



Developing Thailand as a Senior Tourist Destination

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ชื่อวิทยานิพนธ์	การพัฒนาประเทศไทยให้เป็นแหล่งท่องเที่ยวสำหรับผู้สูงอายุ
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บทคัดย่อ

ในปัจจุบันการท่องเที่ยวสำหรับผู้สูงอายุสร้างความสนใจให้กับอุตสาหกรรมการท่องเที่ยวทั่วโลก ซึ่งเป็นผลมาจากการเริ่มต้นเกษียณของกลุ่มประชากรที่เกิดหลังจากสงครามโลกครั้งที่ 2 (Baby Boomers) ประชากรมากกว่า 450 ล้านคนเกิดในทั่วโลก รวมทั้ง 78 ล้านคนในประเทศอเมริกา ซึ่งส่งผลให้กลุ่มผู้สูงอายุมีศักยภาพในการท่องเที่ยว โดยเฉพาะในกลุ่มประเทศที่พัฒนาแล้ว ซึ่งมีกำลังซื้อสูงเพียงพอที่จะเดินทางท่องเที่ยวต่างประเทศ

ประเทศไทยมีศักยภาพในการพัฒนาให้เป็นสถานที่ท่องเที่ยวสำหรับผู้สูงอายุ ด้วยชื่อเสียงที่ดีของการต้อนรับแบบไทย รวมทั้งแหล่งท่องเที่ยวและกิจกรรมที่หลากหลาย ได้แก่ ทะเลภูเขา สถาปัตยกรรม การท่องเที่ยวเชิงนิเวศน์ รวมทั้งการท่องเที่ยวเพื่อสุขภาพ เป็นต้น อย่างไรก็ตามประเทศไทยยังขาดนโยบายการประสานงานเพื่อพัฒนาการท่องเที่ยวสำหรับตลาดผู้สูงอายุนี้

งานศึกษานี้จัดทำขึ้นมาเพื่อพัฒนาและส่งเสริมประเทศไทยให้เป็นสถานที่ที่ดึงดูดใจนักท่องเที่ยวผู้สูงอายุ เพื่อตอบสนองความคาดหวังและพฤติกรรมการท่องเที่ยวของกลุ่มตลาดนี้ งานวิจัยนี้ประกอบด้วยวัตถุประสงค์ 3 ประการ ได้แก่ (1) เพื่อศึกษาตลาดการท่องเที่ยวสำหรับผู้สูงอายุในประเทศไทยในปัจจุบัน (2) เพื่อทำความเข้าใจถึงแรงจูงใจในการท่องเที่ยว พฤติกรรมการท่องเที่ยว และความต้องการของนักท่องเที่ยวผู้สูงอายุ และ (3) แนะนำแนวทางการตอบสนองและพัฒนาการท่องเที่ยวสำหรับผู้สูงอายุในประเทศไทย งานวิจัยนี้มุ่งเน้นศึกษาในปัญหาต่างๆ ได้แก่ การเติบโตของตลาดผู้สูงอายุ แรงจูงใจในการท่องเที่ยวของนักท่องเที่ยวผู้สูงอายุ พฤติกรรมการท่องเที่ยวของผู้สูงอายุ ความต้องการและข้อจำกัดของนักท่องเที่ยวผู้สูงอายุ (เช่น ข้อจำกัดทางกายภาพ ข้อจำกัดด้านข้อมูลข่าวสารและเทคโนโลยีสมัยใหม่) และการท่องเที่ยวสำหรับนักท่องเที่ยวผู้สูงอายุในประเทศไทยในปัจจุบัน

ข้อมูลในการวิจัยแบ่งออกเป็น 2 ประเภท ได้แก่ ข้อมูลเชิงปริมาณ (Quantitative data) และ ข้อมูลเชิงคุณภาพ (Qualitative data) ซึ่งได้มาจากการใช้เครื่องมือการวิจัย 3 รูปแบบ ได้แก่ แบบสอบถาม การสัมภาษณ์ และการสังเกตการณ์ ข้อมูลเชิงปริมาณได้มาจากการแจกแบบสอบถามกับกลุ่มตัวอย่าง คือนักท่องเที่ยวผู้สูงอายุที่มีอายุ 55 ปีหรือมากกว่า ใน 3 จังหวัดที่

ต้องการศึกษา ได้แก่ กรุงเทพฯ ภูเก็ต และเชียงใหม่ แบบสอบถามประกอบด้วย ข้อมูลประชากร ข้อมูลเกี่ยวกับการท่องเที่ยว พฤติกรรมการจัดสรรการท่องเที่ยว แรงจูงใจในการท่องเที่ยว พฤติกรรมการท่องเที่ยว ความต้องการในการท่องเที่ยว และความพึงพอใจในการท่องเที่ยวของประเทศไทย ส่วนข้อมูลเชิงคุณภาพได้มาจากการสัมภาษณ์นักท่องเที่ยวผู้สูงอายุ รัฐบาลและองค์กรเอกชนที่เกี่ยวข้องกับการท่องเที่ยวในประเทศไทย

ผลการศึกษาแสดงให้เห็นว่านักท่องเที่ยวผู้สูงอายุพึงพอใจกับการท่องเที่ยวในประเทศไทย ถึงแม้ในปัจจุบันประเทศไทยยังไม่มีแบบแผน โครงการ หรือการให้บริการของรัฐบาลหรือหน่วยงานเอกชนที่เฉพาะเจาะจงสำหรับนักท่องเที่ยวผู้สูงอายุ นักท่องเที่ยวผู้สูงอายุส่วนใหญ่ให้ความสำคัญกับ “ความปลอดภัย” เป็นอันดับแรกและนิยมเดินทางเพื่อการพักผ่อนหย่อนใจ นักท่องเที่ยวผู้สูงอายุมีลักษณะเฉพาะในการเป็น “repeater” ซึ่งเป็นผลมาจากความสามารถในการท่องเที่ยวของกลุ่มนี้ ทั้งความสามารถทางการเงินและเวลาว่าง นักท่องเที่ยวผู้สูงอายุส่วนใหญ่จัดสรรการท่องเที่ยวด้วยตัวเอง โดยใช้วิธีในการจองหรือซื้อสินค้าการท่องเที่ยวต่างๆ แตกต่างกันไปขึ้นอยู่กับชนิดของสินค้านั้นๆ ผู้สูงอายุส่วนใหญ่เดินทางกับคู่ชีวิตหรือครอบครัว และนิยมพักในโรงแรมเนื่องจากสามารถไ้ว่างใจในการให้บริการและสิ่งอำนวยความสะดวกอื่นๆ ค่าเฉลี่ยจำนวนคืนที่พักของนักท่องเที่ยวผู้สูงอายุคือ 12.25 คืน ซึ่งมากกว่าค่าเฉลี่ยจำนวนคืนที่พักของกลุ่มอายุอื่นๆ ในส่วนของค่าเฉลี่ยค่าใช้จ่ายของนักท่องเที่ยวผู้สูงอายุก็มากกว่ากลุ่มอายุอื่นเช่นกัน ผลการศึกษาได้บอกถึงส่วนที่ควรได้รับการปรับปรุงเพื่อเพิ่มความพึงพอใจของนักท่องเที่ยวผู้สูงอายุ ได้แก่ มาตรฐานในด้านของสุขอนามัย การอนุรักษ์ธรรมชาติและสิ่งแวดล้อม สาธารณูปโภค การสื่อสาร คุณภาพของการให้บริการของบริษัททัวร์ เป็นต้น จากผลการศึกษา ข้อเสนอแนะจากงานวิจัยสามารถแบ่งออกเป็น 2 ประการ ได้แก่ การเพิ่มความ

พึงพอใจของนักท่องเที่ยวผู้สูงอายุต่อการท่องเที่ยวในประเทศไทย และการสนับสนุนประชาสัมพันธ์ให้ประเทศไทยเป็นสถานที่ท่องเที่ยวสำหรับนักท่องเที่ยวผู้สูงอายุ โดยการใช้หลักการตลาดที่มีประสิทธิภาพ ซึ่งต้องอาศัยความร่วมมือประสานงานจากส่วนต่างๆ ทั้งภาครัฐและเอกชน เพื่อผลการพัฒนาที่มีประสิทธิภาพ

คำสำคัญ การท่องเที่ยวสำหรับผู้สูงอายุ นักท่องเที่ยวผู้สูงอายุ กลุ่มประชากรที่เกิดหลังจากสงครามโลกครั้งที่ 2 ประเทศไทย

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ABSTRACT

Senior tourism is a fast-growing form of tourism which has attracted the attention of the tourism industry around the world. An important reason for the recent growth of the industry is the start of retiring of baby-boomers generation born in the years after WWII - over 450 million worldwide, including 78 million in the US. As they retire they face free time available for travel, longer life expectancy, and in most developed countries their purchasing power is high enough for them to afford overseas trips.

Thailand also has the capacity to develop as a senior tourist destination due to the good reputation of Thai hospitality, the variety of tourism attractions and available activities, the offer of beach, mountain, rural and urban tourism options, the existing image of Thailand as a health tourism destination, etc. However, Thailand lacks a coordinated policy for developing further the senior tourism market, and may be underutilizing its potential as a senior tourism destination.

Therefore this research has been designed to develop and enhance Thailand as the senior tourist destination responding to the expectations and behavior of this cohort. The objectives of the research are: (1) Investigate the existing senior tourism market in Thailand; (2) Gain insight in the travel motivation, preferences and behavior of senior tourists; and (3) Suggest guidelines for responding to the specific needs of senior tourists and developing Thailand as an attractive senior tourist destination. This research has focused on several main areas including: the rapid growth of the senior market; motivation, behavior and needs of senior travelers; limitations of senior travelers such as physical condition and low level of technology adoption; and existing tours and activities for senior tourists in Thailand.

A mixed methods approach has been adopted including questionnaires, interviews, and observations. The quantitative data was generated by questionnaire distributed to senior international tourists aged over 55 years who traveled to three major tourist destinations in Thailand: Bangkok, Phuket and Chiang Mai. The respondents were requested to fill in demographic information, current trip information, trip arrangement behavior, traveling motivation, behavior and preferences, as well as their perception of tourism in Thailand. The qualitative data was collected from in-depth interviews with senior tourists and representatives of the public and private sectors involved in hospitality and tourism in Thailand.

The results indicated that senior tourists were satisfied with existing tourism in Thailand, in spite of the lack of specific plans, programs or services provided for them either by government and private sector. The main concerns of senior tourists are related to “safety”, and their main reason to travel is just relaxation. Senior tourists also have unique characteristics as “repeaters” which indicates the potential of available time and financial status. Most senior tourists arranged the travel plans by themselves by using different booking options depending on the type of products. Most traveled with spouse or family and preferred to stay in hotel or resort with full facility. Their average length of stay was 12.25 nights - longer than the average length of stay of foreign tourists in the country, and their average spending was also higher. This research also identified some areas for improvement, such as standards of hygiene, nature preservation, infrastructure, communication skills, and service quality of tour operators and agents. Based on the results, recommendations are drawn into two areas, to improve the satisfaction of senior tourists and to promote Thailand as a senior tourist destination by using efficient marketing strategies which need the proper collaboration of all stakeholders for more efficient results.

Key words: Senior Tourism, Senior Tourists, Baby Boomers, Thailand

CONTENTS

	Page
บทคัดย่อ	iii
Abstract	v
Acknowledgements	vii
Contents	viii
List of Tables	xiii
List of Figures	xv
Chapter	
1.Introduction	1
1.1 Statement of the Problem	5
1.1.1 Large Group of Baby Boomer Generation and Growth of the Senior Market	5
1.1.2 Potential of the Senior Market	6
1.1.3 Motivation of Senior Travelers	6
1.1.4 Senior’s Travel Behavior and Needs	6
1.1.5 Limitation of Senior Traveler	7
1.1.6 Existing Tourism Products for Senior tourist in Thailand	7
1.2 Related Literature	8
1.2.1 Baby Boomer Generation	8
1.2.2 Trends of Senior Market	11
1.2.3 Senior Tourism	13
1.2.4 Travel Motivation and Behavior of Senior Tourists	17
1.2.5 Senior Tourism in Thailand	24
1.3 Objectives	32
1.4 Significance of the Study	33
1.5 Scope of the Study	33
1.5.1 Research Destination	33
1.5.2 Research Demography	34

1.5.3 Research Areas	35
1.5.4 Research Time	36
1.6 Definitions of Key Terms	36

CONTENTS (CONTINUED)

	Page
1.7 Conceptual Framework	37
2. Methodology	38
2.1 Type of Research	38
2.2 Population	38
2.2.1 International senior tourists	38
2.2.2 Public and private sector organizations	39
2.2.3 Sampling Selection	40
2.2.4 Sampling Method	41
2.3 Research Instruments	44
2.3.1 Questionnaires	44
2.3.2 Interviews	45
2.4 Data Collection	47
2.4.1 Primary Data	47
2.4.2 Secondary Data	47
2.5 Data Analysis	47
3. Results	49
3.1 Quantitative Data	49
3.1.1 Profile of Respondents	51
3.1.2 Traveling Motivation of Senior Tourists	55
(1) Reason for Traveling	55
(2) Main Concern when Traveling	56
(3) Preferred Activity while Traveling	56
(4) Traveling Influence	57
(5) Relation between Travel Motivations, Regions of Resident and	58

Genders

3.1.3 Booking Behavior of Senior Tourists	62
(1) Booking Arrangement Person	62
(2) Booking Options	62
(3) Relation between Booking behavior, Regions of Resident and Genders	65

CONTENTS (CONTINUED)

	Page
3.1.4 Traveling Behavior of Senior Tourists	67 67
(1) Size of the Travel Party	67
(2) Travel Accompany	68
(3) Type of Accommodation	69 69
(4) Length of Stay	70
(5) Average Spending	71
(6) Repeater Characteristic	72
(7) Number of Visited Provinces	
(8) Relation between Travel behavior, Regions of Resident and Genders	
3.1.5 Travel Experience of Senior Tourists	75
(1) Travel Experience while Traveling in Thailand	75
(2) Comparison of Satisfaction between Three Data Collected Provinces	75
(3) Relation between Travel Experiences, Regions of Resident and Genders	77
3.1.6 Future Decision	78
3.1.7 Top Ten Competitors	79
3.2 Qualitative Data	80
3.2.1 Interviews	80
3.2.1.1 Current Services and Operations for Senior Tourists	80
3.2.1.2 Strongest Points of Tourism in Thailand	87
3.2.1.3 Encountered Problems of Tourism in Thailand	87
3.2.1.4 Recommendations to Improve Thailand Tourism from Senior	88

Tourists	
3.2.1.5 Future Services and Operations for Senior Tourists	88
4.Summary	90
4.1 Conclusions	90
4.1.1 Personal Characteristics	91
4.1.2 Traveling Motivation	91
4.1.3 Booking Behavior	91
4.1.4 Traveling Behavior	92
4.1.5 Traveling Satisfaction	95

CONTENTS (CONTINUED)

	Page
4.2 Discussion	95
4.2.1 Objective 1: To Investigate the Existing Senior Tourism Market in Thailand	95
4.2.1.1 Increased Demand and Potential of the Senior Tourism Market	95
4.2.1.2 Existing Senior Tourism in Thailand	96
4.2.2 Objective 2: To Gain Insight in Travel Motivation, Behavior and Preferences of Senior Tourists	98
4.2.2.1 Traveling Motivation of Senior Tourists	98
4.2.2.2 Traveling Behavior of Senior Tourists	99
4.2.2.3 Travel Preference of Senior Tourists	100
4.2.2.4 Limitations of Senior Tourists	100
4.3 Recommendations	101
4.3.1 S.W.O.T. Analysis	101
4.3.2 Guideline for Developing Thailand as an attractive Senior Tourist Destination	107
4.3.2.1 Improving the Satisfaction of Senior Tourists in Thailand	107
4.3.2.2 Promoting Thailand as a Senior Tourist Destination	123
4.4 Limitations and Suggestions for Further Study	132

References	135
Appendices	141
Appendix A: Questionnaire	142
Appendix B: Interview list	147
Appendix C: Observation List	148
Appendix D: Results of senior tourist interview	149
Appendix E: Significant results of booking behavior and travel behavior	154
Vitae	156

LIST OF TABLES

Table	Page
1.1 Age Structure of International Tourist Arrivals in Thailand, 2005	4
1.2 Change of Holiday Travel Propensity 1972/ 2003 in Germany	14
1.3 Travel Behavior of Future German Senior' Age of 75 Years	20
1.4 Destination Preferences of Future German Senior at Age of 75 Years	21
1.5 International Senior Tourist Arrivals in Thailand, 2005	25
1.6 Senior Tourists Age 55-64 Years Arrival to Thailand in 1998 - 2005	26
1.7 Senior Tourists Age 65 Years and Over Arrival to Thailand in 1998-2005	27
1.8 International Senior Tourist Arrivals in Thailand from worldwide, 2005	28
1.9 Japanese Tourists Arrivals in Thailand in 2005	31
2.1 International Senior Tourist Arrivals of Age 55-64 Years and 65 Years and over in 2006	39
2.2 Adjusted Sample Size Segmented by Regions	41
2.3 Statistic of International Tourist Arrival in Top Five Provinces in 2005	43
2.4 Targeted Sampling Collections in each Focused Provinces	43
3.1 Demographic Profile	52
3.2 Reason for Traveling	55

3.3	Traveling Motivation: Main Concern when Traveling	56
3.4	Traveling Motivation: Preferred Activity while Traveling	57
3.5	Traveling Motivation: Travel Influence	58
3.6	Comparison between Preferred Activity and Regions of Resident	60
3.7	Comparison between Travel Influence and Regions of Resident	61
3.8	Comparison between Main Concern when Traveling and Genders	61
3.9	Booking Behavior: Booking Arrangement Person	62
3.10	Booking Behavior: Booking Option	64
3.11	Comparison between Booking Behavior and Genders	66
3.12	Travel Behavior: Size of Travel Party	67
3.13	Travel Behavior: Travel Accompany	68
3.14	Travel Behavior: Type of Accommodation	68
3.15	Travel Behavior: Length of Stay	69
3.16	Travel Behavior: Spending per Night	70

LIST OF TABLES (CONTINUED)

Table	Page	
3.17	Travel Behavior: Repeater Characteristic (Have visited to Thailand)	70
3.18	Travel Behavior: Repeater Characteristic (Visited time)	71
3.19	Travel Behavior: Number of Visited Provinces	72
3.20	Size of Travel Party by Regions of Resident	73
3.21	Travel Accompany by Regions of Resident	73
3.22	Size of Travel Party by Genders	74
3.23	Travel Accompany by Genders	74
3.24	Travel Experience while Traveling in Thailand	76
3.25	Comparison between Traveling Experience and Genders	77
3.26	Future Decision	78
4.1	S.W.O.T Analysis in order to Develop Thailand as a Senior Tourism Destination	106
4.2	Improving the Satisfaction of Senior Tourists in Thailand	119
4.3	Marketing Strategy in order to Develop Thailand as a Senior Tourist Destination	130

LIST OF FIGURES

Figures		Page
1.1	Generation of Baby Boomer during 1946 -1964	9
1.2	Growth of Senior Tourist Age 55-64 years and 65 years and above during 1998-2005	28
1.3	Conceptual Framework	37
3.1	Top Ten Competitors	79

CHAPTER 1

INTRODUCTION

One of the relatively recent developments in the tourism industry is related to the emergence and fast growth of a potential market segment of the seniority group. According to the information of worldwide community for the baby boomer generation (Stark, 1996) stated that large groups of the baby boomers born between 1946-1964, during those 19 years, there were about 78 millions people born in United States and estimated 450 millions baby boomers worldwide. Until now, this group of people is entering to seniority which will be effecting the demographic of the total population. Starting from 2006, the oldest baby boomers turn 60 years old and the rest will become senior in the next 18 years. U.S. Census Bureau (2006) stated that there were 7,918 numbers of people turning 60 each day in 2006 or 330 every hour. This significant increasing figure is still rapidly growing today and will be continually growing in the near future which will also be related to the increasing number of potential people who are available for traveling due to longer life expectancy and more available time and income of senior people.

There are many studies focusing on this interesting group of tourists such as Littrell (2004), Horneman, Carter, Wei and Ruys (2002), Guinn (2003) for instance. In the conducted researches, different age definitions occurred in each research, most of the researches in United States such as Bailey (2004) and American Public Transportation Association (2005) are often considered senior at the age of 65 years old and over according to the retirement age of United States workers which also consider this age to be eligible for full social security benefits retirement. In Western societies (Teitelbaum, 2004) concern older age of being old as everybody declared to be old when they reach the ages of 65-70 as well as getting the pension entitlement. Besides America and Europe, most of the Asian researchers (Lee, 2005 and McNicol, 2006) are considering the old age at 60 years old because this is the usual retirement age as well.

As there are different definitions of senior age in each country which can be concluded by regions that Asia mostly considers age of seniors at 60 years old, while outside Asian countries the senior age beginning at 65 years old. However there are some researches selecting younger age senior groups beginning at the age of 55 years old in order to understand

the pre-senior group, such as U.S. Department of Labor (2006) which is a non-profit organization that specializes in employment and training services for mature workers in Barron, Chippewa, Clark, Dunn, Eau Claire and Taylor counties, which provided the senior community service employment for individual senior age 55 years and older. Another research in America (Knox, 2007) studying the new American home 2007 which also designed specifically for the 55-plus and focusing on this age group as the powerful buyers in the most interesting trends of the housing industry.

For all of the mentioned information, this research decided to research sampling groups at the beginning age of 55 years old and over in order to cover for all targeted markets in both, Asian and Non-Asian countries to also focus on the behavior of the baby boomer generation who will be turning to seniority in the near future. To understand their needs and behavior and prepare appropriate supplies for them at the right time as soon as they become seniors, as well as for the early retiree group which also increases nowadays.

Even so there are different standards in the age of the senior population in various countries but one thing these groups have in common is the turning phenomenon of the baby boomer generation, which will keep on increasing the senior population worldwide in the next several years. They are also related to the retirement period of this entitled group and it will end up as a huge senior market for all industries as well as the hospitality and tourism industry. After their stress from work and regular life running which has been with them most of their life, it is time to reward themselves by traveling to their preferred destinations for taking a break and refresh their tired life. With the potential of this group, many researchers focus on this market which conducted many of researches relating to the tourism industry as there is an increase of being recognized as a significant group of tourists by both, the private and public sectors to stimulate new tourism development. In developed countries like Germany also had a done research concerning the future market of senior travelers. Lohmann and Danielson (2004) described the conclusion on future trend in travel behavior of senior groups to understand the future of tourism for today's seniors and kids traveling in Germany. One of the research results shows the holiday travel propensity and age which examined the holiday participation figures for different age groups in the past and the age structure of German holiday travelers and indicate the change of propensity in holiday travel between 1972 and 2003. This result firmed that older

people travel more as the highest percentage of changes have been increased from 1972 to 2003 in people at age 70 years old and over at 91 percent while the average change percentage of all age rank is 57 percent only.

Another research established by Muller (2000) studied about developed countries such as Canada, Australia, New Zealand and the United States (known as CANZUS) and stated that the world's 90 million post-war baby boomers set the stage for some very fruitful international marketing efforts in adventure travel and educational or discovery tourism in the 21st century. The research identified that post-Second World War baby-boom generations in the CANZUS countries have that together form a cohesive and an attractive potential market, most of international tourism marketers recognize that baby boomers in the CANZUS populations arrive at their peak earnings and savings years and approaching retirement, they present a 21st-century challenge for new product development and marketing strategies in international tourism.

In Japan, a research has been carried out targeting specifically the middle-aged and senior sectors. This research has been conducted by Japan Association of Travel Agents (JATA, 2002), under the title of Big Potential Demand for Eco-tours among middle-aged people and senior citizens. The results from this survey stated that more than 90 percent of those surveyed, wanted to take Eco-tour trips but that such tours are not sufficiently available which indicates that there is a high demand to travel of senior tourists, while there is still no relevant supplies to respond to this demanding target yet. JATA tends to develop and expand this surveyed market for the 55-64 age groups and will consider the physical strength as the influences of the travel planning.

Looking at Thailand, which has potential and capacity to be developed as a senior tourist destination together with the existing image of tourism products, as Thailand is one of the interesting tourist destinations, suitable to be on top of the senior traveler selection to support their visit as there are varieties of attractions in different types of tourism provided such as beach, mountain, and treatment for instance, which all are inclusively in 76 provinces of Thailand that is full of rich natural and cultural resources. Not only a variety of tourist destinations, Thailand is also including varieties of activities or things to do during the visit, such as culture, golf, diving, dining, shopping, adventure, meditation, eco-tours and the new trends like spa, which also attract the visitors at all ages as well as the seniors. Potential resources in

Thailand are suitable to be developed to support the huge group of senior travelers. Therefore this research has been designed and aimed to enhance Thailand as the senior tourist destination according to the expectations and behaviors of this age cohort to satisfy their retirement life for the senior travelers as the prioritized tourist segment due to its size and potential for future growth.

Although Thailand has potential to be developed to supply this huge group of tourists but the number of senior tourist arrivals in Thailand in the year 2005 was a very small percentage. According to the statistic report of the International tourist arrivals provided by Tourism Authority of Thailand (TAT, 2005) which conducted the data during January to December 2005, this report identified that there were 12 percent of senior tourists at age rank between 55-64 years old, and only 4 percent of older senior tourists at age 65 years and over arrived in Thailand in 2005, which indicated only 16 percent of these two age rank when compared with all ages (table 1.1).

Table 1.1 Age Structure of International Tourist Arrivals in Thailand, 2005

Regions Of residence	Age						
	<15	15-24	25-34	35-44	45-54	55-64	65>
East Asia	285,965	609,477	1,704,222	1,734,747	1,352,881	762,321	243,369
Europe	85,083	311,927	706,810	626,256	505,783	333,120	117,588
America	22,344	85,642	155,563	147,657	156,707	120,789	51,005
South Asia	27,173	55,006	154,101	146,962	89,585	35,286	10,765
Oceania	23,179	71,070	116,025	98,060	103,329	68,033	22,186
Middle East	16,061	41,700	87,357	75,903	52,922	23,162	6,942
Africa	2,367	6,361	19,864	22,981	14,704	5,305	1,471
Total	462,172	1,181,183	2,943,942	2,852,566	2,275,911	1,348,016	453,326
Grand Total = 11,517,116							

Source: Tourist Statistics Department of Tourism Authority of Thailand, 2005

Table 1.1 shows the number of international tourist arrivals in Thailand in 2005, segmented by age rank which indicates that the age rank is between 25-34 years old and is the biggest proportion of tourists with the amount of 2,943,942 or 26 percent of all age ranks while tourists 65 years old and over is the smallest age rank when compared with all ages that arrived from all regions.

Even there was a lower percentage of overall senior tourist arrivals when compared with the proportion of all age ranks in the 2005 record, but there is also a forecast of possibilities and potential growth of this market, as well as the huge increasing number of the baby boomer generation which is supposed to be in the researcher's interest for both, private and public sector purposes to supply all the demands of this market in all required fields as much as possible. In order to understand more about senior traveling and to be eligible to develop Thailand as a top selected destination for senior travelers, the research will focus on the main marketed regions by combining the lowest important regions together as others, including South Asia, Middle East and Africa and remains the top 5 regions which are East Asia, Europe, the Americas and Oceania as original. Therefore the focused regions of this research can be divided into 5 regions as mentioned which will also involve in all contexts of this research as well as questionnaires.

1.1 Statement of the Problem

To develop senior tourism in Thailand, especially for international tourists, the problems for this developing can be stated as follows:

1.1.1 Large Group of Baby Boomer Generation and Growth of the Senior Market

Due to the large group of the baby boomer population, which will be having an effect to the increasing number of senior groups nowadays through 2025 with the significant purchasing power of this group, prognoses by The World Tourism Organization in Lisbon letter

on senior tourism adopted by the 3rd International Conference (Luhrman, 1999), mentioned about the average growing percentage of senior people which is about 6-7 percent annual increase. According to the United Nations (2004), the number of people over 60 will reach 1.1 billion by 2025 almost double the senior population forecast for the year 2000 and 5 times more than the 214 million seniors worldwide in the year 1950. Therefore, the tourism industry and all associated sectors should get more involved and concerned on this growing market for the further development to supply this huge market group and to meet the leisure time needs for them especially.

1.1.2 Potential of the Senior Market

The senior market is not only just huge and continues growing rapidly, many researches already mentioned the potential of this market. Focusing on the tourism industry, this indicates that the senior market is one of the very interesting markets, as they have available time as well as purchasing power for traveling after their hard working time.

1.1.3 Motivation of Senior Travelers

Due to the different ages and generations, it would be interesting for this research to focus on the traveling motivation of the group to gain an insight on how seniors decide on traveling and what motivated them to travel, as well as the type of tourism which they are interested in.

1.1.4 Senior's Travel Behavior and Needs

The senior tourist group has a variety of characteristics, behaviors and needs on the traveling propose, and these would be also different in each specific group, i.e. Thai and other countries. For example, for Thai senior people, at present they would normally stay at home after retirement as they feel hesitant to disturb their children when going out due to Thai culture and thought of being considered on another feeling and do not like to offend others. Therefore, this

research will study more on each group characteristics, behaviors, lifestyle and needs, to complete the understanding on their demand in order to develop the right supply accordingly. Differentiating between elderly travelers by region of resident and other demographic characteristics would help respond better to their increasing travel demand.

1.1.5 Limitation of Senior Travelers

To understand senior travelers deeply, this research will also focus on the limitation effected by the travel decision of senior tourists which can be sectored as below:

1.1.5.1 Senior Tourists' Physical Condition

As per the issue of the older ageing, the physical condition would be affected to the demand of traveling in this group. Some older people are more concerned about the importance of good health as the majority during their travel as well as the convenience of accessibility during their travel. Therefore, this research should identify the related problem to provide the standard of safety and hygiene for senior tourists who are willing to select Thailand as the traveling destination according to the physical condition of this market group. Especially to develop Thailand as a senior tourist destination, the research would also focus on this physical issue along with the suitable activities researching to provide the best services on the demand and condition as well.

1.1.5.2 Limitation of Updated Technology and Information

This group of people tends to be away from the current technology and other updated information, somehow it would be more difficult for them to arrange a vacation plan by themselves. According to the busy lifestyle of nowadays people which put them on the committed of their own life and have less time to take care of their senior relatives. Therefore, this research would focus on this limitation together with the updated technology and information, to find the balancing of these two differences.

1.1.6 Existing Tourism Products for Senior Tourist in Thailand

The general tourist target which also differs in preferred activities and types of tourism, this issue would also happen with senior travelers as well. Due to the limitation of the physical fitness and knowledge of this group, this would cause more difficult conditions on developing and creating more activities and tours as well as tourism products for this entitled group. Therefore, to make the retirement lifestyle more variable and to increase the quality of senior tourism, this research will make a study on existing tours, activities and tourism products for the senior tourist segment in Thailand, in order to be able to create more recreation tours, appropriate activity and products to support the demand of this specific group and increase the standard of the senior tourism, to make the traveling more fun and convenient for their vacation plan in this busy hi-technology period, which is totally different when comparing it with their old lifestyle.

1.2 Related Literature

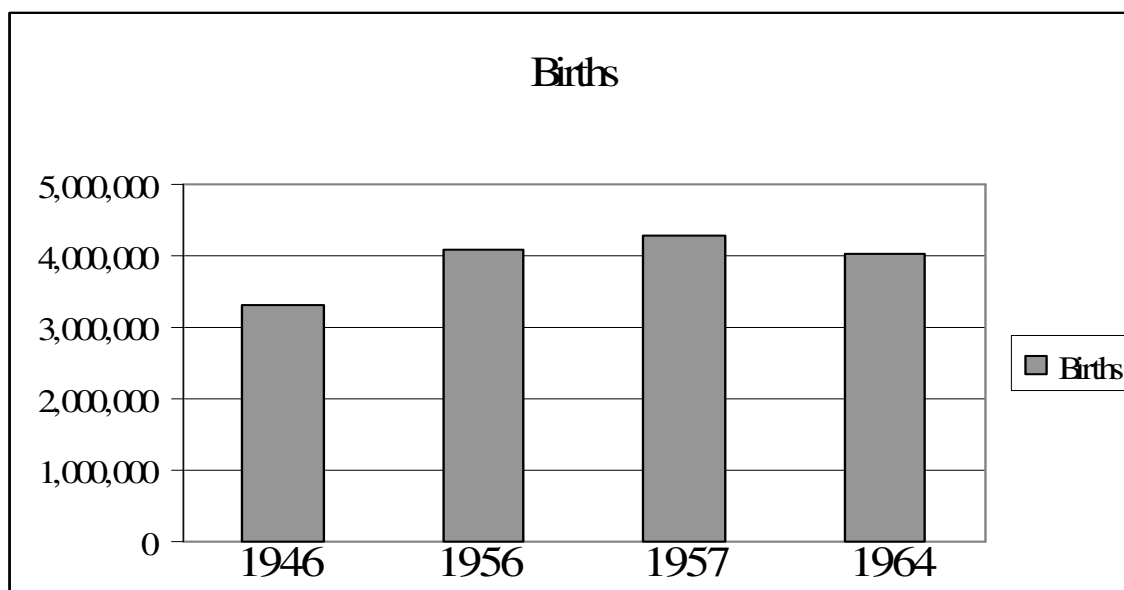
This research will provide a first step by reviewing the existing literature, focusing on related areas of senior tourism and the discovered information from peer-reviewed literature and publications on the internet were reviewed to identify the agreement about the significance of senior markets, related to the baby boomer's ageing, in order to fill the gaps identified through this review and provide the guideline to develop Thailand as the senior tourist destination. Therefore, the literature review of this research can be sectorized as follows:

- Baby boomer generation
- Trends of the senior market
- Senior tourism
- Traveling motivation and behavior of senior tourists
- Senior tourism in Thailand

1.2.1 Baby Boomer Generation

Baby boomer generation is the big group of people who was born after World War II through 1964. About 450 million people were born during those mentioned years worldwide (Stark, 1996). In the United States, 78 million baby boomers were born (AARP's research, 2002). There were about 3,311,000 births in 1946, 4,097,000 births in 1956, 4,300,000 births in 1957 and 4,027,000 births in 1964 while there were a lower number of births in the years before and after the baby boomer years. For example, there were only 2,559,000 births in 1940 and 3,160,000 births in 1974. This information identified that the number of births increased during 1946-1964 as the number remained at 4 millions from 1955 until end of the baby boom years (see figure 1.1).

Figure 1.1 Generation of Baby Boomer during 1946 - 1964



Source: American Association of Retired Persons (AARP), 2002

The starting years of baby boomer generation would be similar in each regions and countries as it started right after the ending of World War II when soldiers were returning home from the war which allowed them to have more time spending with homes and families, while the ending years of this generation might differ significantly in each country, for example in Europe (Ogg, 2006), the birth cohort of baby boomers was during 1945-1954. In Japan (Matsui,

1968) defined the baby boom years between 1947 and 1950 and the United States (Stark, 1996) considered baby boom duration between 1946 and 1964. However, during those mentioned years, there were many people born worldwide which made the number of baby boomer population significant and become the largest segment of any other generation either in the United States, Europe or Asia.

Nowadays, the baby boomer generation is entering to senior, which will be effected to the demographic changing of the total population and by the time when the last baby boomer turns 65, the population who is 65 years old and older will be doubled (Bayles, 2003). When comparing the percentage of people age 65 years old and over with overall, in 2003 baby boomers represent 12 percent of the nation's population while it will represent 20 percent in 2030. The percentage of the population 65 years old and over has more than tripled from 4.1 percent in 1900 to 12.4 percent in 2000.

Due to the large number of baby boomers populations, many researches focus in different fields concerning on this market segment. Keister and Deeb-Sossa (2001) identified, that the baby boomer generation is one of the potential groups which possibly grow in the near future. This study also stated that the financial status of this group is also better than the previous generation or their parents which indicated that baby boomers generation had accumulated more wealth as young adults than their parents had at a similar age. Estimates from a simulation model reveal that baby boomers had more wealth than their actual same-sex parents at every stage of the life course. This research has firmed the better life of the baby boomer generation who will be in the senior group in the near future when compared with the quality of the previous generation. An American Association of Retired Persons (AARP)'s research (2002) stated that the baby boomer generation has more money to spend as the median income for boomers bracket is approximately \$47,300 annually and the average household headed by boomers age 35 to 54 spends \$12,000 annually for housing inclusively. Another research (Del Webb Corp., 2006) stated that 75 percent of baby boomers will be more financially prepared than their parents and the spending of Americans over 50 accounts for more than \$2 trillion in income and more than 50 percent of discretionary spending power.

Other researches focus on an increasing need for health care for baby boomers. For example James and Hendrick (2006) identified the potential of this group according to the

increasing demand of the cardiovascular devices market for minimally invasive surgeries amongst the rapidly aging population. This sector poses a significant opportunity for the cardiovascular devices industry, as the occurrence of heart related diseases is the highest in this age group. Journal of Counseling and Development (Kenny, 2006) stated that the deontological counseling is the wave of the profession's future. With the majority of 78 million baby boomers beginning to turn 60 years old in 2006, there will be a great need for pre-retirement to end-of-life counselors which identified that this market segment is worth enough for being of interest in order to develop a counseling service to support them due to the size and potential of this generation.

The number of baby boomers age older than 50 years will be continually increasing and they will spend an additional \$300 billion a year which relevantly shows the significant financial status as well as the purchasing power of this generation.

1.2.2 Trends of the Senior Market

According to the largest number of the baby boomer generation who started turning 60 years old since 2006, there are many forecasts for the senior market growth, such as Hoke (2005) mentioned, this market tends to incline to the positive direction of the growing senior population which will relate to the opportunity to expand this market segment as well as the economic growth. It clarified that the predication of the people at age 65 and over will compose about 15 percent of the world's population, up from about seven percent today. Aging populations are growing especially fast in developed countries such as the United States (Euro monitor International, 2003), there were about 74 million people at age 50 years old and over in 2003 which means that every eighth second another person turns 50. This makes mature consumers the fastest growing segment of the population. By 2010 the 50 year olds and over segment in the US will grow by 21 million while the 18-34 age segments will grow by just only 5 million. Another research also studying senior markets in the United State (Murray, Rueben and Rosenberg 2007) stated that by 2030, there will be an estimate of people at age 65 years and above, which will constitute 20 percent of the U.S. population, up 12.5 percent from 2005. USA Today (Sharp, 2003) indicated that the population at age 65 years old and older was 35 millions in the year 2000, and will increase to 40.2 million in the year 2010. This increasing phenomenon will keep growing through 2020 with the number of senior people at 54.6 millions and 71.5

millions in the year 2030. In the United States Census statistics (O'Brien, 2004) studied about the senior population and stated that the senior population is growing and changing in this country and around the world. This occurs every year and can be described that the number of seniors who were age 65 and older in the United States on July 1, 2004 were 36.3 million, which comprised 12 percent of the total population in 2004 and between 2003 and 2004, 351,000 people joined the 65 plus age group. In 2050, seniors age 65 and older will make up 21 percent of the total population with the projected number of 86.7 million people who will be 65 or older in the year 2050 which means that there is 147 percent of the projected percentage and that the 65 plus senior populations will increase between 2000 and 2050. The United States population as a whole is expected to increase by only 49 percent during the same time period. Looking at the world population, there are currently 483 millions senior populations of people age 65 and over in the world and this research also gives a forecast that there will be 974 million for the total worldwide senior population by 2030.

Japan is another major market of seniors which is one of the most severe cases of aging of any industrialized countries. One research focused at Japan especially (Katz, 2000) and it stated that in 2000, about 20 percent of the populations are over 65 years old and half of those people over 65 are actually over 75. This research indicated that the portion of the aging population in Japan will keep on rising. It will be 23 percent by 2010, 26 percent by 2015 and almost 30 percent by 2025. This research also mentioned that Japan and Europe are the fastest growing elderly populations when compared with other countries. Another major Asian market of Thailand tourism is Malaysia. It (MMA Committee for the Health of the Older Person, 2005) stated the life expectancy of ageing people in Malaysia has been increased from 55.8 years for men and 58.2 for women in 1957 to 70.2 years and 75 years respectively in 2000 which indicated that Malaysians live longer as the mortality rate has been declining, which resulted in an increasing older population, from 5.2 percent in 1970, 5.7 percent in 1980 and 5.9 percent in 1991, to 6.2 percent in 2000 (Occupational Outlook Handbook, 2006). It was projected that by 2005, Malaysia would enter the ranks of the 'Ageing Nations of the World' with 1.7 million or 7.2 percent of the population being senior citizens (MMA, 1993) and by 2025, Malaysian ageing population will be projected at 15 percent of worldwide figure. Korean Times (2005) mentioned that South Korea will have the highest proportion of senior citizens in the world by

2050, 37.3 percent, which will beat Japan (36.5 percent), Italy (34.4 percent), and the U.S. (21.1 percent). The global elderly population is expected to be 15.9 percent in 2050, there are 36 million senior citizens in the U.S. today but this will grow to 87 million by 2050.

In Australia (Australian Bureau of Statistics, 1997), the senior market is expected to grow from 3 million to 4 million by 2007, and to more than 7 million by 2051 which will be 32 percent of total population. These figures indicate the significance of senior market growth and being recognized as potential consumers.

The number of the global aging population age 60 years or over (United Nations, 2004) is expected to almost triply increase from 672 million in 2005 to nearly 1.9 billion by 2050, or 6 out of every 10 today's older persons are in developing countries and by 2050, 8 out of every 10 senior citizens live in developing countries. In developed countries, there are 20 percent of today's populations at age 60 years old and over and by 2050 that proportion will increase to 32 percent while the proportion of the population aged 60 or over in the developing world is expected to rise from 8 percent in 2005 to close to 20 percent by 2050.

All of the previous mentioned researches discussed that the senior market is sophisticated and has unprecedented buying power. The number of baby boomers and seniors is significant and its continued growth and expanding are definitely attractive for this research.

1.2.3 Senior Tourism

Senior tourism is one of the attractive new types of tourism nowadays as it specifies onto the specifically interesting group of senior tourists, which has significance of the rapidly increasing numbers today and the near future as well as the potential of this group, which is also outstanding in the general markets. Many studies focused on this specific type of tourism. This research decided to divide the studying areas into 2 parts, which includes demand and supply of senior tourism to understand more on the characteristic's and needs of this market as well as the supply for the senior tourism.

For the demand part, this research will mainly focus on an deeply understanding of the senior tourist demands and on travel as well, as to add more value to the senior's life quality by providing the right supply like higher quality of service, according to their demands,

from the beginning when they start deciding to travel through the traveling time which would liven up the traveler at senior age properly. One of the significant demands of the senior market is the fast growth of this market segment, which related to the increasing demand of the senior market, in another word, senior tourists travel more and more. For example in an developed country like Germany, there is a research designed specially to understand more on the increasing demand of the senior market which aims to develop appropriate supplies, concerning the future of German senior traveler (Lohmann and Danielson, 2004). One of the results shows that the demands of older age travelers have been increased from year 1972 to 2003 and table 1.2 will indicate the change of holiday travel demands of German travelers between year 1972 and year 2003.

Table 1.2 Change of Holiday Travel Propensity 1972 / 2003 in Germany

Age group	Holiday travel propensity		Change 1972/2003
	1972	2003	
< 29 years	57	80	40%
30-39	53	79	49%
40-59	49	81	65%
60-69	41	76	85%
70+ years	33	63	91%
All ages	49	77	57%

Source: Forschungsgemeinschaft Urlaub und Reisen e.V. RA1972, 2004

The percentage of demands from German travelers have been increasing from year 1972 to year 2003 at 57 percent of all age ranks and oldest ages have the most significant on this increasing percentage, which indicated that senior traveler groups travel more than in previous years while there are less than 50 percent of change in younger people aged under 29 and 30-39 years old age rank. The highest percentage of change occurred in the oldest age rank of people who are 70 year old and over at 91 percent while there was only 33 percent in year 1972.

This percentage identified the possibility of growth and increased traveling demands of the senior market and it concluded that older German people traveled more in the year 2003. In year 1972, German people aged less than 29 years old were the biggest group of traveling demand but in 2003; the biggest group has been changed to German people aged between 40-59 years old or pre-senior groups, which show dramatic changes of demand with people at this age rank.

Not only is there significance of an increasing demand in the senior market, the uniqueness of the senior demand would also be interested for the senior market. Due to the differentiation of demand in each group of tourists, as well as the dependence on current situations, this would be an important part of this research to understand it to provide the right response at the right time, which would be useful not only for senior travelers but all ages as well. Focusing on the senior market, senior tourists seem to be sensitive to safety concerns due to their age, experiences and physical condition, which would be influenced by senior travelers to be more concerned with safety rather than other age groups. For example, one research of Japan Association Travel Agents (2002) studied about the changes of traveling demands in Japanese tourists from 2000 to 2002 and the results stated that Japanese travel demands for the U.S. mainland is still suffering the effects of year 2000's terrorist attacks, while other destinations, including Hawaii, have been recovering, this results also stated that there has been a sharp increase in the number of Japanese travelers visiting Canada instead of the U.S. During the research years, more Japanese tourists also decide to travel to China as there was the 30th anniversary of the normalization of Japan-China diplomatic relations which caused an increasing number of travelers to China. This research mentioned that the current situation would be influencing the traveling demand considerably.

Besides the safety concerns of senior tourists, there are also some other things which are considered by the senior group, one research in the second international conference on senior tourism (Handszuh, 1996) identified that five factors are approached for emphasizing and working for basic quality of senior tourism which includes (1) safety and security (2) Sanitation and Salubrity (3) Environmental consideration (4) Accessibility (5) Consumer protection. All of the mentioned factors are influenced by the senior tourist demands and satisfaction on traveling. Another research (Moscardo and Green, 1999) stated that senior tourists nowadays are preferred to seek for leisure and recreation as there is the growing numbers of older people who will be

both, more likely to travel and more active than their younger counterparts. The result of this research indicated that aging is not a major contributor to variance in activity participation as there is a lower rate associated to participation in tourism activities in general and in outdoor physical activities in particular, which will be a lucrative market for tourism as well. As there are varieties of activities of traveling as well as for senior markets, one research studied about the preferred activity of senior tourists while traveling (Japan Association Travel Agents, 2002), which mentioned that there was a high number of demand of senior markets who were very interested in Eco-tourism, to enjoy nature while currently these are not sufficiently available supply provides.

Looking at the supply part, there is a research study about senior tourism in Australia (Walta, 2004), which focuses on the senior market and indicates that there are some distinct advantages for seniors compared to other age groups in terms of travel and leisure activity involvement, due to their propensity to view travel as the point of life which proves the senior market as attractive for tourism marketers and operators, but this area is still relatively unknown and there are not many research studies deeply concerned on this interesting market yet. While the senior market is still moving forward and will be used as an industry recognised standard or benchmark for future profiling and segmenting, where all members of the tourism industry and researchers should focus more on the dynamic characteristics of the senior market and their intentions for retirement travel. Another research (Centre of Tourism Research and Development, 1999) focuses on tourism product development especially for senior markets. This research mentions that tourism products have to be developed based on the travel motives of the senior traveler. Many seniors have the desire and means to travel for pleasure, discovery and learning but contrary to current thinking and practice in tourism marketing, this group is far from homogeneous. This study also stated that most of the seniors are traveling for their personal value adding. A research of Australian perspective (Horneman et al, 2002) described the profile of the senior market, which becomes an important source of tourism trade but it is not an uniform conservative market, which has implications for marketing and product development yet. Therefore researchers need to focus on this market to understand deeply and move forward to the further step of development.

Nowadays, most of the hotel operations provide a discount rate for senior groups according to the different standards of the senior age in different countries. For example, Hyatt Hotel which offers the senior discount rate from 25-50 percent for the person at age 62 years or older save from 25 - 50 percent at participation hotels in the United States and Canada. Marriott Hotels also provides American seniors at age 62 years old or older at least 15 percent off the normal rate worldwide. And all hotels of Days Inns offer 10 percent off standard rates to senior citizens with valid proof of age at 60 years or over, the same as Howard Johnson, which offers special rates at the same age for seniority at 60 years or over. Not only for the hotel industry, the airline services also provide discount rates for senior groups as well, such as United Airline Silver Wings Plus which is available for the travelers at least 55 years of age, and U.S. Airways, which offers the special fare for seniors 65 years and older on selected routes. Besides hotels and airfares, other services related to tourism are also concerning this market group by providing some discount and Bus & Train Travel is one of the example services, such as Greyhound Travel which offers special deals and discounts for United States passengers age 62 and older to get 5 percent discount off the fares as well as Amtrak Passenger 15 percent discounts for seniors at least 62 years of age. One interesting campaign which was provided for seniority group and which was the responsibility of the official New York City tourism, offers a special section devoted to New York City. It Welcomes Senior Travelers, explaining the many bargains available for senior transportation, information about senior savings on the theater tickets, sight seeing tours, and individual discounts on top of New York attractions. There is one private sector based in the United Kingdom (Saga, 2007) focusing exclusively to supply the demands of senior markets at age 50 years old and over by providing variety of services such as worldwide holidays destinations including cruises, award-winning magazine, insurance, financial products, and radio stations for instance which aim to be an efficient, caring, progressive, profitable and responsible organization that seeks to serve the needs of older people.

Therefore, this research will focus onto both demand and supply of senior tourism to gain insight about the senior tourist and match up their demand to the appropriated supply as majority market segment.

1.2.4 Travel Motivation and Behavior of Senior Tourist

In order to develop senior tourism in Thailand, it is important to understand the travel motivation and behavior of senior travelers. The senior traveler may also be considered a new tourist that is more experienced, flexible, and independent as well as quality conscious which would be harder to please than the more traditional tourist (Poon, 1994). This might be reflected by their experiences and knowledge collected since they were young until becoming a seniority. They would be more discerning and will demand higher quality service during traveling, as well as a greater degree of choice and flexibility in their travel and tourism consumption. However, it should be remembered that a significant percentage of older persons do not, and will not have sufficient health or resources to travel. Many researches are studying about the senior travelers such as the motivation (Stuart, 1992), the behavior (Lohmann and Danielson, 2001), potential (Shoemaker, 1989), finance (Turner, 2007) and limitation (Gladwell and Bedini, 2004) as well as the activities during traveling for senior tourist (Littrell, 2004) which studied the tourism activities and the shopping behavior of senior tourist. This research is mainly focusing on shopping activities while there are many other activities which can be suitable and preferred for the senior group. Littrell (2004) identified the shopping behavior of senior tourists at age 65 years old and over which indicated that most of senior tourist preferred shopping as their preferred activity, most of them liked to shop at the reliable department store and their preferred shopping items can be sectorized according to their travel objectives into 2 groups included outdoor shopping and historical site shopping. The outdoor shopping was the group of senior tourists who liked to travel and shop in the tourists attractions and preferred to buy souvenirs or products which reminded them to the visited places. And the historical site shopping was the group of senior tourists who preferred to travel for gain knowledge on history and tradition such as to go to museum for instance, and their preferred shopping products would be the souvenirs, guidebook or CD which indicated the visited historical or traditional sites. The 2 main concern of senior tourist when they shopped were the reliability of the products and uniqueness of the products which indicated of the visited places as well as produced countries. Another research (Shoemaker, 1989) mentioned that most of the seniors are traveling for pleasure and looking for discovery and learning. Centre for Tourism Research and Development (1999) also stated on the travel motives of senior tourist and preferences for holiday destination types, favorite mode of travel, and personal values which aim

to discover how underlying travel motives and values could usefully identify unique senior tourism markets for the purpose of new product development. The results of the factor analyses led to the identification of seven travel-motive segments labeled in order of relative size, such as Nostalgias, Friendliness, Learners, Escapists, Thinkers, Status-Seekers, and Physicals. The four largest segments represent 83 per-cent of the senior tourism market and the strategic usefulness of identifying travel-motive segments is highlighted for tourism product development.

Most of the researches are failures to study deeply in appropriated activities and to make travel experiences impressive even more. This would be caused of the perception of the seniority as most of the people might think of the decreasing in their ability due to physical issues. Reasons for travel and non-travel for senior groups, many things influence the decision to travel, such as health limitation, lack of information of the traveling destination and arrangement, lack of companionship, security and safety concerns for instance. For example, due to health limitations and concerns which would be influenced by the traveling motivation as well as behavior and mostly have an effect on the older traveler aged 80 years old and over (Pederson, 1994). For younger seniors, health limitation would be a small influence as the recuperation from illness or recovery after major surgery is often a stimulus to travel. A research (Blazey, 1987) stated that there are 25.6 percent of travel constraints for seniors were related to health issues and 9 percent to a lack of energy for travel while only 3 percent felt that they were too old to travel. This information would be firmed that health condition would not be a big issue for seniors traveling as senior travelers would prefer to indulge in travel experiences to refresh them and make their retirement life more valuable. Another research (Pederson, 1994) mentioned that most of the seniors are more concerned with comfort than younger travelers, by being comfortable in both, psychological as well as physical. This research also stated that the concern for security and safety would be in central of the purchasing demand in senior group. Stuart (1992) stated that older people are mainly looking for experiences and personal growth, while other age travelers may seek pleasure and escape from stresses. Older people become less interested they are in acquiring possessions and more interested in simply experiencing.

Motives of modern travelers are based on the attitude and includes to experience something different, to explore, to have a change, to have fun, to increase enjoyment, to play and be active, to be with others, to relax without stress, to do as you please and to be close to nature

and an intact environment. Poon (1994) estimated that above listed motives apply from 45 percent to 60 percent of the population in the developed world, including a large proportion of senior traveler segments. Another research (Badinelli, 2000) stated that other elements important to older travelers are interesting venues that provide learning and/or culture experiences, good architecture, pleasant countryside, peace and quiet, participation, opportunity to develop and support friendship and good weather experiences in a comfortable, but simple environment.

Focusing on the traveling behavior, there is one research study on the travel pattern of senior citizen (Lohmann, 2004), which described that there has been an implicit assumption that there will be a close relationship between the travel behavior of today's seniors and those of future ones. This paper reports on a re-analysis of results of the German annual travel survey (Reiseanalyse, 2004), and suggests that such an assumption might be misleading. Tourist demands and travel behavior are not necessarily determined by age, but by generation. For the last third of the life cycle, the travel behavior of a particular generation seems to be quite rigid, and does not change significantly because of factors such as retirement. The results of this analysis show that travel propensity, or patterns of tourist behavior, remain the same up to 20 years for a given generation. Therefore, to understand the future travel behavior of senior citizens is perhaps not as difficult as it might first appear. In conclusion, the actual travel behavior including expectations, motivations and aspirations of people aged between 55 and 65 years in 2000 allows a prediction of prospective travelers aged 65 to 75 years in the year 2010. Such an approach supplies reliable data for the design of future marketing strategies and suitable products.

Another German research (Lohmann and Danielson, 2004) focusing on future trends in travel behavior of senior tourists and give recommendations on how to get the future of tourism out of today's consumer surveys-prospects for seniors as well as kids travel in German. This research also gives the forecast of the future's German senior holiday traveling based on the empirically founded assumptions shown in table 1.3.

Table 1.3 Travel Behavior of Future German Seniors' Age of 75 Years

Year	2003	2008	2018
Total in the age group in millions	6.4	8.3	8.4
Travel propensity in%	65	75	78
Travelers in millions	4.2	5.8	6.6

Source: Forschungsgeneubschaft Urlaub und Reisen e.V. (F.U.R, Reiseanalyse RA1972, 2004

All figures mentioned in table 1.3 are collected from West-Germany only, at the age of 75 years-old or 70-80 years of age at a certain year and the figures for 2008 and 2018 are estimations based on the rates of the age groups 65-75 and 55-65 in 2003. Table 1.3 indicates the projection of changes in traveling behavior which defines that seniors travelers are defined as being in the age group 70-80 years and the columns labeled 2008 and 2018 contain the characteristics of today's 65-75 and 55-65 years old travelers, and projecting them into the future. The results of this research (Lohmann and Danielson, 2004) showed the larger number of senior groups in 2008 as well as 2018 and a higher holiday travel propensity. The absolute number of traveling seniors will rise considerably, which indicated the firm of value in the senior market, which would be worth to get in the center of interest for all researchers to clarify the proper demand of this group and develop the supply accordingly, especially in the hospitality and tourism industry due to its potential and ability to travel. Other results of this research also clarified that German travelers will more than likely prefer holiday destination outside of Germany which can be indicated on table 1.4.

Table 1.4 Destination Preferences of Future German Senior at Age of 75 Years

Destination of main holiday trip in %	2003	2008	2018
Domestic	50	42	31
Abroad	50	58	69

Source: Forschungsgeneubschaft Urlaub und Reisen e.V. F.U.R, Reiseanalyse RA1972, 2004

Table 1.4 shows that there was an average preference destination of German traveler in the year 2003, as 50 percent of them were likely to prefer to take domestic traveling and another 50 percent liked to travel abroad but their traveling behavior will change in the year 2008 as the percentage to abroad traveling preference will be increasing to 58 percent and this trend of preference will keep rising through year 2018. German travelers will prefer traveling abroad at 69 percent while the domestic traveling preference will drop down to 31 percent. The information in summary of this report has given the trend of senior tourism, which is now

growing in Germany. This research identified considering these markets for German tourism (particularly in Europe) due to its size and growth potential in the shifting age structure, to continue providing expectancy outstrips for the period for retirement. Improvements in the state of health of older persons or greater technological and organizational convenience in travel may help activate the potential for tourism which can be expected from the demographics by 2050. One particular reason for believing that senior citizens will remain the principal source of growth for tourism in the foreseeable future is the fact that much of this market segment is still currently financially secure, so that there are substantial purchasing power resources available for tourism. After retirement, the time available also increases substantially. Senior citizens appreciate travel as a way to keep physically and mentally fit and participate in social life. It is likely that senior citizens in particular will invest in future in maintaining their accustomed lifestyle, which could be associated with rising intensity of travel. Travel habits and experiences of today's younger and middle age groups will affect their travel habits as they age is crucial to the future of German tourism. Greater physical and mental mobility and improved foreign language skills of future senior citizens should remove existing barriers and making destinations elsewhere in Europe more appealing. The greater experience of travel and better education of these age groups could lead to a rising trend in long distance travel. Such a development could create a certain element of risk for German tourism.

Another research is narrowing into the traveling Asia (Lee, 2005), which investigated in senior Koreans specifically to understand attitudes towards leisure travel and the constraints faced by Korean seniors, this research stated that the senior segment of the Korean population is rapidly becoming an attractive target market for leisure destinations due to its increasing rate of growth and the level of income available. While this is a potentially attractive segment for the tourism industry, the impact of traditional Confucian philosophy represents a constraint which may deter senior Koreans from traveling for leisure purposes. Through a self-completion survey of 200 Korean residents over the age of 60 years, conducted in 2002, this paper explores the attitudes of this market towards leisure travel. The constraints which may restrict the travel propensity of senior Koreans and the types of travel experiences they demand are revealed.

In Japan, which is the biggest portion of tourists at all ages as well as senior tourists in Thailand (TAT, 2005), a research (JATA Independent Surveys, 2002) focused on senior travel preferences and this research stated that old age does not effect the travel demands of senior travelers according to the results of this survey related to eco-tourism targeting the middle-aged and senior sectors. The vast majority of the respondents were very interested in making trips for the purpose of enjoying nature. This research purposed to assess the potential demand for eco-tours among middle-aged people and senior citizens, as well as trying to forecast the future market, and collecting possibly useful information for sales and travel-product development. The results have shown that more than 90% of those surveyed want to take trips to enjoy nature but that such tours are not sufficiently available. The results have also indicated that the expansion of the market is most likely to develop among the group age 55-64 years old and that age and physical strength must be taken into consideration in travel planning. Some consumers are becoming more and more quality-minded, while others are becoming more and more sensitive to price. One of the preferred activities of Japanese consumers is shopping, a research (Reisinger and Turner, 2002) determines on the shopping satisfaction of Japanese tourists in Hawaii, the Japanese tourists' favorite place in America. This research aims to test the relationship between different dimensions of product categories, product attributes, and satisfaction with product attributes for Japanese tourists visiting Hawaii and the Gold Coast region of Australia. This survey is targeted to Japanese tourists arriving in Hawaii and the Gold Coast and Japanese tourists departing Hawaii and the Gold Coast was conducted in 1998. In the arrival survey, the importance of 15 product categories was determined along with the importance of 15 product attributes. In the departure survey, 17 elements of shopping satisfaction were collected. Factor analysis and structural equation modeling were used to test the relationship that the importance of products purchased determines the importance of product attributes, and the importance of product attributes, in turn, determines satisfaction with product attributes. The conclusions are important for determining the best focus for retail tourism marketing aimed at increasing tourist shopping satisfaction. As the statistical report stated Japan as the biggest and the most important market, therefore this research will focus on the Japanese tourists as majority. One of the preferred tourism destinations of Japanese travelers is Australia. A research specified onto this group (Lim, 2005) by analyzing the behavior trends in tourist arrivals from Japan to Australia, which

concluded that as tourism forecasts are obtained based on past observations, an historical analysis of Japan's postwar economic success, social factors, and the national government's institutional policies and reforms can help to provide a better understanding of the growth in Japanese outbound travel and the trending patterns in Japanese tourist arrivals to Australia. To achieve these aims, a statistical analysis of the time series behavior of tourism demand, specifically quarterly tourist arrivals from Japan to Australia from 1976 to 2000, are examined. In addition to analyzing the full sample, the authors also consider three sub samples, namely quarter 1 of 1976 to quarter 2 of 1987, quarter 3 of 1987 to quarter 2 of 1997, and quarter 3 of 1997 to quarter 2 of 2000, to evaluate the sensitivity of the estimates to changes in trends arising from the 1987 stock market crash and the Asian economic and financial crises in 1997. Another research also studied on travel motivation of Japanese senior travels (Sangpikul, 2006), which adopted the theory of push and pull motivations and identified three push and four pull factor dimensions of Japanese senior travels. The results of this research indicated that the most important motives (push motivational items) for the Japanese senior travel to travel abroad were 'I want to see something new and exciting', followed by 'I want to see something different than I don't normally see' and 'I want to experience cultures that are different from mine'. While the least important push motivational items were 'I can talk about my travel experience with other people after returning home', 'I want to go to the places my friends want to go' and 'I like to talk about the places I have visited and things I have seen in a foreign country'. For the pull motivational items were included 'cultural & historical attractions', followed by 'Thai temples' and 'natural scenery & landscape'. While the least attractive pull items as perceived by Japanese senior travelers were 'hygiene & cleanliness', 'weather' and 'a variety of travel related information' respectively. In conclusion, the three push factors were labeled as: 'novelty & knowledge-seeking', 'ego-enhancement', and 'rest & relaxation', while the four pull factors included: 'travel arrangements & facilities', 'cultural & historical attractions', 'shopping & leisure activities', and 'safety & cleanliness'.

In Taiwan, there was a research studied on Taiwanese seniors' travel motivation and the influential factor (Jang and Wu, 2006), this research has sectored the travel motivation of Taiwanese senior tourist into 5 groups included (1) Ego-enhancement, (2) Self-esteem, (3) Knowledge-seeking, (4) Relaxation and (5) Socialization. Most of Taiwanese senior tourists were

Ego-enhancement with the biggest proportion and followed after with other factors respectively. Most of Taiwanese senior tourists were traveling to (1) seek special things such as natural phenomenon, (2) return to familiar places or events such as yearly activity and (3) study local life of other countries while their main concerns when traveling are safety and comfort due to their limitation such as physical and illness.

1.2.5 Senior Tourism in Thailand

Tourism is one of the major revenue sources of Thailand as there are varieties of rich cultural, natural and historical resources and interesting attractions, which place Thailand as one of the best selection for tourists nowadays and this is also an important part of Thailand's economy as it is highly dependent on tourism and related industries and attracts high levels of foreign exchange, which rise up Thailand's economy with the good reputation of nature, friendly and exciting destinations, which motivated all related tourism industries such as five star hotels, world-class airlines, myriad of restaurants and tour operators to invest in Thailand as an international tourist trade.

According to the majority of the tourism industry in Thailand, this is also related to the on-going development of tourism industry in Thailand to make the destination up to the standard and provide the appropriate supply for all the tourist demands. Many researches are designed in order to develop the tourism and hospitality industry in Thailand, either by the public or private organizations. But most of the researches are focusing on the general group of international tourists, but not many researches studied on this specific market group of senior tourists in Thailand as a destination yet, while there were many international researches, which studied on this interesting market as well as forecasted about the huge increasing phenomenon of the senior market. Focusing on senior tourist arrivals in the statistic report of international tourist arrivals (TAT, 2005), there was not a high percentage of senior tourist arrivals at either age rank of 55-64 years or 65 years and over occurred in year 2005 which is shown in table 1.5.

Table 1.5 International Senior Tourist Arrivals in Thailand, 2005

Country of residence	Age 55-64 years old	Age 65 years old and over
East Asia	762,321	243,369

Europe	333,120	117,588
America	120,789	51,005
South Asia	35,286	10,765
Oceania	68,033	22,186
Middle East	23,162	6,942
Africa	5,305	1,471
Total	1,348,016	453,326
Percentage	11% of total arrival	4% of total arrival
Total of age 55 years old and over	11,517,116	

Source: Tourist Statistics Department of Tourism Authority of Thailand, 2005

The comparison of 2 age ranks including 55-64 years rank and 65 years or over rank indicate that there are more international tourist arrivals from the age rank between 55-64 years old at the total amount of 1,348,016 persons while the tourists at age 65 years old and over has the proportion at 453,326 persons who arrived to Thailand in the year 2005. The biggest proportion of international tourist arrivals to Thailand in the year 2005 is East Asia from both age ranks, the second group is Europe and the Americas are following. 762,321 tourists from East Asia arrived in Thailand in year 2005, which results to 56.5 percent of the total tourist in all regions at the age rank, while 24.7 percent where from Europe and 8.9 percent from America, which occurred in the age rank between 55-64 years old. 243,369 senior tourists from East Asia arrived in Thailand, which results to 53.6 percent of the total senior tourist in all regions while there are 25.9 percent from Europe and 11.2 percent from America. This comparison indicated that the percentages of each source for both age ranks are not different, which means that there are similar proportions of tourists at age 55-64 years old and 65 years old or over from East Asia, Europe and America. Therefore, these three mentioned regions are the top three market segments for seniority in Thailand destination in the year 2005.

To understand the trend of senior tourism in Thailand, the statistic of senior tourist arrivals (TAT, 2005) for the eight previous years, since 1998 to 2005 will show the total

arrival of pre-seniors and senior tourists at age 55-64 years old and older seniors at age 65 years old and over which is identified in table 1.6 and table 1.7.

Table 1.6 Senior Tourists Age 55-64 Years Arrival to Thailand in 1998-2005

Year	1998	1999	2000	2001	2002	2003	2004	2005
East Asia	463,271	546,917	572,336	594,778	708,411	683,105	789,982	762,321
Europe	234,917	253,386	262,191	281,063	312,194	301,403	340,174	333,120
Americas	60,859	72,959	83,651	89,521	103,327	98,736	117,245	120,789
South Asia	13,789	15,876	17,604	18,868	26,527	28,197	32,891	35,286
Oceania	38,612	38,771	40,466	53,123	51,203	46,183	63,029	68,033
Middle East	10,984	12,912	14,360	17,379	20,252	15,051	23,362	23,162
Africa	4,470	4,638	5,449	5,708	6,324	5,480	6,596	5,305
Total	826,902	945,459	996,057	1,060,440	1,228,238	1,178,155	1,373,279	1,348,016

Source: Tourist Statistics Department of Tourism Authority of Thailand, 1998-2005

Table 1.7 Senior Tourists Aged 65 Years and Over Arrival to Thailand in 1998-2005

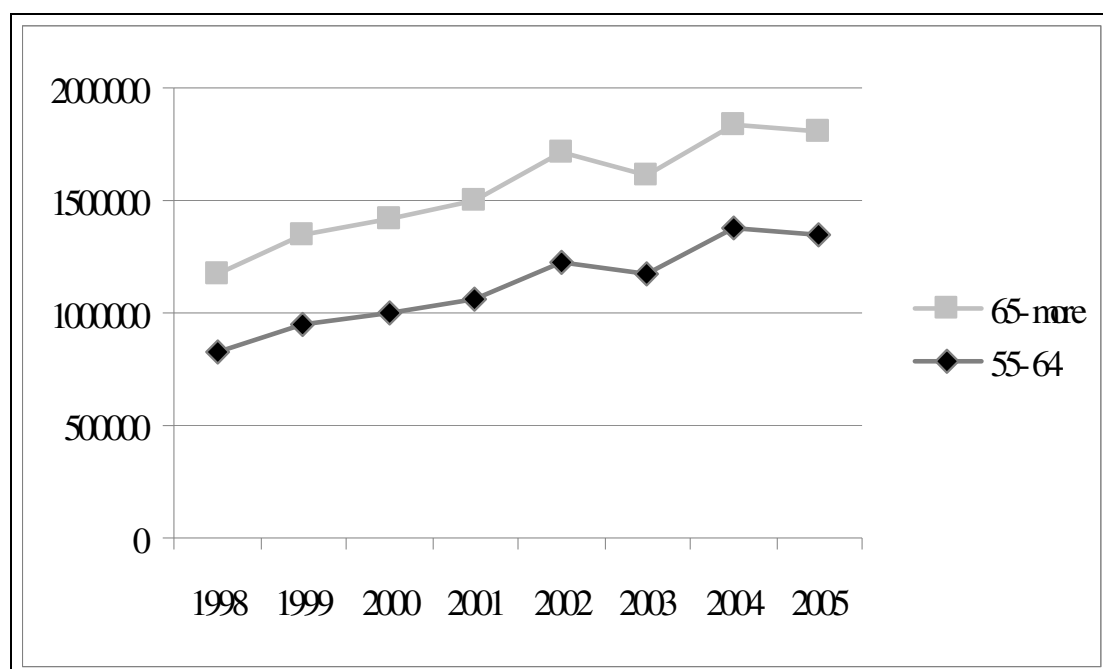
Year	1998	1999	2000	2001	2002	2003	2004	2005
East Asia	194,861	238,047	249,307	255,872	286,772	264,404	262,892	243,369
Europe	90,062	97,551	97,141	102,503	111,776	99,323	114,123	117,588
Americas	29,467	37,849	47,378	47,618	45,848	36,689	47,777	51,005
South Asia	5,266	6,031	7,551	7,851	9,056	9,474	11,711	10,765
Oceania	17,379	15,862	16,583	19,757	20,716	15,314	21,267	22,186
Middle East	4,573	4,608	5,985	6,767	6,789	4,873	7,047	6,942
Africa	2,322	1,750	2,494	2,388	1,933	1,641	1,782	1,471
Total	343,930	401,698	426,439	442,756	482,890	431,718	466,599	453,326

Source: Tourist Statistics Department of Tourism Authority of Thailand, 1998-2005

Tables 1.6 and 1.7 shows that the East Asian region is the biggest market of pre-senior and senior tourists arrived in those eight years and the second one is the European market and the America market respectively. Therefore, for further focus on this research, will combine some low important regions together as others which are including South Asia, Middle East and Africa, while the significant markets are still remaining the same such as East Asia, Europe, The Americas, and Oceania for instance.

The number of senior tourists' age 55-64 years old were higher than 65 years or over as well as the growth of 55-64 year rank was significant comparatively in 65 years old and over rank. Figure 1.2 shows the comparison for number of senior tourists who arrived in Thailand during 1998-2005 for both age ranks

Figure 1.2 Growth of Senior Tourist Age 55-64 years and 65 years and above during 1998 - 2005



Source: Tourist Statistics Department of Tourism Authority of Thailand, 1998-2005

To gain insight to the significant number of international tourist arrivals from each important country, table 1.8 will indicate the narrow down information and show the amount of pre-senior and senior tourist arrivals at age rank of 55-64 years old and 65 years old and over by specifying each country, and the top 25 countries worldwide will be identified respectively as the important market. Then, this research can focus on the right market for studying.

Table 1.8 International Senior Tourist Arrivals in Thailand from worldwide, 2005

Countries	Number of tourists	Number of tourists	Total
	55-64 years	65 years and over	
Japan	222,113	65,888	288,001
Malaysia	169,114	63,380	232,494
US	101,027	43,538	144,565
UK	84,311	34,297	118,608

Table 1.8 (Continued)

Countries	Number of tourists	Number of tourists	Total
	55-64 years	65 years and over	
Korea	81,372	24,663	106,035
Singapore	69,107	23,923	93,030
China	60,401	23,497	83,898
Germany	59,262	20,989	80,251
Australia	56,241	17,456	73,697
France	53,345	13,448	66,793
Taiwan	35,187	12,299	47,486
Laos	33,764	9,393	43,157
Hong Kong	30,739	8,703	39,442
Sweden	30,002	7,210	37,212
India	23,513	6,862	30,375
Netherlands	22,275	5,830	28,105
Switzerland	19,077	5,631	24,708

Indonesia	16,777	5,555	22,332
Canada	16,820	5,279	22,099
Denmark	15,506	4,607	20,113
Vietnam	14,765	4,323	19,088
Philippines	14,598	4,439	19,037
Norway	12,499	4,103	16,602
Italy	11,101	4,001	15,102
Finland	10,277	2,937	13,214
Others	84,823	31,075	115,898
Total	1,348,016	453,326	1,801,342

Source: Tourist Statistics Department of Tourism Authority of Thailand, 2005

Table 1.8 shows that most of the senior tourists arrived in Thailand in the year 2005 of both age ranks are from Japan at the amount of 222,113 Japanese tourists, 29 percent of tourist from East Asia region or 16 percent of tourist aged between 55-64 years old. At age 65 years old and over, there are 65,888 of Japanese tourists arrived in Thailand in the year 2005, which is 27 percent of the tourists from the East Asian region or 15 percent of all regions. This can be concluded that there are 27 percent of Japanese tourists in these both age ranks which indicated the significant of Japan as the biggest market of pre-senior and senior travelers. The second country is also in the East Asian region, which is Malaysia with the amount of 169,116 persons at age between 55-64 years old, 22 percent of the East Asian region or 13 percent of all regions while there are 63,380 Malaysian tourists aged 65 years old and over, or 26 percent of East Asia region, 14 percent of all regions. The third country of both age ranks is not from East Asia but the Americas as there are 101,027 American tourists at age rank 55-64 years old, 83 percent of all countries in the Americas regions or 7 percent of all regions and there are 43,538 American tourists at age 65 years old and over, 85 percent of the same region or 9 percent of all regions at same age rank. The top 4 important countries of both age ranks are the same, while it would be different from the fifth onward. Therefore, to expand the senior tourism, the research should concern the mentioned statistic report to grow onto the right market.

The statistic stated that Thailand is one of the preferred choices of Japanese travelers as there were over millions of Japanese tourists traveling to Thailand between year 2000 to 2005. Statistics of Japanese tourist traveling abroad collected by the Japan Tourism Marketing Company (2006) stated that 1,206,549 Japanese tourists traveled to Thailand in year 2000 and in year 2001, 1,179,202 of Japanese tourists decided to go to Thailand in year 2002, 1,233,239 Japanese tourists traveled to Thailand and 1,026,287 of Japanese tourists in year 2003 as well as 1,194,420 of Japanese tourist in year 2004 and 1,188,871 in year 2005. This occurred statistic has been conducted by the Japanese researcher which indicated that Thailand has been in the Japanese traveling preferences since the year 2000 and this good sign is continually on until now.

Table 1.9 shows the proportion of Japanese tourists relative to total international tourist arrivals in different age groups which indicate that the Japanese are the biggest proportion of all tourists' arrivals at all age rank in year 2005. Most figures of Japanese tourists are at the age rank between 35-44 years old as same as other countries of resident. When comparing the Japanese senior tourists and the total senior tourists from all countries, 16.48 percent of the Japanese Senior tourists at the age rank between 55-64 years old and 14.53 percent of the age 65 years old and over, which results as the significant percentage from the overall.

Table 1.9 Japanese Tourist Arrivals in Thailand in 2005

Age	< 15	15-24	25-34	35-44	45-54	55-64	65 >
Japan	20,319	114,383	246,721	269,152	243,337	222,113	65,888
All	462,172	1,181,183	2,943,762	2,852,566	2,275,911	1,348,016	453,326
Percent	4.36%	9.68%	8.38%	9.44%	10.69%	16.48%	14.53%

Source: Tourist Statistics Department of Tourism Authority of Thailand, 2005

As the occurred information and statistics, this research can be ensured that the senior traveler market has the possibility to growth and potential to be in the researcher's interest as well as the suitability of Thailand in order to develop the senior tourism in Thailand to supply this quality of market.

Looking at Thailand, there are few researches studied specifically onto the travel motivation and behavior which related to senior tourist market, such as Maneerat (2004) which researched on the behavior of international tourists visiting Phuket in 2004, this research identified the differences of travel motivation and behavior of senior tourist when compared with other ages, for example objective of visit, type of group travel, type of transportation used frequency of visit and daily spending. This research indicated that tourists of different age level travel with the same main objective, which is for a holiday; but for other purposes of visit, old-aged tourists always travel on business and meetings. For type of group travel, most of adolescent tourists travel with their friends; in contrast, most of old-aged tourists' travels with their family as most of them were already married already. For type of transportation, most of old-age tourists traveled to Phuket by air while adolescent tourists prefer to travel by land and sea, this indicated that old-aged tourists always consider comfort during travel. Most of the old-aged tourists stay longer than younger age tourist because they want to relax after a long voyage and most of them are retiree and can spend more time for traveling.

Another research collected by Thailand Authority Tourism (Rojwallee, 2006) also studied specifically onto the travel behavior of senior tourist of both Thai and international at age 55 years old and over which identified senior tourist market as a quality and potential with high purchasing power group. For the international senior tourist, this research indicated that most of them arranged the travel plan with the travel agents at the percentage of 15.3%, while there were 14.8% arranged the trip on their own. For the average spending, most of senior tourist spent 2,958.45 baht per person per day and the senior tourist from South East Asia countries spent more than other countries at 4,318.50 bath per person per day. The average length of stay of senior tourists who travel with agent was 6-7 days while there was longer length of stay of senior tourist who travel on their own which was 7-8 days, therefore the average length of stay for overall was 7 days. The motivation of senior tourist was the cultural and traditional interest as well as the famous tourist attraction which attract them to travel to Thailand while their preferred activity was shopping, followed after with the historical sightseeing. In the contrast, not many senior tourists were interested in Adventure tour. Looking at the difference of genders, female senior tourists were interested to travel to Thailand more than male because female senior tourists were open for news and knowledge gaining as well as interested in shopping more than male.

All of the mentioned articles and researches have concluded the indication of the importance of senior markets, to understand their background, characteristics as well as to gain insight to their travel motivation and behavior, which will be useful information to develop the tourism industry based on the mentioned research

1.3 Objective

Research Aim: Propose measures for enhancing senior tourism in Thailand for international tourists.

Research Objectives:

- (1) Investigate the existing senior tourism market in Thailand.
- (2) Gain insight in the travel motivation, behavior and preferences of senior tourists.
- (3) Suggest guidelines for responding to the specific needs of senior tourists and developing Thailand as an attractive senior tourist destination.

1.4 Significance of the Study

The expected benefits of this research can be sectorized as follows:

- (1) To understand the senior tourist characteristics, behaviors, motivation, and demands on tourism industry.
- (2) To provide guidelines to the senior tourism stakeholders and/or the tourism and hospitality industry as well as related government institutions such as Tourism Authority of Thailand for developing Thailand as a senior tourist destination.

1.5 Scope of the Study

1.5.1 Research Destination

Thailand is the destination for this research which has Bangkok as the capital, located in the heart of Southeast Asia, neighboring by Myanmar at west and north, Laos at north and north-east, Cambodia at southeast and Malaysia at south. Thailand has variety of the topography which is capable to be developing as the tourist attractions from all target markets as well as in the seniority such as the mountainous zone, multi-colored flowers, fascinating native handicraft, archaeological and anthological mysteries, traditional culture and way of life as well as the sandy beaches. There are three major tourist destinations in Thailand which are including Bangkok, Chiang-Mai and Phuket. This research decides to select these three provinces for studying, as all of them are the attractive tourist destinations in Thailand and each of them are also providing different scenery, activities and types of tourism as well.

1.5.2 Research Demography

The demography of this research is the international senior tourist who would like to travel and consider Thailand as their traveling destination. As Thailand is an attractive destination for both Asian and Non-Asian tourists, therefore this research will focus on both groups according to the tourist arrival statistic of the Tourism Authority of Thailand, year 2005. Refer to this mentioned statistics report which is segmented by age, there are 2 age ranks involved in this research, which are the age rank between 55-64 years, which had 1,348,016 tourists occurred as the arrival in year 2005 and there were 453,326 senior tourists at age 65 years old and over and from all around the world. As this research decided to adopt 60 years old as the senior age definition, therefore the demography of this research can be identified as below:

Age

As mentioned previously, there are different definitions of senior age in each country, therefore this research decided to collect the sampler at beginning age of 55 years old who are part of baby boomer generation today and will become seniors in the near future. Then, this research will rank age of the demography into 5 groups as below:

- Age between 55-59 years old
- Age between 60-64 years old
- Age between 65-69 years old
- Age between 70-74 years old
- Age 75 years old and over

Nationality

As this research will be concerned with international tourists as the majority, therefore it will also sector the data by nationality and regions of residences. According to the region sectors of tourist arrival statistics of Tourism Authority of Thailand, year 2005, and this research can sector the nationality following the residence regions as below:

- *Asia*: including East and South Asia, such as Japan, Hong Kong, Singapore, Philippines, China, Indonesia, Korea, Vietnam, Malaysia, Myanmar, Laos, Brunei, Cambodia, Bangladesh, India, Nepal, Pakistan, Sri Lanka, and others.
- *Europe*: including Sweden, Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Russia, Spain, Switzerland, United Kingdom, East Europe and others.
- *The Americas*: including United States, Canada, Brazil, Argentina and others.
- *Australia and Oceania*: including Australia and New Zealand
- *Others*: including Africa and Middle East

1.5.3 Research Areas

In order to develop Thailand as the senior tourism destination, this research decided to study specific areas which can be sectorized as below:

Current Supply

- Existing tourism in Thailand
- Service and special treatment for senior tourists
- Tour and activities for senior tourists
- Existing facility and infrastructures provided in Thailand for senior tourists
- Existing accessibility provided in Thailand for senior tourists
- Specific programs and packages for senior tourist
- Satisfaction of current Thailand tourism in senior tourist point of view

Demand of senior tourist

- Characteristics of senior tourists
- Senior tourists' financial and economic status
- Traveling pre-arrangement of senior tourists
- Senior tourists' traveling motivation
- Senior tourists' traveling behavior
- Senior tourists' needs when traveling
- Senior tourists' preferences on tourism
- Other required service for senior tourists
- Limitation of senior tourists

1.5.4 Research Time: This research take 12 months time for the whole process which started in November 2006 and is expected to be completed by December 2007.

1.6 Definitions of Key Terms

Senior Tourism

Tourism which focuses on older persons as tourists and considers how to provide better services specifically to this market segment.

Senior Tourist

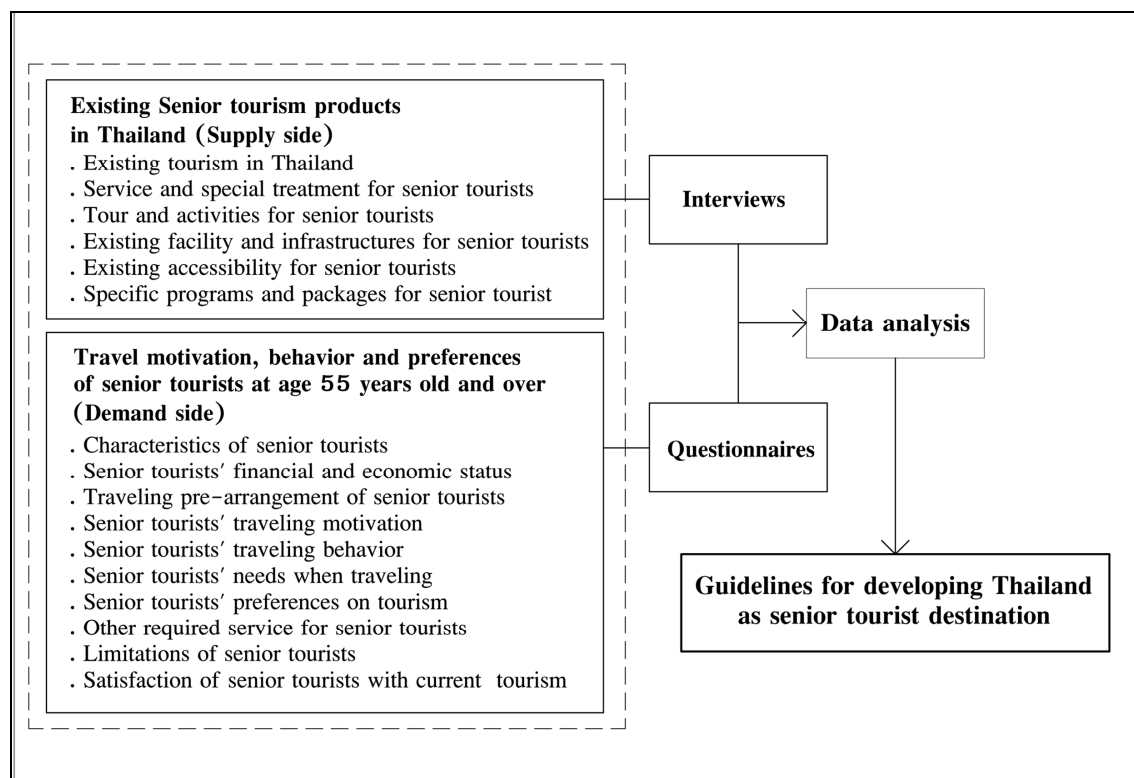
For the propose of this research, tourists aged 55 years and over are referred to as senior tourists.

Baby Boomers

People born between 1946 and 1964 or during the 18 years after World War II.

1.7 Conceptual Framework

Figure 1.3 Conceptual Framework



CHAPTER 2

METHODOLOGY

This study is based on gathering primary and secondary data in order to provide a consolidated list of information to establish guidelines to develop Thailand as a senior tourist destination. In the case of primary data, questionnaires, interviews and observations were used to study the substantial demand of senior tourists towards tourism in Thailand and to study the existing situation of current operations and services of Thailand's tourism respectively while the secondary data was compiled by searching through related documents as well as researches.

2.1 Type of Research

This research design is used for mixed-method approaches, which combine quantitative and qualitative methods. Quantitative included instrument-based questions and statistic analysis while qualitative included open-ended questions, interviews and observation.

2.2 Population

2.2.1 International senior tourists

The populations of this research's questionnaire were international senior tourists at the beginning age of 55 years old and over who would like to travel and interested in visiting Thailand as a preferred traveling destination to gain more happiness in their leisure time. Therefore the international tourist arrival statistic, year 2006 of the Tourism Authority of Thailand was used as a references.

According to the information from the international tourist arrival statistic of Tourism Authority of Thailand, year 2006 which was segmented by age ranks into 7 groups including age under 15 years, 15-24 years, 25-34 years, 35-44 years, 45-54 years, 55-64 years and 65 years and over, there were 2 ranks of age involved in this research population, which were the ranks of 55-64 years and 65 years and over. In the statistic stated that there were 1,583,504 tourist

arrivals in age rank between 55-64 years and 536,171 tourists at age rank of 65 years old and over, which can conclude that there were 2,119,675 senior tourists age 55 years old and above arrived in Thailand in the year 2006 and this figures were used for sample size calculation of this research (table 2.1).

Table 2.1 International Senior Tourist Arrivals of Age 55-64 Years and 65 Years old or Over in 2006

Regions of Residence	Population age 55-64 years		Population age 65 years and over		Total	
	N	%	N	%	N	%
East Asia	874,994	55%	290,753	55%	1,165,747	55%
Europe	408,535	26%	140,172	26%	548,707	26%
Americas	136,267	8%	54,331	10%	190,598	9%
Oceania	80,802	5%	26,466	5%	107,268	5%
Others	82,906	6%	24,229	4%	107,135	5%
Total	1,583,504	100%	536,171	100%	2,119,675	100%

Source: Tourist Statistic Department of Tourism Authority of Thailand, 2006

2.2.2 Public and private sector organizations

This research targeted to interview both public and private sector and organizations. For the public organization, this research interviewed officers in 2 office of Thailand Authority Tourism, including Bangkok and Phuket, plus 5 private organizations which related to the tourism industry of Thailand. For private organization, this research interviewed 2 hotels including Best Western Bangtao Beach Resort and JW Marriott's Phuket Resort and Spa. Beside hotel, this research also interviewed other tourism product providers such as Sukko Spa, Phuket Fantasea as well as the new project of Retirement Village in Phuket for instance.

2.2.3 Sampling Selection

This research adopted the figure from the international tourist arrival statistic of Tourism Authority of Thailand, year 2006 for calculating the sampling size and the Taro Yamane (1973) will be used as a tool for this calculation as occurred below:

Formula: $n = N / (1 + N * e^2)$

Where n: Size of sample

N: Size of target population: senior tourists at age 55 years old and above who visited Thailand in year 2006

e: Inconsistency from sampling at 95% confidence level

$$n = 2,119,675 / (1 + 2,119,675 * 0.0025)$$

$$n = 2,119,675 / 5,300.1875$$

$$n = 399.9$$

$$n = 400$$

Thus the sampling size is 400.

Regarding the Taro Yamane (1967) calculation, the sampling size of this research were 400 and the 400 questionnaires were launched to international senior tourists at the beginning age of 55 years old and over who were traveling to Thailand in year 2007 which were distributed in 3 focused provinces of this research, including Bangkok, Phuket and Chiang Mai.

2.2.4 Sampling Method

Stratified random sampling has been adopted as the research sample method. Therefore, the proportion of sampling has been designed according to the statistic of international senior tourist arrivals in year 2006 of Tourism Authority of Thailand. The sampling proportion of this research was designed by regions of sample resident as below:

East Asia	= 220 (400*55%)
Europe	= 104 (400*26%)
America	= 36 (400*9%)
Oceania	= 20 (400*5%)
Others	= 20 (400*5%)

Table 2.2 Adjusted Sample Size Segmented by Regions

Regions	Percentage of Population (%)	Calculated Sample Size	Targeted Sample Size
East Asia	55	220	➔ 180
Europe	26	104	➔ 120
Americas	9	36	➔ 70
Oceania	5	20	====> 30
Others	5	*20	0*
Total	100	400	400

Note: ➔ = Adjusted sample size for appropriated proportion for the research, East Asia has been decreased from 220 to 180 samples, while Europe has been increased from 100 to 120 samples as well as The America has also been increased from 44 to 70 samples as Europe and The Americas are the most interesting and potential markets for Thailand tourism, even there was only a small percentage of arrivals in year 2005.

====> = Sample size that is too small for statistical analysis

* = Sample size reduced to zero due to low importance of the population.

However, the total sampling size of this research is still remained as 400, including 180 from East Asia, 120 from Europe, 70 from the Americas, 30 from Oceania. And for more efficiency on the results of the study, this research is designed to target prioritizing onto important countries of each focused regions, which are outstanding on numbers of arrivals as well as the higher spending according to the statistics of the Tourism Authority of Thailand in year 2006 and the important countries can be explained that East Asian regions targeted to Japan, South Korea, Singapore, China, Hong Kong and Taiwan. The America regions targeted to United States, Europe regions targeted to United Kingdom, Germany and Scandinavia while Oceania regions targeted to Australia and New Zealand.

As mentioned previously, the questionnaires of this study were designed to distribute into 3 focused provinces in Thailand, including Bangkok, Phuket and Chiang Mai as these 3 provinces are the ones that are interesting as tourist destinations, which are in the top five preferences (see table 2.3), as well as each of them is offering different types of tourism. For example Bangkok is offering city tourism while Phuket is offering beach tourism and Chiang-Mai is offering mountainous and cultural tourism. Therefore, to study in these different areas, the research would receive more efficient results as well.

The data of this research was collected at the tourist attraction and airport in each focused provinces which indicated more details as follows:

Bangkok

- Suvannabhumi Airport
- Sanam Luang
- Wat Prakaew
- Chatuchak Market

Phuket

- Phuket International Airport

- Nai Yang Beach
- Japanese Travel Agents
- Jungceylon Department Store
- Central Phuket Festival Department Store

Chiang Mai

- Chiang Mai International Airport

Table 2.3 Statistic of International Tourist Arrival in Top Five Provinces in Year 2005

Provinces	Number of international tourists
Bangkok	10,519,754
Chonburi	3,412,543
Chiang-Mai	1,623,653
Suratthani	1,164,302
Phuket	1,146,851

Source: Tourist Statistic Department of Tourism Authority of Thailand, 2005

From table 2.3, the number of international tourist arrivals to Phuket in year 2005 has dropped as a result of the disaster Tsunami hit at the end of 2004, which decreased reliability and emotions of traveling to Phuket from worldwide countries. This situation also motivated more tourists to travel to Chonburi and Suratthani which are also beach destinations in Thailand but located on another side which had not been affected by the disaster. When looking back to the statistic of international tourist arrivals in the years before the disaster, Phuket was the biggest proportion beside Bangkok, which is Thailand's capital. However, this research was designed to distribute the questionnaire equally in each focused provinces as shown in the following explanation (see table 2.4).

Table 2.4 Targeted Sampling Collections in each Focused Provinces

Regions	Bangkok	Phuket	Chiang-Mai	Total
East Asia	60	60	60	180

Europe	40	40	40	120
The Americas	24	23	23	70
Oceania	10	10	10	30
Total	134	133	133	400

2.3 Research Instruments

2.3.1 Questionnaire

This research uses two versions of questionnaires including English and Japanese version as the instrument to collect primary data by investigating the demand, behavior, motivation as well as experience of senior tourists about tourism in Thailand.

The sample populations of this study are international tourists at age 55 years old and over who travel in 3 targeted provinces in Thailand including Bangkok, Phuket and Chiang-Mai. The questionnaire contained a combination of closed and open ended questions which comprise four parts as the following (Appendix):

Part 1: Personal Information

There are seven questions in this part related to some personal information of the respondents. It is a checklist question which consists of gender, age, marital status, regions of residency, education, occupation, and house hold income.

Part 2: General Information about the Trip

There are 16 questions remained in this part including 10 checklist questions to examine the opinion, booking behavior and travel behavior of the senior tourists who visited

Thailand this during the distribution time plus 6 additional questions with blank answers. They included (1) Visiting frequency (2) Length of stay (3) Spending (4) Top three preferred destinations (5) Attractiveness in Thailand and (6) Weakness of Thailand tourism.

Part 3: Service Quality of Current Tourism in Thailand and Travel Motivation of Senior Tourists

There are two main questions included in this part. The first question comprises 16 attributes for respondents to rank the opinion score of their experience toward current Thailand tourism. The rate ranged from (5) strongly agrees to (1) strongly disagree to examine tourist's satisfaction and to show the potential part of current tourism in Thailand additionally. The second question was developed to gain an insight in travel motivation of respondents which comprises of 6 reasons for travel, including to relax physically and mentally, to gain knowledge and experiences, to seek recreation and entertainment, to meet more people and make friends, to do some treatment and medical therapy or to be adventurous. The respondents are asked to select only one attribute as their prioritized reason.

Part 4: Comments

This part is including three open-end questions to examine the opinion of senior tourists for both strength and weakness of current operation and service of Thailand tourism as well as to get the recommendation in order to develop for more pleasure on their next trip.

2.3.2 Interview

An in-depth interview has been used to get related information through the public and private sector of tourism and hospitality industry as well as a direct opinion of senior tourists. For the public sector, the researcher has interviewed officers at the Tourism Authority of Thailand Southern Regions 2 Office as well as the Bangkok office while the semi-structured interviews were designed to be used to interview private sectors including 2 hotels and 3 activity providers as well as 20 senior tourists to study the current situation of service and the opinion of senior tourists (See interview questions in appendix).

All data collected in this research will be analyzed according to the research objectives, and the data can be categorized into 2 categories as below:

Primary data

Qualitative and Quantitative data are both required in this research. To collect the data, the research was designed to use the following methods.

Qualitative

- Semi-Structured interview
 - Tourism Authority of Thailand officers
 - Senior tourists
 - Private organizations involved in tourism industry including hotels and activity providers

Quantitative

- Questionnaire
 - The questionnaires will be launched directly to the senior tourists in Thailand

Secondary data

- Online research
- Statistical information
- Previous related research

2.4 Data Collection

Both primary and secondary data were collected in order to investigate existing senior tourism as well as to gain insight in travel motivation, behavior and needs of senior tourists. Therefore, the primary data was collected by using the questionnaire and an interview together with the observation while the secondary data was collected by searching in related documents.

2.4.1 Primary Data

Primary data of this research will be including the questionnaire, in depth interview and observation. The questionnaire will be launched to international senior tourists at tourist's attractions and international airports of 3 sampling provinces in Thailand which are Bangkok, Phuket and Chiang-Mai. Moreover, the questionnaire will be distributed by regions of resident. The respondents will be requested to fill in the questionnaires with their personal information, current trip information, trip arrangement behavior, traveling motivation, traveling behavior, traveling preferences as well as their perception of tourism in Thailand.

2.4.2 Secondary Data

Secondary data will be collected via online research, statistical information and previous related documents, which aim to understand the senior tourism as well as the traveling motivation, behavior and pattern of senior tourist.

2.5 Data Analysis

All collected data was analyzed by following methods:

- Statistical Analysis
- Content Analysis

Results of the questionnaire were analyzed by following methods:

- Descriptive statistics
- Chi-square

Moreover, SWOT analysis was conducted to summarize the main points related to the offer of senior tourism in Thailand.

CHAPTER 3

RESULTS

This chapter presents all the results of the research obtained from the quantitative and qualitative studies. The analysis of the quantitative data derived from questionnaires in order to gain insight in travel motivation, behavior and preferences of senior tourists, while the qualitative data derived from interviews as well as observations to investigate the existing senior tourism in Thailand. Therefore the results found through this research would be presented according to the data categories as follows:

3.1 Quantitative Data

Quantitative data was derived from the designed questionnaires which were originally targeted to distribute 400 copies to international senior tourists at age 55 years old and over who were traveling in 3 focused provinces in Thailand which included Bangkok, Phuket and Chiang Mai from January to June 2007. 77 questionnaires were eradicated as the respondents were younger than 55 years old which was not the targeted population, therefore altogether 323 usable questionnaires were evaluated for finding results, which included 123 questionnaires collected from Bangkok, 110 questionnaires collected from Phuket and 90 questionnaires collected from Chiang Mai which would be analyzed by using SPSS program version 14. Therefore the results of usable questionnaires would be presented through the following sectors.

3.1.1 Profile of respondents

3.1.2 Traveling motivation of senior tourists

- 1) Reason for traveling
- 2) Main concern when traveling
- 3) Preferred activity while traveling
- 4) Traveling influence
- 5) Relation between travel motivation, regions of resident and genders

3.1.3 Booking behavior of senior tourists

- 1) Booking arrangement person
- 2) Booking options
- 3) Relation between booking behavior, regions of resident and genders

3.1.4 Traveling behavior of senior tourists

- 1) Size of the Travel Party
- 2) Traveling accompany
- 3) Type of accommodation
- 4) Average length of stay
- 5) Average spending
- 6) Repeater Characteristic
- 7) Number of visited provinces
- 8) Relation between traveling behavior, regions of resident and genders

3.1.5 Traveling experience

- 1) Traveling experience while travel in Thailand
- 2) Comparison of satisfaction between three data collected provinces
- 3) Relation between traveling experience, regions of resident and genders

3.1.6 Future decision

3.1.7 Top ten competitors

3.1.1 Profile of Respondents

The following sections presented the summary finding from the demographic profile of respondents on table 3.1:

(1) Gender

Most of the respondents in this study were male at 54.80% and female 45.20%.

(2) Age

The age of the respondents mostly was between 55-59 years old at 42.11% and follow with the rank of age between 60-64 years old at 34.67% and 65-69 years old at 19.50%.

(3) Married status

More than half of the respondents were married at the highest percentage of 75.54% and only 24.46% were others which includes 16.41% singles, 6.19% divorced and 1.86% with windowed status.

(4) Region of resident

Most of the respondents were from Europe at 30.65%, followed by Asia at 27.24% and 24.15% were from America.

(5) Education

37.15% of the respondents had an educational level bachelor degree while 30.34% were high school or less, 18.27% were college or diploma and only 14.24% of graduate degree or higher respectively.

(6) Occupation

The results showed that most of the respondents were company employees with 23.22%, retired 21.67%, self-employment 18.27%, professional 16.41%, government employees 8.98% and 11.46% of other respectively.

(7) Household income

Most respondents at 40.87% had an annual household income around USD 25,001 - 50,000, 28.79% of respondent had USD 50,001 - 75,000, 11.76% had less than USD 25,000, 10.22% had USD 75,001 - 100,000 while 8.36% had USD 100,001 or more.

Table 3.1 Demographic Profile

Variable	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
Gender								
Male	177	54.8	58	52.73	63	51.22	56	62.22
Female	146	45.2	52	47.27	60	48.78	34	37.78
Total	323	100	110	100	123	100	90	100
Age								
55- 59 years	136	42.11	49	44.55	52	42.28	35	38.89
60-64 years	112	34.67	36	32.73	48	39.02	28	31.11
65-69 years	63	19.5	22	20	21	17.07	20	22.22
70-74 years	8	2.48	2	1.82	2	1.63	4	4.44
75 years and over	4	1.24	1	0.91	0	0	3	3.33
Total	323	100	110	100	123	100	90	100
Married status								
Single	53	16.41	15	13.64	13	10.57	25	27.78
Married	244	75.54	90	81.82	105	85.37	49	54.44
Divorced	20	6.19	4	3.64	5	4.07	11	12.22
Widowed	6	1.86	1	0.91	0	0	5	5.56
Total	323	100	110	100	123	100	90	100
Resident regions								
Europe	99	30.65	36	32.73	41	33.33	22	24.44
<input type="checkbox"/> England	53	16.41	15	13.64	21	17.07	17	18.89
<input type="checkbox"/> Spain	2	0.62	0	0	1	0.81	1	1.11
<input type="checkbox"/> France	11	3.41	7	6.36	4	3.25	0	0
<input type="checkbox"/> Germany	12	3.72	3	2.73	5	4.07	4	4.44
<input type="checkbox"/> Italy	5	1.55	0	0	5	4.07	0	0
<input type="checkbox"/> Netherlands	4	1.24	4	3.64	0	0	0	0

Table 3.1 (Continued)

Variable	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
<input type="checkbox"/> Sweden	6	1.86	2	1.82	4	3.25	0	0
<input type="checkbox"/> Switzerland	4	1.24	3	2.73	1	0.81	0	0
<input type="checkbox"/> Austria	1	0.31	1	0.91	0	0	0	0
<input type="checkbox"/> Luxembourg	1	0.31	1	0.91	0	0	0	0
Asia	88	27.24	33	30	45	36.59	10	11.11
<input type="checkbox"/> Korea	14	4.33	3	2.73	7	5.69	4	4.44
<input type="checkbox"/> Japan	24	7.43	13	11.82	10	8.13	1	1.11
<input type="checkbox"/> China	7	2.17	3	2.73	3	2.44	1	1.11
<input type="checkbox"/> Singapore	17	5.26	5	4.55	9	7.32	3	3.33
<input type="checkbox"/> Malaysia	5	1.55	2	1.82	3	2.44	0	0
<input type="checkbox"/> Hong Kong	19	5.88	7	6.36	11	8.94	1	1.11
<input type="checkbox"/> Indonesia	1	0.31	0	0	1	0.81	0	0
<input type="checkbox"/> India	1	0.31	0	0	1	0.81	0	0
Americas	78	24.15	21	19.09	24	19.51	33	36.67
<input type="checkbox"/> USA	76	23.53	21	19.09	24	19.51	31	34.44
<input type="checkbox"/> Canada	1	0.31	0	0	0	0	1	1.11
<input type="checkbox"/> Mexico	1	0.31	0	0	0	0	1	1.11
Oceania	56	17.34	23	25.56	13	10.57	20	18.18
Africa	2	0.62	2	2.22	0	0	0	0
Total	323	100	110	100	123	100	90	100
Education								
High school/ less	98	30.34	35	31.82	39	31.71	24	26.67
College/ Diploma	59	18.27	20	18.18	13	10.57	26	28.89
Bachelor degree	120	37.15	41	37.27	64	52.03	15	16.67

Table 3.1 (Continued)

Variable	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
Graduate degree	46	14.24	14	12.73	7	5.69	25	27.78
Total	323	100	110	100	123	100	90	100
Occupation								
Self-employ	59	18.27	21	19.09	11	8.94	27	30
Company employ	75	23.22	36	32.73	30	24.39	9	10
Govt. employ	29	8.98	7	6.36	15	12.2	7	7.78
Professional	53	16.41	12	10.91	28	22.76	13	14.44
Retired	70	21.67	19	17.27	22	17.89	29	32.22
Other	37	11.46	15	13.64	17	13.82	5	5.56
Total	323	100	110	100	123	100	90	100
Household income (\$)								
Less than \$25,000	38	11.76	15	13.64	12	9.76	11	12.22
\$25,001 to- \$50,000	132	40.87	48	43.64	56	45.53	28	31.11
\$50,001 to- \$75,000	93	28.79	26	23.64	46	37.4	21	23.33
\$75,001 to- \$100,000	33	10.22	12	10.91	6	4.88	15	16.67
\$100,001 or more	27	8.36	9	8.18	3	2.44	15	16.67
Total	323	100	110	100	123	100	90	100

3.1.2 Traveling Motivation of Senior Tourists

1) Reason for Traveling

The research results indicated the travel reasons for the respondents shown in table 3.2. 5 reasons were asked about the respondents' choice, the answer was ranked from 1 as unlikely to 5 as very likely. For overall results combining Phuket, Bangkok and Chiang Mai, most of the respondents were traveling for physical and mental relaxation (Mean=4.38). The following reason was to gain knowledge and experiences (Mean=4.04) and for seeking recreation and entertainment (Mean=3.82) respectively. But when look at each data collected provinces, there was the different answer from Chiang Mai, as most of respondent in Chiang Mai were traveling for gaining knowledge and experiences rather that just for relaxation.

Table 3.2 Reason for Traveling

Reason for travel	Total		Phuket		Bangkok		Chiang Mai	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
To relax physically and mentally	4.38	0.8	4.51	0.65	4.37	0.75	4.23	0.99
To gain knowledge and experiences	4.04	0.83	3.93	0.8	3.79	0.77	4.53	0.74
To seek recreation and entertainment	3.82	0.87	3.86	0.8	3.59	0.82	4.09	0.96
To meet more people and make friends	3.69	0.95	3.72	0.97	3.37	0.8	4.09	0.98
To be adventurous	3.36	1.07	3.26	0.96	2.93	0.85	4.04	1.12
To do some treatment/ medical therapy	3.32	1.1	3.59	1.04	3.43	0.87	2.83	1.3
Average	3.77		3.81		3.58		3.97	

2) Main Concern when Traveling

Table 3.3 showed the main concern of the respondents vacation planning was safety, 117 respondents (36.22 percent) stated this as the most important issue for their decision making and the second concern was tourist attractions with the percentage of 26.95 percent and the third concern was about destination reputation (13.62 percent) while other choices of this question were less than 10 percent including price (8.05 percent), activities (6.9 percent) hygiene (3.10 percent), accessibility (1.55 percent), and others (4.33 percent).

Table 3.3 Traveling Motivation: Main concern when traveling

Main concern	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
Safety	117	36.2	43	39.1	45	36.59	29	32.22
Attraction	87	26.9	31	28.2	38	30.89	18	20
Price	26	8.05	8	7.27	10	8.13	8	8.89
Accessibility	5	1.55	0	0	0	0	4	4.44
Hygiene	10	3.1	4	3.64	1	0.81	6	6.67
Reputation	44	13.6	17	15.5	13	10.57	14	15.56
Activities	20	6.19	4	3.64	12	9.76	4	4.44
Others	14	4.33	3	2.73	4	3.25	7	7.78
Total	323	100	110	100	123	100	90	100

3) Preferred Activity while Traveling

Looking at their preferred activity (see table 3.4), most of the respondents choose relaxing, were 196 respondents (60.68 percent) selected this choice, the second proportion was

sightseeing with 53 answered respondents (16.41 percent), the third proportion was shopping with 22 respondents (6.81 percent), followed by spa with 15 respondents (4.64 percent, cultural activities with 8 respondents (2.48 percent), adventure with 6 respondents (1.86 percent), entertainment with 5 respondents (1.55 percent), diving and snorkeling with 4 respondents (1.24 percent), dining and sports with 3 respondents of each variable (0.93 percent), nightlife with 1 respondent (0.31 percent) and other answers were from 7 respondents (2.17 percent).

Table 3.4 Traveling Motivation: Preferred activity while traveling

Preferred activity	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
Relaxing	196	60.68	78	70.9	94	76.4	24	26.7
Sightseeing	53	16.41	10	9.09	6	4.88	37	41.1
Spa	15	4.64	10	9.09	5	4.07	0	0
Diving/Snorkeling	4	1.24	1	0.91	9	7.32	3	3.33
Shopping	22	6.81	6	5.45	1	0.81	7	7.78
Cultural activities	8	2.48	2	1.82	0	0	5	5.56
Dining	3	0.93	1	0.91	1	0.81	2	2.22
Sport	3	0.93	1	0.91	5	4.07	1	1.11
Adventure	6	1.86	1	0.91	2	1.63	5	5.56
Entertainment	5	1.55	0	0	0	0	0	0
Night Life	1	0.31	0	0	0	0	1	1.11
Others	7	2.17	0	0	0	0	5	5.56
Total	323	100	110	100	123	100	90	100

4) Traveling Influence

Most of the respondents had decided to travel to Thailand this time because of their previous visit experience influenced with 131 answers of respondents or 40.56 percent and

the second proportion were from 75 respondents selected the family's recommendation with 23.22 percent and the third proportion were from 57 respondents selected the friend's recommendation with 17.65 percent (table 3.5).

Table 3.5 Traveling Motivation: Travel influence

Travel influence	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
Previous visit	131	40.56	41	37.27	47	38.21	43	47.78
Family's recommendation	75	23.22	23	20.91	38	30.89	14	15.56
Internet	10	3.1	5	4.55	4	3.25	1	1.11
Travel agent	23	7.12	12	10.91	7	5.69	4	4.44
Friend's recommendation	57	17.65	17	15.45	21	17.07	19	21.11
Advertising	10	3.1	7	6.36	2	1.63	1	1.11
Others	17	5.26	5	4.55	4	3.25	8	8.89
Total	323	100	110	100	123	100	90	100

4) Relation between Travel Motivation, Regions of Resident and Genders

Chi-square test has been used to indicate the relation between the travel motivation and regions of residents which showed that there were only two variables significant, which were preferred activities and travel influences with P-Value less than 0.05. The main concern was not affected by the regions of the residents.

Preferred Activity

From the significant results of favorite activities in table 3.6 showed the difference between each region on favorite activity selection, most of respondents from all regions selected relaxing as their most preferred activity during travel.

The second preferred activity of Europe (28.85 percent), America (26.92 percent), Australia and Oceania (32.69 percent) were sightseeing while the Asian region selected spa as their second preferred activity (14.77 percent), which indicated that regions had an influence on activity preference.

The third preferred activity was also different in some regions. Europe (5.05 percent), Asia (12.50 percent), Australia and Oceania (7.14 percent) selected shopping as their third preference while America (6.41 percent) selected cultural activity.

Travel Influence

Table 3.7 shows that the region of the residents is affected to the travel influences of the respondent due to the significant results indicated. Most of the respondents have been influenced to decide to travel to Thailand by their previous visit experience at 40.50 percent, 23.05 percent were influenced by their family recommendation and followed by 17.76 percent of their friend's recommendation. 18.69 percent of the respondents were influenced by other channels, including 7.17 percent by travel agents, 3.11 percent by the internet, 3.11 percent by advertising and another 5.30 percent by others.

Looking at each region, European and Australian respondents were mostly influenced by previous visits at 35.35 percent from Europe, 55.36 percent from Australia, follow by family's recommendation at 26.26 percent from Europe, 16.06 percent from Australia and by friend's recommendation at 25.25 percent Europeans, 8.93 percent Australians respectively as the over all results. But for the third important influence on travel decisions for Australia and Oceania, 3 influences presented the same percentage at 8.93 percent, including friend's recommendations, advertising and others.

For Asian respondents, 43.18 percent of the respondents were influenced by their previous visit, 26.14 percent were influenced by their family recommendation while the third influence were travel agent recommendations at 17.05 percent.

Most of the American respondents were influenced by their previous visit the same as other regions at 33.33 percent, while the following influence was friend's recommendation at 29.92 percent and 20.51 percent were influenced by family's recommendation.

Not only regions of residents, which had an effect on the traveling motivation of the respondents, the comparison of travel influence between genders also showed the significance as the P-Value results presented at 0.00, which is less than 0.05. Most of the male respondents were influenced by previous visits at 46.33 percent while females were mostly influenced by family's recommendation at 39.73 percent (table 3.8).

Table 3.6 Comparison between Preferred Activity and Regions of Resident

Preferred activity	Total		Europe		Asia		America		Oceania	
	N	%	N	%	N	%	N	%	N	%
Relaxing	195	60.74	67	67.68	54	61.36	43	55.13	31	55.36
Sightseeing	52	16.2	15	15.15	6	6.82	14	17.95	17	30.36
Shopping	22	6.85	5	5.05	11	12.5	2	2.56	4	7.14
Spa	15	4.67	1	1.01	13	14.77	1	1.28	0	0
Cultural activities	8	2.5	2	2.02	1	1.14	5	6.41	0	0
Adventure	6	1.87	1	1.01	1	1.14	3	3.85	1	1.78
Entertainment	5	1.56	3	3.03	0	0	2	2.56	0	0
Diving/Snorkeling	4	1.25	1	1.01	0	0	3	3.85	0	0
Dining	3	0.93	1	1.01	0	0	1	1.28	1	1.78
Sport	3	0.93	2	2.02	1	1.14	0	0	0	0
Night Life	1	0.31	0	0	0	0	1	1.28	0	0
Others	7	2.18	1	1.01	1	1.14	3	3.85	2	3.58
Total	321	100	99	100	88	100	78	100	56	100
Chi-Square = 75.62 df = 44 P=Value = 0.00										

Table 3.7 Comparison between Travel Influence and Regions of Resident

Travel influence	Total		Europe		Asia		America		Oceania	
	N	%	N	%	N	%	N	%	N	%
Previous visit	130	40.5	35	35.35	38	43.18	26	33.33	31	55.36
Family's recommend	74	23.05	26	26.26	23	26.14	16	20.51	9	16.06
Friend's recommend	57	17.76	25	25.25	6	6.82	21	29.92	5	8.93
Travel agent	23	7.17	0	0	15	17.05	7	8.97	1	1.79
Internet	10	3.11	5	5.05	2	2.27	3	3.85	0	0
Advertising	10	3.11	2	2.02	2	2.27	1	1.28	5	8.93
Others	17	5.3	6	6.06	2	2.27	4	5.13	5	8.93
Total	321	100	99	100	88	100	78	100	56	100
Chi-Square = 57.76 df = 18 P-Value = 0.00										

Table 3.8 Comparison between Main Concern When Traveling and Genders

Travel influence	Total		Male		Female	
	N	%	N	%	N	%
Previous visit	131	40.56	82	46.33	49	33.56
Family member's recommend	75	23.22	17	9.6	58	39.73
Friend's recommend	57	17.65	39	22.03	18	12.33
Travel agent	23	7.12	12	6.78	11	7.53
Internet	10	3.1	9	5.08	1	0.68
Advertising	10	3.1	5	2.82	5	3.42
Others	17	5.26	13	7.34	4	2.74
Total	323	100	177	100	146	100
Chi-Square= 47.13 df= 6 P-Value = 0.00						

3.1.3 Booking Behavior of Senior Tourists

1) Booking Arrangement Person

Table 3.9 shows the pre-arriving or booking behavior of respondents, which indicated that 50.15 percent of the respondents arranged their traveling plan by themselves, only 22.91 percent arranged it through travel agents, 16.72 percent had their family members assisted on this, 5.88 percent had their friend arranging it and 4.33 percent used other options.

Table 3.9 Booking Behavior: Booking Arrangement Person

Booking Person	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
On my own	162	50.2	51	46.36	65	52.9	46	51.11
Travel agent	74	22.9	30	27.27	19	15.5	25	27.78
Family members	54	16.7	21	19.09	29	23.6	4	4.44
Friends	19	5.88	6	5.45	9	7.32	4	4.44
Others	14	4.33	2	1.82	1	0.81	11	12.22
Total	323	100	110	100	123	100	90	100

2) Booking Option

When looking specifically onto each product, including package, air ticket, accommodation, daily trips, travel insurance and activities during visits, the results showed differences of each product which is indicated in table 3.10.

Package:

Most of the respondents at 66.67 percent booked the package through the travel agents in their home country, 24.24 percent booked through the internet, 6.82 percent contacted directly with non-online options, and only 2.27 percent booked through travel agents in Thailand.

Air ticket:

Most of the respondents at 54.84 percent booked their air ticket through the internet, 31.05 percent booked through the travel agents in their home country, 12.10 percent booked through direct line and 2.02 percent booked with travel agent in Thailand.

Accommodation:

Most of the respondents at 52.40 percent booked accommodation through the internet, 23.14 percent booked through travel agents in their home county, 22.71 percent booked through direct line of hotels, and 1.75 percent booked through travel agents in Thailand.

Daily trip:

Most of respondents at 36.99 percent booked daily trips with travel agents in Thailand, 35.26 percent used direct contact with the operating company, 21.39 percent booked through travel agents in their home country and only 6.36 percent used the internet for booking.

Travel insurance:

Most of the respondents at 42 percent booked their travel insurance through direct contact of the insurance company, 39.33 percent booked through travel agents in their home country, 16.67 percent used internet to book and only 2 percent booked through travel agents in Thailand.

Activities during visit:

Most of the respondents at 41.72 percent booked activities during their visit through direct contact of the activity provider, 34.36 percent booked through travel agents in their home country, 18.4 percent booked through travel agents in Thailand and 5.52 percent booked through the internet.

Table 3.10 Booking Behavior: Booking Option

Products	Booking option	Total		Phuket		Bangkok		Chiang Mai	
		N	%	N	%	N	%	N	%
Package	Internet	32	24.24	22	39.29	3	9.38	7	15.91
	Direct Contact	9	6.82	1	1.79	0		8	18.18
	Home Travel agent	88	66.67	33	58.93	27	84.38	28	63.64
	Thai Travel agent	3	2.27	0	0	2	6.25	1	2.27
	Total	132	100	56	100	32	100	44	100
Air Ticket	Internet	136	54.84	52	56.52	58	74.36	26	33.33
	Direct Contact	30	12.1	10	10.87	9	11.54	11	14.1
	Home Travel agent	77	31.05	30	32.61	11	14.1	36	46.15
	Thai Travel agent	5	2.02	0	0	0	0	5	6.41
	Total	248	100	92	100	78	100	78	100
Hotel	Internet	120	52.4	53	59.55	51	70.83	16	23.53
	Direct Contact	52	22.71	12	13.48	13	18.06	27	39.71
	Home Travel agent	53	23.14	23	25.84	8	11.11	22	32.35
	Thai Travel agent	4	1.75	1	1.12	0	0	3	4.41
	Total	229	100	89	100	72	100	68	100

Table 3.10 (Continued)

Products	Booking option	Total		Phuket		Bangkok		Chiang Mai	
		N	%	N	%	N	%	N	%
Daily Trip	Internet	11	6.36	6	7.79	0	0	5	8.06
	Direct Contact	61	35.26	21	27.27	11	32.35	29	46.77
	Home Travel agent	37	21.39	22	28.57	3	8.82	12	19.35
	Thai Travel agent	64	36.99	28	36.36	20	58.82	16	25.81
	Total	173	100	77	100	34	100	62	100
Insurance	Internet	25	16.67	15	21.13	2	7.41	8	15.38
	Direct Contact	63	42	27	38.03	18	66.67	18	34.62
	Home Travel agent	59	39.33	28	39.44	6	22.22	25	48.08
	Thai Travel agent	3	2	1	1.41	1	3.7	1	1.92
	Total	150	100	71	100	27	100	52	100
Activities	Internet	9	5.52	7	10	0	0	2	3.39
	Direct Contact	68	41.72	21	30	11	32.35	36	61.02
	Home Travel agent	30	18.4	17	24.29	4	11.76	9	15.25
	Thai Travel agent	56	34.36	25	35.71	19	55.88	12	20.34
	Total	163	100	70	100	34	100	59	100

3) Relation between Booking Behavior, Regions of Resident and Genders

Chi-square test has been used to find the relation between booking behavior and regions of the residents. There were no results of P-Value less than 0.05 which stated that the region of the residents does not influence the booking behavior of the respondents.

Chi-square test has also been used to find the relation between booking behavior and genders which is indicated in table 3.11 that there was a significant of booking person and genders with P-Value at 0.00, which means that there was a difference between the genders of the booking person, both male and female booked the trip on their own but the second option was different, males used travel agents while females had their family member assistant as their second option.

Table 3.11 Comparison between Booking Behavior and Genders

		Total		Male		Female	
		N	%	N	%	N	%
Booking Person	On my own	162	50.15	96	54.24	66	45.21
	Family members	54	16.72	13	7.34	41	28.08
	Friends	19	5.88	12	6.78	7	4.79
	Travel agent	74	22.91	44	24.86	30	20.55
	Others	14	4.33	12	6.78	2	1.37
	Total	323	100.00	177	100.00	146	100.00
Chi-Square=28.47 df=4 P-Value= 0.00							

3.1.4 Travel Behavior of Senior Tourists

1) Size of the Travel Party

Table 3.12 indicated the numbers of the travel parties, most of the respondents travel in two in their party with the significant percentage at 50.77 percent; followed by four people at 15.17 percent, 13.93 percent travel alone, 11.46 percent travel in three people and 8.67 percent have 5 or more people in their travel party.

Table 3.12 Travel Behavior: Size of Travel Party

Number of travel party	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
One	45	13.93	9	8.18	9	7.32	27	30
Two	164	50.77	61	55.45	64	52.03	39	43.33
Three	37	11.46	12	10.91	19	15.45	6	6.67
Four	49	15.17	19	17.27	24	19.51	6	6.67
Five or more	28	8.67	9	8.18	7	5.69	12	13.33
Total	323	100	110	100	123	100	90	100

2) Travel Accompany

Table 3.13 indicated the travel companions of the respondents, 50.77 percent travel with their spouse or partner, 23.22 percent travel with family, 11.76 percent travel with friends, 14.24 percent stated as others.

Table 3.13 Travel Behavior: Travel Accompany

Travel accompany	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
Spouse/ Partner	164	50.77	55	50	61	49.59	48	53.33
Family	75	23.22	29	26.36	40	32.52	6	6.67
Friends	38	11.76	16	14.55	13	10.57	9	10
Others	46	14.24	10	9.09	9	7.32	27	30
Total	323	100	110	100	123	100	90	100

3) Type of Accommodation

Focusing on the type of accommodation for overall, table 3.14 showed that there were 151 respondents (46.75 percent) who stayed at a city hotel which was the majority selection and followed after with hotel resort with 128 respondents (39.63 percent), but most of the respondents in Phuket were staying in resort hotels mainly with the significant percent as 73.64 percent or 81 respondents.

Table 3.14 Travel Behavior: Type of Accommodation

Type of Accommodation	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
City hotel	151	46.75	16	14.55	86	69.92	49	54.44
Hotel resort	128	39.63	81	73.64	31	25.2	16	17.78
Guest house	14	4.33	5	4.55	4	3.25	5	5.56
Apartment	13	4.02	2	1.82	2	1.63	9	10
Rent house	9	2.79	3	2.73	0	0	6	6.67
Friend's house	5	1.55	2	1.82	0	0	3	3.33

Other	3	0.93	1	0.91	0	0	2	2.22
Total	323	100	110	100	123	100	90	100

4) Length of Stay

Almost half of the respondents stayed in Thailand between 6-10 nights. (Table 3.15) When focusing onto each data collected provinces, Bangkok and Phuket had the same results between 6-10 nights while results from Chiang Mai were different as the respondents in Chiang Mai stayed longer between 11-15 nights while the average length of stay was identified as 12.25 nights.

Table 3.15 Travel Behavior: Length of Stay

Length of stay (Nights)	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
1-5	87	26.9	31	28.2	42	34.2	14	15.6
6-10	133	41.2	42	38.2	70	56.9	21	23.3
11-15	50	15.5	19	17.3	9	7.32	22	24.4
16-20	16	4.95	8	7.27	1	0.81	7	7.78
21-25	8	2.48	3	2.73	0	0	5	5.56
26-30	18	5.57	5	4.55	1	0.81	12	13.3
30 up	11	3.41	2	1.82	0	0	9	10
Total	323	100	110	100	123	100	90	100
Average length of stay in Thailand (Night) = 12.25 night								

5) Average Spending

Table 3.16 indicated the respondent spending per night for all expenses excluding airfare; the result indicated the spending at the range of 1-250 USD per night while the average spending per night per person of the respondents was 190.29 USD.

Table 3.16 Travel Behavior: Spending per Night

Average spending per night (USD)	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
1-250	282	87.31	96	87.27	118	95.93	68	75.56
251-500	25	7.74	8	7.27	5	4.07	12	13.33
501-750	8	2.48	2	1.82	0	0	6	6.67
751-1000	5	1.55	1	0.91	0	0	4	4.44
1001-1250	1	0.31	1	0.91	0	0	0	0
1250 up	2	0.62	2	1.82	0	0	0	0
Total	323	100	110	100	123	100	90	100
Average spending per stay = USD 2,331.05								
Average spending per night = USD 190.29								

6) “Repeater” Characteristic

More than half of the respondents have visited Thailand before (table3.17), most of them have been to Thailand between 1-5 times (table 3.18) excluding this trip which indicated the characteristic of repeater.

Table 3.17 Travel Behavior: Repeater Characteristic (Have visited Thailand)

Have visited Thailand Before	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
Yes	215	66.56	71	64.55	79	64.23	65	72.22
No	108	33.44	39	35.45	44	35.77	25	27.78
Total	323	100	110	100	123	100	90	100

Table 3.18 Travel Behavior: Repeater Characteristic (Visited time)

Visited times	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
1-5	138	42.72	51	46.36	47	38.21	40	44.44
6-10	55	17.03	18	16.36	25	20.33	12	13.33
11-15	9	2.79	1	0.91	4	3.25	4	4.44
16-20	8	2.48	1	0.91	1	0.81	6	6.67
21-25	0	0	0	0	0	0	0	0
26-30	1	0.31	0	0	1	0.81	0	0
30 up	4	1.24	0	0	1	0.81	3	3.33
Total	215	66.56	71	64.55	79	64.23	65	72.22
No answer	108	33.44	39	35.45	44	35.77	25	27.78
Grant total	323	100	110	100	123	100	90	100

7) Number of Visited Provinces

Half of the respondents visited 2 provinces when traveling this time, most of them visited Bangkok and other tourist destination such as Chiang Mai and Phuket because Bangkok is the capital of Thailand and many international flights have to stop in Bangkok first. But the results of the respondents collected in Phuket was different, most of the respondents in Phuket traveled directly to Phuket and only spent their vacation time in Phuket, because Phuket is the most attractive destination to them, many tourists just preferred to travel to Phuket straight away, and also there are many direct flights to Phuket which is convenient for international tourists to directly reach Phuket without transactions as well (table 3.19).

Table 3.19 Travel Behavior: Number of Visited Provinces

Number of province	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
1	92	28.48	47	42.73	25	20.33	20	22.22
2	172	53.25	44	40	89	72.36	39	43.33
3	48	14.86	14	12.73	6	4.88	28	31.11
4	10	3.1	4	3.64	3	2.44	3	3.33
5	1	0.31	1	0.91	0	0	0	0
Total	323	100	110	100	123	100	90	100

8) Relation between Traveling Behavior, Regions of Resident and Genders

Chi-square test has been used to indicate the relation between the travel behavior and regions of resident which showed that there were significant results indicated of the relationship between size of travel party and regions of resident with the P-Value at 0.00 (see table 3.20) as most of respondent from Europe, America and Oceania travel with two person in their travel party while respondent from Asia travel in bigger size with four person which also related to the significant in the comparison of travel accompany and regions of resident with the P-Value at 0.00, which can explained that respondents from Europe, America and Oceania mostly travel with their spouse/ partner while respondent from Asia mostly travel with their family (see table 3.21).

Chi-square test has been also used to indicate the relation between travel behavior and genders, which showed the significant results between number of travel party and genders at the P-Value of 0.00 (see table 3.22), both male and female respondents mostly travel with two persons but their second answer were different, male respondent secondly travel alone while female respondent selected three persons as their second answer. The results between travels accompany and gender was also significant at the P-Value of 0.00 (see table 3.23), both male and female respondents mainly travel with their spouse but the second answer were different, male respondent select other as their second answer which refer to travel alone, travel with colleague for instance while female respondent selected family as their second answer after spouse.

Table 3.20 Size of Travel Party by Regions of Resident

Size of travel party	Total		Europe		Asia		America		Oceania	
	N	%	N	%	N	%	N	%	N	%
One	45	14.02	17	17.17	6	6.82	13	16.67	9	16.07
Two	162	50.47	56	56.57	23	26.14	44	56.41	39	69.64
Three	37	11.53	12	12.12	15	17.05	8	10.26	2	3.57
Four	49	15.26	9	9.09	31	35.23	5	6.41	4	7.14
Five or more	28	8.72	5	5.05	13	14.77	8	10.26	2	3.57
Total	321	100	99	100	88	100	78	100	56	100
Chi-Square= 64.74 df = 16 P-Value = 0.00										

Table 3.21 Travel Accompany by Regions of Resident

Travel Accompany	Total		Europe		Asia		America		Oceania	
	N	%	N	%	N	%	N	%	N	%
Spouse/ Partner	162	50.47	51	51.5	21	23.86	48	61.54	42	75
Family	75	23.36	10	10.1	52	59.09	9	11.54	4	7.14
Friends	38	11.84	22	22.2	5	5.68	9	11.54	2	3.57
Others	46	14.33	16	16.2	10	11.36	12	15.38	8	14.3
Total	321	100	99	100	88	100	78	100	56	100
Chi-Square= 103.5 df = 18 P-Value = 0.00										

Table 3.22 Size of Travel Party by Genders

Number of travel party	Total		Male		Female	
	N	%	N	%	N	%
One	45	13.93	36	20.34	9	6.16
Two	164	50.77	84	47.46	80	54.79
Three	37	11.46	14	7.91	23	15.75
Four	49	15.17	27	15.25	22	15.07
Five or more	28	8.67	16	9.04	12	8.22
Total	323	100	177	100	146	100
Chi-Square= 16.75 df= 4 P-Value= 0.00						

Table 3.23 Travel Accompany by Genders

Travel accompany	Total		Male		Female	
	N	%	N	%	N	%
Spouse/ Partner	164	50.77	90	50.85	74	50.68
Family	75	23.22	26	14.69	49	33.56
Friends	38	11.76	23	12.99	15	10.27
Others	46	14.24	38	21.47	8	5.48
Total	323	100	177	100	146	100
Chi-Square= 27.14 df= 3 P-Value= 0.00						

3.1.5 Travel Experiences of Senior Tourists

1) Traveling Experience while Traveling in Thailand

16 areas of service have been asked to the respondents regarding their experience and satisfaction while traveling in Thailand this time, the answers ranked from one as very poor to five as very good. The average score of all questions was 3.88 which referred to the average to good level of satisfaction.

Table 3.24 showed the most satisfied variable followed by the second satisfied through to the poorest one respectively. The overall results indicated that most of the respondents were satisfied with the beautiful scenery and attractions of Thailand with highest scores (Mean = 4.53), followed by being impressed of the Thai hospitality (Mean = 4.45) and the historically significant sites (Mean = 4.20). Those mentioned areas were the top three satisfying services which have been indicated by respondents.

In the opposite side of the three lowest scores were pointed out to the standard of hygiene (Mean=3.26), followed by nature preservation (Mean=3.43) and the provision of a good infrastructure (Mean 3.47).

2) Comparison of Satisfaction between Three Data Collected Provinces

Looking more details in each data collected provinces, Chiang Mai had highest average score at 4.29 while Phuket had average score at 3.80 and Bangkok had lowest one as 3.66.

Top three satisfying areas of Phuket were:

- Beautiful scenery and attraction (Mean = 4.52)
- Thai hospitality (Mean = 4.39)
- Comfortable accommodation (Mean = 4.11)

Top three satisfying areas of Bangkok were:

- Beautiful scenery and attraction (Mean = 4.39)
- Thai hospitality (Mean = 4.31)
- Traditional local food (Mean = 4.12)

Top three satisfying areas of Chiang Mai were:

- Beautiful scenery and attraction (Mean = 4.74)
- Thai hospitality (Mean = 4.71)
- Interesting culture (Mean = 4.67)

Table 3.24 Travel Experience while Traveling in Thailand

Attributes	Total		Phuket		Bangkok		Chiang Mai	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Thailand has beautiful scenery and attractions	4.53	0.64	4.52	0.63	4.39	0.69	4.74	0.51
Friendly Thai hospitality is impressive	4.45	0.69	4.39	0.73	4.31	0.71	4.71	0.52
Thailand has historically significant sites	4.2	0.79	3.95	0.82	4.1	0.77	4.62	0.59
Thai traditional local food is appealing	4.19	0.78	4.09	0.8	4.12	0.78	4.41	0.72
Thailand offers good value for money	4.16	0.77	4	0.74	3.99	0.74	4.58	0.67
Culture heritage in Thailand is interesting	4.15	0.82	3.95	0.81	3.95	0.84	4.67	0.54
Accommodations in Thailand are comfortable	4.09	0.72	4.11	0.63	3.82	0.75	4.43	0.64
Service of airport in Thailand is standard	3.92	0.73	3.95	0.67	3.63	0.66	4.26	0.74
There are varieties of activities in Thailand	3.91	0.76	3.78	0.71	3.69	0.74	4.38	0.63
Thailand provides convenience transportation	3.67	0.83	3.6	0.79	3.33	0.67	4.23	0.77

Thailand is a safety and secure place	3.62	0.92	3.51	0.81	3.17	0.79	4.37	0.76
Services of tour operators and agents are good	3.59	0.85	3.54	0.79	3.25	0.66	4.11	0.89
Communication skills of Thai people are good	3.51	0.83	3.54	0.79	3.37	0.71	3.68	0.99
Thailand provides good infrastructure	3.47	0.78	3.39	0.72	3.26	0.58	3.86	0.94
Thailand's nature is well preserved	3.43	0.94	3.31	0.93	3.15	0.67	3.97	1.05
Standard of hygiene in Thailand is high	3.26	0.89	3.16	0.81	3.03	0.75	3.69	1.02
Average	3.88		3.8		3.66		4.29	

3) Relation between Traveling Experience, Regions of Resident and

Genders

Focusing on the comparison between genders (table 3.25), the results of Chi-square test could indicate that there were three areas affected by genders including the standard of airport service, safety and security as well as the communication skills. Male respondents had a higher satisfaction than female respondents. The difference of the residents region did not effect to experience while the respondents were traveling.

Table 3.25 Comparison between Traveling Experience and Genders

Attributes		Mean	SD.	Sig.
Service of airport in Thailand is standard	Male	4.00	0.71	0.02
	Female	3.82	0.74	
	Total	3.92	0.73	
Thailand is a safety and secure place	Male	3.73	0.88	0.02
	Female	3.49	0.96	
	Total	3.62	0.92	
Communication skills of Thai people are good	Male	3.60	0.81	0.04
	Female	3.41	0.84	
	Total	3.51	0.83	

3.1.6 Future Decision

Table 3.26 showed the future decision of the respondents, 78.95 percent indicated that Thailand will be selected as their travel destination again for their next trip while only 4.64 percent refused to re-visit Thailand and 16.41 percent of the answers were maybe.

Looking onto more details in each data collected province, Bangkok had the highest percentage of positive answers at 86.18 percent, followed by Phuket at 80 percent while Chiang Mai had the lowest positive percentage at 67.78 percent.

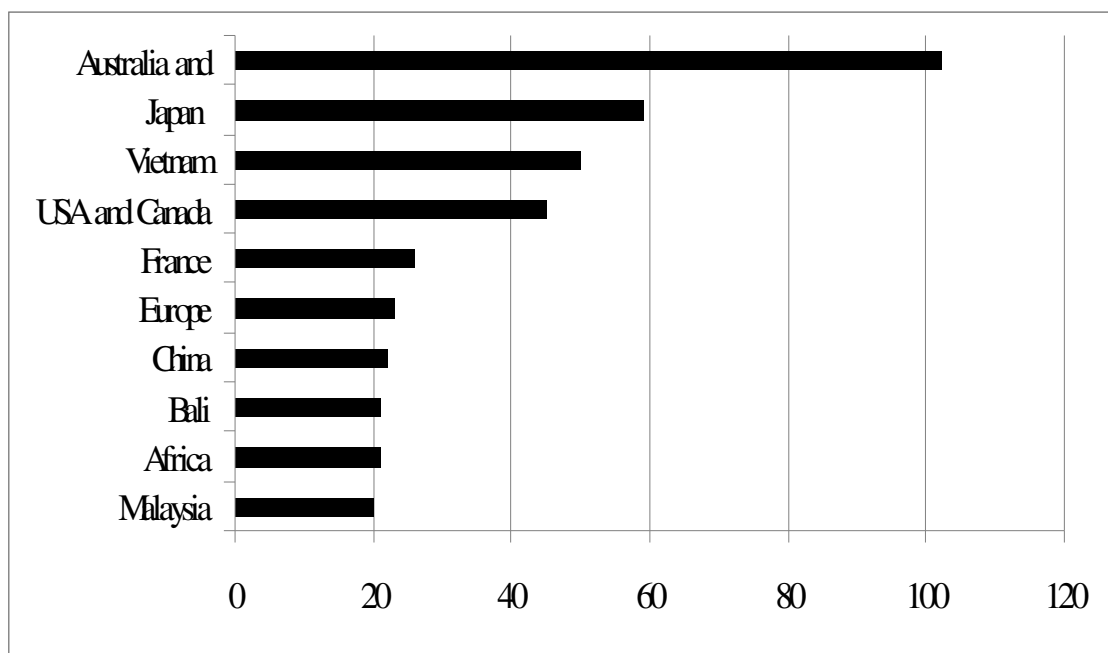
Table 3.26 Future Decision

Thailand will be selected for next trip	Total		Phuket		Bangkok		Chiang Mai	
	N	%	N	%	N	%	N	%
Yes	255	78.95	88	80	106	86.18	61	67.78
No	15	4.64	6	5.45	2	1.63	7	7.78
Maybe	53	16.41	16	14.55	15	12.2	22	24.44
Total	323	100	110	100	123	100	90	100

3.1.7 Top Ten Competitors

From the questionnaire, the respondents were asked to identify their top three countries or destination in order to travel to beside Thailand and the answer of this question will be presented as the top ten competitors which were identified from the preferred countries or destinations besides Thailand selected by the senior tourist's point of view, most of the respondents indicated Australia and New Zealand as their most preferred destination, followed by Japan, Vietnam, U.S.A and Canada, France, Europe, China, Africa and Malaysia respectively (figure 3.1)

Figure 3.1 Top Ten Competitors



3.2 Qualitative Data

Qualitative data was generated from the interview as well as observation instruments. The researcher has interviewed both public and private sectors which related to the tourism industry of Thailand, including 2 office of Tourism Authority of Thailand, Bangkok and Phuket, 7 hotels and 4 activities providers as well as the new project of Retirement Village for instance. Beside the public and private sectors, there were 20 senior tourists, who were traveling in Thailand from January to June 2007, also been interviewed to get their opinion on Thailand tourism. They were asked with three open-ended questions to discuss the strengths and weaknesses of tourism in Thailand during their trip as well as their recommendation to make their next visit more pleasant.

3.2.1 Interviews:

From the direct interview with public and private sectors as well as the senior tourists, the results of the interviews can be concluded as follows:

3.2.1.1 Current Services and Operations for Senior Tourists

The results of current services and operations for senior tourist in Thailand tourism industry can be sectored according to the interviewed areas from the 3 focused provinces:

Public Organization: Tourism Authority of Thailand

Both of Bangkok and Phuket Office indicated that Tourism Authority of Thailand has acknowledged the increasing of senior population in worldwide as well as the demand on tourism of senior tourist market but there is no plan to focus to support this increasing phenomenon as it is just the forecast and no-one can guarantee in the reality yet. Currently, it is just on the observation and study process of Tourism Authority of Thailand, if the percent of

senior tourist arrivals to Thailand keep on increasing significantly, then they will reconsider in order to expand and target onto the senior market.

Hotels

- Metropolitan Bangkok Hotel, Bangkok

The city hotel located in business area of Bangkok which target onto business traveler group who are at the working ages, this hotel attract their customer by offering contemporary style and 5 star service to respond to the demanding travelers. As this hotel target on the business traveler group, the hotel did not have special service provided for senior travelers who is not their main market segment in nowadays.

- Sukkothai Hotel, Bangkok

The 5 star hotels located in centre of Bangkok, this hotel target on the mass group which does not specify onto senior market as there was still less percentage of senior tourists in their hotel as well as in Thailand, therefore they have put senior market as the same as other adults group or general market and providing the general services as others.

- Oriental Hotel, Bangkok

The famous luxury hotel in Bangkok which opened almost 130 years and became one of the world's most luxurious hotels in nowadays. The rooms and suites of Oriental Hotel are sumptuous and the quality of their food and beverage as well services are in a class of their own which outstanding in worldwide. At the moment, this hotels target onto the hi-end market which concern on the financial status of their customer, does not concern on ages.

- Banyan Tree Resort, Phuket

One of 5 star resort in Phuket which bordered by the golden sands and gentle waves of the Andaman Sea as a tropical paradise of extraordinary natural beauty, it has earned the honor of being voted the World's Best Spa Resort' by readers of Cond Nast Traveller, the 'Best Resort Hotel in Asia' by The Asian Wall Street Journal and CNBC Asia, 'Asia's Top Vacation Resort' by Asia Money, as well as having received an ISO 9002 certification. Banyan Tree resort also target on the hi-end group who expect for luxury as well as privacy. There was some small percentage of elderly guests, therefore they did not have specific service provided for them but they might consider on upgrading the elderly to accessible room if there is available room which should increase the guest's satisfaction.

- JW Marriott's Phuket Resort and Spa, Phuket

One of the hotels which target family travelers includes senior tourists occasionally. Marriott worldwide provides special discounts for guests at age 62 years old or older who are declared as senior guests or asked for the senior hotel discount which offer at least 15 percent discount from the regular room rate at more than 2,000 Marriott hotels worldwide. Besides the special discount, Marriott also provides accessible room for senior guests to allow them to have easier entrance for more pleasure.

- Best Western Bangtao Beach Resort, Phuket

The only hotel in Phuket which has been selected by Saga tours, the specialist for senior traveling by sending their clients to stay at the Best Western Bangtao Beach Resort. In the beginning, Saga had sent their staff to review many hotels and resorts in Phuket, and then Saga decided to sign up a contract with these resorts, due to its private location, the convenient accessibility, beach view, standard of food and beverage, comfortable rooms and cleanliness for instance. The main strategy of this resort operating is "Service" which attracts Saga as well as senior tourists and rewards them with more repeaters which is 50% of the guests. Saga guests normally book all inclusive packages which include

accommodation, meals, transportation as well as activities during the stay and most of them stay at least for 2 weeks, due to their available time and purchasing power, and mostly spend their vacation time in the resort. In the resort, there are some special services for saga clients, such as saga lounge, welcome and farewell parties, a variety of activities provided for senior tourists which they can enjoy staying in the hotel all the time such as Thai curving class, Thai cooking class, and Thai massage classes for instance. From the hotel research, the senior tourist's preferred activities like attending the provided classes, massaging, swimming as well as dining. Therefore, the hotel needs to concentrate on internal activities as well as to provide an interesting menu which is up to the standard to make the guests happy at all the time when they use the services. For outside activities, most of the senior guests are likely to be interested in cultural and local traditional things, such as sight seeing, the local lifestyle or shopping at the local market. Most of Saga's guests are British, and they normally travel with a spouse. The hotel would normally arrange a party to welcome new guests and also a farewell party for the leaving guests, then saga clients can have time to get together and meet other new guests during their stay. Most of Saga's clients will return to the resort at least twice a year. Saga clients are not concerned much on seasonal basis, as they are free to travel anytime, therefore this group of guests can help the hotel increase their occupancy in the lower months. Every year, Saga will send their staff to review the hotel operating and service, to ensure that all of their requirements are up to standard and their guests will have an expected service every time when they come. Also, there is another tool to recheck the guest's satisfaction, there is a feedback form provided for guests at the end of their stay, where they can write down their opinion and the hotel can use the information they receive to remain their strength and improve the performance to satisfy their guests every time they return. Looking at their behavior, from the hotel research, senior tourists mostly travel to relax and they are likely to travel to familiar destinations as they like the well-known environment and people, most of the guest like to request to stay in the same room every time when they visit

and also they like to have more friends while they travel to freshen up their life. Therefore, this hotel uses this preference and behavior of senior tourists as their tip to attract guests by being friendly and be a nice accompany during their visit.

- Baan Sammi Natural resort, Chiang Mai

The holiday and retirement homes for rent which offer different room type, such as lakefront bungalows and pavilions. This resort offers both short and long time stay which target mainly on the retirement group. For short time rent can do at daily, weekly as well as monthly rate while long time rent offers at a semi-annual and annual rate. There are no seasonally different prices. All houses are designed in modern unpretentious Lanna style surrounded by flowers, tree and bushes which secure and privacy. The resort facilities are included include electricity, gas, telephone, internet, mobile phone, Thai TV, drinkable tap water, bottled drinking water, ground-water for irrigation, broad-band internet and satellite internet. Guests can walk and relax with the resort compound with surrounded by natural environment including the big pond which can be used for swimming, fishing, and boating. The pathways, and bower have also been designed for guest's relaxation at all ages as well as senior. This resort offers the home staying style, which guests can cook or do things as their vacation home.

Activities providers

- Emporium Department Store

The complex department store located in shopping areas of Bangkok which offer the convenient for customers at all ages for both resident and tourists such as baby stroller and wheelchair service, driver's lounge and paging, emergency assistance, handicap parking and restroom as well as hand-frees-shopping, flight

reconfirmation, currency exchange, multi-lingual customer service, restaurant reservation, taxi and car rental service, tourist discount and information.

- Jo-Louis Theater

The small puppet show which conserve the traditional Thai performing arts which target to both Thai and international tourists. There is no specific service provided for senior guests but they may offer easy to access seat for elderly to help them get into the theater easier,

- Phuket Fantasea

The night time cultural theme park at Kamala beach, Phuket, is known for its culture illusion stage show, which targets tourists at all ages. Their main market is Asia, when looking at senior visitors most of Asian seniors are normally traveling with their family due to the culture and behavior of Asian families. Nowadays, Phuket Fantasea does not provide special services for senior groups yet, currently when Phuket Fantasea just offered an accessible seat for senior people in order to help them feel more comfortable to access to their seat and out of the theater.

- Sukko Spa

The world's first cultural spa, is one of the private sectors which also start looking at senior groups due to the forecast of the huge amounts of the senior population increasing, their purchasing power, their potential as well as their available times which related to their ability to repeat using all services, with longer stays when compared with other age groups but it is still on observation process for Sukko Spa to ensure their future business.

At the beginning, Sukko Spa placed itself in the mass market because the spa is following the new trend which is well-known in the younger generation mostly. The biggest proportion are Asians, especially Koreans and most of them are honeymooners, therefore most of their research is focusing on nationality rather

than on age as this information could generate more details for providing the right message and spa services for their clients according to their nationality. Looking at the percentage of senior clients, there were only 10 percent of the senior group who used the services of Sukko spa, by roughly observation, most of the Asian seniors are visiting Sukko Spa with their families except Japanese while Non-Asian seniors are likely traveling with their spouse, this would show the different family characteristic of Asians and Non-Asia people. Sukko Spa does not have many senior clients at the present but that might be because most of their clients are booking through travel agents and currently there are no specific travel agents which take care of senior tourists in Phuket yet. Therefore, Sukko Spa does not provide special services for senior groups yet due to the small percentage of senior clients, the hidden needs and behaviors, limitation of its location and internal accessibility as well as the physical and illness awareness of senior people, especially for messaging part due to physical risk of senior people as some type of message may not be suitable for senior, especially for ones with illness, therefore Sukko Spa needs to carefully screen by getting those health information from a registration form, then giving the right treatment for their clients to avoid any risks. Besides the message, there is one service provided for senior people currently called "Aqua Yoga" which has been launched and advertised for local people mainly because it is suitable and good for senior's mental and physical health. To expand in senior markets, Sukko Spa needs to research and concern more on their products and services to provide an appropriate offer for the elderly. In the near future, Sukko Spa will look more onto senior groups and by the end of 2007, when phase 2 of Sukko spa will be completed and ready for full service, which will also provide more services, such as accommodation, full program, continued activities, meals and full activity package, then Sukko Spa will be ready to specifically focus onto senior groups. In order to develop itself to supply seniors, Sukko Spa needs to improve some parts such as its location, internal accessibility, as well as specific treatments and services by doing more research about the needs, behaviors, physical conditions

for instant and it would be very helpful if public sectors like TAT can provide more information about senior groups, then private sectors like Sukko Spa can use the information to improve itself as well as to its own further specific researches.

3.2.1.2 Strongest Points of Tourism in Thailand

Most of the senior tourists are enjoying their stay while traveling in Thailand as they like the beautiful scenery, the weather, Thai hospitality, friendliness as well as the uniqueness of the Thais.

- Beautiful scenery
- Thai hospitality and friendliness
- Weather
- Varieties of things to do and places to go
- Location

3.2.1.3 Encountered Problems of Tourism in Thailand

Due to their number of experiences, senior tourists were more selective as well as more concerned on the future of Thailand destination as nowadays many people travel to Thailand and spend much of their resources here. Also, since many tourists arrived in Thailand, there are many building and constructions which should effect the green and natural environment currently.

- Transportation and accessibility
- Facilities in public areas
- Walk path
- Cleanliness
- Safety (mafia, driving behavior, forcing sellers and taxi drivers)
- Damaging of nature
- Standard of price
- Standard of construction area controlling

3.2.1.4 Recommendations to Improve Thailand Tourism from Senior

Tourists

Based on the interview results, the recommendation from a senior tourist point of view can be concluded into following items.

- Remain uniqueness of Thai hospitality
- Preserve nature and environment
- Promote more on the historical sites
- Promote some the other interesting places where foreigners are still unseen
- Strict control of the standard of price
- Communication skills of local people
- More worldwide promotion
- Safe destination

3.2.1.5 Future Services and Operations for Senior Tourists

There is a new project which is now still in the planning process called “Retirement Village” which is managed by the successful local company in Phuket named The Layan, Phuket, Thailand which also operates Layan Beach Resort and Spa as well as Boonthrika villa, both located in Phuket. This new project will be designed especially to supply the increasing demands of senior people who look for a nice place to live for the rest of their life. From the project research, they found that most of the retirees like to come to the same destination or can be called as repeaters and likely staying longer than other ages, also many of them like to rent or buy a house rather than staying in resorts or hotels. But the project needs to provide full facilities for them while staying or living there, such as medical center, swimming pool, fitness, public areas, appropriate activities as well as restaurant which provide healthy foods. From the project research, they also found that most of the senior people are more concern with health and medical, especially when they plan to live or stay longer in new places, therefore this project will supply

this need especially to get their trust. This project will use the results of their research to manage and provide the appropriate facilities according to the needs and preference of retirees; there will be 2 types of rooms provided which are single houses and condominiums. Their clients will have 2 options also to use the service by either rent or buy.

This chapter was concerned about the finding derived from quantitative and qualitative data through designed research instruments including questionnaires, interview and observation which conducted to achieve the main objectives of this research. Therefore the finding will be used as a base for discussion, recommendation and conclusion of this research which will be presented in chapter 4.

CHAPTER 4

SUMMARY

The purpose of this chapter is to draw some conclusions, discuss the main findings, to give recommendations based on the research findings and also to point out the limitations of this research. In the study, the researcher discusses the research results based on 3 objectives. Firstly, to investigate the existing senior tourism market in Thailand, secondly to gain insight in the travel motivation, behavior and preference of senior tourists and finally to suggest guidelines for responding to the specific needs of senior tourists and developing Thailand as an attractive senior tourist destination according to the research aim, which suggests to enhance the senior tourism in Thailand for international tourists which will be identified through research recommendations. Therefore, the content of this chapter can be divided into 6 topics as follows:

4.1 Conclusions

4.2 Discussions

4.3 Recommendations

4.4 Limitations of the research

4.1 Conclusions

There has been little research earlier on senior tourist markets in order to develop Thailand as a senior tourism destination yet. Because of this, the researcher decided to study this area, as well as this market segment due to its potential and huge number of cohorts. The purpose of the study is to gain an insight on current senior tourism in Thailand and to find out about the travel motivation and behavior of senior tourists. In this study, the researcher used a questionnaire, interview and observation as research instruments to collect primary data. For the questionnaire, respondents were conveniently sampled and selected from three targeted provinces including Bangkok, Phuket and Chiang-Mai who were age 55 years and over. A total of 400 copies of questionnaires had been distributed to the respondents between January and June 2007. From a sample of 400, only 323 usable samples were collected from the targeted areas. To

analyze the information collected the researcher used SPSS version 14 with some functions of the program. The SPSS functions used in this study includes Frequency, Cross tabulations, Chi-Square Test and Transform Compute.

4.1.1 Personal Characteristics

More than half of the respondents were males and the majority of them were Europeans, age between 55 to 59 years old. Most of them had a bachelor's degree and married status and more than half of the total respondents were company-employed and followed after they retired. Almost half of them earned an annual household income between 25,000 to 50,000 USD.

4.1.2 Traveling Motivation

Most of the respondents were traveling to relax physically and mentally and their main concern when traveling was "safety". Most of them were influenced to travel to Thailand this time because of experiences from their previous visits and relaxing was their preferred activity while traveling. Regions of residents were significant with traveling motivation; the major activity preferred for all regions was relaxation while the second choice was different. Asian respondents preferred to use a spa while Non-Asians, including Europeans, Americans and Australians preferred to do sightseeing. Not only the preferred activity, regions of resident were also related to the travel influence, most of the respondents from all regions were influenced by their previous visit experience and followed after family's recommendation. Except the Americas region, as the American respondents were secondly influenced by friend's recommendation. Genders were also affected to travel influence, most of the male respondents were influenced by their previous visiting experiences as a majority while female respondents were mainly influenced by family recommendations due to the different behavior and decision power between genders as most females are still the follower in the family structure.

4.1.3 Booking Behavior

Half of respondents arranged their travel plan by themselves and their second option of booking was the travel agent. Looking at residents regions, which did not influence the booking behavior of senior tourists while genders did. Both, male and female respondents mostly made bookings on their own but the second option was different because male respondents used travel agents as their second preferred option while female respondents had family members arrange for their booking. This result reflected the different behavior between genders as males are more independent when compared with females, which are closer and rely on their family members.

Looking at the booking channel, respondents used different ways to arrange each product which can be summarized that most of the respondents who come with package mostly booked their preferred package through travel agents in their home country while the respondents who arranged their travel by themselves, which separately booked each product by different option, most of them booked air tickets and accommodation through the internet but directly booked the travel insurance through the insurance company. For daily trips and activities during the visit, most of the respondents booked them with travel agents in Thailand as well as direct contact with the providing company.

4.1.4 Traveling Behavior

Size of the travel party:

Most of the respondents travel with two persons in their party and followed by 4 persons. When focusing on more details in each region, the results indicated a different behavior which can be conducted that Asian respondents mostly travel in bigger size than four members in their travel party while Non-Asian respondents including Europeans, Americans and Australians usually have a smaller size of travel party. Most of them traveled with their spouse, which were two of them only. This different result showed that the differentiated size of family and culture between Asians and Non-Asian regions as Asian people are closer to the family while Non-Asian families seems to have single characteristic.

Travel companions:

Half of the respondents traveled together with their spouse followed by their family. Looking at the difference between genders, both male and female respondents mostly traveled with their spouse while the second answer of male and female were differentiated. Female respondents secondly travel with family while almost a quarter of the male respondents traveled with other types of accompany beside spouse, family and friends. Some of the male respondents identified others as business partners, colleagues as well as traveling alone. These results showed again the differences between genders which can indicate that females are closer to their family while males are more independent. Looking at the regions of the residents, which also show the differentiation between Asian and Non-Asian regions, as most of the Asian respondents indicated that they were traveling with family while Non-Asian respondents indicated that their travel companions is their spouse. This significant result indicated the different culture and lifestyle between Asian and Non-Asian people as Asian people are still closer to their family even when they are older.

Type of accommodation:

Most of the respondents are likely to stay in city hotels while genders and regions of residents did not have an effect to the behavior on the accommodation type selection. But there was a difference on the data collected areas, as more than half of the respondents collected from Phuket selected resort hotel types as their accommodation which is different from the other two provinces (Bangkok and Chiang-Mai), which indicated the different selection that is reflected from the different types of tourism. As Phuket is offering beach tourism, therefore most of the tourists in Phuket expect to stay close to the beach to feel the beautiful natural beaches; therefore the resort type should be the preferred option for the tourists.

Length of stay

Almost half of the respondents stayed in Thailand between 6-10 nights. When compared by regions of residents, Asian respondents seemed to have shorter trips, more than half of them stayed in Thailand between 1-5 nights due to their living closer to Thailand when compared with other regions and they can return any time when they are available. The vacation behavior of Asians and Non-Asian people is also influenced by this differentiated behavior while the gender does not have any effect as both, male and female have a similar behavior on length of stay. Looking at the statistic report collected by Tourism Authority of Thailand (2005), which indicated the average length of stay of all ages, was 8.20 nights while the average length of stay collected from the research questionnaire was 12.25 nights. This comparison stated that senior tourists stay longer than the average of all ages and they are willing to stay longer than that if they have the right service provided for their satisfying vacation.

Average spending

The spending behavior of senior tourists on accommodation as well as other expenses during their visit such a food, beverages and activities, which excluded the airfare, most of the respondents selected the spending rank between 1-250 USD per night while this research also found that the average spending per night per person of respondent was 190.29 USD which is much higher than the average expenditure of all ages, collected by the Tourism Authority of Thailand (2005), which was indicated at 117.88 USD per night per person.

Repeater characteristic

More than half of the respondents have visited Thailand before; most of them have been to Thailand between 1-5 times excluding this trip and mostly tended to travel to Thailand again on their next vacation. This result indicated the characteristic of senior tourist as “repeater” who are preferred to travel back to the destination they are familiar with and can be certain of the service provided in the destination.

Number of visited provinces

Half of respondents visited 2 provinces when traveling this time, most of them visited Bangkok and other tourist destinations such as Chiang-Mai and Phuket, because Bangkok is the capital of Thailand and many international flights have to stop in Bangkok first. But the results the respondents collected in Phuket were different. Most of the respondents in Phuket traveled directly to Phuket and only spent their vacation time in Phuket, this because Phuket is an attractive destination, many tourists just preferred to travel to Phuket straight away, and also there are many direct flights to Phuket which is convenient for international tourists to directly reach Phuket without transaction as well.

4.1.5 Traveling Satisfaction

Most of the respondents were satisfied with tourism in Thailand, the highest satisfaction was about the beautiful scenery and attractions, while the poorest area were the standard of hygiene, but that was still on the average level of satisfaction. There was also the relation between traveling experience and genders but not for regions of residents, which can lead to the conclusion that male respondents were more satisfied than females. Moreover, more than half of the respondents indicated the firm decision to travel to Thailand next time, which showed the satisfaction of senior tourists for Thailand tourism provided currently.

4.2 Discussion

According to the primary and secondary data of this research, the discussion can be presented according to the research objectives as follows:

4.2.1 Objective 1: To Investigate the Existing Senior Tourism Market in Thailand

According to objective 1, there are three areas involved for discussion including the significantly increasing demand of the senior market, the potential of senior markets, and the existing senior tourism in Thailand which are discussed in details below.

4.2.1.1 Increased Demands and Potential of the Senior Tourism Market

The demand of the senior market has been increasing significantly due to the increasing numbers of senior population worldwide, which related to the travel demands of senior tourists. The number of senior tourist arrivals in Thailand has also been increasing in the past 8 years, even the increasing percentage did not grow consistently, and it was affected by other situations occurring each year such as politics in Thailand, terrorists, bombs, tsunami disaster for instant. In the year 2006, 2,119,675 senior tourists at age 55 years old and over arrived in Thailand (TAT, 2007) which showed an increase of 15% from year 2005, or 45% increase from year 1998. This result showed the significantly increased demand on travel for senior tourists, which would be a benefit to Thailand's tourism today and in the near future.

Not only the significant numbers, both primary and secondary data have also identified the potential of the senior tourism market as a fruitful market segment, which indicated their potential into 3 factors including the specific characteristic of the baby boomer generation, financial status, purchasing power as well as the available times to travel. The research results also indicated that senior tourists tended to stay longer than other ages. The average stay of the respondents derived from the questionnaire shows 12.25 nights. The information was delivered from the interview with the coordinating hotel of Saga tour named, Best Western Premier Bangtao. It indicated that senior travelers regularly stayed at least 2 weeks, which is constituted as "return guests" and they are spending much money during their stay. All of the mentioned information delivers the stability of senior tourism market's significance, which should be targeted as a new opportunity for Thailand's tourism development.

4.2.1.2 Existing Senior Tourism in Thailand

Currently, the government does not try very hard to promote senior tourism in Thailand, while some private sectors do it in different ways depending on their individual style and target. For example, in the hotel industry, some hotels offer special discounts for the elderly, such as Marriott hotels, Starwood hotels and Holiday Inn hotels for instance. Aside from hotels,

other tourism product providers also offer some special service for senior tourists, such as Phuket Fantasea which offers special seat allocation for senior tourist to be accessible; Sukko Spa offers specific treatments for senior clients, which are appropriate for their physical and health condition. At the airport, wheel chairs are provided for the elderly for both, arrival and departure which can be requested upon booking or through the checking in process. Not only airports, most of the airlines also provide privileges for the elderly on entering the aircraft they may go in first, the same as passengers traveling with kids. The wheelchair service is also provided at the department stores for the local elderly as well as senior tourists who would like to shop at the department stores. But unfortunately, there is no other special services provided for senior people aside from the wheelchair service yet, because many providers addressed elderly group the same as the inaccessible group while senior demands are differently and sometime they need more service rather than only wheelchair.

One good example of specialists in providing travel services to senior tourist is Saga holiday, which offers one stop services and exclusive package for elderly who would like to travel. Saga did proper research in each destination, hotel and other tourism products before signing up the contract in order to ensure that each contacted company has proper service according to the requirement for the elderly. For example, the coordinated hotel of Saga tour located in Phuket called Best Western Premier Bangtao, has also reviewed the location, facilities, service, accessibility, safety, hygiene before the contract was signed to ensure that the hotel met the requirement, Saga made a one year contract and they will review the standard of all enquiries before renewing the contract. Aside from this, Saga also provides a satisfaction feedback in documents for all Saga's guests to give feedback on the hotel they stay in, and to review the hotel performance from the guest's point of view as well.

According to the right service which Saga offers, it results in higher satisfaction, longer stay, and more money spending of the senior travelers. The research result indicated that senior tourists who traveled with Saga stayed longer to spend more time and money in Thailand when compared with other senior travelers who stayed elsewhere. As Saga guests were satisfied with the service that Saga and the cooperating hotels provided, with the full convenience facility as well as the quality of appropriate service, according to their needs and behavior. For example by providing appropriate room allocations, which are easy to access and other facilities in the

hotel compound, as well as special recognition of the elderly guests and family members. The hotel also provided a special welcome and farewell party as well as the saga lounge for saga guests to give them a chance to meet other seniors to make more friends and have a happier stay. Aside from these special, the hotel also focuses on the quality of food and beverages to support the demands of senior. These mentioned details reflected that senior tourists are staying longer and they are repeaters with their flexibility and possibility to travel in any season, including the low season, which can fill up the occupancy in the low season for Thailand tourism to generate more revenue as well.

Currently, Thailand does not have specialist for senior tourism provider yet, as most of the private organizations still include senior markets with others, which did not specifically focus on senior groups. Therefore they did not have enough information about senior tourists such as travel motivation and demands for instance. Recently, there was an additional example of providers for senior groups but it did not target senior tourists with an event called “senior happy day”, which was organized by the co-operation between public and private organization named Keng- Karj Company. The concept of this event was the expo lifestyle for seniors which was arranged on May 03-07, 2007 in order to give the recognition to local senior people under the theme of “Endless Happiness”. In this event a variety of activities such as health talk, pet therapy exercising suggestion, concerts, games, performances, shops, nourishment, messages as well as some useful workshops for the seniors but this event did not target or concern tourists and the tourism industry at all. However, this event was a good sign and the right step for both public and private organizations in the tourism industry to concentrate on the senior market in order to understand them better and provide the right tourism products and services for them appropriately, for more satisfaction of the senior tourists as well as benefits for the Thailand tourism with this fruitful market, which its significance and potential.

4.2.2 Objective 2: To Gain Insight in Travel Motivation, Behavior and Preferences of Senior Tourists

According to objective 2, there are four areas for discussion they include travel motivation, travel behavior, travel preferences and limitations of senior tourist which can be discussed in detail as following:

4.2.2.1 Traveling Motivation of Senior Tourists

Research results indicated that most of the respondents were traveling to relax as the information from interviewing the hotel operators, who also stated that most of their senior guests like to spent most of their time relaxing, using the hotel facilities and activity provided by the hotels, which related to the reviewed literature. Shoemaker (1989), which also mentioned that seniors are traveling for pleasure but are different from the research of Stuart (1992), which stated that older people are looking for more experiences and personal growth while other age travelers are more pleasure seekers.

In the interview results, this also explored that senior tourists liked to have a place that makes them feel as home when they traveled and they are likely to return to the same place for their next trip if they felt comfortable with. This also related to the research results as most of the respondents were influenced to travel to Thailand by their previous visit experiences. This result agreed with the seven travel motives of senior travelers which include Nostalgias, Friendliness, Learners, Escapists, Thinkers, Status-Seekers, and Physicals, stated by the Centre for Tourism Research and Development (1999). While the main concern of senior tourists, when traveling is “safety” due to their experiences and physical limitation, they are looking for a secure place to keep them safe during their stay.

4.2.2.2 Traveling Behavior of Senior Tourists

There are differences in the number and type of travel companions between Asian and Non-Asian tourists. Most of the Non-Asian senior tourists are likely traveling with their spouse, while Asian seniors seemed to travel with their whole family which is an indication to the different size of families for Non-Asians and Asian families as well as the different cultures and lifestyles. Looking at the preferred type of accommodation, most of the senior tourists

decided to stay in hotels due to the full facilities and services provided in the hotel and resort, they agreed to pay higher rates to feel ensures of the standard of services and appropriated operations in the selected hotel. Most of them preferred relaxation, followed by sightseeing as their activity during stay. Additional results from the interviews indicated that senior tourists preferred to spend their time internally on the hotel or resort premises, by using the provided facilities as well as enjoying the food, beverages and other activities provided by the hotel. They might want to go out for a trip or tour a couple of times during their visit, therefore the standard of all services operated inside hotel is significantly important for senior tourists as well as for the hotel industries, as they can gain more sales revenue if they can provide the right service internally for their senior guests. For outside activities, the research results have also identified that aside from relaxation preferences, senior tourists also liked to travel to gain knowledge and experiences. Their preferred oversight activity was sightseeing to view and learn about the interesting tourist attractions, about local life, Thai history and culture. Therefore, if the tourism industry in Thailand can provide the right package and type of an interesting tour or activity for senior tourists, they can be motivated to spend more time and more money on the appropriated programs to have their vacation experiences completely satisfied and have more valuable memory for them.

4.2.2.3 Travel Preference of Senior Tourists

Due to their number of experiences, which influenced senior tourist to prefer some specific areas, the research results identified the travel preferences of senior tourists and which can be concluded into 5 main factors including safety, hygiene, nature preservation, consumer protection, and accessibility, which were in harmony with the five factors approached by Handszuh (1996). Additionally, research results also identified that senior tourists prefer to experience Thai hospitality, history, tradition, architecture and culture because they are unique and outstanding, the same as the research of Badinelli (1991) and Calver (1993) found, which also indicated the interest of older travelers who would like to learn and experience more culture and architecture. Therefore, with the uniqueness of Thai, it can impress senior tourist responding to their preferences.

4.2.2.4 Limitations of Senior Tourists

According to the limitations of physical and knowledge, the research results indicated that they did not limit the travel motivation of senior tourists, which is opposite from the results of Pederson (1994) and Blazey (1987) who found that health limitations influenced on traveling motivation. However the health limitation may affect their decision about a preferred destination and things to do while traveling, including the travel behavior and needs. Because the senior tourist would demands different things when compared with other ages, such as the demand a secure and safe place, the accessibility requirement, the one stop service as well as the service operation to make their stay as comfortable as at home. Due to the physical condition, senior tourists need to be ensure about the destination they travel to.

4.3 Recommendations

The recommendations of this research can be indicated as follow:

4.3.1 S.W.O.T. Analysis in order to Develop Thailand as a Senior Tourist Destination

1. Strengths

- Beautiful sceneries

Thailand has beautiful sceneries and rich natural environment surrounded in all areas, especially in tourist attractions, which are suitable for relaxation and sightseeing.

- Various types of tourism

Thailand offers various types of tourism, which is available for tourist selection, for example beach tourism in Phuket, Pattaya, Samui, Hua-Hin or mountain tourism in Chiang-mai as well as historical tourism in Ayuttaya, Sukkothai.

- Thai hospitality

Thai hospitality is very unique and impressive for tourists, especially senior tourists, as they are looking for good care taking and feeling recognition as a family member. Therefore, in the concept of Thailand, land of smiles, Thai hospitality serves properly well on the demand and specific characteristic of senior tourists.

- Good weather

The weather in Thailand is also good, not too warm and not too cold all year, as Thailand has tropical climate with 3 seasons, including rainy, cool and hot season. The average temperature in the rainy season is 24-32 Celsius, in the cool season is 21-32 Celsius and hot season is 25-34 Celsius. The cool season is the best time to visit with high temperatures and low humidity, which relative to the seasonal of tourism.

- Variety of activities

Thailand offers a vast variety of activities which are suitable for tourist attraction such as arts, culture, dining, shopping and healthy therapy for instant. Therefore, senior tourists can enjoy the selection of their preferred activities during their visit.

- Location

As Thailand is located in South East Asia, which is well-known worldwide, it is easy to travel to, this is a very good part in order to promote senior tourism as many international tourists already know and are familiar with Thailand as an attractive tourist destination.

2. Weaknesses

- Substandard of hygiene

In the senior tourist points of view, hygiene in Thailand is still substandard, especially in the public and local areas.

- Substandard of safety

There were some negative developments which happened in the past and still continue, such as bombing and terrorist in the south of Thailand, which make senior tourists feel unsecured while traveling in Thailand.

- Accessibility

Accessibility is the important part for senior tourists due to their physical condition, which requires them to concern on accessibility when traveling.

- Consumer protection

Due to the number of senior tourists' experiences, they expect more on the consumer protection, to ensure that all products they consume are up to standard as well as reasonable price offerings.

- Lack of government program

The Thai government did not focus enough on the increasing phenomenon of the senior population worldwide. Until now there is not yet a specific program arranged or offered by government.

- Not enough packages provided

Currently, there are not enough appropriate packages provided for senior tourists yet, either by the government or by private organizations. Also, senior tourists have unique characteristics and specific demands, which require appropriate packages to supply properly according to the demands.

3. Opportunities

- The significantly increasing number of the senior population

The senior population keeps increasing nowadays and in the future, which will also increase and expand the senior market as a fruitful segment for all industries.

- Retiring of baby boomer generation

Due to the huge group of the world population born between 1946 and 1964, now this group of people is entering retirement with available time and money to travel.

- The potential of the senior market

Senior population nowadays is different from seniors in the past. Either the characteristic, demands, or financial status, which can be summarized that nowadays seniors have better life quality, which places them in the potential senior market for all industries involved.

- Purchasing power

There is significance on purchasing power of senior tourists. The research results indicated that the average spending per night of senior tourists was much higher than the average expenditure of all ages, as they are willing to pay if they are satisfied with the provided products and services.

- Senior tourists increasing demands to travel around the world

Nowadays senior demand more traveling, which increases the demands of senior tourists worldwide. After the stress from work, they have proper plans to travel and refresh their retired life with a journey.

- The expansion of tourism marketing and continuing expansion worldwide

With the continuing expansion of the worldwide tourism industry, it is a positive sign for Thailand tourism as well as to encourage senior tourism in Thailand, which

can go along with the same direction of the world tourism market.

- Increasing of direct flights to interesting tourist destination in Thailand

There are many direct flights provided from different countries around the world that fly directly to Thailand as well as some attractive destination of Thailand such as Phuket, which makes the journey easier for tourists and motivates them to travel to Thailand even more.

- Increasing demand for a healthy lifestyle

The demand for a healthy lifestyle has been increased nowadays, especially in the seniority group who is more concerned about health due to their number of experiences and physical condition. Thailand can also offer health tourism with the traditional lifestyle as Thai as well as herbs.

4. Threats

- World event impact

Negative world events impact is the main threat for the tourism industry in Thailand as it is affected to the demand and confidence to travel for tourists at all ages, especially seniors, as they are more concerned about safety when traveling. For example the 9-11 impact in United State, Bird flu disease, SARS, Tsunami.

- Domestic security

Domestic security is also a threat to the development of Thailand's tourism, especially in order to encourage senior tourism, as senior tourist are more concerned about safety and security, as they require more on the stable situation to ensure that they will have a pleasant and safe trip.

- Neighbor competitors

Not only Thailand, which is outstanding as an attractive travel destination in South East Asia, there are other neighboring competitors, which are also outstanding and

they are offering a similar type of tourism and attractions such as Vietnam, Japan, and Malaysia.

Table 4.1 summarizes the S.W.O.T. analysis of senior tourism in Thailand.

Table 4.1 S.W.O.T. Analysis in order to Develop Thailand as a Senior Tourist Destination

<p>Strengths</p> <ul style="list-style-type: none"> - Beautiful sceneries - Variety type of tourism - Thai hospitality - Good weather - Variety of activity - Location 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Substandard of hygiene - Substandard of safety - Current accessibility - Consumer protection - Lack of government program - Not enough specific packages
<p>Opportunities</p> <ul style="list-style-type: none"> - Increasing of senior population - Retiring of baby boomers - Potential of senior market - Purchasing power - Increasing of traveling demands - Expansion of world tourism - Increase of direct flights - Increase demand on healthy life 	<p>Threats</p> <ul style="list-style-type: none"> - World event impact - Domestic security - Neighbor competitors

4.3.2 Guidelines for Developing Thailand as an attractive Senior Tourist Destination

After analyzing the data collected, there are 2 main areas of this research with recommendations including: developing areas according to senior tourist demands on the tourism industry and promoting Thailand as a senior tourist destination.

4.3.2.1. Improving the Satisfaction of Senior Tourists in Thailand

Regarding to the research results from the questionnaire, interview and observation, there are some areas that need to be improved according to the senior tourists' demands, motivation, behavior, preferences as well as limitation. Therefore, for more satisfaction of senior tourists, the required areas that need improving can be sectorized as follow:

Standard of Hygiene

Low hygiene standard is one of the weakest areas which got the lowest satisfaction points in the tourism industry, according to the respondent's opinions. Both public and private sectors involved in the tourism industry should take more focus on this subject to improve the standard and maintain Thailand as a hygiene place, as well as to get the positive perception back on this reliability, especially in the public areas, in order to impress the senior international tourists and have them as repeating visitors to return to Thailand on their next vacation.

Recommendations for the government and public sector:

- Study the needs and expectation of senior tourist on the hygiene standard to compare with the current situation and find the improvement areas.
- Create proper plan and regulation in order to increase the standard of hygiene in the tourism industries point of view, and then distribute the plan to all related sectors to get their acknowledgment.

- Educate all sectors directly and indirectly related to the tourism industry and local people to have them realized the importance of tourism in their points as well as the benefit they get from the tourism industry. Also, to have them understand the importance of the hygiene standard in the tourism industry points of view and their own benefit on this improvement.
- Arrange training for each segment in appropriate occasions, for example hotels, tour operators and local people.
- Design a reward program to each community or province which can improve the hygiene in their own area up to the standard.
- Provide a certificate to notify and guarantee the private sector, which can improve their hygiene up to the expected standard.
- Educate and distribute the meaning of certificate to senior tourists to understand and ensure in the quality of place with the certificate identified.
- Create a reviewing plan and assign to the local government to be responsible for this improvement process, especially in the public areas to control the current situation up to the expected standard as well as review the standard in private sectors areas.
- Enhance clean food good taste project by providing a caravan festival under the concept of clean food good taste in each province.

Recommendations for the private sector:

- Cooperate and follow the plan and guideline from the government and the public sectors.
- Internally educate and training for their staff on the importance of hygiene related to their business and the impact of sub-standards, short and long term.
- Prioritized focus hygiene in their own areas of the organization and extend in the neighborhood.
- Arrange a yearly competition among the same business such as hotels, travel agents and restaurants to measure the standard of hygiene.

- Encourage standard of food and beverage and create more selections.

Nature Preservation

As Thailand is still developing in most of the areas, especially in tourist attractions, there were many trees and green areas destroyed for buildings, infrastructures and some other facility to support the tourists and tourism industry. Sometime might look over the importance of the rich nature and environment which is a significant selling point for Thailand tourism. Most of the tourists decide to travel to Thailand to get in touch with the natural beauty and fresh air, therefore government, public and private sectors as well as the people involved in this industry should be more concerned with nature preservation along with the physical and economical development for sustainable civilization.

Recommendations for the government and the public sector:

- Educate all sectors directly and indirectly related to the tourism industry and local people to have them realized the impact if nature is destroyed.
- Educate local people and investor to get concerned about the importance of global warming, as well as the impact to everybody.
- Emphasize tourist to concern on remaining the rich environment of Thailand for the future visit as well as their children's visit in future.
- Create strong laws or regulations to control and remain green areas as well as the natural environment together with the development.
- Zoning green areas do not allow any building or construction in the prohibited zone or if necessary need strictly follow the regulation of zoning areas.
- Arrange activities concerning the preservation of nature with private sectors and local people more often, for example beach cleaning day, and plant more trees.
- Manage monthly meetings for all related sectors to evaluate the result of nature preservation in each area.

- Set an audit sector to review the existing organizations as well as to check the enforcement.

Recommendations for the private sector:

- Internally train staff to understand the importance of nature preservation.
- Maintain trees and green areas in their compound. For example, when building new hotels, they should maintain original trees on the land as much as possible and try to draw the hotel landscape including the existing tree and natural environment. For this, the hotel will benefit from the natural scenery, fresh air and it will be saving costs for gardening as well.
- Arrange internal activities that are concerned on nature preservation, such as planting and beach cleaning.
- Revise the resource usage in order to reduce dangerous materials and garbage which will damage the nature, such as plastic and use other alternatives, according to the nature preservation concept. For example, reduce the usage of plastic bags in the hotel and use fabric bags instead or do not use chemicals for mosquito protection but use the optional herbal protection instead.
- Set the system to control the resource usage of guest in the hotel, such as water, electric. For example, to use water and electric at the limit time.

Infrastructure and Facility

One of the areas that need improvement are infrastructure and facility, especially for the public areas, such as walk path. In order to develop Thailand as a senior tourist destination, it is very important to properly develop in this enquiry, which needs the collaboration from both public and private sectors concerned with the tourism industry. According to the research results, the preferred activity of senior respondents was “relaxing” and most of them were spent in the hotel compound. Therefore, each sector needs to study more on the demands,

according to the characteristic of senior tourist, to provide the appropriate infrastructure and facilities to support them.

Recommendations for the government and the public sector:

- Review the current infrastructure and facilities in both public as well as private areas.
- Study the infrastructure and facilities used in developed countries such as America and Japan as a model's to improve the infrastructure and facilities inside Thailand.
- Draw up a standard and guideline for appropriate infrastructure and facility development.
- Arrange meetings with all related sectors who would like to develop themselves to supports senior tourists. Explain to them about the required standard of infrastructure and facilities from a senior tourist view.
- Start developing in the top ten tourist destinations and attractions, and then expand to all provinces and areas.
- Create specific certificates to notify companies or organizations which have the infrastructure and facilities improved up to standard.
- When the infrastructure is developed properly, the accessibility should be accounted accordingly.

Recommendations for the private sector:

- Review the internal current infrastructure and facilities of each company to ensure they meet the standard and requirement.
- Follow the guidelines of standard in order to internally develop the infrastructure and facilities in their own areas.
- Provide more appropriate activities inside hotels such as Thai cooking class, Fruit carving, Thai historical lessons for instant, in order to persuade senior tourists to enjoy their stay with a variety of activities.

Accessibility and Driving Behavior

Accessibility is one of the areas which senior tourists are concern with when they travel, due to the safety consideration and their physical condition. Currently, there are not many choices for tourist to take public transportation; therefore they need to use the local taxi service, which faced them with the elastic prices, offensive drivers as well as inappropriate driving behavior. Focusing on the driving behavior, it is not only for taxi drivers, this is also referring to the driving behavior of local people as well, which would be difficult for tourists, especially seniors to drive by themselves.

Recommendations for the government and the public sector:

- Provide more option of public transportation, especially in other provinces beside Bangkok, and then tourists can choose the convenience option according to their behavior and situation.
- Provide training on service and behavior for taxi driver to maintain them up to the standard.
- Provide special signs on the car or transportation for senior tourists to notify that there are senior people in the car or transportation such as senior in car.
- Build more walk paths in public tourist attractions.
- Provide wheelchair and wheelchair access in public areas as well as easy walk ways in tourist attractions.

Recommendations for the private sector:

- Develop the business according to the government plan.
- Give special room allocation for senior tourists for example assign convenience and accessible room for them such as ground floor, close to other facilities.
- Create more business according to the government plan.

Communication Skill

Proper communication is a must for the people in the tourism industry now. So the opportunity of taking language courses should be provided to all levels of people in order to give them a chance to work and interact with people in the tourism industry.

Recommendations for the government and the public sector:

- Provide a communication skill improvement center which is available for local people who are interested, as well as other private sectors which need collaboration with related organizations.
- Prepare a guideline of communication skill standards for all related sectors to follow to the same direction, for example for hotels, tour operations
- Design a signet for international tourists welcome for organization (e.g. hotels, activity providers, restaurants, shops, etc.) who meets the standard of communication to notify tourists.
- Research more to find the important market when promote senior tourism to indicate the necessary languages and then provide the language training course accordingly.
- Provide more training programs for local guides to educate them in the provision of relevant tourism information for senior tourists.
- The government can coordinate with universities in each province to provide free language courses for local people as well as other private organization and companies.

Recommendations for the private sector:

- Follow the standard guideline of communication skills which are arranged by the government.
- Provide internal training to improve communication skills especially for the useful languages, such as English for example.

- Internally control the standard of communication of their staff.
- Create a feedback form for senior tourists for evaluation.

Standard of Local Tour Operators and Agent Services

There are many tour operators and agents in Thailand right now, especially in the tourist attractions. Somehow it would be difficult to control the standard of service for every single company.

Recommendations for the government and the public sector:

- Get collaboration of professional organizations involved with tour operators and agents such as TTAA (Thailand Travel Agent Association) to review the existing service and operation of all local tour operators and agents, as well as to give a guideline of service standard which every company has to follow.
- Make a list of local tour operators and agents' company name as the members of organization, evaluate the qualification of the operation and service of each company according to the required standard, and rate them by the quality of service.
- Educate all organization members to understand the requirements and the rating program.
- Arrange guide book for all members of the organization to notify the rate of each company or organization.
- Provide certificate or signet for all members to notify themselves as the senior welcome sectors.
- Distribute the handbook to senior tourists to notify them the list of travel operations and agents which join the program, then they can select the preferred company to contact according to the rating and information of each company.

Recommendations for the private sector:

- Coordinate with the government and follow the plan.
- Join the organization and attend the meeting which is provided by the government to keep up to date with useful details to develop their own company.
- Provide more appropriate packages for senior tourists that respond to their demands and behavior.

Safety

Refer to the safety of the destination for the whole image, such as terrorists, bombs, tsunami evocation and some other small issues like thief and local mafia as well as the behavior of people who are involved in the tourism industry. Sometimes they are too offensive for the tourists and make them feel unsafe while traveling in Thailand.

Recommendations for the government and the public sector:

- Maintain the good reputation of Thailand as land of smiles by controlling the possible risks which could happen and concentrate more on risk prevention.
- Set up a center organization of the tourism industry who is responsible for reviewing as well as to arrange some training for people involved in the industry, and to have everybody understand the same thing and follow the standard of service.
- Provide a signet for senior tourists who travel in Thailand to notify that they are guests of our country to treat them specially.
- Create plan and guidelines concerning safety.
- Provide training in crisis management on individual situation for each type of organizations, for example first aid training, fire alarm training.

Recommendation for the private sector:

- Follow the standard of safety and maintain the safety in own private areas.
- Announce contact person in case a senior tourist has a problem or needs urgent assistant concerning his safety.
- Develop own crisis management programs and train their employees accordingly.

Standard of Price

The concern on standard of price is referring to all products related with the tourism industry, such as taxi price and goods price for instant. As there is no standard for prices of each product, the tourists have to just pay whatever the seller or the servers ask for.

Recommendations for the government and the public sector:

- Create a law and regulations in order to strictly control the price standard.
- Review, control and give a punishment to any organization or company who does not follow the regulation such as to give the first warning to a company which doubles prices for tourists, and if the same company does the same for maximum of 3 times, the government will withdraw the permission to sell their products to tourists.
- Provide a guideline for pricing standards and distribute them to all tourists, to notify them of the reasonable prices for each type of product. Also, each product provider and seller needs to follow the standard of price as well.
- Provide a brochure or guide book for senior tourists to educate them about the price standard for each type of product and service.
- Indicate price tag to each product shown in the stores or shops, to avoid over charging.
- Indicate a reasonable price rank for the main products in websites tourist guidebooks.

Recommendations for the private sector:

- Follow the rule and standard created by the government
- Show the price on each product
- Don't double the price

Wellness and Medical services

Medical and health is one of the areas which senior tourists are mainly concerned with, especially when they travel, due to their physical condition and experiences. Therefore, to develop senior tourism in Thailand, this topic should be in the center of consideration for more improvement as well.

Recommendations for the government and the public sector:

- Study on the physical and illness limitation of senior tourist to clearly understand in order to prepare the right services.
- Provide standard for medical and health care services in order to develop senior tourism by studying intensely the demands of senior tourists in this area when they travel.
- Emphasize wellness tourism to attract more senior tourists as well as increase the stay extension of senior tourists.
- Communicate the wellness and medical service to senior tourists for both inside and outside Thailand.
- Enhance private organization that would like to expand their business related to wellness and medical services.
- Arrange the wellness and healthy events relating to the Thai herb and traditional healthy life as Thai to attract the health conscious group of senior tourists.

Recommendations for the private sector:

- Private sectors related to tourism industry, especially hotels, should provide medical and health care centers in their compound such as available clinic onsite, medical box in the guest rooms which provides necessary medicine.

- Besides the medicine requirement, all private sectors should also be concerned as a health service provider, which includes food, beverage, cleanliness etc.
- Emphasizing health packages related to their own business when promoting senior tourist destinations.

To improve all mentioned areas, we need the collaboration of the public and private sector as well as local people themselves for better development and more suitability to support senior tourists. To persuade interested investors and advertise the promotion plan to all sectors to keep them informed about the development which will benefit their investment flow as well.

The recommendations as well as responsibilities of each sector are summarized in table 4.2.

Table 4.2 Improving the Satisfaction of Senior Tourists in Thailand

Developing Areas	Recommendations	Public	Private
1. Standard of Hygiene	* Create plan and regulation	X	
	* Distribute plan and regulation to related sectors	X	
	* Educate and training	X	
	* Design reward program	X	
	* Announce rewarding program to related sectors	X	
	* Provide certificate for organization reach standard	X	
	* Create specific organization to review	X	
	* Enhance the Clean Food Good Taste project	X	X
	* Cooperation according plan and regulation		X
	* Responsible own area and neighborhood		X
2. Nature Preservation	* Create strong law and regulation	X	
	* Education and training	X	
	* Audit existing organization to review enforcement	X	
	* Zoning green areas project	X	
	* Arrange activities in preserved nature concept	X	
	* Manage monthly meeting	X	
	* Follow the law and regulation		X
	* Review the use of natural resources		X

Table 4.2 (Continued)

Developing Areas	Recommendations	Public	Private
3. Infrastructure / Facility	* Review current infrastructure and facility	X	X
	* Study best practice from developed countries	X	
	* Draw standard as guideline	X	
	* Develop initially in top ten tourist destination	X	
	* Continually develop in other provinces	X	
	* Review and evaluate the developed areas	X	
	* Provide certificate for organization reach standard	X	
	* Follow the existing guideline of standard		X
	* Review and develop private areas		X
4. Accessibility	* Research current public transportation	X	
	* Provide more choices of public transportation	X	X
	* Increase the standard of service	X	X
	* Education and training on standard of service	X	X
	* Design a signet to notify "Senior in car"	X	
	* Build more walk path in public tourist attractions	X	
	* Develop own areas of private sector accordingly		X
	* Create more business along with government plan		X

Table 4.2 (Continued)

Developing Areas	Recommendations	Public	Private
5. Communication	* Communication skill training center	X	
	* Prepare and distribute communication standard	X	
	* Design a signet to notify the skills	X	
	* Research required language of attractive markets	X	
	* Arrange training course for specific languages	X	
	* Coordinate with university for language courses	X	
	* Follow the communication standard of government		X
	* Internal training in each organization		X
	* Internal control in each organization		X
	* Provide feedback of senior tourist to related sectors		X
	6. Service of tour operators /agents	* Coordinate with professional organization	X
* Provide guideline of quality service		X	
* Rating each company with quality of service		X	
* Arrange guidebook with company name/ rating		X	
* Give guideline of training to tour operators/ agents		X	
* Distribute guide book to all company		X	
* Distribute guide book to senior tourists		X	X
* Coordination with all related sectors			X
* Provide special packages and services for senior			X

Table 4.2 (Continued)

Developing Areas	Recommendations	Public	Private
7. Safety	* Maintain good reputation of peaceful Thailand	X	X
	* Control and avoid any risky situation or accident	X	
	* Provide more police or security in public areas	X	
	* Announce contact person for any emergency needs	X	X
	* Enforce traffic rules more strictly	X	X
	* Create plan and guideline on safety basis	X	X
	* Provide training in crisis management	X	X
8. Standard of Price	* Indicate reasonable price in guide book/ websites	X	
	* Add the reasonable prices details in website	X	
	* Distribute guide book to senior tourist	X	X
	* Indicate price on each product item	X	X
	* Review and control standard	X	X
9. Wellness and medical service	* Study physical condition, illnesses and health	X	
	Requirement of seniors		
	* Provide standard guideline of wellness services to related sectors/ organizations	X	
	* Education and training in wellness and medical services	X	
	* Emphasize wellness tourism to attract elderly	X	X
	* Provide medical and health cares center or service	X	X
	* Emphasize health packages	X	X

4.3.2.2 Promoting Thailand as a Senior Tourist Destination

After improving all developing areas, the next step is, to promote Thailand as a senior tourist destination, with the good reputation and positive image of the strongest part of Thailand tourism to supply the senior market, which can generate more income for people and all sectors related in the tourism industry as well as creating more additional revenue during the low season as senior tourists have more available time and are flexible to travel any time, including low season when compared with other age groups. Also, the senior tourist market has special characteristic as “repeater” as well.

Therefore, to promote Thailand as a senior tourist destination, the marketing strategy plan can be suggested as follow:

Marketing Strategies Goal

“To enhance Thailand as senior tourist destination together with the existing reputation to welcome tourists at all ages”

Marketing Objectives

1. To encourage senior tourism targeted to international senior tourist at age 55 years old and over.
2. To generate more revenue from the tourism industry the whole year.
3. To generate more revenue from the tourism industry in the low season period.

Marketing Positioning

Establish Thailand as a senior tourism destination.

Marketing Segmentation

From the characteristic analysis of International senior tourists as well as the research from the Tourism Authority of Thailand (Rojwanlee, 2007), the interesting market segmentation can be presented as follow:

Targeted by Regions:

- East Asia

The East Asian region has the biggest share of international tourist arrivals statistic at 51.33% (TAT, 2006), which is important to get mainly focused as target.

- Europe

Europe has another big share of international tourist arrival statistic shows at 30.55% (TAT, 2006), which is significance enough to target onto this region.

- Australia

Due to the situation happened in Bali, more tourists came to Thailand as well as senior tourists. Also, there are increasing direct flights from Sydney and other cities from Australia to Phuket, which also increase the share of international tourist arrivals from 2.67% in year 2004 to 4.03% in year 2005 and 3.98% in year 2007.

Targeted by Married Status:

- Married

Combination of Regions and Married Status Related to the Size of Travel

Party:

- Asia regions, married and travel with family
- Europe regions and Australia, married and travel with spouse

Marketing Strategies

Marketing strategies for promoting senior tourism in Thailand can be designed according to the theory of service markets and management of the marketing mix in service product by Rust: Zahorik and Keiningham (1996) as follows:

● **Product Strategies**

Product is the key main factor of the marketing strategy, especially for tourism, as it is the main selling point of itself. In order to do marketing for senior tourism in Thailand, the product strategies can be recommended as follows:

Increase value added products to existing tourism in Thailand

To create value added to Thailand tourism product by providing more events, activities and festivals to attract senior tourists which can be responsible by both public and private sectors. For example, provide the year tourism schedule which includes the existing and new events, activities as well as festivals provided during the year, such as beach Valentines festival, Northern flowers blossom event and old time Siam event.

Create new option of tourism products according to the needs of senior tourists

To persuade senior tourists to travel to Thailand by creating more choices or options of Thailand tourism products related to the senior tourist preferences, such as

historical tourism, cultural tourism as well as medical and therapy tourism for instance. For example, to enhance historical and cultural tourism in the provinces which already have good strong background on history and are outstanding for Thai traditional and culture, such as Sukkothai and Ayuttaya and also to provide sightseeing tours and offer events to give knowledge about history of each destination.

- **Price Strategies**

Price is one of the important factors of marketing strategies, which can attract senior tourists to select Thailand as their preferred travel destination. Focusing on the current situation, price strategies can be recommended as follows:

- Standard of price

The standard of price setting should be considered to provide consumer protection for senior tourists and to offer them reasonable prices, which refer to the value for money the senior tourist spend for tourism and bring them back with high satisfaction. The price should be fair for either Thai or foreigner which should stop the two price system which is currently used, by providing a guide book for senior tourists to notify the price standard of each type of tourism product and put down the list of private sectors and company names on the guide book to indicate the member name and senior tourists can ensure using service with the member of organization.

- Discount price for senior tourists

To offer senior tourists with special discount prices all tourism products in Thailand such as hotel rooms, restaurants, shopping, tourist attraction entrance fee as well as other activities fee.

- **Place Strategies**

Accessibility to the tourist destination is another important factor for the tourism industry, therefore to develop senior tourism the accessibility development should become a mainly focus in order to bring senior tourist to each promoted attraction. Firstly, the country should increase the transportation capability and quality as well as create more choice for senior tourist to select as their preference and convenient. Secondly, the country should also build new roads to new promoted attractions as well as well maintained the existing ones in good condition to meet the increasing demand and expectation of senior tourist in future. Finally, the country should add all of the details in tourism information media which can distribute or communicate directly to senior tourists, such as guidebook, brochure, etc

Additionally, in each tourist attraction, it should has visitor center with quality information staffs in foreign languages, where senior tourists can be assist with any enquiry and concerns.

- **Promotion Strategies**

Promotion is an important part to influence senior tourists' decision on selecting Thailand as their travel destination, therefore the promotion strategies can be recommended on the following sub-factors:

Advertising and Public relations

From the study, the main targeted markets of senior tourists are East Asia, Europe and Australia and as the research results identified, that most of the senior tourists were traveling with a spouse or family, therefore the advertising should be concerned on this significant travel behavior and directly communicated to the three targeted markets as prioritize

by using appropriate media according to the suitability of each market. For more efficient, the advertising and public relations should communicate and distribute in the international targeted market through the recommended media such as television, magazines, journals, newspapers, brochures, leaflets, tour operators, travel agents for instance, in order to introduce Thailand as a senior tourist welcome destination as well as offer interesting campaigns to motivate senior tourists to decide to travel to Thailand. For example, to offer an exclusive package for married couples as well as family packages which include all requirements when traveling, such as accommodation, daily trips, food and beverage, activities and some entertainment which is suitable for families.

Beside advertising in international markets, the advertising should be done in the domestic markets as well, such as to do value adding on existing products by producing the brochure and tourism manuals that provide in depth information for senior tourists individually and increasing the efficiency of public relations by presenting fast, clear and accurate information with all distributed items and channels.

Sales promotion

Organize and join sales promotion activities especially on international travel trade fairs by forming tourism related services such as hotels, local transportation, and tour companies. Also, governments should coordinate with specialized organizations such as Sag a travel, to work together in developing sale promotion activities.

Packaging

Offer special packages related to the senior tourists motivation, behavior, needs and preferences to support the demand of senior tourists. For example, one stop package including all required items when traveling such as air ticket, appropriate accommodation, food, beverage, medical service, insurance, activities and tours during stay.

Word of mouth

Word of mouth is the best promotion method in tourism. From the study, most of the senior respondents were influenced to travel to Thailand by their previous visit experienced and followed after by family and friends' recommendation, therefore the word of mouth will be the right method to do promotion.

- **People Strategies**

Human resources is one important part of all fields, especially in the tourism industry as it relies on the services which require the quality of the working personnel. Therefore, to emphasize Thai hospitality as the good part of Thailand tourism, which is suitable for tourists at all ages as well as senior tourists. Most of the senior tourists prefer to get recognition as a friend or family while traveling, Thai hospitality and service mind will be appropriate to respond to these expectations and impress senior tourists properly. However, the proper education and training, such as the specific cares for elderly, are required to provide internally in all related sectors and organization (e.g. hotels, activities providers, and restaurant).

- **Process Strategies**

In order to develop Thailand as a senior tourism destination, the appropriated process and step of service management should be systematic in all aspects to achieve high a quality of service, with the consideration of good management as the most important aspect in the development. Therefore, we need the cooperation of various units of different sectors. The whole process usually starts from working out the implementation plan, which should delegate and coordinate into practical application, and follow up with the monitoring and evaluation process which is required to review the implemented plan and solve if there are any problems and obstacles occurring in time for more sufficiency on development.

- **Physical evidence strategies**

Safety and hygiene are the main concern of senior tourists, especially when they decide to travel to other countries which can influence them either to travel or not. Therefore, government and public sectors related to tourism and hospitality should focus and maintain the standard of safety and hygiene to gain the confidence of senior tourists as well as to promote Thailand as a safety and hygiene destination.

In summary, the recommendation of the marketing strategy guideline in order to promote Thailand as a senior tourist destination can be in table 4.3.

Table 4.3 Marketing Strategy in order to Develop Thailand as a Senior Tourist Destination

Marketing Mix	Targeted	Action
Product Strategy	Increase value added to existing tourism Create new option of tourism Products	Provide more events, activities and festivals Provide year tourism schedule Offer more selection of tourism product such as historical tourism, cultural attractions
Price Strategy	Standard of price Discount price	Consideration on price setting Provide consumer protection Stop two price system (offer only one price) Provide guidebook to notify reasonable price Offer special discount rate for senior tourists
Place Strategy	Accessibility	Improve accessibility for more convenience Increase quality of public transportation Increase more choice of public transportation Build more roads to promoted attractions Maintain existing roads in good condition

	Visitor center	Add details of information in media Provide visitor center in tourist attractions Provide quality information officers

Table 4.3 (Continued)

Marketing Mix	Targeted	Action
Promotion Strategy	Advertising and public relation Sales promotion Packaging Word of mouth	Research and advertise in main markets Use local medias in targeted markets Offer campaigns to motivate senior tourists Provide manual or brochure to senior tourists Present fast, clear and accurate information Join sale promotion in worldwide travel fairs Offer special exclusive package Increase satisfaction by word of mouth
People Strategy	Education Training Rewarding	Educate human resources related in tourism to understand the developing plan and process Provide training to human resources in all related sectors Offer good and appropriate benefit to quality human resources Provide rewarding program for organization which can well train their human resources

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Table 4.3 (Continued)

Marketing Mix	Targeted	Action
Process Strategy	Systematic management	Require the appropriate process and step of service management systematically
	Collaboration of related sectors	Collaboration of all related sectors
Physical Strategy	Standard of safety	Increase the standard of safety
	Standard of hygiene	Increase the standard of hygiene

4.4 Limitations and Suggestions for Further Study

There are several limitations of this study in order to develop Thailand as a senior tourist destination which should be in concern for further study that can be suggested as follows:

(1) This research is studying people who are today's 55 years old and over which would include people who are above 60 years old currently, who are the pre-baby boomer generation. As the baby boomer is the specific generation, therefore the baby boomers would demand and behave differently.

(2) This research is focusing on the increasing number of the senior population which is based on the future forecast; therefore the number of senior tourists in the future may be changed if any unexpected situation happens.

(3) The actual sample size was lower than the target sample size, which may have affected the reliability of the statistical analysis.

This research aims to enhance Thailand as a senior tourist destination by firstly providing an overview of the existing tourism in Thailand as well as to review the possibility to be developed, secondly to investigate the travel motivation, behavior and needs of senior tourists, and lastly to give the appropriate suggested guidelines for the proper development.

The research analyzed a sample of 323 respondents from distributed questionnaires collected from 3 targeted provinces including Bangkok, Phuket and Chiang-Mai. In addition, interviews were carried out with 20 senior tourists, 1 government organization and 5 private sectors including hotels and activity providers. The results indicated that there is no specific plan, program or service provided by the government especially for senior tourists yet, while some private sectors provide some special services in a different way depending on the type of business and their own target. Focusing on the senior tourist's point of view on the current Thailand tourism, most of them were satisfied with existing tourism products and services in Thailand and tended to travel back to Thailand again for the next visit. And to increase their satisfaction, there are some areas that need to be improved such as standard of hygiene, nature preservation, current infrastructure, communication skills, and quality of tour operators and agents' services which were closed to the 5 factors approached of senior tourist main concern indicated by Handszuh (1996) which included safety, hygiene, accessibility, environment concern and consumer protections. The research results also identified the travel motivation, behavior and needs of senior tourists which can be summarized "safety" is the main concern of senior tourists when they plan to travel and mostly travel for relaxation and prefer to just do some activity to relax physically and mentally. Most of them decided to travel to Thailand because of their previous visit experience and like to come back again on their next trip which indicated the unique characteristic of senior tourists as "repeater" as well as their potential to travel with available times and money. For the booking arrangement behavior, most of the senior tourists arranged the travel plan by themselves by using different booking options depending on the type of products for example, package mostly booked through travel agent in their home country, air ticket and accommodation mostly booked through the internet, travel insurance booked directly through the insurance company, while activities and daily trips were booked directly through

travel agents in Thailand. For the travel behavior, senior tourists mostly travel with their spouse or family, either with two or four persons in their travel party, and most of them preferred to stay in the hotel or resort as they can rely on the standard of service and facility. The average length of stay of the respondents was 12.25 nights, which was longer than the average length of stay of international tourists at all ages which was indicated at 8.20 nights (TAT, 2005) as well as the average spending of respondents at USD 291.57 per night was also double as much than the average spending of all ages at USD 117.88 per night. These results identified the purchasing power and the significant of financial status of senior tourists.

Based on the results of the research, recommendations are drawn into two areas including: first, to improve the satisfaction of senior tourists in Thailand by improving the identified areas which include (1) standard of hygiene, (2) concern of nature preservation, (3) quality of infrastructure and facility, (4) accessibility, (5) communication skills, (6) standard of local tour operators and agents services, (7) standard of safety, (8) standard of price and (9) wellness and medical cares service. Second, to promote Thailand as a senior tourism destination by using efficient marketing strategies such as establishing Thailand as a senior tourism welcome reputation, emphasizing the uniqueness of Thai hospitality, value adding for existing tourism products as well as providing a variety type of tourism, activities, special promotion and packages for senior tourists, prioritizing advertisement and to the main targeted markets including Asia, Europe and Australia, then expand to other possible fruitful market.

However, in order to develop Thailand as a senior tourist destination, all issues and problems should be addressed and carefully solved not only by the central government but also by private sectors as well as local people whom are involved in the hospitality and tourism industry to get proper collaboration of all stakeholders, including business government, public organizations, company owners and managers, educational institutions as well as local people for more efficient results of the development.

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Appendix A:**Questionnaire****Questionnaire for MBA Thesis Research**

I am an MBA student in Hospitality and Tourism Management (International Program), Faculty of Service Industries at Prince of Songkhla University, Phuket campus. This questionnaire has been designed for my MBA thesis research which will be used for academic purposes as well as to improve the tourism in Thailand. I would deeply appreciate if you could spare about 15 minutes of your valuable time to participate in this survey. Thank you very much for your participation.

Please write down your answer or mark in the box which corresponds to your answer.

Part 1: Personal information

1. Gender: Male Female

2. Age: Less than 55 years old 55- 59 years old

60-64 years old

65-69 years old

70-74 years old

75 years old >>

3. Married status: Single Married/ With partner

Divorced Widowed

4. Region of residence: The Americas

Countries _____

(Please specify country) Europe

Countries _____

Asia

Countries _____

Australia & Oceania

Countries _____

Other _____

—

5. Education: High school or less College/
Diploma
 Bachelor degree Graduate degree
6. Occupation: Self-employment Company
employee
 Government employee Professional
 Retired
Other _____
7. Approximate annual household income: (US\$)
 Less than \$25,000 \$25,001-\$50,000
\$50,001-\$75,000
 \$75,001-\$100,000 \$100,001 or more

Part 2: General information for your trip

8. Have you visited Thailand before? Yes _____ times No,
this is my first visit
9. How many nights do you stay in Thailand for this visit?
_____ nights
10. How much do you spend approximately for this visit
(without airfare)?
(In USD, if other currency please
specify) _____
11. Including you, how many people are in your travel party?
 One Two Three Four Five
or more
12. Who is accompanying you during this trip?
 Spouse/ Partner Family Friends
Others _____
13. Where do you stay in this visit?
 City hotel Hotel resort Guest house
Apartment/Condominium
 Rent house Friend's house
Other _____

14. During this trip to Thailand, where do you plan to visit or have visited?

- Bangkok Phuket Chiang-Mai

Other _____

15. Will you select Thailand to be place for your next traveling?

- Yes No Maybe

Why?

16. Who did arrange your travel plan and booking for this visit?

- On my own Family members Friends

Travel agent Others _____

17. How did you book the following products?

Product	Internet	Direct (not online)	Travel agent in your country	Travel agent in Thailand
Package				
Air ticket				
Accommodation				
Daily trips				
Travel insurance				
Activities during visit				

18. What is your main concern when you plan for your vacation? (Please select one)

- Safety Tourist attraction Price

Accessibility

- Hygiene Destination reputation Activities

Others _____

19. What is the favorite activity while you are traveling? (Please select one)

- Relaxing Sightseeing Spa
- Diving/Snorkeling
- Shopping Cultural activities Dining
- Sport
- Adventure Entertainment Night life
- Others _____

20. What influenced you the most to decide to travel to Thailand? (Please select one)

- Previous visit Family member's recommendation
- Internet
- Travel agent Friend's recommendation
- Advertising
- Others _____

21. Which are the top three countries/ destinations you would like to travel to?

- (1) _____ (2) _____
 (3) _____

22. What is the most attractiveness in Thailand?

23. What is the weakness of tourism service in Thailand which needs to be improved?

Part 3: Service quality

24. Please indicate your agreement or disagreement of the following items.

Attributes	Very good	Good	Average	Poor	Very Poor
1. Service of airport in Thailand is standard.					
2. Thailand provides convenience transportation.					

3. Accommodations in Thailand are comfortable.					
4. Thailand has beautiful scenery and attractions.					
5. Thailand has historically significant sites.					
6. Culture heritage in Thailand is interesting.					
7. Services of tour operators/agents are good.					
Attributes	Very good	Go od	Avera ge	Po or	Ve ry Po or
8. Thai traditional local food is appealing.					
9. Friendly Thai hospitality is impressive.					
10. Thailand is a safety and secure place.					
11. Standard of hygiene in Thailand is high.					
12. Thailand provides good infrastructure.					
13. There are varieties of activities in Thailand.					
14. Thailand offers good value for money.					
15. Communication skills of Thai people are good					
16. Thailand's nature is well preserved.					

25. How likely you are to travel for the following reasons /motivation?

Attributes	Very Like ly	Like ly	Avera ge	Un like ly	Ve ry Un like ly
1. To relax physically and mentally					
2. To gain knowledge and experiences					
3. To seek recreation and entertainment					
4. To meet more people and make friends					
5. To do some treatment/ medical therapy					
6. To be adventurous					

26. Please give some suggestions to make your next visit to Thailand more pleasant.

Appendix B:**Interview List (1)****Interviewee:**

“Tourism Authority of Thailand officer”

Questions:

- What is the current service specifically onto senior tourists?
- Do you have any feedback from each province regarding senior tourists forecast?
- Will you have any plan to support senior tourist in the future?
- What is the good part of Thailand tourism which suitable to support senior tourism?
- Do you find any problems of the plan?
- Which areas of Thailand tourism should be improved in order to develop Thailand as the senior tourist destination?

Interview List (2)**Interviewee:**

“Senior tourists”

Questions:

- Do you enjoy traveling in Thailand?
- What impress you while traveling in Thailand and why?
- Does Thailand offer an appropriate facility, accessibility and infrastructure?
- What would you like to have for more pleasant traveling?
- Do you have any comment for current tourism?

Interview List (3)**Interviewee:**

“Private sector in hospitality and tourism”

Questions:

- What is the percentage of senior people in your hotel?
- Do you provide any special offer and service specifically for senior tourists?
- Do you have any new plan or strategy to support more senior tourist according to the forecast?

Appendix C:

Observation List

Areas for observation

- The existing hospitality and tour for senior in Thailand
- The existing facility, infrastructure and accessibility in Thailand
- The senior tourist behavior while traveling
- Other activity or program concern on senior group

Appendix D:**Results of senior tourist interview**

“Senior tourists”

Question 1: Do you enjoy traveling in Thailand? Why or why not?

Respondent 1: Yes, beautiful scenery.

Respondent 2: Yes, good place for either short or long vacation.

Respondent 3: Yes, beautiful weather and places.

Respondent 4: Yes, good places for family vacation as well as shopping.

Respondent 5: Yes, I like spa the most and I do it everyday.

Respondent 6: Yes, beautiful places and people.

Respondent 7: Yes, I like everything here, foods, people, beaches etc.

Respondent 8: Yes, beautiful sea, sand and sun.

Respondent 9: Yes, wonderful sceneries.

Respondent 10: Yes, great vacation time.

Respondent 11: Yes, cheap, beautiful and friendly as Thai.

Respondent 12: Yes, very much. It is suitable for me and my family

Respondent 13: Yes, food is very good here. I like Thai herb and healthy foods.

Respondent 14: Yes, very good weather here.

Respondent 15: Yes, Thai hospitality is very sweet and surrender.

Respondent 16: Not really, it is too busy here.

Respondent 17: Average

Respondent 18: It is just so-so for me.

Respondent 19: No, shopping is more expensive here when compared with others.

Respondent 20: For now it is ok but in the future maybe not, as they keep ruining nature.

Question 2: What impress you while traveling in Thailand and why?

Respondent 1: Beautiful sceneries

Respondent 2: Friendly people

Respondent 3: Weather

Respondent 4: Landscape and atmosphere.

Respondent 5: Spa

Respondent 6: Hospitality and services

Respondent 7: Beaches and dinning

Respondent 8: Weather and visiting areas

Respondent 9: Beautiful tourist attractions and where to go

Respondent 10: Things to do while traveling, such as sight seeing, lying down on white beaches, dining with sunset for instant

Respondent 11: Pure nature

Respondent 12: People, smile and helpful

Respondent 13: Reasonable price

Respondent 14: Comfort and convenience

Respondent 15: Temples and Thai architecture, Indigenous flora and fauna.

Respondent 16: Combination of people, food, sun, fun and sea.

Respondent 17: Many unseen, we can travel back here more and more time, and we still find new unseen things.

Respondent 18: Combination of tradition and civilization

Respondent 19: Weather, not too hot and not too cold

Respondent 20: Culture, tradition and history

Question 3: Does Thailand offer an appropriate facility, accessibility and infrastructure?

Respondent 1: Yes, I feel comfortable while traveling.

Respondent 2: Not really, there are good facility inside hotel and resort depending on what type of hotel/resort we select to stay but not in the public areas.

Respondent 3: Most are ok, except on the walk path.

Respondent 4: Yes, there are varieties of things to do and where to go which appropriate for international tourists or people who would like to select Phuket for vacation.

Respondent 5: Almost, except public transportation. It is a bit difficult for foreigner to access because there is not much choices of public transfer provided or if to rent a car or taxi, it would cost lot of moneys.

Respondent 6: Yes, I feel great while traveling.

Respondent 7: Good facilities and infrastructures but not enough accessibility providing yet.

Respondent 8: It is good currently, except the price and standard of taxi services, sometime we get charged double or been taken advantage from the local drivers.

Respondent 9: Inside hotel we are staying, it is perfect but for outside some areas still need to get developed.

Respondent 10: Need more choice of transportation to go around island.

Respondent 11: It is ok but it would be better if we can get more choices of internal accessibility.

Respondent 12: Yes, everything is ok.

Respondent 13: I like nature here but it is too busy with many cars which annoys me sometime.

Respondent 14: Very convenience when travel to Thailand.

Respondent 15: It is perfect.

Respondent 16: All is great.

Respondent 17: It is easy to get a taxi to anywhere we like but the price is not stable which difficult for us to control the cheating as we don't know the middle price.

Respondent 18: It would be better if they can provide more safety walk path then we can spend sometime for walk.

Respondent 19: Not too bad. Need to improve the standard of road. Sometime, it is dangerous to drive on road under construction.

Respondent 20: It is not safe to drive in Thailand.

Question 4: What would you like to have for more pleasant traveling?

Respondent 1: More trees and green environment and reduce or limit number of construction and building, to remain the beautiful scenery always.

Respondent 2: More clean in public areas. Cleanliness on roads, walk path, garbage bins, park, beaches etc.

Respondent 3: Standard of price, what I found is the price can change anytime, and we get higher price as we are international tourists.

Respondent 4: Control of mafia, sometime they force us too much to do thing they want. Improve the honesty to tourists.

Respondent 5: Improve on driving behavior of people. I think it is dangerous to drive in Phuket.

Respondent 6: There are too many building right now which ruin the beautiful environment, compared with my previous visit in 2003.

Respondent 7: Provider better and more accurate information for tourists.

Respondent 8: Taxi services, some are not well polite and too much greedy and cares for my pocket only.

Respondent 9: Too much business sometime, I don't like to be forced by the taxi driver who stopped me at jewelry shop while I was on my sightseeing trip.

Respondent 10: Providing walk path in tourist attraction places, then I can walk rather than to sit in car.

Respondent 11: Remain pure nature and providing more choices of accessibility, then we can go to different places which still hidden.

Respondent 12: More choices of thing to do which appropriate for middle age like us.

Respondent 13: Cleanliness. Control garbage disposals on the street.

Respondent 14: Quality of food and beverage.

Respondent 15: The price is getting more expensive, should remain prices as reasonable as before. Do not increase price when you have more tourists.

Respondent 16: Easy walk way in city or town and wheelchair accessibility. Side walk for pedestrians.

Respondent 17: Communication

Respondent 18: Safety in all areas

Respondent 19: Advertise more specific interesting to go and where to go which suitable for elderly like us.

Respondent 20: Get rid of mosquito and insects.

Question 5: Do you have any comment or suggestion for current tourism in Thailand?

Respondent 1: Remain the unique hospitality as Thai. Do not allow any other cultures to change yours way of life as we come for the culture difference and challenge.

Respondent 2: Preserve the beautiful environment for long term. Control for less pollution, more hydro power. Thailand should grow more green.

Respondent 3: Promote more on the interesting history sites. Actually, Thailand has an outstanding part of history but these have not been promoted much yet. Most of international tourists know about sea, sand and sun or vacation place as the image of Thailand only.

Respondent 4: Control standard of price and service. Some areas or sometime, the price and service just go up and down, depending on the places, situation or the people we contact.

Respondent 5: More promotion such as special discount for international tourists.

Respondent 6: Promote more interesting places which still hidden, as there are many interesting places in Thailand that international tourist never know yet.

Respondent 7: It would be great if all related field of tourism industry can speak more important language, such as French, German and Japanese for instance.

Respondent 8: If people outside hotel can speak well English as hotel staffs, it would be perfect.

Respondent 9: More promotion in worldwide.

Respondent 10: Place itself as Safety destination, control about the crimes or some other bad news. Then, tourists like us should feel safer to travel to Thailand.

Respondent 11: Thailand is still on developing process regarding the tourism, it is good sign to be developed but at the same time, you should keep the nature as pure as it is.

Respondent 12: Increase clean air in Chiang-mai and other provinces, preserve and improve natural environment. Control amount of new development.

Respondent 13: Create handbook on local driving customs.

Respondent 14: Should continue in the same way.

Respondent 15: Provide standard tours

Respondent 16: VAT refund needs, better explanation and ease of refund process.

Respondent 17: To obtain wheelchair and medical assistance for international arrivals flights at the airports for example before reaching to the immigration.

Respondent 18: Tourist information in other required languages such as French.

Respondent 19: Better directions to sites of special interest in English and other Euro languages.

Respondent 20: More markets with Thai goods.

Appendix E:**Significant results of booking behavior and travel behavior**

	Significant results	
	Region of country	Gender
Booking Person	0.16	0.00
Booking Option		
• Package	0.322	0.883
• Air Ticket	0.935	0.437
• Accommodation	0.592	0.77
• Daily Trip	0.184	0.904
• Travel Insurance	0.211	0.683
• Activities during visit	0.163	0.903
How many people are in travel	0.00	0.00
Accompanying during this trip	0.00	0.00
Where do you stay in this visit	0.687	0.996
Where do you plan for this visit		
• Bangkok	0.6	0.52
• Phuket	0.988	0.216
• Chiang-Mai	0.61	0.207
• Krabi	0.84	0.339
• Other	0.255	0.859
How many nights do		
How much do you spend per night		
Main concern for this vacation	0.88	0.184
The favorite activity while you are traveling	0.00	0.102
The most to decide to travel to Thailand	0.00	0.00
Have you visited Thailand before	0.124	0.106
How many times	0.358	0.123
Will you select Thailand for next travel	0.137	0.226

Significant results of senior tourist satisfaction

	Significant results	
	Region of country	Gender
Thailand has beautiful scenery and attractions	0.16	0.90
Friendly Thai hospitality is impressive	0.00	0.17
Thailand has historically significant sites	0.50	0.53
Thai traditional local food is appealing	0.00	0.77
Thailand offers good value for money	0.19	0.46
Culture heritage in Thailand is interesting	0.63	0.52
Accommodations in Thailand are comfortable	0.15	0.27
Service of airport in Thailand is standard	0.73	0.02
There are varieties of activities in Thailand	0.76	0.35
Thailand provides convenience transportation	0.06	0.16
Thailand is a safety and secure place	0.00	0.02
Services of tour operators and agents are good	0.55	0.61
Communication skills of Thai people are good	0.68	0.04
Thailand provides good infrastructure	0.08	0.85
Thailand's nature is well preserved	0.40	0.83
Standard of hygiene in Thailand is high	0.40	0.13

Significant results of travel motivation

	Significant results	
	Region of country	Gender
To relax physically and mentally	0.66	0.03
To gain knowledge and experiences	0.09	0.53
To seek recreation and entertainment	0.90	0.54
To meet more people and make friends	0.47	0.23
To be adventurous	0.23	0.17
To do some treatment/ medical therapy	0.00	0.01