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
☐ England	53	16.41	15	13.64	21	17.07	17	18.89
☐ Spain	2	0.62	0	0	1	0.81	1	1.11
☐ France	11	3.41	7	6.36	4	3.25	0	0
☐ Germany	12	3.72	3	2.73	5	4.07	4	4.44
☐ Italy	5	1.55	0	0	5	4.07	0	0
☐ 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	%
☐ Sweden	6	1.86	2	1.82	4	3.25	0	0
☐ Switzerland	4	1.24	3	2.73	1	0.81	0	0
☐ Austria	1	0.31	1	0.91	0	0	0	0
☐ Luxembourg	1	0.31	1	0.91	0	0	0	0
Asia	88	27.24	33	30	45	36.59	10	11.11
☐ Korea	14	4.33	3	2.73	7	5.69	4	4.44
☐ Japan	24	7.43	13	11.82	10	8.13	1	1.11
☐ China	7	2.17	3	2.73	3	2.44	1	1.11
☐ Singapore	17	5.26	5	4.55	9	7.32	3	3.33
☐ Malaysia	5	1.55	2	1.82	3	2.44	0	0
☐ Hong Kong	19	5.88	7	6.36	11	8.94	1	1.11
☐ Indonesia	1	0.31	0	0	1	0.81	0	0
☐ India	1	0.31	0	0	1	0.81	0	0
Americas	78	24.15	21	19.09	24	19.51	33	36.67
☐ USA	76	23.53	21	19.09	24	19.51	31	34.44
☐ Canada	1	0.31	0	0	0	0	1	1.11
☐ 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), dinning 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.

<u>Travel Influence</u>

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) <u>Size of the Travel Party</u>

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) <u>Travel Accompany</u>

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	Total		Phuket		Bangkok		Chiang Mai	
(Nights)	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
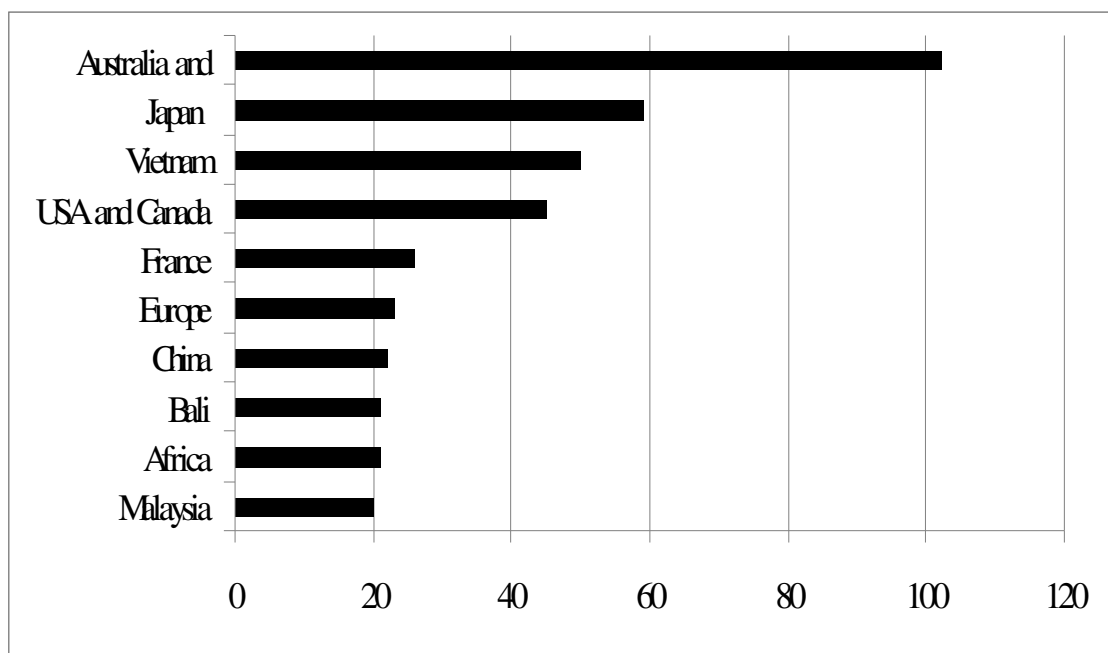
3.2 Qualitative Data

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, were 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.

- <u>Baan Sammi Natural resort, Chiang Mai</u>

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 prces no All houses are designed in modern unpretentious Lanna style surrounded by flowers, tree and bushes which secure and privacy. The resort facilities are included ilable is 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 surrouded by natural environment including the big pond which can be used for swimming, fishing, and boating. The pathways, and bower have also been disgned 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

- <u>Emporium Department Store</u>

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.