



Factors affecting destination selection by international senior tourists:

A case study of Phuket

Arachapone Somkiatikul

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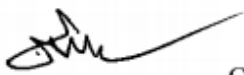
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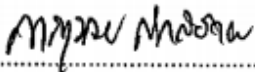
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Abstract

The research aims to identify factors affecting destination selection in senior tourists (aged 55 and above) travelling to Thailand and to investigate relationship between their personal profiles and factors of destination selection decision. This quantitative research was conducted by distributing 400 questionnaires by face to face survey with international senior tourists who were waiting for outbound flights at the Phuket International Airport.

The results show that the highest percentage of international senior tourists were in the age range of 55 to 59 years old. More than half of international senior tourists were repeat visitors and made full travel package arrangement with word of mouth being the most influential information. This study found that the top 5 most important factors when choosing a holiday destination for tourists were price, safety of destination, friendliness of Thai people and Thai food respectively. However, the least three important factors when choosing a holiday destination were availability of private and public transportation at the destination, facilities for tourists at all ages at tourist attraction and access to WIFI.

Price is the most important factor that international senior tourists were concerned about. Thai government should set new rules and regulations or policy about this matter and the private sectors are required to follow according to the law. The second most important factor is safety which cover traffic, accessibility of destination, facilities, and transportation. If Thailand mainly focuses on this group of tourists, the country must come up proper plans to reduce safety risks to be at acceptable levels. In addition, healthy senior tourists consider various factors especially price and facilities more important than senior tourists with medical background. The government should build and promote the image of “High quality medical and wellness tourism destination. Finally, to attract the long stay senior tourists, fostering consciousness about environmental preservation among local people as peacefulness of destination is considered important for senior tourists.

Keywords: International senior tourists, Decision-making factors, Phuket

ชื่อวิทยานิพนธ์ ปัจจัยที่มีผลต่อการตัดสินใจต่อนักท่องเที่ยวต่างชาติสูงอายุในการเลือกสถานที่ท่องเที่ยว “กรณีศึกษาจังหวัดภูเก็ต ประเทศไทย”

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บทคัดย่อ

งานวิจัยมุ่งเน้นศึกษากลุ่มนักท่องเที่ยวสูงอายุ (อายุ 55 ปีขึ้นไป) ซึ่งนับว่าเป็นกลุ่มนักท่องเที่ยวที่มีศักยภาพสำหรับธุรกิจการท่องเที่ยว วัตถุประสงค์หลักของงานวิจัย ประกอบด้วย ศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจเลือกแหล่งท่องเที่ยว รวมทั้งศึกษาความสัมพันธ์ระหว่างปัจจัยบุคคลและปัจจัยที่ส่งผลต่อการตัดสินใจ โดยรวบรวมข้อมูลจากแบบสอบถามและใช้จังหวัดภูเก็ตเป็นพื้นที่ในการศึกษา

ผลการศึกษาสะท้อนให้เห็นว่านักท่องเที่ยวสูงอายุส่วนใหญ่เป็นนักท่องเที่ยวกลุ่มซ้ำ นิยมซื้อโปรแกรมทัวร์ ศึกษาและรวบรวมข้อมูลจากคำบอกกล่าวของเพื่อนและครอบครัว ปัจจัยที่มีความสำคัญมากที่สุดต่อการตัดสินใจ 5 อันดับแรก ประกอบด้วย ราคาของที่พัก ความปลอดภัยของสถานที่ ความเป็นมิตรของคนไทย และอาหารไทย ตามลำดับ อย่างไรก็ตามปัจจัยที่มีความสำคัญน้อยที่สุด 3 อันดับ ประกอบด้วย การขนส่งสาธารณะ สิ่งอำนวยความสะดวกแก่นักท่องเที่ยวทุกวัย และการเชื่อมต่ออินเทอร์เน็ตไร้สาย

ปัจจัยด้านราคา มีผลต่อการตัดสินใจของนักท่องเที่ยวต่างชาติสูงอายุมากที่สุด ดังนั้นหน่วยงานภาครัฐควรมีมาตรการในการกำหนดราคาสินค้า ทั้งนี้ผู้ประกอบการจะต้องปฏิบัติตามมาตรการตามที่หน่วยงานภาครัฐกำหนดไว้อย่างเคร่งครัด ส่วนในเรื่องของความปลอดภัยโดยเฉพาะการจราจร การเข้าถึงของสถานที่ สิ่งอำนวยความสะดวก และการขนส่งสาธารณะ หากประเทศไทยจะเกะกลุ่มตลาดการท่องเที่ยวดังกล่าว จะต้องมีการวางแผนในการรองรับความเสี่ยงในเรื่องของความปลอดภัยในระดับที่ยอมรับได้ ผลจากการศึกษาในครั้งนี้ยังพบว่านักท่องเที่ยวต่างชาติสูงอายุที่มีร่างกายแข็งแรงจะให้ความสำคัญในเรื่องของราคาและสิ่งอำนวยความสะดวกอื่นๆ มากกว่านักท่องเที่ยวต่างชาติที่มีโรคประจำตัว ดังนั้นหน่วยงานภาครัฐควรสร้างภาพลักษณ์ในเรื่องของการท่องเที่ยวเชิงสุขภาพ สุดท้ายนี้ เพื่อดึงดูดนักท่องเที่ยวสูงอายุที่มาพักผ่อนระยะยาวนั้น การสร้างจิตสำนึกแก่คนท้องถิ่นเพื่ออนุรักษ์ธรรมชาติเป็นสิ่งที่สำคัญที่สุดเช่นกัน

คำสำคัญ: นักท่องเที่ยวชาวต่างชาติสูงอายุ, การตัดสินใจ, จังหวัดภูเก็ต

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CHAPTER 1

INTRODUCTION

1.1 Background

Hospitality and tourism industry are one of the most important sources of income for many countries. The United Nations (2008) describes tourism as "the activities of persons traveling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business and other purposes". With the expansion of the sector, it brings lots of opportunities to the nation and its people such as employment, infrastructure's development, foreign investment both direct and indirect investment. Supported by the Department of Communities and Local Government (2006), it was mentioned in their study that if the destination has a good plan, not only can attract huge number of tourists, but also can encourage exchange of foreign currency and offer employments to local people in the nation. With this regard, it helps to generate revenue to the country. As it has obviously shown that the increasing of the GDP (Gross Domestic Product) is considered as a good indicator to reflect the economic performance in particular country. According to World Travel and Tourism Council (2018), it reported that tourism business accounts 10 percent of Thailand's GDP and the number tends to increase rapidly in the future.

Senior market is another attractive market that has strong growth potential in the future, and this is attributed to the advancement in medical and public health which helps to improve the world's population's life expectancy (Chen and Chen, 2010). It is documented that the elderly remains healthy and live longer than in the past. A "Senior" term is specified differently, and there is no agreed definition of senior tourists in the single universe. The word "senior" originates from Latin and is commonly referred to as "elderly" (Patterson, 2006). For Asian seniors, however, those at the age of 60 years are referred to, whereas in America the senior is referred to a group of individuals who have been 65 years of age and above. In the meantime, other studies have reflected the divergent view of seniority beginning at the age of 55 (Jia & Lv 2013). In general, senior tourists are people who are retiring from work at the age of 60 or over who seem to have high purchasing power, freedom of time after retirement (Jang,2006;

Wu,2006). After retirement, most senior citizens spend their lives engaging in recreational activities, especially traveling for recreation and relaxation, visiting certain arts, cultural tourist attractions or natural attractions due to their adequate financial resources. Hence, many destinations around the world are aggressively attempting to capture this lucrative market to ensure that they have maintained long-term viability of their destinations and maximized potential economic impacts.

With many comprehensive investigations for the tourism's trends, senior tourism is now becoming an upcoming trend, which has influenced by the demographic change. All the business operators should keep an eye on this transition since this group of people will become crucial market in the world's business arena. This would have an effect on the number of senior groups, depending on the growth of the baby boomer population. The number of citizens aged 60 and above was reported by the United Nations (2015) as shown in Table 1.1

Table 1.1 Population over 60 years of age by country in 2015 and 2030 (Number in millions)

Regions of residence	Population		Percentage of regional	
	(in millions)		population	
	Year 2015	Year 2030	Year 2015	Year 2030
Africa	64.4	105.4	7.2	7.5
Asia	508.0	844.5	56.4	60.2
Europe	176.5	217.2	19.6	15.5
Latin America and the Caribbean	70.9	121.0	7.9	8.6
Northern America	74.9	104.8	8.3	7.5
Oceania	6.5	9.6	0.7	0.7

Sources: United Nation, 2015

Table 1.1 reported the population aged over 60 by region in year 2015 and 2030 that Asia older population will reach to 508.0 million of people or calculated as 56.4 percent in year 2015. Moreover, it will increase to 844.5 million of people or 60.2 percent in year 2030. However, Oceania represents to be increasing but not much when compared with other regions especially, Asia. The tourism industry and all related sectors should therefore be more interested

and concerned about this growing market in order to expand more in order to supply this large community of markets and fulfill their needs for leisure time.

Supported United Nations (2015), the report has shown an interesting information that the number of aging populations is projected to reach 16.3 percent of the total populations in the world by 2030. This number will substantially keep growing up to 2 billion in 2050. With this transition, understanding the senior tourists' preference, motivation, and behavior is definitely important in terms of enhancing tourists' satisfactions. High purchasing power and time flexibility of senior tourists are the competitive aspects which can grab some attentions from many business operators. Interestingly, these two aspects are also distinctive from young travelers. In order to take these advantages, all service providers should be able to facilitate and serve their special needs. Surprisingly, several studies have shown worldwide that the segment of adults over 55 years of age would mostly increase the overall tourism volume (Guinn, 2003). According to the report by the population 65 years and older in the United States, in year 2015 around 617.1 million people all over the world turned to aging society and it is estimated that the number of elders will keep increasing rapidly (Roberts et al., 2018). From this reason altogether with the increasing number of potential people in next several years, the senior tourists will surely become the main traveler target segmentation in current tourism industry as well as boost up the challenging level for all tourism service providers. Furthermore, many researchers have found the distinctive characteristics of the senior tourists such as extensive experience, high demanding, more purchasing power and high flexibility of traveling period after their retirement (Bao, 2009). Nowadays, many entrepreneurs in various countries are being drawn attentions to specifically target in this segment, particularly high purchasing power and flexibility of time which attract a lot of hospitality and tourism businesses (Esichaikul, 2012). The senior market is not only huge but it is continually growing very fast, many researchers have mentioned about the potential of this market. Focusing on the tourism sector, this demonstrates that one of the most important markets is the senior market, as they have both available time and ample buying power to travel after their hard-working time.

Fortunately, Thailand is situated in one of the best locations, which can attract thousands of domestic and international tourists. Thailand also has very high potential to be developed as one of senior tourist destinations for accommodating their travelling trip. In 2012,

Global Retirement Index regarded Thailand as the world's retirement haven 2012. Within the same year, there were 3 million of senior tourists arrived in Thailand and it is expected to continuously increase every year.

International tourist arrival in Thailand by Tourism Authority of Thailand Intelligence Center (2016) is shown in Table 1.2:

Table 1.2 Number of international tourist's arrivals to Thailand in year 2015

Regions of residence	Age					
	15-24	25-34	35-44	45-54	55-64	65 and above
Middle East	137,286	192,962	167,314	129,245	70,645	23,339
Europe	899,979	1,477,036	1,113,504	1,051,494	691,650	323,118
America	154,130	322,972	208,255	197,468	179,550	106,444
East Asia	2,458,313	5,122,077	4,589,433	3,932,406	2,758,400	1,231,445
South Asia	206,879	376,881	392,092	244,442	116,570	37,428
Africa	33,608	44,218	36,924	27,695	16,966	5,263
Oceania	158,218	208,625	162,791	186,682	141,334	66,836
Total	4,048,413	7,744,771	6,670,313	5,769,432	3,975,115	1,793,873
Grand Total	30,001,917					

Source: Tourism Authority of Thailand Intelligence Center, (2016)

Table 1.2 shows the number of international tourist's arrival to Thailand in year 2015. The most proportion of tourist are aged between 25-34 years old with 7,744,771 people, aged between 35-44 years old with 6,670,313 people, aged between 45-54 years old with 5,769,432 people, age between 15-24 years old with 4,048,413 people, age between 45-54 years old with 3,975,115 people and age 65 and above with 1,793,873 people.

Due to this demographic change, many challenges are emerged, which impact all business operations both service providers and policy developers. Bagus & Utama (2012) suggest that shifting in demographic structure will evoke changing in market. Tourism activities are now suitable for people from all age groups. Traditionally, tourism activities may be designed for young travelers but thing is now changing, as more and more senior citizens are getting involved in tourism activities. In some developed countries like Spain, the researchers suggest that to

determine successful business opportunity which can be generated from different components of the tourism sectors. However, learning how to adapt and capture new trends or innovations in tourism industry are very essential (Anantamongkolkul et al., 2014). Additionally, to obtain competitive advantage in the tourism business, putting an effort in providing and serving sufficient goods and services would be very beneficial to support this group of tourists.

The senior tourist group has a range of travel characteristics, habits and needs, and these will undoubtedly be different in each individual group, i.e. Thai and other nations. Thai senior citizens, for example, will usually stay at home after their retirement at the moment because they feel reluctant to disturb their children when they go outside (Horneman, 2002). Basically, in Thai culture, the people really concern about other people's feeling and do not like to offend others in the same time. This research would also study further on the attributes, attitudes, lifestyle and needs of each community to complete the comprehension of their demands in order to improve and fulfill the pleasure of visitors. A better way to respond to their growing demand for travel would be to distinguish between elderly travelers by area of residence and other demographic characteristics. Anantamongkolkul et al., (2014) finding that while it is generally recognized that young people are readier to embrace change, it is also presented that the most seniors visiting some destinations where offer culturally different experiences. In addition, the tourists who frequently visit some particular places, they tend to move out from their home and be engaged with the local community.

However, senior citizen sometimes tends to be away from current technology advances and other updated knowledge. Somehow there is difficulty to arrange a vacation plan by themselves. Vinerean (2014) reported that it is very challenging opportunity in the modern tourism market as there are only 2 percent of the tourists use social media to arrange their trips. While another 98 percent use travel agency, friends' recommendations, brochures and travel experiences for their final decision making.

Currently, general tourists emphasize more on types of tourism which offer them variety of interesting activities. For senior travelers as well, this problem might arise. This would create some challenging conditions for the entitled community to grow, create activities and tours, as well as tourism items, due to the limited physical health and experience of this group. As mentioned above, aging society is regarded as a high potential market and new popular trend of

tourism market which is considered as significant factor to the economic growth of the nation. From those reasons, this study will focus on, analyzing and exploring about the destination selection in aging society. International tourists will be used as the case study. The study helps to stimulate the government and private sectors, including local people to offer products to this group of tourists.

1.2 Research Questions

1. What are the factors that influence destination selection in senior tourist?
2. What are differences between senior tourists with varying personal profiles on the importance of destination selection factors?

1.3 Research Objective

1. To identify factors affecting destination selection in senior tourists travelling to Thailand.
2. To examine important levels of destination selection factors as varied by personal profiles.

1.4 Significances of the study

Tourism has become an unstoppable phenomenon that is growing at an alarming pace and affecting all nations, by posing challenges to government and communities alike. Therefore, it has become critical to understand the tourists' motives, behavior, needs and challenges. So better planning can be done for them by the different host countries and communities. Tourist experiences have always been scholars' interests as people' habits, behaviors, characteristics and life desires continue to change. These changes need to be reached continually to allow understanding and proper provisions to be made in advance.

As mentioned above, indicated that senior tourist is the new popular trend of tourism market, which is significant with the economics of the country, and they are very high potential market. This study will focus on, analyzing and exploring about the destination selection in senior tourists. International senior tourists will be used as the case study. The study helps

stimulate the government and private sectors, including local people to offers products to better respond to this group of tourists.

1.5 Scope of Study

1.5.1 Scope of Time

During January 2018-April 2018, the questionnaires were conducted by international senior tourists aged 55 and over at Phuket International Airport in the departure hall.

1.5.2 Scope of Geography

The study focused on international senior tourists travel to Phuket, Thailand.

1.5.3 Scope of Demography

The research emphasizes on international senior tourists aged 55 years old and above being the main criteria of recruiting respondents to participate in the study.

1.5.4 Area of Research

The study focused on the latest trends in tourism by focusing on some of the most popular areas for international senior tourists.

1.6 Definition of Key Terms

1.6.1 Senior Tourists

Tourists aged 55 and over who travel to and stay for no longer than a year for recreation, business, holiday or other reasons outside their home country (Nimrod and Rotem, 2010).

1.6.2 International Senior Tourists

They refer to international senior visitors aged 55 years and over who travel to and stay for no longer than a year for recreation, business, holiday or other reasons outside their home country (Knox, 2007; Chen and Wu, 2009; Nimrod and Rotem, 2010).

1.6.3 Travel Behavior

The travel behavior is the way that tourists act and feel towards a certain destination and their response to travel to a destination (March & Woodside, 2005).

1.6.4 Decision Making

The action of making decision, and selecting a destination that they plan to visit during holiday for leisure, business or other purposes (Edmund, 2007).

CHAPTER 2

LITERATURE REVIEW

Tourism sector is one of the main important sectors of the economy, which has an impact on development of country economy. The World Tourism Organization (2017) reported over 1,323 million international tourist arrivals which generated receipts more than US\$ 84 billion dollars for the year 2017. These figures are expected to continue growing due to the changing global population. The report said that of 1,323 million worldwide arrivals 671 million select Europe as a destination, 324 million select Asia Pacific as a destination, and 328 million select other parts of the world as a destination.

It is evident that phenomenon of traveling across borders continues for those in search of leisure, work, and other tourism related activities. In the tourism field, tourists are always search of somethings new, something better, something different than what they are used to. Tourism there for no longer such a holiday, but it has become a way of life or lifestyle (Thrane, 2012).

2.1 Definition of Tourist

The International Union of Official Travel Organizations (IUOTO) proposed the most agreed and commonly used definition of a tourist in 1963, and the World Tourist Organization (WTO) approved it in 1968. Cohen (1984) stated that "International tourists are temporary visitors staying in the visited nation for at least twenty-four hours". There are many types of tourists. IUOTO was classified type of tourists under as follow;

1. Leisure is classified under as recreational, holiday, health, study, regional and sport
2. Business is classified under as family mission and meetings

All these mentioned is a type of mass tourists. However, many countries are starting focused to the niche market with strong potential. In term of tourism, a niche is a specialized corner of the tourism market, usually developed around visitor's particular interests or

needs. Senior tourists may also be considered a kind of niche tourist with high potential for the tourism industry because of the large number of older people and their high purchasing power.

2.2 Baby Boomer

The generation of baby boomers is one of the largest groups of people born between 1946-1964 after the Second World War, with more than 450 million people born worldwide during the years listed (Horneman, 2002). More than 7,000 million people worldwide were estimated to be in an aging population by the United Census Bureau (2015). The birth rate in 1946 was about 3 million births, increasing around 4 million births in 1956, 4.3 million births in 1957, and 4 million births.

The age of baby boomers will be similar as started after the end of World War 2 when veterans returned to their homes and spent time with their family, however the ending years of this generation could differ significantly in each nation.

Table 2.1 Year range of baby boomer

Sources	Year range
Australian Bureau of Statistics, (2007)	Those who were born between 1946-1965
Pool and Du Plessis, (2012)	Those who were born between 1949-1959
Statistics Canada, (2013)	Those who were born between 1946-1965
Hashimoto, (1974)	Those who were born between 1946-1949

The generation of baby boomers is now approaching the senior stage, which will be influenced by the generational transformation of the total population. By compared the number of people aged 65 and over with the sum, baby boomer constitutes just 12% of the nation's population in 2003 and will account for 20% in 2030.

Maneerat (2004) researched the senior citizen in America and it was reported that the senior citizen in this country and worldwide is growing and changing. Seniors aged more than 65 years old will grow to 20% of the overall in 2050, as estimated in the United States, with the anticipated figure of 90 million people who will be aged more than 65 years old in 2050. This means that 147% of the expected percentage occurs and that between 2000 and 2050 the 65 plus

senior populations would rise (Maneerat, 2004). During the same time period, the American population as a whole is forecast to expand by just 49 percent. In 2050, the aging population is estimated to be about 16%, with worth around 37 million aging population in the American now. However, by 2050, this will rise to 87 million. At the age of 60 and over, 20 % of today's populations are in developed countries and this proportion will rise to 32 percent by 2050, whilst the proportion of the population aged 60 and over in the developing world is projected to rise from 8 % in 2005 to almost 20 % by 2050.

With the huge number of baby boomers, several surveys in diverse fields have centered on this business category. Keister & Deeb-Sossa (2001) found that the baby boomer generation is one of the potential markets that could be rising in the immediate future. This report also claimed that the financial status of this population is also higher than the previous generation or their parents, and at a similar age the generation of baby boomers had become wealthier than their parents had. A study by the American Association of Retired Persons (2002) found that the generation of baby boomers has more cash to spare as the median income for the boomer bracket is roughly \$47,300 per year and \$12,000 a year is spent on housing by the average household headed by boomers aged 35 to 54. Another research (Del Webb Corp, 2006) showed that 75 % of baby boomers will be more financially qualified than their predecessors, and more than \$2 trillion in revenues and more than 50 % of disposable control will be invested on more than 50 accounts by Americans.

Other research focuses on an increasing need for baby boomers to receive health care. Jame & Hendrick (2006) identified the promise of this community based on the rising demand from the cardiovascular system industry for minimally surgical procedures among the increasingly ageing population. The sector poses a major potential for the cardiovascular devices industry as the prevalence of heart-related ailments is the largest in this age group.

2.3 Senior Tourism

Senior tourism is becoming an attractive new form of tourism, as the group of senior tourists who now and in the near future have a significant share of the growing numbers with the high potential in the general market.

Globally, senior population has been recognized as a significant social transition which impacts to all business operations. This phenomenon may be caused by the baby boom generation; they have turned to become a senior generation. According to the United Nation (2010), the aging population was projected that it will grow from 901 million to 1.4 billion in 2030, and this number was estimated that it will be substantially increased by 22 percent from the current situation in 2060. With this regard, the senior population will become an essential target market in all business sectors especially in hospitality and tourism business.

With the extensive investigation on previous literature, it revealed that the define the senior tourists meaning see Table 2.2 as below;

Table 2.2 Definition of senior

Autor	Definition of senior
World Health Organization (2001)	Use 65 years as the cut-off point for “the elderly.”
United Nations (UN) (1999)	Uses 60 years as the starting point when presenting statistical data for the elderly
Thailand Elderly Act, Article 3 (2003)	A Thai citizen ages 60 years or more.
World Tourism Organization (2001)	Categorized senior tourists as people who turned aged to 55 years old or above
Tourism Authority of Thailand (2000)	A people whose turned to 55 years old and above

Meanwhile, there are other researches reflected the divergent perspective on being senior which starting from the age of 55 years old (Gardner, 2011). Based on this study, the group of senior people is defined as the people whose age is 55 years old and more.

Moreover, the characteristics of senior have become one of the interested areas since the market size and potential of growth seem to be rapidly increased (Horneman et al., 2002). Many studies showed the advantages of senior tourists as time flexibility, high purchasing power. (Litterell, 2004). However, there are some points that the business operators should not ignore if they will be targeting on this market segment since the senior preferences are different from younger and they also require specific well-designed products and services which suit their distinctive needs and wants. It gains lots of attention from many business sectors to take the advantages from this market segment, especially high purchasing power and time flexibility

(Esichaikul, 2012). Besides, a research conducted by Lyons, (2009) provides a supportive reason that senior tourists are travelling more frequent than younger tourists, especially female seniors whose frequency is greater than males. In addition, previous studies found that senior travellers were highly interested in visiting the educational and natural attractions. Furthermore, the studies done by Fleischer & Pizam (2002) found that the most common purposes of their traveling were taking rest and relaxation, social interaction, physical exercises, learning, and excitement. However, the study done by Pederson (1994), which shown that most of senior travelers are more highly concerned with comfort and convenience both psychologically and physically than younger travelers.

2.4 Senior Tourism in Thailand

Current Situations of Senior Tourism in Thailand

As the country has rich culture, natural and historical resources, and fascinating attractions, tourism is one of Thailand's main sources of income, rendering Thailand one of the most popular tourist destinations today. As it relies heavily on tourism and related industries and draws strong foreign exchange rates that support Thailand's growth, tourism is also a significant component of Thailand's economy. In addition to the strong reputation of nature, welcoming and interesting attractions, the nation also has all the associated tourism industries, such as hospitality, airlines, restaurants and tour operators to invest in Thailand as international trade.

With the increasing changes in demographic structure of the world population, senior population are to influence how businesses are operating, and it is becoming an important market segment for the travel and tourism industry (Kozak, 2002). According to the majority of the tourism industry in Thailand, this is also related to the ongoing development of the tourism industry in Thailand in order to make the destination up to the mark and provide an appreciable supply for all tourism demands. Several research, whether through public or private organizations, seek to develop the tourism and hospitality industry in Thailand. However, most of the researchers concentrate on the general community of foreign visitors, but not many researchers concentrated on the study of this particular business group of seniors on this interest market and projected the tremendous growing phenomenon of the senior market.

In particular, Tourism Authority of Thailand (2016) expanded the campaign to promote Thailand as a tourist destination for the senior people. More than 3.62 million foreign senior tourists come to Thailand representing 12.1 percent of total international arrivals, and top seven markets for senior tourism in Thailand in 2015 were Malaysia (1,327,373), China (1,052,427), Japan (378,194), South Korean (270,983), United Kingdom (221,077), Germany (152,070) and Australia (163,882) (TAT Intelligence Center, 2016). According to TAT Intelligence Center, (2017) For the European senior tourists, mostly they are from United Kingdom, Germany, and Australia. About 41.4% were first-time visitors, and the rest were repeat visitors. About 32% of them visited Thailand for 4 times and more, and the most popular Thailand's destinations for senior tourists included Bangkok (60%), followed by Chiang Mai (41%) and Phuket (35%).

Thailand has become one of the world's tourism destinations nowadays. The Tourism Authority of Thailand used the slogan "Amazing Thailand" in 1998-1999 to globally support Thailand, which drew 8.58 million visitors in 1999. Subsequently, several "Unseen Thailand" promotions were introduced in 2003, "Thailand Grand Invitation" in 2006, "Thailand Talk to the World" in 2007, "TAT 50th Anniversary" in 2010. Due to tourism demand, many hotel sectors and retail industries have grown rapidly. TAT Intelligence Center (2017) is reported that senior tourists have been generated the revenue to 195,891 million baht or 8.66 percent of tourism income. Moreover, in year 2020, there will be about 5.7 million of Thai's senior tourist and 6.2 million of international senior tourist.

The number of senior international tourist's arrival to Thailand in year 2015 is about 5.7 million of people worldwide (See Table 2.3). Even though, there are smallest number of proportion age 55 – 65 years old but this group of age are also forecasting as a strong potential growth rate segment in Thailand's Tourism industry. In relation to the information from the Tourism Authority of Thailand Intelligence Center (2016) is reported international senior tourist travelling to Thailand by country of residence as be shown in Table 2 as below:

Table 2.3 International senior tourist's arrival to Thailand in year 2015

Country of residences	Population age	Population age 65	Grand Total
	55-64	years old and above	
Middle East	70,645	23,339	93,984
Europe	691,650	323,118	1,014,768
America	179,550	106,444	285,994
East Asia	2,758,400	1,231,445	3,989,845
South Asia	116,570	37,428	153,998
Africa	16,966	5,263	22,229
Oceania	141,334	66,836	208,170
Total	3,975,115	1,793,873	5,768,988
Percentage of total arrival	13.25%	5.97%	19.22%

Source: Tourism Authority of Thailand Intelligence Center, (2016)

The comparison of two groups of ages like 55-64 years of age and 65 years of age or over shows that there is much more international tourist travel from the age group of 55-64 years old which total 3,975,115 people while the proportion of tourists at 65 years of age and above is 1,793,873 people who arrived in Thailand in 2015. East Asia is the largest proportion of foreign tourist arrivals to Thailand in 2015 from all ages, led by Europe as the second group. The age range is from 55-64 years. In 2015, 2,758,400 visitors from East Asia arrived in Thailand, which resulted in 69.39 percent of overall tourists at the age rank in all areas, while 17.40 percent come from Europe and 4.52 percent from America. Although 1,231,445 international tourists from East Asia travelled in Thailand at the age of 65 years, which resulted in 68.65 percent of the overall senior tourists in all areas, with 18.01% of Europe and 5.93% of America are there. This assessment shows that for all age groups, the ratios of each source are not distinct, indicating that there are identical proportions of visitors from East Asia, Europe and America aged 55-64 years and 65 years or over. In 2015, these 3 countries of residences listed are the top 3 seniority market target in Thailand. Thus, this literature review consists of research in the field of senior tourist destination choice.

In order to explain the pattern of international tourist age 55 years old and above in Thailand, the table of international tourist arrivals for the previous five years shows the number of senior tourism arrivals from 2013 to 2017.

Table 2.4 International tourists age 55 and above arrival to Thailand in 2013 to 2017

Country of residence	Year				
	2013	2014	2015	2016	2017
East Asia	2,885,107	2,643,899	3,989,845	4,463,438	4,852,845
Europe	917,815	932,073	1,014,768	1,082,030	1,222,590
The Americans	265,797	252,028	285,994	302,346	347,046
South Asia	135,952	124,205	153,998	153,662	189,576
Middle East	88,579	80,847	93,984	87,194	101,074
Africa	24,534	22,603	22,229	22,226	28,676
Oceania	207,026	197,935	208,170	184,471	241,900
Total	4,524,810	4,253,590	5,768,988	6,295,367	6,983,707

Source: Tourism Authority of Thailand Intelligence Center, (2018)

Tables 2.4 illustrate that the East Asian is the largest proportion for international visitors in the five-year period, while the European market and the American market are the second largest. Therefore, most close to the bottom areas, such as those like South Asia, the Middle East and Africa, will be combined together to better concentrate on this study, while significant markets such as East Asia, Europe and the Americas remain the same.

This analysis would ensure that the senior traveler market has the opportunity to grow and the ability to go into the researcher's interest, as well as the feasibility for Thailand towards develop senior tourism in Thailand to have this market quality, as facts and data have occurred.

With regard to Thailand, there are few studies specifically studied on the motivation for travel and the behavior of the senior tourist market. This study found variations in the incentive of senior visitors to travel and actions relative to other ages, such as the purpose of the visit, the type of party travel, the type of transport used for the frequency of the visit, and the daily expenditure. Maneerat (2004) research found that visitors of different ages travel with the

same specified aim as a holiday; but old-age tourists often travel on business and for meetings with other visitor purposes. Most adolescent tourists travel with their friends for the type of group travel; on the other hand, most old-age tourist trips with their family as most of them were already married. For the form of transport, most old-age tourists traveled by air to Phuket, while teenage tourists tend to fly by land and sea, suggesting that old-age tourists often consider comfort while flying. Many older tourists stay longer than younger tourists because they want to rest after a long trip and most of them are elderly and are able to spend more time traveling.

Rojwallee (2006) also examined the travel behaviour of senior Thai and foreign tourists at the age of 55 years and above which the senior tourism sector was identified as a high-purchasing-powered quality and future category. The study showed that most of them use travel agents at 16 % for the international senior tourists, while 14.8% arranged the trip on their own. Most senior tourists daily spent 2,900 baht for person for the average spending, and senior tourists from countries of South East Asia high daily spending when compared with others at 4,000 baht. The duration of stay for senior travelers with an agent was 1 week, whereas senior tourists traveling on their own had a longer length of stay was around 8 days. Overall, the average duration of stay was 1 week. The senior tourists were motivated by the cultural and traditional curiosity and the popular tourist attractions that attracted them to come to Thailand when their favorite hobby was shopping, accompanied by historical sightseeing, while the adventure trip is not popular for senior tourists. Looking at the gender distinction, senior women were more interested than men in traveling to Thailand because senior women were more open to news and information, as well as more interested than men in shopping. As the senior tourism is regarded as one of the high potential markets, research in this aspect is very much needed given the fact that there is a limited research available in this field.

2.5 Related Theories

2.5.1 Personal Profile

When examining the decision-making of senior tourists, most scholars have identified the factors affecting their decision-making such as personal profiles. It has been suggested that understanding the variables concerning the socio-demographic characteristics can contribute to tourism industries adopting effective corresponding marketing strategies to appeal

the senior tourist (Jang & Wu, 2006). Yue et al. (2010) mentioned that the basic influencing factors, include demographic characteristics on tourism which are gender, age, occupation, level of education, and income on the decision-making of tourists. Kim, Lee & Klenosky (2003) found that tourism decision change with demographic characteristic such as gender, age, and household income which similar to the results of Gao (2010). Romasa & Blenma (1989) studies German senior tourists' decision and the results found that the personal profiles on the travel decision of the senior in different age groups are not the same. Bao (2009) studied the influence of personal profiles on travel decision of the senior tourist, found that the gender, level of education and household income have no significantly influenced on the decision-making of senior tourist in Hangzhou, while age and physical health condition has a significant effect on "Safety of the destination". Kozak (2002) compared the decision among western tourists and Asian tourists to the same destination. It found that differences country of residence has an impact on the travel behavior. In contrast, tourists from the same country of residence may have similar travel behavior due to the cultural commonalities (Kim & Lee, 2000; Kim & Prideaux, 2005). It can say that, tourists from difference country with similarity of culture background may have distinctive when making decision (Liu, Lee Kan & Huan, 2011).

A research from Gao (2010) about senior tourism marketing development discovered that there were significant differences between gender, age, country of residence and physical health condition when making the decision. However, there was no significantly differences in Marital status when making the decision.

Therefore, in this research, the hypothesis was proposed as;

***H1:** There are significant differences in decision-making of senior tourists with personal profiles.*

2.5.2 Type of Tourists

Tourists behavior is a way that tourists act and feel towards a certain destination and their response to travel to a destination (March & Woodside, 2005). The behavior of purchasing in the process of the tourism are all in the category of tourist's behavior (Wan & Wu, 2014). Previously, the studies related to senior's behavior mainly focused on various behavior characteristic such as travel motivation and travel satisfaction for tourism purpose (Xu, 2018). The characteristic of decision-making behavior of senior tourists are mainly reflected in the

choice of destination and travel mode (Chen, 2011). Also, post purchase behavior refers to how consumer feel about goods or services after consuming, that is, customer satisfaction and intention such as revisiting (Wan & Wu 2014).

Recently, there were many evidences indicating that senior tourism market has obvious characteristics that distinguish it from other tourism market segment in terms of travel decision, choice of tourism product, travel mode and tourism consumption behavior. (Chen, 2013; Wu, 2011; Wan & Wu 2014; Jia & Lv, 2013; Li & Huang, 2010; Ran & Yang, 2009; Tan, 2015; Luo, 2015; Blazey, 1992; Romsa & Blenman, 1989; Losada, Alen, Nicolau & Dominguez, 2017).

2.5.2.1 Travel experiences

Experience is where memories were created and ideas of some situation and those memories help to make the decision whether to re-visit or not. Experiences are divided in to two types. The first one is positive experience is the things that tourists can receive and touch that things are satisfaction and in part cause an impression. The second one is negative experience is the things that tourists cannot receive and touch that things are not satisfaction and in part cause not impression. (Nejati & Mohamed 2014). An experience is the one factor that effect to tourists decided to travel because of positive experience and negative experience from their journeys. When they decided to travel each time, they can decision from their experience. If they satisfy with their journey some time they want to go back and in opposite way if they were not satisfying they would not want to go back (Chen and Chen, 2010).

2.5.2.2 Length of stay

Baum & Lundtorp (2001) reported that length-of-stay is important and the overall amount of guest nights stayed at the destination can be calculated. Previous study form Oklevik et al., (2018) which similar with Thrane & Farstad (2012) reported that the length of stay has influences purchasing power, goods and services of the activities. Regarding to studied of García-Palomares et al., (2015) which similar with Ram & Hall (2018) studied shows that time-limited budgets will also arise from the dependence on attractions. In contrast, a higher percentage of potentially smaller firms could be visited at more bordering places by tourists staying longer. As a consequence, stay period has a wide variety of decision-making consequences (Tussyadiah and Pesonen, 2016; Oklevik et al., 2018; Hall, 2005).

Therefore, in this research, the hypothesis was proposed as;

H2: Type of tourists have influences on how decision making is made.

2.5.3 Decision Making process

There are various theories and models that conceptualized decision making process. Making decision is based on a cognitive process according to Lomine, Edmunds and McCabe (2007) where different alternative are being considered and compared. Tourism is crucial to understand and what are the factors influence the consumer's decision selection decision. Decisions are based on facts and knowledge but also with budget, safety and security, facilities and convenience at the destination. Edmund (2007) mentioned that making decision is an important and most central part of process.

2.5.3.1 Pricing at the destination

The understanding of prices profoundly impacts the choice of a customer to buy a commodity. Price perception explains knowledge about a commodity and provides customers with a profound meaning (Kotler & Keller, 2016). Price seems to be an important factor in the buying decision, especially for commonly bought items, which in turn affects the choices of which shop, product and brand to patronize (Faith & Agwu, 2014). Consumers are very realistic in determining the benefits they expect to reap by purchasing goods or services that they pay for (Al-Mamun & Rahman, 2014). Research by Komaladewi & Indika (2017) found that, compared to the results of Djatmiko & Pradana (2015) and Termsnguanwongong (2015), most respondents consider price to be an important factor affecting their buying decisions (2015).

While most customers are very price sensitive and considerations, such as brand name, retail location, service, value, and consistency, are also taken into consideration (Tjiptono, 2008). Many buyers use price as a measure of efficiency, along the lines of the traditional proverb, "You get what you pay for" (Lien et al., 2015). Tajdar et al. (2015) recommended that there should be a fair price for a brand. Price is an important factor, according to Tjiptono (2008), as it influences the image and positioning policy of a company. Consumers prefer to equate price with commodity level, meaning that high quality is expressed by a perceived high price.

2.5.3.2 Safety and security at the destination

Awareness of risks is of paramount importance to tourism making decision process, since they can change sound decision as a factor of travel modes and destination preference (Sonmez and Graefe, 1998). Hall C. M., Timothy D. J. and Duval D. J. (2003) said that terrorism and global uncertainty are causes that can be of considerable concern and foster a sense of risk that can influence tourist decision-making.

The issue of safety and security is widely discussed regarding the mandatory condition for the host community and travel and tourism development. Zainal (2012) strongly stated that safety and security have been recognized as one of the indispensable factors in promoting tourism activities. In fact, only a few elements of safety and security issues are focused and realized such as public safety, health safety, and transportation or road safety (Breda & Costa, 2005). Furthermore, the destination performance on safety and security is directly related to the destination image (Tan & Wu, 2016). Based on the previous studies, five main forces would affect the tourist's perception of the destination images; crime, terrorism, food safety, health issues, and natural disasters (Norizawati & Tarmiji, 2014; Breda & Costa, 2005). In most cases, safety and security issues can cause changing the tourists' perception of the destination, and finally, it will affect their decisions for the destination selection and intention to revisit.

2.5.2.3 Facilities at the destination

Fawzy (2010) examined business traveler's destination selection and found that business travelers rated "security and safety of destination" as the most important factor. According to Tsai et al., (2011) examines that foreign traveler, safety and security was ranked as the most important attributes. In other words, Yusooff & Abdullah (2010) found that in the content of facilities attribution items, Middle Eastern tourists voted highest for Bathroom, furniture and amenities. They also prefer to stay at five-star city hotels and probably expected to received high-quality facilities. In contrast, access to internet, facilities supported were important for traveler. (Yavas & Babacus, 2005). A study by Tan (2015) showed that seniors have strong desire to travel with high consumption level. This research also implied that senior tourist prefers to travel together and show that senior tourists mostly pay attention to facilities and convenience of travel at the destination.

2.5.2.4 Attractiveness at the destination

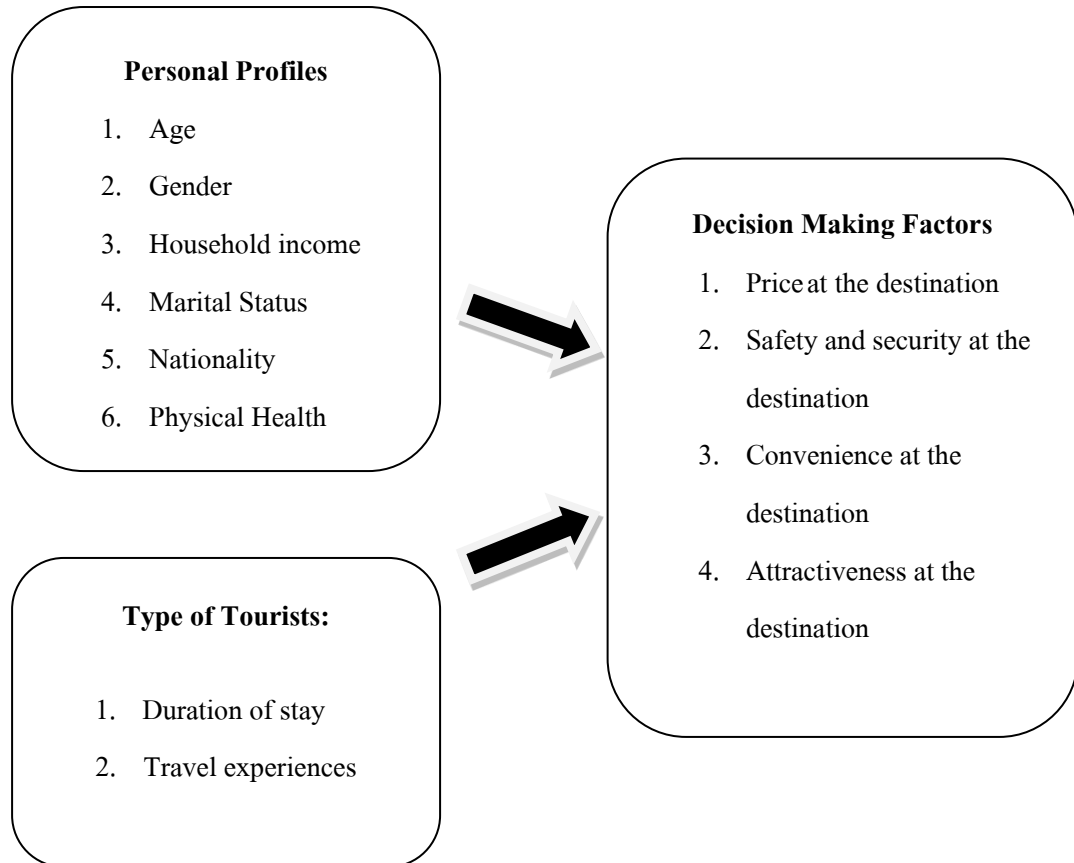
In choice of destination of tourist destinations, senior tourist prefers destinations with natural scenery. Sightseeing is the main motivation for senior while religion, vocation and shopping are not the major motivations for senior to travel. Although the travel purpose is still mainly for sightseeing, Ran Yang (2009) mentioned that the purpose of the travel was mainly for sightseeing and cultural appreciation. In contrast, Chinese tourist enjoy shopping and spend considerable budget on it. Also, Chinese senior tourists were more concerned about reasonable shopping time and product properties (Zeng, 2015).

In recent year, senior tourism has become an important support for the tourism market, especially in the off-season. The relatively cheap price and comfortable climate time have become the main reasons for senior to travel. In term of outbound travel, seniors mainly travel to places Southeast Asia. In the past, the senior groups rarely traveled to European and Australia, but now the number of senior groups visiting Europe, the United States, Turkey and other countries and regions are gradually rising.

All in all, senior tourist is considered as a new popular trend of tourism market with high economic potential. This study will focus on analyzing and exploring factors affecting destination selection of senior tourists. International senior tourists are the main focal point of this study. The study can offer practical contributions to relevant government and private sectors, including local people. In particular, products and services can be better designed to better respond to these groups of tourists. Theoretically, since the senior tourism is regarded as one of the high potential market, research in this aspect is very much needed given the fact that there is a limited research available in this field.

2.6 Hypotheses development and conceptual framework

Figure 2.1 Conceptual Framework



HYPOTHESES:

- **Hypothesis One:** There are significant differences in decision-making of senior tourists with personal profiles.
- **Hypothesis Two:** Type of tourists have influences on how decision making is made.

CHAPTER 3

RESEARCH METHODOLOGY

In this study, senior tourists are defined as people who are retirement of work aged 55 years or over, have purchasing power and time flexibility after retirement. (Knox, 2007; Chen and Wu, 2009; Nimrod and Rotem, 2010).

This study mainly aims to identify factors affecting on destination selection in senior tourists travelling to Thailand and clarify relationships between their personal profiles and factors of destination selection decision as well as for early retiree group which is also increasing nowadays. Primary data were collected via questionnaires and directed to research the selection of senior tourists to Phuket, Thailand as a destination. A search report and related study were used to capture the secondary data.

3.1 Population

Tourists can be described as a person who for more than a day but less than a year takes a trip away from home for recreation, company or other purposes. International senior visitors traveled to Phuket, Thailand at the starting age of 55 years of age were the demographics of these study. Therefore, the statistical information of international tourists arrived to Phuket, Thailand from TATIC (2016) is used as a reference.

Tourism Authority of Thailand Intelligence Center (TATIC) reported the international senior tourists' arrival to Thailand divided by country of residence as shown in Table 3.1.

Table 3.1 International senior tourist arrivals in 2015 by country of residence.

Country of residence	Age 55-64	Age over 65	Total
Malaysia	996,111	331,262	1,327,373
China	628,690	423,747	1,052,437
Japan	250,727	127,467	378,194
REP. Korea	205,896	65,087	270,983
United Kingdom	131,255	89,822	221,077
Germany	100,249	51,821	152,070
Australia	100,391	63,491	163,882
Total amount	2,413,319	1,152,697	3,566,016

Source: Tourism Authority of Thailand Intelligence Center, (2016)

3.2 Type of Research

To achieve the aims, this study used quantitative study. This research focuses primarily on senior international tourists who are traveling to Phuket, Thailand. Senior tourists were asked to include their specific demographic profiles, travel plans and other information relevant to their trips in the close-ended questions, as well as to score their level of agreement about Thailand's destination. Senior travelers will be asked to include any recommendations for their next trip to Thailand in the form of open-ended questions.

3.3 Questionnaire Design

The questionnaires were designed as a survey tool and divided to three parts as follows:

Part 1: Demographic details about international senior tourists

In order to collect demographic details, this segment asked for general question about gender, age, status, country of residence, level of education, occupation, annual household income, and health status.

Part 2: Travel behavior of senior tourists

In this part the question asked about information of the duration of stay, activities during visiting Thailand, and attraction of destination

Part 3: Decision making

In this part the question asked about information of price at the destination, safety and security at the destination, convenience at destination and attractiveness at the destination.

The questionnaire used the five-point Likert scale to score the agreement and non-agreement degree of each attribution in order to measure importance factors when choosing Thailand as a destination. The number of settlements has started with 1-Strongly disagreed, 2 - Disagree, 3-Neutral, 4-Agree, 5-Strongly agreed.

The questionnaire wrote into 5 languages: English, Korean, German, Japanese, and Chinese.

To ensure the validity and reliability of the questionnaire, the questionnaire was checked by the adviser and the researcher to ensure that all the suggested targets were addressed. In addition, pre-test questionnaires are presented to the pilot test. They were distributed and received feedbacks from the senior tourists. The pilot test is described as the distribution of pre-test questionnaires to identify the probability of problems that may occur when answering the questions. A total of 30 questionnaires were pilot-tested and, as shown in Appendix A.

Table 3.2 Elaboration of conceptual framework with questionnaires.

Variable	Question	Scale
Personal Profile	Gender	Nominal Scale
	Age	
	Household income	
	Marital Status	
	Nationality	
	Health Condition: In general, do you have any medical history? <input type="checkbox"/> No <input type="checkbox"/> Yes	
Duration of Stay	How many nights do you stay in Thailand for this visit? <input type="checkbox"/> 1-3 Days <input type="checkbox"/> 4-6 Days <input type="checkbox"/> More than 7 days	Nominal Scale

Table 3.2 Continued

Variable	Question	Scale
Travel Experiences	Have you visited Thailand before?	Nominal Scale
	<input type="checkbox"/> Yes.....time <input type="checkbox"/> No, this is my first-time visit	
Conveniences at destination	Availability of private and public transportation at the destination	Five-point scale
	Network of private and public transportation at the destination	
	Facilities for tourists at all ages at tourist attractions	
	Access to WIFI	
Attractiveness at destination	Culture and traditional at the destination	Five-point scale:
	Variety of activities at the destination	
	Beautiful and scenery at the destination	
Price at destination	Price of airfare at the destination	Five-point scale
	Price of public and private transportation at the destination	
	Price of hotel at the destination	
	Living cost at the destination	
	Price of tour package at the destination	
Safety and security at destination	Price of food and beverage	Five-point scale
	Safety and security at the destination	
	Crime rate at the destination	
	Political stability at the destination	
	Economic situation at the destination	
	Law and regulation at the destination	
Government status at the destination		
	Peacefulness at destination	

3.4 Sampling Size

The statistical of an international tourist arrival to Thailand from Ministry of Tourism and sport, Thailand in year 2016 was used as tool to calculate the sampling size in Taro Yamane (1967) as below:

Formula	n	=	$\frac{N}{1 + (Nxe^2)}$
Where	n:	Sample size	
	N:	Target populations- an international senior traveler	
	e:	Inconsistency from sampling at 95% confidence level	
	n	=	$\frac{3,181,057}{1 + (3,481,057 \times 0.5^2)}$
	n	=	400

Hence, the sample size is 400

The sample size of this study is 400, as a result of the Taro Yamane (1967) estimate. The 400 questionnaires were collected for senior international tourists who were traveling to Thailand in 2017 at the age of 55 years and above.

3.5 Sampling Method

Quota sampling was adopted as the research sample method that classified under non-probability sampling then used convenience sampling in each group. 220 questionnaires were accessed to Asian international senior tourists and 180 questionnaires were accessed to Western international senior tourists. Target population was international tourists who were travelling to Thailand as an accurate definition of respondents. Therefore, according to the Tourism Authority of the Thailand Intelligence Centre, the proportion of sampling has been planned (2016). The sampling percentage of this sample was determined by regions of residency, as follows:

Table 3.3 Numbers of questionnaires were distributed by residence.

According to Table 3.1, the questionnaires were distributed to each country of residence as presented:

Country of residence	Percentage of each country	Proportionate	Disproportion
Malaysia	220*0.44	96	90
China	220*0.35	76	70
Japan	220*0.12	27	30
REP. Korea	220*0.09	20	30
United Kingdom	180*0.41	74	70
Germany	180*0.28	51	50
Australia	180*0.31	55	60
Total		400	400

3.6 Data Collection

3.6.1 Primary Data

During January - April 2018, a total of 400 questionnaires were obtained. In addition, questionnaires were circulated by quota sampling and convenience sampling in each region to the participants at the Phuket International airport in Thailand.

3.6.2 Secondary Data

Secondary data were gathered to learn more about senior tourism through internet analysis, statistical records, journals and papers from relevant institutions, previous studies, and the library of the University that were linked to this report.

3.7 Data Analysis

Statistical significance was used to recognize the level of significance at $p=0.05$ or null hypothesis. The statistics used in this study referred to the aims of the research and the characteristics of the data. This analysis used descriptive statistics using (percentage, mean and standard deviation), T-Test statistical analysis and ANOVA.

To explain the attributes of variables, descriptive statistics are applied to analyzed the results in this study. Thus, descriptive statistics were used to quantify the distribution of data, frequency and percentage of demographic profiles of respondent such as gender, age, marital status, country of origin, education, occupation and household income, respondent information, travel arrangements, accommodation data and source information on Thailand.

Five-point Likert scale to express the agreement and disagree level of each attribution to measure the implicit and explicit of their traveling in Thailand. Range of agreement started from 1- Strongly agree, 2-Disagree, 3-Neutral, 4 -Agree, 5-Strongly agree.

T-Test was applied to compare the differences of decision making among two groups. In this study, this method was applied to compare the mean scores of each individual variable in order to determine the significant differences between two groups including male-female, first-time visit-repeaters and healthy-medical background.

ANOVA was applied to assess the differences between three or four different groups and to compare the mean score of the variables. This research applied this approach to analyze the decision making among international senior tourists. The level of significance indicated statistically significant difference at $P = 0.05$

Table 3.4 Hypotheses and method of analysis

No.	Hypotheses	Method of Analysis
1.	There are significant differences in decision-making of senior tourists with personal profiles.	T-Test and ANOVA
2.	Type of tourists have influences on how decision making is made.	ANOVA

CHAPTER 4

RESULTS

4.1 Descriptive Statistic

4.1.1 Demographic Profile of international senior tourists in Thailand

Total of 400 valid questionnaires were completed by international senior tourists traveling to Phuket, Thailand.

Table 4.1 Demographic profiles

	Demographic Profile	Frequency	Percentage (%)
Gender	Male	184	46.00
	Female	216	54.00
	<i>Total</i>	400	100.00
Age	55-59	205	51.30
	60-64	106	26.50
	65-69	59	14.80
	70-74	28	7.00
	75 and above	2	0.50
	<i>Total</i>	400	100.00
Status	Single	86	21.50
	Married/with partner	239	59.80
	Divorce	50	12.5
	Widower	25	6.3
	<i>Total</i>	400	100.00

Table 4.1 Continued

	Demographic Profile	Frequency	Percentage (%)
Country of Residence	China	70	17.50
	Malaysia	90	22.50
	Japan	30	7.50
	South Korea	30	7.50
	Germany	50	12.50
	Australia	70	17.50
	United Kingdom	60	15.00
	<i>Total</i>	400	100.00
Income	Less than \$25,000	40	10.00
	\$25,001-\$50,000	123	30.80
	\$50,001-\$75,000	96	24.00
	\$75,001-100,000	88	22.00
	\$100,000 or more	53	13.30
	<i>Total</i>	400	100.00
Physical Health	Non-medical background	226	56.50
	With medical background	174	43.50
	<i>Total</i>	400	100.00

Referred to Table 4.1, most of respondents are female (54.00%), and the rest (46.00%) male. The highest percentage of senior tourists (51.30%) are in the age range of 55 to 59 years old, and 60 to 64 years old (26.50%). Most of the respondents reported being married, or travelling with a partner (59.80%), while the second largest number of senior tourists (21.50%) reported being single. Most respondents are from Malaysia (22.50%), followed by the equal percentage of senior tourists from China (17.50%) and Australia (17.50%). Most of the respondents (30.80%) have the approximate annual household income of \$25,001-\$50,000, followed by the second largest group of respondents (24.00%) with the reported annual income of \$50,001-\$75,000. More than half of respondents have non-medical background (56.50%).

4.1.2 Type of Visitors

Table 4.2 Percentage of tourists' visiting Thailand

Type of Visitors	Frequency	Percentage
1. Repeat visitors	235	58.80
2. First-time visitors	165	41.30

Table 4.2 shows the percentage of tourists' visiting Thailand. More than half of the tourists were re-visit tourist (58.8%), with the rest (41.30%) were first-time tourists.

Table 4.3 General information about the trip to Thailand

Items	Mean	Std. Deviation
1. Average spending per person (US\$)	4989.13	11144.72
2. Number of times visited Thailand	3.53	8.25
3. Average length of stay	7.61	5.34
4. No. of people in travel party	3.25	1.92

Table 4.3 presents general information about senior tourists' trip to Thailand. The average spending in Thailand is about US\$ 5,000. The average number of re-visits to Thailand is four times. The average stay in Phuket is approximately eight nights. The average travel party is three to four people.

Table 4.4 Percentage of the respondents' accompanied person

Type	Frequency	Percentage (%)
1. Spouse	251	62.80
2. Family	163	40.80
3. Friends	150	37.40
4. Others	26	6.40

Table 4.4 displays the percentage of respondent accompaniers to Thailand. The majority of respondents came with a spouse (62.80%), followed by close numbers of senior tourists visiting with family (40.80%) and friends (37.40%).

Table 4.5 Selection of accommodation during the trip

Type of Accommodation	Frequency	Percentage
1. Hotel Resort	242	60.50
2. City Hotel	92	23.00
3. Apartment/ Condominium	49	12.30
4. Friend's House	10	2.50
5. Guest House	5	1.30
6. Others	2	0.50

Table 4.5 presents the percentage of accommodation that tourists selected during their stay in Thailand. Most of the respondents opted for a hotel resort (60.50%) and a city type of hotel (23.00%).

Table 4.6 Destination visited in Thailand

Place	Frequency	Percentage
1. Phuket	258	64.50
2. Bangkok	71	17.80
3. Others	51	12.80
4. Chiang-Mai	20	5.00

Table 4.6 shows the destinations in Thailand chosen for a visit by the respondents. Most of the respondents choose Phuket (64.50%), while Chiang-Mai was chosen by the least number of senior tourists (5.00%).

Table 4.7 Travel arrangement for visit to Thailand

Travel arrangement by	Frequency	Percentage
1. On my own	239	59.80
2. Friends	138	34.60
3. Family members	116	29.00
4. Travel agent	95	23.70
5. Others	20	5.10

Table 4.7 displays the majority of respondents arranged their trip on their own (59.30%) or by friends (34.60%).

Table 4.8 Percentage of senior tourists with booked package to Thailand

Type of Booking	Frequency	Percentage
1. Full Travel Package Booking	205	51.30
2. Non- Full Package Booking	195	48.80

Table 4.8 displays the percentage of respondents who had booked a package to visit Thailand. Majority of respondents made a full travel package booking (51.30%) while slightly less than half (48.80%) of respondents made a non-full package booking.

Table 4.9 Percentage of non-package arrangements

Type of Product	By internet	Travel agent in the country	Travel agent in Thailand
1. Air ticket	34.70	16.00	1.40
2. Accommodation	31.10	17.60	5.00
3. Day trips/ Sightseeing	13.90	21.20	28.40
4. Travel insurance	14.50	26.40	18.30
5. Activities During Visit	5.80	18.90	46.80

Table 4.9 shows percentage of a non-package arrangement. The majority of the respondents (34.7%) booked air ticket by themselves and via the internet. Only small percentage (1.4%) of the respondents booked their air ticket using a travel agent in Thailand. Most of the respondents booked accommodation using the internet (31.10%), and day trips and Sightseeing tours were mostly booked by the travel agents in Thailand (28.40%), followed by the travel agents in senior tourists' originating countries (21.20%). Most of the respondents purchased travel insurance via the travel agent in their country (26.40%), and activities during visit have been mostly booked by a travel agent in Thailand (46.80%) with the least amount (5.80%) booked by senior tourists themselves via the internet.

Table 4.10 Information sources about Thailand

Information sources	Frequency	Percentage
1. Word of mouth	62	15.60
2. Trip advisor	54	13.60
3. Newspapers	36	9.10
4. Magazine	34	8.60
5. Previous travel in Thailand	34	8.50
6. Travel agent	34	8.40
7. Television	32	8.00
8. Facebook	26	6.50
9. Travel Blog	24	6.00
10. Guide Book	20	5.00
11. Instagram	10	2.60
12. Others	10	2.50
13. YouTube	8	1.90
14. We Chat	5	1.30
15. Weibo	4	1.00
16. Taobao	3	0.80
17. Twitter	2	0.50

Referring to Table 4.10, the top five sources of information about Thailand were word of mouth (15.60%), Trip advisor (13.60%), Newspaper (9.10%), Magazines (8.60%) and previous travels to Thailand (8.50%).

Table 4.11 Main purposes of their visit to Thailand

Type of Purpose	Frequency	Percentage
1. Holiday/leisure	375	93.80
2. Health treatment	21	5.30
3. Visiting Friend and Relative	4	1.00
4. Meeting/Seminar/Business/Professional	0	0
5. Others	0	0

Table 4.11 displays the main purpose of respondents' travels to Thailand. Most of the respondents travelled to Thailand for holiday or leisure (93.8%), followed by a comparably small percent of travelers (5.3%) visiting Thailand for a health treatment.

Table 4.12 Favorite activities in Thailand

Type of activities	Frequency	Percentage
1. Relaxing	104	26.00
2. Sightseeing	80	20.00
3. Shopping	55	13.70
4. Activities	54	13.50
5. Cultural	38	9.50
6. Dining	34	8.40
7. Night Life	16	3.90
8. Adventure	9	2.30
9. Medical	7	1.80
10. Others	4	1.00

Referring to Table 4.12, the top three activities of respondents while travelling in Thailand were relaxing (26.00%), sightseeing (20.00%) and shopping (13.70%). Three least undertaken activities while in Thailand were adventure (2.30%), medical (1.80%).

Table 4.13 Decision to visit to Phuket

Type of Purpose	Frequency	Percentage
1. By themselves	299	74.80
2. Others	101	25.30

Table 4.13 presents the influences on respondents' decision to travel to Phuket. Most of respondents made decision themselves (74.80%) and about a quarter (25.30%) of respondents came to Thailand following the decision of others.

Table 4.14 Tourists' impressions about Thailand as a tourist destination

Attributes	Mean	Std. Deviation
1. Friendliness of Thai people is impressive.	4.34	0.80
2. Thai traditional local food is appealing.	4.22	0.83
3. Thailand is a safe and secure place.	4.20	0.85
4. Thailand is a good value for money destination.	4.16	0.76
5. Cultural heritage in Thailand is interesting.	4.15	0.79
6. There are variety of activities in Thailand.	4.09	0.83
7. Thailand has a beautiful scenery and tourists' attractions	4.09	0.99
8. Thailand is a peaceful country.	4.07	0.88
9. Services of tour operators/agents are good.	4.06	0.86
10. Thailand has historically significant sites.	4.06	0.86
11. Thailand's nature is well preserved.	4.02	0.75
12. Standard of food hygiene in Thailand is high.	3.98	0.98
13. Thailand provides good infrastructure.	3.94	0.95
14. Accommodations in Thailand are comfortable.	3.92	0.91
15. Thailand is a politically stable country.	3.81	0.90
16. Service of airport in Thailand is of a good standard.	3.79	1.01
17. Thailand provides convenient high transportation.	3.70	0.98

Referring to Table 4.14, the top five impressions that tourists formed about Thailand as a Tourist destination were *Friendliness of Thai people is impressive* (M= 4.34, SD=0.80), *Thai traditional local food is appealing* (M= 4.22, SD=0.83), *Thailand is a safe and secure place* (M= 4.20, SD=0.85), *Thailand is a good value for money destination* (M=4.16, SD=0.76), and *Cultural heritage in Thailand is interesting* (M=4.15 SD=0.79).

The bottom five impressions that tourists agree the least with were *Thailand provides good infrastructure* (M=3.94, SD=0.95), *Accommodation in Thailand are comfortable* (M=3.92, SD=0.91), *Thailand is a politically stable country* (M=3.81, SD=0.90), *Service of airport in Thailand is standard* (M=3.79, SD=1.01) and *Thailand provides convenient high transportation* (M=3.70, SD=0.98).

Table 4.15 Most important factors for tourists when choosing a holiday destination

Factors	Mean	Std. Deviation
1. Price of hotel at the destination	4.16	0.82
2. Living cost at the destination	4.15	0.83
3. Peacefulness at destination	4.12	0.81
4. Price of tour package at the destination	4.04	0.92
5. Safety and security at the destination	4.04	0.90
6. Price of airfare at the destination	4.04	0.88
7. Price of public and private transportation at the destination	4.04	0.91
8. Price of food and beverage	4.03	0.88
9. Culture and traditions at the destination	4.02	0.84
10. Safe traffic at the destination	4.00	0.90
11. Variety of activities at the destination	3.98	0.87
12. Crime rate at the destination	3.96	0.93
13. Beautiful scenery at the destination	3.92	0.88
14. Government status at the destination	3.87	0.87
15. Political stability at the destination	3.87	0.94
16. Economic situation at the destination	3.86	0.96
17. Law and regulations at the destination	3.86	0.88
18. Network of private and public transportation at the destination	3.80	0.98
19. Availability of private and public transportation at the destination	3.78	0.99
20. Facilities for tourists at all ages at tourist attractions	3.65	0.94
21. Access to WIFI	3.62	1.04

According to Table 4.15, the top five most important factors when choosing a holiday destination for the respondents were *Price of hotel at the destination* (M=4.16, SD=0.82), *Living cost at the destination* (M=4.15, SD=0.83), *Peacefulness at destination* (M=4.12, SD=0.81), *Price of tour package at the destination* (M=4.04, SD=0.92), and *Safety and security at the destination* (M=4.04, SD=0.90).

Conversely, the five least important factors for the respondents when choosing their holiday destination were *Law and regulation at the destination* (M=3.86, SD=0.88), *Network of private and public transportation at the destination* (M=3.80, SD=0.98), *Availability of private and public transportation at the destination* (M=3.78, SD=0.99), *Facilities for tourists at all ages at tourist attractions* (M=3.65, SD=0.94) and *Access to WIFI* (M=3.62, SD=1.04).

4.1.3 Future intention to visit Thailand

Table 4.16 Future intention to visit Thailand

Type of Decision	Frequency	Percentage
1. I will select Thailand to be place for next traveling	288	72.0
2. Maybe I will select Thailand to be place for next traveling	95	23.7
3. I will not select Thailand to be place for next traveling	17	4.3

Table 4.16 shows the percentage of respondents that would visit Thailand again. Almost three quarters of the respondents (72.0%) would select Thailand as holiday destination again, with only a small percentage (4.3%) of senior tourists that would not return.

4.2 Hypothesis Testing

4.2.1 Decision of senior tourist when choosing holiday destination

H1: There are significant differences in decision-making of senior tourists with personal profiles

Table 4.17 Senior tourists' decision when choosing holiday destination compared by aged.

Decision Making	Age					F	Sig.
	1	2	3	4	5		
	55-59	60-64	65-69	70-74	75 and above		
1. Price of airfare at the destination	4.09	4.03	4.00	3.93	3.92	.491	.742
2. Price of public and private transportation at the destination	4.05	4.02	4.03	4.11	2.50	1.508	.199
3. Price of the hotel at the destination	4.16	4.19	4.10	4.18	3.50	.430	.787
4. Living cost at the destination	4.19	4.09	4.12	4.18	3.50	.597	.665
5. Price of Tour package at the destination	4.04	4.12	4.03	3.82	3.50	.783	.537
6. Price of food and beverage	4.05	3.99	4.08	3.89	4.00	.314	.869
7. Safe traffic at the destination	4.02	3.90	4.02	3.61	3.50	2.643	.033*1 ≠ 4
8. Safety and security at the destination	4.17	3.86	4.00	3.89	3.50	2.579	.037*1 ≠ 2
9. Crime rate at the destination	4.07	3.91	3.83	3.75	3.50	1.570	.182
10. Availability of private and public transportation at the destination	3.86	3.78	3.74	3.46	2.50	1.933	.104
11. Network of private and public transportation at the destination	3.82	3.78	3.88	3.61	3.00	.727	.574
12. Political stability at the destination	3.79	3.99	4.02	3.71	3.00	1.796	.129
13. Economic situation at the destination	3.68	4.05	4.14	3.89	4.00	4.13	.003* 1 ≠ 2,3
14. Law and regulation at the destination	3.73	4.02	3.98	3.96	4.00	2.46	.045* 1 ≠ 2

Table 4.17 Continued

Decision Making	Age					F	Sig.
	1	2	3	4	5		
	55-59	60-64	65-69	70-74	75 and above		
15. Government status at the destination	3.80	4.00	3.86	3.89	4.00	.823	.511
16. Peacefulness at destination	4.11	4.15	4.17	3.96	4.50	.469	.759
17. Culture and traditional at the destination	4.07	3.94	4.00	4.07	3.50	.614	.653
18. Variety of attractive at the destination	4.04	3.84	4.02	4.00	4.00	.952	.434
19. Beautiful and scenery at the destination	3.97	3.80	3.93	3.89	4.50	.869	.483
20. Facilities for the tourists at all ages at tourist attractions	3.71	3.49	3.80	3.54	3.00	1.682	.153
21. Access to WIFI	3.66	3.58	3.64	3.39	4.00	.498	.737

Remarks: *statistically significance at p-value equal or below 0.05

As shown in Table 4.17, senior tourists were grouped into five categories of age which include Group 1 with age range of 55 to 59 years old, Group 2 being those 60 to 64 years old, Group 3 at ages of 65 to 69 years old, 70 to 74 years old, and 75 years old and above for Group 4 and 5 respectively. Data were subjected to Analysis of Variance (ANOVA), and it is found that there were statistically differences at the p-value being equal or/and below 0.05 for the four ages of senior tourists. There are four decision making which are significantly different.

Safe traffic at the destination: Group 1 (M = 4.02) was statistically different from Group 4 (M=3.61).

Safety and security at the destination: Statistical difference was found between Group 1 (M= 4.17) and Group 2 (M=3.86).

Economic situation at the destination: There was a significant difference between 3 groups (Group 1, M = 3.68; Group 2, M= 4.05; and Group 3, M = 4.14).

Law and regulation at the destination: Group 1 (M= 3.73) was significantly different from Group 2 (M= 4.02).

Table 4.18 Senior tourists' decision when choosing holiday destination compared by gender

Factors	Group	N	Mean	t	Sig. (2-tailed)
1. Price of airfare at the destination	M	184	4.04	.126	.999
	F	216	4.03		
2. Price of public and private transportation at the destination	M	184	4.07	.611	.541
	F	216	4.01		
3. Price of the hotel at the destination	M	184	4.21	1.097	.273
	F	215	4.12		
4. Living cost at the destination	M	184	4.15	.152	.880
	F	215	4.14		
5. Price of Tour package at the destination	M	184	4.09	1.016	.310
	F	216	4.00		
6. Price of food and beverage	M	184	4.13	1.996	.047*
	F	215	3.95		
7. Safe traffic at the destination	M	184	4.10	2.024	.044*
	F	216	3.92		
8. Safety and security at the destination	M	184	4.08	.851	.395
	F	216	4.00		
9. Crime rate at the destination	M	184	4.03	1.361	.174
	F	215	3.91		
10. Availability of private and public transportation at the destination	M	184	3.85	1.259	.209
	F	216	3.72		
11. Network of private and public transportation at the destination	M	184	3.93	2.44	.015*
	F	216	3.69		
12. Political stability at the destination	M	184	3.99	2.56	.011*
	F	216	3.76		

Table 4.18 Continued

Factors	Group	N	Mean	t	Sig. (2-tailed)
13. Economic situation at the destination	M	184	3.92	1.203	.230
	F	215	3.81		
14. Law and regulation at the destination	M	181	3.91	1.002	.317
	F	215	3.82		
15. Government status at the destination	M	183	3.90	.569	.570
	F	215	3.85		
16. Peacefulness at destination	M	184	4.16	.805	.421
	F	216	4.09		
17. Culture and traditional at the destination	M	184	4.02	-.071	.987
	F	216	4.02		
18. Variety of attractive at the destination	M	183	4.04	1.356	.176
	F	215	3.93		
19. Beautiful and scenery at the destination	M	184	3.93	.247	.805
	F	216	3.91		
20. Facilities for the tourists at all ages at tourist attractions	M	182	3.66	.344	.731
	F	215	3.63		
21. Access to WIFI	M	182	3.59	-.531	.596
	F	216	3.64		

M = Male, F = Female

Remarks: *statistically significance at p-value equal or below 0.05

Table 4.18 shows different decision of male (M) and female (F) senior tourist when choose holiday destination. Statistical difference was also found in this aspect (at $p < 0.05$) for gender groups.

Price of food and beverage at holiday destination: Male (M= 4.13, SD=0.85611) and female (F=3.95, SD=0.89765; $t=2.00$, $p= .047$).

Safe traffic at the destination: Male (M=4.10, SD=0.90003) and Female (F=3.92, SD=0.88528; $t=2.02$, $p=0.044$).

Network of private and public transportation at the destination: Male (M=3.93, SD=0.97533) and Female (F=3.69, SD=0.97936; t=2.44, p=0.015).

Political stability at the destination: Male (M=3.99, SD=0.85888) and Female (F=3.76, SD=0.99615; t=2.56, p=0.011).

Table 4.19 Senior tourists' decision when choosing holiday destination compared by household income.

Decision Making	Household income (per year)					F	Sig.
	1	2	3	4	5		
	Less than\$25,000	\$25,001-\$50,000	\$50,001-\$75,000	\$75,001-\$100,000	\$100,001 or more		
1. Price of airfare at the destination	3.83	4.02	4.21	3.97	4.06	1.683	.153
2. Price of public and private transportation at the destination	4.10	3.96	4.20	3.90	4.09	1.614	.170
3. Price of hotel at the destination	4.15	4.06	4.23	4.16	4.25	.732	.570
4. Living cost at the destination	4.18	4.16	4.17	4.06	4.19	.332	.857
5. Price of tour package at the destination	4.18	3.99	4.07	3.98	4.11	.515	.725
6. Price of food and beverage	4.03	4.07	3.95	4.00	4.13	.428	.749
7. Safe traffic at the destination	4.00	4.04	4.06	3.81	4.11	1.422	.226
8. Safety and security at the destination	4.07	4.04	4.01	3.97	4.19	.546	.702
9. Crime rate at the destination	3.92	3.94	4.04	3.83	4.13	1.103	.355
10. Availability of private and public transportation at the destination	3.78	3.77	3.89	3.55	4.00	2.180	.071
11. Network of private and public transportation at the destination	4.05	3.75	3.82	3.68	3.89	1.168	.324
12. Political stability at the destination	4.13	3.88	3.81	3.72	4.00	1.678	.154
13. Economic situation at the destination	4.00	3.88	3.84	3.83	3.81	.290	.885
14. Law and regulation at the destination	3.90	3.86	3.80	3.88	3.88	.156	.960

Table 4.19 Continued

	Household income (per year)					F	Sig.
	1	2	3	4	5		
Decision Making	Less than \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	\$75,001-\$100,000	\$100,001 or more		
15. Government status at the destination	3.90	3.84	3.78	3.95	3.92	.555	.969
16. Peacefulness at destination	4.10	4.23	4.07	4.07	4.08	.766	.548
17. Culture and traditional at the destination	3.90	3.91	4.09	4.09	4.11	1.294	.272
18. Variety of activities at the destination	3.94	3.91	3.92	4.10	4.06	.827	.509
19. Beautiful and scenery at the destination	3.88	3.97	3.84	3.92	3.96	.322	.863
20. Facilities for tourists at all ages at tourist attractions	3.78	3.60	3.65	3.57	3.79	.756	.555
21. Access to WIFI	3.52	3.51	3.74	3.74	3.82	2.208	.067

Remarks: *statistically significance at p-value equal or below 0.05

Household income (per year) was another factor to determine differences in senior tourists which was tested using ANOVA. As presented in Table 4.19, five groups of senior tourists were subject to ANOVA and it is found that there was no statistically difference at the $p \leq 0.05$ for this particular profile of senior tourists.

Table 4.20 Senior tourists' decision when choosing holiday destination compared by marital status.

Decision Making	Marital Status				F	Sig.
	1	2	3	4		
	Single	Married/with partner	Divorce	Widower		
1. Price of airfare at the destination	4.05	4.04	4.12	3.80	.763	.515
2. Price of public and private transportation at the destination	4.06	4.05	3.92	3.98	.235	.872
3. Price of hotel at the destination	4.17	4.18	4.04	4.08	.520	.669
4. Living cost at the destination	4.04	4.15	4.26	4.28	1.046	.372
5. Price of tour package at the destination	3.99	4.03	4.10	4.20	.416	.741
6. Price of food and beverage	4.03	4.00	4.04	4.14	.327	.806
7. Safe traffic at the destination	3.98	4.00	4.06	3.88	.249	.862
8. Safety and security at the destination	4.00	4.08	3.98	3.96	.315	.814
9. Crime rate at the destination	3.99	3.93	4.08	3.92	.364	.779
10. Availability of private and public transportation at the destination	3.85	3.77	3.80	3.64	.326	.807
11. Network of private and public transportation at the destination	3.79	3.79	3.80	3.92	.133	.941
12. Political stability at the destination	3.91	3.85	3.84	3.92	.151	.929
13. Economic situation at the destination	3.87	3.86	3.86	3.84	.008	.999
14. Law and regulation at the destination	3.94	3.80	4.00	3.76	1.052	.369
15. Government status at the destination	3.90	3.89	3.78	3.72	.516	.671
16. Peacefulness at destination	4.05	4.20	4.00	3.88	2.013	.122
17. Culture and traditional at the destination	3.97	4.03	4.06	4.08	.211	.889
18. Variety of activities at the destination	3.96	4.00	3.78	4.20	1.483	.219

Table 4.20 Continued

Decision Making	Marital Status				F	Sig.
	1	2	3	4		
	Single	Married/with partner	Divorce	Widower		
19. Beautiful and scenery at the destination	3.98	3.92	3.80	3.88	.444	.722
20. Facilities for tourists at all ages at tourist attractions	3.66	3.66	3.56	3.68	.169	.917
21. Access to WIFI	3.68	3.58	3.54	3.88	.821	.483

Remarks: *statistically significance at p-value equal or below 0.05

In Table 4.20, no statistically difference was detected at the p-value equal or below 0.05 for the marital status of senior tourists.

Table 4.21 Senior tourists' decision when choosing holiday destination compared by nationality.

Decision Making	Nationality							F	Sig.
	1	2	3	4	5	6	7		
	China	Malaysia	Japan	South Korea	Germany	United Kingdom	Australia		
1. Price of airfare at the destination	4.07	3.90	4.07	4.03	4.00	4.17	4.07	.688	.659
2. Price of public and private transportation at the destination	4.16	4.00	4.07	4.00	4.06	3.94	4.03	.372	.897
3. Price of hotel at the destination	4.29	4.04	4.10	4.23	4.24	4.17	4.13	.574	.751

Table 4.21 Continued

Decision Making	Nationality							F	Sig.
	1	2	3	4	5	6	7		
	China	Malaysia	Japan	South Korea	Germany	United Kingdom	Australia		
4. Living cost at the destination	4.23	4.04	4.17	4.17	4.26	4.14	4.08	.588	.764
5. Price of tour package at the destination	4.24	4.01	3.93	3.87	4.00	4.10	3.97	.959	.453
6. Price of food and beverage	4.06	4.00	3.83	3.93	4.04	4.19	4.00	.710	.642
7. Safe traffic at the destination	3.92	4.01	4.17	3.67	4.28	3.90	4.03	1.944	.073
8. Safety and security at the destination	3.93	4.10	4.07	3.73	4.10	4.11	4.08	.963	.450
9. Crime rate at the destination	3.94	4.01	3.93	3.70	4.04	4.14	3.95	.545	.774
10. Availability of private and public transportation at the destination	3.94	3.91	3.67	3.77	3.98	3.69	3.60	2.329	.072
11. Network of private and public transportation at the destination	3.93	3.88	3.80	3.50	4.08	3.60	3.68	2.090	.053
12. Political stability at the destination	3.99	3.96	3.80	3.70	3.92	3.80	3.75	.739	.618
13. Economic situation at the destination	3.87	3.99	3.77	3.87	3.76	3.68	4.00	1.026	.408
14. Law and regulation at the destination	3.81	3.91	3.73	3.73	3.82	3.97	3.87	.491	.815

Table 4.21 Continued

Decision Making	Nationality							F	Sig.
	1	2	3	4	5	6	7		
	China	Malaysia	Japan	South Korea	Germany	United Kingdom	Australia		
15. Government status at the destination	3.74	3.86	3.80	4.00	3.98	3.94	3.83	.648	.692
16. Peacefulness at destination	3.71	4.20	4.23	4.20	4.22	4.31	4.08	4.28	.000* 1 ≠ 2,3,5,6
17. Culture and traditional at the destination	3.76	4.09	3.90	4.03	4.08	4.30	3.92	2.93	.008* 1 ≠ 6
18. Variety of activities at the destination	3.72	4.09	3.93	3.93	3.84	4.23	3.98	2.48	.023* 1 ≠ 6
19. Beautiful and scenery at the destination	3.60	3.99	3.80	3.90	3.84	4.24	3.93	3.48	.002* 1 ≠ 6
20. Facilities for tourists at all ages at tourist attractions	3.33	3.72	3.67	3.70	3.50	3.83	3.78	2.28	.035* 1 ≠ 6
21. Access to WIFI	3.31	3.68	3.70	3.73	3.53	3.73	3.71	1.393	.216

Remarks: *statistically significance at p-value equal or below 0.05

As shown in Table 4.21, senior tourists were grouped into seven categories of nationality which include China, Malaysia, South Korea, Germany, United Kingdom and Australia respectively. Data were subjected to Analysis of Variance (ANOVA), and it is found that there were statistically differences at the p-value being equal or/and below 0.05 for the seven nationality of senior tourists. There are five decision making which are significantly different.

Peacefulness at destination: Group 1 (M= 3.71) was statistically different from Group 2 (M=4.20), Group 3 (M=4.23), Group 5 (M=4.22), Group 6= (4.31).

Cultural and traditional at the destination: Statistical difference was found between Group 1 (M=3.76) and Group 6 (M= 4.30).

Varieties of activities at the destination: There was a significant difference between 2 groups (Group 1, M=3.72; Group 6, M=4.23).

Beautiful and scenery at the destination: Statistical difference was found between Group 1 (M= 3.60) and Group 6 (M=4.24).

Facilities for tourists at all ages at the tourist attractions: Group 1 (M=3.33) was statistically different from Group 6 (M=3.83).

Table 4.22 Senior tourists' decision when choosing holiday destination compared by physical health

Factors	Group	N	Mean	t	Sig. (2-tailed)
1. Price of airfare at the destination	M	174	4.02	-.405	.686
	N	226	4.05		
2. Price of public and private transportation at the destination	M	174	4.12	-2.248	.025*
	N	226	3.92		
3. Price of the hotel at the destination	M	174	4.06	-2.042	.041*
	N	225	4.23		
4. Living cost at the destination	M	174	4.10	-1.014	.311
	N	225	4.18		
5. Price of Tour package at the destination	M	174	4.00	-1.584	.411
	N	226	4.11		
6. Price of food and beverage	M	174	3.97	-1.287	.199
	N	225	4.08		
7. Safe traffic at the destination	M	174	4.03	.675	.500
	N	226	3.97		
8. Safety and security at the destination	M	174	4.05	.228	.820
	N	226	4.03		
9. Crime rate at the destination	M	174	3.94	-.424	.672
	N	225	3.98		

Table 4.22 Continued

Factors	Group	N	Mean	t	Sig. (2-tailed)
10. Availability of private and public transportation at the destination	M	174	3.77	-.175	.861
	N	226	3.79		
11. Network of private and public transportation at the destination	M	174	3.78	-.328	.743
	N	226	3.81		
12. Political stability at the destination	M	174	3.90	.662	.508
	N	224	3.84		
13. Economic situation at the destination	M	174	3.84	-.423	.673
	N	225	3.88		
14. Law and regulation at the destination	M	171	3.86	.021	.983
	N	225	3.86		
15. Government status at the destination	M	173	3.90	.650	.516
	N	225	3.84		
16. Peacefulness at destination	M	174	4.13	.211	.833
	N	226	4.11		
17. Culture and traditional at the destination	M	174	4.06	.731	.465
	N	226	4.00		
18. Variety of attractive at the destination	M	174	4.07	1.801	.072
	N	224	3.91		
19. Beautiful and scenery at the destination	M	174	4.04	2.484	.013*
	N	226	3.82		
20. Facilities for the tourists at all ages at tourist attractions	M	173	3.78	.539	.526
	N	224	3.54		
21. Access to WIFI	M	173	3.80	.267	.139
	N	225	3.47		

M = Medical Background, N = Non-Medical Background

Remarks: *statistically significance at p-value equal or below 0.05

Table 4.22 shows the different decision of senior tourists with medical background (M) and Non-medical background (N) when choose holiday destination. Statistical

difference was also found in this aspect at p-value equal or below 0.05 for medical background and Non-medical background in the following factors;

Price of public and private transportation at the destination: medical background (M=3.92, SD=0.07080) and non-medical background (N=4.12, SD=0.05825; t=-2.48, p=0.025)

Price of hotel at the destination: medical background (M=4.06, SD=0.81993) and non-medical background (N =4.23, SD=0.80728; t=-2.05, p=0.041).

Beautiful and scenery at the destination: medical background (M=4.04, SD= 0.83534) and non-medical background (N =3.82, SD=0.90657; t=2.48, p=0.013).

H2: The Travel Behavior influences to the decision making in senior tourists

Table 4.23 Senior tourists' decision when choosing holiday destination compared by travel experience in Thailand

Factors	Group	N	Mean	t	Sig. (2-tailed)
1. Price of airfare at the destination	R	165	4.04	.091	.928
	F	235	4.03		
2. Price of public and private transportation at the destination	R	165	4.01	-.535	.593
	F	235	4.06		
3. Price of the hotel at the destination	R	164	4.09	-1.485	.138
	F	235	4.21		
4. Living cost at the destination	R	165	4.05	-1.850	.065
	F	234	4.21		
5. Price of Tour package at the destination	R	165	3.90	-2.564	.011*
	F	235	4.14		
6. Price of food and beverage	R	164	3.98	-.915	.361
	F	235	4.06		
7. Safe traffic at the destination	R	165	3.95	-.907	.365
	F	235	4.03		
8. Safety and security at the destination	R	165	4.00	-.742	.459
	F	235	4.07		

Table 4.23 Continued

Factors	Group	N	Mean	t	Sig. (2-tailed)
9. Crime rate at the destination	R	164	3.87	-1.678	.094
	F	235	4.03		
10. Availability of private and public transportation at the destination	R	165	3.70	-1.301	.194
	F	235	3.83		
11. Network of private and public transportation at the destination	R	165	3.68	-2.074	.039*
	F	235	3.89		
12. Political stability at the destination	R	163	3.72	-2.601	.010*
	F	235	3.97		
13. Economic situation at the destination	R	165	3.79	-1.301	.194
	F	234	3.91		
14. Law and regulation at the destination	R	165	3.84	-.309	.757
	F	231	3.87		
15. Government status at the destination	R	165	3.88	.298	.766
	F	233	3.86		
16. Peacefulness at destination	R	165	4.15	.603	.547
	F	235	4.10		
17. Culture and traditional at the destination	R	165	4.09	1.368	.172
	F	235	3.97		
18. Variety of attractive at the destination	R	165	4.02	.853	.394
	F	233	3.95		
19. Beautiful and scenery at the destination	R	165	3.97	.992	.322
	F	235	3.88		
20. Facilities for the tourists at all ages at tourist attractions	R	165	3.70	1.00	.318
	F	232	3.60		
21. Access to WIFI	R	165	3.75	.173	.461
	F	233	3.52		

R = Repeater, F = First time visit

Remarks: *statistically significance at p-value equal or below 0.05

Table 4.23 shows the different decision of senior tourists with repeater (R) and first-time visit (F). Statistical difference was also found in this aspect in score at p-value equal or below 0.05 for senior tourists with repeater and first-time visit in the following factors;

Price of tour package at the destination: repeater (R= 3.90, SD=1.03726) and first-time visit (F=4.14, SD= 0.81221; t=-2.564, p= 0.011).

Network of private and public transportation at the destination: repeater (R= 3.90, SD=1.02403) and first-time visit (F=4.14, SD=0.94710; t=-2.074, p= 0.039).

Political stability at the destination: travel experience: repeater (R= 3.72, SD=0.99075) and first-time visit (F=3.97, SD= 0.89345; t=-2.601, p = 0.010).

Table 4.24 Senior tourists' decision when choose holiday destination compared by length of stay in Thailand

Factors	Length of stay			t	Sig. (2-tailed)
	1	2	3		
	1-5 Days	6-10 Days	11 days and above		
1. Price of airfare at the destination	3.97	4.03	4.12	1.178	0.309
2. Price of public and private transportation at the destination	3.90	4.03	4.10	1.154	0.316
3. Price of the hotel at the destination	4.14	4.15	4.18	0.11	0.896
4. Living cost at the destination	4.11	4.13	4.17	0.157	0.855
5. Price of Tour package at the destination	4.03	4.03	4.10	0.152	0.859
6. Price of food and beverage	3.99	4.04	4.06	0.281	0.755
7. Safe traffic at the destination	3.91	3.97	3.99	0.608	0.628
8. Safety and security at the destination	3.94	4.06	4.02	2.201	0.112
9. Crime rate at the destination	3.91	3.97	4.08	0.902	0.407
10. Availability of private and public transportation at the destination	3.73	3.79	3.83	0.339	0.713

Table 4.24 Continued

Factors	Length of stay			t	Sig. (2-tailed)
	1	2	3		
	1-5 Days	6-10 Days	11 days and above		
11. Network of private and public transportation at the destination	3.75	3.77	3.85	0.348	0.706
12. Political stability at the destination	3.83	3.86	3.90	0.208	0.812
13. Economic situation at the destination	3.83	3.86	3.96	0.5	0.607
14. Law and regulation at the destination	3.76	3.86	4.06	2.558	0.079
15. Government status at the destination	3.79	3.89	4.04	2.176	0.115
16. Peacefulness at destination	4.02	4.17	4.26	2.544	0.008* 1≠3
17. Culture and traditional at the destination	3.91	4.10	4.13	2.953	0.053
18. Variety of attractive at the destination	3.92	4.00	4.05	0.673	0.511
19. Beautiful and scenery at the destination	3.84	3.95	4.01	1.104	0.333
20. Facilities for the tourists at all ages at tourist attractions	3.60	3.61	3.80	1.263	0.284
21. Access to WIFI	3.60	3.62	3.64	0.038	0.962

Remarks: *statistically significance at p-value equal or below 0.05

As shown on Table 4.24 as investigated by ANOVA, senior tourists were grouped into three categories of length of stay which include Group 1 with 1 to 5 days, 6 to 10 days, Group 3 at ages of 65 to 69 years old, and 11 days and above for Group 2 and Group 3 respectively. There is one decision making which is significantly different.

Peacefulness at destination: There was a significant difference between 3 groups (Group 1, M= 4.02; Group 2, M=4.17; Group 3, M=4.26).

4.2.2 Perception of senior tourist about Thailand

Table 4.25 Senior tourists' perception about Thailand compared by aged.

Perception	Age					F	Sig.
	1	2	3	4	5		
	55-59	60-64	65-69	70-74	75 and above		
1. Service of airport in Thailand is standard.	3.78	3.83	3.81	3.71	4.00	.119	.976
2. Thailand provides convenient high transportation.	3.67	3.73	3.71	3.79	3.50	.158	.959
3. Accommodations in Thailand are comfortable.	3.91	3.88	3.93	4.07	4.00	.463	.763
4. Thailand has a beautiful scenery and tourists' attractions	4.07	4.14	3.98	4.14	4.00	.704	.590
5. Thailand is a peaceful country.	4.00	4.14	4.10	4.10	4.00	.610	.656
6. Thailand has historically significant sites.	4.04	4.09	4.05	4.00	4.00	.233	.920
7. Culture heritage in Thailand is interesting.	4.10	4.16	4.20	4.32	4.50	.705	.589
8. Services of tour operators/agents are good.	4.07	4.03	4.00	4.25	4.00	.674	.610
9. Thai traditional local food is appealing.	4.20	4.18	4.30	4.32	4.00	.385	.819
10. Friendliness of Thai people is impressive.	4.36	4.23	4.42	4.43	4.50	.768	.547

Table 4.25 Continued

Perception	Age					F	Sig.
	1	2	3	4	5		
	55-59	60-64	65-69	70-74	75 and above		
11. Thailand is a safety and secure place.	4.14	4.23	4.38	4.18	4.00	.969	.424
12. Standard of food hygiene in Thailand is high.	3.90	4.14	4.00	3.96	2.50	2.206	.068
13. Thailand provide good infrastructure.	3.67	3.73	3.71	3.79	3.50	1.886	.112
14. There are variety of activities in Thailand.	4.07	4.17	4.03	4.10	3.50	.589	.671
15. Thailand is a good value for money destination.	4.12	4.22	4.10	4.25	4.50	.551	.699
16. Thailand's nature is well preserved.	4.00	3.99	4.08	4.11	4.00	.298	.891
17. Thailand is a political stable country.	3.78	3.84	3.88	3.71	3.50	.289	.879

Remarks: *statistically significance at p-value equal or below 0.05

In Table 4.25, no statistically difference was detected at the p-value equal or below 0.05 for the ages group.

Table 4.26 Senior tourists' perception about Thailand compared by gender

Factors	Group	N	Mean	t	Sig. (2-tailed)
1. Service of airport in Thailand is standard.	M	184	3.72	-1.270	.205
	F	216	3.85		
2. Thailand provides convenient high transportation.	M	184	3.66	-.783	.434
	F	216	3.73		
3. Accommodations in Thailand are comfortable.	M	184	3.92	-.305	.760
	F	215	3.93		
4. Thailand has a beautiful scenery and tourists' attractions	M	184	4.09	.091	.927
	F	216	4.08		
5. Thailand is a peaceful country.	M	184	4.14	1.492	.137
	F	215	4.00		
6. Thailand has historically significant sites.	M	184	4.08	.566	.527
	F	215	4.03		
7. Culture heritage in Thailand is interesting.	M	182	4.19	.881	.379
	F	215	4.12		
8. Services of tour operators/agents are good.	M	184	4.11	1.046	.296
	F	215	4.02		
9. Thai traditional local food is appealing.	M	183	4.24	.498	.619
	F	216	4.20		
10. Friendliness of Thai people is impressive.	M	182	4.36	.409	.682
	F	216	4.32		
11. Thailand is a safety and secure place.	M	184	4.26	1.142	.254
	F	215	4.16		
12. Standard of food hygiene in Thailand is high.	M	184	4.01	.729	.466
	F	216	3.94		
13. Thailand provide good infrastructure.	M	184	3.94	-.044	.965
	F	216	3.94		

Table 4.26 Continued

Factors	Group	N	Mean	t	Sig. (2-tailed)
14. There are variety of activities in Thailand.	M	184	4.06	-.729	.466
	F	216	4.12		
15. Thailand is a good value for money destination.	M	184	4.13	-.606	.545
	F	215	4.18		
16. Thailand's nature is well preserved.	M	184	4.02	.103	.918
	F	215	4.01		
17. Thailand is a political stable country.	M	184	3.83	.503	.615
	F	215	3.79		

M = Male, F = Female

Remarks: *statistically significance at p-value equal or below 0.05

In Table 4.26, no statistically difference was detected at the p-value equal or below 0.05 for gender group.

Table 4.27 Senior tourists' perception about Thailand compared by household income

Perception	Household Income (per year)					F	Sig.
	1	2	3	4	5		
	Less than \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	\$75,001-\$100,000	\$100,001 or more		
1. Service of airport in Thailand is standard.	3.65	3.89	3.67	3.67	4.07	2.198	.069
2. Thailand provides convenient high transportation.	3.84	3.81	3.62	3.45	3.89	2.703	.058
3. Accommodations in Thailand are comfortable.	3.88	3.89	3.84	3.92	4.00	2.640	.084
4. Thailand has a beautiful scenery and tourists' attractions	4.20	4.22	4.18	4.12	4.28	2.841	.124
5. Thailand is a peaceful country.	3.95	4.00	4.01	3.82	4.04	1.212	.156
6. Thailand has historically significant sites.	3.98	4.15	4.02	3.90	4.23	1.743	.140
7. Culture heritage in Thailand is interesting.	3.93	4.22	4.03	4.20	4.28	2.056	.086
8. Services of tour operators/agents are good.	3.87	4.09	4.06	4.06	4.11	.578	.679
9. Thai traditional local food is appealing.	4.00	4.21	4.22	4.15	4.49	2.277	.060
10. Friendliness of Thai people is impressive.	3.87	4.30	4.24	4.13	4.27	2.005	.093
11. Thailand is a safety and secure place.	3.75	4.07	4.15	3.78	3.96	2.313	.057
12. Standard of food hygiene in Thailand is high.	3.80	4.00	4.04	3.78	4.00	2.375	.052
13. Thailand provide good infrastructure.	4.10	4.08	4.05	4.13	4.13	1.257	.286
14. There are variety of activities in Thailand.	4.18	4.13	4.14	4.18	4.19	.127	.973

Table 4.27 Continued

Perception	Household Income (per year)					F	Sig.
	1	2	3	4	5		
	Less than \$25,000	\$25,001-\$50,000	\$50,001-\$75,000	\$75,001-\$100,000	\$100,001 or more		
15. Thailand is a good value for money destination.	4.07	3.74	3.95	3.60	3.85	.106	.980
16. Thailand's nature is well preserved.	4.02	3.93	4.06	4.05	3.87	1.841	.089
17. Thailand is a political stable country.	4.08	3.74	3.95	3.88	3.85	.876	.102

Remarks: *statistically significance at p-value equal or below 0.05

In Table 4.27, no statistically difference was detected at the p-value equal or below 0.05 for the household income (per year) group.

Table 4.28 Senior tourists' perception about Thailand compared by marital status

Perception	Marital Status				F	Sig.
	1	2	3	4		
	Single	Married/with partner	Divorce	Widower		
1. Service of airport in Thailand is standard.	3.79	3.76	3.80	3.99	.447	.728
2. Thailand provides convenient high transportation.	3.48	3.66	3.76	3.85	1.305	.272
3. Accommodations in Thailand are comfortable.	3.48	3.88	3.95	3.96	2.160	.092
4. Thailand has a beautiful scenery and tourists' attractions	4.10	4.06	4.08	4.17	1.415	.018
5. Thailand is a peaceful country.	3.68	4.05	4.14	4.17	2.227	.085
6. Thailand has historically significant sites.	4.12	4.00	4.18	4.13	.437	.538
7. Culture heritage in Thailand is interesting.	4.04	4.12	4.21	4.22	.569	.636
8. Services of tour operators/agents are good.	4.03	4.10	4.12	4.12	.330	.804
9. Thai traditional local food is appealing.	4.16	4.18	4.19	4.33	.665	.547
10. Friendliness of Thai people is impressive.	4.25	4.31	4.38	4.29	.468	.705
11. Thailand is a safety and secure place.	4.08	4.16	4.31	4.46	1.750	.156
12. Standard of food hygiene in Thailand is high.	3.92	4.02	4.05	4.16	.689	.559
13. Thailand provide good infrastructure.	3.87	3.92	4.06	4.12	1.526	.207
14. There are variety of activities in Thailand.	4.00	4.06	4.14	4.22	.724	.538
15. Thailand is a good value for money destination.	4.12	4.13	4.16	4.30	.746	.525
16. Thailand's nature is well preserved.	3.97	4.00	4.08	4.16	.845	.470
17. Thailand is a political stable country.	3.69	3.81	3.92	3.96	1.159	.325

Remarks: *statistically significance at p-value equal or below 0.05

In Table 4.28, no statistically difference was detected at the p-value equal or below 0.05 for the marital status group.

Table 4.29 Senior tourists' perception about Thailand compared by nationality

Perception	Nationality							F	Sig.
	1	2	3	4	5	6	7		
	China	Malaysia	Japan	South Korea	Germany	United Kingdom	Australia		
1. Service of airport in Thailand is standard.	3.73	3.86	3.63	3.83	3.92	3.90	3.60	.858	.526
2. Thailand provides convenient high transportation.	3.72	3.83	3.63	3.67	3.66	3.67	3.28	.810	.532
3. Accommodations in Thailand are comfortable.	3.80	3.93	3.77	3.80	4.16	4.03	3.83	1.265	.272
4. Thailand has a beautiful scenery and tourists' attractions	3.90	4.17	4.17	3.90	4.10	4.33	3.95	1.640	.135
5. Thailand is a peaceful country.	3.97	4.15	4.07	4.03	3.96	4.21	3.98	.807	.565
6. Thailand has historically significant sites.	4.03	4.00	4.00	4.27	3.94	4.21	4.00	.984	.436
7. Culture heritage in Thailand is interesting.	4.20	4.00	4.03	4.37	4.14	4.31	4.07	1.679	.125
8. Services of tour operators/agents are good.	4.10	4.03	3.87	4.30	4.14	4.11	3.90	1.158	.328
9. Thai traditional local food is appealing.	4.13	4.12	4.21	4.40	4.38	4.34	4.15	1.180	.349
10. Friendliness of Thai people is impressive.	4.06	4.32	4.10	4.37	4.46	4.63	4.37	3.77	0.001*

6 ≠ 1,3

Table 4.29 Continued

Perception	Nationality							F	Sig.
	1	2	3	4	5	6	7		
	China	Malaysia	Japan	South Korea	Germany	United Kingdom	Australia		
11. Thailand is a safety and secure place.	4.11	4.26	3.97	4.37	4.16	4.30	4.18	.949	.460
12. Standard of food hygiene in Thailand is high.	4.10	4.02	3.40	4.27	3.96	4.04	3.85	2.66	0.015* 3 ≠ 1,2,4,6
13. Thailand provide good infrastructure.	3.93	3.94	3.57	4.20	3.94	3.97	3.98	1.180	.316
14. There are variety of activities in Thailand.	4.04	4.14	4.12	4.20	4.24	4.28	4.03	1.020	.343
15. Thailand is a good value for money destination.	4.14	4.16	4.03	4.03	4.20	4.32	4.05	1.087	.369
16. Thailand's nature is well preserved.	4.00	4.02	4.03	4.10	4.02	4.00	4.00	.081	.998
17. Thailand is a political stable country.	4.00	3.87	3.27	3.90	3.84	3.77	3.73	2.62	0.017* 1 ≠ 2,3

Remarks: *statistically significance at p-value equal or below 0.05

As shown in Table 4.29, senior tourists were grouped into seven categories of nationality which include China, Malaysia, South Korea, Germany, United Kingdom and Australia respectively. Data were subjected to Analysis of Variance (ANOVA), and it is found that there were statistically differences at the p-value being equal or/and below 0.05 for the seven nationality of senior tourists. There are six perception which are significantly different.

Friendliness of Thai people is impressive: Group 6 (M=4.63) was statistically different from Group 1 (M= 4.06) and Group 3 (M=4.10).

Standard of food hygiene in Thailand is high: There was a significant difference between five groups Group 3, M=3.40; Group 1, M=4.10; Group 2, M=4.02; Group 4, M=4.27 and Group 6, M=4.04.

Thailand a political stable country: Group 1 (M=4.00) was statistically different from Group 2 (M= 3.87) and Group 3 (M= 3.27).

Table 4.30 Senior tourists' perception about Thailand compared by physical health

Factors	Group	N	Mean	t	Sig. (2-tailed)
1. Service of airport in Thailand is standard.	M	174	3.86	1.237	.217
	N	226	3.74		
2. Thailand provides convenient high transportation.	M	174	3.74	.735	.425
	N	225	3.66		
3. Accommodations in Thailand are comfortable.	M	174	3.99	1.371	.171
	N	225	3.86		
4. Thailand has a beautiful scenery and tourists' attractions	M	174	4.14	1.102	.271
	N	226	4.03		
5. Thailand is a peaceful country.	M	174	4.06	-.154	.878
	N	225	4.07		
6. Thailand has historically significant sites.	M	174	4.02	-.640	.512
	N	225	4.08		
7. Culture heritage in Thailand is interesting.	M	173	4.12	-.599	.549
	N	224	4.17		
8. Services of tour operators/agents are good.	M	174	3.99	-1.352	.177
	N	225	4.11		
9. Thai traditional local food is appealing	M	174	4.25	.617	.537
	N	225	4.20		
10. Friendliness of Thai people is impressive.	M	174	4.36	.375	.708
	N	224	4.33		

Table 4.30 Continued

Factors	Group	N	Mean	t	Sig. (2-tailed)
11. Thailand is a safety and secure place.	M	174	3.82	-2.235	.026*
	N	226	4.04		
12. Standard of food hygiene in Thailand is high.	M	174	3.89	-1.552	.121
	N	226	4.04		
13. Thailand provide good infrastructure.	M	173	4.17	-.609	.543
	N	226	4.23		
14. There are variety of activities in Thailand.	M	174	4.07	-.498	.619
	N	226	4.11		
15. Thailand is a good value for money destination.	M	174	4.20	1.057	.291
	N	225	4.12		
16. Thailand's nature is well preserved.	M	174	4.02	-.007	.994
	N	225	4.02		
17. Thailand is a political stable country.	M	174	3.83	.401	.689
	N	225	3.79		

M = Medical Background, N = Non-medical background

Remarks: *statistically significance at p-value equal or below 0.05

Table 4.30 shows the different perception of senior tourists with medical background (M) and Non-medical background (N) about Thailand. Statistical difference was also found in this aspect at p-value equal or below 0.05 for medical background and Non-medical background in the following factors;

Thailand is a safety and secure place: medical background (M=3.82, SD=0.7279) and non-medical background (N=4.04, SD=0.06236; t=-2.235, p=0.026).

Table 4.31 Senior tourists' perception about Thailand compared by travel experience

Factors	Group	N	Mean	t	Sig. (2-tailed)
1. Service of airport in Thailand is standard.	R	165	3.76	-.563	.574
	F	235	3.81		
2. Thailand provides convenient high transportation.	R	165	3.59	-1.754	.080
	F	234	3.77		
3. Accommodations in Thailand are comfortable.	R	165	3.87	-.818	.414
	F	234	3.95		
4. Thailand has a beautiful scenery and tourists' attractions	R	165	4.06	-.457	.648
	F	235	4.10		
5. Thailand is a peaceful country.	R	165	4.03	-.666	.506
	F	234	4.08		
6. Thailand has historically significant sites.	R	165	4.00	-1.075	.283
	F	234	4.09		
7. Culture heritage in Thailand is interesting.	R	165	4.08	-1.349	.178
	F	232	4.19		
8. Services of tour operators/agents are good.	R	165	4.02	-.702	.483
	F	234	4.09		
9. Thai traditional local food is appealing	R	165	4.27	.961	.337
	F	234	4.18		
10. Friendliness of Thai people is impressive.	R	163	4.41	1.619	.106
	F	235	4.28		
11. Thailand is a safety and secure place.	R	165	3.95	-3.006	.003*
	F	235	4.20		
12. Thailand provide good infrastructure.	R	164	3.83	-1.951	.052
	F	235	4.02		
13. There are variety of activities in Thailand.	R	164	4.20	-.035	.927
	F	235	4.20		
14. Thailand is a good value for money destination.	R	164	4.09	-1.538	.125
	F	235	4.20		

Table 4.31 Continued

Factors	Group	N	Mean	t	Sig. (2-tailed)
15. Thailand's nature is well preserved.	R	165	3.96	-1.346	.179
	F	234	4.06		
16. Thailand is a political stable country.	R	164	3.66	-2.594	.010*
	F	235	3.90		

R = Repeater, F = First-time visit

Remarks: *statistically significance at p-value equal or below 0.05

As show in Table 4.31, shows the different perception of senior tourists about Thailand with repeater (R) and first-time visit (F). Statistical difference was also found in this aspect at p-value equal or below 0.05 for senior tourists with repeater and first-time visit in the following factors;

Thailand is a safety and secure place: repeater (R= 3.95, SD=0.06673) and first-time visit (F=4.20, SD=0.05170; t=-3.006, p= 0.003).

Thailand is a political stable country: travel experience: repeater (R=3.66, SD=0.07554) and first-time visit (F=3.90, SD= 0.05460; t=-2.594, p = 0.010).

Table 4.32 Senior tourists' perception about Thailand compared by length of stay

Factors	Length of stay			t	Sig. (2-tailed)
	1	2	3		
	1-5 Days	6-10 Days	11 Days and above		
1. Service of airport in Thailand is standard.	3.68	3.73	3.91	1.924	0.147
2. Thailand provides convenient high transportation.	3.63	3.67	3.78	.940	.392
3. Accommodations in Thailand are comfortable.	3.82	3.93	4.02	1.866	.156
4. Thailand has a beautiful scenery and tourists' attractions	4.02	4.10	4.19	.761	.468
5. Thailand is a peaceful country.	4.02	4.05	4.11	.392	.676
6. Thailand has historically significant sites.	3.97	4.00	4.15	1.624	.198
7. Culture heritage in Thailand is interesting.	4.10	4.15	4.20	.617	.540
8. Services of tour operators/agents are good.	3.91	4.01	4.10	2.977	.052
9. Thai traditional local food is appealing	4.08	4.22	4.28	1.434	.240
10. Friendliness of Thai people is impressive.	4.25	4.38	4.41	1.677	.188
11. Thailand is a safety and secure place.	4.16	4.18	4.23	.181	.834
12. Standard of food hygiene in Thailand is high.	3.89	3.96	4.02	.482	.618
13. There are variety of activities in Thailand.	4.16	4.06	4.23	1.285	.278
14. Thailand is a good value for money destination.	4.10	4.14	4.18	.291	.748
15. Thailand's nature is well preserved.	3.86	3.96	4.15	4.545	0.011* 3[≠]1,2
16. Thailand is a political stable country.	3.72	3.76	3.87	.998	.369

Remarks: *statistically significance at p-value equal or below 0.05

As shown in Table 4.32, senior tourists were grouped into three categories of length of stay which include Group 1 with 1 to 5 days, 6 to 10 days and 11 days respectively. Data were subjected to Analysis of Variance (ANOVA), and it is found that there were statistically differences at the p-value being equal or/and below 0.05 for the four ages of senior tourists. There one perception which are significantly different.

Thailand's nature is well preserved: There was a significant difference between 3 groups (Group 1, M = 4.02; Group 2, M = 4.17; Group 3, M = 4.26).

4.3 Summary of Hypothesis Testing

Table 4.33 Summary of Hypothesis

No.	Hypothesis	Results of Hypothesis Testing
1)	There are significant differences in decision-making of senior tourists with personal profiles.	Partially Supported
2)	Type of tourists have influences on how decision making is made.	Supported

CHAPTER 5

CONCLUSION AND SUGGESTION

This chapter points out the overall results of the study. The material consists of the conclusion and discussion, considering each purpose of the literature review. In addition, limitations and recommendations for the future parallel studies are discussed. Besides that, a description of the key outcomes will be defined. The second section of the chapter would address important observations in consistent with the objectives of the study.

Research objective

1. To identify factors affecting destination selection in senior tourists travelling to Thailand.
2. To investigate relationship between tourists' personal profiles and factors of destination selection decision.

Questionnaires became the main research instrument and were given from January to April 2018 to international senior tourists in Phuket. It gathered 400 valid questionnaires and subjected them to data processing.

5.1 Conclusion

5.1.1 Demographic Description

According to 400 questionnaires received, most of the respondents are female (54.00%), and the rest (46.00%) male. The highest percentage of senior tourists (51.30%) are in the age range of 55-59 years old, and 60-64 years old (26.50%). The majority of the respondents reported being married, or travelling with a partner (60.25%), while the second largest number of senior tourists (22.00%) reported being single. Most respondents are from Malaysia (22.50%), followed by the equal percentage of senior tourists from China (17.50%) and Australia (17.50%). The majority of the respondents (29.30%) reported working for a company, or being retired (19.50%). Most of the respondents (30.80%) have the approximate annual household income of \$25,001-\$50,000, followed by the second largest group of respondents (24.00%) with the reported annual income of \$50,001-\$75,000.

According to travel behavior, most of the respondents visited Phuket as a repeat visitor (58.8%), with the rest (41.30%) as first-time tourists. To travel to Phuket, majority of respondents made a full travel package booking (51.30%), while slightly less than half (48.80%) of respondents made a non-full package booking. For the respondents who made a non-package arrangement the majority (34.7%) booked air ticket by themselves, or via the internet. Only small percentage (1.4%) of the respondents booked their air ticket using a travel agent in Thailand. Most of the respondents booked accommodation using the internet (31.10%), and day trips and Sightseeing tours were mostly booked by the travel agents in Thailand (28.40%), followed by the travel agents in senior tourists' originating countries (21.20%). Most of the respondents purchased travel insurance via travel agents in their country (26.40%), and activities during visit have been mostly booked by a travel agent in Thailand (46.80%) with the least amount (5.80%) booked via the internet, by senior tourists themselves. Also, the average individual senior tourist spending in Thailand is about \$5000 (US\$). The average number of re-visits to Thailand is four times. The average stay in Phuket is approximately eight nights. The average travel party is three to four people.

5.2 Discussions

5.2.1 Objective one: To identify factors affecting destination selection in senior tourists travelling to Thailand.

Most important factors when choosing a holiday destination for tourists

- Price Sensitivity

Price strongly affects consumers' purchasing decisions. Consumers' price consciousness greatly influences their decision-making processes and purchasing behaviors. Pensions are important for supporting financial for senior citizen among growing elderly. Even though senior tourists were wealthier than other generation, when this group of tourists make travel decisions, "Price" is one of the most important factors they are concerned about. It could be noted that elderly citizens belong to the price sensitivity group as they depend on the limited financial income from pension only (Alen et al., 2012). Mamun (2014) also found senior consumer's sensitivity to price when buying, as they have limited income as well as limited budgets. Study by Komaladewi & Indika (2017) found that, close to the finding of Djatmiko &

Pradana (2015), most respondents regard price as a significant factor affecting their purchasing decisions; (2015).

Looking at Thailand, tourists believe that Thailand as a destination offers intangible benefits in terms of low cost of living (Hitula, 2011). However, Thai government have not extensively promoted international senior tourists travel to Thailand, even though some private sector such as hotel industry offers special discounts for the elderly like Marriott, Starwood and Holiday Inn.

- Safety of destination

The safety of destination relates to the worries, interest and responses of visitors to safety. Tourists are targeted more quickly by terrorism and tourists can do little to defend themselves from unexpected violence (Chiu & Lin, 2010). The need for travel security also applies to demographic characteristics. If a tourist destination is not treated effectively, tourists tend to cancel travel plans, particularly female and elderly tourists.

The actions of the traveler in the decision-making process for which destination they are going to visit can often be related to travel risks (Henderson, 2007). Security and protection affect the decision of visitors to choose a country for their journey. Senior tourists want rest, luxury and stability, and these can only be made possible if the political situation of the tourist destination is secure (Hwa Hong et al., 1999). Research by Jang and Wu (2006), Wang (2014), Hsu (2001), as well as Lindqvist and Bjork (2000) found that tourist regard safety to be one of the most important factors influencing their destination choice, especially when traveling internationally. A similar study by Zheng & Zhang (2002) also stated that elderly tourists tend to cancel travel plans if a tourism destination is considered unsafe. This is because senior tourists' physical limitation than other generation, might make them easy victims in tourism crisis situation.

Thailand is one of the best selections for tourist nowadays, based on the positive impressions that tourists formed about Thailand as a tourist destination such as Friendliness of Thai people, followed by Thai traditional and local food while transportation convenience in Thailand was the lowest ranked feature for senior tourists.

- Friendliness of Thai people

Thailand was once regarded internationally as the 'Country of the Smiles,' and this portrayal has drawn international visitors for a long time. It refers favorably to the friendliness of the Thais and local residents, and it also means a friendly country. Thailand's traditional culture has a mystical attraction to international visitors as well. Whether it's natural scenery, folk festivals, or a choice of cuisine, all foreign friends recall these Thai features. It should also be remembered that the main success factors of "Friendliness of Thai People or Thai Hospitality" require measures to ensure sustainability. Based on the TAT Intelligence survey, the key advantage of tourism viewed by the Thais was that they felt proud that foreign visitors want to fly to Thailand, even more than their profits (TAT Intelligence, 2017). In addition, Maitreesophon (2012) found that female tourists paid a great deal of attention to the personal protection, protection and friendliness of local people, which may contribute to the inference that the portrayal of Thailand as a land of smiles attracts the hearts of international visitors.

- Thai local food

Food is a basic commodity in human life and therefore an opportunity to promote tourism. Many visitors typically want to taste the local food of the region during their journeys. The unique taste of Thai food and its difference from other countries in the world has been part of Thai cultural identity since ancient times. Wongleedee (2012) found that the majority of international senior tourists scored the overall standard of foods and beverages in Thailand as the well perform. In addition, food was one of the most significant reasons why they wanted to visit Thailand.

Gastronomic tourism is becoming popular as an alternative tourism type, especially in Thailand which has gotten the image of the kitchen of the world. Thailand has strong potential for gastronomic tourism growth at ASEAN that can developed from the long history of Thailand's gastronomic heritage resources.

Least important factors when choosing a holiday destination for tourists

However, this study also found that the least three important factors when choosing a holiday destination for tourists were availability of private and public transportation at the destination, facilities for tourists at all ages at tourist attraction and access to

WIFI. It might say that internet connectivity is the least important due to their behavior of using traditional information sources. Moreover, senior tourists usually book via travel agent and purchase full package (Ultama, 2012). Travel agents usually design and focus on this market. For a very same reason, since senior tourists acquire services of travel agents to arrange their trips, therefore they do not require to take public transportation when they are at a destination. Hence, availability of private and public transportation at the destination is considered one of the least important when compared to other factors.

5.2.2 Objective two: To investigate relationship between their personal profiles and factors of destination selection decision.

5.2.2.1 The relationship between age and destination selection decision

The results focus on differences between different aged group of senior tourists. It was found that young senior tourists are concerned more about safety of the destination supported by Hsu (2001) which found that young senior tourists focus on safety. This may be explained by the fact that young senior tourists have much more sophisticated intention than older senior tourists.

The issue of safety and security is widely discussed, particularly regarding the mandatory conditions for the host community and travel and tourism development. Elderly, and high-income tourists tend to cancel travel plans if a tourism destination is considered unsafe. To capture the tourists who likely have higher purchasing power for tourism products, the destination marketers or tourism-related authorities must mainly focus to reduce safety risks to the acceptable level that tourist may feel unsafe and not secure.

5.2.2.2 The relationship between gender and destination selection decision

Men and women were identified to have different series of traits (Bakewell & Mitchell, 2006). These traits were compared amongst male and female participants when making the destination travel decision. The study found that male and female have different perceptions towards the decision making. Male participants were more concerned about prices, safety, transportation and politics when making a travel decision, when compared to females.

This is because men are very selective and active in information processing. The behavior of males before making decision is to firstly select the item they need and then comprehensively search the appropriate information. This is similar to previous studies that found males more independent and self-center than female. Regarding to found that males are usually more selective and specific in items to purchase than female (Darley & ESmith, 1995; Bakewell & Mitchell, 2006; Wesley et al., 2006).

5.2.2.3 The relationship between nationality and destination decision

Asian people are more collectivist than western individualist. Characteristics of Asian are also focus on maintaining harmony, respect for the leaders and following others, while western are more individualistic and aim for self-actualization. (Hofstede, 1980)

The study was conducted about the ways selection decisions significantly differ by country of residence. The result was found that Chinese senior tourists' decision is completely different from others. This is because the behaviour of Chinese tourists still prefers group travels, led by agent especially if overseas (Ctrip and China Tourism Academy, 2017). While British travelers have higher concerns on safety about destination safety than others. Western tourists are seeking to visit new exciting places, and relaxing in a nice scenery with good safety and security.

5.2.2.4 The relationship between health condition and destination selection decision

Thailand has been a major medical tourism destination in recent years (Rerkrujipimol & Assenov, 2008). Thailand also has a tremendous opportunity for medical tourism, which would further boost Thailand's status as a medical tourism destination.

The results focus on differences between healthy senior tourists and seniors with health conditions. It was found that healthy senior tourists were much more concerned about prices and facilities for tourists than senior with medical background. This is because senior with medical background trust in standardization, feel safe and secure of medical system in Thailand during the time they spend. Since Thailand is the one of the famous medical hubs of international tourists with medical background (Rerkrujipimol & Assenov, 2008). At this

stage, Thailand should encourage tourism in a bundle that blends medical and wellness in tourism package in the future.

5.2.2.5 The relationship between travel experiences and destination selection decision

Experience is when memories and ideas of some situation are created, and those memories help tourists to make the decision whether to re-visit a destination. This section draws a conclusion of travel experiences and decision making. These were compared between first time visit and repeated visit to destinations.

The result indicates that there is a relationship between travel experiences and selection decision. First time visits show more concerns about prices, transportation and politics when selecting a destination, than a repeated visit. It can be said that first-time visits require more information on the destination. Senior repeat travelers required less information about the destination because they relied on their past experiences. Repeat travelers act as information distributors to spread positive experiences through word of mouth to others (Correia et al., 2015). If the destination can retain this group of people, it can reduce the money that the business operators invest in advertising (Lau and McKercher, 2004).

Positive or negative experiences from travelers' past journeys can affect decision selection. If they are satisfied with their journey, travelers want to return, and the opposite, if they were not satisfied they would not want to go back.

5.3 Recommendations

1. The standardization of prices is also important, Thai government should set new rules and regulations in order to provide consumer protection for senior tourists. It should make a policy on offering reasonable prices which provide value for money for senior tourists and encourage their return through high trip satisfaction. The private sector should be required to follow these policies and act according to the law.

2. Safety is the primary concern of the senior tourists. Especially traffic, accessibility of destination, facilities and transportation. If Thailand mainly focuses on this group of tourists, the country must come up with proper plans to reduce safety risks to the at acceptable levels. Also, it is very important to eliminate or contain negative news or things that might create

negative destination image for Thailand or likely that tourists may feel unsafe and not secure, which might affect tourists' destination selection decision. Surprisingly, the senior tourists prefer to use travel agent rather than booking by themselves. As a result, if Thailand would like to become the tourist destination for the senior tourist, the country has to balance the use of travel agents and online distribution channels in order to effectively promote to this market.

3. To draw Chinese senior visitors, Thai culture is a unique selling point in the Thai tourism industry, so tourism ventures targeted at these tourists should be combined with Thai culture. Culture tourism will produce direct or indirect economic wealth and draw more Chinese visitors to Phuket, Thailand. Phuket's tourism has many strengths, including hotels, a range of food, popular historical and cultural landmarks, thriving Buddhism and fancy shows. The relevant departments should make good use of these tourism services when developing tourism in Phuket. It is important to create more accessible lodging facilities, pay more attention to Chinese eating preferences, set up more convenient shopping centers and set up tour commentaries on tourist attractions.

4. Good seniors have faith in the standardization of the medical system. Thailand should create and cultivate the reputation of a "High Quality Medical and Wellness Tourism Destination" in order to increase awareness of the provision of high-quality medical care, to ensure the reliability and quality of medical care and to provide alternative health facilities at a fair price. In addition, designing and encouraging new blends of medical and tourism services will be an option for visitors to consider Thailand as a medical and wellness travel destination.

5. The long stay senior tourists feel that the highlight of Thailand is its natural beauty. Therefore, to extend and attract long stay of senior tourists in Phuket, and Thailand as a destination, Phuket authorities and local people should keep natural resources preserved and must create culture of consciousness especially towards the environmental benefits of Phuket.

6. It is suggested that all the relevant parties such as business operators, policy makers, local authorities should develop strategies that will turn the first-time travelers into the repeat travelers. It can start from creating the environment friendly to senior tourists, with relevant facilities, services, and other resources. The change can lead to increase in the positive perception and satisfaction with Phuket in senior tourists. This may result in reduced advertising expenditures, increased number of tourists regardless of seasonality, enhanced positive image of

the destination. Once these particular outcomes are achieved, the sustainable long-term growth of tourism in Phuket would be the next logical reward.

5.4 Future studies

1. Despite the interesting findings, it would be beneficial if a future research employs a combination of methods with both quantitative and qualitative techniques to explore and the factors affecting destination selection decisions among senior tourist.

2. This research focused mainly on the decision making among senior tourists in Phuket. The future studies could explore other parts of Thailand.

5.5 Limitation of this study

1. Senior tourists' data was collected in Phuket province only. If there was more time, collecting the data in other areas of Thailand would be beneficial, and the results could be different.

2. Seven nationalities were studied in this research, as representative of international senior tourists. This could be overrepresented in the data set.

3. A more diverse sample of nationalities would expand the knowledge and understanding of destination selection decision among senior tourist.

4. A similar study in a different time period could be administered to gain more general perceptions of tourist behavior changes across time.

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APPENDIX A



Factors affecting destination selection for international senior tourists:

A case study of Phuket

Dear Respondent,

The questionnaire is only for academic purpose in Master of Business Administration in Hospitality and Tourism Management (International program), Faculty of Hospitality and Tourism at Prince of Songkla University, Phuket Campus, Thailand.

The information that you provide will be kept confidential and will be used for education purpose only. I would deeply appreciate if you could spare 15-20 minutes of your valuable time to participate in this questionnaire survey. Thank you very much for your answers.

Yours sincerely,

Miss Arachapone Somkiatikul

Part 1 Personal profiles information

Please tick the appropriate box.

1. **Gender:**

Male Female

2. **Age:**

55-59 years old 60-64 years old

65-69 years old 70-74 years old

75 years old and above

3. **Marital Status:**

Single Married/ with partner

Divorce Widower

4. **Country of origin:**

- China Malaysia South Korea
 Japan Germany United Kingdom
 Australia

5. **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

6. **In general, do you have any medical history? (If yes please specify)**

- No, I do not Yes, I do

Part 2: Behavior of senior tourist

7. Have you visited Thailand before?

- Yes.....time No, this is my first-time visit

8. How many nights do you stay in Thailand for this visit? nights

9. How much do you spend approximately for this visit (In US\$)? US\$

10. How many people are in your travel party? people

11. Who is accompanying you during this trip? (You can choose more than one answer)

- Spouse/ Partner Family Friends Others.....

12. Where do you stay in this visit?

- City hotel Hotel resort Guest house
 Friend's house Apartment/Condominium
 Rent house Others.....

13. During this trip to Thailand, where have you visited? (You can choose more than one answer)

- Bangkok Phuket
 Chiang-Mai Others.....

14. How did you arrange your travel plan and booking for this visit? (You can choose more than one answer)

- On my own Family members Friends
 Travel agent Others.....

15. Did you book a full travel package to Thailand?

Yes (Go to question 16)

No (Go to question 15.1)

15.1 How did you book the following products?

Product	Internet	Travel agent in your country	Travel agent in Thailand
Air ticket			
Accommodation			
Day trips /Sightseeing			
Travel insurance			
Activities during visit			

16. How do you obtain information about Thailand? (You can choose more than one answer)

- Facebook Newspaper We Chat
 Instagram Television Taobao
 Twitter Travel agent Weibo
 You Tube Magazine Trip Adviser
 Travel blog Word of Mouth Guide book
 Previous Travel experience in Thailand Others.....

17. What was your main purpose for your vacation in Thailand?

- Holiday/ leisure Health treatment Visit friend and relative
 Meeting/Seminar/business/professional Others.....

18. What is the favorite activity while you are traveling in Thailand? (You can choose more than one answer)

- Shopping Relaxing Sightseeing
 Medical Cultural Activities
 Dining Adventure Night life
 Others _____

19. Who help you make decision to travel to Phuket?

- Myself Others (Please specify)

20. What do you think about Thailand as a tourist destination?

1 = Strongly Agree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly

Attributes	1	2	3	4	5
20.1 Service of airport in Thailand is standard.					
20.2 Thailand provides convenient high transportation.					
20.3 Accommodations in Thailand are comfortable.					
20.4 Thailand has a beautiful scenery and tourists' attractions					
20.5 Thailand is a peaceful country.					
20.6 Thailand has historically significant sites.					
20.7 Culture heritage in Thailand is interesting.					
20.8 Services of tour operators/agents are good.					
20.9 Thai traditional local food is appealing.					
20.10 Friendliness of Thai people is impressive.					
20.11 Thailand is a safety and secure place.					
20.12 Standard of food hygiene in Thailand is high.					
20.13 Thailand provide good infrastructure.					
20.14 There are variety of activities in Thailand.					
20.15 Thailand is a good value for money destination.					
20.16 Thailand's nature is well preserved.					
20.17 Thailand is a political stable country.					

Part 3 Decision Making

21. How importance are the following factors when you choose your holiday destination?

1 = Very unimportant

2 = Unimportant

3 = Average

4 = Important

5 = Very important

Attribute	1	2	3	4	5
21.1) Price of airfare at the destination					
21.2) Price of public and private transportation at the destination					
21.3) Price of hotel at the destination					
21.4) Living cost at the destination					
21.5) Price of tour package at the destination					
21.6) Price of food and beverage					
21.7) Safe traffic at the destination					
21.8) Safety and security at the destination					
21.9) Crime rate at the destination					
21.10) Availability of private and public transportation at the destination					
21.11) Network of private and public transportation at the destination					
21.12) Political stability at the destination					
21.13) Economic situation at the destination					
21.14) Law and regulation at the destination					
21.15) Government status at the destination					
21.16) Peacefulness at destination					
21.17) Culture and traditional at the destination					
21.18) Variety of activities at the destination					

Attribute	1	2	3	4	5
21.19) Beautiful and scenery at the destination					
21.20 Facilities for tourists at all ages at tourist attractions					
21.21) Access to WIFI					

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

Yes

No

Maybe

Why/ Why not?

-Thank you-

Appendix B

Certificate



CERTIFICATE OF PRESENTATION BEST PAPER AWARD

Conferred to

ARACHAPONE SOMKIATIKUL

For the paper entitled

***FACTORS AFFECTING DESTINATION SELECTION FOR
INTERNATIONAL SENIOR TOURISTS A CASE STUDY OF
PHUKET***

Presented at

ASEAN Tourism Research Conference (ATRAC 2019)

held on 19th January 2019

At Hoa Sen University, Ho Chi Minh City, Vietnam

Dr Le Minh Thanh

HOA SEN UNIVERSITY

Dr Neethiahnathan Ari Ragavan

ATRA

VITAE

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