TOURISM PROGRAM FOR ELDERLY TOURIST IN RANONG PROVINCE, THAILAND

TEERA INTARARUANG

Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University, Bangkok 10300 Thailand
E-mail: teera.in@ssru.ac.th

Abstract - As United Nation stated that which country have population which age up to 60 more than 20 percentage or age up to 65 more than 14 percentage, it mean that country totally enter to ageing society. From information of Thai population in 2012 revealed that Thai population have elderly people up to 9.4 million which count as 15 percentage which mean Thailand already enter to aging society [1].

Therefore, these elderly people could keep an eyes on as potential group as they spend their living life after retirement for recreation and traveling. They have more time and budget readiness, marketing for elderly therefore is the new marketing channels as it is a potential target group International Institute for Trade and Development stated that Elderly tourist behavior differences from general tourist. They emphasize on quality service which reasonable. They select activities which suitable for their age and health. Therefore, tourism program as Slow Tourism, close to nature, non-pollution healthy food, comfortable for elderly vehicles and prepared for safety should be created [2].

Ranong is located in the south part of Thailand, on the west coast along the Andaman Sea. Ranong is one of province in Thailand which tourist should not miss due to its beautiful natural tourism resources which now become famous tourist destination, both Thai and foreigner tourist continuously come to visit.

Fig. 1 Map of Thailand, indicated Ranong Province
Source: Google Search [3]

There are many famous tourist attraction sitesin Ranong both historical and natural. As Ranong have long history therefore it have many historical tourist attraction sites such as Rattanarangsarn Palace, Ranong Governor's Grave, Wat Hat SomPaen and WatsuwanKhiri. For natural tourist attraction, there are many beautiful tourist attraction in Ranongsuch as Phayam Island, NamtokNgao National Park, NamtokPunyaban, Namtok Ton Phet, Namtok Chum Saeng or NamtokSai Rung, KhlongNakha Wildlife Reserve and so on. Moreover, Ranong also have 2 famouse natural hot springs or 2 natural hot springs; Hot Springs Raksawarin and Porn Lung Hot Springs which draw a large number of tourist to visit.

In addition, Ranong also have Ngao Mangrove Forest Research Centre and Mangrove Arboretum for people to come to study on ecological system [4].

In addition, Ranong province is intend to be "A hub of transport goods between countries Andaman coast countries and preservation of city of Health Tourism and be livable environment" [5] The province established large size of hospital "Ranong Hospitaland Chao RuangSpa"Thai Traditional Medicine and Herbal product and demonstration Centre" for preserve and rehabilitate people health [6].

Therefore, it could said that Ranong province havepotential to be another one tourist destination for elderly tourist.

Furthermore, Ranong also famous in food test. Now, many restaurants try to have healthy menu in their restaurant to service their customer.

Fig. 3 Local people infusion in Porn Rung Hot springs
Source: PornnapaBerndtt, November 24, 2017

Hence, researcher then would like to study on elderly tourist interested toward tourist activities when they traveling purpose to created new tourism program which satisfy elderly tourist group purpose to draw this potential group to come to visit Ranong Province.

To accomplish the goals and objectives, qualitative research was applied. The study also used both primary data and secondary data.

Research result founded Tourist activities which got the most mean scores (4.73) are infusion in hot springs indicated most interested. Secondly, body rejuvenation Class got mean scores as (4.69) considered most interested. Thirdly belong to take a boat trip and dressing local costume with mean scores closed to seconded place (4.67) indicated most interested. Then health's check program got the mean score (4.58). Follow by visit beautiful water fall with mean score (4.53).

Last top five are cooking healthy food class with mean scores (4.24) considered most interest. Then join local people to make local souvenir (4.23) represented most interested. Follow by cultural route day trip got mean scores as (4.18) signify very interest. Before last is join local people to make dessert as mean scores (4.05) carried very interested. The lowest score belong to meditation class with mean scores as (4.02).

Keywords - Ranong Province, Health Tourism, Elderly Tourist, Hot Spring. Tourist Activities

I. INTRODUCTION

Ranong Province is located in south part of Thailand far from Bangkok about 568 kilometre. As above-mentioned, at present it is well- known as attractive tourist destination. Tourism Authority of Thailand is promoted Ranong as 12 City should not miss in Thailand due to their tourism resources which have potential enough to attract alarge number of tourists to visit.

Lonely Planet, the famous travel magazine stated that "The Andaman's northernmost province is a whole different package to the white sand, turquoise sea paradise that is used to sell the Andaman's on tourist brochures [7]."

As vision and mission of Ranong province that intend to be "A hub of transport goods between countries Andaman coast countries and preservation of city of Health Tourism and be livable environment" [8] The province is intended to promoted their province as city of health tourism by used their potential tourism resources and established "Ranong Hospital" and "Thai Traditional Medicine and Herbal product and demonstration Centre" for preserve and rehabilitate people health[9].Thus, it could say that Ranong province has potential enough to be an elderly tourist destination.

However, as mention above, elderly tourist behavior differences from general tourist. They emphasize on quality service which reasonable. They select activities which suitable for their age and health.[10]. Therefore, tourism program as Slow Tourism, close to nature, non-pollution healthy food, comfortable for elderly vehicles and prepared for safety should be created

Thus, this research hence intended to study on elderly interested on tourist activities in Ranong province aim to created program tour which appropriated and satisfy elderly tourist requirement in order to created tourism program which appropriate and satisfy elderly tourist requirements.

II. RESEARCH METHODOLOGY

This research focused on elderly people interested toward tourist activities in Ranong Province. The research instruments used are observation, questionnaire and content analysis, and in-depth interviews of elderly people. The study also uses both primary and secondary data.

The sample of this research was calculated by using Taro Yamane (Yamane, 1973) [11]formula with 95% confidence level. (Refer elderly person ages from 60 years old up from Bangkok by sampling method)

After calculated the sample size by using Yamane formula, the numbers of sample is 400 personis.

As Sample group is homogeneity group therefore researcher used sample only one fourth of sample which are 100 elderly persons.

Researcher did research study based on information collected from 100 questionnaires. A Statistical Package for Social Sciences (SPSS) was used to analyze the data. Descriptive and inferential statistics such as tables, percentage, mean and standard deviation were used for data analysis and summary.

For Analysis and interpretation of data, the symbols and abbreviation will be utilized as follows:

% = Percentage
x̄ =Mean
SD. =Standard Deviation

The analysis and interpretation of data were presented in form of tables. The objectives of the study were as follows:

PART 1: The analysis of general background of respondents
PART 2: The analysis of "Elderly interested in tourist activities" by descriptive statistics which were mean and standard deviation.

The respondents were requested to score each of requirement on accommodation and facilities on the levels of requirement.

The interval of the five-point Likert-type scale was set from 1 to 5 (5 is the most interested, and 1 is lowest interested).Besides, the translation of level ranking was analyzed by pursuing criteria of elderly person toward requirement on tourist activitiesByBest [11].
The scores between 1.00-1.80 mean the lowest interested
The scores between 1.81-2.61 mean low interested
The scores between 2.62-3.41 mean average interested
The scores between 3.42-4.21 mean very interested
The scores between 4.22-5.00mean the most interested
Part 1: The analysis of general information of 263 respondents by descriptive statistics, which were frequencies and percentage, showed in Table 1 as follows:

General Information	Amount Person	Percentage (%)
Gender		
Male	23	23
Female	77	77
Total	**100**	**100.00**

Table 1showed general background of 100 Respondents

From table 1 showed data analysis of general information of 100 respondents. There were 100 respondents, 23% male and 77% female.

Tourist Activities	x̄	SD.	Mean
1. Infusion in Hot springs	4.73	0.93	Most
2. Swimming at the beach	4.32	0.76	Most
3. Visit Beautiful Water Fall	4.53	0.78	Most
4. Take a Boat Trip and dressing local costume	4.67	0.88	Most
5. Way of Life (Fish Case Tour) Day Trip	4.10	0.67	Very
6. Make Merit and Give Food to the monk	4.29	0.98	Most
7. Cultural Route Day Trip	4.18	0.81	Very
8. Cooking Healthy Food Class	4.24	0.84	Most
9. Spa and Massage	4.44	0.68	Most
10. Join local people to make dessert	4.05	0.91	Very
11. Join local people to make local Souvenir	4.23	0.91	Most
12. Meditation Class	4.02	0.87	Very
13. Exercise for Elderly Class	4.35	0.79	Most
14. Body rejuvenation Class	4.69	0.89	Most
15. Health check Program	4.58	0.96	Most
Total	**4.36**	**0.84**	**Most**

Table 2 showed degree of elderly interested on Tourist Activities in Ranong Province.

From table 2, research result founded tourist activities which got the most mean scores (4.73) are infusion in hot springs indicated most interested. Secondly, body rejuvenation Class got mean scores as (4.69) considered most interested. Thirdly belong to take a boat trip and dressing local costume with mean scores closed to seconded place (4.67) indicated most interested. Then health's check program got the mean score (4.58). Follow by visit beautiful water fall with mean score (4.53)
Sixth is spa and massage got the mean scores as (4.44) considered most interested. Seventh, exercise for elderly class (4.35) then swimming at the beach (4.32). Next, make merit and give food to the monk (4.29). Followed by Cooking Healthy Food Class got the mean scores as (4.24) respectively. All indicated as most interesting.
Last top five are cooking healthy food class with mean scores (4.24) considered most interest. Then join local people to make local souvenir (4.23) represented most interested. Follow by cultural route day trip got mean scores as (4.18) signify very interest. Before last is join

local people to make dessert as mean scores (4.05) carried very interested. The lowest score belong to meditation class with mean scores as (4.02).

Refer to research resulted, It noticed that elderly tourist most prefer is infusion in hot springs followed by body rejuvenation.

Therefore, Tour' company should create one day trip package for take elderly tourist to learn how to body rejuvenation class such as massage and spa, yoga for elderly people, slow dancing for elderly and so on to make them fun and be fresh.For lunch, take customer to take healthy food such as Farm House restaurant which serve delicious healthy food. In part of hotel, it should take hotel location in the city with not much travel due to elderly psychically and make sure that hotel is have facilities to service elderly person.

For 2 days and one night trip, research result revealed that elderly tourist interesting in Boat Trip and dressing local costume therefore for tour' company should co-ordinate with Ranong municipality to contain boat Trip and dressing local costume in package tour after take them to learn about history of Ranong province.

Fig. 4 and 5 Boat trip and dressing local costume
Source: Kemika Koompech, 2017

Hence, tourist activities should concern their elderly physical.Tour'company could createprogram from information of research result in order to satisfy elderly tourist as much as they prefers.

CONCLUSIONS AND DISCUSSION

A. Conclusion
Ranong Province is one of potential province which could draw tourist both Thai and foreigner to come to visit due to their tourism resource included provincial vision.

Tourist activities are one important component in tourism sectors. Good program will satisfy elderly tourist to re-visits which mean income generated in local communities.

B. Discussion
This research resulted was not cover in all contents. However, it could be reflect of elderly interest in tourist activities in Ranong province which useful for tour company to design activities and created tourist program which suit for elderly tourist group

SUGGESTION

All stakeholder such as Tourism Authority of Thailand (TAT), Education institution, Hospitality Sector, etc. should preparedness for support elderly tourist group in the future.

Tourism Sector in Ranong province should do research and improve tourism attraction site psychical.

According to Pornnapat Berndt research in the topic "The Study on Elderly Tourist Requirement on Accommodation and Facility in Ranong Province", hotel and accommodation sector should prepare there hotel' physical for elderly group such as ramp, or handrail in walk way area include public toilets which easier toassess for bare elderly tourist [13].

ACKNOWLEDGMENT

Fig. 5Miss KemikaKoompech, [Left]
Source: Pornnapat, November 23, 2017

REFERENCES

[1] Matichon Online. Ageing Society and Thailand future. [Online], accessed 29 May 2018. Available from https://www.matichon.co.th/news-monitor/news_575355
[2] International Institute for Trade and Development. Elderly Tourist Market: New Chance for Thai grow for support AEC

[Online], accessed 5 December 2017. Available from http://www.itd.or.th

[3] Wikipedia, The Free Encyclopedia. Ranong Province. [Online], accessed 5 December 2017. Available from https://en.wikipedia.org/wiki/Ranong_Province

[4] Ibid.

[5] Ms.ThitimaNakbupha, Operation Thai Traditional Medical at Ranong Hospital. Interview November 24, 2017

[6] Governor's Office of Ranong. Vision and Mission [Online], accessed 5 June 2017. Available from http://www.ranongcities.com/index.php?cmd=contentdesign &mode=vision

[7] Lonely Planet. Ranong Province [Online], accessed 29 November 2017. Available from https://www.lonelyplanet.com/thailand/andaman-coast/ranong-province

[8] Governor's Office of Ranong. Vision and Mission [Online], accessed 5 June 2017. Available from http://www.ranongcities.com/index.php?cmd=contentdesign &mode=vision

[9] Ms.ThitimaNakbupha, Operation Thai Traditional Medical at Ranong Hospital. Interview 24 November 2017.

[10] International Institute for Trade and Development. Elderly Tourist Market: New Chance for Thai grow for support AEC [Online], accessed 5 December 2017. Available from http://www.itd.or.th

[11] Yamane, Taro.1973.Statistics: An Introductory Analysis.Thirdeditio. Newyork : Harper and. Row Publication.

[12] Best, J. W., Research in Education, 3rd ed., (New Delhi, Prentice-Hall, 1977), 174.

[13] Pornnapat Berndt (Ph.d). The Study on Elderly Tourist Requirement on Accommodation and Facility in Ranong Province. 2017

★ ★ ★