Activities		
2.1 Wellness services and innovations focused on service recipients		
2.2 Wellness services through the five senses (sight, taste, smell, sound, and touch)		
2.3 Creating an environment conducive to wellness services and activities		
2.4 Wellness workshops		
Component 3: Customers and Stakeholders		
3.1 Customer needs and expectations system and response		
3.1.1 Survey system for analyzing interests, needs, expectations, and consumer behavior		
3.1.2 System for responding to suggestions, comments, and complaints from customers and stakeholders		
3.2 Long-term engagement system		
3.2.1 Long-term engagement system		
3.2.2 Marketing and organizational communication system		
3.2.3 Brand creation and management for products, services, and the organization		
Component 4: Excellent Wellness Outcomes		
4.1 Wellness service and activity outcomes		
4.1.1 Outcome 1 (Customer well-being, user behavior across 7 dimensions, etc.)		
4.1.2 Outcome 2 (Marketing results, number of customers, market share, etc.)		
4.1.3 Outcome 3 (Financial performance, net profit per sales, value delivery to customers, etc.)		

(Translation)

Criteria for the Thailand Wellness Awards		
Components and indicators	Score	
	Self-assessment	Assessment by inspection
4.1.4 Community Outcomes (Increased income, employment, wellness knowledge, etc.)		
4.1.5 Environmental Outcomes (Physical, social, and environmental aspects, etc.)		
4.2 Wellness leadership and personnel outcomes		
4.2.1 Leaders with vision, skills, abilities, learning, and competence in leading the organization		
4.2.2 Skills, abilities, and competencies of personnel		
4.2.3 Engagement of wellness personnel (e.g., satisfaction, commitment, volunteering for the organization)		
4.3 Health innovation development outcomes		
4.3.1 Innovation in wellness products and services		
4.3.2 Process innovation		
4.3.3 Marketing innovation		
4.3.4 Organizational innovation		
Total score	100	100

(Translation)

Chapter 3 Preparation

(Translation)

Chapter 3

Preparation

The following steps outline the preparation process for the assessment and accreditation according to the criteria for the Thailand Wellness Awards for those interested in participating:

1. Prepare the required supporting documents and complete the application form (S.P. 10).
2. Analyze, collect, and organize data to create one copy of the organizational profile document.
3. Familiarize yourself with the details of the criteria for the Thailand Wellness Awards, including the 4 components and 33 indicators, and complete the self-assessment form (S.P. 11).
4. Prepare for the assessment by the committee.

3.1 Components and Indicators for the Criteria for the Thailand Wellness Awards

Component 1: Wellness Organization Management

The assessment and scoring of wellness organizational management are divided into 4 sub-components:

- 1.1 Wellness organizational leadership and strategic management
- 1.2 Work system and personnel motivation
- 1.3 Management based on social and environmental responsibility
- 1.4 Risk management and support

All 4 sub-components will be assessed across a total of 12 indicators, as shown in the table below.

(Translation)

Table Showing Sub-Components and Indicators of Component 1: Wellness Organization Management

Component 1: Wellness Organization Management
1.1 Wellness organizational leadership and strategic management
1.1.1 Wellness organizational leadership behavior
1.1.2 Strategic and action plan preparation consistent with wellness vision
1.1.3 Organizational structure and assignment of responsibilities aligned with mission, strategy, and objectives
1.1.4 Setting targets, indicators, and assessment of plan and strategy success
1.2 Work system and personnel motivation
1.2.1 Work process
1.2.2 Personnel motivation system
1.3 Management based on social and environmental responsibility
1.3.1 Policy and measures for social and environmental responsibility
1.3.2 Code of ethics for wellness business
1.4 Risk management and support
1.4.1 Customer
1.4.2 Personnel
1.4.3 Finance
1.4.4 Service

In the first component, the weight of the indicator score is 0.5. This is because the first component, Wellness Organization Management, under the assessment for the Thailand Wellness Awards (TiWA), evaluates the organization's management based on the Total Quality Management (TQM) concept of Malcolm Baldrige. This concept focuses on creating an appropriate management system within the organization, planning, implementing, evaluating, and improving work processes according to the assessment results, which fosters a quality cycle throughout every part of the organization.

(Translation)

Component 2: Wellness Services and Activities

The evaluation of customer and stakeholder scores is divided into 4 sub-components:

- 2.1 Wellness services and innovations focused on service recipients
- 2.2 Wellness services through the five senses (sight, taste, smell, sound, and touch)
- 2.3 Creating an environment conducive to wellness services and activities
- 2.4 Wellness workshops

All 4 sub-components—(2.1), (2.2), (2.3), and (2.4)—are evaluated with a total of 4 indicators, as shown in the table below.

Table Showing Sub-Components and Indicators of Component 2: Wellness Services and Activities

Component 2: Wellness Services and Activities
2.1 Wellness services and innovations focused on service recipients
2.2 Wellness services through the five senses (sight, taste, smell, sound, and touch)
2.3 Creating an environment conducive to wellness services and activities
2.4 Wellness workshops

In Component 2, the weight is 2 because the Thailand Wellness Awards place significant emphasis on wellness services and activities that align with the seven dimensions of wellness: physical, mental, emotional, social, spiritual, environmental, and intellectual. These dimensions can be integrated into wellness services and products. For example, wellness services and activities related to the physical dimension include Thai massage for health, spa treatments, health care, mineral baths, hot springs, and acupuncture. For the emotional dimension, examples include music therapy, relaxation techniques, and stress management therapies. Additionally, health promotion products such as herbal products and essential oils used in wellness services are also considered.

(Translation)

Component 3: Customers and Stakeholders

In the assessment of customer and stakeholder scores, two sub-elements are considered:

3.1 Customer needs and expectations system and response

3.2 Long-term engagement system

Both sub-components—(3.1) and (3.2)—are assessed using a total of 5 indicators, as shown in the table below.

Table Showing Sub-Components and Indicators of Component 3: Customers and Stakeholders

Component 3: Customers and Stakeholders
3.1 Customer needs and expectations system and response
3.1.1 Survey system for analyzing interests, needs, expectations, and consumer behavior
3.1.2 System for responding to suggestions, comments, and complaints from customers and stakeholders
3.2 Long-term engagement system
3.2.1 Long-term engagement system
3.2.2 Marketing and organizational communication system
3.2.3 Creation and management of product, service, and organizational brand

In each indicator within Component 3, the weight is 1. This is because the assessment for the Thailand Wellness Awards requires a strategy that aligns with the current situation, considering customer groups and stakeholders. It focuses on creating a distinct advantage in products or services that surpass competitors and targets customers with a quick response. The characteristics of a business that attract and engage more customers than competitors give it a competitive advantage. This advantage allows the business to secure a place in the market by meeting certain customer needs that competitors either do not have or cannot offer, such as lower costs, more specialized services, or better products, along with stronger marketing efforts. Creating a competitive advantage is essential. Therefore, establishments, communities, or products that meet customer needs and expectations, and have a system for fostering long-term relationships, are crucial elements that contribute to a competitive edge. These may be considered as highlights of the establishment.

(Translation)

Component 4: Excellent Wellness Outcomes

The assessment of excellent wellness outcomes is divided into 3 sub-components:

4.1 Wellness service and activity outcomes

4.2 Wellness leadership and personnel outcomes

4.3 Health innovation development outcomes

The 3 sub-components —(4.1), (4.2), and (4.3)—are assessed using a total of 12 indicators, as shown in the table below.

Table Showing Sub-Components and Indicators of Component 4: Excellent Wellness Outcomes

Component 4: Excellent wellness outcomes
4.1 Wellness service and activity outcomes
4.1.1 Outcome 1 (Customer well-being across 7 dimensions/user behavior, etc.)
4.1.2 Outcome 2 (Marketing results, number of customers, market share, etc.)
4.1.3 Outcome 3 (Financial performance, net profit per sales, value delivery to customers, etc.)
4.1.4 Community Outcomes (Increased income, employment, wellness knowledge, etc.)
4.1.5 Environmental Outcomes (Physical, social, and environmental aspects, etc.)
4.2 Wellness leadership and personnel outcomes
4.2.1 Leaders with vision, skills, abilities, learning, and competence in leading the organization
4.2.2 Skills, abilities, and competencies of personnel
4.2.3 Engagement of wellness personnel (e.g., satisfaction, commitment, volunteering for the organization)
4.3 Health innovation development outcomes
4.3.1 Innovation in wellness products and services
4.3.2 Process innovation
4.3.3 Marketing innovation
4.3.4 Organizational innovation

In Component 4, the score is given a weight of 1. This is because the criteria for the Thailand Wellness Awards emphasize the importance of all outcomes necessary for the sustainability of the organization. These include wellness service and activity outcomes, wellness leadership and personnel outcomes, and health innovation development outcomes. The focus on these outcomes reflects the excellent performance of the establishment.

(Translation)

3.2 Objectives of Each Component

Component 1: Wellness Organization Management

Objective: The organization manages wellness services with a focus on quality. The organization's executives lead by defining the vision, mission, and short-term and long-term objectives. They develop strategic plans and action plans aligned with the wellness vision, organize the structure and assign responsibilities in accordance with the mission, strategies, and goals, and set targets and indicators for evaluating the success of these plans and strategies. This ensures that the organization provides valuable wellness services while being managed with good governance, environmental conservation, and a commitment to sustainable development.

Component 2: Wellness Services and Activities

Objective: It aims to promote the development of wellness experiences that engage all five senses (sight, taste, smell, sound, touch) and organize wellness activities and services that foster holistic well-being – physical, mental, spiritual, emotional, social, environmental, and intellectual. Additionally, the objective includes creating an environment conducive to wellness, thereby enhancing the value of world-class wellness services that perfectly blend Thai identity and cultural essence.

Component 3: Customers and Stakeholders

Objective: It aims to promote systematic development in customer and stakeholder care by organizing services that prioritize customer needs and expectations. The objective also includes fostering long-term engagement to enhance competitiveness at the international level, ultimately leading to stable and sustainable business operations.

Component 4: Excellent Wellness Outcomes

Objective: It aims to promote the comprehensive evaluation of operational results in accordance with the components of the quality award criteria for health tourism establishments. This objective aims to lead to the continuous development and improvement of quality wellness services.

(Translation)

3.3 Documentary Evidence for Assessment and Accreditation

Documentary evidence is essential for setting the framework or direction of each activity in alignment with the organization's goals and standard requirements. These documents are crucial because the establishment conducts a self-assessment and scores itself based on its actual performance. Therefore, it is important to ensure that documentary evidence is available and presented so that the committee can accurately and correctly score each indicator.

Component 1: Wellness Organization Management

The organization should study the guidelines and prepare relevant evidence in the form of documents, images, video clips, etc., in alignment with the organization's goals according to the indicators in Component 1. This includes:

- ⦿ General information about the establishment, community, and products
- ⦿ Vision and mission statements that demonstrate commitment to achieving the criteria for the Thailand Wellness Awards
- ⦿ Guidelines for implementing the requirements of each indicator
- ⦿ Policy announcements on being a wellness organization, including social and environmental responsibility, virtuous conduct, and a commitment to sustainability in at least one area
- ⦿ Documents appointing a committee responsible for operations in line with the indicators
- ⦿ An organizational chart that clearly defines roles and responsibilities
- ⦿ Policies ensuring transparent and fair compensation
- ⦿ Work plans and activities designed to support staff development and improvement to their full potential
- ⦿ Performance reports and meeting reports
- ⦿ Organizational management support systems and key technologies
- ⦿ Other relevant documentation

Component 2: Wellness Services and Activities

The organization should study the relevant information and guidelines, and prepare various evidence in the form of documents, images, or video clips, in alignment with the organization's goals according to the indicators in Component 2. This includes:

- ⦿ Assessment of service needs and health conditions of customers before receiving services, including symptoms, feelings, and evaluation of results at the end of the service
- ⦿ Preparation of scales and blood pressure monitors for service recipients to assess themselves at their convenience
- ⦿ Wellness workshop activities designed to provide hands-on experience through active participation

(Translation)

- ⦿ Packages and menus of wellness services and activities for holistic health care
- ⦿ The arrangement of components, environment, and decor that promote wellness and provide a sense of relaxation
- ⦿ The design of the place and attire of the service provider that is creative or perfectly blends Thai style
- ⦿ The concept of providing services that engage all five senses
- ⦿ Examples of essential oil scents and beverage samples
- ⦿ The concept and origin of the design and decor that support wellness
- ⦿ Preparation of equipment and service beds with a strong emphasis on the safety of both the service provider and the recipient
- ⦿ Creative concepts and a deep understanding of combining wellness science with a focus on holistic health care
- ⦿ Offering additional services such as healthy food menus, beverages, and interesting products
- ⦿ Organizing workshops that promote happiness and comfort physically, mentally, and spiritually for service recipients
- ⦿ Providing services that are inclusive and give importance to all service recipients
- ⦿ And others

Component 3: Customers and Stakeholders

Establishments should study the relevant information and guidelines, and prepare evidence in the form of documents, images, or video clips, in alignment with the organization's goals according to the indicators in Component 3. This includes:

- ⦿ Announcement of the policy on caring for consumer needs, expectations, and behaviors
- ⦿ Survey system for analyzing consumer interests, needs, expectations, and behaviors
- ⦿ Database of consumer needs, expectations, and behaviors
- ⦿ Guidelines for customer care
- ⦿ Customer needs response system
- ⦿ Customer communication support system
- ⦿ Marketing and public relations operations, both online and offline
- ⦿ And others

(Translation)

Component 4: Excellent Wellness Outcomes

Establishments should study the relevant information and guidelines, and prepare evidence in the form of documents, images, or video clips, in alignment with the organization's goals according to the indicators in Component 4. This includes:

- ⦿ 4.1 Wellness service and activity outcomes
 - ⦿ 4.1.1 Outcome 1 (Customer well-being across 7 dimensions/user behavior, etc.)
 - ⦿ 4.1.2 Outcome 2 (Marketing results, number of customers, market share, etc.)
 - ⦿ 4.1.3 Outcome 3 (Financial performance, net profit per sales, value delivery to customers, etc.)
 - ⦿ 4.1.4 Community Outcomes (Increased income, employment, wellness knowledge, etc.)
 - ⦿ 4.1.5 Environmental Outcomes (Physical, social, and environmental aspects, etc.)
- ⦿ 4.2 Wellness leadership and personnel outcomes
 - ⦿ 4.2.1 Leaders with vision, skills, abilities, learning, and competence in leading the organization
 - ⦿ 4.2.2 Skills, abilities, and competencies of personnel
 - ⦿ 4.2.3 Engagement of wellness personnel (e.g., satisfaction, commitment, volunteering for the organization)
- ⦿ 4.3 Health innovation development outcomes
 - ⦿ 4.3.1 Innovation in wellness products and services
 - ⦿ 4.3.2 Process innovation
 - ⦿ 4.3.3 Marketing innovation
 - ⦿ 4.3.4 Organizational innovation

(Translation)

Chapter 4

Guidelines for Scoring and Award Ranking

(Translation)

Chapter 4

Guidelines for Scoring and Award Ranking

The assessment for the Thailand Wellness Awards (TiWA) consists of 4 components and 33 indicators, as outlined below:

Component 1: Wellness Organization Management

Component 2: Wellness Services and Activities

Component 3: Customers and Stakeholders

Component 4: Excellent Wellness Outcomes

Each component will be assessed based on specific indicators and assigned a weighted score. The total score is 100 points.

4.1 Scoring Criteria

Scoring is based on the scoring rubric format, with scores ranging from 0 to 4. Different weights are assigned to each component, as shown in the following table.

Component	No. of indicators	Full score	Weight	Score obtained
1) Wellness Organization Management	12	48	0.5	24
2) Wellness Services and Activities	4	16	2	32
3) Customers and Stakeholders	5	20	1	20
4) Excellent Wellness Outcomes	12	48	0.5	24
Total score				100

(Translation)

Establishments, communities, and products that conduct a self-assessment must score at least 1 point in every indicator or achieve a total score of at least 60 percent to meet the criteria and receive the standard level. The scoring is as follows:

1. **Sustainability:** Must score 90 percent or more
2. **Role model:** Must score more than 80 percent but less than 90 percent
3. **Advancement:** Must score more than 70 percent but less than 80 percent
4. **Standard:** Must score more than 60 percent but less than 70 percent

4.2 Indicators/Behaviors Indicating Scoring

Score	Component	Indicators/Behavioral Indicators
0 point	Component 1 Wellness Organization Management	<ul style="list-style-type: none"> ⊙ Unclear organizational leadership ⊙ No systematic preparation of strategic plans and action plans aligned with the wellness vision and mission ⊙ Lack of organization and assignment of responsibilities for plans ⊙ No determination of organizational goals and indicators of success ⊙ Unclear analysis and design of key processes ⊙ Unclear identification of driving factors ⊙ Unclear measurement of social and environmental responsibility ⊙ Unclear guidelines for ethical practices ⊙ No preparation of risk management plans
	Component 2 Wellness Services and Activities	<ul style="list-style-type: none"> ⊙ Unclear wellness services and innovations ⊙ Unclear provision of experiences across all 5 senses ⊙ Unclear management of a physical environment conducive to wellness ⊙ Unclear organization of wellness workshops
	Component 3 Customers and Stakeholders	<ul style="list-style-type: none"> ⊙ Unclear survey systems for analyzing interests, needs, expectations, and behaviors of individual consumers ⊙ Unclear process for responding to suggestions, comments, and complaints from customers and stakeholders ⊙ Unclear establishment of customer relations systems ⊙ Unclear development of communication systems, including channels and tools for marketing/organizational communication ⊙ Unclear creation and management of product or service brands and organizational brands ⊙ Unclear wellness services and innovations

(Translation)

Score	Component	Indicators/Behavioral Indicators
	Component 4 Excellent Wellness Outcomes	<ul style="list-style-type: none"> ⊙ Unclear results
1 point	Component 1 Wellness Organization Management	<ul style="list-style-type: none"> ⊙ Definition of the vision, mission, values, culture, and strategies of the wellness organization ⊙ Strategic planning process and action plans systematically aligned with the wellness vision and mission ⊙ Organization and assignment of plan responsibilities that are comprehensive and aligned with the strategy ⊙ Guidelines for setting indicators and success goals for the organization ⊙ Definition of the need to analyze and design key processes ⊙ Identification of driving factors ⊙ Policies and measures for social and environmental responsibility, emphasizing support and assistance (CSR) ⊙ Announcement of the code of ethics ⊙ Establishment of a systematic risk management plan ⊙ Establishment of a systematic risk management plan ⊙ Establishment of a systematic risk management plan
	Component 2 Wellness Services and Activities	<ul style="list-style-type: none"> ⊙ Wellness services and innovations covering at least 3 dimensions ⊙ Provision of a complete experience engaging all 5 senses ⊙ Management of a physical environment conducive to wellness, integrated with natural elements ⊙ Organization of wellness workshops
	Component 3 Customers and Stakeholders	<ul style="list-style-type: none"> ⊙ A <u>documented</u> survey system to analyze consumer needs and expectations, used to improve core services ⊙ Design of a system to respond to customer and stakeholder suggestions, comments, and complaints, though not fully covering all customers and stakeholders ⊙ Establishment of a customer relationship system ⊙ Development of a communication system that includes marketing and organizational communication channels and tools ⊙ Initiation of the creation and management of product or service brands and corporate brands
	Component 4 Excellent Wellness Outcomes	<ul style="list-style-type: none"> ⊙ Results determined to be below target

(Translation)

Score	Component	Indicators/Behavioral Indicators
2 points	Component 1 Wellness Organization Management	<ul style="list-style-type: none"> ⊙ Define, communicate, and convey the vision, mission, values, culture, and strategies of the wellness organization under good governance. ⊙ Ensure that the strategic planning process and action plan are systematically aligned with the wellness vision and mission, taking into account the benefits of society, customers, and stakeholders. ⊙ Promote organizational and plan responsibilities to fully cover the strategies of the plan and encourage collaborative efforts. ⊙ Establish guidelines for setting indicators and success goals, clearly communicating and translating them into actionable practice. ⊙ Define the need to analyze and design key processes, establish linked work guidelines, and define indicators that monitor work from start to finish. ⊙ Identify driving factors and leverage them to enhance satisfaction, employee engagement, and organizational commitment. ⊙ Announce policies and measures for social and environmental responsibility as a core mission of the organization. ⊙ Announce the code of ethics, ensure it is communicated, and lead its implementation in practice. ⊙ Develop a systematic risk management plan, communicate it effectively, and ensure it is put into practice. ⊙ Develop and implement a systematic risk management plan, with measures to prevent and resolve risks, ensuring the plan is communicated and enacted. ⊙ Develop and implement a systematic risk management plan, with measures to prevent and resolve risks, ensuring the plan is communicated and enacted. ⊙ Develop and implement a systematic risk management plan, with measures to prevent and resolve risks, ensuring the plan is communicated and enacted.
	Component 2 Wellness Services and Activities	<ul style="list-style-type: none"> ⊙ Wellness services and innovations should cover at least 3 dimensions and include an evaluation. ⊙ Provide a complete experience for all 5 senses, accompanied by an evaluation of the outcomes. ⊙ Manage a physical environment that is conducive to wellness, integrating natural elements, aesthetics, and promoting a relaxing atmosphere, with an evaluation process in place. ⊙ Organize wellness workshops and use the evaluation results to improve and develop the experience delivery.

(Translation)

Score	Component	Indicators/Behavioral Indicators
	Component 3 Customers and Stakeholders	<ul style="list-style-type: none"> ⊙ Implement an <u>online</u> survey system to analyze consumer needs and expectations, and use the results to improve core services. ⊙ Define and design a system to respond to suggestions, comments, and complaints from customers and stakeholders, ensuring it covers all relevant parties. ⊙ Implement appropriate information technology systems to support customer relations. ⊙ Define a communication system that includes channels and tools for marketing and organizational communication, and ensure these are effectively put into practice. ⊙ Promote the brand of products or services and the organization at the community or local level.
	Component 4 Excellent Wellness Outcomes	<ul style="list-style-type: none"> ⊙ Set and achieve results that meet goals.
3 points	Component 1 Wellness Organization Management	<ul style="list-style-type: none"> ⊙ Define, communicate, and convey the vision, mission, values, culture, and strategies of the wellness organization under good governance. Provide motivation, supervision, monitoring, and advice to foster engagement. ⊙ Ensure the strategic planning process and action plan are systematically aligned with the wellness vision and mission, considering the benefits to society, customers, and stakeholders. Communicate and implement the plan, and evaluate the results. ⊙ Evaluate the organization and those responsible for the plan, ensuring it covers the strategy with flexible management. ⊙ Establish guidelines for setting indicators and success goals, clearly communicate them, and consistently monitor performance results according to these indicators. ⊙ Define the need to analyze and design key processes, establish linked work guidelines, and define indicators to control work from start to finish, while monitoring and controlling work quality. ⊙ Identify driving factors and ensure they lead to satisfaction, employee engagement, and organizational commitment, while monitoring the results of satisfaction measurements. ⊙ Announce, communicate, supervise, and monitor the performance results according to the policy and measures for social and environmental responsibility. Ensure this responsibility is a core mission of the organization and is continuously implemented at the community level. ⊙ Announce the Code of Ethics, ensure it is communicated, practiced, and monitored for performance results.

(Translation)

Score	Component	Indicators/Behavioral Indicators
		<ul style="list-style-type: none"> ⊙ Systematically formulate a risk management plan, communicate and implement the plan in practice, and supervise, monitor, control, and evaluate its effectiveness. ⊙ Systematically formulate a risk management plan, communicate and implement the plan in practice, and supervise, monitor, control, and evaluate its effectiveness. ⊙ Systematically formulate a risk management plan, communicate and implement the plan in practice, and supervise, monitor, control, and evaluate its effectiveness. ⊙ Systematically formulate a risk management plan, communicate and implement the plan in practice, and supervise, monitor, control, and evaluate its effectiveness.
	<p>Component 2 Wellness Services and Activities</p>	<ul style="list-style-type: none"> ⊙ Wellness services and innovations should cover at least 3 dimensions, with evaluation results used to improve and develop the experience format. ⊙ Provide a complete experience engaging all 5 senses, using evaluation results to improve and develop the experience format. ⊙ Manage the physical environment to be conducive to wellness, integrating aesthetics to promote a relaxing atmosphere, and use evaluation results to enhance and refine the experience format. ⊙ Organize wellness workshops and use evaluation results to continuously improve and develop the experience format.
	<p>Component 3 Customers and Stakeholders</p>	<ul style="list-style-type: none"> ⊙ Implement an <u>online</u> survey system to analyze consumer needs and expectations, using the results to improve core services and determine wellness promotion activities. ⊙ Define and design a system to respond to customer and stakeholder suggestions, comments, and complaints, ensuring comprehensive coverage. Supervise, monitor, evaluate, and manage these inputs effectively. ⊙ Establish a customer relationship system that fosters long-term commitment and loyalty among customers and stakeholders in each group. ⊙ Continuously evaluate and monitor the use of communication systems that consist of channels and tools for integrated marketing and organizational communication. ⊙ Promote the brand of products or services, and the organization, to achieve national recognition.
	<p>Component 4 Excellent Wellness Outcomes</p>	<ul style="list-style-type: none"> ⊙ Set results that exceed the target.

(Translation)

Score	Component	Indicators/Behavioral Indicators
4 points	Component 1 Wellness Organization Management	<ul style="list-style-type: none"> ☉ Define, communicate, and convey the vision, mission, values, culture, and strategy of the wellness organization under good governance and motivation. Supervise, monitor, and provide advice and consultation to foster engagement, and use the results of supervision and monitoring for continuous improvement and development. ☉ Ensure that the strategic planning process and action plan are systematically aligned with the wellness vision and mission, considering the benefits to society, customers, and stakeholders. Communicate and implement the plan, evaluate it, and use the results to improve the action plan promptly in response to challenging situations. ☉ Adjust the organization and plan responsibilities to fully cover the strategy, ensuring that the organization learns and adapts as needed. ☉ Establish guidelines for setting indicators and success goals, clearly convey these into practice, and consistently supervise and monitor performance according to the indicators. Use the results to refine and improve the indicators to achieve excellence. ☉ Determine needs, analyze, and design key processes, establish linked work guidelines, and define indicators that control work from start to finish. Supervise, monitor, and control work quality, and use the process results to establish guidelines for development towards excellence. ☉ Identify driving factors that lead to satisfaction, personnel engagement, and organizational commitment. Supervise and monitor the results of satisfaction measurements, and use the findings to improve and develop the employee motivation system. ☉ Announce, communicate, supervise, and monitor performance according to the policy and measures of social and environmental responsibility as a core mission of the organization. Use these performance results to improve in alignment with the BCG model concept and collaborate with national or international organizations. ☉ Announce the Code of Ethics, ensure it is communicated, implemented, supervised, and monitored, and use the performance results to continuously develop and improve the organization. ☉ Establish a systematic risk management plan, communicate and implement it in practice, supervise, monitor, control, and evaluate its effectiveness. Use the monitoring results to improve the risk management plan. ☉ Establish a systematic risk management plan, communicate and implement it in practice, supervise, monitor, control, and evaluate its effectiveness. Use the monitoring results to improve the risk management plan.

(Translation)

Score	Component	Indicators/Behavioral Indicators
		<ul style="list-style-type: none"> ⊙ Systematically formulate a risk management plan, communicate and implement the plan, supervise, monitor, control, evaluate, and use the monitoring results to continuously improve the risk management plan. ⊙ Systematically formulate a risk management plan, communicate and implement the plan, supervise, monitor, control, evaluate, and use the monitoring results to continuously improve the risk management plan.
	<p>Component 2 Wellness Services and Activities</p>	<ul style="list-style-type: none"> ⊙ Wellness services and innovations should cover at least 3 dimensions, using evaluation results to creatively enhance them and provide excellent services. ⊙ Provide a complete experience engaging all 5 senses, and use evaluation results to creatively enhance these experiences, aiming for excellence. ⊙ Manage the physical environment to be conducive to wellness, integrating aesthetics to promote a relaxing atmosphere, and use evaluation results to create an environment that fosters creative wellness and aims for excellence. ⊙ Organize wellness activities (Workshops) and use evaluation results to create an environment that fosters creative wellness and aims for excellence.
	<p>Component 3 Customers and Stakeholders</p>	<ul style="list-style-type: none"> ⊙ Implement an <u>online</u> survey system to analyze consumer needs and expectations, and use the results to improve core services and determine service activities that promote well-being towards future excellence. ⊙ Define and design a system to respond to customer and stakeholder suggestions, comments, and complaints, ensuring comprehensive coverage. Supervise, monitor, evaluate, and use the results to develop and improve practices towards excellence. ⊙ Establish a customer relationship system that fosters long-term commitment and loyalty among customers, groups, individuals, and stakeholders. ⊙ Continuously evaluate and monitor the use of communication systems that include channels and tools for integrated marketing and organizational communication. Use evaluation results to improve the marketing and communication system towards excellence. ⊙ Make the organization's product or service brand known internationally.
	<p>Component 4 Excellent Wellness Outcomes</p>	<ul style="list-style-type: none"> ⊙ Continuously set results that exceed the target for 3 consecutive years.

(Translation)

4.3 Award Ranking Criteria

Score	Self-assessment level	Development level
From 60 points but less than 70 points	1) Initiation of using the value criteria in developing quality according to the elements of the award criteria 2) Organizational leaders understand the importance of using the quality criteria to develop strategies and long-term quality management 3) The organization’s policy and intentions are announced that are related to the elements or core values of the award criteria 4) There is a committee or working group that supports the organization’s vision, goals, values, and important missions	Standard
From 70 points but less than 80 points	1) Using the value criteria as the main element of the organization with clear guidelines for developing quality according to the elements of the award criteria 2) Organizational leaders are committed to continuous quality development by promoting good management and good practices, developing personnel, and initiating important projects for developing quality throughout the organization. The organization’s leadership has changed from “reactive” quality development to “proactive” implementation 3) All levels of the team have knowledge and understanding of the policy, plans and operations 4) Strategies and operations are clearly consistent and linked, covering all elements. 5) Stakeholders’ expectations and needs are assessed to improve service quality.	Advancement
From 80 points but less than 90 points	1) Using the value criteria as the main element of the organization, there is an initiative to create innovations related to the value elements of the award criteria. 2) Organizational leaders create an operation system that covers all elements according to the criteria with good management guidelines to achieve results and goals according to the strategy and plan. 3) Integrated resource management to focus on developing quality criteria effectively. 4) Participation of personnel at all levels and operations that are consistent and linked to the strategy. 5) Systematically measure results to create value for health services for service recipients to create true value in promoting well-being.	Role model Gold Award
From 90 points and above	1) Using the value criteria as the main element and a clear organizational culture, resulting in sustainable organizational management results according to the guidelines for quality development according to the award criteria. 2) Organizational leaders have defined visions, missions, strategies, and plans for developing an organization that is excellent in terms of wellness values. 3) There is a continuous quality development system to lead to organizational sustainability in terms of performance. Providing services and caring for the environment and community 4) Having the results of organizational development in line with the strategic guidelines and sustainable value elements for more than 3 years 5) Being an organization that has been recognized and honored or certified for innovations that are linked to the value criteria elements at the global or international level	Sustainability Platinum Award

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Criteria for the Thailand Wellness Awards (TiWA)



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Website for application and self-Assessment
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