

**POLICY IMPLICATION OF TOURISM MANAGEMENT FOR
JAPANESE SENIOR TOURISTS: A CASE STUDY OF
CHIANG RAI PROVINCE, THAILAND**



Rungruedee Boonmee

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Integrated Tourism Management)
The Graduate School of Tourism Management
National Institute of Development Administration
2021**

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ABSTRACT

Title of Dissertation	POLICY IMPLICATION OF TOURISM MANAGEMENT FOR JAPANESE SENIOR TOURISTS: A CASE STUDY OF CHIANG RAI PROVINCE, THAILAND
Author	Miss Rungruedee Boonmee
Degree	Doctor of Philosophy (Integrated Tourism Management)
Year	2021

Japanese senior tourist group is prioritized by Thailand's tourism industry due to the increasing number, the quality, and the high purchasing power. However, most Japanese senior tourists have traveled to Thailand's main tourist destinations, not secondary destinations. Chiang Rai, the northernmost province of Thailand, is one of the secondary destinations and is not yet widely known by Japanese senior tourists. However, Chiang Rai is selected to be one of the fourteen provinces of Thailand suitable for senior tourists due largely to its very complete universal design. Therefore, it is challenging for government authorities and tourism-related stakeholders to come up with policies and proactive strategies to attract more Japanese senior tourists and create their loyalty strong enough to revisit and/ or recommend others to visit Chiang Rai. Besides, the existing research regarding the policy implication of tourism management for Japanese senior tourists with all-rounded aspects are considered rare. Thus, it can be inferred that there is still not any study result that can be applied as policy implication of tourism management for Japanese senior tourists for Chiang Rai Province. On this account, the objectives of this study were (1) to study the behavior and demand of Japanese senior tourists towards Chiang Rai's tourism; (2) to identify factors affecting destination loyalty of Japanese senior tourists; (3) to evaluate Chiang Rai's current tourism management for Japanese senior tourists and (4) to propose the policy implication of Chiang Rai's tourism management for Japanese senior tourists.

This study employed mixed methods research. The quantitative method research was conducted using a survey technique. The respondents included 400 Japanese senior tourists aged 55 years old and older who had traveled and stayed at

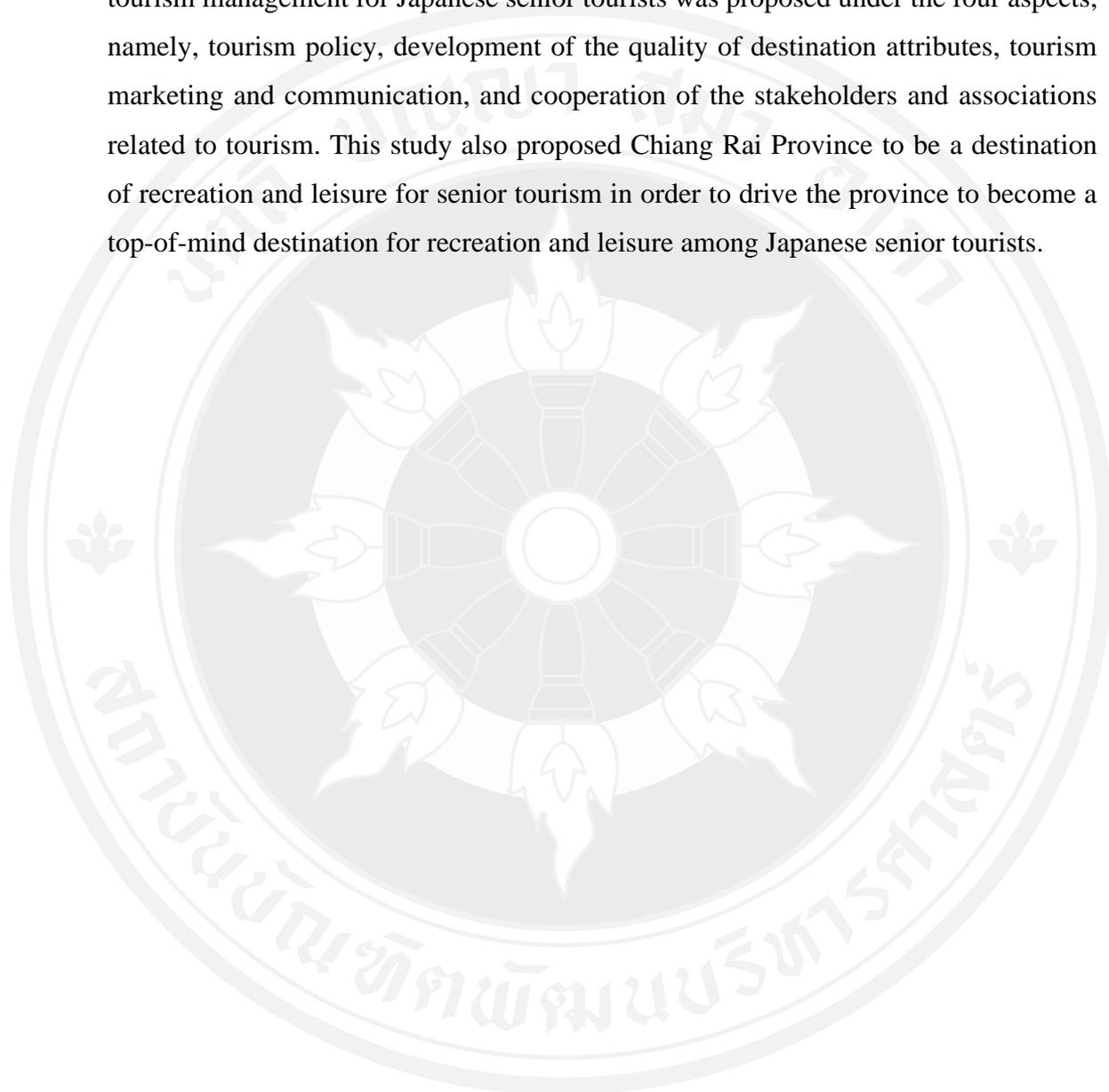
least two nights in Chiang Rai Province. Purposive sampling technique was used to distribute the online self-administered questionnaires and collect the data from the targeted respondents. Meanwhile, in-depth interviews were conducted to collect qualitative data from 17 key informants of Chiang Rai's tourism-related stakeholders, namely public sector, private sector, and local community.

Descriptive statistics (frequency, percentage, mean, and standard deviation), Factor Analysis, K-means Cluster Analysis, and inferential statistics (Independent Samples t-test, One-Way ANOVA, and Multiple Regression Analysis) were employed to analyze the quantitative data. While the qualitative data was analyzed by the SWOT framework, TOWS matrix, and content analysis.

The quantitative results revealed (1) Japanese senior tourists with different demographics which included gender, age, education, occupation, marital status, average monthly income, and health status had different behavior and demand for Chiang Rai's tourism management; (2) factor analysis of the data identified four psychological factors, which were further analyzed using cluster analysis. The cluster analysis revealed three groups of Japanese senior tourists: informative socialization, quality planning, and impromptu independence; (3) Japanese senior tourists with different psychographics which included activities, interests, and opinions had different behavior and demand for Chiang Rai's tourism management; (4) tourists' motives, destination attributes, and quality of life were the factors that affected destination loyalty towards Chiang Rai Province among Japanese senior tourists; (5) Japanese senior tourists with different demographics, including age, education, occupation, average monthly income, marital status, and health status indicated different levels of satisfaction towards Chiang Rai's tourism management; (6) Japanese senior tourists with different psychographics had different levels of satisfaction towards tourism management in Chiang Rai Province.

As for qualitative results, the SWOT analysis framework indicated that Chiang Rai Province had 14 strengths, 9 weaknesses, 10 opportunities, and 9 threats for its tourism in the elderly tourist market. In addition, the TOWS matrix was carried out to formulate four strategic alternatives including proactive strategies, improvement strategies, preventive strategies, and vigilant strategies. Subsequently, the results of all

three research objectives were integrated and used for developing the proposed policy implication of Chiang Rai's tourism management for Japanese senior tourists. Moreover, the proposed policy implication was verified by three tourism experts with at least five years of experience. Ultimately, the policy implication of Chiang Rai's tourism management for Japanese senior tourists was proposed under the four aspects, namely, tourism policy, development of the quality of destination attributes, tourism marketing and communication, and cooperation of the stakeholders and associations related to tourism. This study also proposed Chiang Rai Province to be a destination of recreation and leisure for senior tourism in order to drive the province to become a top-of-mind destination for recreation and leisure among Japanese senior tourists.



ACKNOWLEDGEMENTS

I would like to express my highest appreciation to my advisor, Assistant Professor Paithoon Monpanthong, for thoughtful advices and suggestions as well as supports both informatively and morally from the very beginning until the dissertation is finally finished. I would also like to express my appreciation to examining committee, Assistant Professor Dr. Antiga Phungnga, Professor Dr. Therdchai Choibamroong, Associate Professor Dr. Patthareeya Lakpetch, and Assistant Professor Dr. Sangkae Punyasiri for insightful comments and suggestions, making the dissertation even more complete.

The informants, experts, and every supporter have my deepest thanks for their fruitful information and suggestions, my friends and classmates for sincere friendship, assistance, and moral support through all the years of researching.

Most importantly, I would like to express my gratitude to my late father and mother, who prioritize the education for their children and are my inspiration to study the doctoral degree. I would like to wholeheartedly express my thankfulness to my dearest family for all supports and cares, which have been driving me to successfully achieve my goal. Last but not least, a special thanks to my niece, Rachanirom Raveepaopong, for all aspects of fullest supports, ensuring the completion of dissertation.

Rungruedee Boonmee

April 2022

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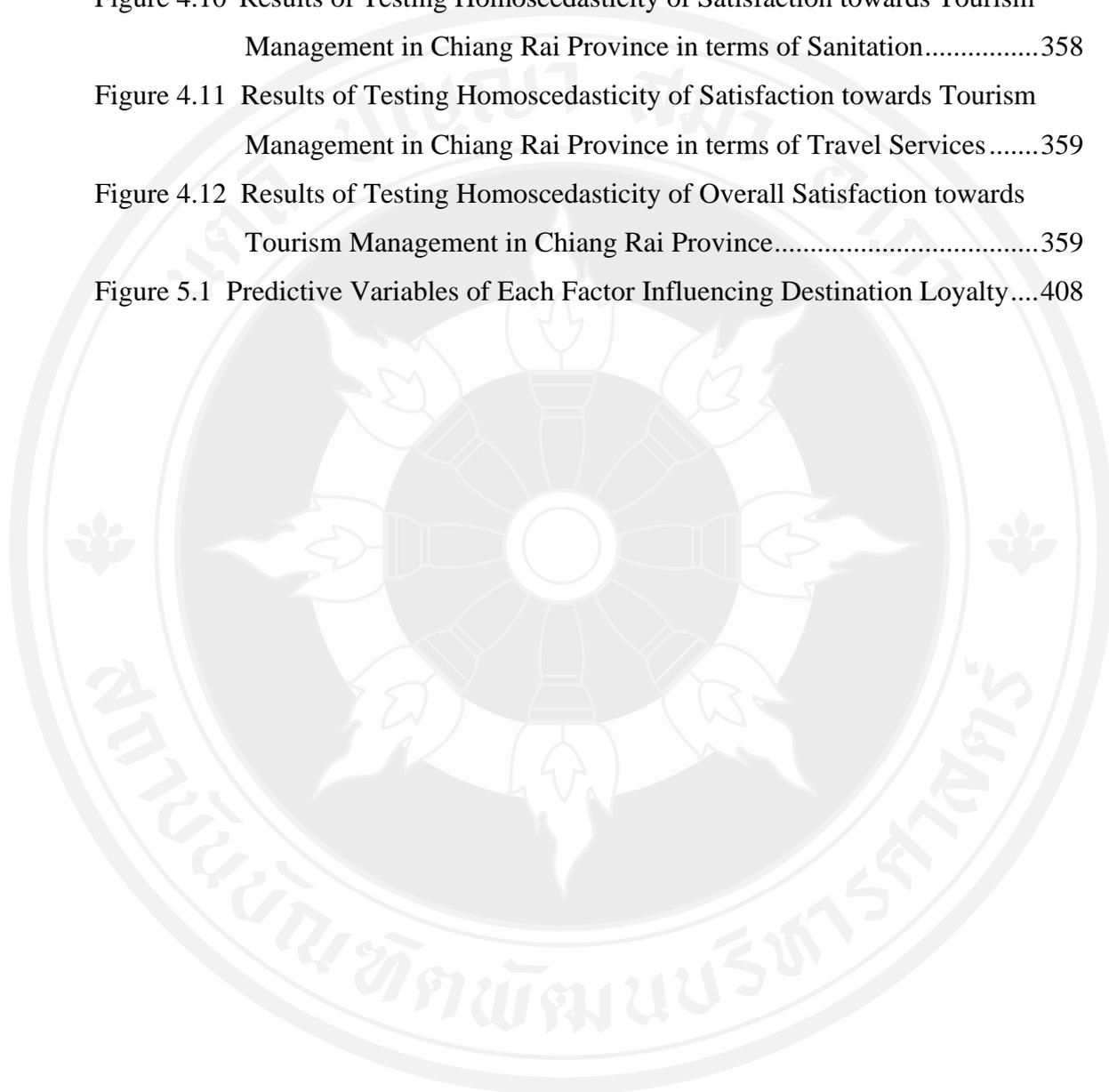
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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter presents the overview of the world's tourism situation and ageing population which affect tourism and service industry. The senior is one of the tourist groups with potentials of both quality and quantity and is likely to continuously grow in accordance with the world's population structure becoming an Ageing Society. This prompts tourism and service around the world including in Thailand to be prepared for senior tourists. Although Thailand has realized and prioritized the senior tourist market, the overview of tourism policy in Thailand for the past four decades still focuses on mass tourists instead of niche tourists which include senior tourists. Therefore, tourism for senior tourists in Thailand must be developed to assure that it is prepared and on the same pace with world population ageing that quickly and continuously happens, and that it is competitive with other countries around the world.

According to the statistics collected by Tourism Development, Ministry of Tourism and Sports, it is reported that, from the year 2012 onwards, the average growth of international senior tourists in Thailand is higher than the average growth of international tourists. Moreover, it is found that international senior tourists have known and traveled to Thailand's main tourist destinations (Ministry of Tourism and Sports, 2015). This is evidenced by senior tourists from many countries, especially Japan; the country with growing number of seniors due to the change of world's population structure, and policy encouraging their senior citizens or retirees to visit or live a long-stay in other country (Chalernpol Chamchan & Oratai Soparat, 2012; Patthareeya Lakpetch, 2017; Warangkana Korkietpitak & Duangporn Pinyaphund, 2009). Most Japanese senior tourists have traveled to Thailand's main tourist destinations which are world-widely known city such as Bangkok, and beach cities

such as Phuket, Krabi, Phang-nga, and Chonburi. While those who would like to indulge oneself in nature, have traveled to Chiang Mai (Marketing Strategy Division, Tourism Authority of Thailand, 2016). However, Thailand, in fact, has more of interesting and potential tourist destinations for senior tourists especially Japanese, such as Chiang Rai province whose tourism policy concentrates on the quality rather than quantity of tourists. Furthermore, senior tourists are the major target group Chiang Rai is determined to support and promote to visit the province, which is in line with Thailand's direction of tourism development. Nevertheless, in order to secure the sustainability of tourism, the tourism development must be executed and integrated all related aspects. The existing research regarding senior tourists in Thailand present various perspectives; yet, the policy implication of tourism management for senior tourists with all-rounded aspects are considered rare. Thus, it can be inferred that there is still not any study result that can be applied as policy implication of tourism management for senior tourists for Chiang Rai Province.

Hence, this research aims to study Chiang Rai's tourism for senior tourists, Japanese in particular, both demand and supply sides, as well as tourism mechanism and service quality, in order to ensure the inclusive of all four aspects of sustainable tourism development (Therdchai Choibamroong, 2014). The research findings are to be synthesized and integrated to propose Chiang Rai's tourism for Japanese senior tourists. This chapter is to present the overview of the research inclusive of rationales, research background and significance, and problem identification, leading to research objectives, research questions, research outputs, research outcomes, and scope of study as shown in the structure of chapter 1 (Figure 1.1).

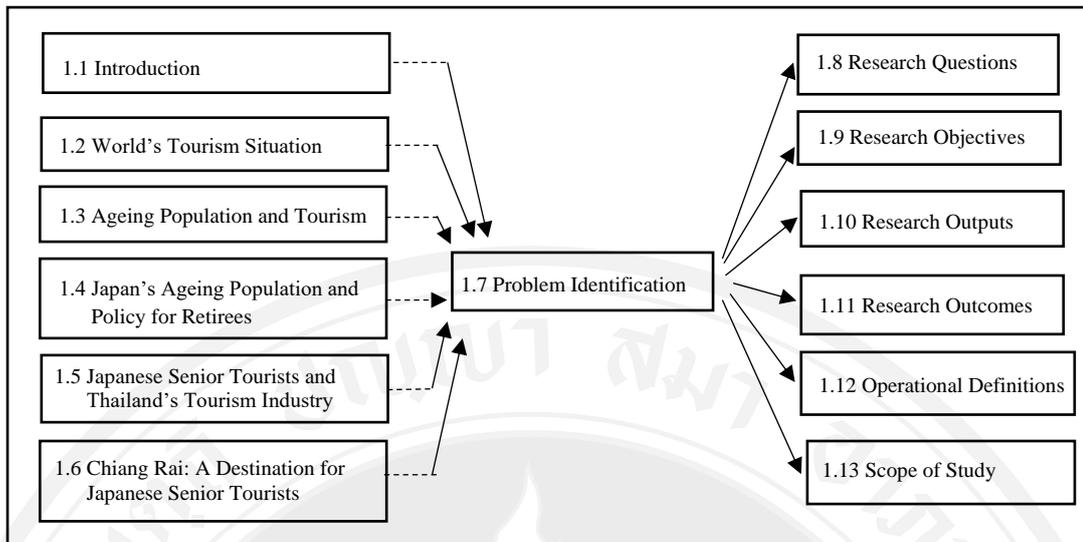


Figure 1.1 Structure of Chapter 1

1.2 World's Tourism Situation

For the past seven decades, tourism industry has been continuously growing in terms of both tourist number and tourism revenue despite economic and political challenges happening all around the world. This is evidenced in the increase of international tourist arrivals from 25 million in 1950 to 278 million in 1980, 674 million in 2000, and 1,401 million in 2018. In the meantime, the revenue from international tourism earned by tourist destinations around the world is reported to increase from USD 2 billion in 1950 to USD 104 billion in 1980, USD 495 billion in 2000, and to USD 1,451 billion in 2018 (UNWTO, 2019b). In addition, in 2019, international tourist arrivals grew by 3.8 percent totaling 1,461 million. It was the tenth consecutive year of sustained growth following the 2009 global economic and financial crisis, and the international tourism receipts grew at a similar pace in this particular period as well (UNWTO, 2020) as shown in Figure 1.2.

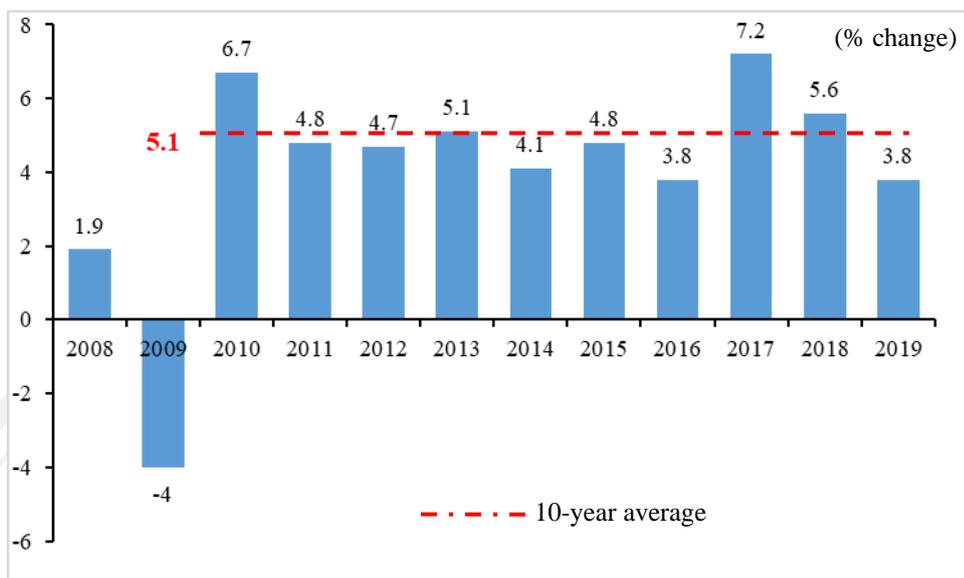


Figure 1.2 International Tourists Arrivals 2008 - 2019

Source: Adapted from UNWTO (2020).

Tourism has become one of the most important export sectors in both developing and developed countries. In the year 2018, the international tourism accounts for 29 percent of the world's services export and seven percent of overall exports. For the export worldwide, tourism ranks the third place after fuels and chemicals beating food and automotive industries. For the export in many developing countries, tourism ranks the first place (UNWTO, 2019a). According to 2019 annual research by World Travel & Tourism Council (WTTC) in collaboration with Oxford Economics, it is found that travel and tourism have caused the world's Gross Domestic Product (GDP) to outpace the world economy for nine consecutive years, rising to a total of 10.3 percent of the world GDP (USD 8.9 trillion). Tourism has also contributed to the employment of 330 million people, equaling one tenth of the job positions around the world; the contribution of which has supported tourism to become the world's phenomenon – one of the most important economic sectors and social activities (World Travel & Tourism Council, 2020). Therdchai Choibamroong (2014) indicates in his research that the key reason for tourism industry becoming more important is due to the fact that the world economy has been developing from

what is called Heavy Industry to Soft Industry, which includes tourism and service industries.

1.3 Ageing Population and Tourism

Growing in the same direction, the tourist number worldwide continues to expand. World Tourism Organization (UNWTO) has estimated the number of international tourist arrivals worldwide at around 1.4 billion by 2020, and 1.8 billion by 2030 (UNWTO, 2017) as shown in Figure 1.3. Among these arrivals, the senior tourists are considered the key tourist group with high purchasing power both at presents and in the future. The number of senior tourists worldwide is estimated at 611 million or 33.9 percent of the world's tourist number expected at 1.8 billion by the year 2030. These tourists are to contribute to the tourism revenue of more than USD 672,100 million, calculated from the average expense per trip of the world's tourist at USD 1,100 each in the year 2014 by World Tourism Organization. It is the most likely that the senior tourists tend to have more influence on the world tourism since the world's social structure is developing into "Ageing society".

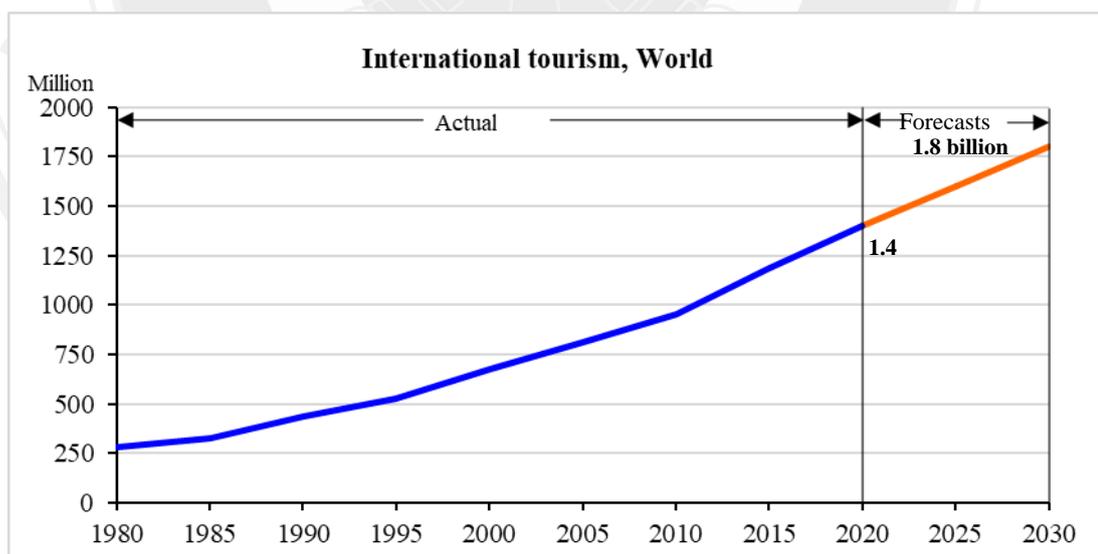


Figure 1.3 International Tourists Arrivals 1980 - 2030

Source: Adapted from UNWTO (2017).

The United Nation (UN) defines Ageing Society as a country with more than 10 percent of population aged more than 60 years old, or more than 7 percent of population aged more than 65 years old. A particular country is considered fully entering into “Aged Society” when the number of population aged more than 60 years old increase to 20 percent and the number of population aged more than 65 years old increase to 14 percent (United Nations, 2015a). The United Nation has projected that in the year 2030 the number of the world’s aged people is to increase to 16.5 percent of the world’s population. By 2050, UN expects the world to fully become Aged Society comprising aged population of 2,092 million equaling 21.5 percent of the world’s population (United Nations, 2015a). This results from the change in the world’s population structure after the World War II. After that, the birth rate soared and the people born during the year 1946-1964 (called Baby Boomers) enter into ageing status at present. However, the medical and public health progress especially technology development and the awareness of health and disease cause the death rate to decline. Ageing people tend to live longer (United Nations, 2015c). The regions that enter into the Ageing Society faster than others are European and North American with 20 percent of population aged more than 60 years old. UN has projected that the years 2001-2100 mark the century of aging people with such developed countries as Japan, United States, European countries taking longer time to enter into Ageing Society, while developing countries taking shorter time for change in population structure (United Nations Population Fund, 2012).

The population structure change to Ageing Society is considered one of the most significant social transformation of the twenty-first century. It is also highly focused both nationally and internationally since it affects widely both in such macroeconomics as GDP, income per capita, saving and investment, government budget, employment, and labor productivity, and such microeconomics as products and services (Chompunuch Prompak, 2013). Since there are more ageing people with longer life span, standard education, good health, self-reliance, and higher income in the society, there is likely to urge them to participate more in social activities and such leisure as international traveling (Sellick & Muller, 2004). According to the research by Kazeminia, Del Chiappa, and Jafari (2015), ageing people are happy with more wealth and more time for leisure, and have more desire to travel than people in the

previous time did. This is in accordance with UNWTO's estimate of more than 2 billion international travel in 2050, of the world's population aged more than 60 years old, compared to 593 million in 1999 (I Patterson, 2012). The statistic information shows that the senior tourist market is becoming the key target with potentials for tourism and service industries. This is due to work and family burdens free, earnings readiness, government welfare, and desire for leisure or life profit seeking via traveling. Moreover, time flexibility after retirement makes senior tourists even more attracting for tourism business which is usually affected by the changing demand fluctuated against seasonality (S. S. Jang & Wu, 2006). This is in line with Dwyer (2005) stating that, with higher-than-average wealth and free time, senior tourists have become the key tourists of tourism and hospitality market. It is expected that senior tourists' consumption is to grow in terms of quality and quantity. A lot of seniors have changed their idea from earning a living as inheritance to intention to spend for own interest. This means senior tourists are the target that cannot be overlooked (Batra, 2009). Glover and Prideaux (2009) recorded that the number of senior tourists is gradually increasing each year. This results from the fact that those Baby Boomers born after the World War II enter into the retirement stage, especially in developed countries whose people have enough purchasing power to travel internationally. This has a major influence on indicating product demand and tourist destinations.

With such population structure change resulting in increasing number of senior people, it is a great opportunity to formulate policies and procedures on development of various aspects to support the senior tourist group. This is in accordance with Somyot Wattanakamolchai and Yaowalak Yim-On (2010) concluding that the tourism promotion for senior tourists promises a high potential trend of marketing growth. It is also a great opportunity for Thailand to develop new kind of tourism as well as improve and support tourist attractions to be fully equipped with necessary facilities in order to meet the demands of senior tourists.

Thailand is one of the most popular countries as tourist destinations for senior tourists. According to International Living (2019), Thailand ranks the ninth place of ten popular countries in which the retiree would like to live (The world's best countries to retire in, in 2019), and is also one of the two Asian countries (another

country is Malaysia ranking at the fifth place) among top ten destinations in the world. One of Thailand's advantages is the low cost of real estate, accommodation, cost of living, geographic and cultural diversity, as well as fair expense and quality of medical and senior cares (International Living, 2019). This equips Thailand with high potentials to become the senior tourists' destination (Ministry of Tourism and Sports, 2016). According to National Statistical Office, in 2018, there are 8,127,847 international senior tourists (aged 55 and older) in Thailand as shown in Figure 1.4, equaling 21.3 percent of the total number of international tourists at 38,178,194. The international senior tourists tend to be more important since its number grows very fast against the number of all tourists. The top three international senior tourists come from East Asia, Europe, and America, whose average income per year is around USD 34,824, equaling 20 percent higher than other international tourists.

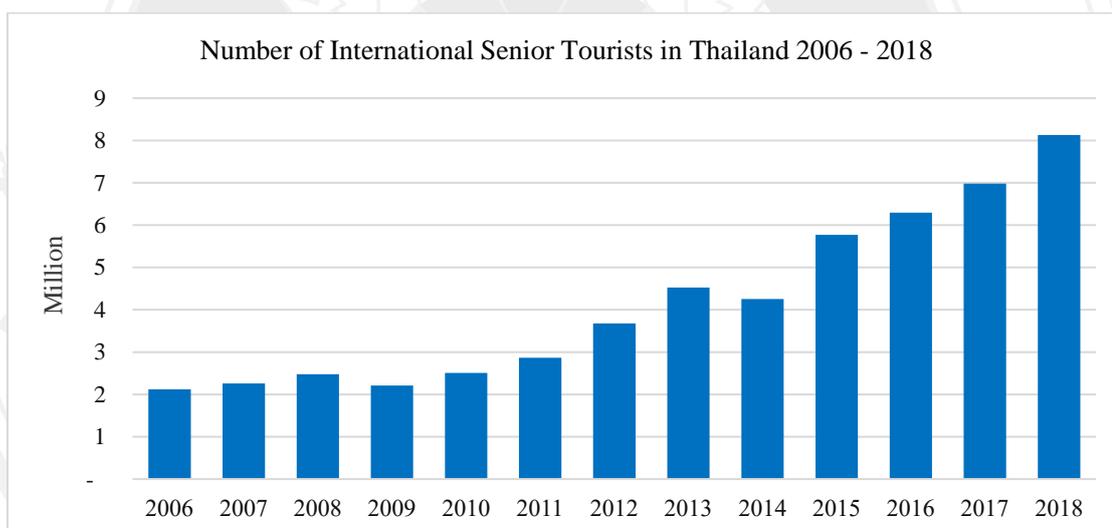


Figure 1.4 Number of International Senior Tourists in Thailand 2006 - 2018

Source: Adapted from National Statistical Office of Thailand (2019).

1.4 Japan's Ageing Population and Policy for Retirees

Japan has entered an aging society since 1970 according to the definition by the United Nations, with its population aged 65 and older more than 7% of the total population; Japan, thus, is considered the quickest Asian country entering the stage of aging society (Sukothai Thammathirat Open University, 2019). In 1996, Japan's

senior population increased to 5%, turning Japan to a complete aged society; later in 2007, the senior population ratio soared up to 27.7% and Japan has become a super-aged society which is the highest stage of aged society (Kyodo News, 2018). The latest information in Kyodo's news (2020) shows that Japan's population ages 65 and older is as high as 28.41%, which is the highest proportion in the history and earn Japan the country with the highest number of senior population in the world (Kyodo News, 2020). It is estimated that in 2030, Japan's senior population would increase approximately 30,000 people per month or 37.3% of the total population (Thailand Convention & Exhibition Bureau, 2019) and reach 38.4% in 2065 (Kyodo News, 2018). Compared with other developed countries, Japan's senior population has increased rapidly due to a continuously low birth rate and an advanced technology and medical science, resulting in better health and longer life expectancy. In 2018, it was reported that Japanese female life expectancy at birth was estimated at 87.32 years while Japanese male was estimated at 81.25 years, standing at the second and third place respectively in the world's life expectancy ranking. Moreover, it was found that the life expectancy of both Japanese men and women increased from those of previous years.

Japanese retirees are provided with monthly welfare and pension by the government. According to the laws, Japanese retirees are entitled to choose to receive pension from the age of 60 to 70 years old, but the pension would increase if one chooses to retire after 65 years old. Culturally, Japanese husbands would go to work while wives would stay home doing house chores. However, when it is time for retirement, the government would provide pension for the wives as well since they are considered their husbands' supporter (Panida Anantanakom, 2014). With Japanese pension system, the fact that Japan having the highest proportion of senior population leads to the government's burden on welfare and pension for retirees. Japan's government, therefore, promotes Japanese seniors' long-stay in countries with the cost of living lower than that of Japan, especially in those entitled to Japan's retirement pension. The government also encourages a settlement of second home after retirement in other countries (Patthareeya Lakpetch, 2017). Environmentally, the weather is one of many factors driving Japanese senior tourists or retirees to spend their winter time in the countries with warmer weather where their second home is

settled. Apart from welfare and pension received from the government, the personal savings prompt Japanese senior tourists with purchasing power and enable them to travel all year and stay longer than other groups of Japanese tourists since they do not have to work anymore and have family members to support (Pratueng Hongsaranyakorn, 2006).

Moreover, it is found that Japanese retirees, especially Japanese men, have troubles adjusting themselves to live with their family and community. This leads to the search of living life happily and smoothly after the retirement or the so called “second life” (Panida Anantanakorn, 2014). The retirement is considered the second chance of their life to determine targets, activities, experience of living in foreign destinations, and opportunities to do volunteer work (Terlecky & Bryce, 2007; Williams, King, Warnes, & Patterson, 2000).

It can be concluded that not only the rapid change of population structure which cause Japanese senior tourists to increase, but also the policies of Japan’s government which promotes long-stay traveling, and social and environmental aspects, are significant factors driving more and more Japanese seniors to travel, make a long-stay, and settle their life after retirement in other countries.

1.5 Japanese Senior Tourists and Thailand’s Tourism Industry

Japanese tourists are considered tourists with high potentials in terms of both quantity and quality, generating a large amount of Thailand’s revenue; Thailand’s government, therefore, prioritizes the continuous promote of Japanese tourists (Duangdao Yoshida, 2018; Yuthasak Supasorn, 2018). In 2019, there were 1,787,185 Japanese tourists visiting Thailand, both short and long stay. Such Japanese tourists generated approximately USD 3,020 million revenue for Thailand or around 5,359 Baht per person per day. The average length of stay in Thailand was around 9.79 days which was considered longer than that of other Asian tourists’ average length of stay at 7.08 days. Among the Japanese tourists, there were 463,890 Japanese senior tourists with the age of 55 years and older or 26% of all Japanese tourists. Moreover, comparing to the year 2018, the number of Japanese tourists visiting Thailand increased by 8.80% and Japanese senior tourists by 4.95% (National Statistical Office

of Thailand, 2019a). The following figure 1.5 shows the number of Japanese tourists and Japanese senior tourists with the age of 55 years and older visiting Thailand in the year 2009 – 2019.

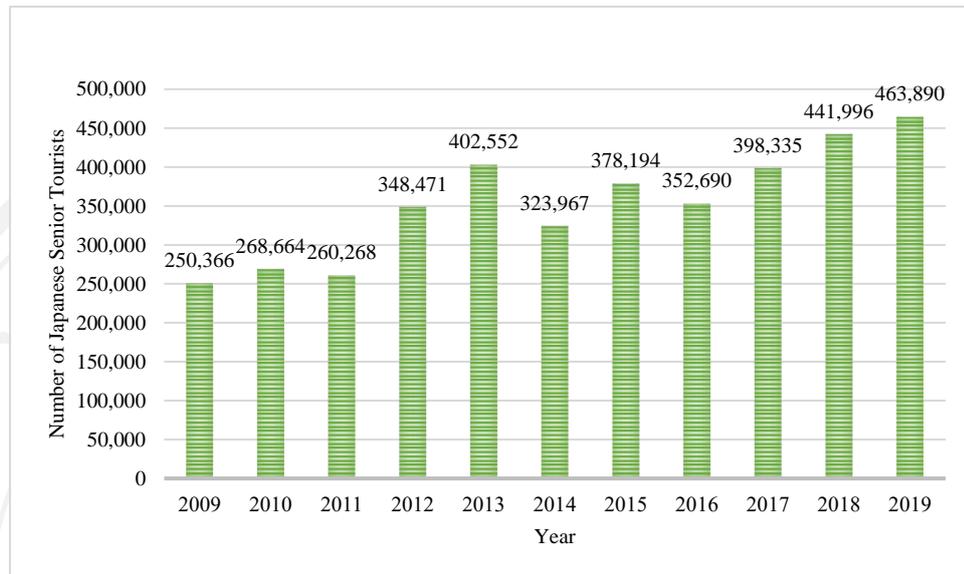


Figure 1.5 Number of Japanese Senior Tourists with the age of 55 Years Old and Older in Thailand 2009 - 2019

Source: Adapted from National Statistical Office of Thailand (2020).

It was estimated that, in the year 2024, there would be approximately 7 million senior tourists visiting Thailand each year; 31% of which was expected to be Japanese senior tourists (International Institute for Trade and Development, 2014). The number of Japanese senior tourists tended to continuously increase following the increase of Japanese seniors and retirees. This has earned Japanese senior tourists the priority in Thailand (Monsicha Inthajak, 2009).

While Japanese senior tourists who have visited Thailand rank the history and culture the most attracting attribute for visitors (Duangdao Yoshida, 2018; Thee Tirachinda, 2012), Japanese high-spending seniors who have not yet visited Thailand, one of Tourism Authority of Thailand's main target groups, prioritize the value of money Thailand could provide (TAT Review Magazine, 2017). However, both groups agree that Thailand's image of safety for traveling is at the lowest level and is one of

the major factors affecting their decision whether to choose Thailand as destination (Duangdao Yoshida, 2018; Monsicha Inthajak, 2009; TAT Review Magazine, 2017; Thee Tirachinda, 2012). Other issues and factors affecting their decision are: for example, political unrest, heavy and unsafe traffic, inefficient transportation system, air pollution, degradation of tourist attractions, lack of education and understanding of elderly care (Thee Tirachinda & Sombat Karnjanakit, 2014), lack of personnel with Japanese communication skill, lack of marketing for Japanese senior tourists, and tourist scamming (Duangdao Yoshida, 2018; Thee Tirachinda, 2012). Hence, it is most likely to conclude that the first priority of Japanese senior tourists is the safety in all aspects (Duangdao Yoshida, 2018; Sansanee Krajangchom & Korawan Sangkakorn, 2020), followed by efficient tourism composition and management that are suitable for seniors, accepted-standard infrastructure system, personnel with ability to communicate in Japanese and understand Japanese culture. Another important attribute is the accommodation locating near hospitals or nursing home and conveniently accessible in case of emergency (Sansanee Krajangchom & Korawan Sangkakorn, 2020). Moreover, long-stay Japanese senior tourists require a safe accommodation with great climate and geography, scenic tourist attractions, not-too-high cost of living, and friendly people (Takizawa, 2009). This is evident that Japanese senior tourists have unique and different demands from that of other tourist groups.

It was noteworthy that most Japanese senior tourists in Thailand are revisiting tourists (TAT Review Magazine, 2018), who have visited Thailand 2-5 times and known Thailand's tourism information from words of mouth. Those satisfied with Thailand trip would certainly express their will to revisit and/ or recommend their friends to visit Thailand (Thee Tirachinda & Sombat Karnjanakit, 2014). Both revisit and recommendation intentions are the indices gauging a destination loyalty (Bigne, Sanchez, & Sanchez, 2001; J. S. Chen & Gursoy, 2001; Oppermann, 2000; Yoon & Uysal, 2005), and it can be inferred that most Japanese senior tourists are loyal to Thailand. For tourism behaviors, most Japanese senior tourists have high purchasing power and are greatly thorough when making decisions to spend for any services or products (Monsicha Inthajak, 2009). There will be information searched and services planned for each trip. For short-stay group, the tourists usually stay in Thailand for

11-20 days (Thee Tirachinda & Sombat Karnjanakit, 2014); the popular destinations are likely to be Chiang Mai and Chiang Rai (Ministry of Tourism and Sports, 2016). For long-stay group, the tourists usually stay in the area of nine provinces in the northern part of Thailand: Chaing Mai, Lamphoon, Lampang, Mae Hongson, Payao, Prae, Nan, Utaradit, and Chiang Rai (Monsicha Inthajak, 2009). The reason for choosing such provinces as destinations is that the climate and geography are more similar to the environment in Japan than other regions of Thailand (Warach Madhyamapurush, 2009).

1.6 Chiang Rai: A Destination for Japanese Senior Tourists

Chiang Rai is one of important frontier provinces bordering the northern Thailand and is also one of Thailand's crucial economic areas boasting its potentials of tourism, border trade, investment, and logistic services. These potential are supported by many factors: namely, location in the center of Mekong sub-region, scenic natural resources and environment, unique arts culture and way of life, agricultural production sources, infrastructure readiness, knowledgeable and capable entrepreneurs in the local area, and the strength of the public sector (Chiang Rai Industry Office, 2018).

Therdchai Choibamroong (2015) concludes on Chiang Rai's tourism potential stating that Chiang Rai does not only boast the location potential bordering three neighbor countries, the province also possesses seven good things: namely, good culture, good environment, good food, good community, good people, good health, and good luck coming to Chiang Rai. All sectors, thus, agree to announce the vision for Chiang Rai development is "Chiang Rai: the Golden Gate of Lanna Culture to International Trade".

In addition to the aforementioned potentials, Chiang Rai's municipality is chosen to be one of Thailand's sustainable cities, and one of Thailand's ten representative municipalities to enter the world contest with other 125 cities from 21 countries around the world (World Wide Fund for Nature - Thailand, 2016). In 2017, Chiang Rai was selected by Tourism Authority of Thailand as one of the five prototype provinces for Creative Tourism Development; moreover, Chiang Rai was

ranked the third province with highest number of Community Based Tourism (CBT) communities (Ministry of Tourism and Sports, 2016).

Considering the aforementioned information, Chiang Rai is considered the province with the advantage of geography and location, which leads to trading market and investment, as well as marks the potential on being tourist destinations with many routes, connecting to countries in Indo-China region. This makes Chiang Rai one of the most popular tourism destinations for both Thai and foreign tourists. It is also likely that Chiang Rai is to become another hub in the northern part of Thailand due to the outstanding natural, arts, and culture attractions (Thanin Supasan, 2015). This is evidenced in the increase of both Thai and international tourists traveling to Chiang Rai in the past few years and the figure tends to continuously grow in the future. (see also figure 1.6)

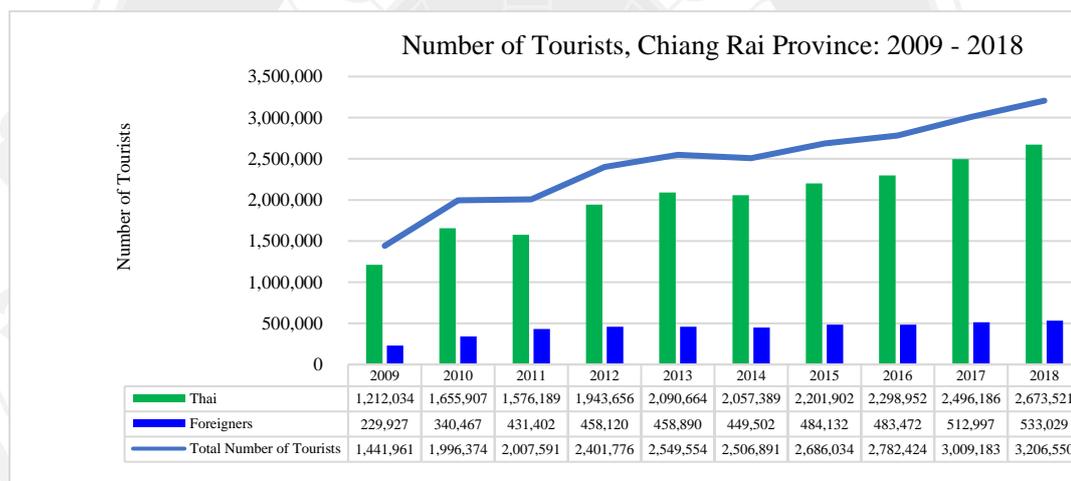


Figure 1.6 Number of Tourists, Chiang Rai Province: 2009 - 2018

Source: Adapted from National Statistical Office of Thailand (2019).

Chiang Rai's 2016 overview of economy is reflected on Gross Provincial Product with the growth rate at 4-5 percent, 20 percent of which is contributed by tourism sector. Tourism also accounts for Chiang Rai's main revenue, equaling 30 percent of total revenues gained by the province (Boonsong Tachamaneesatit, 2017). The year 2017, therefore, marks Chiang Rai's economy driven by tourism with more

than 3 million tourists visiting the province, and more than THB 26,000 million revenue generated (Chiang Rai Industry Office, 2018).

Although Chiang Rai's tourism has been considered successful and continuously growing, it is aimed for Chiang Rai to boost the tourist expense to be higher and longer by providing quality activities and services to attract higher number of quality tourists and so generate more revenue instead of focusing only number of tourists. The tourist target group is divided into three groups: namely, youth, family, and wealthy senior tourist group (Lerdchai Wangtrakoondee, 2017). This shows that Chiang Rai has clearly laid out the direction of tourism development; that is, positioning Chiang Rai as a sustainable tourist destination. This is not done focusing on increasing tourist number for more revenue, but rather by emphasizing on meeting the demand of the target quality tourists, especially senior tourists.

Chiang Rai is one of Thailand's fourteen provinces with quite complete universal design - the design that improves tourism atmosphere based on the design principle which is friendly for all users, in order to promote tourism for all, especially seniors and disables, to have the opportunity to access tourist attractions without traveling obstacles (Tourism Authority of Thailand, 2019). For tourist attraction and program suitable for senior travelers in Chiang Rai, Suree Boonyanupong and Korawan Sangkakorn (2012) report the result of screening for slow tourism suitable for seniors. There are 681 tourist attractions in the eight upper-north provinces of Thailand; most of the tourist attractions in the area are natural resources and religious places. Chiang Rai has the highest number of tourist attractions, totaling 186 places, which can be divided into many types: 90 natural resources, 42 religious places, 35 archeology/arts/historical sites, and 19 community way of life/tradition/cultural attractions. Furthermore, Chiang Rai has initiated the development policy focusing on 3 H: namely, Health, Herb and Heritage. This encourages each community to develop products related to tourism (Kitti Tissakul, 2017). Moreover, medical services consisting 18 hospitals, both public and private, are considered one of tourism products in Chiang Rai international senior tourists prioritize when choosing a tourism destination (Chiang Rai Industry Office, 2016).

With the aforementioned tourism potentials, Chiang Rai is likely to be one of the destinations among Thai and foreign senior tourists. This includes Japanese senior

tourists both short and long stay who tend to increasingly and continuously choose and visit Chiang Rai in the future. This is because this tourist group demands tourism destination with atmosphere and facilities suitable for vacation and relaxation, which ensure the quality life after retirement both economic and social aspects, as well as better physical and mental health. Living in Chiang Rai is possibly better conditioned compared with living in Japan. The location for long-stay is suggested to be in the northern part of Thailand such as Chiang Rai province (Monsicha Inthajak, 2009). Therefore, those related to Chiang Rai tourism should prioritize and understand Japanese senior tourists in order to be able to accurately and properly answer to their demands. This results in Japanese senior tourists' satisfaction and Chiang Rai becoming one of their first destinations.

1.7 Problem Identification

Thailand has succeeded in the continuous increase of tourism revenue and tourist “quantity”; however, it has faced the problem of tourist “quality”, leading to cumulative social, cultural, and environmental problems, which are challenges to long-term competitiveness enhancement. In order to solve the aforementioned problems and to develop Thailand’s tourism to be sustainable and with quality, the Tourism Authority of Thailand, therefore, sets out the 2017-2021 target for Thailand to become a tourist destination with more quality tourists and to drive Thailand’s tourism towards sustainability. This results in the change of Thailand’s image from “Value for Money” to “Preferred Destination”, focusing on tourists with quality leisure. One group of the focused tourists is the senior tourist group, the group of which has potential to continuously grow due to the world’s population structure turning into Ageing Society. With advanced technologies, science, and medical treatments, the world population’s life expectancy is most likely to be longer and with such changing population structure, Japan has become the country with highest number of seniors in the world and the number is continuously growing (Kyodo’s news, 2019). Although Japanese seniors especially the retirees would receive welfare and pension, many Japanese seniors would like to travel to or live a long-stay in the country with less cost of living and more facilities (Ashton & Scott, 2017). This is due

to the reasons that the cost of living in Japan is quite high, the welfare and benefits for pensioners have been reduced, the number of caregiver staff are decreasing since they choose other occupations with higher payment, and there is more time to spend after retirement. Thailand is one of the countries that Japanese seniors choose to visit (Warangkana Korkietpitak & Duangporn Pinyaphund, 2009).

However, Thailand's tourism policy is still in the overview and supports mass tourism market. This is reflected in each year's goal which emphasizes on tourist quantity and tourism revenue with the notion of "the more, the better". The number of tourists and revenue from tourism are incorporated as an indicator for success in most public and private units' key performance indices. Analyzing tourism policies, it is found that there is no specific and concrete policy or plan for tourism for senior tourists indicated in the national and central policy levels. Nevertheless, tourism for senior tourists is reflected in provincial and local policy level. This shows that there are still gaps among the policy in national policy level, central level, and provincial and local level, posing impacts on Thailand's readiness for tourism management for senior tourists. Although Thailand has shown the awareness of the significance of senior tourists, there is not any clear policy and strategy to enhance Thailand's tourism development to support such target group. Thailand's tourism policies, moreover, lack the connection between different levels among national policy level, central level, and provincial and local level. Thailand also lacks the unified tourism management and the integrated operation of related offices to realize the policies into actions. Even though Thailand has an advantage in terms of tourism geography compared to other countries nearby, the management to support the senior tourists is considered insufficient (Dailynews, 2014).

Moreover, privileges granted by Thailand for tourists, especially senior tourists, are considered under those given by other countries. On one hand, Thailand's long-stay VISA allows shorter time in the country than the time allowed by other countries. For example, Malaysia's immigration office provides a 10-year VISA for international retirement migration (IRM) while Thailand's immigration office allows only one year (Ono, 2008; TAT Review, 2014; Ashton & Scott, 2017). Thailand's process of filing for VISA is also more complicated and involves several legal requirements such as a criminal background check, bank statement, and renewing the

VISA as well as reporting at the immigration office every three months (Ashton & Scott, 2017). On the other hand, Malaysia government allows Japanese seniors to enter the country without applying for VISA, and grants other privileges which are the same as Malaysian seniors, aiming to attract Japanese senior to travel to Malaysia. This is because Japanese government set up the budget for Japanese senior health care which can help generate the revenue for Malaysia. Furthermore, the campaign 'Malaysia My Second Home' (MM2H) has been launched to attract the retired seniors to travel to and do the long stay in Malaysia (ASEAN Tourism, 2015). Thailand's less attractive privileges and more complicated process are reflected in the report of Long Stay Foundation (LSF) showing that since 2011, Thailand is continuously ranked at the second place for the most popular destinations for Japanese migrants worldwide after Malaysia (Sutpratana Duangkaew, 2019).

If Thailand fails to get ready and be prepared now, the market opportunity and potential quality international senior tourists, especially Japanese senior tourists, will be lost to other countries worldwide that are more attentive and ready, especially countries in ASEAN that are famous for senior tourists' destination.

Thailand's government, therefore, prioritizes the Japanese senior tourist group due to the increasing number (Ashton & Scott, 2017), the quality (Duangdao Yoshida, 2018), and the high purchasing power (Monsicha Inthajak, 2009). These qualifications can help generate high revenue of tourism sector and related industries. Furthermore, even if there are still a large number of Japanese senior tourists visiting Thailand, most of them have traveled to bunched up, and lived long-stay in Chiang Mai (Marketing Strategy Division, Tourism Authority of Thailand, 2016). However, Thailand, in fact, has more of interesting and potential tourist destinations for Japanese senior tourists, such as Chiang Rai province, the province also in the northern part of Thailand, bordering Chiang Mai with similar climate terrain and culture. Chiang Rai is the promising province with potentials to become senior tourists' destination. The so-called secondary province has different types of attractions, potential to develop and provide long-stay, various services that can answer to senior tourist demands, and average tourism expense and cost of living compared to other countries. However, although Chiang Rai's government authority as well as the private sector support senior tourism through many policies to enhance

Chiang Rai's potential to become senior tourists' destination, it is challenging for government authorities to come up with policies and proactive strategies to attract more Japanese senior tourists and create their loyalty strong enough to revisit and/ or recommend others to visit Chiang Rai.

Destination loyalty is an important indicator used to develop the destinations' competitive advantages and efficient marketing strategies (Yoon & Uysal, 2005). Therefore, the marketing manager and relating person have to understand why tourists are loyal to a specific destination and what determines their loyalty (J. S. Chen & Gursoy, 2001). Reviewing literatures relation to factors affecting destination loyalty of the repeat visitors, it is found that tourists' motives are significantly and positively related to the revisit intention (Baloglu, 1999; Um, Chon, & Ro, 2006; Yoon & Uysal, 2005). Therefore, studying tourists' motives as well as push and pull factors will enable the researcher to verify the reasons of the repeat visitors why they revisit a destination. Also, the researcher is able to identify destination attributes attracting tourists (Mohammad & Mat Som, 2010) and urging them to recommend others to visit the destination (Prayag, 2012). Furthermore, overall quality of life and leisure life satisfaction are effective predictors of senior tourists' revisit intention (Kim, Woo, & Uysal, 2015).

Since destination attributes are factors affecting senior tourists' satisfaction (C.-F. Lee, 2016), and the tourist satisfaction is a factor affecting tourists' destination loyalty both recommendation intention and/ or revisit intention (Chi & Qu, 2008; Kozak, 2001b; Wong & Kwong, 2004; Yoon & Uysal, 2005); therefore, it is important for destination promoters and service providers to thoroughly understand destination attributes as well as specific requirements and services necessary at destination that Japanese senior tourists prioritize and demand, and that are different from other tourist groups' requirements. The destination with qualifications responding to requirements and expectation, are most likely to cause the decision to revisit and high satisfaction. On the contrary, if a destination does not have any required attributes, the tourists might lose their motives to revisit or not satisfied. This leads to not recommending others to revisit or providing negative information on the destination. This is because the loyalty is still imprinted in tourists' mind as long as

they are satisfied with the destination (Matzler, Bailom, Hinterhuber, Renzl, & Pichler, 2004).

Relying on literature survey, the study on tourism for Japanese senior tourists in Thailand is quite scarce and limited to only few aspects, such as travel motivations (Aswin Sangpikul, 2008); long stay in Chiang Mai (Chalermopol Chamchan & Oratai Soparat, 2012; Warach Madhyamapurush, 2013); tourism promotion and marketing (Thee Tirachinda & Sombat Karnjanakit, 2014); expectation and satisfaction (Yoshida Duangdao, Chawalee Na Thalang, Suthinan Pomsuwan, & Sahanon Tungbenchasirikul, 2020). No study of tourism management for Japanese senior tourists in Chiang Rai has been carried out before. This emphasizes that Chiang Rai lacks the information on behaviors, demands, and factors affecting destination loyalty of Japanese senior tourists to Chiang Rai. Also, the tourism management for Japanese senior tourists is still new to Chiang Rai and has recently got the attention to start driving forward to prepare for this new target group.

To fill this research gap, it is necessary to study if tourists' motive, destination attributes, and quality of life have any impacts on Japanese senior tourists' destination loyalty towards Chiang Rai or not. This is most likely the crucial information that Chiang Rai's marketing manager and tourism-related stakeholders need for making tourism strategies and marketing plans to attract Japanese senior tourists to revisit and/ or recommend Chiang Rai to others. This is because the promotion expense to attract the repeated tourists is less than that of the first time tourists. Therefore, maintaining the loyal tourists to revisit does not only help reduce the marketing cost, but also significantly generate revenue for tourism destinations (S. S. Jang & Feng, 2007).

Moreover, the findings gained from the research on behaviors, demands, and factors affecting destination loyalty of Japanese senior tourists to Chiang Rai (demand side) are expected to help those related to the supply side to have enough information to create strategies and marketing plans. Also, the analysis and assessment of current Chiang Rai's tourism management implemented by tourism-related stakeholders would show if it is appropriate and in line with Japanese senior tourists' demand or not. The service quality and tourism mechanism will also be learned. The information from both demand and supply sides as well as from the learning from policies and

strategies of the successful destinations, is highly essential for creating policies and directions to drive Chiang Rai to become the top of mind destination for Japanese senior tourists both short-stay and long-stay.

It can be inferred that this research is to study tourism management in all four holistic aspects: namely, the Host, the Guest, the Tourism Mechanism, and the Service Quality (Therdchai Choibamroong, 2014) which other studies rarely do, then synthesizes and integrates the study results in order to propose policy implication of Chiang Rai's tourism management for Japanese senior tourists. Therefore, the research questions and objectives of this research are as follows:

1.8 Research Questions

- 1) What are behavior and demand of Japanese senior tourists towards Chiang Rai's tourism?
- 2) What are the factors affecting destination loyalty of Japanese senior tourists?
- 3) How is Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism-related stakeholders?
- 4) How should Chiang Rai's policy implication of tourism management for Japanese senior tourists be?

1.9 Research Objectives

- 1) To study the behavior and demand of Japanese senior tourists towards Chiang Rai's tourism
- 2) To identify factors affecting destination loyalty of Japanese senior tourists
- 3) To evaluate Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism-related stakeholders
- 4) To propose the policy implication of Chiang Rai's tourism management for Japanese senior tourists

1.10 Research Outputs

- 1) The information on the behavior and demand of Japanese senior tourists towards Chiang Rai's tourism and target segmentation
- 2) The information on the factors affecting destination loyalty of Japanese senior tourists
- 3) The information on Chiang Rai's current tourism management of Japanese senior tourists implemented by tourism-related stakeholders
- 4) A suitable policy implication of Chiang Rai's tourism management for Japanese senior tourists

1.11 Research Outcomes

1.11.1 Academic Contribution

- 1) New knowledge on Chiang Rai's tourism management of Japanese senior tourists whose study results and analyses are able to use as policy implication of Chiang Rai to manage its tourism especially for Japanese senior tourists.
- 2) Further utilization of the results of Chiang Rai's policy implication of tourism development for Japanese senior tourists, as a framework of related academic research.
- 3) Research outputs as foundation of the further and deeper study of services industries or related field to answer to seniors' demands.

1.11.2 Practitioners Contribution

- 1) Organizations and Tourism-related stakeholders in Chiang Rai are able to realize the policy implication of tourism management suitable for Japanese senior tourists in to actions in order to answer to true demands of the target group, increasing Chiang Rai's potentials for tourist destination of travelers worldwide.
- 2) Tourism-related stakeholders and Organizations in Chiang Rai are able to apply the policy implication of tourism management suitable for Japanese senior tourists with Thai senior tourists.

3) Other provinces with similar conditions as Chiang Rai's are able to apply Chiang Rai's policy implication of tourism management of Japanese senior tourists with those visiting their own province, as well as further develop to define their own guideline of tourism management suitable for their condition.

4) The research outputs are expected to be one of the factors that promotes Thailand's tourism industry, develops tourism management and attractions, as well as helps prepare facilities to support and precisely answer to demands of both Japanese and Thai senior tourists.

1.12 Operational Definitions

1) Japanese senior tourists refer to tourists aged 55 years old and older (Thee Tirachinda, 2012; Thee Tirachinda & Sombat Karnjanakit, 2014; Usanee Pharsuk & Duangdao Yoshida, 2020) who had travelled and stayed at least two nights (Korawan Sangkakorn et al., 2015) in Chiang Rai Province for recreation and leisure, stress relief and relaxation, exchanging the knowledge of culture and arts, and lifestyle of local people, and learning new experience from different types of tourism.

2) Tourism-related stakeholders in Chiang Rai are personnel department or authority related to or at stake with Chiang Rai's tourism.

3) Tourism behavior is the behavior or action a tourist performs based on his or her attitude, (Van Vuuren & Slabbert, 2011) feeling, or desire in response to tourism (Sansanee Krajangchom & Korawan Sangkakorn, 2019). This is considered the consumer context for the process of selecting, purchasing, and using or disposing of products, services, ideas or experiences to satisfy needs and wants (Solomon, 1996). The process of which also includes the decision-making process before during and after the trip; (Engel, Blackwell, & Miniard, 2001) for example, sources of information used, travel companions, travel mode of choice, time to travel, duration of the trip, activities during the trips, travel expenditure patterns and life style, etc.

4) Tourism demand is the condition tourists request for reaction both physical and mental (Chattayaporn Samerjai, 2007) to create the ultimate pleasure for tourism.

5) Tourists' destination loyalty results from the tourists being satisfied beyond their expectations, by receiving unique experiences and commitment from service

providers (Cossío-Silva, Revilla-Camacho, & Vega-Vázquez, 2019). This will impress tourists and cause them to revisit and recommend others to visit the destination (J. S. Chen & Gursoy, 2001; Chi, 2011; Chi & Qu, 2008; Oppermann, 2000; Pike, 2010; Prayag & Ryan, 2012).

6) Policy Implication is suggestions extracted from the results of policy research for policy application, including policy objectives, policy means, and policy mechanism (Rattanaporn Somboon, 2012).

7) Strategic management in tourism is a strategic management process consisting of strategic analysis, strategic formulation, strategic implementation, and strategic evaluation and control (Abbass, 2003; Certo & Peter, 1991; David, 1997; Evans, 2015; J. Hunger & Wheelen, 1984; Okumus, Altinay, & Chathoth, 2010). The process of which is aimed to ensure the efficient and integrated tourism management which is to elevate the tourism quality and to develop in economic, social, and environment aspects, for balance and sustainable growth.

1.13 Scope of Study

1.13.1 Scope of Content

The content consists of behaviors, demands, destination loyalty, destination attributes, tourists' motives and quality of life.

1.13.2 Scope of Demography

The populations of this study are divided into 2 groups as follow:

- 1) Japanese senior tourists aged 55 years old and older who travel and stay at least two nights in Chiang Rai.
- 2) Tourism-related stakeholders from 3 major sectors; namely public sector, private sector, and local community.

(1) Public sector; namely, executives or staff in Chiang Rai's tourism-related government authorities, local administrative organization, Office of Ministry of Tourism and Sports in Chiang Rai, Tourism Authority of Thailand, and public hospitals.

(2) Private sector; for example, Chiang Rai's Chamber of Commerce, tourism entrepreneur, hotel/resort/accommodation owner, restaurant owner, souvenir shop owner, transportation operator, Chiang Rai's tour guide, and private hospitals.

(3) Local community, community network organization, and non-government organizations.

1.13.3 Scope of Area

This study has focused on tourism management in Chiang Rai province, one of the top tourist destinations in the north of Thailand.

1.13.4 Scope of Time

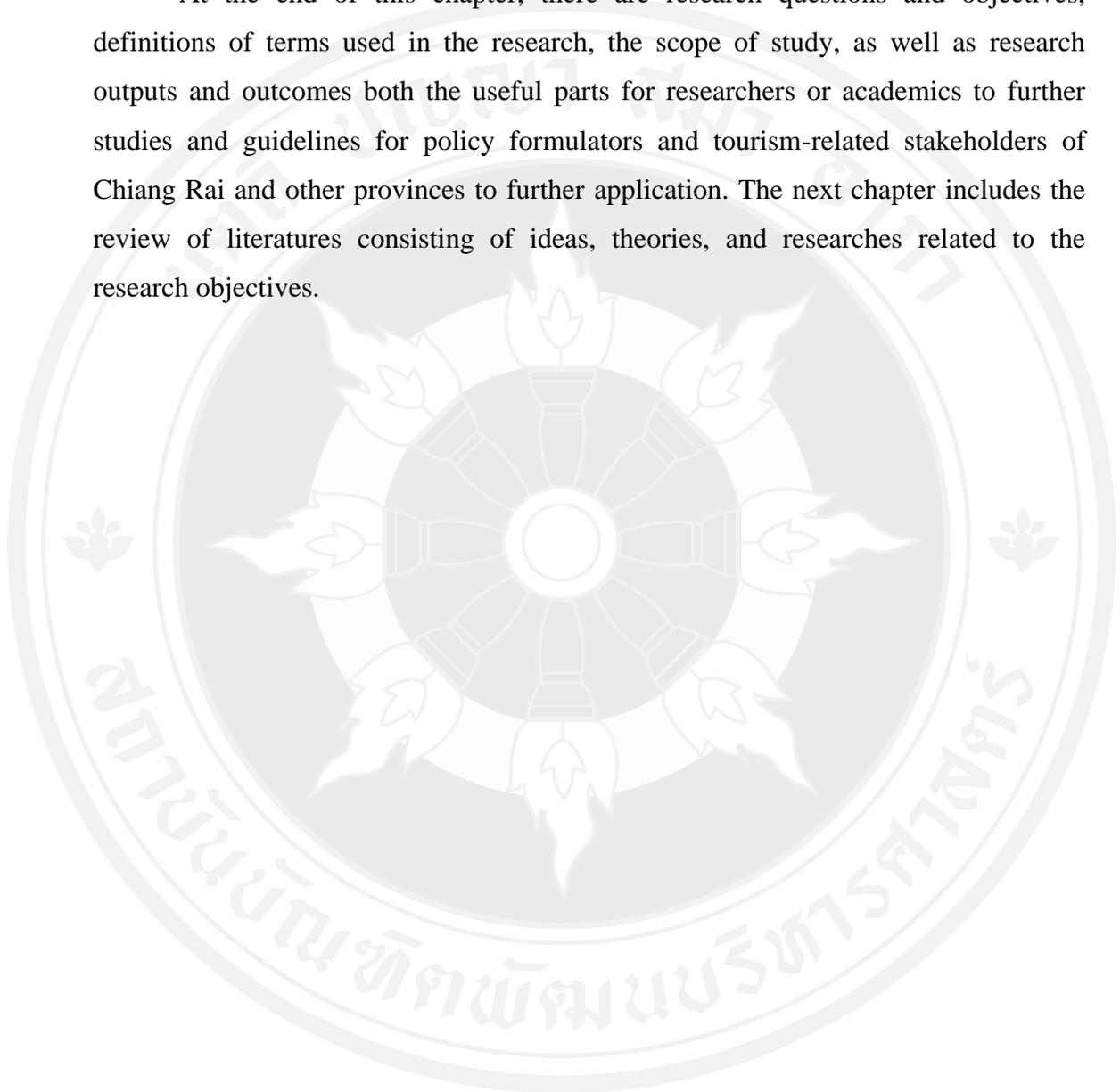
The study was conducted from October 2018 till May 2022. The process of study includes literature review, research design, data collection, data analysis, and output report.

1.14 Conclusion

This chapter presents the research overview and elaborates the background and importance of the study issues. That is, the change in population structure after World War II continuously increases the number of seniors in many countries around the world; the group of which has become a big tourist group with high purchasing power the tourism sector all over the world prioritizes in the present and future. Thailand is well aware of the opportunity and benefit from the change in population structure; however, Thailand still lacks clear policies, plans, and strategies on tourism development to support the arrival of senior tourists. Even though many provinces are capable of being a tourist destination for seniors, such as Chiang Rai which is one of the secondary cities with high tourism potentials, senior tourists' priority, and provincial and local policies and plans, Chiang Rai still lacks suitable strategies and support from central and national policies and plans. This causes Thailand to lose the opportunity and competitiveness to other countries. Moreover, there has never been any research on senior tourists and any policies and strategies from the central and

national authorities to address their demands. The challenges and their importance including research gap have led to the research topic “Policy Implication of Tourism Management for Japanese Senior Tourists: A Case Study of Chiang Rai Province, Thailand”.

At the end of this chapter, there are research questions and objectives, definitions of terms used in the research, the scope of study, as well as research outputs and outcomes both the useful parts for researchers or academics to further studies and guidelines for policy formulators and tourism-related stakeholders of Chiang Rai and other provinces to further application. The next chapter includes the review of literatures consisting of ideas, theories, and researches related to the research objectives.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Consisting of seven parts of contents, this chapter addresses literatures, concepts, and theories that lead to the initiation of policy implication of Chiang Rai's tourism management for Japanese senior tourists. First part is the introduction of the chapter stating the overview of the content in this chapter. The second part is the literature review of the definition of older person in different perspectives including the future definition of older person. The third part states about population ageing both at world scale and Thailand's level, as well as the trend and impact on tourism industry. The fourth part involves senior tourism inclusive of concepts and theories on behaviors, demands, and factors affecting destination loyalty of senior tourists and market segmentation. The fifth part is the analysis of Thailand's tourism policies and strategies in order to identify the connection of policies strategies and plans from national to local levels, as well as policies on senior tourism. The sixth part includes the general information and tourism potentials of Chiang Rai province. Finally, the seventh part states the conclusion of the chapter. The researches related to senior tourism management are inserted and referred to in each part of the content.

Table 2.1 Structure of Chapter 2

Sections	Topic	Related Theories and Concepts
2.1 Introduction		
2.2 Definition	2.2.1 Definition and Meaning of Older Person	
	2.2.2 Definition of Old Age and	

Sections	Topic	Related Theories and Concepts
	Retirement Age	
	2.2.3 Redefining the Cut-off	
	Age of Older Person	
	2.2.4 Future Definition of Older Persons	
2.3 Population Ageing	2.3.1 World Population Ageing	
	2.3.2 Global and Regional Trends in Population Ageing	
	2.3.3 Population Ageing in Thailand	
	2.3.4 Impacts of Population Ageing	
2.4 Senior Tourism	2.4.1 Tourism Definition	1) Motivation Theory
	2.4.2 Travel Behavior of Senior Tourists	2) Consumer Behavior Theory
	2.4.3 Relevant Theories	3) Typologies of Tourists Behavior
	2.4.4 Demands of Senior Tourists	4) Market Segmentation Theory
	2.4.5 Factors Affecting Destination Loyalty of Senior Tourists	
2.5 Tourism Policies and Strategies		1) Public Policy
		2) Strategic Management Theory
		3) SWOT Analysis
		4) Destination Management Theory
		5) Stakeholders Management Theory
2.6 Chiang Rai Province	2.6.1 General Information of Chiang Rai	
	2.6.2 Tourism Products in	

Sections	Topic	Related Theories and Concepts
	Chiang Rai 2.6.3 Chiang Rai's Tourism Potentials	
2.7 Conclusion		

2.2 Definition

Prior to the study on Japanese senior tourists' behaviors and demands, it is necessary to understand and have knowledge about older persons in various aspects. These include the definition and meaning of older persons, their behaviors and demands, as well as the condition of ageing society at present and in the future. This helps define the scope of the target group to be studied, and clearly set the research framework before analyzing in details about Japanese senior tourists traveling in Thailand, especially in Chiang Rai province, which are the research's target group.

2.2.1 Definition and Meaning of Older Person

Studying the definition and meaning of older persons helps to understand the background, thinking process, and basic rules to define older person, both in terms of international and Thailand's principles. The definition and meaning of older person can be different and in accordance with such interested fields as demography, humanities, Economics, Social Science, and more. From the study and review of writings, it is found that the mostly-used criterion for defining older person is Chronological Ageing, which is an index of a person's age with the number of years that person has lived since one was born. Since the Chronological Ageing shows a definite number which can clearly be compared with one another, it is, therefore, widely and acceptably used as a person's age and ageing indices, compared to other criteria.

The United Nations has not established any definition, term, or age as standard to define "older person", but generally accepted that older person is any individual with the chronological age of 60 years and older. The criterion of which is the same as that of World Health Organization (WHO) use to define older persons in developed

countries. Although it is not officially or legally defined, the older persons in developed countries are usually defined as individuals with the chronological age of 65 years and older, while the older persons in developing countries at 60 years and older, and countries in African region at 50 or 55 years and older since the population's life expectancy is not as long as that of other regions (WHO, n.d.).

For Thailand, even though the older persons have never been officially defined, it can be inferred from the public understanding that the older persons are individuals with chronological age of 60 years and older. In Ayuttaya period when Corvee system was implemented, entitling the King and nobilities manpower as labor force for war and other tasks such as agriculture and construction, a person's labor status would be terminated when they were 60 years old (Feeny, 1989; Kajorn Sukpanich, 1976). Later, the age of older persons and the retirement of Government officers was set at 60 years and older. As indicated in the Government Officers' Pension Act (1951), clause 13, stating that "Pension for older persons is for the Government officers who have turned 60 years old". For the employment of Thailand's private sector, the retirement age is not legally defined; only the age entitling social security rights is set at 55 years or older (Chalernpol Chamchan, 2012). The definition of older persons is officially set according to the Elderly Act 2003 as individual with the chronological age of 60 years and older, and Thai nationality. This definition is also applied to define the age entitled to benefits from the Government. The Constitution of Kingdom of Thailand (2007) section 53, states that individuals with the age of 60 years and older yet not enough income to make a living, are entitled to worthy benefits and public facilities and appropriate help from the Government. This shows that, in the Constitution, the older persons are individuals with the age of 60 years and older (Rossarin Gray, Umaporn Pattaravanich, Chalernpol Chamchan, & Rewadee Suwannoppakoa, 2013).

Although the chronological age is used to define older persons, it is only the initial criteria of ageing. There is a notion that older persons are not all alike; they have different needs in terms of physique, mentality, society, and economy. This difference leads to the segmentation of older persons into three age groups: namely, the young old aged 60-69 years, the old old aged 70-79 years, and the oldest old aged 80 years and older (Detels, Beaglehole, Lansang, & Gulliford, 2002). Such age group

segmentation is in line with Gerontology which stresses that there are four age group categories as follows (Sri Ruen Kaew-Kangwan, 1997):

1) The young old, aged 60-69 years. This age group faces many changes in life; for example, the retirement, the death of close friends or life partner. Generally, the young old is still healthy and only slightly depends on others' help sometimes. For the educated young old, they are able to adapt and participate in social activities, both inside and outside their family.

2) The middle-aged old, aged 70-79 years. This age group faces health problems and participates less in social activities.

3) The old-old, aged 80-89 years. This age group needs help from others more than the previous age groups.

4) The very-old old, aged 90-99 years. This age group has scarce members and usually faces with health problems.

Moreover, the older persons can be segmented based on different level of self-dependence. Thailand has executed policies and measures on Elderly care and the Government has segmented the Elderly based on their needs to ensure appropriate help and care. The older persons aged 60 years and older, are divided into three groups as follows (Anan Anantakun, 2017):

1) Social-addicted group includes the older persons who are independent, freely live their lives in society, and usually participate in social activities.

2) Home-indulged group includes the older persons who are mostly self-reliance or need only partially help from others. Some have a limitation of living in society; and some are with uncontrollable chronic disease, complications, or chief complaints that limit free physical movement.

3) Bed-ridden group includes the older persons who are not self-reliance for daily routine, need help for movement and other daily routine, and are faced with chronic disease and complications.

Apart from the chronological age, biological ageing can also be used to define older person. The biological ageing includes physical ageing and psychological ageing reflected on physical appearance, physical and mental health status, or individual functioning, based on the hypothesis stating that an individual's physical

condition or capability tends to decelerate or change in inverse with the increasing years of living (Orimo et al., 2006). However, the population ageing is not always in the same pattern due to the difference in heredity, way of life, and general health. A medical research has found that Pharmacotherapy needs Pharmacokinetic – what the body does to the drug: absorption, distribution, metabolism, and excretion, as well as Pharmacodynamics – what drug does to the body, which depends on the drug's biochemistry and physiology. This leads to the prescription adjustment to match each patient (Sasima Na Ayuthaya & Rattanaporn Kongka, 2011). Therefore, applying solely the chronological age cannot identify the difference of each older persons (Levine, 2013). The combining of chronological age and the biological ageing, however, can help understand older persons in more aspects and so can be used to define older persons in the meanings or categories aimed to convey. This encourages each type of personal care or treatment for older persons to be more accurate, more appropriate, and more efficient.

The aforementioned definition of older persons categorized by different groups derive from the notion that older persons are different in various aspects. There is also another notion regarding older persons; the negative stereotype that causes ageism to both Thai and foreign older persons. The examples of which are technology stumble, working inflexibility affecting their employment, uselessness, and dependence causing burden to others (Dennis & Thomas, 2007; Nelson, 2005; Suchada Thaweessit & Sawarai Boonyamanond, 2010). In the economic development, older persons are perceived as “burden”. This is reflected in the study of population and development which usually states about dependency ratio; the ratio of child and ageing population to working population. The Old-Age Dependency Ration is the ratio of older persons economically inactive generally aged 65 years and over, compared to working population aged 15-65 years (Eurostat, 2013).

The Dependency Ratio is considered one of challenges to develop further. The dependent population is also perceived to have low contribution to the country development. There is also a definition of ageing relating to physical and health changes, which negatively explains that they happen at the final stage of human life.

2.2.2 Definition of Old Age and Retirement Age

With the notion of older persons being fragile and needing to be taken care of, the word “older persons” is usually referred to a group of people who cannot efficiently perform their tasks any longer, should rest and retire, and deserve worthy pension after their retirement. This leads to the assumption of the old age and retirement age to be the same (Anthony, 2010; Roebuck, 1979; Uotinen, 2005). This is evidenced in the definition of old age and retirement age of the Organization for Economic Cooperation and Development (OECD) at 65 years old, and 60 years old for Thailand’s (OECD, 2012). However, it is not necessary that the old age and retirement age are the same. In France and South Korea, the old age is 65 years but retirement age is 60 years. In Japan, the old age is 65 years but retirement age for male is 64 years and 62 years for female. There is a study on the speed of declining process according to increasing age, and it is found that the speed has been slowed down. It can be inferred that the same chronological age, an individual living at present tends to have slower biological, physical, and psychological change than that of the individual living in the past. Currently, the better life quality in various aspects helps prolong human life expectancy, and the better health conditions encourage working efficiency. On the contrary, the retirement age tends to be younger than before (Chalernpol Chamchan, 2012; Orimo et al., 2006).

2.2.3 Redefining the Cut-off Age of Older Persons

Considering the older person’s better health at present, as well as the entering into ageing society happening at the same time with the lack of future workforce, the extension of employment period is, thus, significant since the ageing workforce with potential and experience is one of the keys to drive economy forward. This encourages the academics in the countries with ageing society such as Japan to propose the changing of cut-off age to be older; from 65 to 75 years old (Hinohara, 2006; Orimo et al., 2006; Tokuda & Hinohara, 2008). The reason to change the cut-off age from 65 is that the criterion was set more than four decades ago when Japan’s life expectancy was estimated at 68 years old. However, at present, Japan’s life expectancy increases to 86 years for female and 79 years for male. In addition, an individual aged 65 years can still efficiently work and so should not retire with the

reason of being an old person. The cut-off age change can help reduce the country's health expense and pension burden, as well as maintain working population. Japan is also considering extending the retirement age from 60 to 65 years.

For Thailand, the academics also propose the change of cut-off age criterion for older persons be raised from 60 to 65 years, since it has been found that most individuals aged 60-64 years are still healthy and can perform their tasks (Varachai Thongthai, 2006). Moreover, Pramote Prasartkul & Patama Vapattanawong (2010) stated that the age used to define older persons should base on the remaining life expectancy which is likely to be in accordance with Thailand's longer life expectancy. Currently, an individual aged 65 years or over can live another 17 years longer; the years of which equal to the remaining life expectancy of an individual aged 60 years in the past. The change of cut-off age to 65 years should increase the career opportunity for older person, generate the income guarantee, and extend the time for savings. The cut-off age raising is, therefore, one way for older persons to utilize their capability and potential to generate income without much dependency on their family or Government welfare. The cut-off age raising can also regain some power for older persons.

Apart from the change of older persons' cut-off age, there has continuously been the consideration of guidelines and study of impacts on the extension of civil servants' retirement age. In April 2018, Prime Minister's Office has announced the Royal Gazette on 11 National Reformation Plan. In the Social Reformation Plan, it is indicated that the Government officers' retirement age be extended from 60 to 63 years with the transitional period of six years. This retirement age extension is to be implemented as a model of work extension and 1-year extension is to happen every two years. This is to assure that the employment of new generation will not be affected. The target of the Reformation is that the Government, state enterprise, and public officer retirement age of 63 years will be fully implemented in 2023 (Wissanu Krea-ngam, 2018).

For positive impacts, the extension of retirement age is to increase the saving rate, and enhance older persons' individual value. The older person will be employed, generate income, and play a part in as well as contribute more to society (Satitpong Thanawiriyakul, 2013).

2.2.4 Future Definition of Older Persons

After reviewing writings on definition and meaning of older persons, it is found that, generally, the following four criteria are used to define older persons: chronological ageing, biological ageing, psychological ageing, and sociological ageing (Hall, 1976; Kotchakorn Sungkhachart, 1995). Some academics advocate the concept of utilizing solely chronological age to define older persons, stating that it can help manage manpower due to its common use and understanding (Pramote Prasartkul & Patama Vapattanawong, 2010). However, there are different concepts stating that older persons with the same age can be different in terms of physical, psychological, and health conditions. The social role and responsibility can also be different in accordance with each background on society, history, benefit, development level, region, as well as time. Therefore, other factors especially health factor, life quality, an individual's social responsibility, are usually used with the chronological age to define older persons' age or the cut-off age (Anthony, 2010). This is in line with the notion that the definition of older persons based on chronological age, can be changed through time or objectives of related projects (Laws, 1993). The age group with such concept is the age group segmentation based on physical, psychological, social, and economic needs which are different in accordance with each age span: namely, the young old, the old old, and the oldest old.

There is also the segmentation of older persons which is based on Gerontology and different levels of Dependency. This shows that the definition and meaning of older persons are changing from the past. The previous concepts to define and divide older persons cannot be efficiently applied or cannot fully cover all the differences of individuals. Since the current society becomes increasingly dynamic due to scientific and technological advancement as well as the internet connection, human lifestyle and demand become more complicated, and the social development must be thorough. Moreover, the medical development prolongs human life expectancy, and human declining process starts differently; thus, apart from physical and psychological health, ageing depends on each individual's surrounding factors and contexts. There has been both positive and negative images of attitudes towards older persons; however, more ageing society in any countries have gradually changed most

perspectives of older persons to positive image instead of negative ones in the past. This creates value and meaning of ageing for such population that is increasing in number, to continue contributing value to the society in terms of economy, tradition, and culture. This is reflected in many researches and policies where such words as “healthy ageing” “successful ageing” and “active ageing” are commonly used. For example, the World Health Organization (WHO) mentioned about ageing, stating that, “Healthy ageing is the process of optimizing opportunities for physical, social and mental health to enable older people to take an active part in society without discrimination and to enjoy an independent and good quality of life.” and “Active Ageing is the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age” (Swedish National Institute of Public Health, 2006).

In addition, there is a propose of non-defining or non-indicating age of older persons to advocate the ageless society, or using other terms for older persons that incorporate greater meaning or value, such as new agers, respected elders (Huff Post, 2012), or the long-living (Orimo et al., 2006).

In Thailand, there is a propose of redefining future older persons with the following four options: (1) solely by chronological age due to its clarity and capability of manpower management (2) chronological age combined with positive attribute due to the significance of chronological age and the value and pride incorporated in positive attribute, encouraging older persons to behave to live up the standard (3) solely by positive attribute to avoid reminding of age and negative stereotype of older persons which psychologically affect older persons themselves and (4) non-defining since ageing realization should be up to individuals. The definition of older persons should be the same all over the country for equality to all older persons, even though older persons in cities or countries, male or female, are different. Nevertheless, should there be the re-defining of older persons, it is expected that there will be impacts on economy, social psychology, health, as well as related laws and regulations (Rossarin Gray et al., 2013).

The older persons defining to segment its population into groups is increasingly complicated and still widely controversial. This is because the declining process or ageing is highly dynamic and based on the structure of the society which

defines or perceives the process itself. Therefore, defining older persons' age or indicating the cut-off age at present, cannot clearly and thoroughly explain the rationale or criteria used (Gorman, 1999). All in all, the researcher is obliged to study and find the concept to be utilized to identify senior tourists and the research target, in order to accurately understand their behaviors and demands. This should lead to drafting Chiang Rai's tourism management strategies which truly satisfy each group of senior tourists.

It is inevitable to use the chronological age to identify senior tourists (Otoo & Kim, 2018); therefore, the researcher reviews literatures to find the suitable range of age for studying senior tourists. It is found that for the past two decades (1994 – 2017), identifying the age criteria depends on the objectives of each researcher. For example, should a researcher aims to study about retirees, the age is usually set at 60 or 65 years old. Yet, should a researcher aims to compare the differences of seniors' changing behaviors in different ranges of age, such as seniors with full-time job or seniors with pension or saving, the researcher usually identify the range of age at 50-55 years old. The criteria of which relates to traveling (B. B. Anderson & Langmeyer, 1982) in terms of traveling motivation and purpose, behaviors and requirements, as well as supporting factors or limitation for senior tourists' traveling.

Table 2.2 Minimum Age of Senior Tourists from Several Studies

Authors	Year	Minimum Age of Samples			
		50+	55+	60+	65+
Lieux, Weaver, & McCleary	1994		✓		
Kim et al.	1996		✓		
Backman et al.	1999		✓		
You & O'leary	2000		✓		
Bai et al.	2001		✓		
Muller & O'Cass	2001		✓		
Fleischer & Pizam	2002		✓		
Horneman et al.	2002			✓	
Huang & Tsai	2003		✓		
Littrell et al.	2004	✓			
Lee & Tideswell	2005			✓	
Jang & Wu	2006			✓	
Bocksberger & Laesser	2008		✓		
Sangpikul	2008a		✓		
Sangpikul	2008b		✓		
Wang et al.	2008	✓			
Batra	2009	✓			
Jang et al.	2009				✓
Esichaikul	2012		✓		
Thee Tirachinda	2012		✓		✓
Kazeminia, Chiappa and Jafari	2015				
Lu et al.	2016		✓		
Wang et al.	2017		✓		
Alén et al.	2017		✓		
Total		3	16	3	2

From table 2.2, it is found that the age frequently used in 15 out of 23 research papers is 55 years and older. The age 50 is found in three papers, as well as 60 years and older. Another two papers apply the criteria of 65 years as the minimum age of senior tourists. The finding in table 2.2 is in line with the study of Otoo and Kim (2018), indicating that the criteria of 55 years and older was applied in literatures on travel motivations of senior tourists from 1980 to 2017, more than other ranges of age. This is because the age 55 years old is indicated as the minimum age for retirement in many countries. Since the target group of this research is Japanese senior tourists, the researcher, thus, identify the age of the target group as 55 years and older in order to be in accordance with the research context. Moreover, the researcher is to segment the target group into ranges of age in order to study based on research objectives, which his more likely to gain more accurate and specific data and information.

2.3 Population Ageing

Population ageing is an increase of older person percentage to total population, whose stages are differently called in accordance with the percentage and cut-off age of older person. According to United Nations, a population is considered “ageing” when 10% of the total population is 60 years or older, and 7% of the population is 65 years or older. It will become an “aged society” and “super-aged society” once the proportion aged 65 or older is greater than 14% and 20% of the population, respectively. According to the United Nations, ageing started in developed countries many decades ago, and has recently started in developing countries. In 2015, 60% of the countries in the world was officially “ageing”, and by 2030, there will be 34 “super-aged” countries. Currently, there are three — Japan, Italy, and Germany (Kua Wongboonsin & Piyachart Phiromswad, 2015).

2.3.1 World Population Ageing

According to United Nations (2019), the global population aged 65 years or older were 703 million in 2019. This number is projected to double to 1.5 billion in 2050. While the number of persons aged 80 years or older is projected to increase more than threefold between 2019 and 2050, rising from 143 million to 426 million.

The number of older person of all ages is expected to double again by 2050, when it is projected to reach nearly 2.1 billion. The increasing number of older person clearly shows that population ageing is inevitable and occurring all around the world. The cause of population ageing is studied and two major causes are proposed: the decline in fertility and improvement in survival.

There are many factors contributing to the decline in fertility; for example, progress in reducing child mortality, improving access to education and employment opportunities, advancing gender equality, and promoting reproductive health and access to family planning. The fertility is considered one of the factors posing impacts to the world's population structure. The fertility impact of World War II is evidenced in population ageing patterns. The growth rate of the global population aged 60 years or older has peaked in 2010-2015 and the population aged 80 years or older is projected to peak in 2030-2035, marking the periods of which those born during the post-war, baby boomers, reach older ages. After reviewing the writings on fertility, it is found that the world's total fertility rate tends to decrease over the years. According to a United Nations report in 2013, the world's total fertility rate (TFR) has dropped from five children per woman in 1950-1955, to 2.5 children per woman in 2010-2015, and is projected to fall to 2.2 by 2045-2050. By 2025, the United Nations expects there will be up to 120 countries with TFR below replacement level (United Nations, 2015b).

Although the fertility decline is considered the immediate cause of population ageing, the improved longevity also contributes as well. It eliminates the demographic necessity of high fertility and increase the number of survivors to older ages. According to United Nations, by 2050, life expectancy at birth of the population in Europe, Latin America and the Caribbean, Northern America and Oceania, is projected to be more than 80 years, approaching 80 years in Asia, and 70 years in Africa. Worldwide, 60% of women and 52% of men born in 2000-2005 are expected to survive to their 80th birthdays, compared to less than 40% of the women and men born in 1950-1955 (United Nations, 2015b). From the aforementioned data, people tends to live longer. This is generally due to advancement in public health and medical technologies, along with improvements in living conditions. This means people, in many cases, are living healthier lives than ever before, particularly at

advanced ages. Nevertheless, the improvement in life expectancy in different societies are likely to be resulted from different factors. Improvements in survival at age 60 years or older have accounted for half of the total improvement in life expectancy in Europe, Northern America and Oceania over the past two decades. While reduced mortality at younger ages is more influential than improving the life expectancy at birth in Africa, Asia and Latin America and the Caribbean.

Refer to United Nations (2015b), the declines in fertility and improvement in survival contribute substantially to the demographic transition, altering the world's population structure. According to United Nations, the children number declines while that of older person continues to grow. Projections indicate that, in 2030, older person are expected to outnumber children under age 10 (1.41 billion versus 1.35 billion); while in 2050, projections indicate that there will be more of older person aged 60 or older than adolescents and youth at ages 10-24 (2.1 billion versus 2.0 billion).

2.3.2 Global and Regional Trends in Population Ageing

In 2017, over two thirds of the world's Elderly lived in the developing regions, where their numbers are growing faster than in the developed regions. Between 2017 and 2050, the number of persons aged 60 years or older in the developing regions is expected to increase more than twofold, from 652 million to 1.7 billion, whereas the more developed regions are projected 38% increase in the number of older person over the designated period, from 310 million in 2017 to 427 million in 2050. It is expected that nearly 8 out of 10 of the world's older person will be living in the developing regions in 2050 (United Nations, 2017).

Although the process of population ageing accelerates faster in Europe and in Northern America, where more than one person out of five was aged 60 or older in 2017, the populations of other regions are growing older as well. In 2050, it is estimated that 35% of the population in Europe will be older person, 28% in Northern America, 25% in Latin America and the Caribbean, 24% in Asia, 23% in Oceania and 9% in Africa.

Although the number of older person in developed regions is expected to be more than that of developing regions, the growth rate is the other way around. Since

fertility rates in the mid-twentieth century were higher in many parts of Africa, Asia and Latin America and the Caribbean - above five children per woman, on average - the current growth rates of the older person populations in those regions are significantly faster than in Europe, where fertility in 1950-1955 had already fallen below three children per woman in many countries. In Asia, the growth rate of population of older person is projected to sharply decline after 2025, reflecting the rapid decline in fertility that began in the mid-1960s in the region. In Africa, the population of older person growth rate is projected to increase from over 3% per year in 2010-2015, to reach nearly 3.9% per year in 2040-2045, reflecting the relatively high fertility rates of the region during the 2nd half of the twentieth century. The expected pace of growth of the older person in Africa in the 2040s is faster than any region has experienced since 1950, when the data series begins (United Nations, 2015b).

2.3.3 Population Ageing in Thailand

Thailand's population structure has entered Ageing Society since the year 2005 with 10% of Elderly population aged 60 years and older, and according to the population estimation of the Office of National Economic and Social Development Board, Thailand is to become a Complete Aged Society in 2021 with 20% of population of older person aged 60 years and older, and a Super Aged Society in 2031 with 28% of such population. According to surveys, in the year 2017, Thailand boasts its population number at 67.6 million: 33 million of which are male, 34.6 million are female. The proportion of older person accounts for 11.3 million or 16.7% of total population: 5.08 million of which are male (15.4% of total population of older person) and 6.23 million are female (18%). When segmenting Thai older person into three age ranges consisting of the young old (aged 60-69 years), the old old (aged 70-79 years), and the oldest old (aged 80 years and over), it is found that most older person in Thailand or 57.4% of total population of older person are in the young old. Considering the trend of Elderly ratio or the proportion of older person of 100 population, it is found that the proportion significantly increase: from 6.8% in 1994 to 9.4% in 2002, 10.7% in 2007, 12.2% in 2011, 14.9% in 2014, and 16.7% in 2017 (National Statistical Office of Thailand, 2018).

In 2050, among Southeast Asian countries, it is projected that Thailand ranks the 2nd after Singapore with the highest proportion of older person, and Lao People's Democratic Republic has the lowest rate of older person proportion. The primary cause that drives ageing forward is the sharp decline in fertility rates, falling from 6.1 in 1965 to 1.5 in 2015, as a result of rising incomes and education levels as well as the successful National Family Planning Program launched in 1970. Thailand's total fertility rate (TFR) continues falling from 5.1 children per Thai woman in 1972 to 1.6 in 2010, and is projected to decline further to 1.55, 1.43, and 1.3 children per Thai woman in 2020, 2030, and 2040, respectively, according to the Population Projections for Thailand 2010-2040 by the Office of the National Economic and Social Development Board (Kua Wongboonsin & Piyachart Phiromswad, 2015).

Similar to other regions in the world, another factor contributing to Thailand's becoming Ageing Society is an improved longevity. In 1950, life expectancy in developed countries was 65, but by 2010-2015, it increased to 78 years, and is expected to increase further by 2045-2050. Based on Surveys of Population Change between 1964 and 2005, Thailand's life expectancy at birth was 55 years for males and 62 years for females. The Population Projections for Thailand 2010-2040 by the National Economic and Social Development Board, expects Thailand's life expectancy at birth to increase from 70 years for males and 77 for females in 2010, to 76.8 years for males and 83.2 years for females in 2040 (Office of the National Economic and Social Development Council, 2020).

Becoming an Ageing Society is likely to pose impacts on the society and the security of older person themselves. By 2040, the Dependency Ratio is expected at 58.3%, meaning two working people will be taking care of one older person, compared to seven persons in 2000. The number of work force is expected to decline by around 11% of the total population between 2016 and 2040 – from 49 million to around 40.5 million. In labor markets, therefore, mitigating the decline of the work force and enhancing its productivity are prioritized. In addition, the speed of demographic transition yields both new challenges and opportunities. More older person in the society means more of pension spending, health care and long-term care systems for older people. This will pose large long-term financial burdens for the Government. However, at the same time, entering into Ageing Society will position

Thailand as a provider of services to the increasing population of older person across the region. (World Bank, 2016).

2.3.4 Impacts on Population Ageing

According to (United Nations, 2015b), not only that the population ageing can pose impacts on the society, it can also be impacted by other factors. The population ageing at one country or area can, in fact, be decelerated by international migration, which can of course accelerate the population ageing to another migration destination country or area. During 2015 and 2030, the net migration is projected to slow population ageing by at least 1 percentage point in 24 countries or areas, and accelerate population ageing by at least 1 percentage point in 14 countries or areas.

As for the impacts on the society, one of the major impacts is work force. In many countries, the number of older person is increasing faster than that of work force, leading their government to consider extending the cut-off age at retirement to prolong the labor force participation of older persons and improve the financial sustainability of pension systems. At the same time, population ageing and growth of the number of older person, are likely to pose pressure on health systems, increasing the demand for care, services and technologies to prevent and treat non-communicable diseases and chronic conditions associated with old age.

Moreover, population ageing has been identified as a critical element of demographic change which is a key driver for future consumer demand. Driven by the size of the baby boomer generation, population ageing is likely to affect the future choice of tourism activities and destinations. As the baby boomers retire, their demand patterns and preferences will grow significantly and will strongly influence the future structure of tourism product development (Glover & Prideaux, 2009).

To be prepared for the population ageing, a country's government should gather as much related information and data as possible, study, analyze, and be aware of the demographic transition before proactively enacting policies to ensure the most suitable direction or guideline for ageing population.

2.4 Senior Tourism

Older persons have become a significant tourist group both in terms of quantity and quality, due to the fact that they possess stable income, high level of wealth, financial security, low consumer debt, enough time to travel, and tendency to travel longer distance and time than other tourist group (Littrell, Paige, & Song, 2004). Moreover, most of older persons have recently changed their notion from earning money for bequeathed to earning money for their own interest. The aforementioned characteristics cause the senior tourist group to become the market that cannot be overlooked, and the marketers are aware of the significance of senior tourists, evidenced in the attempt for direct marketing and resources allocating to assure the demands of older persons are satisfied (Batra, 2009; Moschis & Ünal, 2008). Nevertheless, due to the lack of understanding of senior tourists' various different nature and demands, the marketing approaches applied by marketers do not reflect what the senior tourists want or need (Moschis, 1994). The same situation happens for those in travel business; even though they realize the importance of senior tourists, they still operate without the realization of senior tourists' characteristics and concerns (Oh, Parks, & Demicco, 2002; Wuest, Tas, & Emenheiser, 1996). This results from the heterogeneity of this large segment of senior tourists; not all tourists want or need the same activities or services even though they are in the same range of age. And though tourism agencies are fully aware of the heterogeneity of the senior tourist group, there are still no effective approach that they know of to segment the market. Needless to say that the new types of tourism agencies on the process of penetrating the target group and the market, cannot apply the outdated perspectives toward senior tourists, perceiving them as weak passive and dependent; since, according to (Batra, 2009), the studies show that senior tourists are currently interested in new experience, adventures, and fun.

Senior tourists are considered one of the significant target groups of tourism and service industry; however, due to the heterogeneity – composing of different kinds, the characteristics and needs of senior tourists are different. This results in various behaviors and demands that marketers and travel-business related parties must

study and comprehend, in order to initiate a tourism and service management that satisfies the true demand of this tourist group.

2.4.1 Tourism Definition

To effectively and efficiently initiate tourism strategies and plans that satisfy tourists' demand, it is crucial to understand behaviors of tourists. It is, however, even more essential to understand first what tourism is. Tourism has been defined from various aspects, and thus covers a wide range of purposes, activities, and parties. One of the definitions from the supply side states that tourism is a model which "can be considered as a range of individuals, businesses, organizations and places that in some way combine to offer a travel experience" (Leiper, 1979, p. 400). Another tourism definition from supply side covers even wider range, stating that tourism is an industry that "includes travel agencies, transport companies, catering and event management companies, constructors of second homes, manufacturers of equipment for camping and caravans, consultants of planning, architects, cable car makers, the textile industry and clothes for skiing, souvenir shops, casinos and amusement parks, auto industry, banks, insurance companies, etc." (Krippendorf, 1999, p. 19). On the other hand, from the demand perspective, "tourism refers to the lived experiences in different places and interaction, which takes place in these destinations" (C. Ryan, 1995). A. M. Williams (2004) has also given a wider definition of tourism stating that "tourism is an activity as well as an experience which tends to create complex economic, social, environmental and social processes and outcomes between travelers, hosts, service providers and environment."

In order to provide and adopt a common terminology, which could be used internationally among the governments, professionals, and scholars, to advance their knowledge and further develop comparable tourism statistics, the tourism definition initiated by a tourism-related credible official organization must be announced as a guideline. The aforementioned tourism-related credible official organization is the World Tourism Organization (UNWTO), the United Nations agency responsible for promoting the responsible, sustainable and universally accessible tourism as a driver of economic growth, inclusive of development and environmental sustainability, as well as for offering leadership and support to the sector in advancing knowledge and

tourism policies worldwide. UNWTO has defined tourism which has been used worldwide since 1973 covering both demand and supply sides. According to United Nations Statistics Division and World Tourism Organization (2010), “tourism is defined by the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose including holidays, leisure and recreation, business, health, education or other purposes. This scope is much wider than the traditional perception of tourists, which includes only those travelling for leisure.”

Apart from understanding tourism definition, it is important to also understand the difference between travel and tourism. According to IRTS 2008, travel refers to the activity of travelers; while tourism refers to the activity of visitors. On one hand, a traveler is someone who moves between different geographic locations, for any purpose and any duration. On the other hand, a visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Therefore, it can be inferred that tourism is a subset of travel and visitors are a subset of travelers. These distinctions are crucial for the compilation of data on flows of travelers and visitors and for the credibility of tourism statistics (United Nations Statistics Division and World Tourism Organization, 2008). A person is considered a tourist if his/ her trip includes an overnight stay; however, one is classified an excursionist should his/ her plan not involve any overnight stay (United Nations Statistics Division and World Tourism Organization, 2008).

2.4.2 Travel Behaviors of Senior Tourists

Tourist behaviors are the expression of tourists through both verbal and non-verbal communication prior to, during, and post trips whose purpose is to satisfy the tourists' own needs. Tourist behaviors differ in accordance with the tourists' perception and socialization, whether they are visible or not, as well as the status expression to gain acceptance and praise from the society (Lertporn Parasakul, 2016; Nisa Chatchakul, 2014).

Senior tourists have become more and more interesting and influential in tourism industry; therefore, in order to ensure efficient and effective tourism management, tourism-related stakeholders are to understand the behaviors of this tourist group, which are different from those of other tourist groups and even have differences within their own group.

2.4.2.1 Travel Decision Making Process of Senior Tourists

A tourist who purchases and uses a service is considered a consumer; therefore, he/ she displays consumer behaviors and goes through the consumer decision-making process while purchasing any tourism services. Despite the difficulty of homogenizing the tourist as a consumer, it is important for tourism-related stakeholders to understand the way the consumers make decisions and consume tourism activities while appreciating the diversity of demand. Also, for the marketing of tourism products and services, it is essential to understand tourist consumption and consumer behavior (Heitmann, 2011, p. 31).

Consumer behavior, therefore, earns its place as one of the most researched areas in the marketing and tourism fields, using the terms ‘travel behavior’ or tourist behavior’ to describe this area (S. A. Cohen, Prayag, & Moital, 2014). The consumer behavior is defined by (McColl Jr, Kiel, Lusch, & Lusch, 1994, p. 116) as ‘the actions a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines those actions.’ This causes the study on the travel decision making process of travelers to be equally essential.

The travel decision making process is considered complex because tourism-related products and services have evolved through time. This causes them to be diverse and interdependent, complicating the purchase decision making process. This is stated in Swarbrooke and Horner (2007) that decision involved in choosing a holiday consist of destination choices, mode of travel, type of accommodations, duration of the trip, at which time of the year will the holiday be taken, package holiday or independent travel and tour operator. There are a number of different models used to study travel decision making process of travelers and consumer behavior; however, the classical five-stage consumer decision-making model has been incorporated in most literatures (Engel, Blackwell, & Miniard, 1990). It is also

emphasized in the researches of Hawkins, Best, and Coney (1995); Philip Kotler and Keller (2009); and Manrai and Manrai (2011) that five-stage decision making process of tourist behaviors is widely applied by many scholars. The process, as Ayeh, Leung, Au, and Law (2012) mentioned, happens when a traveler feels the urge to travel and realizes it into actions by searching for and starting to process travel information. This leads to options to be chosen, the actual travel displaying the traveler's behaviors, and finally the post-trip evaluation.

The classical consumer decision process consists of five stages: (1) Need recognition (2) Information search (3) Evaluation of alternatives (4) Purchase decision (5) Post purchase behavior (Kotler, Bowen, & Makens, 2010).

1) Need recognition

Traveling is driven by urges or reasons of each individual, and they are most likely to be different between those of seniors and of young people. As Guinn (1980); Y. Kim, Weaver, and McCleary (1996); K. F. Backman, S.J, and K.E (1999); Cleaver, Muller, Ruys, and Wei (1999); M. C Sellick (2004) and C. H Hsu, Cai, and Wong (2007) stated, seniors have been through a lot of experiences including hardships and tough times, as well as present-day demands and boredom. This leads to urges to reward themselves or figure the getaway from current routine, and travel is one way to answer those needs. Moreover, the seniors can also gain knowledge and learning experiences while traveling; this is considered one way of self-fulfillment (Backman et al., 1999; Hsu et al., 2007).

2) Information search

When needs recognized, the search for information needed for decision making begins. In the stage of information search, the information senior tourists seek for travel decision making includes destination choices (Vincent & Santos, 1990), type of accommodation (Wijaya, 2008), means of transport (Batra, 2009; Javalgi, Thomas, & Rao, 1992; I. R. Patterson, 2006; Wijaya, 2008), organization of travel (Javalgi et al., 1992; Kazeminia et al., 2015; I. R. Patterson, 2006).

(1) Sources of information used

In many researches, it is stated that there are various sources of information used by senior tourists to search for travel information. The

main source is actually their own experience as consumers, as well as family, friends, acquaintances, neighbors, and words of mouth, taking also into consideration the information provided by external media. The information search process is based on different factors such as income, education level, and socialization degree. Many literatures have recently studied to find the most effective way to communicate with senior tourists, and it is thought that older people read and listen to the radio, leading to the assumption conveying that the press and radio are likely to be effective means to reach senior tourists. However, there are different assumptions on ways to communicate with senior tourists.

Grande (1993, as cited in Alen, Dominguez, & Losada, 2012) stated that brochures and catalogue are not widely read by older people, while C. Ryan (1995) reported that leaflet are preferred by seniors and have strong influence on the chosen destination. Nevertheless, literatures in more recent years such as those of Horneman, Carter, Wei, and Ruys (2002) and Shim, Gehrt, and Siek (2005), have emphasized the importance of print media, travel agents, and mass media as sources of information used by senior tourists. However, as the internet is the most influential source of information at presents, there have been researches on seniors and their attitudes towards and use of online travel services.

In line with Moschis (1994), Pesonen, Komppula, and Riihinen (2015) have found that older consumer were likely to appreciate convenience, functionality, quality and dependability regarding online travel services. However, one of the main differences between the two studies is the attitude and the use of online travel services by older travelers. On one hand, Moschis (1994) indicates older consumers as users of traditional information channels such as travel agents and as insecure users of information and communication technologies (Pesonen et al., 2015), on the other hand, provide a whole different image, stating that experienced elderly travelers seem to prefer using the internet to search for information and are quite open to the use of technologies. While some senior tourists make decisions to travel to a destination by searching for information based on their experiences and needs, others base their decisions on the inspiration from books they read or on the determination from dreams of young age, and the information from

mass media seem to be less influential for this group of senior tourists (European Union, 2014).

(2) Travel time preparation

If seniors' time preparation behavior is understood, supported by the source of information used for planning the trips, the effective marketing can be created at the minimum cost (Alén, Domínguez, & Losada, 2012). There are several assumptions on the relations between traveling behavior and preparation time. For example, (Wijaya, 2008) stated in the research that senior tourists spend more time to plan their trips than younger people, using a number of different sources to search for tourism products alternatives before making holiday purchase decisions. It is also stated in (Gitelson & Crompton, 1983) that those traveling for longer period and distances plan further in advance while those visiting family and friends plan less. It is, in addition, found that those involved in more activities, spending more (Javalgi et al., 1992), enjoying longer stay and more destinations, and visiting more attractions, dedicate more time to planning their trips (Fodness & Murray, 1997).

3) Evaluation of alternatives

Evaluation of alternatives is the process where consumers evaluate and assign a value to product features and attributes, then they consider and determine what features they prefer. If the selection or the product criteria is still not satisfying, they will revert to the information search. For senior tourists, as (Wijaya, 2008) stated, the preferences or criteria are different and various compared to the other groups.

4) Purchase decision

The process occurs when the actual purchase is made, including the service or product, method of payment, package, location of purchase and all other factors that are associated with purchasing the service or product. Marketers have a direct influence in this step. However, marketers are to study and analyze which scheme is suitable for which product or service. For example, it is found in (Moschis & Ünal, 2008) that senior discounts are more effective, offered by hotels rather than by airlines or cruise line.

5) Post purchase behavior

Post purchase behavior is the final step in decision-making process when the satisfaction level towards the purchase is evaluated. The satisfaction means the evaluation of the service or product's performance. If the performance matches or exceeds the consumers' expectation, then the purchase of that service or product is satisfied. The performance is mostly reflected in comments on services or products displaying satisfaction or dissatisfaction of customers. As reported in researches, satisfaction (Kozak, 2001a) and satisfaction with experience (O'Leary & Deegan, 2005) can encourage positive word-of-mouth and lead to repeat purchase and/ or revisit the destination. This helps marketers to understand more about the senior tourists' post purchase behavior and initiate the useful information for the senior tourists.

Studying the behavior of senior tourists' decision-making process, it is found that a senior tourist goes through a consumer's decision-making process before the actual purchase. During these stages the senior tourist recognizes the need, gathers information, evaluates alternatives, and makes the purchase decision. After the actual purchase, the senior tourist ensures the right decision made by evaluating the satisfaction level mostly based on word-of-mouth.

2.4.2.2 Travel Patterns and Behaviors of Senior Tourists

Not only the aforementioned five-stage purchase decision making process, but there are also other senior tourists' travel patterns and behaviors that should be taken into account for analysis and better understanding. This results in various studies by many researchers as follows:

Travel Companions: Apart from rewarding themselves and fulfilling the experience and knowledge, senior tourists would also like to make new friends. This is reflected in the study of Batra (2009) stating that senior tourists prefer to travel with people of their own age or travel in a group.

Travel Mode Choice: According to Yamamoto and Gill (1999), travel mode choice can be expressed in three ways: escorted tours, package tours, and fully independent travel.

Time to Travel: Senior tourists can be retired or still active in labor market, either way they can afford and be available to travel off seasons. This is stated

in the studies of Fleischer and Pizam (2002), Huang and Tsai (2003), S. S. Jang and Wu (2006), and Ranee Esichaikul (2012), proving that seniors are not seasonal tourists, which makes the senior market more attractive to tourism businesses. According to the report of Developing Senior Tourism in Remote Regions (TOURAGE), funded by the Interregional Cooperation Programme INTERREG IVC, surveying 1,704 tourists aged 55 years or over traveling into the project region and local retirement pensioners from 11 partners regions from 9 European Union Member States (Finland, Latvia, Poland, Slovakia, Hungary, Bulgaria, Spain, Ireland, and Greece), it is found that the most favorable season for travel is summer with autumn and spring almost as favorable seasons. There are some regional differences in preferred seasons: in some countries, winter is preferred. According to this survey, there seems to be potential in developing off-season tourism offers for the seniors (European Union, 2014).

Duration of the Trip: There is a wide range of the senior tourists' length of stay for one trip. According to B Bai, Smith, Cai, and O'LEary (1999), listing the literatures on trip duration, it is found that the length of a senior tourist's trip can range from 1 to 3 nights, 4 to 5 nights or even up to 9 nights. Therefore, it can be concluded that there is no consensus on the typical duration of the senior tourist's trip. This is likely to result from the homogeneity the tourism market treats the senior tourists, and the lack of unified criteria when segmenting this group. However, most senior tourists tend to stay at a destination longer than other groups, since they are available due to their retirement and can afford to stay. This is reflected in Blazey (1992), Romsa and Blenman (1989), and Alén, Nicolau, Losada, and Domínguez (2014), which state that as the senior tourists are likely to lack certain obligations and have more free time to travel, as well as higher discretionary income than other groups, they tend to enjoy more prolonged stays at their destinations than other traveler.

Activities during the Trips: The activities in each trip are likely to be different in accordance with various interests. Blazey (1992) reported that it is possible that while the pre-retirement individuals seem to be attracted to shopping, going to the beach, swimming, and riding a bicycle, the post-retirement ones tend to engage in going along with a package tour.

Travel Expenditure Patterns: There are many researchers stating that senior tourists tend to spend more on travel; for example, the study of Santos (1992: 36) cited in Alén et al. (2012) reported that older consumers are likely to spend more on travel and less on other things. Also, in the study of Hong, Kim, and Lee (1999) on travel expenditure patterns of elderly households in the U.S., it is found that elderly households spend most on transportation, followed by food, lodging, sightseeing and entertainment, and other travel expenses. However, the spending on travel of senior tourists is mostly coupled with the priority of reasonable prices. This is mentioned in the of study Huang and Tsai (2003) on senior traveler behavior in Taiwan, which finds that though senior tourists tend to spend more on travel, they prioritize reasonable price as well. Other researchers such as Javalgi et al. (1992), C. Ryan (1995, p. 209), and Sudbury and Simcock (2009) also confirm that senior tourists are price sensitive and usually seek for cheaper price when purchasing products and services. However, Wijaya (2008), presents a different comment stating that the notion of senior tourists being price-sensitive might be a distorted perception. This, Wijaya (2008) stated, is likely to happen due to the way service providers set the pricing strategies emphasizing mainly on price cutting, discounts, or bargains. This might be misleading assumption when targeting the senior tourists whose purchasing power is actually considered higher than other groups.

2.4.2.3 Common Features of Senior Travel Behaviors

Considering the aforementioned senior tourists' behaviors, it can be inferred that some senior tourists' behaviors share common features, such as, traveling off-seasons and staying at a destination longer than other groups. These retirees, according to Nimrod (2008), with more time and fewer responsibilities, feel that they can travel whenever they want, for as long as they wish, providing an opportunity to travel differently. Another common feature is reflected in the study of Major and McLeay (2013) showing that although senior tourists use the internet to seek for information and compare prices, they frequently book through their local travel agent with whom they are familiar and who is willing to offer the price they have found on the internet. When the purchase decision is being made, most senior tourists are likely to buy packages from travel agents that understand their needs. However, as Huang and Tsai (2003) stated in their research, if travel agents cannot

provide travel product matching their need with efficient and effective marketing program, potential senior tourists will feel ignored. For travel expenditures, some academics state that senior tourists spend more on travel, while others have different idea suggesting that senior tourists are more price sensitive. Moreover, Balderas-Cejudo, Rivera-Hernaez, and Patterson (2016) stated that senior tourists are likely to be promotions sensible resulting from their own preference for package tours in many countries. P Kotler et al. (2010) have concluded some common features of senior tourists' travel behaviors emphasizing high-quality travel and services, value of purchase, safety, professionalism of service providers, and health concerns. The senior tourists are likely to be willing to pay more to receive the aforementioned features or attributes, and demand activities suitable for their age and health conditions. From the above discussion, common features of senior travel behaviors can be concluded as shown in Table 2.3.

Table 2.3 Travel Behaviors of Senior Tourists in Research

Behavioral Attributes	Behavior of Senior Tourists	Authors
Companions	<ul style="list-style-type: none"> • Prefer to travel with people of their own age or travel in a group 	Batra (2009)
Mode of Choice	<ul style="list-style-type: none"> • Escorted tours, package tours, and fully independent travel • Buy packages from travel agents 	Yamamoto & Gill (1999) Major & McLeay (2013a)
Time to Travel	<ul style="list-style-type: none"> • Off-Season tourists 	Fleischer & Pizam (2002), Jang & Wu (2006), Nimrod (2008), Sudbury & Simcock (2009), Ranees Esichaikul (2012)
Duration of the Trips	<ul style="list-style-type: none"> • Stay at a destination longer than other groups 	Romsa & Blenman (1989), Blazey (1992) Bai, Smith, Cai, & O'leary

Behavioral Attributes	Behavior of Senior Tourists	Authors
Activities during the Trips	<ul style="list-style-type: none"> • Pre-retirement individuals: shopping, going to the beach, swimming, and riding a bicycle • Post-retirement individuals: engage in going along with a package tours • Demand activities suitable for their age and Health conditions 	<p>(1999), Nicolau & Mas (2006), Nimrod (2008) Blazey (1992) Blazey (1992) Kotler et al. (2006)</p>
Expenditure Patterns	<ul style="list-style-type: none"> • Price sensitive and usually seek for cheaper price • Spend more on travel and less on other things • Spend most on transportation • Likely to be willing to pay more to receive high-quality travel and services • Purchasing power is higher than other groups • Likely to be promotions sensible 	<p>Javalgi et al. (1992), Ryan (1995), Sudbury & Simcock (2009) Santos (1992), Huang & Tsai (2003) Hong, Kim, & Lee (1999) Kotler et al. (2006) Wijaya (2008) Balderas-Cejudo, Rivera-Hernaez, & Patterson (2016)</p>

According to table 2.3, the travel behaviors of senior tourists are various and different from those of other tourist groups. The researcher, therefore, studies travel behaviors of the sample group of Japanese senior tourists visiting Chiang Rai.

The travel behaviors of which include travel companions, travel mode choice, time to travel, duration of the trip, activities during the trips, and travel expenditure patterns.

In order to understand senior tourists' behaviors, some academics divide senior tourists into small groups based on shared characteristics, and study their travel behaviors in detail. This shows that behaviors vary in accordance with different characteristics. For example, it is found in the research of Dinet et al. (2007) that people in their third age are more likely to use information and communications technologies to search for travel information than those in the fourth age. Littrell et al. (2004) studied on preference for travel activities and shopping behaviors during travel of senior tourists ages 50 years and over divided into three groups consisting of 1) 'active outdoor/ cultural tourists, 2) 'cultural tourists', and 3) 'moderate tourists'. It is found that group 1 (active outdoor/ cultural tourists) and 2 (cultural tourists) enjoy visiting museums, attending the theater, and eating at interesting local restaurants. The activities of which involve retail shops and cultural events. On the contrary, tourists in group 3 who are the oldest of the tourist clusters, show limited interest in such activities.

The findings on different senior tourists' behaviors show that senior tourists' needs are heterogeneous (Nielsen, 2014; Sudbury & Simcock, 2009). This is reflected in many literatures stating that the segment of senior tourists has showed the extremely heterogeneous characteristics, including different travel motivations, different demographic backgrounds, different psychographics and different lifestyles as well as at different educational and income levels. This causes academics and marketers to try to segment tourists based on shared characteristics, resulting in typologies of tourists and methods of segmentation (Swarbrooke & Horner, 2007).

2.4.2.4 Typologies of Senior Tourists

Similar to the customer decision-making process, typologies of tourists are determined by their social environment, leading to the division of tourists into different groups which allows researchers to explain and predict tourists' behaviors (Heitemann, 2011, p. 33). Some well-known academic typologies of tourists are, for example, Cohen's organized mass tourists, individual mass tourists, explorers, and drifters (E. Cohen, 1972), and Plog's psychocentrics and allocentrics (1977). Perreault, Dorden, and Dorden (1979) have also stated about senior tourists'

typologies grouping the characteristics as budget travelers, adventurous tourists, homebody tourists, vacationers, and moderates, while American Express (1989) categorizes senior tourists as adventurous, worries, dreamers, economizers, and indulges.

Recently, there has been another typology suggested by, Pesonen et al. (2015), identifying based on seniors' use of online travel services as adventurous experimenters, meticulous researchers, and fumbling observers. It is explained that adventurous experimenters are enthusiastic about the internet which plays an important part in their online information search process. This group also prefers new destinations and is independent travelers. Without difficulty, meticulous researchers also use online services to search for information, preferring packaged tours and valuing safety and certainty. Finally, fumbling observers usually use familiar websites and services to find information focusing on package tours; however, since they have had little experience with computers, they usually need help from others to acquire service online. This group also faces difficulty with foreign languages.

Swarbrooke and Horner (2007) stated that typologies are attempts to identify consumer behaviors in tourism leading to an increase of the knowledge and possibly forming the basis of market segmentation techniques. Typologies can also help marketers indicate the direction of product development, pricing, promotional media, and distribution channels, and even potentially predict future trends in tourists' behaviors. Nevertheless, some of the most influential typologies were identified decades ago, and therefore cannot represent the current tourists' behaviors which have been changing in recent years; for example, mass long-haul holiday markets, budget cruises, and the internet.

Apart from changing behaviors through time, the differences in national and cultural characteristics are also reflected in behaviors. Therefore, if typologies are used ignoring the national and cultural differences, the validity of the segmentation is less. Another factor that should be taken into consideration is experiences during traveling. As Swarbrooke and Horner (2007) stated, the more a tourist travels, the more experiences he or she has and becomes more mature traveler, leading to changing behaviors from previous stage of less experienced. Considering many factors that should be taken into account when indicating a typology, it is proven that

one typology cannot reflect behaviors of all tourists. Therefore, it is necessary to figure how to classify tourists in order to ensure more efficient and effective marketing strategies.

2.4.2.5 Senior Tourist Segmentation

Growing side by side with the tourism industry, tourism market has increasingly and rapidly expanded even more quickly with advanced technology. This includes the technology for tourism information publication such as the internet and social media, and the technology that becomes tourism itself such as medical tourism, and health and wellness tourism. Many kinds of tourism nowadays have been developed from various demands of tourists, which require a segmentation approach to reach, understand, and capture the heterogeneous market. This also applies with senior tourism market.

Swarbrooke and Horner (2007) have defined segmentation dividing people, in this case tourists, into small groups based on shared purchase characteristics, suggesting that the decision of everyone in the small group is determined by one set of influences with four criteria: demographic, geographical, psychographical, and behavioristic. There are several studies related to tourist grouping that can help understanding more about senior tourist segmentation. For example, with the conviction that senior market is not homogeneous, Cleaver et al. (1999) labeled senior tourists according to motivation, identifying seven segments as follows: nostalgics, friendlies, learners, escapists, thinkers, status-seekers, and physicals. Moreover, J. Kim, Wei, and Ruys (2003) investigating West Australians' motivations and concerns related to domestic and international holiday travel, classified four segments of senior tourists including active learner, relaxed family body, careful participant, and elementary vacationer. Boksberger and Laesser (2009) studied Swiss senior tourists and indicated three segments based on 25 motives: (1) "grizzled explorers" preferring travel in group and the long-haul, motivated by novelty and cultural experiences and socialization, and spending time with family (2) "time-honored bon vivants" driven mainly by motives of escape, comfort and pampering oriented, and spending time alone or with spouse (3) "retro-traveler" driven by combination of motives such as novelty, sport activities, and experiencing some culture.

Faranda and Schmidt (2000) stated that one way to understand and reach the heterogeneous market especially the senior tourist market, is to implement the segmentation approach. Tourism providers and marketers, thus need to recognize three following critical components: aging process, heterogeneity and dynamic nature of the mature population segment, and the necessity of sound segmentation methods. Moreover, in order to initiate the knowledge on seniors' consumer behaviors, both general and tourism-related, researchers and practitioners should explore the segmentation models with various criterion variables included in the aforementioned three components.

2.4.3 Relevant Theories

2.4.3.1 Motivation Theory

Before analyzing tourist behaviors and decision-making process, it is essential to comprehend motivations underlying the behaviors and decision making. "Motivation is a state of need or condition that causes the tourist to take action – in the case of tourism motivation, to take a holiday that is likely to bring satisfaction by addressing the aforementioned state of need or condition" (Heitemann, 2011, p. 39). The motivation experts indicated motivations interrelate with behaviors, it is therefore important to understand the travel motivations for they influence tourist behaviors, directly impact the decision-making process, and are the base of assessing tourists' satisfaction with their tourism experiences (Pearce, 1982; Snepenger, King, Marshall, & Uysal, 2006).

Many experts, academics, and researchers have further studied and analyzed Maslow's hierarchy of need, and later proposed new but related travel motivation theories which are widely accepted and further researched. Maslow identified five different needs: namely, physiological, safety, social, esteem, and self-actualization needs, assuming that lower needs have to be satisfied first (Maslow, 1943). However, Heitemann (2011, p. 41) suggested that any of the needs Maslow had proposed could become the tourism driving force; motivations overlap and the application of Maslow's theory is limited.

Another theory was proposed by Dann (1977) identifying two factors that influence the decision making to travel. First, anomie is a person's need and

reaction to the social situation resulting in getting away from normal life to enhance social interaction. Another factor is ego-enhancement meaning the need for positive recognition from others leading to traveling and engaging in activities boosting ego. Nevertheless, Bright (2008) stated in his research that Dann's identification of anomie reiterates Maslow's love or social needs while ego-enhancement is similar to esteem needs.

While Dann (1977) assumed that the escape from normal situation is driven by social circumstances, Heitemann (2011, p. 40) concluded, Iso-Ahola (1982), on the other hand, stated that the need for escape is determined by psychological need; and, his proposed four dimensions of motives – personal seeking, personal escape, interpersonal seeking, and interpersonal escape – act simultaneously as push factors and driving force for tourist behavior.

Considering Dann's (1977) and Iso-Ahola's (1982) studies, Heitemann (2011, p. 41) suggested that push/ pull factors have become an important concept to explain tourist motivation. While, on one hand, push factors derive from psychological needs that lead to a decision making, pull factors on the other hand are attributed by the attractive qualities of destinations that influence the final decision.

Another travel motivation theory based on Maslow's hierarchy of need is Pearce's (1988) travel career ladder (TCL) consisting of five different levels of travelers' needs arranged into a ladder: namely, relaxation needs the lowest level of the ladder, stimulation needs, relationships needs, self-esteem/ development needs, and fulfilment needs, respectively. Heitemann (2011, pp. 41-42) stated that in Pearce's (1988) TCL theory, tourists do not have only one level of need, but one dominant set of needs instead; and with the word "career", the move through each ladder are systematic with predictable travel patterns. It is also concluded that travel motivation changes with travel experiences; different needs prevail and influence further motivations.

Other theories on travel motivation include Optimal Arousal Theory (Iso-Ahola, 1982), Leisure Motivation (Beard & Ragheb, 1983), and Motivational needs theory (McClelland, 1988). This emphasizes the importance of the knowledge and understanding of travel motivation which help us to understand motivated behavior of tourists.

Relevant Researches

Since senior tourists have become a potential market with continuous growth, tourism industry has increasingly focused on the senior tourist market, leading to the wide-range study of senior tourists' motivation to travel to assure that tourism strategic plans are to include products, services, and marketing strategies matching and attracting the senior tourists. This is evidenced in the number of researches on motivations of senior tourists. The samples of which are shown in the following table.

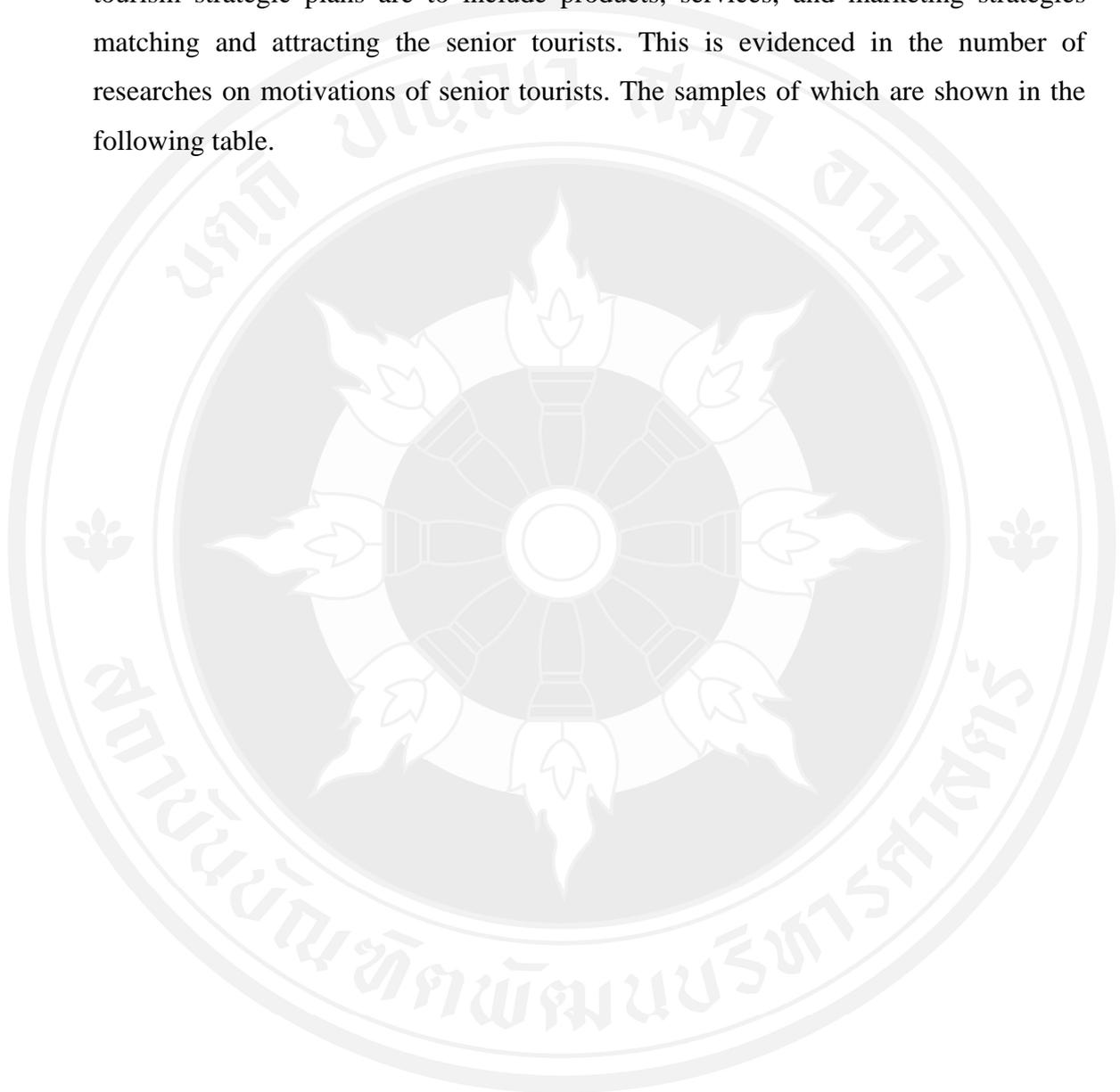


Table 2.4 Samples of Studies on Motivations of Senior Tourists (from 1980 to 2016)

Authors	Rest & Relaxation	Social interaction	Physical exercise	Learning	Nostalgia	Excitement /Challenge/Novelty	Visit relatives/friends	Historical sites	Seeking and escaping	Attractiveness	Cost & Availability	Nature	Information	Being active	Self esteem	Being together as a family	Culture	Recreation	Discovery and self-enhancement	Reward for hard work	Comfort & pampering	Conclusion of a phase of life
Guinn (1980)	✓		✓	✓	✓	✓																
Anderson & Langmeyer (1982)	✓						✓	✓														
Shoemaker (1986)	✓							✓	✓										✓			
Sirakaya (1992)										✓												
Kim et al.(1996)				✓					✓													
Backman et al. (1999)	✓	✓		✓																		

Authors	Rest & Relaxation	Social interaction	Physical exercise	Learning	Nostalgia	Excitement/Challenge/Novelty	Visit relatives/friends	Historical sites	Seeking and escaping	Attractiveness	Cost & Availability	Nature	Information	Being active	Self esteem	Being together as a family	Culture	Recreation	Discovery and self-enhancement	Reward for hard work	Comfort & pampering	Conclusion of a phase of life
Cleaver et al.(1999)				✓	✓			✓	✓					✓								
Stone & Nichol (1999)		✓							✓									✓				
You & O’Leary (2000)				✓					✓													
Muller & O’Cass (2001)			✓	✓	✓				✓										✓			
Horneman et al. (2002)	✓		✓	✓			✓															
Fleischer & Pizam (2002)	✓	✓	✓	✓	✓	✓																

Authors	Rest & Relaxation	Social interaction	Physical exercise	Learning	Nostalgia	Excitement/Challenge/Novelty	Visit relatives/friends	Historical sites	Seeking and escaping	Attractiveness	Cost & Availability	Nature	Information	Being active	Self esteem	Being together as a family	Culture	Recreation	Discovery and self-enhancement	Reward for hard work	Comfort & pampering	Conclusion of a phase of life
Huang & Tsai (2003)	✓	✓																				
Selick (2004)		✓			✓																	
Jang & Wu (2006)	✓	✓		✓															✓			
Hsu et al. (2007)		✓	✓	✓																✓		
Sangpikul (2008)	✓			✓																		
Wang et al. (2008)			✓	✓		✓																
Boksberger & Laesser (2009)	✓								✓								✓		✓	✓		✓

Authors	Rest & Relaxation	Social interaction	Physical exercise	Learning	Nostalgia	Excitement/Challenge/Novelty	Visit relatives/friends	Historical sites	Seeking and escaping	Attractiveness	Cost & Availability	Nature	Information	Being active	Self esteem	Being together as a family	Culture	Recreation	Discovery and self-enhancement	Reward for hard work	Comfort & pampering	Conclusion of a phase of life
Jang et al. (2009)	✓	✓	✓	✓			✓								✓							
Esichaikul (2012)	✓	✓	✓	✓																		
Prayang (2012)		✓				✓													✓			
Borges Tiago et al. (2016)		✓										✓		✓								
Total	11	12	7	13	6	6	3	2	8	1	1	3	1	2	7	6	2	1	6	1	1	1

Table 2.4 lists the research on motivations of senior tourists in the past three decades, depicting different and various travel motivations of senior tourists. This is in line with Reece's conclusion stating that senior tourism market demonstrates more heterogeneous preferences and motives in comparison to younger travelers (Reece, 2004). From the table, it is found that senior tourists travel with such various purposes as learning, social interaction, and rest and relaxation. This is in accordance with the statement by Fleischer and Pizam (2002) stressing that senior tourists travel for many reasons, especially for: rest and relax, socializing, seeing new places and engaging in new experiences. These reasons will depend on various factors including the person's socio-cultural context, education, and work environment (Alén et al., 2012).

Heitemann (2011) expressed an interesting perspective towards travel motivation stating that while tourism motivation hypothesizes that all tourists have the potential to travel and participate in activities while in holiday, research on barrier and constraints to tourist motivation and decision making is still limited. Only few researches mention about factors which prevent people from traveling or change their motivation.

However, as for the researchers focusing on senior tourists, it is found that many have analyzed and studied about constraints of senior tourists. For example, Fleischer and Pizam (2002) focused on the tourism constraints of Israeli seniors, proposing that they mainly derive from income and health restrictions. Moreover, S. H. Lee and Tideswell (2005) studied about Korean seniors and proposed that it would be useful to indicate the specific setbacks that the constrained tourists believe are preventing them from travelling more extensively. It is also identified by Ching-Fu and Wu (2009), Crawford and Godbey (1987), and Jackson (1991) that perceived risks, time commitments, and personal reasons constraints are constraints to travel.

It can be inferred that senior tourists' travel behaviors and motivations are different from those of senior tourists traveling in the past decade. The study and research on such areas are therefore, crucial for better prediction of preference and tourism-related products and services that match the senior tourist group.

2.4.3.2 Consumer Behavior Theory

According Cooper, Wanhill, Fletcher Gilbert and Fyall, (2005), the development of general consumer behavior theory relating to purchase behaviors, can be divided into these stages as follow:

1) The early empiricist phase ranges from the years between 1930 to late 1940s. During which, the researches concentrated on empirical commercial and industry with the attempt to identify the effects of advertising and promotion decisions;

2) The motivational research phase prevails during 1950s, dominated by in-depth interview, perception test, and other projective techniques, implemented with focus groups. This led to several activities aimed to disclose the motives behind actions, which were believed to lie in the customer's deeper recession mind;

3) The formative phase starts during 1960s when the first textbook on consumer behavior in general was initiated (Engel, Kollat, & Blackwell, 1968). After such textbook, many other influential books soon followed (Howard & Sheth, 1969).

Initially, the interest in customer behaviors concentrated on those related to manufacturing industries and later to service industries in general. Later in 1970s, academics developed models of tourism purchase decision at the same time tourism typologies were being increased. And despite number of academics, theories, and models, the common grounds upon which academics agreed are the fact that the understanding of how consumers decide before purchasing is highly essential for the success of a product or service; and the basic concepts behind theories and models are similar. The classical five stages consumer decision making model can be commonly applied to any purchase decision, including tourism-related service. However, it should also be recognized that tourists are consumers of places and cultures as well as purchasers of tourism products.

2.4.3.3 Typologies of Tourist Behavior

It is important for tourism planning and marketing to understand the psychology of tourists, since it influences tourists' behavior and decision-making. It can be stated that different kinds of people traveling have different traveling

behaviors. Therefore, the understanding of such traveling behaviors helps tourism-related to effectively plan, develop, promote, and sell tourism products and services (Therdchai Choibamroong, 2006).

Before studying tourist behavior, it is necessary to classify tourists into groups and it is essential to understand thoughts and theories on typologies of tourist behavior. The example of well-known scholars with the most widely used academic typologies of tourists are as follow:

Gray (1970) suggested that the key to differentiate tourists is their purpose of the trip. He divided tourists into two types. The first type is called the sunlust, prioritizing rest and relaxation especially the 3Ss: namely, sun, sea, and sand. Another type is called the wanderlust who desires to explore and experience people and culture.

E. Cohen (1972) categorized tourists into four types based on their interconnection with tourism industry and destination, as well as their familiarity and unfamiliarity desired during the stay in destinations. The four categories are 1) the organized mass tourists depending on organized tours or packages; 2) the individual mass tourists traveling alone or with small number of members; 3) the explorer seeking new experiences but sometimes relapsing to familiar and comfortable accommodation; and 4) the drifter avoiding famous tourist attractions and routes.

According to Heitemann (2011, p. 35), Cohen also grouped these four categories into two main types: namely, institutionalized tourists which include Cohen's organized mass tourists and individual mass tourists; and non-institutionalized tourists which include Cohen's explorer and drifter. The institutionalized tourists depend more on plans and packages provided by tourism organizations; while the non-institutionalized tourists tend to customize their plan in accordance to their desires rather than complying with tour packages.

However, Cohen's institutionalized and non-institutionalized types was challenged by Sharpley (1994), stating that these two groups of tourists could not be entirely distincted from each other. According to Sharpley, even the "explorers" utilize the information provided by specialists to choose their routes and/or accommodations. Sharpley (1994) also noted that Cohen's classification (1979) of visitors was not based on any empirical research but was rather a mechanical

categorization which identifies five forms of visitors' experience: recreational, diversional, experiential, experimental, and existential.

According to Heitemann (2011, p. 36), Smith (1989) was another scholar extending Cohen's typology to identify seven types of tourists: Explorer, Elite, Off Beat, Unusual, Incipient Mass, Mass and Charter. However, Smith based his classification purely on numbers and how often these types of tourists can be observed.

Apart from tourist types, Cohen's experience classification is also used as a basis of later scholars' thoughts. For example, Elands and Lengkeek (2000) classified experiences into five modes basing their theory on Cohen's experience domains. The five experience modes are as follow:

- 1) the amusement: the tourists in this group focus on the fun and familiar environment, and usually go on a short trip;
- 2) the change: the tourists in this group seek for new experience to escape from boredom in daily life, and to relax and recovery possibly from illness;
- 3) the interest: these tourists look for interesting stories, various kinds of experiences, and stimulations to imagination;
- 4) the rapture: these tourists aim to discover their themselves amidst unexpected situation, and to test the limit of their physical condition;
- 5) the dedication: this group of tourists have time to indulge one selves in destination to experience the authenticity of the place.

Another scholar whose idea of tourist classification was further considered, is Plog (2001). He categorized tourists based on personality traits using the key factors of travel level and the nature of travel experience. Plog updated his study replacing allocentrics with ventures and psychocentrics with dependables (Plog, 2001). The types of which; however, according to Heitemann (2011, p. 35), are quite extreme leading to the difficulty to clearly distinguish tourists by such categories. This is due to the reason that most tourists are in between Plog's two types, and can be divided into six types: dependable, near-dependable, centric-dependable, centric-venture, near-venture, and venture.

According to Bright (2008), the difference between Plog's typology and other researchers' is that Plog based his classification on the connection between travel orientation and destination, while Cohen and other researchers focused on psychographics. However, all classifications indicate the motivation for travel to specific destinations.

To understand tourists' needs and motivations, several typologies have been developed; most of which are based on tourists' motives and able to be classified into two main groups: 1) interactive tourist typologies focusing on the link between tourists and their destination as well as tourism environment; 2) cognitive-normative typologies focusing on the psychological element attached to tourists themselves (Raj, 2004).

According to Dey and Sarma (2006), the aforementioned typologies are conceptual; and many tourist taxonomies have been created through empirically derived segments. With great effort and several attempts of many scholars and researchers, these typologies are useful for the parties relating to tourism marketing and planning to understand tourists' behaviors, characteristics, and personal traits, and be able to categorize markets to provide products and services that meet tourists' demand.

However, according to Heitemann (2011, p. 36), such typologies base the data on observable behavior with still unclear the motives of particular behaviors. Moreover, the characteristics and personal traits mentioned and considered in these typologies are likely to be assumed, in some case, quite stereotypically.

This is supported by Swarbrooke and Horner (2007) indicating weak points of some academic tourists typologies; for example, the lack of nationality and culture differentiation, the lack of changing category recognition, and the lack of a compromise between a tourist's holiday choice and true desires to travel.

Therefore, it is the most likely to state that tourists' behavior can never be identified by a single typology; and typologies are needed, as many as possible, to indicate tourism products, tourism markets, countries and cultures. This is why when applying current methodologies of typologies absent marketing aspect with marketing typologies, it is difficult and expensive for practitioners to identify potential tourists

with different demands and desires. This leads to the necessity to consider the tourists classification specially designed and generated for more effective marketing.

2.4.3.4 Market Segmentation Theory

The market segmentation approach has been in marketers' attention for some time. Shoemaker's study is one of the earliest market segmentation studies, using travel benefits to segment elderly Pennsylvanians and identifying three submarkets (Shoemaker, 1989). Dibb, Simkin, Pride, and Ferrell (2001) defines market segmentation as a process of dividing a homogeneous market into several groups of people who have needs, desires, and similar demands, with the purpose of enabling the organizations on the supply side to provide products and services that reasonably match with the targeted customers' demands by utilizing the information that is selected, divided, and analyzed.

According to Philip Kotler and Keller (2009, p. 249), the targeted customers' preferences can be characterized in three different ways: same preferences, different preferences, and shared preferences of different groups of customers; and, there are many criteria used to segment consumer market: namely, behavior, demography, geography, and psychographics. The details of which are as follows.

1) Behavioral Segmentation

Behavioral segmentation divides customers based on their behaviors; how they search, purchase, use, evaluate, and respond to a product or service and the factors they take into account before making a decision to spend their time, money, and effort on the selected product and/ or service.

Swarbrooke and Horner (2007) also state that the tourists themselves are an important part of tourism production process, since their attitudes, dispositions, and expectation have stronger impact on the evaluation of the trip than the quality of the trip itself. One tourist's behavior has a direct impact on the experience of other tourists traveling together. This shows that the touristic experience is greatly influenced by external factors, which are beyond the tourists' or the tourism providers' control; and, one of those external factors results from a tourist's behavior.

Behavioral segmentation incorporates different variables, such as user status, availability status, attitude towards the product, benefit sought, loyalty

to the product, and opportunities to purchase Swarbrooke and Horner (2007). There are various possibilities developed from customers' behaviors and even though they are beyond control, they are one of the most realistic types to be applied for market segmentation.

2) Demographic Segmentation

Demographic segmentation divides customers into segments based on demographic values such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, social class and nationality (Armstrong & Kotler, 2005, p. 187). This type of segmentation is often used since it is easy to identify and measure. Some of the aforementioned variables are elaborated as follows.

(1) Age and Life-cycle Segmentation

According to Gunter, Barrie and Furnham, and Adrian (1992, p. 11), the age and life-cycle segmentation are associated with behavioral characteristics and buying patterns; therefore, it is likely that the demands change with age and life experience. However, marketers using the age and life-cycle segmentation must be careful to guard against stereotypes (Armstrong and Kotler, 2005: 188); moreover, due to the great deal of aging variability, chronological age is not a very good criterion to segment customers (Moschis, Lee, & Mathur, 1997). This also reflects in Patterson's study where it was recognized that even though two people were born on the same date month and year, their behaviors can be different due to many factors, for examples, health, psychological well-being, socio-economic circumstances, social and family situation, gender etc. (I. R. Patterson, 2006).

Nevertheless, there is a kind of age that can still be used to segment customers. According to Muller and O'Cass (2001), subjective age is "an aspect of the self-concept that emphasizes how one feels, irrespective of one's chronological age". This subjective age seems appropriate to be used to differentiate the demands of customers in the same biological age. The tourism-related providers are thus required to study and understand the subjective age in order to develop, design, and promote successful products and services, and appropriate communication message (Nella & Christou, 2016). The subjective age is likely to work well and be implemented with other approaches. M. C Sellick (2004) and H. Kim et al. (2015)

took the subjective age a step further by relating to the age with which a person is identified while enjoying travel activities, or activities-age, to differentiate between travel-motive segments of the Australian senior market.

(2) Gender Segmentation

According to Philip Kotler and Keller (2009, p. 257), men and women have different attitudes toward a product, so the gender segmentation is used to differentiate the demands of men and women. Researchers often group customers as men and women, and sometimes divide them into sub-segments or match gender with marital status and other demographic characteristics (Bhasin, 2018).

(3) Income Segmentation

Income segmentation divides the market into different income groups which can indicate each group's purchasing power and partially reflect the education levels, occupation, and social class. This because higher education levels are likely to result in higher-paid job and better social status (Bhasin, 2018). According to Philip Kotler and Keller (2009, p. 258), most tourism providers are likely to target the high-income customers; however, some focus on lower-income to gain loyalty and lessen competitiveness. One issue the tourism providers must be conscious of is the fact that the income does not always states the most suitable customers for a given product, since some customers have different preference and prioritize money differently. Nevertheless, the income segmentation can be implemented provided that other variables are also considered alongside. According to Bone (1991) studying the mature market, the high percentage of which was applied with income, discretionary income, and/ or affluence level to segment the market; while, in the same study, other variables also included health, activity levels, discretionary time, and response to others.

(4) Generation Segmentation

Since each generation is influenced by surrounding factors in which they grow up, for example, the music, the movie, the social incidents, the politics, and other significant characteristics, to achieve the successful marketing and gain the attention from each generation, marketers are advised to use icons or images to which each generation can relate (Kotler & Keller, 2009, p. 259).

(5) Social Class Segmentation

Kotler and Keller (2009, p. 260) stated that social class segmentation divides customers according to their preferences in cars, clothing, home furnishing, leisure activities, and retailers, and some tourism providers design products for specific social class even if the preferences of the social classes change.

There are various variables that can be used for demographic segmentation and they can be coupled and further developed or analyzed with one another. The fact that customers can be grouped, (Larsen, 2010) stated, shows that they are likely to share some values and purchasing patterns.

Demographics are certain physical and social characteristics of Japanese senior tourists, the research's target group. After reviewing literatures on demographic profiles of senior tourists during 2001 – 2015, the variables affecting behaviors and demands of senior tourists are shown in table 2.5.

Table 2.5 Demographic Profiles of Senior Tourists from Several Studies

Authors	Gender	Age	Country/Region	Education	Occupation	Marital Status	Income	Sources of Income	Health Status	Family Structure & Size	Hobbies & Interest	Residence	Working Status	Number of Visits
Bai, Jang, Cai & O'leary (2001)	✓	✓	✓		✓		✓							
Huang & Tsai (2003)	✓	✓		✓	✓	✓		✓	✓			✓		
Guinn & Vincent (2003)		✓			✓		✓							
Kim, Wei & Ruys (2003)	✓	✓				✓	✓							
Littrell, Paige & Song (2004)	✓	✓		✓			✓			✓				
Lee & Tideswell (2005)	✓	✓		✓	✓	✓				✓				
Aswin Sangpikul (2008)	✓	✓		✓	✓	✓	✓						✓	✓
Batra (2009)		✓		✓		✓								
Esichaikul & Songsoonthornwong	✓	✓		✓	✓				✓					

Authors	Gender	Age	Country/Region	Education	Occupation	Marital Status	Income	Sources of Income	Health Status	Family Structure & Size	Hobbies & Interest	Residence	Working Status	Number of Visits
(2009)														
Mehmetoglu, Hines, Grumann & Greibrokk (2010)	✓	✓		✓		✓	✓			✓				
Ranee Esichaikul (2012)	✓	✓		✓	✓	✓	✓		✓		✓			
Prayang (2012)	✓	✓		✓	✓	✓								
Thiensiri et al. (2012)		✓	✓	✓			✓	✓	✓					
Alén, et al. (2014)	✓	✓		✓	✓		✓	✓		✓				
Tirachinda & Karnjanakit (2014)	✓	✓		✓	✓	✓	✓							
Korawan Sangkakorn et. al (2015)	✓	✓		✓	✓		✓	✓	✓					
Total	13	16	2	13	11	9	11	4	5	4	1	1	1	1

According to the table 2.5, the significant variables frequently used in researches on behaviors and demands of senior tourists are gender, age, education background, occupation, marital status, income and health status. The researcher, therefore, utilizes the aforementioned 7 variables to study the target group of this research. Hence, the following hypothesis is proposed.

H1: Japanese senior tourists with different demographics, which includes gender, age, education background, occupation, marital status, income, and health status, have different behaviors and demands towards Chiang Rai's tourism.

3) Geographic Segmentation

Since the purchasing behavior of the customers are influenced by where they live and work B. Gunter and Furnham (1992, p. 5), it seems reasonable to segment customers based on geographical areas such as nations, states, regions, counties, cities or neighborhoods (Pickton & Broderick, 2005, p. 376).

According to B. Gunter and Furnham (1992, p. 7), the current globalization has linked the geographic segmentation to other differences in socio-economic and demographic characteristics, which is referred to as geodemographics. The segmentation of which classifies customers according to where they live and compares with how social class defines the customers by their occupation. This enables tourism providers to predict consumer behaviors more accurately.

4) Psychographic Segmentation

Psychographic segmentation divides customers into segments based on two principal types: personality (attitude and values) and lifestyle (interests and opinions). The psychological segmentation is used with other types of segmentation to gain more necessary information and sufficient view of the customer behavior, enabling the marketers to understand the behavior of present and potential targeted market (B. Gunter & Furnham, 1992, p. 26). According to Mathur, Sherman, and Schiffman (1998), K. F. Backman et al. (1999), and Abukhalifeh and AlBattat (2015), psychographic segmentation has been used to classify the senior tourist market. The use of psychographic segmentation coupled with other types to identify senior tourist market is reflected in Horneman et al. (2002) where profiled Australian senior travelers according to a combination of demographic and psychographic characteristics and proposed the existence of six segments, differing in terms of holiday attractions, travel motivations, and information sources used when planning and choosing a holiday. Based on these studies, this study proposes the following hypothesis.

H2: Japanese senior tourists with different psychographics, which includes activity, interest, and opinions, have different behaviors and demands towards Chiang Rai's tourism.

Apart from the aforementioned four segmentation categories (behavioral, demographic, geographic and psychographic), there are several other types such as Loyalty segmentation (Grover & Srinivasan, 1989), Benefits segmentation (Myers, 1976), Usage segmentation (Young, Ott, & Feigin, 1978), Situation segmentation (Dickson, 1982) and Image segmentation (Leisen, 2001; Sirgy, 1982). These segmentations can be useful for tourism providers especially

those in Senior Tourism since the market is increasingly expanding with strong purchasing power and more information on demographic and social forecast.

In the research “Policy Implication of Tourism Management for Japanese Senior Tourists: A Case Study of Chiang Rai Province, Thailand”, the researcher aims to study Demographic Profile, Geographic Profile, Psychographic Profile, and Travel Behavior of international senior tourists who travel to Chiang Rai, in order for precise and specific segmentation and comprehensive analysis. This is targeted for initiation and proposal of strategy of Chiang Rai’s tourism management for international senior tourists.

2.4.3.5 The Difference between Typologies of Tourists and Market Segmentation

According to Swarbrooke and Horner (2007), despite the similarity between the two, there are two key difference between typologies of tourists and market segmentation. First, typologies of tourists are likely to be more theoretical while the market segmentation is more practical to serve the marketing function classifying consumers with a specifically designed device. Another difference is that typologies are specifically designed to relate with tourism, while segmentation is for general marketing for all fields.

2.4.4 Demands of Senior Tourists

The change in the world’s population structure shows that older person number is increasing more and more. However, there are changes of senior market; such current seniors as baby boomers are different and have different demands from that of such previous generation as pre-war generation. This causes tourism-related stakeholders to study and understand senior tourist behaviors in order to adjust their marketing strategies to satisfy the demands and expectation of the target group. However, the continuous growth of senior tourist number poses both opportunities and challenges for related stakeholders on the supply side. That is, even though the study of senior tourist behaviors prompts the stakeholders to be prepared for the senior tourists, the health condition of the group can be the limitation of the demand of senior tourists themselves. Moreover, even though the senior tourists are considered wealthy and have high willingness to spend on tourism, they are, at the

same time, very conscious of value for money. In addition, the senior tourists are very loyal. If they are impressed by a service provider who can fully satisfy their demands, they are likely to continue using the particular provider (S. A. Cohen et al., 2014). Therefore, stakeholders are to initiate not only strategies or plans that satisfy the senior tourists' demands, but also promote the tourist destinations and encourage the senior tourists to realize the experience and value of money gained, as well as to bear in mind the quality and distribution of service providers.

Tourist demand, whose pattern is determined by population ageing since it is one of the variables to the current social change, is a function of the availability of personal time, financial resources, and destination attractiveness. The tourist demand is, moreover, influenced by social and economic change, domestic and international political considerations, and new technology. According to the World Tourism Organization (1995), there are eight factors influencing tourist demand: economics, technology, demography, infrastructure and facilities, politics and legislation, environment, international trade, and safety and security. These inter-related factors, either combined or in isolation, may impact on tourist demand Glover and Prideaux (2009).

The characteristics of the older generation prevail in the society rather than that of younger generation, and they also have high influence on individual tourist demand. Moreover, the older generation's consumption patterns and preferences has strong influence on the overall tourist demand. Therefore, it can be inferred that ageing population has significant impacts and causes changes in the patterns of demand for the choice of activities and destinations (Glover & Prideaux, 2009). The tourist target of the research "Policy Implication of Tourism Management for Japanese Senior Tourists: A Case Study of Chiang Rai Province, Thailand", is senior tourists, and baby boomers are one of the significant groups of senior tourists; therefore, it is essential to study and understand the tourist demand and behavior of baby boomers.

The baby boomers are defined by the year of birth between 1946–1964 (Warnick, 1993), while the term senior is aged-based without precise definition. Considering the year of birth of baby boomers, they have become senior and it is the mostly likely that they have influence on the world's population structure, driving the

changes of social attitudes towards families' composition and size (Glover & Prideaux, 2009). However, since baby boomers' life experience is different from that of such previous generation as the pre-war generation, resulting in the difference of needs and expectations, tourism-related stakeholders on the supply side need to realize the significance of baby boomers and their demands and tourist behaviors which have strong influence and impacts on the demand for travel products.

Baby boomers' tourist behaviors are different from that of the pre-war generation. This is due to the fact that baby boomers and pre-war generation have different life experience. Although baby boomers have generally experienced peace after World War II, and the development of economy and technology, they have been living their lives floundering at situations and working hard to take care of family members. Therefore, when baby boomers have reached retirement and senior age, they tend to seek for fun and new experience in life that they have never experienced before (Moschis & Ünal, 2008).

Considering the aforementioned information, it can be inferred that baby boomers are dominating the senior tourist market and so setting the tourist demand for products and destinations. The service providers or other tourism-related stakeholders on the supply side, hence, are advised two trends to capture and be prepared for the market. First, they need to consider both current and possible future demands of baby boomers. This means that even though they tend to consume the same products in the future, the providers need to take into account the possible different situations of life, work, and family and alter their products and services. Moreover, the providers must realize that baby boomers' tourist demands are different from that of pre-war generation and so try to cater to such demands. The tourist demand is the most likely to shift from pre-war generation's to baby boomers'. It is essential for stakeholders on the supply side to balance the provision of tourism products and services, and the design and management of tourist destinations (Glover & Prideaux, 2009). In addition, understanding senior consumers and being able to innovate so as to cater for the demands, needs, and expectations of senior tourists is becoming an essential goal for the tourism industry (Balderas-Cejudo et al., 2016).

2.4.5 Factors Affecting Destination Loyalty of Senior Tourists

The study of demand and travel motivation as well as travel decision making process will gain the understanding of senior tourists' behaviors before traveling decision, during the trip, and after the trip. This benefits tourism stakeholders in each tourism destination to manage their tourism to suit and satisfy senior tourists. Moreover, according to many studies, it is found that the tourists satisfied with tourism services and destination attributes can become a source of motivation for their family and friends through their convincing word-of-mouth. At the same time, they are likely to revisit the destination again (A. K. Kim & Brown, 2012; San Martin, Collado, & Rodriguez del Bosque, 2013). This is in line with a statement in marketing aspect; the intention to repurchase and recommend others is considered a behavior relating to profitability and market share increasing (Boulding, Kalra, Staelin, & Zeithaml, 1993; Zeithaml, Bitner, & Gremler, 2009). Also, in the economic aspect, attracting tourists who have visited a destination to revisit is more worthy than attracting new ones (Sandra Maria Correia Loureiro, 2014; Shoemaker & Lewis, 1999).

With aforementioned reasons, the study on factors affecting the destination loyalty of Japanese senior tourists visiting Chiang Rai, is therefore essential for the province's tourism strategy development in order to create and maintain the loyal tourists to revisit the destination. Furthermore, the positive word-of-mouth or recommendation from the repeat tourists can help expand the new tourist base for Chiang Rai in the future.

2.4.5.1 Destination Loyalty

The word "loyal" can be interpreted different ways covering from affective loyalty (what I feel) to behavioral loyalty (what I do) (Morgan, 1999); while the word "loyalty" conveys customer's attitudes and behaviors towards products and services they receive, and the repurchase (Baker & Crompton, 2000; Shoemaker & Lewis, 1999). In marketing literatures, "loyalty" is used to identify customers' strength of affection towards a specific brand (S. J. Backman & Crompton, 1991); while in the context of customer loyalty, "loyalty" means the extent to which a customer intends to become a frequent purchaser in the future. This means, whatever transactions, they would consider products and services from given providers first

(Colgate, Tong, Lee, & Farley, 2007; Woisetschläger, Lentz, & Evanschitzky, 2011). This is in accordance with the definition of customer loyalty by Oliver (Oliver, 1999, p. 34) stating, "...a deeply held commitment to re-buy or re-patronize a preferred product/ service consistently in the future, thereby causing repetitive same-brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior".

Marketers are interested in loyalty since brand loyalty can attract customers to use products and services, leading to the repurchase. Moreover, the customers with brand loyalty is most likely the source of positive word-of-mouth to other potential customers. This is considered a value added to the organization, helping increase the number of customers and profits to business (Chaiyapoj Ruenmol, 2015). This is supported by Reichheld (1993) concluding that customer loyalty can generate more profit when their relationship with service providers lasts longer. Moreover, an empirical evidence shows that the customer loyalty initiates competitive advantages and outstanding potentials for differentiation (Cossío-Silva, Revilla-Camacho, Vega-Vázquez, & Palacios-Florencio, 2015). In conclusion, in the marketing aspect, the repurchase or the willingness to recommend potential buyers, is a good indicator of the customer loyalty; the level of which is one of the indicators gauging the success of marketing strategies (Flavián, Martínez, & Polo, 2001).

Tourism industry is highly price sensitive and must compete with low levels of tourist loyalty (Richard & Zhang, 2012), and tourism destinations have continuously faced more and more competition (J. S. Chen & Gursoy, 2001). Tourist loyalty is considered an important qualification for destination marketers since it connects with the needs to reduce the marketing cost as well as maintaining existing tourists instead of expanding new tourists (Sandra María Correia Loureiro & González, 2008). In the context of the customer loyalty towards destinations, one still visits the same destination even though other competitive destinations offer better qualified tourist attractions (Chi, 2005). Furthermore, loyal tourists tend to extend the period of stay, leading to an increase of purchase at the particular destination. Therefore, the loyalty is essential for destination management (Oppermann, 2000); and in tourism literatures, the tourist loyalty is continuously mentioned as a desirable factor and key success factor of a destination due to economic benefits related to

revisiting the destination and positive word-of-mouth (Chi & Qu, 2008). This context is in line with the marketing concept; thus, the study of consumer loyalty can be applied with tourism since tourism is considered a product or service marketed for tourists in the destination marketing with increasing marketing competition (Dimanche & Havitz, 1995). Yoon and Uysal (2005) indicate that destination loyalty is an important indicator used to develop the destinations' competitive advantages and efficient marketing strategies.

From the aforementioned study and the conclusion stating that the tourism destination loyalty is the possibility of tourists revisiting their desiring destination and recommending such destination to others (Seabra, Silva, Abrantes, Vicente, & Herstein, 2016), so in this study, the researcher is to identify factors affecting destination loyalty of Japanese senior tourists who intend to revisit and recommend Chiang Rai to others.

1) Destination Loyalty and Revisit Intention

Destination loyalty can be gauged from tourists' intention to revisit the same destination and intention to recommend the destination to others (Toyama & Yamada, 2012). Simplifying its meaning, intention means a person with the willingness to make effort and show determination to plan to the extent of showing particular behaviors (Fishbein & Ajzen, 1975). In tourism context, intention means tourists' willingness towards tourism objects presented by tourism destination management as a tourism destination (Yacob, Johannes, & Qomariyah, 2019). Bagozzi (1992) states that as soon as intention happens, it will become a part of self-fulfilling mechanism and drive that person into the status of "must" or "will" do something. Oliver and Swan (1989) call a consumer's plan for future behaviors or attitude towards particular behaviors "Behavioral Intention". This is in accordance with the statement of Fishbein and Ajzen (1975) indicating that behavioral intention means a person's subjective to show some behaviors; with positive attitude towards such behaviors, it will initiate intention to display the behaviors (Ajzen, 1991). If such behaviors relate to tourism, it is perceived as visit intention which represents tourists' plan for future tourism behaviors (Oliver & Swan, 1989). A study reports that senior tourists perceiving themselves as younger persons, tend to have more positive

attitude, travel more often, and have more intention to travel in the future (Shim et al., 2005).

It is essential for tourism sector to assure that tourists are to revisit the particular destination in the future; however, the revisiting depends on experiences gained in the first visit and on the destination itself (Osman & Sentosa, 2013). The revisit is highly critical to each destination's tourism industry; in many destinations, the number of revisiting tourists is more than 50% of the total tourist number (Kozak, 2001b). This does not only generate revenue for destinations, but also reduce marketing cost since the cost to retain the revisiting tourists is lower than that of the cost to attract new tourists. Destination marketers, therefore, would like to understand the intention to revisit particular destinations (Um et al., 2006). Tourists' revisit intentions have gained more interest from many researchers to forecast and explain the intentions of tourists who involve in many kinds of tourism. The results of which show that tourists' revisit intention is valuable for forecasting future revisit behavior, and so should be taken into account by tourism business owner in order to be successful in targeting market (Kiage, 2018).

Revisit intention correlates with decision-making process, and so it is likely to be wise to examine and understand important factors influencing decision to revisit particular tourist destinations (Som, Marzuki, & Yousefi, 2012). Moreover, the revisit is an indicator of tourist destination loyalty, highly impacted by destination attributes (Bigne et al., 2001). Understanding factors influencing tourists' revisit intention, thus, significantly guide destination tourism manager or relating authorities to gain more basic knowledge on how to develop marketing strategies and tourism management, and to motivate and attract tourists to travel to particular destinations (C.-F. Chen & Tsai, 2007).

2) Destination Loyalty and Recommendation Intention

Recommendation or positive word-of-mouth results from tourists' positive assessment result of the tourism overview gained, compared with the set target, and reflects tourists' high level of attitude of loyalty (Papadimitriou, Kaplanidou, & Apostolopoulou, 2018). Phillips, Wolfe, Hodur, and Leistritz (2013) state that past tourists' positive word-of-mouth are likely the most efficient marketing tool to convince new tourists to travel to particular destinations, especially remote or

not-yet-renown ones. The positive word-of-mouth does not only create positive image for destination, but also increase more perception of destination for those who are not familiar with such destinations. Yoon and Uysal (2005) made an observation that word-of-mouth recommendations are important to tourism market. This is because no matter how much a tourist is impressed by a destination, if he or she receives negative word-of-mouth from his or her acquaintances, he or she can change destination to visit without hesitation. On the contrary, no matter how much a tourist has a bad impression towards destination before traveling, but if he or she is persuaded or suggested about the destination with positive word-of-mouth recommendations, he or she tends to change his or her mind and travel to recommended destinations. Therefore, it can be concluded that positive word-of-mouth is a main factor influencing tourists to choose a particular destination, and has a positive relations with revisiting interest (C.-H. S. Liu & Lee, 2016).

2.4.5.2 Destination Loyalty and Tourist Satisfaction

Chi and Qu (2008) concluded that the important thing of tourism sector is tourists' satisfaction since it has impacts towards tourist loyalty which includes tourists' revisit intention and recommendation intention or word-of-mouth. The researcher, therefore, is to review literatures to study if tourist satisfaction is the factor influencing senior tourists' revisit and recommendation intentions. This is aimed to identify study methods of Japanese senior tourists visiting Chiang Rai, the target group of the research.

1) Revisit Intention and Tourist Satisfaction

Tourist satisfaction significantly correlates with behavioral intentions (Canny, 2013; Y. Liu, Huang, Luo, & Zhao, 2012), and is an essential forerunner of post-purchase behavioral intentions. Tourist satisfaction causes the increase in tourists' positive feelings towards service, brand, or product, leading to tourists' effort to revisit a particular destination in the future (Oliver, 1980). This is in line with the statement of Alexandris, Kouthouris, and Meligdis (2006) indicating that satisfaction plays an important role to urge tourists to revisit a particular destination; it can be inferred that tourist revisit intention stems from satisfaction (Um et al., 2006). Moreover, the balance between tourists' expectation and fulfillment causes high level of tourists' satisfaction, leading to tourists' loyalty which will finally increase the

profitability of destinations. Many academics agree that tourist satisfaction is the most significant indicator of tourist loyalty towards destinations (Canny, 2013; C.-C. Chen, Huang, & Petrick, 2016; Chiu, Zeng, & Cheng, 2016); while loyalty is one of the most important factors urging people to revisit particular destinations (Yoon & Uysal, 2005).

Most studies on senior tourists are about tourism motivations and behaviors; however, the study on tourist satisfaction and intention to revisit is quite limited. After reviewing literatures, it is found that the research of Vigolo, Simeoni, Cassia, and Ugolini (2018) on the effects of travel motivation on satisfaction of senior tourists in Sirmione, Italy, reveals that the intention to revisit and satisfaction towards destination significantly correlate.

2) Recommendations Intention and Tourist Satisfaction

Wong and Kwong (2004) stated that the repeated visitors cause word-of-mouth and recommendation to be more influential on visitors. There is a high chance for satisfied tourists to revisit but they are without doubt to definitely spread positive word-of-mouth. For the unsatisfied tourists, they do not only refuse to revisit the destination, but also spread negative word-of-mouth, convincing others not to visit particular destination. Therefore, it can be inferred that there is a positive relation between satisfaction and positive word-of-mouth. However, the study of Hui, Wan, and Ho (2007) finds that it is unusual that a number of tourists satisfied with tourism experience, would not revisit the destination they have been before; yet, it is possible that they recommend such destination to other tourists. Moreover, it is found that the repeated visitors usually providing word-of-mouth recommendation, are considered perilous to tourism marketing since the potential tourists would search and perceive if such recommendations are credible.

For seniors, according to Ian Patterson (2007), they prioritize personal source of information to others. This leads to the notion that word-of-mouth communicated through satisfied tourists is likely to be the key element in influencing the senior tourists' decision about their preferred trip.

From aforementioned studies, the researcher has found that the tourist satisfaction is a factor affecting tourists' destination loyalty both recommendation intention and/ or revisit intention as shown in table 2.6

Table 2.6 Tourist Satisfaction Factors Affecting Revisit and Recommendation Intentions

Authors	Factor affecting Revisit Intention	Factor affecting Recommendation Intention
Appiah-Adu, Fyall and Singh (2000)	Satisfaction Good quality of service	n/a
Baker & Crompton (2000)	Satisfaction Good quality of service	n/a
Bigne et. al. (2000)	Satisfaction Good quality of service	n/a
Kozak (2001)	Satisfaction	Satisfaction
Wong & Kong (2004)	Satisfaction	Satisfaction
Yoon & Uysal (2005)	Satisfaction	Satisfaction
Alexandris et al. (2006)	Satisfaction	n/a
Chi & Qu (2008)	Satisfaction	Satisfaction
Canny (2013)	Satisfaction	n/a
Chen, Huang & Petrick (2016)	Satisfaction	n/a
Chiu, Zeng & Cheng (2016)	Satisfaction	n/a
Vigolo, Simeoni, Cassia & Ugolini (2018)	Satisfaction	n/a

From the coherent research results, the researcher is to study if satisfaction is one of the factors impacting the destination loyalty of Japanese senior tourists – the target population of this research. The researcher is also to identify factors affecting Japanese senior tourists' satisfaction to gain useful in-depth information for setting policies on tourism service to ensure satisfaction for Japanese senior tourists, leading to eventually creating destination loyalty.

3) The Relationship between Tourist Satisfaction and Destination Attributes

C.-F. Lee (2016) studied factors influencing senior tourists' destination satisfaction and traveling frequency, and found that there are four attribute-level satisfaction factors. The factors of which include diversity of natural and cultural resources, barrier-free access to tourism and recreation attractions, provision of senior-related facilities and services, and quality of senior-only tour operations. The quality of senior-only tour operations and barrier-free access to tourism and recreation attractions are positively significant to create overall satisfaction; while the diversity of natural and cultural resources is an essential forecast of traveling frequency. From the results of the aforementioned study, it is shown that factors affecting senior tourists' satisfaction are destination attributes and good quality services. This is because satisfaction results from the evaluation of tourists' perceived quality. Many academics' research results show that good quality services and satisfaction increase the possibility to revisit (Appiah-Adu, Fyall, & Singh, 2000; Bigne et al., 2001).

However, to truly understand tourists' satisfaction, the evaluation does not only include overall satisfaction level, but also the satisfaction towards specific attributes. The evaluation of tourists' satisfaction towards each destination attribute is significant since tourists' satisfaction or un-satisfaction towards one of the attributes, affects the overall satisfaction of destination. Therefore, the role of each attribute creating overall satisfaction should be identified as well (Kozak & Rimmington, 2000; Pizam, Neumann, & Reichel, 1978).

(1) Destination and Tourism Destination

According to Leiper (1995), "destinations are places towards which people travel and where they choose to stay for a while in order to experience certain features or characteristics - a perceived attraction of some sort." However, as Buhalis (2000) stated in his study that a destination "can also be a perceptual concept, which can be interpreted subjectively by consumers, depending on their travel itinerary, cultural background, purpose of visit, educational level and past experience."

The definition of destination is also reflected in tourism destination. According to UNWTO (2002), a tourism destination is a place regardless of administrative and/ or boundaries where a visitor can spend an overnight, and

experience products services and activities provided by stakeholders in the area. A destination can also be intangible with its image and identity which may influence its market competitiveness.

(2) Tourism Destination Components

Many scholars have expressed their thoughts and ideas on tourism destinations in their writings. According to Collier and Harraway (1997, p. 85), the potential tourism destination usually consists of three major components called 3As: attractions, amenities, and accessibility. Later in 1998, Cooper and Boniface (1998, pp. 338-360) added that the tourism destination addressing tourists' demands, consists of attractions, amenities, accessibility, and ancillary services. The thoughts are agreed upon by Therdchai Choibamroong (2009, pp. 14-16) stating that tourism destination and tourism product must consist of five major components or 5As: attractions, accessibility, amenities, accommodation, and activities. This is also agreed by Dickman (1996, p. 208) who expressed his idea in his work. Buhalis (2000) states in his research that successful destinations must consist of six components as follows:

1. Attractions include natural, man-made, and cultural tourism destinations.
2. Accessibility means the transportation system that brings tourists to destinations, including routes, terminals, and public transportations.
3. Amenities cover facilities and services for tourists such as accommodation, food, and recreation activities.
4. Available packages include packages provided by tour agents. Usually, one tourism package consists of several services such as accommodation, food, transportation, and activities. The cost of which is less than separate service. This shows the money worth and attracts tourists to visit such tourism destinations with identities.
5. Activities cover all activities happening while tourists are in the destinations.
6. Ancillary services cover the service of banking, hospitals, post, and telecommunications.

Buhalis' framework is also reflected in the important characteristics of tourism destination suggested by C.-F. Lee and King (2019), categorizing available packages as emotional thoughts and activities as physical well-being aspect of the destination experience.

The tourism destination components were also studied by Pelasol, Tayoba, Mondero, and Jugado (2012) suggesting that in order to develop tourism destinations, six components should be considered: accessibility, attractions, amenities, ancillary services, accommodation, and activities. Even though both Pelasol and Buhalis state about six components, there is one difference between the two academics. While Pelasol presents an accommodation as one of the six components, Buhalis states about available packages instead.

Morrison (2013) is another academic who researches the significant components of a successful tourism destination. Morrison suggests the 10As as follows:

1. Awareness means tourists' knowledge of the destination which is influenced by the amount and form of information received;
2. Attractiveness stems from the number and geographic scope of appeal of the destination's attraction;
3. Availability is reflected by the accessibility of the destination's booking and reservations, as well as their available channels;
4. Access includes the convenience of the transportation to, from, and around the destination;
5. Appearance is gauged by tourists' impression towards the destination both at the arrival and through all the stay in the destination;
6. Activities cover all available activities for tourists in the destination;
7. Assurance deals with safety and security of the destination for tourists;
8. Appreciation includes the tourists' satisfaction towards levels of welcome and hospitality;
9. Action means the availability of long-term tour plans and tourism marketing plans necessary for the destinations;

10. Accountability is the attribute stemming from the evaluation of performance by the Destination Management/ Marketing Organization (DMO).

According to Morrison (2013), the aforementioned 10 components are useful for destinations especially with in-detail study and implementation. Moreover, there are additional criteria or component to the 10As, such as economic contributions of tourism to destination, as well as sustainable tourism of each destination.

The tourism destination components, as mentioned earlier, can be summarized as follows:

Table 2.7 Summary of Tourism Destination Components

Author	Year	Tourism Destination Components
Dickman	1996	<ol style="list-style-type: none"> 1. Attractions 2. Accessibility 3. Amenities 4. Accommodation 5. Activities
Collier & Harraway	1997	<ol style="list-style-type: none"> 1. Attractions 2. Accessibility 3. Amenities
Cooper & Boniface	1998	<ol style="list-style-type: none"> 1. Attractions 2. Accessibility 3. Amenities 4. Ancillary Service
Buhalis	2000	<ol style="list-style-type: none"> 1. Attractions 2. Accessibility 3. Amenities 4. Available Packages 5. Activities

Author	Year	Tourism Destination Components
J. Pelasol	2012	6. Ancillary Services 1. Attractions 2. Accessibility 3. Amenities 4. Accommodation 5. Activities 6. Ancillary Services
Morrison	2013	1. Awareness 2. Attractiveness 3. Availability 4. Access 5. Appearance 6. Activities 7. Assurance 8. Appreciation 9. Action 10. Accountability

In conclusion, the destination is considered a part of products, services, and experiences provided by the locals. The impact of the destination can be assessed in the regional level, and the supply and demand of which can be efficiently managed for maximum benefit of all stakeholders (Buhalis, 2000).

In order for a destination to be competitive in the tourism market, one must possess the quality which helps attract tourists to decide travel towards the destination. The World Tourism Organization UNWTO-CTC (2016) has defined the quality of a tourism destination as the consumer's satisfaction caused by one's requirement and expectations are met at an acceptable price on a mutually accepted contractual conditions. Moreover, the tourism destination quality implies that the underlying factors such as safety and security, hygiene, accessibility, communication infrastructure, and public amenities and services are at the mutually

accepted standard. The locals might as well show the awareness of ethics, transparency, and respect towards the human, natural, and cultural environment, in order to be considered as quality tourism destination.

(3) Destination Attributes Satisfied by Senior Tourists

After reviewing the literatures on senior tourists and tourism destination attributes in different aspects, for example, travel motivations as attributes of pull factors attracting tourists to revisit particular destinations, and attributes of preferences and requirements creating satisfaction for senior tourists, the results are as follows:

1. Attractions

Attractions are the key tourism composition attracting tourists (Swarbrooke, 1995). Apart from social and demographic of the destinations, it is demonstrated in the study of Ranee Esichaikul (2012) that natural attractions are one of the most important factors for senior tourists. The sea-sun-sand vacation and the beauty of mountains and forests are still enjoyable and able to attract a large number of senior tourists.

2. Accommodation

Although senior tourists have some needs in common, the rest of them are actually different and the senior tourists are very heterogeneous according to Alén et al. (2012). This heterogeneity is caused by family circumstances, income, and occupation. This reflects in the senior tourists' wide range of accommodation selection, as Wijaya (2008) mentioned in the research that the type of accommodation is most likely linked with factors such as reasons for travel, income, and company. Another important factor influencing senior tourists' choice of accommodation selection is safety and security, especially the availability and proximity of medical assistance provided by the accommodation providers. The accommodation equipped with medical assistance is likely to be heavily considered by senior tourists.

In additions, the accommodations' design and layout significantly affect senior tourists' selection and satisfaction towards the properties. It is stated in Tourism Queensland (2003) that ensuite bathrooms are desired by a majority of seniors. They also tend to avoid accommodations with stairs or a long

walk from the car park to check-in area or their room. Also, the accommodations' attributes, as Ananth, DeMicco, Moreo, and Howey (1992) reported, are one of the factors senior tourists consider when choosing a place to stay. Some of the attributes preferred by senior tourists are grab bars, night lights, extra blankets, and medical facilities. And since the senior tourists weigh many travel features (J. Kim et al., 2003) and comments concerning a hotel and its reputation (Ananth et al., 1992) before making any decision, the marketers can create promotions, packages, and advertisement, and place them where appropriate to draw attention from senior tourists.

3. Accessibility

In term of accessibility, senior tourists expect the readiness of local transportation, tourism infrastructure, and senior-friendly airport facilities and services (Utama & Susanto, 2016b). According to I. R. Patterson (2006), the means of transport is closely related to other factors related to tourism behaviors, and same as the selection of accommodation and destination, such many factors as reasons for travel, type of trip, and travel distance and destination determine what type of transport a senior tourist would choose. For example, according to Javalgi et al. (1992), senior tourists tend to travel by bus or airplane and choose a cruise or touring vacation, rather than a close-to-home pleasure trip, a city trip, an outdoor vacation, a resort vacation, and a trip to theme park when visiting friends and relatives. However, the long bus ride without enough footrests can be uncomfortable for senior tourists (Batra, 2009). Another factor influencing the type of transportation selected, Wijaya (2008) stated, is the level of income. The higher the level of income is, the more choices a senior tourist has.

4. Activities

According to the study of Billy Bai, Jang, Cai, and O'leary (2001), the Japanese, the Germans, and the British when traveling to the U.S. rank shopping, dining in restaurants, and sightseeing in cities at the top of activities list. Although different interests causes the differences of various activities during the trips, there are some shared desires among senior tourists. For example, it is stated in the study of Billy Bai et al. (2001) that the Japanese are fond of shopping; therefore, it is likely a good idea to provide enough time for Japanese to do the shopping in variety

of shopping places. And even though senior tourists have different interests and desires of places to shop, the shared characteristics of shopping places seniors expect are cleanliness and knowledgeable salespersons. This shared characteristic is also stated in Tribe's study, "a predominantly older population will perhaps seek less physically demanding holidays, and perhaps more culturally focused ones" (Tribe, 2010, p. 75).

5. Amenities

Senior tourists expect accommodations to some extent; for example, places to rest and relax, new attractions, places to acquire knowledge and experiences, escaping places, get-together venue, and senior-friendly accommodations (Utama & Susanto, 2016a).

6. Safety and Security

Safety and traveling security are ones of the most important factors; safety of life and assets of tourists have become important factors for tourists' decision (Department of Tourism, Ministry, Thailand, 2015). Perceived safety is the key factor senior tourists use for deciding to travel (Lindqvist & Björk, 2000). Moreover, safety of the destination is the most important factor for senior tourists (Cathy HC Hsu, 2001; Lindqvist & Björk, 2000; Ranee Esichaikul, 2012). Since many cities in European continent can maintain high-level of safety and security standard, European senior tourists expect the same level of safety and security standard during their traveling; and, the importance of safety and security tends to increase when tourists get older (Ranee Esichaikul, 2012).

Moreover, in the study of Ruys and Wei (1998), five major dimensions were identified as important to mature travelers: safety, convenience, security, service, and comfort and recreation. This shows that the first dimension identified as important for mature travelers is security; the notion of which is in accordance with the conclusion in the research of Major and McLeay (2013), emphasizing the importance of security due to age and health issues.

7. Sanitation

Vieregge, Phetkaew, Beldona, Lumsden, and DeMicco (2007) studied preferences and attributes of hotels for international tourists aged 55 years old and older visiting and staying on Koh Samui in Thailand. The targeted

tourists are requested to evaluate 64 attributes directly relating to the hotel they are staying. The study shows that cleanliness is an attribute senior tourists prioritize for choosing their accommodation.

8. Services

Senior tourists are likely to rely on travel agents, willingly engaging in preplanned packaged tours which constraints negotiation and risk-free leisure activity guarantee, match the senior tourists' tendency Javalgi et al. (1992). Similar to the seniors' aforementioned tendencies, the benefits of packaged tours stated in Kazeminia et al. (2015) are constraint alleviation, uncertainty reduction, and simplification of decisions. I. R. Patterson (2006) also stated that convenience, security, and travel companions are reasons why tour packages have become one of the options preferred by the seniors, especially for those who are single, widowed, or divorced.

Nevertheless, some studies show that age is not the only variable to explain the behavior of choosing tour packages; other variables such as sex, income, employment status, and type of companion, also contribute to such behavior. This is reflected in Javalgi et al. (1992) research showing on one hand, the retired senior citizens who depend on a retirement income, compared with those still active in labor market, prefer tour packages due to their cheaper price; on the other hand, senior citizens also travel independently, especially younger ones who prefer to organize their trips themselves. This, for service providers, means whether senior tourists prefer packaged or self-organized tour, the promotion and advertising program might need to be more sophisticated and more consumer-oriented for today's and future seniors. The study of Seyhmus Baloglu and Shoemaker (2001) shows three important aspects considered by the seniors when taking motorcoach tour: namely, price, numbers of activities and destinations, and new friendships. This requires tour operators to have well-trained tour guides with good communication skills to provide knowledge and service, build a friendly atmosphere, and delegate a downtime for senior tourists to make new friends.

Besides aforementioned attributes, it is found that senior tourists demand quality public services. Ranees Esichaikul (2012) indicated that the major issues of services for European senior tourists visiting Thailand are

communication (language), lack of facilities for the disable in public area, lack of direction signs in foreign language, high-cost local transportation, short-term visa, and safety standard for transportation.

Other tourism destination attributes usually found in the study as key factors affecting senior tourists' satisfaction, are shown in table 2.8.



Table 2.8 Tourism Destination Attributes Affecting Senior Tourists' Satisfaction and Frequently Appearing in Researches

Authors	Attractions	Accessibility	Amenities	Accommodation	Activities	Ancillary Services	Cleanliness	Safety	Security	Medical Service	Quality & Service	Public Service	Recreation	Convenience
Abbey (1989)							✓	✓			✓			
Ananth, DeMicco, Moreo & Howey (1992)														
The International Hotel Association (1993)					✓			✓		✓				
Shortt & Hein (1994)														
Ruys & Wei (1998)									✓		✓		✓	✓
Bai, Jang, Cai & O'leary (2001)														
Eby & Molnar (2002)														
Hsu (2001)														
Lindqvist & Bjork (2001)														
Pennington-Gray & Lane (2001)	✓						✓	✓						

Authors	Attractions	Accessibility	Amenities	Accommodation	Activities	Ancillary Services	Cleanliness	Safety	Security	Medical Service	Quality & Service	Public Service	Recreation	Convenience
Littrell, Paige & Song (2004)					✓									
Patterson (2006)		✓												
Viergge et al. (2007)							✓							
Wijaya (2008)		✓												
Ranee Esichaikul (2012)	✓	✓	✓	✓							✓	✓		
C.F.Lee & King, B. (2016)		✓	✓	✓		✓								
Utama & Susanto (2016)	✓	✓	✓			✓								
Total	4	6	5	5	3	2	3	6	3	1	3	1	1	1

According to studies of many researchers in the past three decades shown in Table 2.8, it can be inferred that the destination attributes which are considered as key factors affecting senior tourists' satisfaction include attractions, accommodation, accessibility, amenities, activities, safety, security, sanitation (cleanliness) and services (private and public services). However, the results from the aforementioned various studies derive from different contexts; for example, different period of time, senior tourists' demographics, tourism destinations etc. Hence, it can be concluded that with different contexts, the same factor is likely to have different effect on senior tourists' satisfaction.

Thus, to study Chiang Rai's tourism destination attributes which international senior tourists perceive satisfaction and which are likely to affect their destination loyalty intention including revisit and recommendation intentions, the researcher is to consider five main attributes significant for and frequently used in literatures on senior tourists: namely, attractions, accommodation, accessibility, amenities, activities; or the so-call 5As (Dickman, 1996). The literature of which is one of the theoretical frameworks frequently referred to elaborate the destination composition of tourism products and services that provide tourists integrating experiences during their stay at a particular destination. Safety and security (Abbey, 1989; The International Hotel Association, 1993; Shortt & Hein, 1994; Ruys & Wei, 1998; Eby & Molnar, 2002; Hsu, 2001; Lindqvist & Bjork, 2001; Pennington-Gray & Lane, 2001), sanitation (Abbey, 1989; Pennington-Gray & Lane, 2002; Vieregge et al., 2007), and services (Abbey, 1989; The International Hotel Association, 1993; Ruys & Wei, 1998; Ranees Esichaikul, 2012) are also included in the study. Supported by these previous studies, the researcher proposes the following hypothesis.

H3: Destination attributes affect the destination loyalty.

2.4.5.3 Destination Loyalty and Senior Tourists' Motives

1) Tourists' Motives

The tourists' motives influencing tourists to revisit the destination, are developed from tourists' internal need and desire, and are considered push or endogenous factors encouraging tourists to travel and fulfill such needs and wants. Push factors are likely to include the desire to escape house routine and seek for relaxation, nostalgia, rest, prestige, knowledge, experience, and social interaction.

After the trip, if tourists perceive a destination to fulfill their needs, they will be motivated to create the future behavioral intention (Thiumsak & Ruangkanjanases, 2016). The behavioral intentions, especially in tourism literature, are elaborated the same meaning as loyalty, revisiting, and advising (Köse & Akyol, 2019).

To understand tourists' motivation and reasons to visit a particular destination instead of others, many researchers refer to a push-pull framework developed by Dann (1977) to study travel motivations influencing tourists to develop revisit and/ or recommendation intentions. Arisara Seyanont (2017) studied travel motivation and intention to revisit of European senior tourists to Thailand, and found that three push factors including novelty/ knowledge seeking, ego-enhancement, socialization; and three pull factors covering cultural and historical attractions, leisure activities, and affordable and relaxation activities. These factors significantly impact European senior tourists' intention to revisit. Furthermore, S. S. Jang and Wu (2006) studying Taiwanese seniors' travel motivation and the influential factors, have found that novelty/ knowledge seeking is the most important push factor, while cleanliness and safety have become the most important pull factor.

The result of many researchers' study on push factors are similar and in accordance with one another; knowledge seeking is one of the important push factor urging seniors to travel both domestically and internationally (Arisara Seyanont, 2017; Aswin Sangpikul, 2008; Horneman et al., 2002; S. S. Jang & Wu, 2006). On the other hand, historical sight is one of the most important pull factors for senior tourists (Arisara Seyanont, 2017; Aswin Sangpikul, 2008; S. S. Jang & Wu, 2006). Moreover, Prayag (2012) indicated that senior tourists are likely to revisit if they are motivated by escape and relaxation.

From the aforementioned studies, the researchers study on senior tourists in European countries (Arisara Seyanont, 2017; Prayag, 2012) and Asian countries such as Japan, Taiwan (S. S. Jang & Wu, 2006), and Australia (Horneman et al., 2002). Different countries show different socio-demographic characteristics, leading to the notion of motivational variations influencing senior tourists' revisit and recommendation intentions. Nevertheless, the aforementioned studies' results show that there are push and pull factors attributing as significant predictors of revisit intention as shown in table 2.9.

Table 2.9 Senior Tourists' Significant Predictor of Revisit Intention

Authors	Significant Predictor of Revisit Intention	
	Push Factors	Pull Factors
Horneman et al. (2002)	Novelty/Knowledge Seeking	n/a
Jang & Wu (2006)	Novelty/Knowledge Seeking	Cleanliness Safety Historical Sight
Aswin Sangpikul (2008)	Novelty/Knowledge Seeking	Historical Sight
Prayag (2012)	Escape and Relaxation	Cultural attractions Accommodation
Arisara Seyanont (2017)	Novelty/Knowledge Seeking Ego-Enhancement Socialization	Cultural & Historical Attractions Leisure Activities & Affordable Relaxation Activities

Considering factors in table 2.9, it can be observed that in the past two decades even though the researchers studied in different years and years apart, the results show that push and pull factors considered as senior tourists' significant predictors of revisit intention, are always similar, while recommendation intention is predicted by the pull factor of cultural attractions and accommodation (Prayag, 2012). Moreover, health and well-being represent primary travel motivations for senior tourists (Horneman et al., 2002; Kim et al., 2003, Lee & Tideswell, 2005). Furthermore, it was found that Japanese senior tourists have unique and different demands from that of other tourist groups. One of the main reasons for Japanese senior tourists to travel to Thailand was the friendliness and hospitality of local people (Takizawa 2009). In addition, Japanese tourists wanted to exchange knowledge of culture and lifestyles of local people in Thailand (Prathurng Hongsrnagon, 2006). Meanwhile, VISA, and grants other privileges attracted Japanese senior tourists to travel to Malaysia (Sutpratana Duangkaew, 2019). Therefore, the researcher identifies

push factors consisting of novelty/ knowledge seeking (Horneman et al., 2002; Jang & Wu, 2006; Aswin Sangpikul, 2008; Arisara Seyanont, 2017), escaping (Prayag, 2012), rest & relaxation (Boksberger & Laesser, 2009; Esichaikul, 2012; Sangpikul, 2008), relieve stress and anxiety (Horneman et al., 2002; Jang & Wu, 2006) , socialization (Arisara Seyanont, 2017), exchange knowledge of culture and lifestyles (Prathurng Hongsranganon, 2006; You & O’Leary, 2000), Fulfilling and awarding lives (Hsu et al., 2007), and restoring and enhancing well-being (Horneman et al., 2002; Kim et al., 2003, Lee & Tideswell, 2005), and pull factors including safety (Jang & Wu, 2006), VISA approval (Sutpratana Duangkaew, 2019), tourism and recreational activities (Arisara Seyanont, 2017; Stone & Nichol, 1999), senior friendly facilities and amenities/comfort & pampering (Boksberger & Laesser, 2009), and friendliness of local people (Takizawa 2009) as sub-variables of tourists’ motives, and studies if they have any impacts on destination loyalty (revisit and recommendation intentions) of Japanese senior tourists, visiting Chiang Rai.

The hypothesis can be developed as follows.

H4: Japanese senior tourists’ motives affect the destination loyalty.

Knowing push and pull motivations will help tourism service providers to be ready to address senior tourists’ expectation or even beyond expectation (Arisara Seyanont, 2017). This is because both push and pull factors help them to understand why and to where people travel. Moreover, push factors indicate other influences on people to take a vacation, while pull factors indicate attractions people choose a particular destination (Klenosky, 2002). In addition, some academics found that senior tourists are likely to travel with nostalgic reasons; that is, visiting a particular destination that stimulating positive memories in the past (M. C Sellick, 2004; Tung & Ritchie, 2011). This shows that besides tourists’ motivation including push and pull factors, there are other factors affecting senior tourists’ revisit.

2.4.5.4 Destination Loyalty and Quality of Life

1) Quality of life and tourism

Personal quality of life and tourism have become a popular research topic in the past several years. Most researchers conclude in the same direction that tourism, especially vacation experience, has a positive effect on quality

of life (Cecil, Fu, Wang, & Avgoustis, 2010; Dolnicar, Yanamandram, & Cliff, 2012; Gilbert & Abdullah, 2004). Moreover, Dann (2002) stated that the research on senior tourism and quality of life in various aspects is necessary; this is because when the life expectancy in developed countries is continuously increasing, the management of senior lives has become significant, and it is easy to understand the seniors' quality of life from the traveling perspective.

Traveling experience can help enhance seniors' physical and mental fitness which leads to more satisfaction in life (Gilbert & Abdullah, 2004; Sirgy, Kruger, Lee, & Yu, 2011; Sirgy & Lee, 2006). Happy traveling experience and leisure activities essentially affect seniors' overall quality of life (Javalgi et al., 1992; S. H. Lee & Tideswell, 2005; McGuire, Dottavio, & O'Leary, 1986), and the quality of life has impacts on behaviors in the future (Mannell & Kleiber, 1997). Seniors, who live happily, are likely to have more traveling intention (S. Jang, Bai, Hu, & Wu, 2009). This is in line with Mannell (1993) stating that seniors with higher level of satisfaction in life tend to have more willingness to choose and continuously participate in leisure activities than those with lower satisfaction in life.

With the aforementioned reasons, the researcher is interested to study if quality of life of Japanese senior tourists visiting Chiang Rai is the factor affecting destination loyalty (revisit and recommendation intentions), by reviewing literatures on the definition and measurement of senior tourists' quality of life, to identify and study sub-variables of quality of life as indicated in objective no. 2. The details of which are as follows:

(1) Quality of Life: Definition and Measurement

1. Definition

Different fields including psychology, sociology, and gerontology consider quality of life in different aspects such as happiness, psychological well-being, subjective well-being, life satisfaction, quality of life (Gilbert & Abdullah, 2004). Usually, quality of life means an individual's feeling about well-being, life satisfaction or un-satisfaction, and happiness or sadness (Dalkey & Roureke, 1973). World Health Organization (WHO) defines Quality of Life as an individual's perception of their position in life, in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and

concerns. (WHO, n.d). Therefore, it can be concluded that quality of life means an individual's feeling and perspectives towards well-being in different aspects, both physical and mental, measuring and comparing the actual status and conditions with the desire and goal set or with social standard. The result of comparison may cause an individual to feel satisfied or un-satisfied about his or her quality of life.

2. Measurement

Quality of life is measured for different purposes but mostly for economic and political reasons. The quality of life can give the information to the observers on the country or government's performance, compared with other countries or previous government. The indicators of quality of life can also support some decision making whose results can affect people's quality of life, or evaluate strategic decision making in community levels (Delibasic, Karlsson, Lorusso, Rodriguez, & Yliruusi, 2008). For the quality of life measurement, there are many theories but the most popular one is bottom-up spillover theory (Diener, 1984; Diener, Suh, Lucas, & Smith, 1999; Sirgy, 2002; Sirgy & Lee, 2006). The basic concept is the overall quality of life is affected by satisfaction with all life domains and sub-domains, and the overall life satisfaction is at the top of satisfaction hierarchy (H. Kim et al., 2015). That is, the satisfaction towards all of life's sub-domain including social life, material well-being, finances, work life, family, health, leisure life and travel, has an influence on overall life satisfaction (H. Kim et al., 2015; Sirgy, Widgery, Lee, & Yu, 2010). For the study on leisure, tourism and quality of life, a bottom-up spillover theory is usually used to identify the relation between life satisfaction in leisure and tourism, and overall life satisfaction (L. Ryan & Dziurawiec, 2001; Sirgy, Lee, & Kressmann, 2006).

After reviewing the related literatures, it is found that many organization and academics identify domains for the study of quality of life as general people (World Health Organization, 1996; Cummins, 1996; Kim, 2002) adult (Andrews & Withey, 1976; Campbell, Converse, & Rodgers, 1976; Flanagan, 1978; George & Bearon, 1980) and senior (Brown, Bowling, & Flynn, 2004; Kelley-Gillespie, 2009)(Brown et al., 2004; Kelley-Gillespie, 2009) as summarized in table 2.10.

Table 2.10 Domains for the Study on Quality of Life by Various Organization and Academics

Author	Domains
World Health Organization (1996)	Quality of Life Domains
	1. Physical health
	2. Psychological
	3. Social relationships
	4. Environment
Kim (2002)	1. Material well-being
	2. Community well-being
	3. Emotional wellbeing
	4. Safety well-being
	5. Health
Andrews & Withey (1976)	Quality of Life Domains in All Adults
Campbell et al. (1976)	1. Physical health
Flanagan (1978)	2. Social relationships and support
George & Bearon (1980)	3. Environment
	4. Financial and material circumstances
	5. Cognitive beliefs
Brown et al. (2004)	Quality of Life Domains among Older Adults
	1. Health
	2. Relationship with others
	3. Family relationships
	4. Emotional well-being
	5. Independence
	6. Leisure
	7. Mobility
	8. Autonomy

Author	Domains
Kelley-Gillespie (2009)	<ol style="list-style-type: none"> 1. Physical well-being 2. Social well-being 3. Psychological well-being 4. Cognitive well-being 5. Spiritual well-being 6. Environmental well-being

From table 2.10, it shows that the major domains usually identified and studied by many academics include physical health, social relationships/community well-being, financial circumstance and material well-being. For senior's quality of life, it is found that the major domains consist of health (physical well-being), family and social relationships, and are involved with psychology, emotion, and feeling. Most researchers agree that three domains reflect multidimensional concept covering physical, emotional and social domains (Bowling, 2001; Brown et al., 2004; Ellingson & Conn, 2000; Haywood, Garratt, Schmidt, Mackintosh, & Fitzpatrick, 2004; Moons, 2004).

Furthermore, from the literature review, it is interestingly found that quality of life connects with senior tourists' revisit intention and travel constraints. For example, the result of the study on "Satisfaction: global senior tourists in Thailand" by Wongleedee (2012) shows that many global senior tourists would like to revisit Thailand if health, financial condition, and time permit to do so. Also, there is a report on study result of senior tourists' travel constraints showing that the obstacles to traveling are a lack of information and social networks, physical and emotional costs, low energy, disability, and insufficient money (Fleischer & Pizam, 2002; S. H. Lee & Tideswell, 2005; McGuire et al., 1986). Moreover, the study result of Spasojević and Božić (2016) shows that financial problem and health concern are travel constraints of senior market in Serbia. It is evident that the results of the two aforementioned studies are in line with each other, conveying that apart from health condition and relations with others, the financial status is one of qualities of life either encouraging senior tourists to revisit or posing travel constraints for senior tourists.

Due to the study results mentioned above, the researcher, thus, identifies quality of life's domains including physical health, family and social relationships (World Health Organization, 1996; Cummins, 1996; Kim, 2002; Andrews & Withey, 1976; Campbell et al., 1976; Flanagan, 1978; George & Bearon, 1980; Brown et al., 2004; Kelley-Gillespie, 2009), financial circumstance (Cummins, 1996; K. Kim, 2002), time permitting (Wongleedee, 2012), emotional well-being (Brown et al., 2004), and physical and mental well-being (Kelly-Gillespie, 2009) as sub-variables to study if quality of life is the factor affecting destination loyalty (revisit and recommendation intentions) of international senior tourists visiting Chiang Rai. Therefore, the following hypothesis is further set as follows.

H5: Japanese senior tourists' quality of life affects the destination loyalty.

2.5 Thailand's Tourism Policies and Strategies

2.5.1 Tourism Development in Thailand

Thailand's government has been aware of the importance of the tourism industry for 40 years, and has inserted the tourism development plan into the 4th National Economic and Social Development Plan (1977-1981). Since the tourism industry during 1972-1976 accounted for the third industry, after rice and rubber export, that brings in revenue, the government deemed it necessary to issue a policy on tourism development and prioritize activities to increase more income in foreign currency, in order to reduce deficit balance of trade and payment happening during the time. That was the first time to insert tourism into National Economic and Social Development Plan. Thai government has encouraged and supported tourism industry through different projects and activities; for example, Visit Thailand Year 1987, one of Thailand's most successful marketing campaigns. This leads to similar campaigns in other Southeast Asian countries; for example, Visit Malaysia Year, Visit Lao Year, Visit Myanmar Year, and in other regions as well. Furthermore, the Amazing Thailand 1988-1999 is a very significant campaign that helps recover Thai economy after Asia's financial crisis in the year 1997, which starts in Thailand and affects other countries in the region (Pradech Phayakvichien, 2006). From then on, Thailand's

tourism has continuously grown, generated the main revenue for service business, and become the key mechanism in developing Thailand's economy, with the potential of direct and indirect employment. When facing economic crisis, tourism usually plays a crucial role to generate revenue and help Thailand's economy to recover faster than other production and service sectors (Ministry of Tourism and Sports, 2011). During the years 2007-2009, Thailand faced many incidents that affected its image and tourists' confidence towards Thailand. Such incidents are political unrest, flood and storm, tourist attraction deterioration, safety issues, insurgency in three Southern provinces, and epidemic dispersal. These cause the target group of tourists to change their destination to other countries in the region, affecting the revenue gain from tourism. Not only the GDP grow rate, but the aforementioned incidents also affect the employment in the tourism and related business. Therefore, in order to ensure Thailand's capability to adapt and adjust to cope with any situations, growth with quality and sustainability, and competitiveness in the world market, the Cabinet passed the resolution on the 17th of April 2009 naming tourism National Agenda (Ministry of Tourism and Sports, 2011). The tourism growth resulting from the 11th National Economic and Social Development Plan (2012-2016) reflects the continuous growth of revenue from tourism, as well as the number of international tourists, a significant increase of around 25.9 million during 2008-2015. This benefits Thailand's economic system and the employment in related services (Office of the National Economic and Social Development Board, 2017).

For the past four decades, Thailand's image perceived by most international tourists is the variety and value for money destination. This means tourism in Thailand is economy but with fair quality, and has various attractions to draw the attention of the mass group of tourists. Thailand's growth of revenue from tourism, in the past, mainly comes from the increase of tourist number (Tourism Authority of Thailand, 2017). The performance in the past, thus, was successful in terms of revenue from tourism and tourist number; but, faced the challenges on the quality of tourists, and social cultural and environmental problems which have been going on for a long time, obstructing the development of long-term competitiveness. Since, in the past, the promotion and development of Thailand's tourism focused on the overview capability and capacity to support different groups of tourists, aiming to

generate revenue and solve economic problems, in order to ensure Thailand's sustainable tourism, the Tourism Authority of Thailand, therefore, announces 2017 - 2021 as the years Thailand moves forward to become the tourist destination that can support higher-quality tourists, and to encourage sustainable tourism. To achieve this goal, the direction to change Thailand's image to preferred destination has been laid out. This means Thailand aim to become a popular destination or one of the first destinations worldwide that both international and Thai tourists think of. The target group of tourists is the quality leisure such as niche and high-income, with high-value travelers as long-term target (Tourism Authority of Thailand, 2017) including health & wellness, MICE, green tourism (eco luxury), sport tourism, wedding & honeymoon, family, Muslims, and senior tourists.

One of the tourist target groups that should be especially prioritized currently and in the near future is the senior travel group. This is because senior travelers have time and money at their disposal; and so they are interested in health tourism, long-stay tourism, and tourist destinations equipped with full-function infrastructure (Ministry of Tourism and Sports, 2011). Chan (2013) reports the increase of senior travelers is an international phenomenon starting from Latin America and Africa to Europe and Asia. The senior travelers are able to substitute other groups of tourist off-season; therefore, those who play a leading role of developing new and tourism products to support the senior group, will be successful in tourism and service industry.

2.5.2 The Connection between National and Local Tourism Policies for Senior Tourists

Currently, the tourism industry is considered one of the most important mechanisms that develop and drive Thailand's economy and society forward, and possesses the high-level competitiveness. The government also prioritizes and continuously supports the tourism industry through all levels of tourism strategies and plans. In this research, the researcher has reviewed and analyzed Chiang Rai's tourism policies for senior tourists and tourism development, in order to study the connection of policies from national to local levels. In this regard, the researcher adopts the techniques of analyzing and synthesizing the secondary data and information mainly

shown and published by the government media, due to the credibility and officiality of the source. The tourism policies and plans to be considered include different levels such as national policy level, central level, and provincial and local level with the following details.

National Policy Level

- 1) The 20 -Year National Strategy (2017-2036)
- 2) The 12th National Economic and Social Development Plan (2017-2021)

Central Level

- 1) The 2nd National Tourism Development Plan (2017-2021)
- 2) Tourism-Development Strategy of Ministry of Tourism and Sports (2017-2021)
- 3) Tourism Authority of Thailand Marketing Action Plan 2018

Provincial and Local Level

- 1) Provincial Development Plan of Chiang Rai (2018-2021)
- 2) Strategic Framework of Provincial Administration Organization of Chiang Rai (2018-2021)
- 3) Policy of Office of Tourism and Sports of Chiang Rai

2.5.2.1 National Policy Level

- 1) The 20-Year National Strategy (2017-2036)

The 20-Year National Strategy (2017-2036) is drafted by the National Strategy Committee, as the long-term strategy to develop Thailand, which is to be executed alongside with the reformation and development of Thailand's government administration system to realize strategies into actions. This strategy is aimed for Thailand's economic and social structure to fit in the world's new landscape, to be flexible and adaptable, to be able to cope with new kind of threats and disruptions, and to be able to seize the opportunity from the change of the world's context to generate benefits for all Thais (20-year National Strategy 2017-2036, p. 14).

After reviewing the 20-Year National Strategy, it is found that tourism productivity is indicated by the service sector as low even though it is considered an important field that can withstand the world's economy continuously

intermittent fluctuation. This shows that the existing development pattern has trapped Thailand in imbalance, low productivity, and inequality. Therefore, the tourism development strategy II focusing on enhancing competitiveness is drafted (pg.70). The strategy involves the guidelines on production and service sectors development, emphasizing on boosting the productivity through all value chain. Moreover, another two sub-strategies are drafted: namely, 2.1.4 strategy involving the development of Thailand's tourism variety, quality, and uniqueness; and 2.1.5 strategy involving the development of new high-income potential service business. Conclusively, the 20-Year National Strategy focuses on developing sustainable quality tourism and main tourist destinations, each with its own uniqueness, and distribution the opportunity of generating income to cities and communities nearby. At the same time, the tourism will be utilized to benefit the development of other related industries; for example, local products and Agro Industry. In addition, the geographic advantage of locating in the heart of the region, will be used to further connect Thailand's tourism to other countries' in Asia, aiming for Thailand to impress tourists with the country's professionalism and worthy value, and to become the desired tourist destination for tourists from all over the world leading to Thailand's long-term income generation form tourism. As for the development of new potential service business, it must be based on the creative design of service forms that combine digital technology and Internet of Things with Thainess. Thailand's service sector is considered to be potential and in accordance with the world's context in the future: namely, Health and Wellness Services, Health and Beauty Services, and Medical and Healthcare Services. However, the investment in training personnel in medical and research fields, and in developing medical technologies and equipment as well as service standard, is crucial to ensure Thailand's ownership of technologies. This is an essential and strong foundation to becoming the medical service hub of the region.

For the analysis result on Thailand's current situation and environment as well as possible context and overseas development condition, it indicates that Thailand possesses many advantages. For example, Thailand is located where it can connect and contact other countries in the region, positioning herself as one of the important gates to Asia. Moreover, Thailand is a various and significant production and service base, achieves a better index on education and health on

average, adopts a strong supporting system in households, and possesses various kinds of ecology. Thailand, however, still has weak points; for example, the population structure turning into Aged Society within 15-20 years, leading to the risk of lack of labor, burden of higher budget on infrastructure development, public service, social welfare for the ageing population, production and service restructure, and saving strengthening. Although entering into the Aged Society affects the ageing population's life quality, there are market opportunities for various products and services related to Aged Society, and the challenges on research and development on how to elevate the ageing population's life quality (pg. 18-24)

Although the 20-Year National Strategy (2017-2036) does not directly state about the development of tourism for senior tourists, the government realizes that there still are many aspects Thailand must be prepared, improved, and equipped to be able to cope with the change of population structure to Aged Society within 20 years. At the same time, the government sees the opportunity to develop various products and services related to the Aged Society. This includes Health and Wellness Service which directly affects the promotion of Health tourism, as well as the sustainable quality tourism development which emphasizes on the quality of tourists rather than the quantity. Therefore, it can be inferred that what the government is focusing are factors that support and promote tourism development for senior tourists.

2) The 12th National Economic and Social Development Plan (2017-2021)

The 12th National Economic and Social Development Plan (2017-2021) is the core plan for Thailand's development and drafted by Office of the National Economic and Social Development Board based on the framework of the 20-Year National Strategy (2017-2036). It is indicated in the 12th National Economic and Social Development Plan that the world society is becoming an Aged Society affecting the overall economy and life style, especially the ageing population in developed countries which is the major group that increases the consumption of products and services related to health. This enhances the opportunity for Thailand to develop products and new innovations as well as medical services and elder care to satisfy the demand from the elderly in developed countries. The related businesses

include nursing home, hotel, and tourism for senior tourists. However, the world's becoming Aged Society is still considered the threat to Thailand due to the decrease in workforce leading to a scramble for workforce, especially those with high potential who are considered essential for country development. Moreover, the flow of global trend entering and mixing with local culture, is likely to affect the way of life, resulting in modern culture and culture crisis at the same time due to the lack of culture screening and selection.

The tourism target is indicated in the 12th National Economic and Social Development Plan (2017-2021) that, "Thailand aims to earn the revenue from tourism not less than THB 3,000 billion and to stand among TOP 30 in the Travel and Tourism Competitiveness Index (TTCI). The Development Plan lays out the core matter to develop service and tourism sectors, in order to enhance the competitiveness of the potential service sector, both existing and new service bases. Moreover, the Development Plan prioritizes the development of the integrated tourism industry and income generation from tourism by encouraging adding value to products and services related to tourism, and utilizing Thai identity and uniqueness that reflect local culture and community's way of life. The Development Plan also aims at improving tourism clusters based on the potentiality of location which relates to tourist activity demand, restoring the conviction and good image of Thailand's tourism in international scale, and executing market strategies both receptive and proactive in both existing and potential markets, with the focus on quality tourists in order to be in line with tourism activities that yield worthy experiences rather than value for money. In addition, the Development Plan advocates the development of skills for personnel in service and tourism sectors, the improvement of transportation system to connect land, sea, and air as one network, the improvement of related laws and regulations to be modern and updated, the establishment and enforcement of tourism standards, and the adjustment of tourism management structure.

Considering the 12th National Economic and Social Development Plan consisting of 10 strategies, it is found that the significant strategies relating to tourism and service industry are in Regional Development Strategy and City Development Strategy with the following details.

(1) Regional Development Strategy

It is indicated in the Regional Development Strategy that the tourism development in the North should promote quality and sustainability by supporting service business relating to tourism, standardized education and health services, and creative product with high added-value. For the tourism in the Northeast, the focus is on uplifting the Cultural Tourism, Khmer civilization in historical age, Nature, and sports to international level. For the tourism in the Central region, products and services relating to tourism must be standardized and improved to ensure quality and image of international level, enhancing the potential to become the tourism hub of Asia, famous and well-known to the world. The South tourism is to promote continuous tourism revenue elevation, and thorough revenue distribution from tourism to related area including surrounding communities.

(2) City Development Strategy

The City Development Strategy lays out the major improving directions inclusive of developing the central city of each province to be pleasant and attractive for everyone with the focus on safety, clean environment, prosper economy, convenient transportation, and quality and thoroughly-distributed public utility system and public facility. Each city is to connect its identity, diversity, and potentials based on the participation of all sectors in the community. The City Development guidelines are, for example, promoting Bangkok to become the hub of international business, education, international medical and health services equipped with facilities, communication technology, and high-standard transportation system. For vicinities such as Samutprakarn, Nonthaburi, Pathumthani, Nakhonpathom, and Samutsakorn, they are aimed to be the center for business and commercial services, transportation and logistics, residence, education, and health service center. For the cities in the North such as Chiang Mai and Pitsanulok, the aim is to become the center for trade, services, health business, education, and digital business. The development direction for Khonkaen and Nakhon rachasima is to become the center for trade, investment, health service, and education. For Phuket and Hatyai, they are aimed to be pleasant and livable cities, and prone to economic expansion as well as social and environmental changes. The City Development strategy, in addition, advocates the implementation of the pilot projects including the land consolidation and town

planning with energy-saving development in the following areas: rail-terminal perimeter in such potential cities as Ayutthaya, Nakhonsawan, Khonkaen, and Thungsong; and such potential border cities and Special Economic Zone perimeter as Betong, Sadao, Phunamron, Arunyaprates, Nakhonphanom, Nongkai. And Chiang Kong.

Further considering the 12th Development Plan, it is found that Chiang Rai's tourism development is indicated in the North Development Strategy Issue I: namely, the tourism development in accordance with each location's potential, which can be divided into the following groups:

(1) Lanna civilization and ethnic tourism group. This covers the eight provinces in the upper part of the North region, inclusive of Chiang Rai, Chiang Mai, Maehongsorn, Lumphun, Lumpang, Phayao, Prae, and Naan. The outstanding characteristics of Lanna culture and wisdom should be creatively reflected in tourism-related products and services.

(2) Nature tourism group. This covers Chiang Rai, Chaing Mai, Maehongsorn, Naan, Petchaboon, and Uthaitani. New tourist attractions should be initiated and developed, and tourism-related infrastructure as well as facilities improved.

The major authorities to execute and realize the Development Plan are Department of Tourism, Ministry of Tourism and Sports, Tourism Authority of Thailand (North Region), and Provincial Office of Tourism and Sports, with the timeframe between 2017-2021.

From the aforementioned information, Chiang Rai is placed in Lanna civilization and ethnic as well as Nature tourism group, whose focus is to develop creative tourism-related products and services, and improve the tourism-related infrastructure and facilities. However, considering the City Development Strategy, Chiang Rai is not included as the planned city to be developed; only Chiang Kong, one of Chiang Rai's districts, situated around Special Economic Zone perimeter, is mentioned to be supported on the pilot project inclusive of land consolidation and town planning with energy-saving development. Nevertheless, tourism and services are not mentioned regarding Chiang Kong.

In conclusion, after analyzing the 12th National Economic and Social Development Plan (2017-2021) regarding tourism for senior tourists, it is found that Thailand prioritizes senior tourists especially those from developed countries, considering them as the tourists with high potential on quantity and quality to create opportunity to expand Thailand's tourism market. However, the operational plan for tourism and service development has not been clearly indicated to support the arrival of senior tourists. Only the development plan regarding preparation for general tourists focusing on quality tourists, is mentioned. Considering at the strategy level, it is found that guidelines on tourism and service industry development are indicated in the Regional Development Strategy in accordance with each region's strength and potential; also, important cities for further development are chosen and indicated in the City Development Strategy. Nevertheless, the direction for development regarding preparation for senior tourists is not mentioned.

Regarding Chiang Rai's tourism and service industry development, Lanna civilization and ethnic tourism group within eight provinces in the upper North region is mentioned in the 12th Development Plan. Chiang Rai is one of the eight provinces possessing the outstanding Lanna civilization culture and wisdom to be developed and reflected in creative tourism-related products and services. Moreover, Chiang Rai is one of the provinces in Nature tourism group that needs newly initiated tourist attractions and tourism-related infrastructure and transportation improvement; the Regional Development Strategy of which does not indicate any development or preparation plans for senior tourists.

2.5.2.2 Central Level

1) The 2nd National Tourism Development Plan (2017-2021)

The 2nd National Tourism Development Plan (2017-2021), drafted by National Tourism Policy Committee, deploying the 12th National Economic and Social Development Plan, advocates the importance of senior tourists referring to Horwath HTL's forecast of the 21% increase of the elderly aged 60 years old in the year 2050, compared to 12% elderly of all population in the year 2013; the increase of which shows the growth of ageing population with high willingness to spend on tourism. The ageing population's expense on tourism is considered 3-times higher than that of other group i.e. Millennials and Generation Y. In 2015, the average

tourism expense of senior tourists worldwide is approximately 8,736 USD per person per year, while Millennials' at 2,915 USD per person per year. Therefore, the senior tourists are considered the target group with high potential and significant. To ensure the capability and capacity to support this tourist group, the tourism-related infrastructure development, and the improvement of tourist attractions in accordance with the principle of Tourism for All, must be executed to create opportunities to increase revenue from tourism.

The operation and development plans and projects to support tourism are laid out in Tourism and Service Sector Development Plan (pg.103-104) as follows:

(1) Development and recovery plan for waning main and secondary tourist attractions caused by the rapid increase of tourism and the inefficient management of tourist attractions. The plan is aimed to enhance the capability to receive numbers of tourists in a long term.

(2) Individualized tourism promotion plan. This is aimed to be in accordance with specific tourism market with different behaviors of tourists, especially quality tourists, to promote the interest in individualized tourism such as Health Tourism, Cultural Tourism, and Waterway and Railway Tourism

(3) Tourism Promotion Plan in eight Clusters including:

(3.1) West Coast Cluster

(3.2) East Coast Cluster

(3.3) Andaman Sea Cluster

(3.4) Lanna Civilization Cluster

(3.5) South of Northeast Civilization Cluster

(3.6) Cultural World Heritage Cluster

(3.7) Mekong River Way-of-Life Cluster

(3.8) Central Chaopraya River Way-of-Life Cluster

The tourism promotion plan is to encourage the tourism in each location and the connection of routes among main and secondary tourist attractions. The deploying plans to develop tourism in the eight Clusters are also laid out as guidelines for development integration for the next five years.

(4) Creative man-made tourist attractions development plan. This is to be in line with each location's environment, culture, and identity, and to yield economic benefit to the community. The plan is also aimed to solve the problem of limited capacity, especially the capacity of Nature Tourism, to support the increasing tourist number resulted from rapid tourism expansion.

(5) The study project on guidelines to control tourist number within Ecotourism area. This is to be in accordance with the ecosystem's carrying capacity. The project aims to assess the proper tourist number and the efficiency of tourism management, as well as to promote the awareness of natural resource conservation and public conscience of tourists.

(6) The development of tourism-related government personnel. This is to assure that they are capable and knowledgeable of sustainable tourism management. The development plan also aims to uplift and increase the competitiveness of tourism entrepreneurs.

Reviewing the 2nd National Tourism Development Plan (2017-2021), it is found that even though the government is aware of the world's population structure becoming an ageing population and the significance of senior tourists, the development plan of tourism and services for senior tourists is not clearly indicated. Rather, the tourism development plan incorporated in the 2nd National Tourism Development Plan (2017-2021) is quite an overview to support tourism expansion including the recovery of waning tourist attractions, the control over tourist number within ecotourism area, the development of creative man-made tourist attractions, the promotion of Cluster Tourism to connect routes among main and secondary tourist attractions, the promotion of tourism tailor-made to tourists' interest, as well as the development of tourism-related personnel, and the standard elevation of entrepreneurs.

2) 4th Tourism-Development Strategy of Ministry of Tourism and Sports (2017-2021)

The 4th Tourism-Development Strategy of Ministry of Tourism and Sports (2017-2021) has summarized impacts on tourism situations and trends using SWOT Analysis. The Government's finding is that Thailand benefits a lot from its demographic characteristics, especially the growth of ageing population which is

considered quality travelers with high expense. This enhances the growth of senior tourist market, one of Thailand's strengths (p. 24).

Considering six strategic issues, it is found that Thailand's tourism development strategy relating to and supporting Tourism for All has been reflected in Strategy 1, the development of product and service sources, and the facilitation to and balance for tourists via marketing (p. 32). Strategic measures and guidelines are as follows: uplift Thailand's standard of tourism related product and service sources while distributing growth to secondary tourist attractions for location balance; ensure the sustainability of tourism-related product and service sources by developing and recovering tourist attractions to be ready for and capable of handling Tourism for All, and implement the information technology to support the tourism sector. The Plan also advocates improving, developing, and enhancing measures and execution of safety for tourists, as well as promoting the distribution of tourism in terms of location, time, and market. Thai image and identity combining with tourism marketing are encouraged to create Thailand's image of quality tourist attractions and unique experience of Thai way of life. The strategic measures' goal also include the increase of both Thai and foreign quality travelers' expense, the increase in mainstream tourists' excursion, the value adding of tourism-related products, and the enhancement of market competitiveness.

From the Strategy I, it is found that Ministry of Tourism and Sports is aware of the significance of senior tourists, stating that they are quality travelers. Thailand's tourism development strategy issues have been laid out to support Tourism for All, which include senior tourists in the 4th Tourism-Development Strategy of Ministry of Tourism and Sports.

3) Tourism Authority of Thailand Marketing Action Plan 2018

The Tourism Authority of Thailand sets the long-term (2018-2021) direction to promote tourism focusing on senior tourists which is considered quality travelers, leading to the initiation of marketing promotion strategies both for domestic and international markets. It is indicated under Strategy II of domestic marketing promotion strategy that the number of quality travelers must be increased. The Tourism Authority of Thailand considers and labels senior tourists as Silver Age, aged between 55-70 years with the salary of more than 45,000 baht per month. In

2015, there are approximately 350,000 Silver Ages out of all Thailand's population, spending on traveling around 5,197.76 baht per trip which is higher than Thailand's average expense per trip of 2,525.38 baht. Most Silver Ages are still active, traveling in order to spend time with friends or family members; the inspiration of which is from friends' word of mouth or television program, leading to internet surfing for more information. The Silver Age is quite careful selecting activities, and usually prioritizes safety and time spending with family members. The value gained from traveling is to gain new experiences that can be applied with daily life, to spice up their life, to have fun and bond with family members and friends. The qualifications of Silver Age, thus, help forge plans under Strategy II including the marketing communication plan to urge more trips of quality travelers, and the promotion plan to increase the spending of quality travelers. This leads to the implementation of campaign called "Silver Age Traveling in Thailand" focusing on senior tourists traveling in group in Thailand with related activities; for example, Joint Promotion, Special Tour Package, Exclusive Trip, and such Event Marketing as vintage party. Moreover, in Strategy II, there is a plan to develop and promote tourism-related quality products to urge the spending of quality travelers. This is to be implemented by elevating standard of tourism-related products and services to be in line with the standard of Thailand Tourism Awards, the quality mark for Thailand's tourism-related products, and enhancing the competitiveness and the development of awarded entrepreneurs, value-added products, in order to become the preferred tourist destination. At the same time, the potential and competitiveness of both public and private sectors' personnel must be developed and enhanced to ensure responsible tourism which will finally lead to sustainability in tourism.

For international marketing plan, the Tourism Authority of Thailand emphasizes on urging the spending and continuously expanding medium-to-high marketing group with the revenue of 20,000 USD or more per person per year. The target is countries with growth potential amidst decelerating conditions of economy; for example, East European, Latin American, and African countries. The senior tourists are one of quality travelers (consisting of Muslims, females, Gap Year, etc.) that the Tourism Authority of Thailand will continue the proactive marketing approaches.

For the plan relating to Chiang Rai province, it is found that the domestic marketing promotion is indicated under Strategy III covering the even distribution of Thai tourists, in terms of traveling location and time, to secondary tourist attractions emphasizing the increase of secondary tourist attractions' revenue from tourism. Chiang Rai province is indicated as one of the secondary tourist attractions and one of the provincial members in Lanna Civilization Cluster, suitable to be a model for sustainable tourism marketing development, utilizing location identity combined with local wisdom improved by modern innovation to generate revenue without posing negative impacts on the community and environment. This is also aimed for local people in the community to realize the benefit of local culture, way of life, identity, and conservation, so much that they would like to cherish and further carry on. The secondary tourists attraction marketing plan states that Chiang Rai can be developed to become the tourist destination with sustainable competitiveness and revenue through the execution of the campaign called "Truly Chiang Rai" with the target groups of "Multi-generation Family and Silver Age, promoting tourism-related products and services under the concepts of rejuvenating body mind and soul, aesthetic of life, and Inspire your passion. In addition, Lanna Civilization Cluster promotion plan is to be implemented with creative tourism promotion within Baan Saew community in Chiang Rai.

In conclusion, the Tourism Authority of Thailand's guidelines for long-term (2018-2021) tourism promotion prioritizes senior tourists both Thais and foreigners, considering them to be quality travelers, and thus issues the marketing strategies for both domestic and international markets focusing on the proactive marketing to particularly penetrate the target group. There are also plans for marketing communication to increase more traveling as well as to uplift the standard of tourism-related products and services, and develop potentials and enhance competitiveness of both public and private sectors' tourism-related personnel with the aims of sustainable tourism. This is considered the development of both demand and supply of tourism. Moreover, Chiang Rai province is indicated as a secondary tourist attraction and in Lanna Civilization Cluster, suitable to be a model for sustainable tourism marketing development utilizing location identity combined with local wisdom improved by innovation to sustainably generate revenue. The target group is

Multi-generation Family and Silver Age, which are in line with the Regional and City Development Strategies incorporated in the 12th National Economic and Social Development Plan (2017-2021) and the 2nd National Tourism Development Plan (2017-2021) under Strategy I covering the quality development of tourist attractions and tourism-related products and services for balance and sustainability, as well as the 4th Tourism-Development Strategy of Ministry of Tourism and Sports (2017-2021) under Strategy I covering the development of product and service sources, and the facilitation to and balance for tourism via marketing. All in all, the Tourism Authority of Thailand is the essential and major organization whose responsibility is to drive forward Thailand's tourism, connect Thailand's tourism with National plan and strategy, and combine them to initiate guidelines strategies, plans, and activities to improve and promote tourism for senior tourists, as well as develop the tourist attractions with potential such as Chiang Rai province to be ready for and capable of efficiently handling senior tourists.

2.5.2.3 Provincial and Local Level

1) Provincial Development Plan of Chiang Rai (2018-2021)

In the Provincial Development Plan of Chiang Rai (2018-2021), the vision of the province is announced as “to become the city of trade, investment, agriculture, and tourism, enriched with Lanna culture and happy people.” This shows that Chiang Rai strongly prioritizes tourism, aiming to develop tourism alongside with economy, trade, investment, and agriculture. In the strategy plan, four Chiang Rai's development goals have been laid out, and the tourism development is ranked the first goal to accomplish. Aiming at economic growth by enhancing its competitiveness of trade, investment, services, logistics, agriculture, tourism, and culture, and connecting with other provinces in the Cluster, ASEAN+6, and Greater Mekong Sub-region (GMS).

Moreover, there are six issues drafted as development strategy, and tourism is incorporated in strategic issue III; namely, maintain the foundation of Lanna culture to add value to Cultural Tourism, Ecotourism, and Health Tourism, with strategic goals, strategic issue indices, and essential strategies as follows:

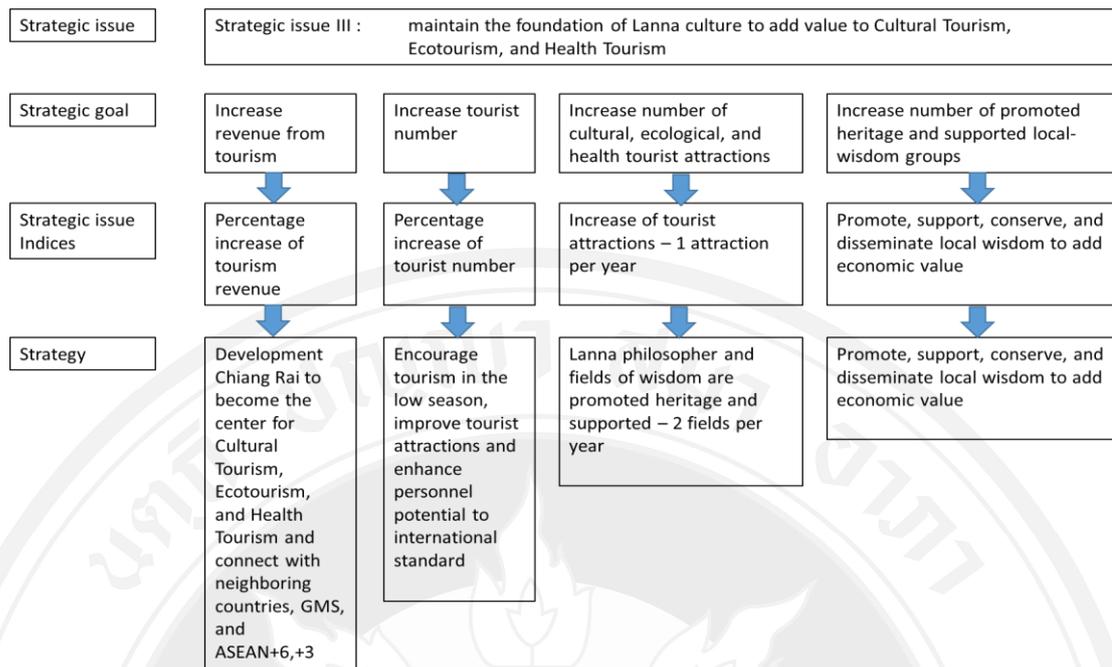


Figure 2.1 Chiang Rai's Tourism Development Strategy

Source: Adapted from Provincial Development Plan of Chiang Rai (2018-2021).

Considering the tourism development strategy under strategic issue III, there are two strategies relating to and supporting tourism for senior tourists: (1) Strategy to develop Chiang Rai to become the center of Cultural Tourism, Ecotourism, and Health Tourism, connecting culturally with neighboring countries in Greater Mekong Sub-region (GMS) and countries in ASEAN +6, +3, (2) Strategy to promote tourism in low season, developing tourist attractions and enhancing personnel's potential to international standard. Moreover, Chiang Rai has initiated the total of 22 projects in accordance with the aforementioned strategies, covering the development of infrastructure, the promotion of tourism activities, the landscape improvement, the development of tourist attractions, Local Tourism, and Agricultural Tourism, as well as, the development of OTOP Wisdom Chiang Rai, Sports Tourism, the coordinating public relations, and services for people and tourists.

The operational budget for the aforementioned projects to be executed during 2018-2021 is approximately THB 1,250,341,600 with the designated authorities as follows: Office of Tourism and Sports (Chiang Rai), Community Development Office (Chiang Rai Rajabhat University), Cultural Office (Chiang Rai),

Department of Rural Road (Chiang Rai), Department of Highways, Chiang Rai Municipal and related Districts.

For the value chain included in Chiang Rai's strategic issue III, Cultural Tourism, Ecotourism, and Health Tourism are chosen as Product Champion, which possesses the unique qualifications suitable for further developing and promoting to gain success and benefit in terms of economic value and revenue for people in Chiang Rai. The activities aimed to add value and be useful for the development of Product Champion consist of three primary activities: management, products and services, and marketing; and six support activities: tourism management development, tour guide and personnel development, tourism and resource infrastructure development, tourist activities and attractions development, tourism service business development, and marketing and public relations development.

Analyzing the aforementioned detail information on Provincial Development Plan of Chiang Rai (2018-2021), it can be inferred that Chiang Rai highly prioritizes tourism, and therefore clearly indicates its provincial tourism development alongside economic and social development.

2) Strategic Framework of Provincial Administration Organization of Chiang Rai (2018-2021)

Chiang Rai Administration Organization is one of the local administration governments covering all areas of Chiang Rai province with the authority of local administration and governance, public utility, public facility. The Organization supports on such different aspects as education, sports, and tourism, as well as the assurance of public order within and to the extent of the province's capability. Chiang Rai's Provincial Administration Organization has initiated six development strategies, inclusive of economic and tourism development strategy under Strategy II with four operational sub-strategies: namely, (1) the promotion and development of Agriculture based on the Royal initiative of Sufficiency Economy (2) the promotion and development of occupation and marketing to enhance local product potential to international standards (3) the promotion and development of local tourism, way of life, and identity (4) the promotion conservation and dissemination of religion and local arts and culture. Such strategies are in accordance with strategic issue III of Provincial Development Plan of Chiang Rai (2018-2021) with the focus

on maintaining the foundation of Lanna culture to add value to Cultural Tourism, Ecotourism, and Health Tourism. However, the development and promotion of tourism for senior tourists has not been indicated.

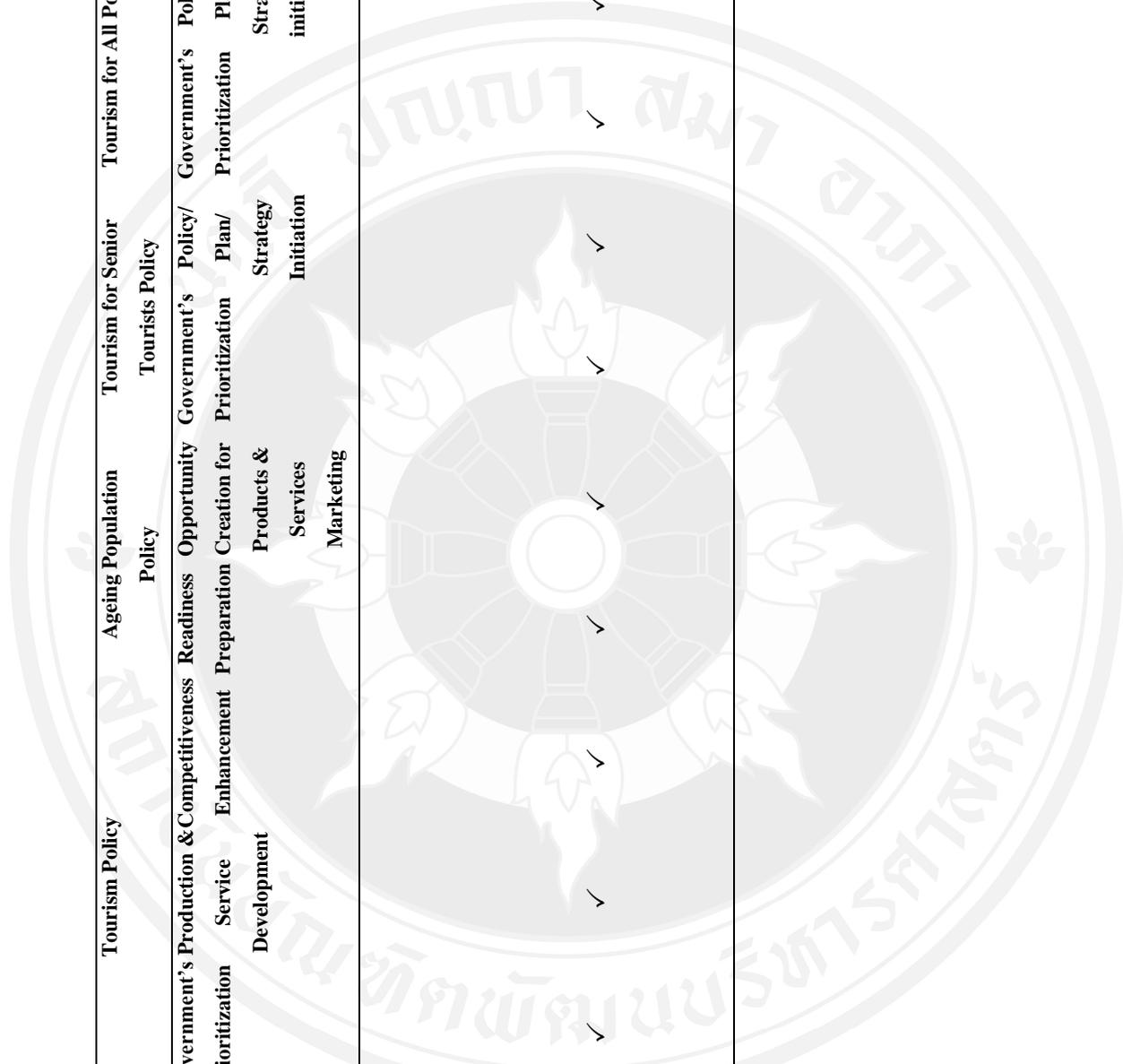
3) Policy of Office of Tourism and Sports of Chiang Rai

Office of Tourism and Sports of Chiang Rai aims to become sustainable tourist destination, taking into account the communities' and people's way of life, natural resources, and culture. It also emphasizes on quality tourists visiting and staying over longer in Chiang Rai and spending more on quality activities and services to generate more revenue, instead of only focusing on the number of tourists. The target is divided into three groups: the youth, the family, and the wealthy senior (Lertchai Wangtrakuldee, 2017). It can be inferred that Office of Tourism and Sports of Chiang Rai lays out a clear direction of tourism development: namely, positioning Chiang Rai to become a sustainable tourist destination, and targeting quality travelers especially the senior group which is considered significant and continuously increasing in line with the world's population structure.

After studying three levels of Tourism for Senior Tourists Strategies, Policies, and Plans: namely, (1) National policy level consisting of the 20-Year National Strategy (2017-2036) and the 12th National Economic and Social Development Plan (2017-2021) (2) Central level consisting of the 2nd National Tourism Development Plan (2017-2021), Tourism-Development Strategy of Ministry of Tourism and Sports (2017-2021), and Tourism Authority of Thailand Marketing Action Plan 2018 (3) Provincial and local level consisting of Provincial Development Plan of Chiang Rai (2018-2021), Strategic Framework of Provincial Administration Organization of Chiang Rai (2018-2021), and Policy of Office of Tourism and Sports of Chiang Rai, the essential findings have been laid out in the following table:

Policy/ Plan/ Strategy	Tourism Policy	Ageing Population Policy	Tourism for Senior Tourists Policy	Tourism for All Policy	Chiang Rai's Tourism Development Policy
	Government's Production & Competitiveness Service Development	Readiness Preparation	Government's Policy/ Prioritization Plan/ Strategy	Government's Policy/ Prioritization Plan/ Strategy	Government's Policy/ Prioritization Plan/ Strategy
Strategy of Ministry of Tourism and Sports (2017- 2021)	✓	✓	✓	✓	✓
5. Tourism Authority of Thailand Marketing Action Plan 2018	✓	✓	✓	✓	✓
Provincial and local level	✓	✓	✓	✓	✓
6. Provincial Development Plan of Chiang Rai (2018-2021)	✓	✓	✓	✓	✓
7. Strategic	✓	✓	✓	✓	✓

Policy/ Plan/ Strategy	Tourism Policy	Ageing Population Policy	Tourism for Senior Tourists Policy	Tourism for All Policy	Chiang Rai's Tourism Development Policy
	Government's Production & Competitiveness Service Development	Readiness Preparation Creation for Products & Services Marketing	Government's Policy/ Prioritization Plan/ Strategy Initiation	Government's Policy/ Prioritization Plan/ Strategy initiation	Government's Policy/ Prioritization Plan/ Strategy initiation
Framework of Provincial Administration Organization of Chiang Rai (2018-2021)	✓	✓	✓	✓	✓
8. Policy of Office of Tourism and Sports of Chiang Rai	✓	✓	✓	✓	✓



From the table, it can be inferred that the Government prioritizes tourism considering it as a significant sector that can support Thailand to get through impacts from the world's economic fluctuation, as well as an essential mechanism stimulating a distribution of prosperity and revenue to locals. This leads to the incorporation of tourism-and-service product development, competitiveness enhancement, sustainable and quality tourism development into strategy, strategic framework, policy, and plan in all levels of nation policy, central, and provincial and local levels. At the same time, the Government realizes the necessity to be ready and prepared for the world's population structure becoming an Ageing Society. Thailand is estimated to become the Aged Society in 2021; therefore, the ageing population policy is reflected in strategy, strategic framework, policy, and plan in all levels of nation policy level, central level except Strategic Framework of Provincial Administration Organization of Chiang Rai (2018-2021), and provincial and local level. The Government focuses on the preparation for entering into Aged Society and the creation of opportunities for the marketing of products and services for seniors, stating that ageing population is quality travelers with high spending, which helps the market of Tourism for Senior Tourists to expand and become Thailand's strength. The Government stresses the significance of Tourism for Senior Tourists, both Thai and international, in all levels of strategy, policy, and plan, except in Strategic Framework of Provincial Administration Organization of Chiang Rai (2018-2021). However, considering in details, it is found that no policy nor plan on Tourism for Senior Tourists is incorporated in any strategy, policy, or plan that are not relating to Ministry of Tourism and Sports and Tourism Authority of Thailand, major authorities with direct responsibility for tourism. Hence, Tourism for Senior Tourists is reflected in Tourism-Development Strategy of Ministry of Tourism and Sports (2017-2021), Tourism Authority of Thailand Marketing Action Plan 2018, and Policy of Office of Tourism and Sports of Chiang Rai; but **not** in 20-Year Nation Strategy (2017-2036), 12th National Economic and Social Development Plan (2017-2021), 2nd National Tourism Development Plan (2017-2021), nor Strategic Framework of Provincial Administration Organization of Chiang Rai (2018-2021).

For Tourism for All. It is reflected in all three levels. In nation policy level, the 20-year National Strategy (2017-2036) emphasizes on competitiveness

enhancement, stating that Thailand must maintain the position of the world's preferred tourist destination, attracting all levels of tourists and increasing the ratio of quality travelers. The National Strategy also focuses on adding value to tourism by promoting safety and facility to all groups of tourists including the disables and seniors. Tourism for All is, in addition, reflected in central level as well as provincial and local level: namely, the 2nd National Tourism Development Plan (2017-2021), Tourism-Development Strategy of Ministry of Tourism and Sports (2017-2021), Tourism Authority of Thailand's Marketing Action Plan 2018, and Policy of Office of Tourism and Sports of Chiang Rai. However, Tourism for All is not reflected in the 12th National Economic and Social Development Plan (2017-2021), Provincial Development Plan of Chiang Rai (2018-2021), nor Strategic Framework of Provincial Administration Organization of Chiang Rai (2018-2021).

As for Chiang Rai's tourism development policy, it is reflected in all three levels of strategy, policy, and plan. Even though the 20-Year National Strategy (2017-2036) and the 2nd National Tourism Development Plan (2017-2021) do not directly mention about Chiang Rai's tourism development, they indicate about the secondary tourist attractions which include Chiang Rai to the group, stating that Chiang Rai will benefit from its location that connects Thailand's tourism with neighboring countries', expanding tourism market through the connection of infrastructure and logistics among main and secondary tourist destinations, linking Thailand's tourism land water and air routes with that of ASEAN and GSM countries, which leads to the making of international tourism routes. The 12th National Economic and Social Development Plan (2017-2021), and the 2nd National Tourism Development Plan (2017-2021) have laid out Tourism Promotion Plan in Clusters; and, Chiang Rai is one of the provinces included in Lanna Civilization Cluster, whose major goal is to develop Cultural and Creative Lanna Wisdom Tourism linking to GSM countries' culture. Moreover, Tourism Authority of Thailand Marketing Action Plan 2018 indicates about the distribution of tourism location and time to secondary tourist destinations to increase revenue from tourism, stating that Chiang Rai, being a secondary tourist destination in Lanna Civilization Cluster, is suitable to become a model for sustainable tourism marketing development. The Provincial Development Plan of Chiang Rai (2017-2021) also announces its vision for Chiang Rai to become

“the Center of trade, investment, agriculture, and tourism, enriched with Lanna culture and happy people” with the strategy to maintain the foundation of Lanna culture to add value to Cultural Tourism, Ecotourism, and Health Tourism, which is in line with the Strategic Framework of Provincial Administration Organization of Chiang Rai (2017-2021). Policy of Office of Tourism and Sports of Chiang Rai sets the goal for Chiang Rai to become a sustainable tourist destination, emphasizing the increase of quality travelers rather than that of general tourists to assure that its communities and environment will not be highly affected. This is in line with the national direction of sustainable tourism development, and links with strategy, policy, and plan on all levels of national policy, central, as well as provincial and local levels. The fact that Chiang Rai designates wealthy senior tourists as one of the three target groups of tourists, shows that Chiang Rai has potential readiness and clear vision to declare its position to become the preferred tourist destination for senior tourists.

However, despite the statistics or continuous growth of international senior tourists, there are only two development plans policies or strategies concerning tourism development for senior tourists in Thailand: Tourism-Development Strategy of Ministry of Tourism and Sports (2017-2021), and Tourism Authority of Thailand Marketing Action Plan 2018. The strategy and plan of which are in the central level, and provincial and local level of Chiang Rai respectively. Thailand’s tourism development plans are mentioned in the national policy level; but they are likely the overview of tourism policy and strategy planning, rather than specifically address the tourism development for senior tourists. The tourism policy should be designed to suit different contexts based on the manufacturing structure of each province. The use of one-size-fit-all policy to support or promote tourism in all provinces, can possibly cause problems; therefore, the policy makers should consider the suitable tools or policies in the provincial level to help those negatively affected by possible changes to adjust themselves. According to many studies on Thailand’s tourism policy setting which mainly aims to stimulate economic growth, it is found that stimulating foreign tourists’ demand has more impacts on Thailand’s overall economy than stimulating Thai tourists’ demand. It is also found that the tourism policy promoting secondary cities can reduce the income inequality of the population. Therefore, if the policy setter aims to relieve the poverty and income inequality of the population, stimulating

tourism in secondary cities is more efficient than that in primary cities (Sasatra Sudsawasd, Nuttawut Laksanapanyakul & Taweechai Charoensedtasin, 2019). The aforementioned reasons show that it is essential and necessary to study the formulation of strategy on developing tourism of Chiang Rai, the secondary city, focusing on international senior tourists. This does not only efficiently enhance the economic growth, but also elevates tourism standard to the level of the tourism destination for senior tourists, both Thais and foreigners, and prepare the province for Thailand's tourism which is entering into the aging society.

2.5.2.4 Relevant Theories

1) Public Policy Theory

Public policy is one of the essential instruments used for identifying a country's direction of economic, social, and political development. This prompts the government of all countries in the world to prioritize setting workable policies that are able to be efficiently and effectively implemented to ensure quality life, equality, and justice for people as well as the prosperity of the country (Sonthikarn Puensongkram, 2017). Studying concepts of public policy from the view of different academics is the most likely to gain various diverse aspects. Since tourism policy is a part of public policy and studying public policy process enables researchers to clearly understand the context of public policy, thus, public policy process is crucial and considered the essential foundation of the study of tourism policy setting and analysis (Kaewta Rohitratana & Thanawut Limpanitgul, 2015), as well as the formulation of policy recommendations in accordance with the research objectives.

(1) Definition of Public Policy

Policy science academics have defined different meanings of public policy in different dimensions as follows:

Dimension 1: Public Policy as Government's Activities, Actions, or Abstention

Sharkansky (1971) defined public policy as activities done by the government including all actions taken by government; while Dye (1984) had a different view stating that public policy is any actions governments choose to do or not to do. For J. E. Anderson (1994) public policy is perceived as the course of

actions aimed to be responsible for solving social problems, emphasizing on the achievement of targets rather than projects initiated or proposed by governments.

Dimension 2: Public Policy as Government's Decision

According to Caldwell (1970), public policy is governments' decision on activities allowed or prohibited by the society, and direction setting aimed to achieve desired objectives (Greenwood, Judd, & Becker, 1988). This is the long-term commitment on systematically conducting activities which the governments actually realize into actions rather than those included in the governments' plan, and clearly identifying social values and intentions which are correlated with budgets and public services (Considine, 1994).

Dimension 3: Public Policy as Direction of Governments' Actions

conclude that public policy is plans or projects initiated by governments including their target, value, and operations. Moreover, Mayuree Anumanrajadhon (2010), re-emphasizes more clearly that such plans or projects are the direction governments have decided to choose and identify in advance to ensure the achievement of targets. The means to which are in accordance with the actual situations and public demands or customers of each topic.

Considering the aforementioned various definitions, it can be inferred that public policy is the course of actions or activities governments decide to or not to implement and plan in advance. There most likely are plans and projects as guidelines to realize them into actions, achieving the identified target with precise and appropriate approaches emphasizing on gaining public benefit or solving social problems in different aspects.

(2) Public Policy Process

Studying public policy process enables researchers to comprehend the structure of public policy development more easily (Utai Parinyasutinun, 2019). Academics have defined the composition of public policy process as shown in table 2.12.

Table 2.12 Public Policy Process

	Authors							
	Anderson (1975)	Nakamura & Smallwood (1980)	Linblom (1993)	Dunn (1994)	Theodoulou (1995)	Dye (1998)	Supachai (2009)	Mayuree (2010)
Problem or Policy Formation (Policy Agenda)	✓				✓	✓	✓	✓
Agenda Setting				✓	✓	✓		
Policy Formulation	✓	✓	✓	✓	✓	✓	✓	✓
Policy Decision							✓	
Policy Adoption	✓			✓	✓			
Policy Legitimation	✓					✓		
Policy Implementation	✓	✓	✓	✓	✓	✓	✓	✓
Policy Evaluation	✓	✓	✓	✓	✓	✓	✓	✓

From table 2.12, it is shown that in academics' views public policy processes are similar to each other with minor difference in some specific details, resulting in different categorization according to each academic's emphasis. In general, public policy process consists of three stages as follows: 1) policy formulation 2) policy implementation and 3) policy evaluation. The details of which are as follows:

1. Policy Formulation including Problem Identification and Policy Alternatives Development and Proposal

J. E. Anderson (1975) explained that policy formation results from public problems occurring in the society. According to Dye (2002), the problem identification is the stage to indicate public problems which affect the country's development and need the government's attention and selection as issues in need of solutions. Such problems are to be inserted in the agenda for policy formulator to consider and find solutions.

Next stage is to seek for options to solve such public problems with policy alternative development and proposal. The alternatives are advised to be assessed, analyzing their advantages and disadvantages with the technique called cost-benefit analysis (J. E. Anderson, 1975). Then, the policy decision is conducted in order to select the most appropriate approach or guideline to ensure the target achievement. The criteria considered for policy selection comprise of, for example, effectiveness, efficiency, adequacy, equity, responsiveness, and appropriateness (Mayuree Anumanrajadhon, 2010). J. E. Anderson (1975), Dunn (1994), and Theodoulou (1995) agree on identifying this stage as policy adoption which is the government level process, expected to lead to decision favoring one or more approaches to solve indicated public problems. Moreover, Dye (1998) suggested the policy legitimation process selecting one or more proposed policies and enacting them by political supports. In democratic countries, such policy legitimation process is conducted by parliaments or governments (Gultekin, 2014). Nakamura and Smallwood (1980) concluded that on one hand policies are legitimately formulated. This is the key role of policy actors, the legitimate policy formulator. On the other hand, policy formulation is conducted by influential individuals and/ or groups of people.

2. Policy Implementation

According to J. E. Anderson (1975) and Nakamura and Smallwood (1980), once the most appropriate policy is decided, it is to be further implemented by deploying to related departments to manage resources, set the budget, as well as enforce the policy. The execution of which needs patterns and rules for government officials to follow so as to ensure the achievement of the identified policy. Therefore, policy implementation is considered highly essential; even though a policy is thoroughly considered and precisely formulated, there is no guarantee of the effective and successful implementation. Policy implementation, hence, is the process that determines success or failure (Supachai Yavaprabhas, 2009).

3. Policy Evaluation

This stage has different names identified by several researchers J. E. Anderson (1975); Dye (1998); Lindblom (1993); Nakamura and Smallwood (1980); Mayuree Anumanrajadhon (2010); Theodoulou (1995) identified this stage as policy evaluation, Theodoulou (1995) policy analysis and evaluation, and Dunn (1994) as policy assessment. However, they all have the same objective which is to consider if the policy is implemented and achieved as planned, and what their effects are. In case the implementation is off plan, Lester and Stewart (2000) suggested the policy change process, which was developed by Mazmanian and Sabatier (1983). Such process starts when the policy is evaluated and redesigned, leading to the start of new policy process. Furthermore, in case of outdated or inadequate policies, the policy termination will be conducted to eliminate unworkable policies through either functional, organizational, program, or policy termination. Generally, policy evaluation is arranged at the final stage of policy process; however, in actual practice, the policy evaluation can be conducted at any stages of the process without waiting for the results of policy implementation (J. E. Anderson, 1994).

The stages of public policy process formerly explained, is shown in figure 2.2.

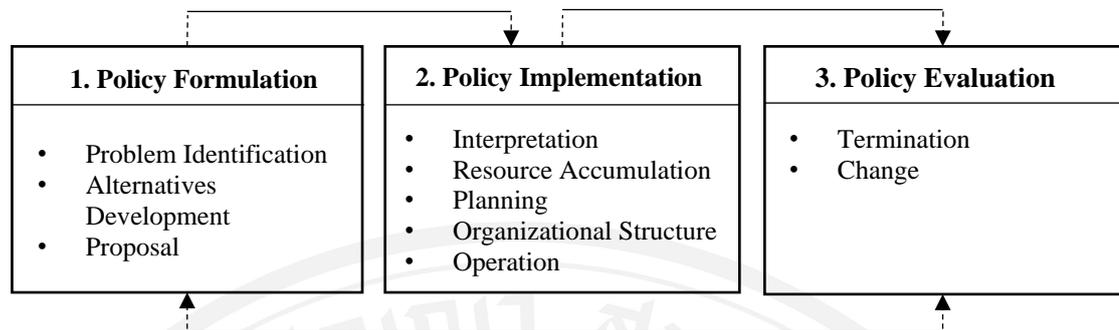


Figure 2.2 Public Policy Process

Source: Adapted from Sukothai Thammathirat Open University (2010).

The success of public policy depends on essential factors as follows: (1) clear targets or objectives with the expected timeline of action plans and performance indication (2) departments responsible for efficiently implementing policies (3) appropriate budget for policy implementation (4) supports from people (Sombat Thamrongthanyawong, 2000).

2) Strategic Management Theory

(1) Strategic Management-Overview

Strategic management is a systematic process for managing the organization and future direction in connection with environments to ensure continuous success and prevent surprises (Ansoff, 1984). The environments of which include political, social, technological, and economic aspects (Sharplin, 1985). Moreover, the definition of “strategic management” is wider than that of strategy; meaning, the managing process of an organization focusing on long-term plan and utilizing resources to ensure the achievement of the organization’s target. To achieve the organization’s long-term target, the strategic management needs a systematic process, an organization leader’s vision, and a processed planning, which have been considered and assessed that it is practical and suitable for the organization (Piriya Pholpirul, 2009, p. 3).

On one hand, the general management focuses on short-term advantages and prioritizes financial performance and internal management of an organization. On the other hand, the strategic management prioritizes different factors

especially external factors, such as, external environment, economic situation, laws and regulations, competitors, and long-term competitive advantages. The strategic management causes executives to be aware of the trend of environment changes which possibly result in opportunities or limitations as well as helps executives to create ideas to improve resources within the organization to be in line with the constantly changing environment. Moreover, the strategic management prioritizes the organization stakeholders, connecting different units in the organization to ensure that they can manage to achieve the mutual goals of the organization. In conclusion, the key characteristics of the strategic management are future-oriented, change-oriented, holistic-approached, result-based focused, stakeholder-oriented and long-range planning (Warangkana Pholprasert, 2011, pp. 11-13).

(2) Key Terms in Strategic Management

Key terms, meanings, and definitions related to the strategic management are as follows: (Policy and Planning Bureau, Ministry of Interior, 2018).

Vision is an objective or a determination the organization would like to happen or achieve in the future within the designated timeframe both short and long term.

Mission is a unique reason for an organization's existence, differing itself from other organizations (Stoner James & Wankel, 1987). The mission is set and aimed to achieve in accordance with the organization's vision. The mission setting is done by gathering missions or responsibilities each unit is assigned, and designing them as guidelines. However, the framework coverage and differences of each mission must be clearly identified in order to facilitate and ensure the convenience and accuracy of the strategic formulation in the next step. It can be stated that decisions on mission are the most important strategic decisions since the missions are designated as guidelines for the whole organization.

Goals are the organization's aims desired to happen and achieve in the future. Goals must be clearly defined, precise, concise, and assessable. Moreover, the means to achieve such goals must also be identified, taking into account existing limitations.

Objectives and goals are usually interchangeable, referring to specific goals with assessable results. Objectives, therefore, means the specific

result desired by the organization to achieve existence and operations (Jauch & Glueck, 1988), outlining short-term and long-term results to achieve. The organization's objectives can also be defined as the end points of organization's mission.

The organization's values identify the working framework to ensure the achievement of mission (Evans, 2015).

Strategy is the guideline to achieve the organization's targets. Therefore, targets are the most important factor to identify strategies; the strategy makers need to clearly identify the organization's targets to ensure that strategies are in line with objectives and in the right direction.

Evans (2015, p. 24) stated that different levels of decision making are reflected in the organization's objectives setting. The Objectives can be portrayed two ways: (1) Closed objectives indicating quantitative terms, and specific in form and timescale; and (2) Open objectives indicating qualitative terms, and general in form and timescale. Generally, the organization's objectives are usually portrayed in hierarchy set by the organization. That is, mission is an overall enduring purpose); vision is the future position wanted to achieve; corporate objectives, business objectives, unit and personal objectives means how mission and vision are interpreted into specific targets. The details of which are in table 2.13.

Table 2.13 A Hierarchy of Objectives

Level of Hierarchy	Focus	Type	Timescale
Mission	Strategic – Overall organization	Open	Long term
Values	Strategic – Overall organization	Open	Long term
Vision	Strategic – Overall organization	Open	Medium to long term
Corporate objectives	Strategic – Overall organization	Primary–Closed Secondary – Open	Medium to long term

Level of Hierarchy	Focus	Type	Timescale
		and Closed	
Business objectives	Strategic/tactical – Strategic Business Unit	Closed	Medium term
Unit/team objectives	Operational	Closed	Short term
Personal	Operational	Closed	Short term

Source: Evans (2015).

The hierarchy of objectives facilitates the cascade of the organization's mission, vision and corporate objectives, and the overall mission and vision are interpreted and identified for each constituent part and in some case for each individual staff (Evans, 2015, p. 24).

(3) Strategic Management Process

The strategic management process shows a logical, systematic, and objective approach to set the organization's future direction. However, it is essential to clearly segregate the managerial process; the organization is to formulate, evaluate, and control the relations among objectives, strategies, and environment. Many models of strategic management are presented by many researchers such as Hunger and Wheelen (1984), Certo and Peter (1991), David (1997), Abbass (2003), Okumus, Altinay, and Chathoth (2010), and Evans (2015).

Table 2.14 shows the comparison of strategic management models by aforementioned researcher.

Table 2.14 Comparisons of Strategic Management Models by Various Authors

Authors	Strategic Management Stages/Phases				
	Strategic Analysis	Establishing Organizational Direction	Strategic Formulation	Strategic Implementation	Strategic Evaluation and Control
Wheelen & Hunger (1984)	✓		✓	✓	✓
Certo & Peter (1988)	✓	✓	✓	✓	✓
David (1997)			✓	✓	✓
Abbass (2003)	✓		✓	✓	✓
Okumus, Altinay, & Chathoth (2010)			✓	✓	
Evans (2015)	✓		✓	✓	

For the past three decades, even though there are different models of strategic management, the related actions or activities are similar. Most authors emphasize on the key process including strategic analysis, strategic formulation, strategic implementation, and strategic evaluation and control in their model. Moreover, it is found that different terms are used to identify the stage or phase; for example, the stage Evan (2015, p. 3) calls strategic analysis, J. Hunger and Wheelen (1984) indicate as environmental scanning, and environmental analysis by Certo and Peter (1988) and Abbass (2003). For strategic formulation, Evans (2015) calls it differently from other authors as strategic selection and includes in this stage the formulation of options for future development, the evaluation between available options, and the selection of chosen options.

In this research, the four key strategic management processes are elaborated as follows:

1) Strategic Analysis

The objective of strategic analysis is to gather and analyze data systematically and thoroughly. This consists of two major processes. First, the organization must examine the internal environment (internal analysis) to identify weakness and strength of the organization. Another process is that the organization must analyze external environment (external analysis), which includes two layers

consisting of the micro or near environment (competitive environment) and the macro or far environment. The far environment covers five main areas of influence: socio-demographic, political, economic, environmental and technological. The data gathered from external analysis is likely to help define opportunities and threats or future threats. The significant difference between internal and external environments is control. While the organization executives can control the internal environment through their decision making, they cannot control the external environment (Evans, 2015, p. 3). The results from strategic analysis, which includes strengths, weakness, opportunities and threats or SWOT analysis, are strategic factors used to formulate strategies, and therefore the most essential factor impacting the organization's future (Wheelen & Hunger, 1984).

2) Strategic Formulation

Strategic Formulation is the development of long-term plan, utilizing data and knowledge gained from strategic analysis (SWOT) to formulate strategies in different levels and forms, as well as assess and select the strategy most suitable for the organization. The results from strategic analysis and strategic formulation will lead to strategic planning. The strategic formulation starts from identifying vision, missions, goals, and objectives. For the large and complicate organization, the strategic formulation involves different levels of focus and scope according to duty and structure. The strategic formulation can normally be divided into three levels which are highly integrated and interdependent (Jofre, 2011). The details of which are as follows:

(1) Corporate Strategy is the highest level of function and structure; the strategy of which covers and indicates the overall strategy and the organization's direction for competition, operation, and resources allocation to each unit.

(2) Business Strategy is a sub-level of strategic formulation focusing on improving the organization's competitiveness and identifying approaches the organization is to implement for competition.

(3) Operational Strategy or functional strategy cover the competitive methods for related functions, encouraging each function to develop their own strategies within the framework of corporate strategy and business strategy.

Once strategies, manpower, budget, activities, and projects of the organization are strategically planned, strategy planners need to consider the possibility and achievement of implementing the strategies (Piriya Pholphirul, 2009, p. 6). However, even though there are many theories on strategies which can be applied, there is no formula of planning and creating the strategy that is applicable to all projects or situations (Zrithpont Kongpeng, 2011). The strategic planning, yet should be in accordance with the standard of strategy selection detailed as follows:

- (1) A Strategy must respond to external environment.
- (2) A good strategy must take into account how to maintain position and advantages in competition;
- (3) Each strategy must correlate;
- (4) A good strategy must be flexible;
- (5) A strategy must be in line with vision, mission, and long-term objectives;
- (6) A good strategy must be practical.

The strategy selection must take into account other conditions; for example, the resources sufficiency, risk, the organization's overall capability, the relations with supply units, the customer contact, and the speed of reaction to unplanned situation (Warangkana Pholprasert, 2011, p. 21).

The strategic planning for an organization can be executed in three approaches as follows: (Piriya Pholphirul, 2009, pp. 3-6)

- (1) Top-Down Strategic Planning is initiated by top executives creating the organization's missions, objectives, and key strategies.
- (2) Bottom-Up Strategic Planning is initiated at the level of strategic business unit before extending to the organization's overall strategy.
- (3) Interactive Approach is the combination of approach 1 and 2 initiated by top executives to set key directions and goals, and at the same time, encouraging lower executives to participate in strategic planning to gain more information, understanding, and acceptance towards the plan.

The strategic planning is different from the normal planning since planning involves analyzing current situations, projecting the future, and creating the possibly best guidelines to ensure effective implementation; while

strategic planning requires more specific contemplation to extract the best guideline which can turn any kinds of situations to the organization's benefit.

3) Strategic Implementation

The strategic implementation is the most significant process yet posts the highest chance of failure in the strategic management. The focus of this process is different from that of the other two processes, which involve analysis and formulation of strategies, and mostly focus on creating competitiveness and marketing capability. The strategic implementation, however, focuses on internal operation or operation management, which includes human resources, financial administration, and other process relating to operation management control. The strategic implementation possibly involves changes in the organization's culture, structure, or management to ensure tangible implementation of strategies. This process consists of:

(1) Resources allocation to efficiently formulate plan and allocate resources, taking into account the environment changes that impact the resources utilization and administration. The successful strategy management is more than likely to depend on several aspects of resources management (G. Johnson, Scholes, & Whittington, 2011). Most economics textbooks divide the resources management into four types including 1) physical resources (land, buildings, plant, equipment, etc.); 2) financial resources (share and loan capital required for development and expansion); 3) human resources (obtaining the requisite number of appropriately skilled employees); 4) intellectual or 'intangible' resources (databases, legal permissions, brand or design registration, contacts, etc.) (Evans, 2015)

(2) Organization restructure to support the changes from the strategy and resources utilization, taking into account its possibility and worthiness

(3) Organization changes and Human resource development to be in line with the strategies implemented to achieve the goals in the organization's direction, taking into account different issues such as the changes in the organization's culture and personnel development including knowledge providing, training, and encouraging personnel to fully and efficiently work

(4) Strategic deployment to ensure that the organization's vision and mission, which have already been created, do not go to waste because they

are not implemented. The vision and mission need to be cascaded to each unit all over the organization; such cascaded vision and mission have to be clearly and understandably in accordance with roles and responsibilities of each unit. The strategic goals can be interpreted into sub-goals and designated as annual goals. After that, the goals of each unit and each project will be identified in line with strategic goals, in order to for staff to clearly perceive the goals and priority. This will not only help the staff to precisely perceive their goals, but it is also useful for the suitable assessment process and enables the proper and sufficient allocation of resources to ensure the target achievement of each group or each project.

The organization's success directly involves with the efficient implementation of strategies, since even though the strategies are perfectly planned, without careful implementation, the organization can fail (Jofre, 2011). Therefore, the executives should assign personnel and identify guideline or approach for operation. The most important thing when implementing strategies is that the staff must truly knowledge, understanding, and skill related with the operation. However, Jones (2008) stated after studying strategy communication, that less than 10% of staff understand the company's strategy. Therefore, the organization needs the efficient communication on strategy, coordination, consistent and effective implementation of the strategy, and the strategy assessment to ensure modifications if necessary. Strategies must be communicated and promoted throughout the organization (Evans, 2015).

4) Strategic Evaluation and Control

The strategic evaluation and control is the process for the executives to monitor and examine if the organization's approaches to implement strategies are sufficient and effective. This is to ensure that the operating results are achieved as planned. The evaluation includes qualitative and quantitative aspects with criteria and standards tangibly reflecting operating results. Normally, an organization is to set up a specific unit to be in charge with strategic planning under planning department, and it is usually necessary to have a committee responsible for monitoring and assessing results of implementing such strategies. The committee usually consists of representatives from all departments in the organization to ensure good cooperation.

The strategic control is the final process of strategic management. The strategy controller must identify processes to be in line with the organization's system. The process of strategic control consists of:

- (1) The designation of objectives and what to be controlled and evaluated; the subject of which must be clearly assessable
- (2) The designation of key performance indices
- (3) The designation of criteria and standard for benchmarking each key performance index; for example, the industry performance, the organization's performance, and competitors' performance
- (4) The evaluation of operation during the time designated for each unit using information from different sources; for example, financial statement, service providing, customers' satisfaction, etc.
- (5) The comparison of the operating results with the standard designated by the organization to see if they are achieved as planned. If not, the adjustment might be needed; may it be strategy adjustment, operating process adjustment, the organization restructure, or the organization executives rotation.

The good strategic evaluation and control are not subjective evaluation but objective with credible evaluation approaches and identified key performance indices. And since all strategies are subject to change due to changeable internal and external factors, the strategy evaluation is essential because the current success does not guarantee the future achievement. Also, the success always brings new and different problems; the organization satisfying only with the current success cannot survive all causes for long (David, 1997).

5) Strategic Management Tools and Techniques

Strategic management tools and techniques support the organization's executives on strategic initiating, planning, and executing, (Stonehouse & Pemberton, 2002) which include strategic analysis, strategy selection, and strategy implementation, to improve the organization's deficiencies (Afonina & Chalupský, 2012). Strategic management tools and techniques are one of the most critical part of strategic management process (Qehaja, Kutllovci, & Pula, 2017). However, the strategic management tools and techniques benefit the organization in the condition

that executives have clear perception and understanding on the tools and techniques they possess (Afonina & Chalupský, 2013).

The strategy tool is the generic name for any tool, model, method, technique, technology, framework, methodology or approach, used to facilitate strategies (Stenfors, Tanner, Syrjänen, Seppälä, & Haapalinna, 2007). The components and tools used in different strategic management stages are elaborated in table 2.15 as guidelines for organization's further application.

Table 2.15 Strategic Management Stages and Used Tools

Strategic Management Stages/Phases	Components	Used Tools
Situation Analysis	Internal environment analysis, External environment analysis and Competitor analysis	PEST, SWOT, Core Competencies, Critical Success Factors, Unique Selling Proposition, Porter's 5 Forces, Competitor Profile Matrix, External Factor Evaluation Matrix, Internal Factor Evaluation Matrix, Benchmarking, Financial Ratios, Scenarios Forecasting, Market Segmentation, Value Chain Analysis, VRIO Framework
Strategy Formulation	Objectives, Business level, Corporate level and Global Strategy Selection	Scenario Planning, SPACE Matrix, Boston Consulting Group Matrix, GE-McKinsey Matrix, Porter's Generic Strategies, Bowman's Strategy Clock, Porter's Diamond, Game Theory, QSP Matrix
Strategy Implementation	Annual Objectives, Policies, Resource Allocation, Change	Policies, Motivation, Resistance management, Leadership, Stakeholder Impact Analysis,

Strategic Management Stages/Phases	Components	Used Tools
	Management, Organizational chart, Linking Performance and Reward	Changing organizational structure, Performance management
Strategic Evaluation and Control	Internal and External Factors Review, Measuring Company's Performance	Strategy Evaluation Framework, Balanced Scorecard, Benchmarking

Source: Adapted from Jurevicius (2013).

Strategic management can be considered a series of steps, covering an analysis of opportunities and threats in the external environment, and analysis of strengths and weaknesses of the organization or in the internal environment. Moreover, the strategic management includes identifying agency stakeholders, as well as mission and goals, formulating strategies by pairing the organization's strength and weakness with opportunities and threats, implementing the strategies, and finally engaging in strategy control activities to assess operation updates and ensure the goal achievement as planned (Zaei, Yarahmadzahi & Abtin, 2013). The strategic management framework consists of four connected, dynamic, and continuous elements. Even though these elements can be considered individually, they are built upon and connected with one another to generate overall complete process as elaborated in figure 2.3 (Abbass, 2003).

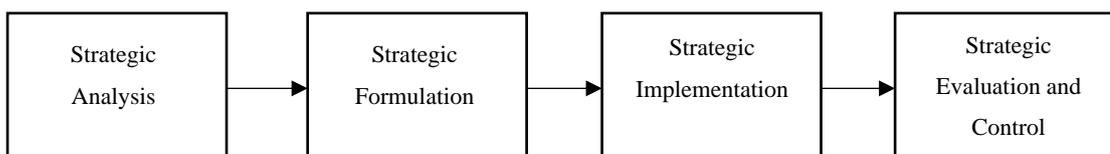


Figure 2.3 Strategic Management Framework

Source: Adapted from Abbass (2003).

From figure 2.3, Abbass (2003) defined the first element as environmental analysis; however, in order to be in line with the aforementioned four key processes of strategic management, the researcher is to use the term strategic analysis instead. The other three elements remain the same terms used by Abbass. These are steps for organizations newly developing the strategic plans. For the organization having already developed their strategic plans, they need to review such plans as necessary to change and improve them to be suitable for changing environment, both internal and external. The analysis framework from first to last steps of strategic management can be re-considered to identify issues to be improved. Such issues can lead to the improvement of the very first step of strategic management to ensure the most efficient and effective strategies for the organization (Piriya Pholphirul, 2009, p. 6).

To ensure more efficient strategic management, not only top executives, but also all staff in all levels in the organization need to participate in analyzing environments to gain essential information, suggest strategic changes and projects in order to benefit from changing environment, and work with others to consistently improve work methods, procedures, and evaluation techniques (J. D. Hunger & Wheelen, 2003).

6) Strategic Management in Tourism

Tourism and Hospitality businesses operate in a unique external and internal context, and in a dynamic and complex environment. There are many significant challenges that possibly have impacts on management strategies of tourism and service business. The challenges of which mostly are external trends, which include legislation change, regional and global economic and political crises, sociocultural trends, customer complication, severe competitiveness, terrorism, safety, climate change, cultural diversity, globalization, merging and acquisition, lack of labor, and advanced technology development (Majebi, 2013). Furthermore, the service in tourism industry has shifted from service providing to experience providing; thus, it is important for executives and staff of an organization to change their mindset on strategic thinking and daily actions. They also need to acquire

knowledge on tourism and strategic context, and how such strategic changes can bring success to the organization on such changing and challenging context. Since the strategic management involves major and fundamental managerial issues, which directly impact the future of tourism and hospitality organizations (Pine II & Gilmore, 1998); therefore, it is essential to understand and apply contemporary strategic management practices and theories (Majebi, 2013).

Since service is intangible and the nature of tourism industry is complicated, it is difficult to study strategic management of tourism. It is also found that in many tourism literature, the strategic management concepts are borrowed from the business management literature (Kalıpcı & Yay, 2018), and many authors seriously connect and apply the concepts from the business management literature (Harrington, 2001; Jogaratnam & Law, 2006; Okumus, 2004; Olsen, Tse, & West, 1998). In this study, the researcher is to apply the strategic management for both business and tourism with the formulation of strategy for Chiang Rai's tourism management for international senior tourists.

3) SWOT Analysis

According to (Goranczewski & Puciato, 2010), SWOT Analysis is a method frequently used in strategic management. The method analyzes the current condition or function of an organization in order to further initiate an overall development strategy as well as functional strategies. The term 'SWOT' is an acronym for strength, weakness, opportunities, and threats, concerning both internal and external factors of the organization, which is considered to cover wide-ranging (Paithoon Monpanthong, 2014)

Bhatia (2013) has defined SWOT as follows:

(1) Strength is an advantage of an organization that can lead to success, including skills, available resources, goodwill, market leadership, and relationship between sales and buyers.

(2) Weakness is the limitation or deficiency of some factors that can obstruct the organization to reach its goal. Facilities, financial resources, management capabilities, marketing skills and brand image are considered crucial to an organization; and the lack of which can result in weakness of the organization.

(3) Opportunities are favorable situations that can support the organization to reach its goal. The possible opportunities are improved buyer or supplier relationships, identification of a previously overlooked market segment, technological changes, changes in regulatory framework, and changes in competitive circumstances, and so on.

(4) Threats are unfavorable situations that can lessen the possibility of the organization to achieve its goal. Threats to the organization may include the entrance of new competitors, slow market growth, increased bargaining power of key buyers or suppliers, technological changes, and changing regulations.

With this analysis method and by understanding the key opportunities and threats faced by an organization, the management can identify practical options which can be further initiated as strategic plans, aiming to maximize the strength and enhance the opportunities for the organization while minimize the weakness and threats (Bhatia, 2013).

The SWOT analysis can be used for a tourism destination to identify its opportunities and threats, so that its potentials can be enhanced and weakness prevented or diminished. The following table depicts example of Strength, Weakness, Opportunities, and Threats, as well as key questions which can be used as guidelines for SWOT analysis in a tourism destination.

Table 2.16 SWOT Analysis Example for Tourism Destination

	Strengths	Weaknesses
Internal to Destination	<p>Key question: What advantages does the destination have over others?</p> <p>Example of strengths: - Unique asset in terms of culture, history, environment, built infrastructure, quality, operations, business environment, community support and buy-in, diversity of offers, bargain, name recognition, human resources, accessibility, government support</p>	<p>Key question: What might account for losing tourists to the competitor?</p> <p>Examples of weaknesses: - Poor transportation, gang activity, many mosquitos during high season, conflicts among stake holders, monument highly deteriorated</p>
	Opportunities	Threats
External to Destination	<p>Key question: Which upcoming trends could benefit the site?</p> <p>Examples of opportunities: - Developing travel trends that cater to strengths of the site, changes in demographics favorable to the destination, economic situation changing to shift visitor patterns to destination</p>	<p>Key question: Which upcoming trends could hurt the site?</p> <p>Examples of threats: - Opening of new highly competitive destinations, recession, new law imposing high visa fees on tourists, budget cut from central government</p>

Ritson (2011) summarized the process of SWOT analysis, stating that while analyzing the internal condition to identify strength and weakness of an organization, one must analyze the external condition to list out opportunities and threats to the organization as well. After that the key strategic issues are identified, options evaluated, and strategies selected. Then the chosen strategies will be

implemented and managed to get the best results with constant feedbacks to ensure the continuous improvement of the strategies. (See also figure 2.4)

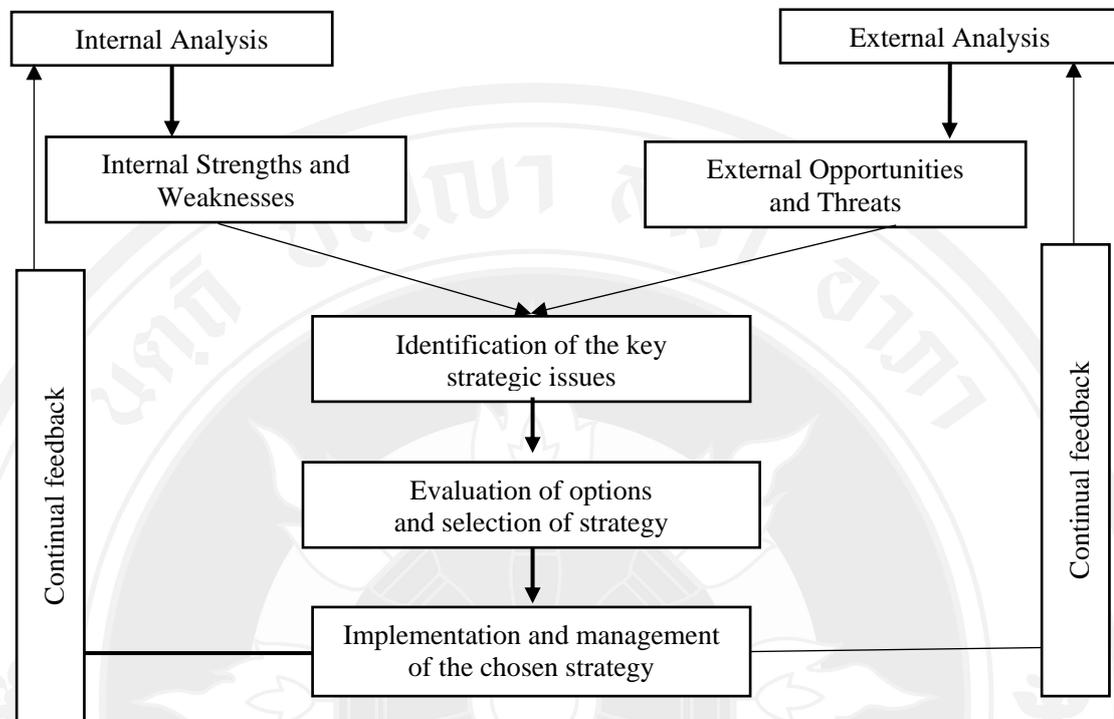


Figure 2.4 The Process of SWOT

Source: Ritson (2011).

In addition to strategic plan initiation, SWOT analysis can be utilized to match the strengths to opportunities, and at the same time to convert weaknesses or threats into strengths or opportunities. Should any weakness or threats is not convertible, an organization should be able to minimize them.

According to Goranczewski (2010), SWOT analysis is truly useful provided that it is implemented fully; no management method, technique, or tool can fulfil all the tasks if it is partially implemented. The effective and efficient strategies are based on the reliable analyses of the internal potential and the environment of a destination, which results from a complete SWOT analysis. This is in accordance with the study of Stange and Brown (2013) which states that tourism landscape have continuously changed both internally and externally; therefore, if SWOT analysis is properly used, the once overlooked or underappreciated aspects can

regain the attention and reflection, and the results from the analysis can become a raw material for tourism destination marketing.

SWOT Analysis for Chiang Rai Tourism Strategic Management is shown in table 2.17.

Table 2.17 SWOT Analysis for Chiang Rai Tourism Strategic Management

Internal Environment	External Environment
Strengths	Opportunities
<ul style="list-style-type: none"> • Tourism Policy <ul style="list-style-type: none"> - Tourism Policy (provincial and local level) concentrates on the quality rather than quantity of tourists. - Development policy focusing on Health, Herb, and Heritage • Human resources and cooperation networks <ul style="list-style-type: none"> - The strength of the public sector - Knowledgeable and capable entrepreneurs • Geographic, Resources, and Culture <ul style="list-style-type: none"> - Connecting-regions (location in the center of Mekong sub-region) - Climate - Tourist Attractions - Unique arts, culture, and way of life - Accommodation - Services • Infrastructure <ul style="list-style-type: none"> - Network to link the airport, train, and motorway 	<ul style="list-style-type: none"> • Government Policy <ul style="list-style-type: none"> - Government Policy for tourism promoting the group of 55 secondary provinces, including Chiang Rai Province - Opportunities from China's tourism promotion • Geographic, Resources, and Culture <ul style="list-style-type: none"> - The terrain facilitates the development of land, water and air transportation in order to expand tourism channels. - Route development to link the tourist routes in the 4 northern provinces (Lanna Green Tourism Network: Chiang Rai, Phayao, Phrae, and Nan)

Internal Environment	External Environment
Weaknesses	Threats
<ul style="list-style-type: none"> • Government Policy <ul style="list-style-type: none"> - There are gaps among the policies in national level, central level, and provincial and local level. - The disconnection of each agency related to the Chiang Rai Province tourism promotion and development plan. • Geographic, Resources, and Culture <ul style="list-style-type: none"> - Tourism standards have not yet met International standards. • Infrastructure <ul style="list-style-type: none"> - Facilities in the attractions still need to be developed. 	<ul style="list-style-type: none"> • Government Policy <ul style="list-style-type: none"> - A lack of integration and coherence of tourism strategy - Modification of transportation policy affecting tourism in the form of a caravan. • Geographic, Resources, and Culture <ul style="list-style-type: none"> - Railway route development from Laos to Northeast, not passing through Chiang Rai Province - The haze problem has resulted in air pollution.

Source: Adapted from Darucha Rattanadumrongaksorn and Junjit Thiensiri (2018).

In this research, SWOT analysis is to be utilized as one of the critical tools to evaluate Chiang Rai's tourism potentials for Japanese senior tourists, in order to understand its situation and analyze the internal and external environments of the Chiang Rai. The data from the analysis may be used for strategic planning and construct a framework for Chiang Rai to drive its future competitiveness.

4) Destination Management Theory

(1) Tourism Destination Competitiveness

According to (UNWTO-CTC, 2016), "the competitiveness of a tourism destination is the ability of the destination to use its resources efficiently to develop and deliver quality, innovative, ethical, and attractive tourism products and services in order to achieve a sustainable growth,... increase the added value of the tourism sector, improve and diversify its market components, and optimize its

attractiveness and benefits both for visitors and the local community in a sustainable perspective.” As Croes (2010) stated, many studies and models have identified destination competitiveness, using high visitor numbers and market share yet ignoring the sustainable perspective of not overloading the destination’s capacity or preserving its environment. However, the recent studies reflect the agreement of many authors that the competitive tourism destination is the one that can preserve the natural and cultural resources and increase the profit and benefit for locals, while being able to deliver an authentic experience to visitors. The tourism destination can utilize the sustainability approach as its advertising positioning; also, the sustainability can improve competitiveness (Hassan, 2000; Ritchie & Crouch, 2003).

(2) Destination Management/ Marketing Organization

Tourism is likely to bring benefits to the local community and contribute directly and indirectly to the environmental conservation provided that tourism destinations are properly managed. Should the management is poor, the tourism will pose a substantial impact on ecosystems as well as the loss of cultural integrity and identity of the destination. This, however, can be contained, supervised, and managed by Destination Management/Marketing Organization (Charters & Saxon, 2007).

Destination Management/Marketing Organization (DMO) is an organization which encompass related authorities and stakeholders, and to facilitate any tourism-related implementation in the same direction. The DMO structure ranges from single public authority to a public/ private partnership model with the key role of initiating, coordinating, and managing the enactment and realization of policies, development plans, and marketing plans. The function of DMOs may vary from national to regional and local levels, depending on the needs and decentralization level of public administration (UNWTO, 2002).

Most DMOs focus on broad geographic targets or specific tourism products rather than initiating and implementing marketing strategies that match the senior tourists’ demands. Only a few DMOs clearly declare their intention to prioritize senior tourists and initiate the integrated marketing strategies to achieve the target group (Nella & Christou, 2016). Moreover, since there are various service providers in a tourism destination, it is difficult to control visitors’ experiences and so

it is hardly tried by DMOs. The DMO usually emphasizes on communication activities, overlooking the strategic destination management (Hankinson, 2001).

Should the destinations and providers fail to adjust their policies and strategies to keep pace with the World's rapid changes and continuous innovation and development driven by both internal and external circumstances, their competitiveness will be posed threats (Dwyer, Edwards, Mistilis, Roman, & Scott, 2009). Therefore, in order to be competitive and capture the senior tourist market, the travel behavior must be studied and understood, and tourism products and services matching the preference for travel must be acquired, as well as senior tourists' trend monitored (Horneman et al., 2002; State & Nedelea, 2008). In addition, both tourism marketers and DMOs should aim senior tourists as target group, utilizing strategic marketing planning which is considered as one of the valuable tools for tourism stakeholders (Nella & Christou, 2016).

A tourism destination needs both tourism policy and destination management. The two of which are closely related; while tourism policy sets a framework to develop the competitiveness of the destination in a long term, the destination management approach covers the actual activities, products, services, and stakeholders in a shorter time (Cucculelli & Goffi, 2016).

(3) Destination Management for Senior Tourists

After reviewing literatures on the destination management for Senior Tourists, it is found that Utama and Susanto (2016a) have studied four components (4As) of tourism product including attractions, accessibility, amenities, and ancillary services to create the destination development model for foreign senior tourists. The model shows that the destination model expected by senior, must compose of the attractions of cultural tourism along with art performances, festival activities, beautiful natural attractions, and fair prices. For amenities, senior tourists expect to experience places for rest and relaxation with new facilities; that provide knowledge and new experiences; where they can escape from daily life to meet and mingle with new groups of people. Tourists usually anticipate for the readiness and convenience of the local transportation system, basic tourism infrastructure, and senior-friendly facilities and services at the airport. As for ancillary services, senior tourists' expectations are different from that of other groups of tourists. Senior tourists

expect the tour packages especially made for them with a tour guide who can give advices and proper assistance through all program. The services of medical science, health consult, and other specific services are also expected.

Utama and Susanto (2016b) conclude that a tourism destination should create and innovate tourism-related businesses, and provide products that address needs and preferences of senior tourists. The senior-friendly destination management must include specially-for-senior basic infrastructure and facilities in which seniors can indulge themselves. Therefore, the right tourism innovation requires the in-depth research of senior tourist behavior as tourism consumers.

Other academics studying determinants of attractiveness for a senior-friendly destination, are C.-F. Lee and King (2019). Using “4As” as a guideline, Lee, C.F. and King, B. have found that the essential components of a senior-friendly tourism destination are barrier-free public transportation facilities, barrier-free accommodation facilities, variety of seniors-only accommodation options, barrier-free facilities along customized travel routes, and variety of public transport options. Not only accessibility and amenities, but also complementary services and tourism resources are essential components for a tourism destination to become senior-friendly and attract senior tourists. C.-F. Lee and King (2019) conclude that the tourism destination’s capability to support senior tourists’ specific requirements can be improved by extending the availability and variety of both lodging- and transport-related barrier free facilities and services.

Despite different study purposes, both the studies of Utama and Susanto (2016b) and C.-F. Lee and King (2019) on the four components of tourism destination (4As) yield similar conclusions. That is, senior tourists’ requirements and expectations are different from those of other groups of tourists. Moreover, any tourism destination with the management of 4As along with barrier-free and senior-friendly facilities and services, will attract senior tourists. Therefore, the right tourism innovation requires the research on senior tourist behaviors.

(4) Destination Management for Senior Tourists in Thailand

Thailand's The Second National Tourism Development Plan (2017-2021) indicates that senior tourists are the high-potential target group that should be prioritized and supported with the development of senior-friendly tourism basic infrastructure; this is to enhance the opportunity of increasing Thailand's revenue. Moreover, it is indicated in the service manual for disable and senior tourists by the Department of Tourism, Tourism Authority of Thailand, that four aspects of the development of barrier-free service for Disable and senior tourists should be immediately executed:

a) The development of the surrounding of tourism destinations and related places, including accommodations, hotels, streets, parking lots, restaurants, souvenir shops, restrooms, etc., must be barrier-free with fair and universal design for all people;

b) The development of tourism service for senior tourists must be executed based on the fact that most seniors might be healthy but their physical health declines by age and faces physical limitations, such as slow movement or difficulty of moving the body or a particular part of the body. Some seniors might not be able to sit on the floor. Some senior can be weak, in pain, tired easily, and have hearing and seeing disability. The tourism destination should be equipped with facilities that answer to senior tourists' requirements, needs, and capabilities. The equipment of which includes walkers, wheelchairs, hearing aid, glasses, and magnifiers. Therefore, the services for senior tourists should be arranged in accordance with the principle of fair and universal design and barrier-free for all people. The arrangement includes the following examples:

(a) Remove all obstructions on the pathway, hallway, or corridor, and ensure its safety and minimum risk;

(b) Provide facilities the same standard as physically disable tourists; for example, a ramp, specially-made toilet and bathroom facilities, bed for diaper change, etc.

(c) Provide resting area for intermediate rest along tour programs;

(d) Provide wheelchairs for traveling during tour programs;

(e) Provide tour guides giving advices and recommendations via microphone and speaker to ensure audibility;

(f) Provide publication with bigger pictures and letter fonts to ensure visibility;

(g) Provide light at every corner to ensure clear vision for Senior Tourists.

The tourism destination, thus, should improve all aspects of services for senior as well as all types of Disable Tourists to be accessible and applicable to their requirements. The arrangement of which must be equitable to genera tourists.

c) The development of information and communication system must be based on two principles as follows:

(a) Survey and database generation of useful information such as lists of tourist attractions, list of tourism-related places (accommodations, restaurants, hotels, public toilets, etc.), and several types of tour programs that are accessible and useful for Senior and all kinds of disable tourists;

(b) Information publication in the forms that are accessible and useful for senior and disable tourists via basic channels as well as appropriate technologies.

d) The development of transportation service should include the vehicle improvement in accordance with international standard to ensure the convenience of Senior and Disable Tourists. As equal to general tourists, the public transportation service should be provided for senior and disable tourists to reduce the vehicle rental expense.

In conclusion, if the tourism destination improves basic infrastructures and all kinds of facilities based on the universal design (improvement of tourism atmosphere for all), and develops tourism service for senior tourists, the destination will not only attract senior, but also disable and physical-limited tourists. This enables all family members, friends, and any others to travel together without concerning on some group members with physical limitation will face difficulties or

obstacles during tour programs. This is considered “Tourism for all”, ensuring all groups, sex, age, of tourists with all types of physical conditions, especially senior and disable tourists, the equitable opportunity to access the tourism destination without traveling difficulties, to experience and learn new things as other groups of tourists.

5) Stakeholders Management Theory

Sustainability is currently prioritized all around the world and the sustainable development has become a significant approach of tourism planning and improvement (Inskoop, 1991; Yuksel, Bramwell, & Yuksel, 1999). In order to ensure the success of tourism development, stakeholders must participate in the development process. Naturally, tourism has both positive and negative impacts on community, economy, and environment (Byrd, 2007) thus, if the tourism development is misplanned, the resources which are the foundation of local tourism including economy, environment, and society, can be severely destroyed (Choi & Sirakaya, 2006; Inskoop, 1991). The key to the sustainable local-tourism development’s success and execution, is the support from stakeholders including people, entrepreneurs, and community leaders (Gunn, 1994).

The idea of stakeholder participation is based on business management and public administration literatures. According to (Byrd, 2007), the stakeholder participation was prioritized in the management literatures until the year 1984 when Freeman stated in his study “Strategic Management: A Stakeholder Approach”, indicating stakeholders as persons or groups of persons who have major impacts on or are strongly impacted by the organization’s achievement of purposes.

Later in 1995, Donaldson and Preston developed three aspects of stakeholder theory: namely, (1) the descriptive/ empirical aspect explains characteristics and/ or behaviors of an organization or a development such as size and type. This aspect is implemented to explore and explain the organization or stakeholder’s past present and future condition of business; (2) the instrumental aspect indicates the connection or lack of connection between stakeholder management and the organization’s success or the development’s purpose and target; (3) the normative aspect is the core foundation of stakeholder theory, used to identify corporation as well as the code of conduct of corporations’ operation and management (Donaldson & Preston, 1995).

This three aspects of stakeholder theory shows the necessity to identify all stakeholders' interests. Even though the stakeholders are not required to equally participate in the decision-making process, the identification and understanding of all interests must be realized. This idea is supported by Clarkson (1995) stating that the absence of even only one group of stakeholders' interests, can cause failure to the whole process. The significance of stakeholders is also highlighted by De Lopez (2001) explaining that the stakeholder management requires the understanding and anticipation of stakeholders' behaviors, as well as the strategies to ethically and efficiently deal with stakeholders.

(1) Types of Stakeholder Participation

According to Baierle (1998), Carter and Darlow (1997), Fiorino (1990), and Nanz and Steffek (2004), the stakeholder participation can be accommodated and executed in different forms both formally and informally. The forms of which include public hearings, public deliberation, advisory committees, surveys, focus groups, work groups, citizen review panels collaboration, civic review boards, implementation studies and written comments. In 1969, Arnstein developed the typology of citizen participation which is divided into three categories: (1) non-participation, on the surface, seems to involve public participation, but this is actually for planners to justify their independent decision to stakeholders who had no input; (2) degrees of tokenism explains the form stakeholders are allowed to voice their interests but not to influence any decisions being made; (3) degrees of citizen power involves granting stakeholders ability not only to voice their interests but also to directly influence the decision making.

Apart from the depth of stakeholder participation, the qualification and duration of which stakeholders are to participate, are also suggested. According to Byrd (2007), the forms and actual participants depend on a specific community and its stakeholders. The most important thing is that stakeholders should be involved through all process and management, not limited only to the early stage (Gunn, 1994). Moreover, Nicodemus (2004); (Susskind & Cruikshank, 1987), state in their studies that the participation of all kinds of stakeholders will be successful only with the following five elements: fairness, efficiency, knowledge, wisdom, and stability.

Bearing such five elements in mind, the community partnerships and collaboration within tourism can be achieved by taking the major process of identification and involvement (Hardy & Beeton, 2001). The first step of sustainable local-tourism development is to identify stakeholders; once identified, they are to participate in the process of tourism development. Then, the tourism development is given the best opportunity to become truly sustainable.

In 2007, Byrd, combined the definition of two groups of stakeholders based on the sustainable tourism development of World Tourism Organization (1998) consisting of the present tourist and the host community, with the definition of two groups of stakeholders based on World Commission on the Environment and Development (1987) consisting of the present users and the future users of a resource (Byrd, 2007). This leads to the identification of four different groups of stakeholders: namely, the present visitors, future visitors, present host community, and future host community. The host community can also be divided into residents, business owners, and government officials; while visitors cover both individual and group tourists. Byrd, (2007) further explained that with enough time resources and leadership, the stakeholders should be authorized to make decisions through all processes. They are to understand that their participation has the potential and influence towards decision-making process. This form of participation should start with educating all stakeholders the challenges and benefits related to tourism development including collaboration, partnerships, and collaborative learning. This is one of the three methods allowing all groups of stakeholders to participate.

2.6 Chiang Rai Province

2.6.1 General Information of Chiang Rai Province

2.6.1.1 History

Chiang Rai Province is located on the plain by Gok River (The Gok Plain); the area of which is rich in soil leading to people continuously traveling to settle down in this area since early Buddhist era (B.E.) or Prehistoric era until present time. Chiang Rai's history can be divided into four different era as follows:

1) Ancient Communities in Prehistoric Era

The Gok Plain has been the center of Thai people and civilization since before 1800 B.E. (or 1257 A.D.). The tangible evidence of Thai communities and civilization in the Gok Plain, is the ruins of ancient city spreading on the Gok Plain; 27 of which have been found. Moreover the discovery of water ditch, earth dyke, as well as the archaeological excavation and the discovery of stone equipment aged 15,000 – 7,000 years in Mueang District of Chiang Rai Province, are the solid evidences, confirming the existence of Thai communities, concentrating on the Gok Plain and gradually continuing to expand.

2) The Kingdom Establishment of Mung Rai Dynasty

Early in the 19th Buddhist Era (1238-1317) on the Gok Plain, King Mung Rai the first king of Mung Rai Dynasty, established and ruled the city of Hirun Ngoenyang in 1259. Later, on the 26th of January 1262, King Mung Rai moved the city from the location of Chiang Saen City to the Gok Plain and established the new city called “Wiang Chiang Rai” (Chiang Rai) meaning the city of King Mung Rai. Chiang Rai was the center of expansion; and with King Mung Rai’s power and influence, Chiang Rai was considered the capital city of Yonok Region with several subordinate towns and communities. In 1296, King Mung Rai moved the city to the Ping Plain establishing the city of Nopburi Srinakhonphing Chiang Mai and ruling the city until His Majesty’s death. For Chiang Rai, King Mung Rai appointed his son Khunkram or Phychaisongkram to rule the city. That is when Chiang Rai was diminished and become a satellite town to Chiang Mai City. At the same time, Chiang Mai started to become more significant as the center of Lanna Kingdom (arisen from the uniting between Yonok Region and Hariphunchai Region); the kingdom of which was highly unified secured and prosperous in the reign of King Mung Rai.

Later, there was a civil war fighting over power in Chiang Mai City; the war of which happened at the same time King Burengnong of Myanmar had been extending his power and territory into Lanna Kingdom. In 1558, Chiang Mai City and Lanna Kingdom, which includes Chiang Rai and Chiang Saen, became dependency to Myanmar. After that, Lanna Kingdom became the ground for fighting over power between Siam (Thailand) and Myanmar, leading to people fleeing from the war in Chiang Rai or being herded to the South.

3) Satellite Town in Early Rattanakosin Era

In the reign of King Buddhayodfa Chulalok Maharach, the first king of Thailand's Chakri Dynasty, His Majesty deployed an army to banish those of Myanmar. In 1804, Chiang Saen, the last Myanmar's stronghold, was conquered, resulting in Chiang Rai being abandoned following Chiang Saen.

In the reign of King Nangklao, the third king of Chakri Dynasty, Chiang Rai was recovered as a satellite town to Chiang Mai with the new name as Phanthumati Rattana Anakhet, with the obligation to support Chiang Mai on defense threats from Myanmar.

4) Regional Ruling System

In the reign of King Juljomklao, the fifth king of Chakri Dynasty, His Majesty advocated the power centralization to create the political unity and reform the ruling system of subordinated cities as Regional Ruling System. In 1884, Phayap Region was established with officers sent from the central government possessing superior power to that of city rulers. On the 9th of June 1910, King Juljomklao declared His Majesty's royal command of elevating Chiang Rai to the fourth layer of outer districts which is included in Phayap region. This results in Chiang Rai fully becoming a part of Sian Kingdom and directly governed by the central government.

In the reign of King Pokklao, the seventh king of Chakri Dynasty during the year 2476 B.E., the central government improved the regional system by changing region to district system. This results in Chiang Rai City becoming a part of Chiang Rai Province at present.

2.6.1.2 Physical Description

1) Location

Chiang Rai Province is located at the furthest north of Thailand at the latitude of 19 degrees to 20 degrees 30 minutes north, longitude of 99 degrees 15 minutes to 100 degrees 45 minutes east, with the distance of 829 kilometers from Bangkok.

2) Border

North: Republic of the Union of Myanmar and Lao people's Democratic Republic

East: Lao People's Democratic Republic

South: Phayao and Lampang Province

West: Republic of the Union of Myanmar and Chiang Mai Province

3) Geographic Features

Chiang Rai's geographic features involve north continental highland with plateau dispersing around Mae Suai, Wiangpapao, and Chiang Khong Districts. The mountain area is around 1,500-2,000 meters above sea level; and the plains nearby important rivers in Phan, Mueang, Mae Chan, Mae Sai, Chiang Khong, and Chiang Saen Districts are 410-580 meters above sea level.

4) Climate

The summer season is during mid-February to mid-May. The lowest temperature averages at 30.6 degrees Celsius and the highest temperature is 35.4 degrees Celsius. The raining season is during mid-May to mid-October with the raining day averages at 145 days a year. The average annual rainfall is around 2,042.6 millimeters. The winter season is during mid-October to mid-February. The lowest temperature averages at 15.1 degrees Celsius and the lowest temperature is 10.2 degrees Celsius.

2.6.1.3 Government/Population

1) Provincial Symbol

Provincial seal: Chiang Rai's seal is designed to be a white elephant standing under clouds; the meaning of which is the prosperity in the past when King Mung Rai mainly used elephants to battle and conquer enemies. Moreover, elephants are also the significant reasons why King Mung Rai established Chiang Rai City. The legend says the royal elephant was missing from where it had been bound; King Mung Rai tracked it to the rich plain nearby Gok River and established Chiang Rai City there.

Provincial flower: *Pyrostegia venusta*

Provincial tree: *Radermachera ignea* given by Her Majesty Queen Sirikit on the 9th of May 1994 on the occasion of the 50th Anniversary Celebrations of King Bumiphol's Accession to the Throne

Provincial slogan: The furthest north of Siam; Border with three lands; and center of Lanna culture with Buddha's relics placed in Doitung temple

2) Governing Units

The regional governing system is divided into 18 districts including 124 subdistricts with 1,753 villages (Chiang Rai's Office of Provincial Administration, 2016).

3) Populations

The total population is 1,287,615: 628,897 of which are male and 658,718 are female (National Statistical Office of Thailand, 2017).

Map of Chiang Rai Province is shown in figure 2.5.

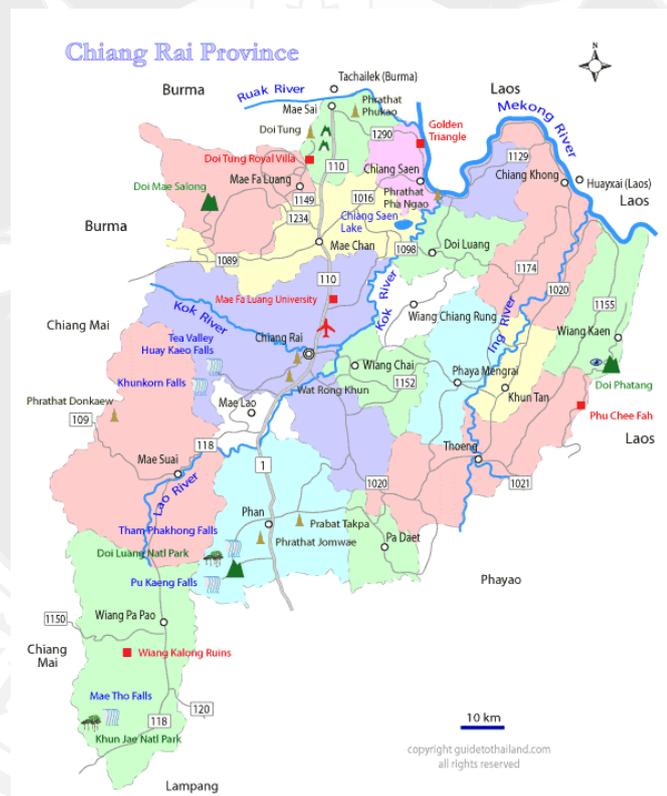


Figure 2.5 Map of Chiang Rai Province

Source: Guidetochiangrai.com

Emphasizing the importance of Chiang Rai, on the 15th of July 2014, Policy Committee on Special Economic Zone Development announced Chiang Rai as Special Economic Zone (SEZ), which is in phase 2 of the government's project as stated in the announcement no. SEZ 2/2015, and is to commence in 2016 fiscal year. Thailand's SEZ framework involves increasing the competitiveness, reducing the development disparity among different areas, and enhancing the economic security. On the 16th of March 2015, Policy Committee on Special Economic Zone Development announced the SEZ area in Chiang Rai, comprising of 21 Tambols (sub-districts) in three Ampurs (districts): namely, Chiang Khong Chiang Saen and Mae Sai. Each SEZ area is assigned targets as follows: Mae Sai as trading and financial center comprising with convention and exhibition center, trading and investment information center, financial service center and agricultural product trading center; Chiang Khong as logistic, eco-industry and agricultural product processing center consisting of distribution and warehouse center, mass transportation center, agricultural product processing, logistics and transportation center, and cultural tourism center; Chiang Saen as quality tourism center and international port enhanced with tourism information center, culture and product exhibition center, merchandise and tourism port, medical and health services center, and international education center (Chiang Rai Industry Office, 2016).

Not only the location, but also the characteristics support Chiang Rai's potential of tourism. Chiang Rai is an ancient city with a long history, rich natural resources, and population of various ethnic groups including Thai people living on the plain, hill-tribe people, and Yunnan Chinese who have migrated to live in Thailand's mountain (Strategy and Information Development Group of Chiang Rai, 2016). Moreover, Chiang Rai has a number of famous tourist attractions that generate revenue for the province.

2.6.2 Tourism Products in Chiang Rai Province

As defined by UNWTO (2020), a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor

experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle". Tourism products in Chiang Rai such as attractions and activities, which are attractive and suitable for international senior tourists, are shown in table 2.18.



Table 2.18 Tourism Products in Chiang Rai Province for Senior Tourists

Content	History based	Nature based	Culture based	Man-made	Combination
Attraction	- King Meng Rai Monument	- Mae Fah Luang Plantation	- Rong Khun Temple	-Buck Port	- Mae Sai Crossing Border
	- Phra Singh Temple	- Khun Kon Waterfall	- Hill-tribe Museum and Education Center		- Golden Triangle or Sob-ruak
	- Phra Kaew Temple	- Huay Mark Liam Hot Spring			- Opium Museum
	- Phra Thart Doi Thong Temple	- Thum Luang – Khunam Nangnon Forest Park	- Center for Chinese Language and Cultural Studies		- Singha Park
	- Oub Kham Museum	- Tham Pla (Fish Cave)			- Choui Fong Tea Plantation
	- Phra Thart Doi Wao Temple	- Mae Fa Luang Arboretum	- Baan Haad Bai		
	- Doi Mae Salong	- Chiang Saen Lake	- Tailue Textile Center		
	- Baan Therd Thai	- Baan Haad Krai	- Doi Pha Tung		
	- Doi Tung Royal Villa	- Doi Luang National Park	- Wiang Galong Village		
	- Phra Thart Doi Tung	- Pugang Waterfall	- Larnthong, the Khong-River Culture Park		

Content	History based	Nature based	Culture based	Man-made	Combination
Attraction	- Chiang Saen Branch of the National Museum	- Wawi Highland Agricultural Experiment Station	- Thampa Achathong Dhamma Place		
	- Phra Thart Chedi Luang	- Doi Gard Phee	- Baanrong Plaina		
	- King Lanthong Temple	- Luang Pond	- Doi Hau Mae Khum		
	- Wat Pasak	- Haad Phadai	- Baan Padaet		
Archaeological Site	- Phra Thart Pha-ngao Temple	- Phu Chifa			
	- Phra Thart Jomkitti	- Maekajarn Hot Spring	- Black house (Baan Dam)		
	- Opium Tower at Golden Triangle Park	- Khunjae National Park	- Huay Pla Kang Temple		
		- Maetho Waterfall	- Rong Suea Ten Temple		
	- Phra Thart Jomwae Temple	- Doi Lungga			
	- Phra Chao Thongthip Temple	- Huay Maesak Park			

Content	History based	Nature based	Culture based	Man-made	Combination
Attraction	- Phra Chao Guena Buddhist Place - Boran Wiangderm Temple - Phra Thart Jomjor Temple - Arunyavivekkiri Temple - Buddha Image museum - Muenbudd Temple - Phra Thart Jomchan - Phra Thart Jommorkkaew Temple - Khum Phaya Meng Rai - Phra Mahachedi Gaomongkol - Phra Thart Jomkiri - Doi Phayapipak	- Sunflower Orchard - Patueng Hot Spring - Taadkwan Waterfall Park			
Activity		- Elephant riding - Trekking	- Food and beverage - Traditional massage	Golf Entertainment	- Sightseeing - Shopping

Content	History based	Nature based	Culture based	Man-made	Combination
Medical Services			<ul style="list-style-type: none"> - Acupuncture Thai traditional massage - Thai massage and Thai herbs 	and show	<ul style="list-style-type: none"> - City Tour - Cultural tourism activities in handicraft and religion Medical tourism

Source: Adapted from Paithoon Monpanthong (2014).

2.6.3 Chiang Rai Province's Tourism Potentials

According to the study of Makha Khittasangka et al. (2006), related organizations and parties play an important part in generating revenue and contributing to the benefit by helping develop Chiang Rai's Tourism. The crucial organizations and parties are the government, the private, and the public sectors. Considering Chiang Rai's development Plan 2013-2017 (Revised version), it is also found that Chiang Rai boasts various potentials as follows:

2.6.3.1 Connecting-regions Potential

Chiang Rai's location is advantageous. Situating at the farthest north of Thailand bordering two neighbor countries, Myanmar and Laos PDR, Chiang Rai has opened crossing points with both countries: Thailand-Myanmar crossing point at Mae Sai District, and Thailand-Laos PDR at Chiang Khong district.

2.6.3.2 Climate Potential

Chiang Rai's all-year average temperature is approximate 24 degree Celsius. In the winter season (November-February), the average temperature is approximately 15 degree Celsius. The cold weather with the lowest temperature at 7 degree Celsius and possible temperature below 0 degree Celsius at the mountain top, attracts tourists to the province.

2.6.3.3 Infrastructure Potential

There are many types of transportation facility for tourists including air land and water transportation. Chiang Rai's international airport has the capacity to provide services for 600 passengers per hour. For the water transportation, there are ports in Chiang Saen district and Chiang Khong district, which are utilized for international transport via Me Kong River, one of the important international rivers. Chiang Saen port can be also used to link southward to Laem Chabang port as the route to other regions in the world. For the land transportation, Chiang Rai is able to link with upper-north region highway network, which is quite complete and able to travel to Chiang Mai – one of the main tourist destinations in the north region, and to countries in Greater Me Kong Sub-region including Myanmar, Laos PDR, and South China via two routes: R3A linking Thailand-Laos-China, and R3B lining Thailand-Myanmar-China.

2.6.3.4 Potentials on travel and tourists services, information services, public utility, and immigration services.

2.6.3.5 Tourist Attraction Potential

There are 121 interesting tourist attractions in Chiang Rai; 58 of which are natural attractions, 46 historical sites, and 17 arts and cultural. Chiang Rai is also home to more than 30 tribes' civilization and more than 100 artists, and the origin of over-700-year-old Lanna kingdom.

2.6.3.6 Accommodation Potential

There are approximately 5,500 rooms in Chiang Rai, which can be divided into many types of accommodation; namely Bed & Breakfast, guest house, bungalow, condominium, apartment, mansion, long-stay rental, youth hostel, boutique resort, tent & camping area, farm stay, resort & spa, villa, service apartment, hotel, and home stay.

2.6.3.7 Food and Restaurant Potential

There are plenty of restaurant in Chiang Rai, all of which are easily accessible. Tourists can choose any food they want ranging from Thai local to international food whose price is in accordance with ingredients, taste, restaurant atmosphere cleanliness and services.

Although Chiang Rai province has several tourism potentials and tourism products and services for senior tourists, in view of customer service quality, services should correspond with and satisfy the customer's requirements according to Edvardsson (1998). Singh (2004) also stated that the study of requirement and satisfaction levels was essential to develop a particular destination's sustainable tourism. This has led the researcher to assess the satisfaction level of Japanese senior tourists towards Chiang Rai's current tourism management for Japanese senior tourists, setting the hypothesis as follows:

H6: Japanese senior tourists with different demographics, which includes gender, age, education background, occupation, marital status, income, and health status, have different level of satisfaction towards the efficiency of Chiang Rai's current tourism management for Japanese senior tourists.

H7: Japanese senior tourists with different psychographics, which includes activity, interest, and opinions, have different level of satisfaction towards

the efficiency of Chiang Rai's current tourism management for Japanese senior tourists.

2.7 Thailand-Japan Relations

Thailand and Japan has been in relationship for more than 600 years. According to historical records, it is confirmed that during the years 1425-1570, Thailand and Japan have traded with each other since Ayuttaya era (Embassy of Japan in Thailand, 2014, TAT Review, 2018). By signing the Declaration of Amity and Commerce between Japan and Siam on the 26th of September 1887 in Tokyo, the two countries have officially established diplomatic relations. Thailand is considered the first country in Asia with which Japan entered into the agreement; also the embassy of each country was established in other country, both Tokyo and Bangkok (Prapaiwan Koiwa, 2017). The relationship has been developed through various aspects of mutualistic cooperation: economy, development, society and culture, and security. The relations between Thai and Japanese royals has long been intimate since Ayuttaya era (Strategic Studies Center, 2018, p.10); furthermore, both Thailand and Japan are similar in terms of long history of monarch succession, which is incomparable by other countries in Asian continent (Chaiwat Khamchoo, 2017). This has tightened the Thailand – Japan relationship and engagement from the past continuing to present.

At presents, Japan is Thailand's biggest investor (Ministry of Foreign Affairs, 2020) contributing 38% of foreign investment in Thailand (Prachachat, February 9, 2021). According to Japan External Trade Organization (JETRO) in Bangkok, it was found that in 2017, there were more than 54,000 Japanese companies operating in Thailand, crowning Thailand the hub of Japanese industrial companies covering from automobile to other productions. Not only companies, but there are also a number of Japanese living in Thailand totaling 73,000 people. Fifty three thousands of which live in Bangkok, the city with the highest number of Japanese. (Naewna, April 20, 2019) This earns Thailand the most influential country to Japan. (Strategic Studies Center, 2018, p. 10)

Not only trade and investment, but Thailand and Japan also execute support and cooperation between each other.

2.8 Thailand-Japan Development Cooperation

Japan has started to provide technical assistance to Thailand since 1950; later in 1954, Japan enlisted and became a member of Colombo Plan, and provided official development assistance (ODA) to Thailand through Japan International Cooperation Agency (JICA) under Japan's Ministry of Foreign Affairs. On the 5th of November 1981, Thailand's and Japan's Minister of Foreign Affairs duly signed the Agreement on Technical Cooperation between the government of the Kingdom of Thailand and the government of Japan to identify the master framework of technical cooperation.

During the first phase, Thailand received the assistance from Japan in forms of soft loan and grant aid, focusing on development of Thailand's infrastructure as well as technical cooperation at the bilateral level in different fields.

2.8.1 Technical Cooperation

For technical cooperation, the government of Japan focuses on the development of economy and industry (transportation system, railway, and SMEs support), sustainable society (public health for seniors, health insurance system) building competency on scientific and technology researches, disaster management, and environment management. The existing bilateral cooperation with Japan includes:

- 1) Technical Cooperation Project: TCP as requested by Thai agencies
- 2) Technical Cooperation for Development Planning: TCDP with one existing project on Promoting Sustainability in Future Cities, executed by National Economic and Social Development Council-NESDC
- 3) Technical Cooperation for Science and Technology Cooperation of Global Issues, under Science and Technology Research Partnership for Sustainable Development (SARREPS), providing support for the co-research between Thailand's and Japan's agencies and universities
- 4) Individual Expert: IR
- 5) Country-Focused Training in Japan as specially requested from Thai agencies
- 6) Japan Overseas Cooperation Volunteers (JOCV) to work in Thai agencies and educational institutes for 1-2 years

7) Scholarship for Group and Region-Focused Training Course

2.8.2 Grant Aid

In the past, the government of Japan provided financial assistance to Thailand by supporting the construction of infrastructure, buildings, and by procuring equipment; this kind of cooperation was ceased in 1993 when Thailand's economic growth was constantly improved. However, the government of Japan started providing support for Thailand again in Japan's fiscal year of 2009 in the form of Non-Project Grant Aid to procure materials and equipment for Thai agencies. This support included:

- 1) Non-Project Grant Aid
- 2) Emergency Grant Aid
- 3) Grant Assistance for Grassroots Human Security Projects: GGP)

After Thailand has become the upper-middle-income country, Japan changed the support for Thailand from bilateral cooperation to regional cooperation as well as ASEAN framework. Japan International Cooperation Agency (JICA) has made Country Assistance Policy for Thailand, cooperating with Thailand as upper-middle-income country and emphasizing the new growth strategy to enhance Thailand's competitiveness, leading to sustainable growth and progress on human security and regional cooperation. At the same time, Thailand has changed from country receiving support to establishing development partnership with other developing countries, causing recent Thailand-Japan cooperation to be Triangular Cooperation providing assistance to the third world.

Apart from long constant national cooperation, there are many aspects of cooperation between Japan and Thailand's Chiang Rai Province.

2.9 Chiang Rai Province and Japan Cooperation

Chiang Rai Province received support from the government of Japan through Japan International Cooperation Agency (JICA) in forms of grant aid via Grant Assistance for Grassroots Human Security Projects Scheme: GGP, and Technical

Cooperation for Development Planning: TCDP. Some of the cooperation between Chiang Rai Province and Japan are as follows:

2.9.1 Grant Assistance for Grassroots Human Security Projects Scheme (GGP) or Kusanone Project

2.9.1.1 Public Health

In 2015, the government of Japan supported the development project on medical service system for population in many districts of Chiang Rai Province, providing fund for ambulance, durable articles, and medical equipment for Khun Than hospital in Khun Than District totaling THB 3,522,000. Later in 2015, Japan funded Wiang Chiang Roong hospital in Wiang Chiang Roong District amounting to THB 2,211,000; and in 2021, Wiang Khan hospital in Wiang Khan District amounting to THB 3,014,000.

2.9.1.2 Education

In 2019, the government of Japan supported the construction of Baan Huay Yasai school building, Mae Saruay District, amounting to THB 5,835,000. Most of the students were Akha and Lahu ethnics. Moreover, Japan supported the construction of earthquake-resistance school building for Mae Lao kindergarten school, Mae Lao District, amounting to THB 7,303,000 to ensure safer and more appropriate study environment. The building of which is considered the first prototype for earthquake-resistance building in Thailand. Later in 2020, the government of Japan provided budget of THB 8,611,600 for the dormitory construction for Sahasartsuksa school, Mueng Chiang Rai District; the school has provided educational opportunity for hill tribes in Thailand for more than 60 years.

2.9.2 Technical Cooperation for Development Planning

National Economic and Social Development Council (NESDC) together with Japan International Cooperation Agency (JICA) have executed the Project for Promoting Sustainability in Future Cities of Thailand to steer the urban development following the direction of National Economic and Social Development Plan no.12 and aiming to create concepts and efficient mechanism for sustainable urban development in the future, under the steering principles of development by local authorities. This is

executed by the participation of public sector, private sector, and all groups of people in the project area; people should be the center of decision making while relating agencies support the execution. This project has started since 2015 in the first phase of six pilot cities including Khon Khan City Municipality, Panasnikom City Municipality, Pitsanulok City Municipality, Krabi City Municipality, Nan City Municipality, and Chiang Rai City Municipality (National Economic and Social Development Council – NESDC, 2020).

With the cooperation between NESDC and JICA, Chiang Rai City Municipality has executed two projects including 1) University of Third Age (U3A) encouraging the interaction among all ages leading to active learning; and 2) Local activities creating interactions and generosity among all ages in Doi Sagen community. In 2017, Chiang Rai City Municipality established University of Third Age to be learning space and the center of activities developing skills capability and quality of life for elderly people. The University opens eight curricular including religion, arts and culture, environment, economy, technology and communication, society and happiness, health, and tourism (Porntip Chantrakul, 2019).

Moreover, Chiang Rai City Municipality has carried out the project on local activities creating interactions and generosity among all ages. The project aims to distinguish prominences and attractions in Doi Sagen community and surrounding communities, and add value and turn into ecotourism and community-based tourism. Doi Sagen is driven to become the new learning center for all ages called “Kirichai Yama”, the combination of Northern word “Kiri” and Japanese word “Yama”, both meaning mountain. This project is useful for the development of economy and society, answering the demand of Chiang Rai Province’s population; and is aimed for Doi Sagen community to become a lively and sustainably happy city.

Beside different projects under the cooperation between the government of Japan and Chiang Rai Province, there are cooperation between Chiang Rai Province and Japan’s prefectures; the details are as follows:

2.9.3 Sister Cities Project between Mae Sai Sub-district, Chiang Rai Province and Yuki City, Ibaraki Prefecture, Japan

The good relationship between Thailand's Mae Fah Luang Foundation under Royal Patronage and Japan's Ibaraki International Welfare and Friendship Foundation (IIFF) since 2002, the cooperation between Mae Sai hospital in Chiang Rai Province and Josai hospital in Ibaraki Prefecture since 2004, and the similarity between Mae Sai Sub-district, Chiang Rai Province and Yuki City, Ibaraki Prefecture in aspects of agriculture-based society and ancient tradition amidst modernization, enhance the exchange of local culture, education, public health, and aid and support through all those passing years (Chiangmai News, 2017). One of the cooperation is the opening of Doi Tung coffee shop by Mae Fah Luang Foundation under Royal Patronage in Josai hospital, Yuki City. This is aimed to support coffee planting in Doi Tung District, Chiang Rai Province. The area of which was previously used for cultivating poppy which is a chemical precursor for opium and heroin. Coffee planting in Doi Tung results from the attempt of Mae Fah Luang Foundation under Royal Patronage to reduce and resist drugs production since 1988. The profit from Doi Tung coffee shop in Josai hospital, will be spent to procure medical supply for local people or other projects by Japan International Friendship and Welfare Foundation (JIFF), which has also provided aids and assistance for Mae Sai Sub-district Municipality for a long time (Development of International Economic Affairs, Ministry of Foreign Affairs, 2012).

Later on the 19th of November 2012, Mae Sai Sub-district Municipality duly signed the Memorandum of Understanding with Yuki City, Ibaraki Prefecture, Japan with the coordination from Mae Fah Luang Foundation under Royal Patronage and Ibaraki International Welfare and Friendship Foundation in order to continue the relationship and expand cooperation between each other in such many aspects as education, culture, social welfare, public health, and economy. The project aims for people's better living, and tightens the relationship of both countries (Public Relations, Mae Sai Subdistrict Municipality, 2020).

2.9.4 Chiang Rai Sakura Road Project: Chiang Rai-Gunma Friend Bonding

Chiang Rai Province received from Gunma Sakura Association, Gunma Prefecture, Japan, three types of genuine Sakura or cherry blossom: namely, Tairyō, Kawadu, and Susengikan, totaling 1,000 sakura sprouts to be planted along Chiang Rai Sakura Road. The Sakura planting was also aimed to celebrate King Rama IX birthday occasion on the 5th of December 2014; the planting area include Chiang Rai provincial hall, Mae Fah Luang Airport, and other areas in Chiang Rai (MGR Online, 2016). Japanese considers Sakura valuable flowers since it will bloom only once a year for only one week; the time of which is considered crucial because Sakura flowers would fall after the first rain. The planting of genuine Japanese Sakura in Chiang Rai Province is therefore significant and symbolizes Thailand-Japan relationship (Hisao Horikoshi, Japanese Consul to Chiang Mai Hisao Horikoshi, 2014).

The planting of genuine Sakura was the continuous project during 2014-2019; 3,000 Sakura trees were planted in Chiang Rai along Sakura Road which was the only route of genuine Japanese Sakura in Thailand (Chiang Rai Provincial office of Tourism and Sports, 2019). The project was aimed to enhance and develop Chiang Rai Province's tourist attractions, and become a symbol of good relationship between Chiang Rai Province and Gunma Prefecture (Boonsong Tachamaneesatit, 2016). Moreover, such project creates the opportunity to exchange agricultural and Sakura nurturing technology, the expansion of relations and cooperation in aspects of tourism and service, economy, society, culture, and exchange of tourists between Chiang Rai Province and Gunma Prefecture (Takeo Kobori, 2016).

2.9.5 Establishment of Sister City Cooperation between Chiang Rai Province and Gunma Prefecture

Since the opening of Sakura Road, Chiang Rai Province proposed the establishment of Sister City Cooperation between Chiang Rai Province and Gunma Prefecture. The proposal of which was endorsed by Ministry of the Interior, and the budget and personnel were prepared to support the cooperation. Chiang Rai Province then asked for consent from Gunma Prefecture (Boonsong Tachamaneesatit, 2016).

Since Gunma Prefecture was determined to establish three aspects of economic relations including tourism export and foreign investment promotion, focusing on the relationship with China and ASEAN countries; therefore, Gunma Prefecture was prepared to develop relationship with Chiang Rai Province using Sakura as pilot symbol. In addition, both provinces exchanged cooperation on many aspects including organic farming and agricultural technology, economic and investment opportunity and direction, culture exchange, the promotion of tourism, and the development of eco agricultural and health tourist attractions. This includes guidelines to improve seven natural water resources in Chiang Rai Province to meet the accredited standards. Chiang Rai Province could learn from Gunma Prefecture since not only the important agricultural area, but Gunma Prefecture is also Japan's top quality natural water resources. The exchange of tourists was also possible in the future.

The establishment of Sister City Cooperation in the provincial level means the compatible relationship between Thailand's province and other countries' province or government units at the same level or equivalent such as state, county, city, etc. This relationship is based on the principles of dignity, usefulness and sustainability, which both parties have potentials to tangibly execute the cooperation in long term, and ensure the efficient relations with other countries. Many sectors have participated especially at the local level (Foreign Affairs Division Office of the Permanent Secretary Ministry of Interior, 2019), aiming to enhance good relationship and cooperation, and exchange in many aspects. Sister Cities are similar in terms of geography, arts and culture, tradition, life condition, or particular characteristics. Moreover, both parties should have matching interests in order to support cooperation in the future (Sister City, Upper Northern Provincial Cluster 1, 2018). At presents, Thai provinces have established Sister City Cooperation with other countries' province or government unit, totaling 89 pairs in 39 provinces, and another 52 pairs in 23 provinces on process (Foreign Affairs Division Office of the Permanent Secretary Ministry of Interior, 2019).

Currently, the establishment of Sister City Cooperation between Chiang Rai Province and Gunma Prefecture is on process (Foreign Affairs Division Office of the Permanent Secretary Ministry of Interior, 2019).

2.9.6 The Preparation for Sister City Establishment between Chiang Rai City Municipality and Makinohara City, Shizuoka Prefecture, Japan

The governor of Makinohara City, Shizuoka Prefecture, Japan realized the significance of Chiang Rai City Municipality, which is similar to Makinohara City in many aspects. The governor is also interested in the Project for Promoting Sustainability in Future Cities of Thailand of Chiang Rai City Municipality cooperating with National Economic and Social Development Council (NESDC) and Japan International Cooperation Agency (JICA); therefore, representatives from Makinohara City visited Chiang Rai Province during 15th-17th of January, 2018 to coordinate and establish the Sister Cities between Chiang Rai City Municipality with Makinohara City to ensure the connection with private sector, exchange of culture, and tightening of relationship in other aspects. (Shoichi Thukamoto, 2018)

Therefore, the preparation for Sister City Cooperation between Chiang Rai City Municipality and Makinohara City, Shizuoka, is one of many projects tightening the relationship between both cities and further integrating good cooperation in the future.

The establishment of Sister City Cooperation at provincial level (Chiang Rai and Gunma) and city level (Chiang Rai City Municipality and Makinohara City) was considered a good start for Thailand-Japan relationship, which could lead to relations or cooperation in different aspects that match the interests of both parties; for example, tourism, culture, trading, investment, education and public health. Such relationship could be used to steer the relations between two nations to be in accordance with each government's foreign policy; this would help bond the relations of and ensure the understanding between two countries' people, and further elevate the good relationship between two countries at other levels and aspects.

2.10 Thailand-Japan Tourism Cooperation

Thailand-Japan Tourism Cooperation have grown based on a good relationship between allies who support each other. Thailand has received assistance from Japan in terms of research on academic tourism planning foundation, especially

the study on tourism planning in Thailand's main tourist destinations. For example, in 1978, Japan International Cooperation Agency (JICA) provided assistance on Feasibility Study PATTAYA Tourism Development. Later in 1978, Pacific Consultants International Tokyo together with Design 103 Bangkok Co., Ltd studied on Master Plan and Feasibility Study Tourism Development of PHUKET; and during 1988-1989 JICA made master plan of tourism development called Greater PHUKET and Southern Thailand. The initial tourism development plan prioritized physical planning, zoning, land use, waste management, environment and ecosystem conservation, as well as organization suggestion and efficient specific laws for tourism development. Moreover, in 1988, the government of Japan provided budget for Thailand under the project called Overseas Economic Cooperation Fund (OECF). The approximate budget of THB 3,600 million received from OECF during 1988 – 2003 was spent on the development and construction of transportation network and basic infrastructure such as roads, ports, water supply system, electrical system, parking, tourist service center, as well as tourist attractions conservation and renovation (TAT Review, 2018).

For tourism promotion, Tourism Authority of Thailand (TAT) realized the potentials and significance of Japanese tourists market and so established three tourism offices in Japan: the first office was established in Tokyo 1971, the second in Osaka 1986, and the third in Fukuoka 1992. TAT closed Fukuoka tourism office in 2016 and re-opened in 2018. On the other hand, Japan National Tourism Organization (JNTO) established the office in Bangkok in 1976. The establishment of tourism office caused a number of tourists to travel between Thailand and Japan. According to the recorded statistics, in 2019, 1,806,340 Japanese tourists traveled to Thailand (9% increased from that of the year 2018), and 1,319,000 Thai tourists traveled to Japan (29% increased from that of the year 2018) (Ministry of Foreign Affairs of the Kingdom of Thailand, 2020).

After the 1990 decades, Japan encountered economic and social problems since the number of aging people increased so much that Japan has become an aging society and lacked labor force. Japan thus needs more labors from ASEAN countries, changing Japan from aging society to multicultural society (Suneerat Neancharoensuk, 2011, p. 88). Japan has made effort to approach foreigners in more

different aspects; Japan's tourist VISA exemption is executed not only to tighten relationship and stimulate tourism economics, but also to learn and understand the condition of multicultural society.

Japan's tourist VISA exemption has been granted since the 1st of July 2013 for Thai tourists who plan for a short stay for no more than 15 days. Should any person want to stay in Japan more than 15 days, or work or enter into Japan with other purposes, the normal process of VISA application must be adhered. Thailand is the fourth country after Singapore, Brunei, and Malaysia that has been granted VISA exemption from Japan, and such VISA exemption is permanent and not seasonal (Prapaiwan Koiwa, 2017). Japanese traveling to Thailand on tourism purpose are exempted from VISA application and allowed to stay in Thailand for 30 days per stay (Department of Consular Affairs, Ministry of Foreign Affairs of the Kingdom of Thailand, 2015).

Thailand and Japan have long been good allies with close relationship in economic, social, and cultural aspects. Development aid from Japan has not only strengthened Thailand's basic utilities system, economy, and society, but also promoted Japan's position in international community forum. The relationship between the two countries would still be closely bonded, and both countries would always benefit from strategic partnership (JICA, 2014).

2.11 Conclusion

The chapter compiles the significant literatures relating to population ageing, senior tourists, senior tourism, and analysis on Thailand and Chiang Rai's potentials and tourism policies for senior tourists. This leads to the identification of problems and their significance which originate the research topic.

After studying the definition, meaning, and criteria used to identify the older person as well as the representative sample of the older person in tourism researches, which is called as different terms as older tourists, elderly tourists, silver-age tourists, senior travelers, senior tourists, etc. In this study, the researcher is to use the term "senior tourists" meaning the tourists aged 55 years and older.

Since senior tourists have different consumption behaviors from other tourist groups and from those senior tourists in the past; in order to understand the Japanese senior tourists, the research therefore sets the first research question as “What are behavior and demand of Japanese senior tourists towards Chiang Rai’s tourism?” to address Japanese senior tourists’ demands and to ensure their highest satisfaction. Moreover, one of the most important factors to generate revenue and to create sustainable tourism for Chiang Rai is tourists’ loyalty, which leads to the second question “What are the factors affecting destination loyalty of Japanese senior tourists?” The tourists’ loyalty is a behavioral intention which is to happen in the future after the trip and is impressed by such trip. This research aims to study two aspects of tourists’ loyalty: revisit and recommendation intentions. The third research question is “How is Chiang Rai’s current tourism management for Japanese senior tourists implemented by tourism-related stakeholders?” to assess the management, which is the mechanism driving for tourism service quality. The Japanese senior tourists are to assess the demand side, while Chiang Rai’s tourism-related stakeholders assess the supply side. The fourth and final research question is “How should Chiang Rai’s policy implication of tourism management for the Japanese senior tourists be?” to apply the results from questions 1-3 with the formulation of policy implication suitable and in accordance with the demands of Japanese senior tourists visiting Chiang Rai.

From the four research questions, the researcher creates corresponding research objectives and utilizes concepts and results from related researches for the identification of variables to be studied including independent variables, sub-independent variables, dependent variables, and proposed hypotheses for this research.

Since the senior tourists group is the heterogeneous market, in order to understand and precisely respond to their demands, the researcher, thus, applies the market segmentation to divided senior tourists into groups by same or similar characteristics, behaviors, and requirements. This is because only demographics is not enough to analyze the market segmentation (Mayo, 1975). Not only does it support demographics with social and behavioral science information to elaborate more on the standard demographic descriptions of people (JR Sparks, n.d.), but psychographics,

especially research on lifestyle characteristics, also provides detailed profiles of tourists reflecting personality traits. This helps explain tourists' behaviors more than other clinical psychology's measuring instruments do, and enable marketers to picture the overview and understand the target group better (Wells, 1974; Schewe & Calantone, 1978; Mayo & Jarvis, 1981). The researcher, therefore, deems it essential to study independent variables both in terms of demographics and psychographics to consider if they have any impacts on dependent variables including Japanese senior tourists' behaviors, demands, and level of satisfaction towards current Chiang Rai's tourism management. Moreover, the researcher study variables related to travel patterns to consider if they impact dependent variables in order to gain a thorough information on Japanese senior tourists' behaviors.

For the destination loyalty which is a dependent variable in research objective 2, the researcher is to study independent variables including tourists' motive, destination attributes, and quality of life. All of which relate to tourists' decision making on tourism and tourists' feeling before the trip (motivation), during and post trip (satisfaction), and when revisiting the destination. This is to understand if and how such factors have any impacts on the Japanese senior tourists' destination loyalty.

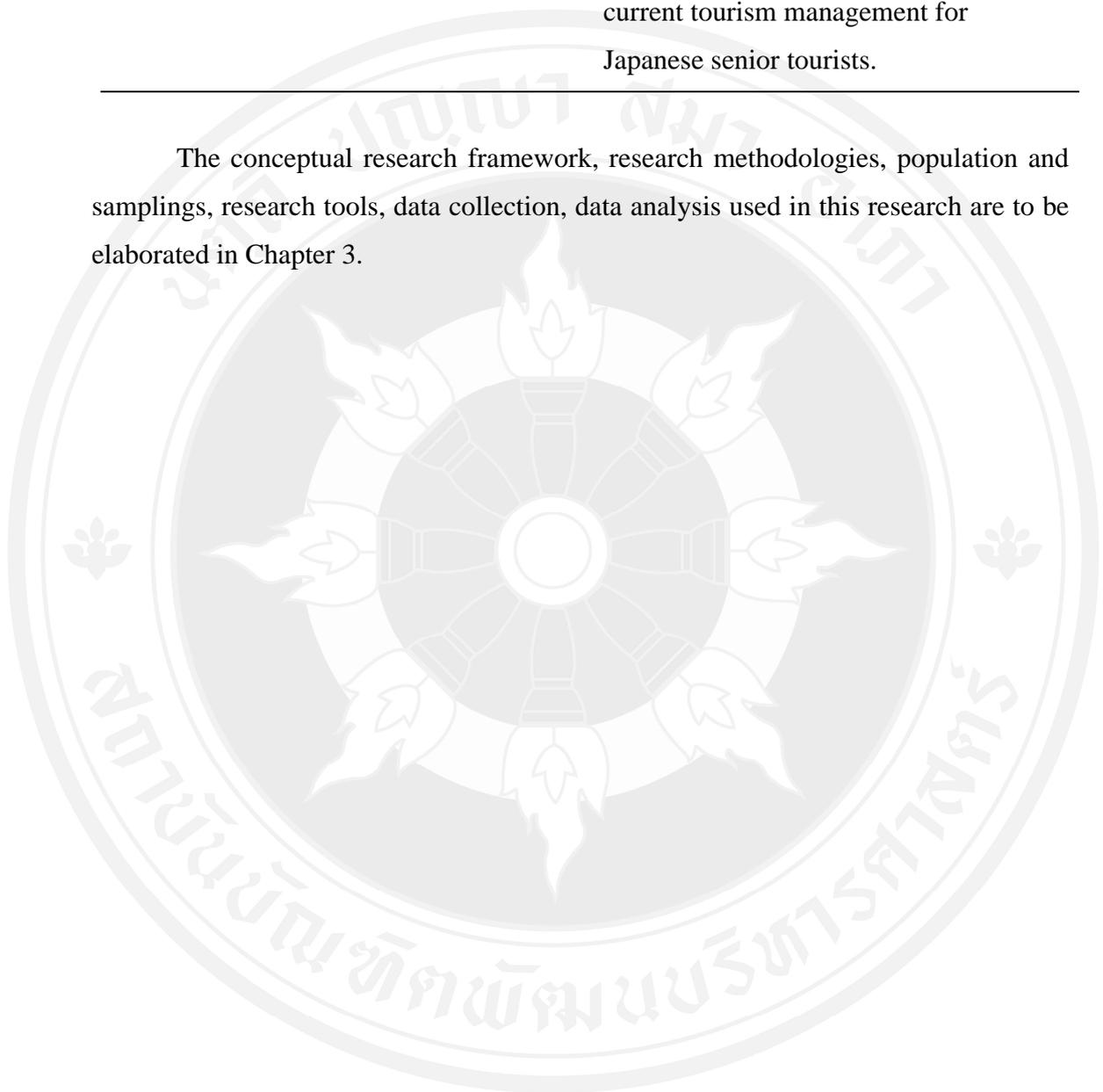
Accordingly, to the above considerations, the following research hypotheses are formulated to estimate possible answers to the designated questions and further create the conceptual research framework as shown in table 2.19.

Table 2.19 Hypothesis

Research Objectives	Hypothesis
(Obj. 1) To study the behavior and demand of Japanese senior tourists towards Chiang Rai's tourism	<p>H1: Japanese senior tourists with different demographics, which includes gender, age, education background, occupation, marital status, income, and health status, have different behaviors and demands towards Chiang Rai's tourism.</p> <p>H2: Japanese senior tourists with different psychographics, which includes activity, interest, and opinions, have different behaviors and demands towards Chiang Rai's tourism.</p>
(Obj. 2) To identify factors affecting destination loyalty of Japanese senior tourists	<p>H3: Destination attributes affect the destination loyalty.</p> <p>H4: Japanese senior tourists' motives affect the destination loyalty.</p> <p>H5: Japanese senior tourists' quality of life affect the destination loyalty.</p>
(Obj. 3) To evaluate Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism related stakeholders	<p>H6: Japanese senior tourists with different demographics, which includes gender, age, education background, occupation, marital status, income, and health status, have different level of satisfaction towards the efficiency of Chiang Rai's current tourism management for Japanese senior tourists.</p> <p>H7: Japanese senior tourists with different psychographics, which</p>

Research Objectives	Hypothesis
	includes activity, interest, and opinions, have different level of satisfaction towards the efficiency of Chiang Rai's current tourism management for Japanese senior tourists.

The conceptual research framework, research methodologies, population and samplings, research tools, data collection, data analysis used in this research are to be elaborated in Chapter 3.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains about the research methodology applied in this research, stating about the details and processes including of population and samplings, research tools, data collection, and data analysis of each research objective respectively, with the conclusion at the end of the chapter. Moreover, the research methodology and conceptual research framework are displayed in table 3.1 and figure 3.1 respectively.

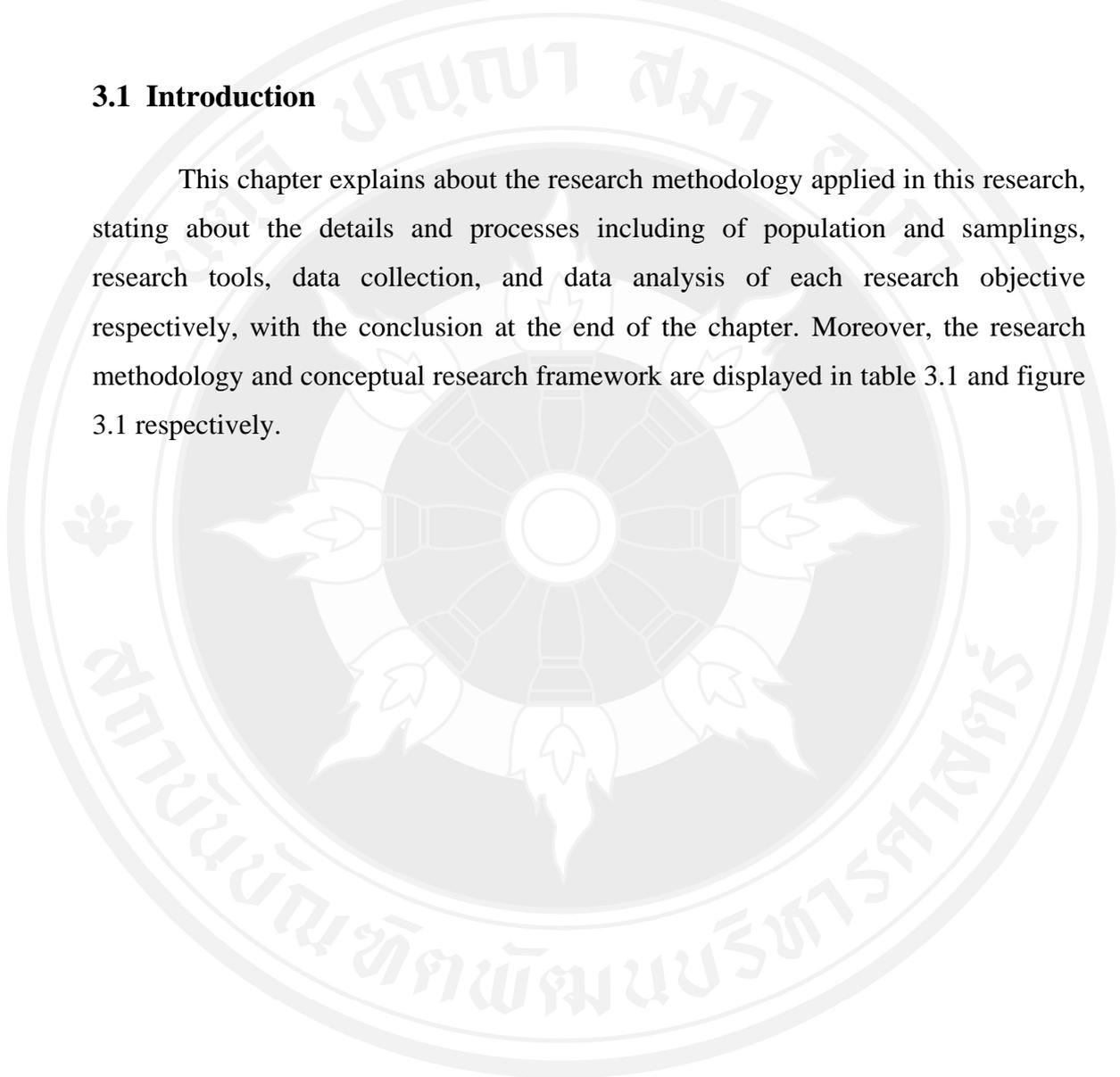


Table 3.1 Overview of Research Methodologies and Relevance to Research Objectives

Objectives	Research Methods		Population & Sample		Sample Size	Sampling Techniques	Research Tools	Data Analysis
	Quantitative	Qualitative	Japanese senior tourists	Japanese senior tourists	400	Purposive Sampling	Questionnaire	Descriptive and inferential statistics
(Obj.1) To study the behavior and demand of Japanese senior tourists towards Chiang Rai's tourism	Quantitative		Japanese senior tourists	Japanese senior tourists	400	Purposive Sampling	Questionnaire	Descriptive and inferential statistics
(Obj.2) To identify factors affecting destination loyalty	Quantitative		Japanese senior tourists	Japanese senior tourists	400	Purposive Sampling	Questionnaire	Descriptive and inferential statistics
(Obj.3) To evaluate Chiang Rai's current tourism management for Japanese senior tourists	Quantitative	Qualitative	Chiang Rai's tourism stakeholders (1) Public sector (2) Private sector (3) Local community	Chiang Rai's tourism stakeholders (1) Public sector (2) Private sector (3) Local community	17	1. Purposive Sampling 2. Snowball Sampling	In-depth interview	Content analysis SWOT analysis TOWS matrix
(Obj.4) To propose the policy implication of Chiang Rai's tourism management for Japanese senior tourists	Qualitative		Tourism expert and professional group	Tourism expert and professional group	3	1. Purposive Sampling 2. Snowball Sampling	In-depth interview	Content analysis

3.2 Conceptual Research Framework

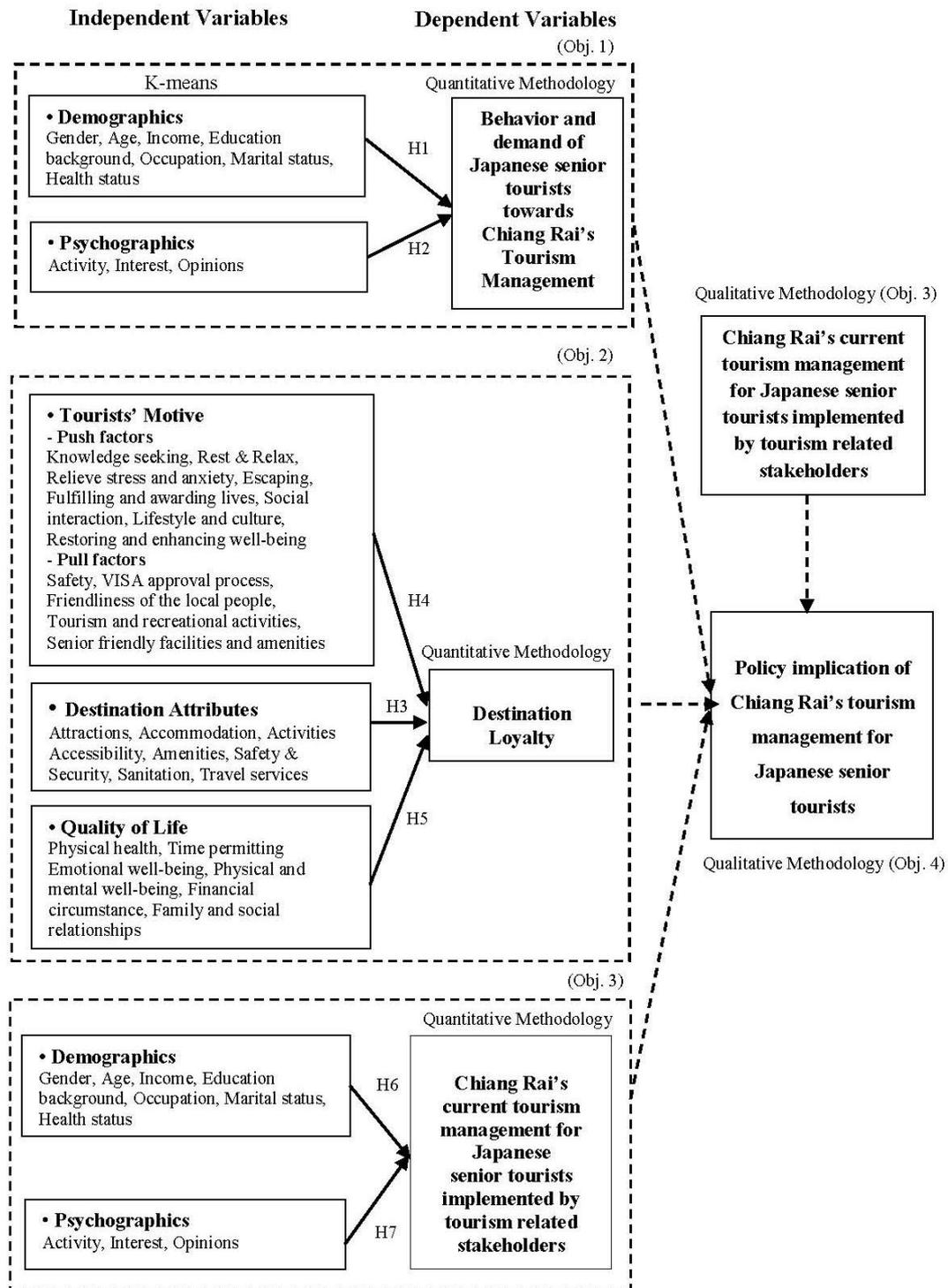


Figure 3.1 Conceptual Research Framework

After reviewing literatures to study concepts, theories, and related research, the researcher has developed the conceptual research framework as the guidelines for studying the relations among research variables, identifying research hypotheses, and developing research tools as well as research methodologies, data collection, and data analysis as shown in Figure 3.1.

To ensure the accordance with research objectives, the researcher is to study two variables: independent and dependent variables. The independent variables cause results and does not depend on other variables, while dependent variables depend on other factors. In this research, independent variables consist of two sets. The first set includes variables related to characteristics and behaviors of Japanese senior tourists: demographics, psychographics, and travel patterns. Another set of independent variables include factors affecting destination loyalty of Japanese senior tourists: tourists' motive, destination attributes, and quality of life. The dependent variables consist of behavior and demand of Japanese senior tourists towards Chiang Rai's tourism, Japanese senior tourists' level of satisfaction towards current tourism management, and the likelihood of Japanese senior tourists revisiting Chiang Rai in the future and/ or recommending others to visit Chiang Rai. This is, in other words, destination loyalty.

In this study, the researcher divides the conceptual research framework into 3 major parts as follows:

- 1) Analysis of lifestyle components of Japanese senior tourists visiting Chiang Rai to categorize variables or factors. Applying orthogonal rotation (Varimax) to analyze the principal lifestyle components (AIO), a large number of variable sets of underlying factors is likely to be reduced and divided into groups.

The cluster analysis is implemented on the factor score to categorize questionnaire respondents with similar lifestyle into groups. To identify clusters and the most suitable number of clusters, the K-means cluster analysis is executed through the process of exploring a series of solutions.

The variables segmented by similar lifestyles (psychographics) and demographics, will be further studied and analyzed if Japanese senior tourists' behaviors and demands towards Chiang Rai are different, should such variables change. If so, how are they different?

- 2) Identification of factors affecting tourist destination loyalty
- 3) Chiang Rai's current tourism management for Japanese senior tourists assessment

The research methodologies, research tools, data collection, and data analysis used in this research are to be elaborated in topic 3.2.

After studying to extract results from all three research objectives, the researcher is to combine the study result of Japanese senior tourists' behaviors and demands (Objective 1) and factors affecting Japanese senior tourists' destination loyalty (Objective 2), and analyze with the study result of the tourism management assessment (Objective 3) both from Japanese senior tourists' aspect and experience with quantitative methodology, and tourism-related stakeholders' opinions with qualitative methodology. The gap gained from comparing such assessments is the matters that should be improved by the tourism-related stakeholders (supply side) to match the expectations of Japanese senior tourists (demand side). The researcher is to further integrate and analyze the results from the three research objectives, the analysis of national down to local tourism policies especially those related to Chiang Rai, and the comments and suggestions from experts, to develop Chiang Rai's efficient policy implication suitable with Japanese senior tourists, which is the ultimate objective of this research.

3.3 Research Methodology

The Mixed research methodologies are employed for this study. The Mixed methods research is defined as the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study (R. B. Johnson & Onwuegbuzie, 2004). The qualitative research involves studying the actual condition under a normal circumstance, opening to an analytic induction, and prioritizing a holistic comprehension within the scope of study. The researcher is to directly contact and involve with the target population in order to comprehend the dynamics of the situation, focusing on every possible cases with flexible research design and the researcher as a crucial tool of research procedure (Phothisita, 2007). On the other

hand, the quantitative method is a formal, systematic approach which incorporates numerical data to obtain appropriate information (Nind, 2008).

The researcher identifies the research methodology and defines population and sampling, research tools, data collection, information gathering, data analysis, and research conclusion in accordance with the following objectives:

- 1) To study the behavior and demand of Japanese senior tourists towards Chiang Rai's tourism
- 2) To identify factors affecting destination loyalty of Japanese senior tourists
- 3) To evaluate Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism-related stakeholders
- 4) To propose the policy implication of Chiang Rai's tourism management for Japanese senior tourists

3.3.1 Quantitative Research Methodology

In order to comprehend and be able to provide suggestions, quantitative method is utilized to study Japanese senior tourists' behaviors and demands towards Chiang Rai's tourism (objective 1), to identify factors affecting destination loyalty of Japanese senior tourists (objective 2), and to evaluate Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism-related stakeholders (objective 3). The details are as follows.

3.3.1.1 Population and Samplings

1) Population

The population for this study is a group of Japanese senior tourists, aged 55 years old and older, visiting Chiang Rai. The population number, however, is still infinite due to unrecorded statistic by any authorities.

2) Samples

The researcher identifies samplings in accordance with the quantitative method; namely, Japanese senior tourists aged 55 years old and older who travel and stay at least two nights in Chiang Rai.

3) Sample Size

Due to the size and infinite number of population, the researcher identifies the samples with the sampling technique by calculating the size of infinite tourist population, applying Cochran's sampling formula, and the sample size (n) is calculated as follows:

$$\text{Formula } n_0 = \frac{z^2 pq}{e^2}$$

where, n_0 is the sample size, Z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population,

$q = 1 - p$ and e is the desired level of precision.

In this study, the researcher calculates a sample size of a large population whose degree of variability is not known. Assuming the maximum variability, which is equal to 50% ($p = 0.5$) and taking 95% confidence level with $\pm 5\%$ precision, the calculation for required sample size will be as follows:

$$p = 0.5 \text{ and hence } q = 1 - 0.5 = 0.5; e = 0.05; z = 1.96$$

$$\text{So, } n_0 = 384.16$$

From the calculation, the number of sample size is 384; however, to prevent possible errors and ensure a full completion of questionnaire filling, the researcher increases samples to 400.

4) Sampling Techniques

The study applies a non-probability sample technique to reduce the population to appropriate sample sizes. The particular research technique employed is as follow.

The purposive sampling technique or the judgment sampling is participations' deliberate choice due to their qualifications. This technique is a nonrandom and therefore does not require basic theory or sets of participants; the

researcher is to determine, relying on his/her own knowledge and experience, the information to be acquired and the capable and ready informants to provide them (Bernard, 2002). Hence the reliability and competence of the informants must be verified and assured when employing the purposive sample (Tongco, 2007, p. 147).

The purposive sampling, however, helps acquire an initial understanding of the situation as well as identify needs of one or more related sample groups. This technique generates samples with specific characteristics, which enable the groups' differences to be compared and contrasted, and their range of experiences inferred (ACAPS, 2011, p. 4).

Since the researcher focuses on Japanese senior tourists aged 55 years old and older who travel and stay at least two nights in Chiang Rai, sampling technique used in quantitative research methodology is purposive sampling.

3.3.1.2 Research Tools

The data collection tool which is most frequently used in tourism and hospitality research, is the questionnaire, due to its easiness, convenience, time saving, and capacity to collect a number of data (Aswin Sangpikul, 2013, p. 176). The questionnaire is considered a well-established tool in social science research, used to collect participants' social characteristics, past and present behaviors, norm of behaviors or attitudes, and beliefs and actions' rationales regarding topics under study (Bulmer, 2014).

In this research, the researcher creates the questionnaire based on the study of related concepts and theories, and the review of related literature and researches, before utilizing the results as a guideline to design the questionnaire to ensure its thoroughness in accordance with research objectives, scope, as well as variables. The questionnaire is used to study 400 Japanese senior tourists' behaviors and demands towards Chiang Rai's tourism (objective 1), to identify of factors affecting Japanese senior tourists' destination loyalty (objective 2), and to identify and analyze Chiang Rai's current tourism management for Japanese senior tourists (objective 3). The questionnaire consists of seven sections as follows:

Section 1 Respondent's psychographics

This section explores the Japanese senior tourists' behavior by studying the respondents' lifestyle since it reflects ways of living and has a strong influence on

products or services consumption behaviors as well as the selection of vacation destinations and activities (Füller & Matzler, 2008). S.-H. Lee and Sparks (2007) concluded that lifestyle typologies are one of the most effective psychographic market segmentations. Moreover, Blackwell, Miniard, and Engel (2006) stated that, interchangeable with consumers' activities, interests, and opinions (AIO) measurements, psychographics is an operational technique used to measure lifestyle. AIO measurements items including activities/routines done in daily life and on trips (Activity), regular interests and interests towards tourism (Interest), and opinions/sentiment on oneself, society, and tourism of Japanese senior tourists. Following J. S. Chen, Huang, and Cheng (2009) and Gladwell (1990), AIO statements in this research are based on previous lifestyle segmentation studies and 6-point Likert scale ranging from definitely disagree to definitely agree.

Levels of Response	Points of Response
Definitely agree	6
Strongly agree	5
Agree	4
Disagree	3
Strongly disagree	2
Definitely disagree	1

In interpreting responses, the researcher compares each lifestyle variable's mean score with interpretative scale adapted from Gladwell (1990) as follows:

Mean scores	Statements on Agreement
5.51 – 6.00	Definitely agree
4.51 – 5.50	Strongly agree
3.51 – 4.50	Agree
2.51 – 3.50	Disagree
1.51 – 2.50	Strongly disagree
1.00 – 1.50	Definitely disagree

Section 2 Tourist's Motive

Six motivation items are developed based on literature reviews in the previous chapter in order to measure the Japanese senior tourists' motives. The motivation can be divided into two parts: the push motivation which includes knowledge seeking (Horneman et al., 2002; Jang & Wu, 2006; Aswin Sangpikul, 2008; Arisara Seyanont, 2017), escaping (Prayag, 2012), rest & relaxation (Boksberger & Laesser, 2009; Esichaikul, 2012; Sangpikul, 2008), relieve stress and anxiety (Horneman et al., 2002; Jang & Wu, 2006) , social interaction (Arisara Seyanont, 2017), exchange knowledge of culture and lifestyles (Prathurng Hongsrnagon, 2006; You & O'Leary, 2000), Fulfilling and awarding lives (Hsu et al., 2007), and restoring and enhancing well-being (Horneman et al., 2002; Kim et al., 2003, Lee & Tideswell, 2005), and the pull motivation which includes safety (Jang & Wu, 2006), VISA approval (Sutpratana Duangkaew, 2019), tourism and recreational activities (Arisara Seyanont, 2017; Stone & Nichol, 1999), senior friendly facilities and amenities/comfort & pampering (Boksberger & Laesser, 2009), and friendliness of local people (Takizawa 2009). The questionnaire respondents are requested to answer which importance level the motivation items affect the decision to visit Chiang Rai. The following 6-point rating scales ranging from not important at all to extremely important and interpretative scale are used for interpreting responses.

Levels of Response	Points of Response
Extremely important	6
Important	5
Somewhat important	4
Somewhat unimportant	3
Unimportant	2
Not important at all	1

Mean scores	Statements on Importance
5.51 – 6.00	Extremely important
4.51 – 5.50	Important
3.51 – 4.50	Somewhat important
2.51 – 3.50	Somewhat unimportant
1.51 – 2.50	Unimportant
1.00 – 1.50	Not important at all

Section 3 Quality of Life

To identify if quality of life and domains including physical health, family and social relationships, time permitting, emotional well-being, physical and mental well-being, and financial circumstance are factors affecting destination loyalty (revisit and recommendation intentions) of Japanese senior tourists visiting Chiang Rai, the questionnaire respondents are requested to identify their opinions with 6-point Likert scale ranging from definitely disagree to definitely agree, and the interpretative scale are used for interpreting responses.

Levels of Response	Points of Response
Definitely agree	6
Strongly agree	5
Agree	4
Disagree	3
Strongly disagree	2
Definitely disagree	1

Mean scores	Statements on Agreement
5.51 – 6.00	Definitely agree
4.51 – 5.50	Strongly agree
3.51 – 4.50	Agree
2.51 – 3.50	Disagree
1.51 – 2.50	Strongly disagree
1.00 – 1.50	Definitely disagree

Section 4 Destination Attributes

1) Importance of Destination Attributes

According to Buhalis (2000, p. 98), a destination is a focus of facilities and services designed to meet tourists' demands. In this research, the Japanese senior tourists' destination is Chiang Rai, and the researcher applies 5A's of a destination components (Dickman, 1996), which includes attractions, accommodation, accessibility, amenities, and activities, to determine destination attributes, with three additional attributes; namely, safety and security, sanitation, and services, in order to study the demands of the target tourists. This leads to the design of tourism products and services corresponding the tourists' requirements. The questionnaire respondents are to rate and rank the importance of each destination attribute by answering the questionnaire with 6-point rating scales ranging from not important at all to extremely important and interpretative scale are used for interpreting responses.

Levels of Response	Points of Response
Extremely important	6
Important	5
Somewhat important	4
Somewhat unimportant	3
Unimportant	2
Not important at all	1

Mean scores	Statements on Importance
5.51 – 6.00	Extremely important
4.51 – 5.50	Important
3.51 – 4.50	Somewhat important
2.51 – 3.50	Somewhat unimportant
1.51 – 2.50	Unimportant
1.00 – 1.50	Not important at all

2) Satisfaction with Destination Attributes

According to Oliver and Burke (1999), it is recommended to measure the expectation and satisfaction with both each attribute and overall expectation which are of the same importance. This is in line with Pizam et al. (1978) concluding that it is essential to measure tourists' satisfaction with each attribute of the destination since the tourists' satisfaction or dissatisfaction towards any of attributes could lead to satisfaction or dissatisfaction with the overall destination. In this research, the questionnaire respondents will be requested to indicate the satisfaction levels of each destination attribute. Should any destination attribute is found with low level of satisfaction or not satisfied, it is considered having gaps for improvement.

The questionnaire is designed to measure satisfaction level, applying 6-point Likert scale. The satisfaction will be ranged from extremely satisfied to extremely dissatisfied (DiPietro & Ryan Peterson, 2017).

Levels of Response	Points of Response
Extremely satisfied	6
Very satisfied	5
Somewhat satisfied	4
Somewhat dissatisfied	3
Very dissatisfied	2
Extremely dissatisfied	1

The interpretative scale used for interpreting responses are as follows:

Mean scores	Statements on Satisfaction
5.51 – 6.00	Extremely satisfied
4.51 – 5.50	Very satisfied
3.51 – 4.50	Somewhat satisfied
2.51 – 3.50	Somewhat dissatisfied
1.51 – 2.50	Very dissatisfied
1.00 – 1.50	Extremely dissatisfied

Comparing the results of importance levels and satisfaction levels, therefore, is to reveal the gaps to improve to assure that Japanese senior tourists' demands are addressed and filled.

Section 5 Destination Loyalty

To measure the tourists' loyalty toward Chiang Rai Province, the researcher uses questions about future behavioral intentions to identify revisit and recommendation intentions as measurement scale. The 6-point Likert scale ranging from definitely disagree to definitely agree, is implemented. The mean scores and statements are as follows:

Levels of Response	Points of Response
Definitely agree	6
Strongly agree	5
Agree	4
Disagree	3
Strongly disagree	2
Definitely disagree	1
Mean scores	Statements on Agreement
5.51 – 6.00	Definitely agree
4.51 – 5.50	Strongly agree
3.51 – 4.50	Agree
2.51 – 3.50	Disagree
1.51 – 2.50	Strongly disagree
1.00 – 1.50	Definitely disagree

Moreover, there are screening questions on the questionnaire's cover page to identify if the respondents are Japanese senior tourists aged 55 years old who travel and stay at least two nights in Chiang Rai. This is to ensure that all respondents are targeted subjects who will be requested to answer and comment in the questionnaire.

The researcher's rationale behind designing questionnaires in section 2 - 6 with rating scales applied from Likert scales (1932) and questions aimed for respondents to assess the topics into scales based on importance and opinions utilizing 6-point rating scales, is that they have higher possibility to distinguish the target importance and efficiency than oddly numbered scales (Chomeya, 2010). The rating scales method is sometimes called a "forced choice" due to the fact that the respondents are not provided with the neutral option (Kistler, 2012). This is supported in the study of Losby (2012) stating that even scales have no neutral answers, cause respondents to inevitably choose either positive or negative options and generate no misinterpretation of a mid-point scale. Using even scales can avoid neutral answers, commit respondents to choose either positive or negative scales (Gwinner, 2011; Losby, 2012; Market Directions, 2010), and eliminate misinterpretation of a mid-point scale (Losby, 2012). If there is a need to have respondent to be directed on one side, then six-point scale is the most suitable (Hamed Taherdoost, 2019).

Section 6 consists of one open-ended question for the respondent to answer freely in order to gain wide opinions and suggestions that can support explain and elaborate the information or data, leading to answer the research objectives even more precisely.

Section 7 Respondent's socio-demographics and Travel Behavior

Respondent's socio-demographics is the information of respondents including, gender, age, education background, occupation, marital status, income, health status, etc. Also, to better understand traveling characteristics of Japanese senior tourists, the researcher designs the questionnaire for respondents to identify their travel behavior. The questionnaire is to include travel companions, travel mode of choice, time to travel, duration of the trip, activities during the trips, and travel expenditure patterns.

Moreover, the questions in this part are closed-ended with a set of question and given answers in a check-list form. The respondent can choose one or more answers true or closely related to the respondent. It is crucial for close-ended questions to have choices that cover all possible answers. This requires more time and studying to create than that of open-ended questions; however, the close-ended questions are considered convenient for the respondent, encourage the respondents'

willingness to answer, and accommodate the researcher to analyze and conclude the result more easily, more quickly, and more accurately.

3.3.1.3 Quality of Research Instruments

There are two major ways to assess the quality of research tools for social quantitative research including tourism and hotel management researches; namely, validity and reliability (Cavana, Delahaye, & Sekeran, 2001; Panpinit, 2010; Prutipinyo, 2010). The researcher, therefore, check the questionnaire which is a research tool to gather data as indicated by the research objective no.1, following process as per below:

1) Validity

The researcher presents the questionnaire to the advisor and five experts in order to evaluate the validity of questionnaire. This is to ensure the accuracy, thoroughness, proper language, and accordance with the scope of research, by using the method of Index of Item Objective Congruence (IOC) (Kaiwan, 2007) with following process:

Step one: The questionnaire is presented to the advisor and thesis committee for any suggestion for improvement.

Step two: The questionnaire is corrected and adjusted in accordance with comments and recommendations made by advisory committee.

Step three: Provided with research proposal, designed questionnaires, and IOC evaluation forms, three experts were contacted to evaluate the designed questionnaires and were explained the objectives of this study. Each of the experts was requested to return the forms with comments via email. The experts were listed in Table 3.2.

Table 3.2 List of Experts for IOC Evaluation

Name	Job Position	Institute/Organization
Associate Professor Dr. Sumalee Nunthasiriphon	Deputy Dean	Faculty of Science and Technology, Rajamangala University of Technology Rattanakosin
Dr. Methawee Wongkit	Lecturer	Tourism Management, Faculty of Commerce and Management, Prince of Songkla University Trang Campus
Miss Pranpriya Polyiam	Director of General Affairs Division	Tourism Authority of Thailand, Ministry of Tourism and Sports

Step four: After receiving feedback and recommendations from the advisory committee, the Index of Item-Objective Congruence (IOC) is used so as to find the content validity. In this process, the questionnaire is evaluated by three experts.

The Item-Objective Congruence (IOC) is used to evaluate the items of the questionnaire based on the score range from -1 to +1.

Congruent = + 1

Questionable = 0

Incongruent = -1

The method of index of item objective congruence (IOC) is calculated under the following formula.

$$IOC = \frac{\sum R}{N}$$

Whereas,

IOC = Item-Objective Congruence Index

R = Point given by experts

ΣR = Total points of each expert

N = Numbers of experts

The items that has scores lower than 0.5 will be revised. On the other hand, the items that has scores higher than or equal to 0.5 are reserved (Thanin Silpjaru, 2014).

According to the experts' comments, the researcher summarized the scores and revised items in the questionnaires before submitting to the dissertation advisor for approval. The IOC score of the questionnaire was 0.97 which were greater than the minimum score at 0.5 (See Appendix B). This implied that the questionnaires to evaluate Japanese Senior Tourists was valid.

2) Reliability

Reliability is a major consideration when a psychological test is used to measure some attribute or behavior (Rosenthal & Rosnow, 1991). The reliability of the questionnaire is determined so as to ensure that the responses collected through the instrument are reliable and consistent. The questionnaire is tried out on the experimental group of 30 people that are not in the sample group (Bejrananda, 2016; Sittichai Sricharoenpramong, 2013).

The reliability value is calculated by using Cronbach's alpha to ensure whether there was internal consistency within the items. Most of the questions to inspect the reliability are in rating scale form. George and Mallery (2010) illustrated the value of Coefficient Cronbach's Alpha as the following: ≥ 0.9 =Excellent, ≥ 0.8 = Good, ≥ 0.7 = Acceptable, ≥ 0.6 = Questionable, ≥ 0.5 = Poor, and ≤ 0.5 =Unacceptable. Therefore, in order for the research questionnaire to be reliable, its value of Coefficient Cronbach's Alpha must be at least 0.7.

The formula is

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum_{i=1}^k \sigma_{y_i}^2}{\sigma_x^2} \right)$$

where k refers to the number of scale items

$\sigma_{y_i}^2$ refers to the variance associated with item i

σ_x^2 refers to the variance associated with the observed total

scores

Reliability is one of research tools' qualifications. How many times the tool is used to evaluate the target, the result of the evaluating should be the same or as close to the previous results as possible. This shows the consistency of the tools.

Table 3.3 Results of Reliability Analysis of the Research Instrument

Factors	Total Question Items	Cronbach's Alpha
Respondents' psychographics	24	0.823
Tourists' motives	13	0.838
Quality of life	6	0.904
Destination Attributes	10	0.911
Destination loyalty	6	0.917
Satisfaction toward tourism management in Chiang Rai province	68	0.954
Overall	127	0.938

After Reliability test, the researcher revises and improves the questionnaire, then re-submit to the advisor for consideration. Later, the questionnaire is used to gather information of 400 Japanese senior tourists aged 55 years old and older, who travel and stay at least two nights in Chiang Rai.

3.2.1.4 Data Collection

This research is to gather two types of data.

- 1) Primary Data gathered from 400 questionnaire respondents.

The researcher verifies the completion and accuracy of data in all questionnaires.

2) Secondary Data gathered from the study of wide range of documents; namely, books, journals, thesis, independent studies, academic writings in order to ensure the thoroughness of research content.

3.3.1.5 Data Analysis

The researcher analyzes data gained from the questionnaires utilizing the Statistic Package for Social Sciences (SPSS) computer program to calculate for Descriptive Statistics and explain general characteristics of the samples; namely, Frequency, Percentage, Mean, and Standard Deviation. The researcher also utilize the Inferential Statistics to analyze the study samples' data and explain with reference to the population; Multiple Regression Analysis and K-Means Cluster Analysis.

1) Descriptive Statistics is used to explain general characteristics of the samples. Descriptive Statistics are as follows:

(1) Percentage is the calculation to find the proportion of the questionnaire respondent's each characteristics against the total information of 100 (Thanin Silpjaru, 2014, p. 148). The percentage is used in the questionnaire section 7 the respondent's socio-demographics and travel behavior in a check-list form. The information is calculated by frequency method and resulted in percentage.

(2) Mean is calculated from the total information to find the representative data (Sirichai Pongwichai, 2011, p. 86).

(3) Standard Deviation (SD) is used to find differences between each data and mean. The Standard Deviation is considered the best calculation for data distribution compared to Range, Quartile Deviation, and Mean Deviation (Sirichai Pongwichai, 2011, p. 93).

The researcher uses mean and standard deviation in the questionnaire section 1-5.

2) Inferential Statistics is used to analyze as follows:

(1) Multiple regression analysis (MRA) refers to a linear statistical technique to find the best relationship between a variable (dependent) and several other variables (independent) through the least square method (Mekanik, Imteaz, Gato-Trinidad, & Elmahdi, 2013). Before running the multiple regression analysis, multicollinearity regression will be run to check the relationships within Independent Variables whether they have close relationships or not by evaluating on

score of tolerance and Variance Inflation Factor (VIF). Regression analysis refers to a form of correlation analysis that employs an equation to predict the value of one variable based on the value of another variable (Rubin, 2013). Multiple regression analysis is one of the most prevalent methodologies in business research (Hopkins & Ferguson, 2014). The following is the Multiple Regression Equation:

$$Y' = \alpha + b_1X_1 + b_2X_2 + \dots + b_kX_k$$

Y' = the value of variable Y predicted from a known particular X value

α = the point where the regression line intersects the y-axis

b = the slope of the regression line, determined by the amount of change in Y for each amount of change in X

b_1 = the first slope, b_2 = the second slope, b_k = the last slope

X_1 = the first variable, X_2 = the second variable, X_k = the last variable

(2) Factor analysis multivariate statistical technique to reduce the number of variables and identify clusters of related variables which is called “factors”. The relation of variables in the same cluster can be positive or negative; the variables in the same cluster are highly correlating while variables in different cluster are slightly correlating or do not correlate at all. Factor analysis does not indicate which variable is dependent or independent; it can be implemented in a test, a confirmation of existing theories, or a development of new theories. The variables used in factor analysis must be quantitative data or interval scale. When the dimensions or sets or variables are reduced and the non-duplicate variables are clustered, such factors can be used for further statistical analysis such as regression and correlation analysis, ANOVA, and cluster analysis.

(3) K-means cluster analysis is a technique for taking a mass of raw data and dividing it into groups that are more similar within groups than between groups. It is considered to be more robust to different types of variables, is more appropriate for large datasets (≥ 200). It is an effective clustering procedure for market segmentation analysis (Mazanec, 1984). The K-means clustering method,

which requires ratio or interval scaled data is adopted to segment the Japanese senior tourists.

3.3.2 Qualitative Research Methodology

In order for the researcher to gain in-depth information from stakeholders' experiences and perspectives, and become truly knowledgeable of Chiang Rai's tourism, the qualitative research methodology is implemented to evaluate Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism-related stakeholders (objective 3). Moreover, the researcher synthesizes and proposes the policy implication of Chiang Rai's tourism management for Japanese senior tourists (objective 4), identifying the research methodology and the composition of research design, i.e., population and samples, sample size, sampling techniques, research tools, data collection, and data analysis, for each research objective as follows:

3.3.2.1 Research Methodology for Objective 3

Objective 3: To evaluate Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism-related stakeholders

1) Population and Samples

According to Jamnean Jountrakul (2010), the term "Population" is usually used in the quantitative research, while the "informants" and "key informants" are used in the qualitative research and Ethnographic Research, respectively (Kun, Kassim, Howze, & MacDonald, 2013; Marshall, 1996; McKenna & Main, 2013). For the study related to objective 3, the researcher identifies key informants as Chiang Rai's tourism related stakeholders which are divided into three groups:

(1) Public sector; namely, executives or staff in Chiang Rai's tourism-related government authorities, local administrative organization, Office of Ministry of Tourism and Sports in Chiang Rai, Tourism Authority of Thailand, and public hospitals.

(2) Private sector; for example, Chiang Rai's Chamber of Commerce, tourism entrepreneur, hotel/resort/accommodation owner, restaurant

owner, souvenir shop owner, transportation operator, Chiang Rai's tour guide, and private hospitals.

(3) Local community, community network organization, and non-government organizations.

In order to gain various information and perspectives, the researcher is to collect data from diverse and different population and samples instead of a single group. Such information and perspectives are to be compared and validated with Triangulation method, which is widely used in the qualitative research to increase the credibility of the information. The researcher is to identify the most-qualified sample groups to be the key informants of the research in accordance with the research objectives (Zikmund, 2000).

2) Sample Sizes

The key objective of the qualitative research is to understand and generate knowledge from the informants as well as collect in-depth data and information. Therefore, the number of sample groups is usually small but the information extracted must be highly in-depth (Dworkin, 2012; Onwuegbuzie & Leech, 2007). Moreover, the researcher has not yet been able to identify the definite size or number of sample groups in advance, since the data collection from the informants is considered completed when the information is saturated. The identification of sample groups in the research is, therefore, the estimated size and number. According to Glaser and Strauss (1967), when the researcher finds no different information, it shows the information saturation or redundancy. The researcher then gains the clear size of samples. Nevertheless, the researcher is to identify the final size of sample groups based on the information saturation or redundancy (Joungtrakul, 2018).

Regarding to the research objective 3, firstly, the sampling size design in this study was 30 key informants as Chiang Rai's tourism-related stakeholders including public sector, private sector, and local community to participate in the in-depth interviews. Since the research was carried out during the spread of the COVID-19 pandemic, therefore, the in-depth interviews were conducted over the phone instead of in person. The study found the data were saturated with a

total number of 17 key informants to gain insights encompassing all aspects of interview questions.

3) Sampling Technique

The researcher identifies samples applying purposive sampling technique and snowball sampling technique, which are non-probability sampling. This is because the qualitative research prioritizes individuals to population representatives, focusing on individuals capable of providing in-depth information and interested by the researcher (Altinay, Paraskevas, & Jang, 2008; Božac, 2008; Creswell, 2009). The researcher examines concentrated type of samples - each individual with outstanding data and a qualification of representatives or key informants (Passmore & Baker, 2005) to acquire as much and precise information as possible. In addition, the individuals must be qualified for the inclusion and exclusion criteria, identified by the researcher in order to gain sample groups of information source to best address the research objectives.

The snowball sampling technique is implemented to assist the researcher to gain more informants with required qualifications from the recommendation of the first informant. The recommendation from one to another is the most likely to lead to more informants (Dusek, Yurova, & Ruppel, 2015), and to finally acquire enough samples or information (Prutipinyo, 2010).

4) Research Tools

In-depth interview was employed as a research tool for qualitative methods, aiming to obtain data from a purposely selected group of individuals rather than from a statistically representative sample of a broader population.

5) Data Collection

The researcher collects needed data and information to acquire answers or facts on the studied issues, classified by data sources as primary and secondary data. The pattern and process of data collection are different.

On one hand, the primary data is what the researcher collects in accordance with the study by surveying to collect data utilizing indepth-interview with key informants, from three sectors; namely, public sector, private sector, and local community to acquire concrete information.

On the other hand, the secondary data is the information source from which the researcher compiles data to analyze for the study. The source includes documents, books, articles, related literature and researches, statistics, reports, online media, and other related authorities' documents; namely, National Economic and Social Development Plan, Thailand Tourism Master plan, Chiang Rai's Development Plan, etc. The researcher collects data in the form of literature review to compile knowledge and apply as research practice.

These questions for the in-depth interview were created using variables to ensure a clear correspondent to the research objectives; each question is supervised by research sub-hypothesis to gain rational answers (Sawangdee & Wongsachue, 2003). The questions are verified by the research advisor, confirming their accuracy, suitability, inclusiveness, and completeness in accordance with the research objectives, and can be utilized in the focus group discussion. The process of question utilization is as follows:

(1) The researcher utilizes the already-verified list of key questions to gain information on the participants' assessment of Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism-related stakeholders (Objective 3);

(2) The interviewees consider strength, weakness, opportunity, and threat (SWOT Analysis) of Chiang Rai's tourism management for Japanese senior tourists;

(3) The researcher asked the participants to identify the guidelines for Chiang Rai's tourism, including vision, mission, objectives and goals, as well as strategic issues. After that, the researcher inquired the set questions using TOWS Matrix to encourage the participants to draft strategies for Chiang Rai's tourism management for Japanese senior tourists. Moreover, the interviews were recorded for thoroughness of the details and accurate information.

6) Data Verification

Since the researcher collects data and information from different sources and various key informants, in order for accurate and credible information, the researcher, thus, verifies information both during the in-depth interview and before analyzing data, applying the data triangulation approach. Three

information sources – namely, time, place, and personnel – are to be verified to see if the information remains the same when the sources change. If the findings match despite the different sources, it is proved the information gained is accurate (Arunee On-Sawad, 2008; Supang Chantavanich, 2010).

7) Data Analysis

The qualitative analysis techniques that can be used to analyze in-depth interview data is content analysis. Content analysis enables a systematic coding of data by organizing the information into categories to discover patterns undetectable by merely listening to the tapes or reading the transcripts (Dworkin, 2012; Yin, 1989).

In addition, the analysis of the environment and identification of strategic factors can support strategies formulation which is the beginning of the strategic management process. SWOT Analysis, thus, is implemented to analyze the organization's situation (in this research "Chiang Rai"). The organization's strengths and weaknesses analysis is the assessment of internal environment, while the opportunities and threats analysis is the assessment of external environment. This leads to the knowledge of which situations give significant advantages and disadvantages on the performance, allowing the organization to identify suitable strategies. Nevertheless, SWOT Analysis does not depict various connections between outer and inner factors, leading to the development of TOWS Matrix to foster strategies. Such strategic initiatives enable strength enhancement, weakness elimination, opportunity spending, and threat confrontation (Božac, 2008). Since TOWS Analysis prioritizes external elements, the external forces and environment are, therefore, analyzed before considering internal capabilities (Nadin, 2018).

Due to aforementioned reasons, the researcher applied the content analysis, SWOT analysis, and TOWS matrix to consider information gained from the in-depth interview, before compiling and summarizing the acquired data and information, and developing Chiang Rai's policy implication of tourism management for Japanese senior tourists.

3.3.2.2 Research Methodology for Objective 4

Objective 4: To propose the policy implication of Chiang Rai's tourism management for Japanese senior tourists

Before proposing the policy implication of Chiang Rai's tourism management for Japanese senior tourists to related stakeholders, the researcher evaluated the draft of strategies gained from the study result of research objective 3 and developed the policy implication with the qualitative research methodology. The researcher further interviewed three tourism experts with at least five years of experience to verify these strategies. Content analysis of experts' opinions was also adopted to finalize the proposed strategies.

3.4 Conclusion

This chapter elaborates mixed methods used in the research which combine both quantitative and qualitative methods in different period of the research. Moreover, the data collection and data analysis are explained to assure that the information is complete and able to clearly respond to the research questions and thoroughly cover the research objectives. For data collection, the primary data in quantitative form is collected from questionnaires which is one of the research tools used to collect the data from the sample group of Japanese senior tourists. The primary data in the qualitative form is collected from the in-depth interview of the three groups of tourism-related stakeholders: namely, the public sector, the private sector, and the local community, and experts. The secondary data is collected from the literature review. For data analysis, the quantitative findings and results are analyzed with Statistical Package for the Social Sciences (SPSS) software, while the qualitative results are analyzed by content analysis.

To ensure systematic, suitable, and in accordance with the research framework, the researcher has designed the research questions, the variables identification, the data collection, the data analysis, and the conclusion of the research as shown in Figure 3.2.

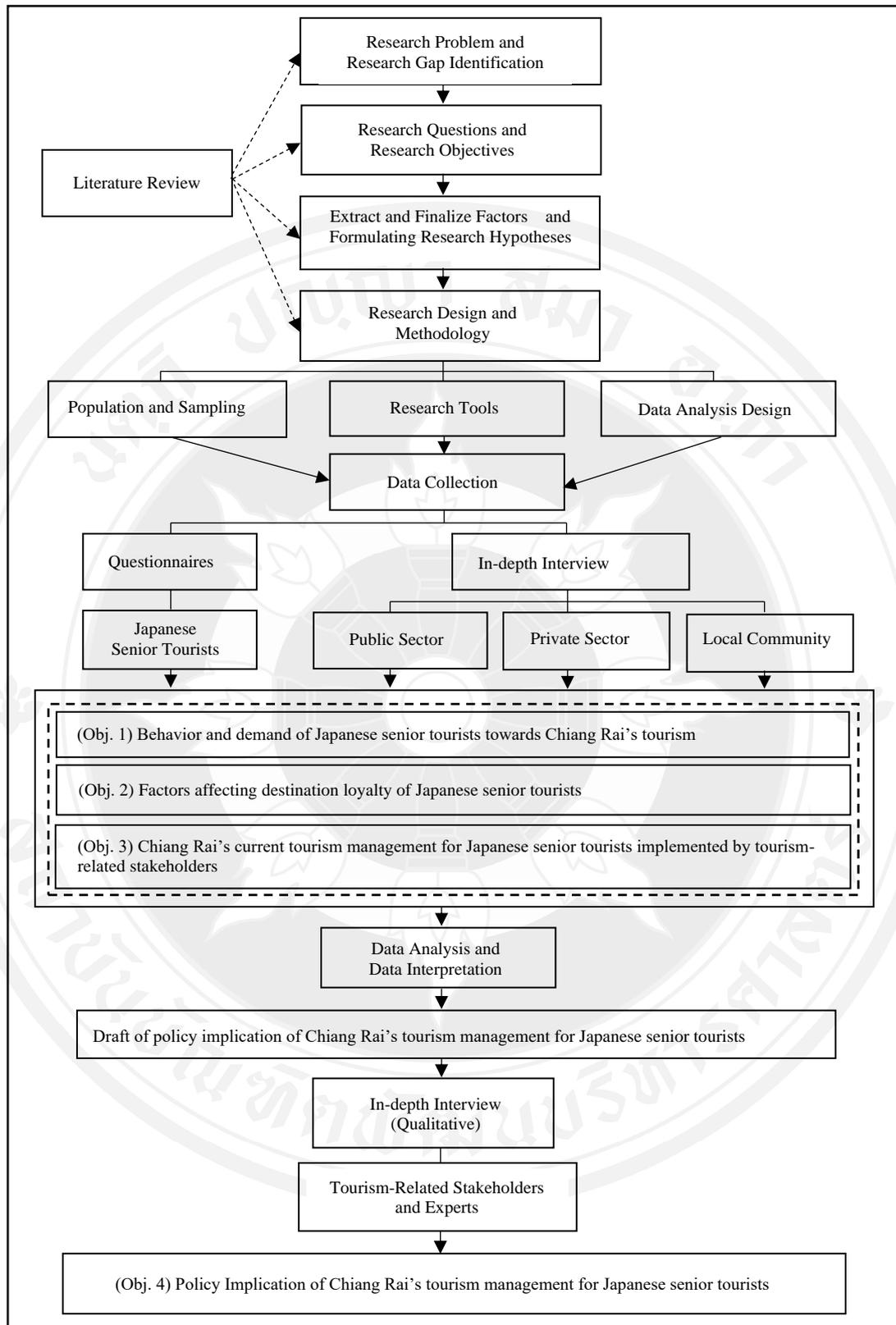


Figure 3.2 Research Design

CHAPTER 4

THE RESULTS OF DATA ANALYSIS

The research entitled, “Policy Implication of Tourism Management for Japanese Senior Tourists: A Case Study of Chiang Rai Province, Thailand” was aimed at exploring the behavior of and demand on Japanese senior tourists for the tourism sector in Chiang Rai province, identifying the factors influencing destination loyalty among Japanese senior tourists, evaluating the tourism-related stakeholders involved in Chiang Rai’s current tourism management, and proposing the policy implications of Chiang Rai’s tourism management for the Japanese senior tourist market. This chapter was organized to present the results of the data analysis in 10 sections as the following.

4.1 The results of respondents’ personal information and travel behavior were placed at the first section of the chapter.

4.2 The results of the psychological factors were put at the second section.

4.3 The third section showed the results of analyzing Japanese senior tourists’ motives for travelling.

4.4 The fourth section demonstrated the results of analyzing the quality of life of Japanese senior tourists.

4.5 The results of analyzing destination attributes of Chiang Rai province were written in the fifth section.

4.6 The results of analyzing destination loyalty were described in the sixth section.

4.7 The results of principal component analysis of psychological factors of Japanese senior tourists having been to Chiang Rai province were explained in the seventh section.

4.8 The eighth section showed the results of cluster analysis of Japanese senior tourists having been Chiang Rai province.

4.9 The ninth section showed the results of the factors influencing destination loyalty.

4.10 The results of the factors affecting satisfaction toward tourism management in Chiang Rai province were demonstrated in the tenth section.

4.1 Results of the Respondents' Personal Information and Travel Behavior

4.1.1 Respondents' Personal Information

The personal information of Japanese senior tourists who visited Chiang Rai province were analyzed by their gender, age, education, occupation, marital status, average monthly income, health status (frequency of meeting or consulting the physicians) and demands for emergency medical services. The results were shown in Table 4.1.

Table 4.1 Results of the Respondents' Personal Information in Frequency and Percentage

(n=400)

Respondents' Personal Information	Frequency	Percent
Gender		
Male	280	70.00
Female	120	30.00
Age		
55 – 60 years old	196	49.00
61 – 65 years old	60	15.00
66 – 70 years old	45	11.25
71 – 75 years old	68	17.00
76 – 80 years old	23	5.75
Over 81 years old	8	2.00
Education		
Below bachelor's degree	170	42.50

Respondents' Personal Information	Frequency	Percent
Bachelor's degree	155	38.75
Above bachelor's degree	75	18.75
Occupation		
Businessperson/investor	15	3.75
Manager/executives	60	15.00
Civil servants	7	1.75
Employees/paid workers	31	7.75
Business owner/personal business	68	17.00
Househusband/housewife	30	7.50
Retired	137	34.25
Others (early retirement, no career, international volunteer, professional soccer coach, consultant, etc.)	52	13.00
Marital status		
Single	91	22.75
Married/living together	268	67.00
Widow/divorced/not living together	41	10.25
Average monthly income		
No income	32	8.00
Less than 200,000 Japanese yen	111	27.75
200,000 - 299,999 Japanese yen	92	23.00
300,000 – 399,999 Japanese yen	75	18.75
400,000 – 499,999 Japanese yen	14	3.50
More than 500,000 Japanese yen	76	19.00
Meeting/consulting the physicians (frequency)		
Never	159	39.75
1-3 times/year	124	31.00
4-6 times/year	66	16.50
Every month	22	5.50
As scheduled	29	7.25

Respondents' Personal Information	Frequency	Percent
Demands for emergency medical services		
Diabetes	53	13.25
Heart disease and coronary artery disease	15	3.75
Hypertension	30	7.50
Cerebrovascular disease	16	4.00
Knee Osteoarthritis/osteoarthritis	13	3.25
Other diseases (Glaucoma)	29	7.25
Basic health services such as fever, diarrhea, and dizziness	244	61.00

Table 4.1 showed the personal information of the respondents who had visited Chiang Rai province. The respondents' personal information could be summarized as the following.

For gender, it was found that most of the respondents were male (280, 70 percent), followed by female (120, 30).

The majority of the respondents' age fell between a range of 55-59 years (196, 49 percent), accompanied by a range of 71-75 years (68, 17 percent), a range of 61-65 years (60, 15 percent), a range of 66-70 years (45, 11.25 percent), a range of 76-80 years (23, 5.75 percent), over 81 years old (8, 2 percent), respectively.

It was found that most of the respondents' education were below bachelor's degree (170, 42.50 percent), followed by bachelor's degree (155, 38.75), and above bachelor's degree (75, 18.75), respectively.

Most of the respondents indicated that they were retired (137, 34.25 percent), followed by business owner/personal business (68, 17 percent), management/executives (60, 15 percent), other occupations (52, 13 percent), employee/paid worker (31, 7.75 percent), househusband/housewife (30, 7.50 percent), businessperson/investor (15, 3.75 percent), and civil servant (7, 1.75 percent), respectively.

268 respondents (67 percent) stated that they were in marital status while the rest were single (91, 22.75 percent) and widow/divorce/not living together (41, 10.25 percent).

It was found that there were 111 respondents or 27.75 percent that had average monthly income of less than 200,000 Japanese yen, followed by average monthly income of 200,000-299,999 Japanese yen (92, 23 percent), average monthly income of more than 500,000 Japanese yen (76, 19 percent), average monthly income of 300,000-399,999 Japanese yen (75, 18.75 percent), no income (32, 8 percent), and average monthly income of 400,000-499,999 Japanese yen (14, 3.50 percent), respectively.

For the frequency of meeting/consulting the physicians for the past few years, most of the respondents revealed that they had never had any meeting/consultation with the physicians (159, 39.75 percent), accompanied by 1-3 times/year of meeting/consulting the physicians (124, 31 percent), 4-6 times/year of meeting/consulting the physicians (66, 16.50 percent), and meeting/consulting the physicians as scheduled (22, 5.50 percent), respectively.

It was found that majority of the respondents indicated that emergency medical services that should be provided included basic health services such as fever, diarrhea, and dizziness (244, 61 percent), followed by diabetes (53, 13.25), hypertension (30, 7.50 percent), other diseases (29, 7.25 percent), cerebrovascular disease (16, 4 percent), heart disease and coronary artery disease (15, 3.75 percent), and knee Osteoarthritis/osteoarthritis (13, 3.25), respectively.

4.1.2 Respondents' Travel Behavior

The travel behavior of the respondents was analyzed by their purpose of travelling, the factors influencing their decision making on visiting Chiang Rai province, the influential person affecting their selection of visiting Chiang Rai province, the media sources of travel information, travel management, channel of buying tourism-related services, length of travel planning, accompanied person, travel time, length of travel, vehicles/transportation for travel, travel information seeking, types of accommodation, types of restaurants, types of tourist attraction, order of travel spending, travel expenditures, and sharing travel experience. The results were demonstrated in Table 4.2.

Table 4.2 Respondents' Travel Behavior in Frequency and Percentage

(n=400)

Travel Behavior	Frequency	Percent
What is your purpose of travelling to Chiang Rai?*		
Travel/recreation	311	77.75
Visiting family/relatives/friends	129	32.25
Meeting/seminar/work trip	-	-
Business contact	30	7.50
Medical checkup/health recovery	-	-
Golfing/sports	88	22.00
Visiting ancient remains/architecture/painting/ sculpture	89	22.25
Exploring the lives of local people	95	23.75
Seeking information for decision making on long stay place after retirement	35	8.75
Other purposes	14	3.50
What are the factors influencing your decision making on visiting Chiang Rai?*		
Weather, topography, and beautiful nature	262	65.50
Friendly local people	134	33.50
Nice and peaceful atmosphere suitable for slow travel	179	44.75
Travelling activities that meet interests	105	26.25
Fascinating history, culture and arts, uniqueness, and lifestyle of local people	81	20.25
Safety and convenience for travel/recreation	120	30.00
Reasonable travel expenditures	133	33.25
Reasonable cost of living for long-stay trip	66	16.50
Recommendation/invitation from those who had been to Chiang Rai	67	16.75
Reputation of tourist attractions	60	15.00

Travel Behavior	Frequency	Percent
Convenient access to tourist attractions	38	9.50
Advertising from different publicity media	7	1.75
Sales promotion from airlines and hotels	7	1.75
Others (easy to travel to Myanmar and Laos, wife's birthplace, like Mae Sai, Mae Salong, Night Bazaar, have acquaintances)	15	3.75
Who is the influential person affecting your visiting to Chiang Rai?		
Yourself	280	70.00
Family/relatives	39	9.75
Friends/colleagues	36	9.00
Partner/spouse	37	9.25
Others	8	2.00
Which source of travel information do you get from?*		
Personal media such as family/relatives, partner/spouse, friends, travel agents, tourism staff	226	56.50
Publishing media such as books, magazines, travel brochures, and travel postcards	51	12.75
Mass media such as television, radio, and newspaper	14	3.50
Online media such as travel websites, online tourism advertising, travel blogger	173	43.25
Social media such as Facebook, Instagram, and YouTube	130	32.50
Others (Yahoo, Google)	23	5.75
How do you manage your travel?		
Self-travel management	176	44.00
Online travel management	65	16.25
Self-managed air tickets and accommodations	59	14.75
Relatives/friends	62	15.50

Travel Behavior	Frequency	Percent
Travel agents	15	3.75
Some parts of travel are managed by travel agents.	8	2.00
Others (Asking for advice from friends)	15	3.75
What is your channel of buying tourism-related services?		
All tourism-related services are bought from travel agents.	37	9.25
All tourism-related services are directly bought from airlines, hotels, and car rental services providers.	96	24.00
Air tickets are directly bought from airlines, but accommodations are made through online travel agency.	83	20.75
All tourism-related services are bought from online travel websites such as TripAdvisor.com, Agoda.com, Airbnb Experiences, and Traveloka.com.	177	44.25
Others (directly bought from airlines, Agoda)	7	1.75
How long do you make your travel planning?		
Less than a week	212	53.00
1 - 2 weeks	50	12.50
3 - 4 weeks	58	14.50
1 - 3 months	47	11.75
4 - 6 months	26	6.50
More than a year	7	1.75
Who is your accompanied person when travelling to Chiang Rai?		
No one	125	31.25
Family/relatives	126	31.50

Travel Behavior	Frequency	Percent
Friends/colleagues	108	27.00
Partner/spouse	26	6.50
Others	15	3.75
What time do you prefer travelling to Chiang Rai?		
Monday – Friday	105	26.25
Saturday – Sunday	77	19.25
Holidays	79	19.75
Vacation leave	43	10.75
Others (at a convenient time)	96	24.00
How long do you travel around Chiang Rai?		
3–4 days	261	65.25
5 days - 1 week	73	18.25
2–3 weeks	25	6.25
3–4 weeks	12	3.00
More than one month	29	7.25
What is your vehicle/transportation that you use during your Chiang Rai trip?		
Public transportation	82	20.50
Rental vans	61	15.25
Rental cars	54	13.50
Rental motorbikes	38	9.50
Personal cars	151	37.75
Others (Tour operator's vans)	14	3.50
How do you search for travel information of Chiang Rai?		
You ask from those having been to Chiang Rai.	46	11.50
You ask from travel agents.	15	3.75
You ask from tourism authority agencies.	14	3.50
You ask from local people.	85	21.25
You ask from local guides.	29	7.25

Travel Behavior	Frequency	Percent
You search from travel websites.	196	49.00
Others	15	3.75
What is the type of accommodation that you stayed during your Chiang Rai trip?		
Hotels	242	60.50
Resorts	37	9.25
Condominiums	8	2.00
Homestays	8	2.00
Guesthouses	45	11.25
Friends' house/relatives' house	39	9.75
Others (rental houses)	21	5.25
What is your favorite place for having your meals during your Chiang Rai trip?		
Hotels' restaurant	30	7.50
You order food to consume at your accommodation.	8	2.00
You cook at your accommodation.	24	6.00
Restaurants	8	2.00
Local restaurants	300	75.00
You have your meals at the places provided by the travel agents.	30	7.50
What kind of tourist attraction do you prefer in Chiang Rai?*		
Natural attractions	304	76.00
Cultural attractions	137	34.25
Historical attractions	166	41.50
Eco attractions	112	28.00
Sports attractions	52	13.00
Health attractions	29	7.25
You prefer staying at your accommodation, not	7	1.75

Travel Behavior	Frequency	Percent
going outside.		
Please choose your top three travel spending		
Travel spending		
Respondents choosing as 1st rank	132	33.00
Respondents choosing as 2 nd rank	124	31.00
Respondents choosing as 3 rd rank	52	13.00
Accommodation spending		
Respondents choosing as 1st rank	168	42.00
Respondents choosing as 2 nd rank	116	29.00
Respondents choosing as 3 rd rank	23	5.75
Food spending		
Respondents choosing as 1st rank	40	10.00
Respondents choosing as 2 nd rank	45	11.25
Respondents choosing as 3 rd rank	168	42.00
Trip-organized services		
Respondents choosing as 1st rank	30	7.50
Respondents choosing as 2 nd rank	23	5.75
Respondents choosing as 3 rd rank	14	3.50
Tourist souvenir spending		
Respondents choosing as 1st rank	-	-
Respondents choosing as 2 nd rank	15	3.75
Respondents choosing as 3 rd rank	14	3.50
Entrance fees of tourist attraction		
Respondents choosing as 1st rank	-	-
Respondents choosing as 2 nd rank	-	-
Respondents choosing as 3 rd rank	52	13.00
Spending on special activities such as golf, Thai massage, spa, beauty, and health		
Respondents choosing as 1st rank	14	3.50
Respondents choosing as 2 nd rank	46	11.50

Travel Behavior	Frequency	Percent
Respondents choosing as 3 rd rank	38	9.50
How much do you pay for your travel around Chiang Rai per day?		
Not over 3,000 baht/person/day	292	73.00
3,001-6,000 baht/person/day	76	19.00
Over 6,000 baht/person/day	32	8.00
How would you share/tell your travel experience of Chiang Rai trip?		
You would tell the persons who are close to you.	137	34.25
You would tell other people when a chance comes.	76	19.00
You would share your travel experience on social media such Facebook, Instagram, and Line.	179	44.75
You would not tell/share your travel experience.	8	2.00

Table 4.2 demonstrated the travel behavior of Japanese senior tourists who had been to Chiang Rai province. The results were summarized as the following.

Most of the respondents stated that their purpose of traveling to Chiang Rai was for travel/recreation (311, 77.75 percent), followed by for visiting family/relatives/friends (129, 32.25 percent), for exploring the lives of local people (95, 23.75 percent), for visiting ancient remains/architecture/painting/sculpture (89, 22.25 percent), golf/sports (88, 22 percent), for gaining information for deciding a long-stay place after retirement (35, 8.75 percent), and for business contact (30, 7.50 percent), and for other purposes (14, 3.50 percent), respectively.

It was found that 262 respondents (65.50 percent) indicated that the factors influencing their decision making on visiting Chiang Rai included weather, topology, and beautiful nature, accompanied by the factor of nice and peaceful atmosphere suitable for slow travel (179, 44.75 percent), the factor of reasonable travel expenditures (133, 33.25 percent), the factor of Safety and convenience for travel/recreation (120, 30 percent), the factor of Travelling activities that meet interests (105, 26.25 percent), the factor of fascinating history, culture and arts,

uniqueness, and lifestyle of local people (81, 20.25 percent), the factor of recommendation/invitation from those who had been to Chiang Rai (67, 16.75 percent), the factor of reasonable cost of living for long-stay trip (66, 16.50 percent), the factor of reputation of tourist attractions (60, 15 percent), the factor of convenient access to tourist attractions (38, 9.50 percent), other factors (15, 3.75 percent), and the factors of sales promotion from airlines and hotels and advertising from different publicity media (7, 1.75 percent), respectively.

The majority of the respondents revealed that the influential person affecting their decision making on Chiang Rai trip was themselves (280, 70 percent), followed by family/relatives (39, 9.75 percent), partner/spouse (37, 9.25 percent), friends/colleagues (36, 9 percent), and others (8, 2 percent), respectively.

Most of the respondents sought the travel information from personal media such as family/relatives, partner/spouse, friends, tour agents, and tourism staff (226, 56.50 percent), accompanied by online media such travel websites, online tourism advertising, and travel blogger (173, 43.25 percent), social media such as Facebook, Instagram, YouTube (130, 32.50 percent), publishing media such as books, magazines, travel brochures, and travel postcards (51, 12.75 percent), other media (23, 5.75 percent), and mass media such as television, radio, and newspaper (14, 3.50 percent), respectively.

For travel management, it was found that 176 respondents (44 percent) reported self-travel management, followed by online travel management (65, 16.25 percent), relatives/friends-managed travel (62, 15.50 percent), self-managed air tickets and accommodations (59, 14.75 percent), Travel agents (15, 3.75 percent), and Some parts of travel managed by travel agents (8, 2 percent), respectively.

The majority of the respondents indicated that they preferred buying tourism-related services from online channel such as TripAdvisor.com, Agoda.com, Airbnb Experiences, and Traveloka.com (177, 44.25 percent), followed by directly buying tourism-related services from airlines, hotels, and car rental services providers (96, 24 percent), directly buying air tickets from airlines, but accommodations through online travel agency (OTA) (83, 20.75 percent), and buying all tourism-related services from the travel agents (7, 1.75 percent), respectively.

It was found that 212 respondents (53 percent) spent less than a week on making a travel planning, accompanied by spending 3-4 weeks on making a travel planning (58, 14.50 percent), 1-2 weeks on making a travel planning (50, 12.50 percent), spending 1-3 months on making a travel planning (47, 11.75 percent), spending 4-6 months on making a travel planning (26, 6.50 percent), and spending more than one year on making a travel planning (7, 1.75 percent), respectively.

For accompanied person during Chiang Rai trip, it was found that most of the respondents stated that they travelled with their family/relatives (126, 31.50 percent), accompanied by travelling alone (125, 31.25 percent), travelling with their friends/colleagues (108, 27 percent), travelling with their partner/spouse (26, 6.50 percent), and travelling with others (15, 3.75 percent), respectively.

105 respondents (26.25 percent) revealed that they preferred travelling on Monday-Friday, accompanied by travelling on other time (96, 24 percent), travelling on holidays (79, 19.75 percent), and travelling on Saturday-Sunday (77, 19.25 percent), and travelling on vacation leave (43, 10.75 percent), respectively.

For the length of the respondents' trip, it was found that 261 respondents (65.25) spent 3-4 days on their Chiang Rai trip, followed by spending 5 days-1 week on their Chiang Rai trip (73, 18.25 percent), spending more than 1 month on their Chiang Rai trip (29, 7.25 percent), spending 2-3 weeks on their Chiang Rai trip (25, 6.25 percent), and spending 3-4 weeks on their Chiang Rai trip (12, 3 percent), respectively.

Most of the respondents preferred travelling around Chiang Rai by personal cars (151, 37.75 percent), accompanied by public transportation (82, 20.50 percent), rental van (61, 15.25 percent), rental car (54, 13.50 percent), rental motorbikes (38, 9.50 percent), and other vehicles/transportation (14, 3.50 percent), respectively.

196 respondents (49 percent) searched for travel information on travel websites, followed by asking travel information from local people (85, 21.25 percent), asking travel information from those having been to Chiang Rai (46, 11.50 percent), asking travel information from local guides (29, 7.25 percent), asking travel information from tour agents (15, 3.75 percent), and asking travel information from tourism authority agencies (14, 3.50 percent).

In terms of the accommodation during Chiang Rai trip, most of the respondents stayed at the hotels (242, 60.50 percent), accompanied by staying at guesthouse (45, 11.25 percent), staying at friends/relatives' house (39, 9.75 percent), staying at the resorts (37, 9.25 percent), staying at other kinds of accommodation (21, 5.25 percent), staying at condominiums and homestays (8, 2 percent), respectively.

It was found that the majority of the respondents preferred having their meals at the local restaurants (300, 75 percent), followed by the hotels/accommodations' restaurant and restaurants provided by the travel agents (30, 7.5 percent), cooking at the accommodation (24, 6 percent), and ordering food to be consumed at their accommodation and restaurant (8, 2 percent), respectively.

In terms of tourist attractions, most of the respondents indicated that they preferred visited natural tourist attraction (304, 76 percent), accompanied by historical tourist attraction (166, 41.50 percent), cultural tourist attraction (137, 34.25 percent), and eco-tourist attraction (11, 28 percent), respectively. In addition, there were 7 respondents (1.75 percent) who indicated that they did take a rest at the accommodation, not going anywhere.

When asked to rate travel spending in order of importance, 132 respondents (33 percent) stated that they spent most of their spending on travel expenses. 124 respondents (31 percent) indicated their spending on travel came as a second of order of importance. There were 52 respondents (13 percent) who revealed that their travel spending came as a third of order of importance.

When asked to rate accommodation spending in order of importance, 168 respondents (42 percent) revealed that their spending on accommodation came as the first of order of importance. 116 respondents (29 percent) stated that their spending on accommodation was the second as the order of importance. 23 respondents (5.75 percent) indicated that their spending on accommodation came as the third order of importance.

When asked to rate their food spending in order of importance, 168 respondents (42 percent) stated that their food spending came as the third order of importance. There were 45 respondents (11.25 percent) who revealed that their food spending came as the second order of importance. 40 respondents (10 percent) said that they spent most of their travel expenses on food.

When asked to rate their spending on trip-organized services, 30 respondents stated that their trip-organized services spending came as the first order of importance, followed by the second order of importance (23, 5.75 percent), and the third order of importance (14, 3.50 percent), respectively.

When asked to rate their spending on tourism souvenir, 15 respondents revealed that their tourism souvenir spending was the second order of importance, followed by the third order of importance (14, 3.50 percent), respectively.

When asked to rate their spending on special activities such as golfing, spa, and beauty and health, most of the respondents said that such spending came as the second order of importance, accompanied by the third order of importance (38, 9.50 percent), and the first order of importance (14, 3.50 percent), respectively.

It was found that the majority of the respondents stated that they spent on travel expenses not over 3,000 baht/person/day (292, 73 percent), followed by spending on travel expenses 3,001-6,000 baht/person/day (76, 19 percent), spending on travel expenses more than 6,000 baht/person/day (32, 8 percent), respectively.

Most of the respondents revealed that they would tell/share their travel experience of Chiang Rai trip on social media such as Facebook, Instagram, and Line (179, 44.75 percent), accompanied by telling/sharing travel experience to those that were close (137, 34.25 percent), telling other people about travel experience when a chance came (76, 19 percent), and not telling/sharing travel experience of Chiang Rai trip (8, 2 percent), respectively.

4.2 Results of the Analysis of Psychological Factor

Psychological factor was analyzed in three dimensions: activity, interest, and opinion. The results were written in Table 4.3.

Table 4.3 Level of Agreement on Psychological Factor in Mean and Standard Deviation

(n=400)

Psychological Factors	\bar{X}	S.D.	Level of Agreement
Activities	4.19	0.74	Agree
1. I exercise regularly, for example, walking, running, yoga, golfing, swimming, etc.	4.35	1.32	Agree
2. I am a member of association such as sports association, health association, hobby association, etc.	3.58	1.83	Agree
3. I spend a great deal of money on shopping.	3.38	1.11	Disagree
4. I ask the travel information and buy tour packages, accommodation, and air tickets from online channels because it offers me convenient and fast services.	4.65	1.35	Strongly agree
5. My family and friends often ask me to make a travel trip.	3.80	1.42	Agree
6. I prefer slow tourism, for instance, historical-site walking, national park route cycling, participating in local festivals.	4.62	1.09	Strongly agree
7. Before trip, I always acquire the destination information about routes, maps, and weather.	4.50	1.37	Agree
8. Health tourism helps recover my body and mind.	4.67	1.08	Strongly agree
Interests	4.24	0.68	Agree
9. My family always make a travel planning together.	3.76	1.57	Agree
10. For recreation, I think time is more important than money.	4.76	1.00	Strongly agree

Psychological Factors	\bar{X}	S.D.	Level of Agreement
11. I always contact the travel agency to ask for travel information.	2.92	1.07	Disagree
12. Destination safety is my priority.	4.63	1.23	Strongly agree
13. I plan to live a simple life after retirement where I can be close to nature and friendly people.	4.45	1.31	Agree
14. I spend my free time on the activities I am interested in. Those activities include park leisure, chess, flower arrangement, origami, reading/composing poem, paint brushing, bonsai growing, and GO.	3.97	1.22	Agree
15. I am interested in traveling to experience diversity of culture and lifestyles of people.	4.78	1.27	Strongly agree
16. Having adventure tourism is one of my challenges that I would love to.	4.66	1.25	Strongly agree
Opinions	4.48	0.75	Agree
17. Age cannot hinder my travel to experience new things.	4.75	1.24	Strongly agree
18. I feel that I am young at heart.	4.27	1.15	Agree
19. I have a perfect quality of life.	4.10	1.18	Agree
20. I consider learning and understanding the history and culture of the destination important.	4.63	1.17	Strongly agree
21. I often participate in the activities that are beneficial for the society when the time permits.	4.25	1.20	Agree
22. Traveling to the places where I have never been makes me fun, excited, and lively.	4.94	1.23	Strongly agree

Psychological Factors	\bar{X}	S.D.	Level of Agreement
23. I always make price comparisons of trips (e.g., air tickets, hotels, and tour packages) before purchase decision making.	4.54	1.13	Strongly agree
24. I place the importance more on quality of tourism-related products and services than on the prices.	4.39	1.05	Agree
Total	4.31	0.65	Agree

According to Table 4.3, the respondents showed a strong level of agreement on psychological factors among Japanese senior tourists in Chiang Rai province ($\bar{X} = 4.31$). When each dimension of psychological factor was examined, it was found that opinion received the highest mean score ($\bar{X} = 4.48$), followed by the dimensions of interest and activities ($\bar{X} = 4.24$ and $\bar{X} = 4.19$), respectively. All dimensions of psychological factor were described as the following.

Overall, activities were the dimension of psychological factor that had a level of agreement on ($\bar{X} = 4.19$). In addition, the item "Health tourism helps recover my body and mind" received the highest mean score ($\bar{X} = 4.67$), followed by the item "I ask the travel information and buy tour packages, accommodation, and air tickets from online channels because it offers me convenient and fast services." ($\bar{X} = 4.65$), the item "I prefer slow tourism, for instance, historical-site walking, national park route cycling, participation in local festivals." ($\bar{X} = 4.62$), the item "Before trip, I always acquire the destination information about routes, maps, and weather." ($\bar{X} = 4.50$), the item "I exercise regularly, for example, walking, running, yoga, golfing, swimming, etc." ($\bar{X} = 4.35$), the item "My family and friends often ask me to make a travel trip." ($\bar{X} = 3.80$), the item "I am a member of association such as sports association, health association, hobby association, etc." ($\bar{X} = 3.58$), and the item "I spend a great deal of money on shopping" ($\bar{X} = 3.38$), respectively.

The other dimension of psychological factor was interest, which acquired the overall level of agreement among Japanese senior tourists ($\bar{X} = 4.24$). When the items of the interest dimension were considered, it was found that the item "I am interested in traveling to experience diversity of culture and lifestyles of people." had the highest mean score ($\bar{X} = 4.78$), followed by the item "For recreation, I think time is more important than money." ($\bar{X} = 4.76$), the item "Having adventure tourism is one of my challenges that I would love to." ($\bar{X} = 4.66$), the item "Destination safety is my priority" ($\bar{X} = 4.63$), the item "I plan to live a simple life after retirement where I can be close to nature and friendly people." ($\bar{X} = 4.66$), the item "I spend my free time on the activities I am interested in. Those activities include park leisure, chess, flower arrangement, origami, reading/composing poem, paint brushing, bonsai growing, and GO." ($\bar{X} = 3.97$), the item "I always contact the travel agency to ask for travel information." ($\bar{X} = 2.92$), respectively.

Opinion was the third dimension of psychological factor that acquired the overall level of agreement among Japanese senior tourists ($\bar{X} = 4.24$). When all items of the opinion dimension were evaluated, it was found that the item "Traveling to the places where I have never been makes me fun, excited, and lively." had the highest mean score ($\bar{X} = 4.94$), followed by the item "Age cannot hinder my travel to experience new things." ($\bar{X} = 4.75$), the item "I consider learning and understanding the history and culture of the destination important" ($\bar{X} = 4.63$), the item "I always make price comparisons of trips (e.g., air tickets, hotels, and tour packages) before purchase decision making." ($\bar{X} = 4.54$), the item "I place the importance more on quality of tourism-related products and services than on the prices." ($\bar{X} = 4.39$), the item "I feel that I am young at heart." ($\bar{X} = 4.27$), the item "I often participate in the activities that are beneficial for the society when the time permits." ($\bar{X} = 4.25$), and the item "I have a perfect quality of life." ($\bar{X} = 4.10$), respectively.

4.3 Results of Analyzing the Motives of Japanese Senior Tourists

In this section, the motives affecting revisitation of Chiang Rai province among Japanese senior tourists were analyzed. The results were demonstrated in Table 4.4.

Table 4.4 Motives of Japanese Senior Tourists in Mean and Standard Deviation

(n=400)

Motives of Japanese Senior Tourists	\bar{X}	S.D.	Level of Importance
1. It is to learn new experience from different types of tourism.	4.36	0.99	Somewhat important
2. It is for leisure.	4.35	1.17	Somewhat important
3. It is to heal stress and worry in life.	4.51	1.05	Important
4. It is to avoid monotonous situations and environments.	4.53	0.95	Important
5. It is to reward life and fulfill dreams.	4.15	1.11	Somewhat important
6. It is to spend time with family, relatives, spouse, friends, and colleagues.	4.18	1.30	Somewhat important
7. It is to exchange the knowledge of culture and arts, and lifestyles of local people that are different from those in Japan.	4.39	1.14	Somewhat important
8. It is to recover and strengthen health by health activities such Thai massage, Thai herbal massage, acupuncture, spa, and aroma therapy.	4.14	1.15	Somewhat important
9. Chiang Rai offers a wide variety of tourism activities and recreations such as golfing, natural site route walking, architecture, arts and culture, and urban	4.23	0.92	Somewhat important

Motives of Japanese Senior Tourists	\bar{X}	S.D.	Level of Importance
community sightseeing and cycling.			
10. Chiang Rai provides convenient equipment and facilities necessary for senior citizens.	3.86	1.03	Somewhat important
11. Visa application is convenient and speedy, and its fees are reasonable.	4.05	1.30	Somewhat important
12. Chiang Rai's tourism makes you feel safe and confident.	4.65	0.91	Important
13. Local people in Chiang Rai are friendly, generous, and good host.	4.63	0.94	Important
Total	4.31	0.67	Somewhat important

Table 4.4 indicated that the overall motives of Japanese senior tourists visiting Chiang Rai were in a somewhat level of importance ($\bar{X} = 4.31$). When all items of the motives were examined, it was found that the item "Chiang Rai's tourism makes you feel safe and confident." received the highest mean score ($\bar{X} = 4.65$), followed by the item "Local people in Chiang Rai are friendly, generous, and good host." ($\bar{X} = 4.63$), the item "It is to avoid monotonous situations and environments." ($\bar{X} = 4.53$), the item "It is to heal stress and worry in life." ($\bar{X} = 4.51$), the item "It is to exchange the knowledge of culture and arts, and lifestyles of local people that are different from those in Japan." ($\bar{X} = 4.39$), the item "It is to learn new experience from different types of tourism." ($\bar{X} = 4.39$), the item "It is for leisure." ($\bar{X} = 4.35$), the item "Chiang Rai offers a wide variety of tourism activities and recreations such as golfing, natural site route walking, architecture, arts and culture, and urban community sightseeing and cycling." ($\bar{X} = 4.23$), the item "It is to spend time with family, relatives, spouse, friends, and colleagues." ($\bar{X} = 4.18$), the item "It is to reward life and fulfill dreams." ($\bar{X} = 4.15$), the item "It is to recover and strengthen health by health activities such

Thai massage, Thai herbal massage, acupuncture, spa, and aroma therapy.” ($\bar{X} = 4.14$), the item “Visa application is convenient and speedy, and its fees are reasonable.” ($\bar{X} = 4.05$), and the item “Chiang Rai provides convenient equipment and facilities necessary for senior citizens.” ($\bar{X} = 3.86$), respectively.

4.4 Results of the Quality of Life Factors

The factors of quality of life that affected the revisitation to Chiang Rai province among Japanese senior tourists were analyzed. The results were shown in Table 4.5.

Table 4.5 Level of Agreement on the Quality of Life of the Tourists in Mean and Standard Deviation

(n=400)

Quality of Life of Tourists	\bar{X}	S.D.	Level of Agreement
1. If I stay healthy, I will revisit Chiang Rai province.	4.90	1.10	Strongly agree
2. Visiting Chiang Rai makes me comfortable and happy.	4.53	0.99	Strongly agree
3. I need to make a financial plan carefully before I decide to revisit Chiang Rai province.	3.93	0.94	Agree
4. I will revisit Chiang Rai if my family or friends come with me.	4.24	1.41	Agree
5. If time permits, I will definitely revisit Chiang Rai province.	4.80	1.23	Strongly agree
6. Having long-stay trip in Chiang Rai makes my body and mind healthy.	4.24	1.17	Agree
Total	4.44	0.88	Agree

Table 4.5 revealed the quality of life of Japanese senior tourists was overall in the level of agreement ($\bar{X} = 4.44$). When the items of the quality-of-life factor were closely evaluated, it was found that the item “If I stay healthy, I will revisit Chiang Rai province.” acquired the highest mean score ($\bar{X} = 4.90$), followed by the item “If time permits, I will definitely revisit Chiang Rai province.” ($\bar{X} = 4.80$), the item “Visiting Chiang Rai makes me comfortable and happy.” ($\bar{X} = 4.53$), the item “I will revisit Chiang Rai if my family or friends come with me.” and the item “Having long-stay trip in Chiang Rai makes my body and mind healthy.” ($\bar{X} = 4.24$), and the item “I need to make a financial plan carefully before I decide to revisit Chiang Rai province.” ($\bar{X} = 3.93$), respectively.

4.5 Results of the Analysis of Destination Attributes

The destination attributes of Chiang Rai province influencing revisitation to Chiang Rai among Japanese senior tourists were analyzed. The results were demonstrated in Table 4.6.

Table 4.6 Level of Importance of Destination Attributes of Chiang Rai Province in Mean and Standard Deviation
(n=400)

Destination Attributes	\bar{X}	S.D.	Level of Importance
1. Are the process of long-stay visa application (O-A) and length of time of visa application waiting in Japan important?	4.26	1.42	Somewhat important
2. Is the wide variety of transportation to Chiang Rai and public transportation in Chiang Rai important?	4.12	1.11	Somewhat important
3. Are the interest and attractiveness of tourist destinations important?	4.54	1.14	Important

Destination Attributes	\bar{X}	S.D.	Level of Importance
4. Is the distance between tourist attractions and hospitals ready to provide an emergency medical service important?	4.14	1.31	Somewhat important
5. Are the tourist destinations that provide automated external defibrillator and emergency trained medical staff important?	3.85	1.33	Somewhat important
6. Are tourism activities that are safe and suitable for tourists' health important?	4.17	1.17	Somewhat important
7. Are amenities provided by the hotels/accommodations important?	3.94	1.23	Somewhat important
8. Sanitary should meet the standards including measures on the prevention of COVID-19 by the accommodation, restaurants, shops, souvenir shops, and restroom.	4.18	1.42	Somewhat important
9. The accommodations should be designed to support senior citizens.	3.95	1.27	Somewhat important
10. The tour agency provides staff and tour guides who can speak Japanese.	3.80	1.27	Somewhat important
Total	4.09	0.96	Somewhat important

Table 4.6 indicated that the destination attributes of Chiang Rai province among Japanese senior tourists were, overall, in the somewhat level of importance ($\bar{X} = 4.09$). When all items of the destination attributes were examined, it was found that the item "Are the interest and attractiveness of tourist destinations important?" had the highest mean score ($\bar{X} = 4.54$), followed by the item "Are the process of long-stay visa application (O-A) and length of time of visa application waiting in Japan important?" ($\bar{X} = 4.26$), the item "Sanitary should meet the standards including

measures on the prevention of COVID-19 by the accommodation, restaurants, shops, souvenir shops, and restroom.” ($\bar{X} = 4.18$), the item “Are tourism activities that are safe and suitable for tourists’ health important?” ($\bar{X} = 4.17$), the item “Is the distance between tourist attractions and hospitals ready to provide an emergency medical service important?” ($\bar{X} = 4.14$), the item “Is the wide variety of transportation to Chiang Rai and public transportation in Chiang Rai important?” ($\bar{X} = 4.12$), the item “The accommodations should be designed to support senior citizens.” ($\bar{X} = 3.95$), the item “Are the tourist destinations that provide automated external defibrillator and emergency trained medical staff important?” ($\bar{X} = 3.85$), and the item “The tour agency provides staff and tour guides who can speak Japanese.” ($\bar{X} = 3.80$), respectively.

Table 4.7 Level of Satisfaction towards Chiang Rai’s Tourism Management in Mean and Standard Deviation

(n=400)

Satisfaction towards Chiang Rai’s Tourism Management	\bar{X}	S.D.	Level of Satisfaction
Tourist attractions	3.88	3.89	Somewhat satisfied
1. Tourist attractions are clean.	4.13	0.91	Somewhat satisfied
2. Facilities such as restroom, messages on the boards, maps, seats, and parking lot provided at tourist attraction are suitable for senior citizens.	3.94	0.85	Somewhat satisfied
3. Security and security guards are 24/7 on duty.	3.71	1.15	Somewhat satisfied
4. Information of safety and warning/prohibition boards are written in English or Japanese.	3.64	1.16	Somewhat satisfied
5. Tourist attractions, tourism authority offices, restaurants, shops, souvenir shops, and restroom are safe with sanitary standards and measures on the prevention of COVID-19.	3.96	1.23	Somewhat satisfied

Satisfaction towards Chiang Rai's Tourism Management	\bar{X}	S.D.	Level of Satisfaction
6. The staff who can speak English or Japanese are provided to give assistance in response to the tourists' needs.	3.90	1.13	Somewhat satisfied
Accessibility	3.95	0.84	Somewhat satisfied
1. Public transportation in Chiang Rai is punctual.	3.76	0.96	Somewhat satisfied
2. Access and travel to the tourist attraction are convenient.	3.94	0.93	Somewhat satisfied
3. Chiang Rai provides a wide variety of public transportation services.	3.86	0.97	Somewhat satisfied
4. Public transportation charges are reasonable.	4.10	0.92	Somewhat satisfied
5. Travelling around Chiang Rai is safe.	4.12	1.03	Somewhat satisfied
Accommodation	4.20	0.77	Somewhat satisfied
1. Various types of accommodation in Chiang Rai are offered.	4.45	1.06	Somewhat satisfied
2. Your accommodation is certified with Safety & Health Administration (SHA) along with measures on the prevention of COVID-19.	4.31	1.10	Somewhat satisfied
3. The staff are polite and willing to provide you services. They treat you as if you were their relatives.	4.30	0.96	Somewhat satisfied
4. The staff can speak Japanese or English.	4.12	1.06	Somewhat satisfied
5. Fire alarm and security system are provided.	4.01	1.10	Somewhat satisfied
6. Room prices and amenities are value of money and appropriate.	4.58	0.80	Very satisfied
7. Room pricing along with services is clearly shown.	4.46	0.93	Somewhat satisfied
8. Your accommodation is located in strategic location, close to tourist attractions and	4.31	1.03	Somewhat satisfied

Satisfaction towards Chiang Rai's Tourism Management	\bar{X}	S.D.	Level of Satisfaction
communities, and convenient for travelling.			
9. Your accommodation is beautiful, peaceful, and has a nice atmosphere. Relaxing area is also provided.	4.30	0.96	Somewhat satisfied
10. Your accommodation is nearby the hospitals.	3.90	0.95	Somewhat satisfied
11. Accommodation (Interior)	3.91	0.84	Somewhat satisfied
1) The room is designed to support the elderly.	3.76	1.18	Somewhat satisfied
2) Help system is provided in the room.	3.70	1.20	Somewhat satisfied
3) Sanitary ware is designed and installed in response to the usage by the elderly.	3.41	1.25	Somewhat dissatisfied
4) Help buttons are installed in the bathroom.	3.38	1.39	Somewhat dissatisfied
5) Free-Wi-Fi services are offered in the room.	4.78	0.91	Very satisfied
6) Your room is beautifully decorated and clean. The room's atmosphere is suitable for resting.	4.44	0.85	Somewhat satisfied
12. Accommodation (Exterior)	3.79	1.02	Somewhat satisfied
1) Handrail is installed on the hallway, ramp, and stairs.	3.83	1.15	Somewhat satisfied
2) The floor can support wheelchair including anti-slippery.	3.44	1.28	Somewhat dissatisfied
3) Elevator is provided.	3.85	1.28	Somewhat satisfied
4) The parking lot is convenient and spacious.	4.19	0.95	Somewhat satisfied
5) The staff are provided at the parking lot.	3.62	1.26	Somewhat satisfied
Amenities	3.92	0.92	Somewhat satisfied
1. Different kinds of restaurant are offered that meet your needs.	3.96	1.17	Somewhat satisfied
2. Prices of food and beverages are reasonable	4.20	0.94	Somewhat satisfied

Satisfaction towards Chiang Rai's Tourism Management	\bar{X}	S.D.	Level of Satisfaction
including service charges. The prices are clearly shown.			
3. Menu shows the ingredients that may be allergic.	3.37	1.39	Somewhat dissatisfied
4. Quality and taste of the food are perfect.	4.17	0.98	Somewhat satisfied
5. Souvenirs are of quality.	3.97	1.01	Somewhat satisfied
6. Amenities such as television, safety box, minibar, towels, soaps, and shampoos, are provided in the room.	3.92	1.21	Somewhat satisfied
7. Amenities outside your room such as swimming pool, fitness room, waiting area, leisure area, restroom, boards, and garbage bin, are provided.	3.85	1.12	Somewhat satisfied
Activities	4.20	0.88	Somewhat satisfied
1. Various tourism activities are offered, which match your interest.	4.46	0.94	Somewhat satisfied
2. The prices of tourism activity are reasonable.	4.29	0.98	Somewhat satisfied
3. The staff are professional and provide services in a quality manner.	4.10	1.10	Somewhat satisfied
4. Tourism activities are safe and suitable for the tourists' age and health.	4.10	1.06	Somewhat satisfied
5. The equipment used in the activities are safe with standards.	4.05	1.11	Somewhat satisfied
6. COVID-19 measures on the prevention of COVID-19 are provided.	4.17	1.07	Somewhat satisfied
7. Tourists can participate in the activities appropriately.	4.24	0.88	Somewhat satisfied

Satisfaction towards Chiang Rai's Tourism Management	\bar{X}	S.D.	Level of Satisfaction
Tourism and travel services	4.03	0.88	Somewhat satisfied
1. Applying for long stay visa (O-A) is convenient, fast, and not complicated.	3.95	1.36	Somewhat satisfied
2. Immigration services	3.93	1.18	Somewhat satisfied
1) Their language and communication are clear and understandable.	3.97	1.21	Somewhat satisfied
2) The immigrant staff are friendly and willing to provide services.	3.94	1.22	Somewhat satisfied
3) Immigration process is convenient, fast, and not complicated.	3.89	1.26	Somewhat satisfied
3. Airport	4.06	0.83	Somewhat satisfied
1) Boards, symbols, and messages are obviously illustrated and installed.	4.30	0.83	Somewhat satisfied
2) Safety and security system is effective.	3.81	1.05	Somewhat satisfied
3) Cleanliness and sanitation meet the standards of the COVID-19 prevention.	4.14	1.03	Somewhat satisfied
4) Free Wi-Fi is effective and covers all areas within the airport.	4.21	1.06	Somewhat satisfied
5) There are restaurants, souvenir shops, and shops at the airport that meet your needs.	3.96	0.89	Somewhat satisfied
6) Restroom is clean and enough.	3.98	0.98	Somewhat satisfied
7) The airport staff are friendly and provide services with quality.	4.02	1.01	Somewhat satisfied
4. Tourist services center is prepared for providing information, facilitation, and giving assistance to tourists.	3.91	1.04	Somewhat satisfied
5. Services provided by tour operators	4.32	0.84	Somewhat satisfied
1) Tour programs are interesting and adjustable to match your needs.	4.42	0.90	Somewhat satisfied

Satisfaction towards Chiang Rai's Tourism Management	\bar{X}	S.D.	Level of Satisfaction
2) Vehicles are safe and clean. Getting in and on the vehicles is convenient. The seats are comfortable.	4.47	0.89	Somewhat satisfied
3) The staff are willing to provide services.	4.41	0.95	Somewhat satisfied
4) Services are value of money.	4.60	0.85	Very satisfied
5) Services providers, local guides, and tourists are prevented from COVID-19 by the COVID-19 measures.	4.26	1.00	Somewhat satisfied
6. Local guides	4.45	0.88	Somewhat satisfied
1) Local guides are polite, friendly, and active to provide services.	4.59	0.99	Very satisfied
2) Local guides are honest and do not take any advantages on the tourists.	4.61	0.99	Very satisfied
3) Local guides are knowledgeable, providing recommendations and answering questions well.	4.53	0.95	Very satisfied
4) Local guides can speak Japanese and English.	4.32	1.13	Somewhat satisfied
5) Local guides have knowledge of first aid.	4.19	0.93	Somewhat satisfied
Total	4.03	0.77	Somewhat satisfied

Table 4.7 indicated that satisfaction toward Chiang Rai's tourism management among Japanese senior tourists was, overall, in the somewhat level of satisfaction ($\bar{X} = 4.30$). When each dimension of the satisfaction factor was considered, it was found that accommodation and tourism activities received the highest mean score ($\bar{X} = 4.20$), followed by the travel and tourism services dimension ($\bar{X} = 4.03$), the accessibility dimension ($\bar{X} = 3.95$), the amenities dimension ($\bar{X} = 3.92$), and the tourist attraction dimension ($\bar{X} = 3.88$), respectively.

It was found that the tourist attraction dimension was in the somewhat level of satisfaction ($\bar{X} = 3.88$). When all items of the dimension were examined, the item “Tourist attractions are clean.” received the highest mean score ($\bar{X} = 4.13$), followed by the item “Tourist attractions, tourism authority offices, restaurants, shops, souvenir shops, and restroom are safe with sanitary standards and measures on the prevention of COVID-19.” ($\bar{X} = 3.96$), the item “Facilities such as restroom, messages on the boards, maps, seats, and parking lot provided at tourist attraction are suitable for senior citizens.” ($\bar{X} = 3.94$), the item “The staff who can speak English or Japanese are provided to give assistance in response to the tourists’ needs.” ($\bar{X} = 3.90$), the item “Security and security guards are 24/7 on duty” ($\bar{X} = 3.71$), and the item “Information of safety and warning/prohibition boards are written in English or Japanese.” ($\bar{X} = 3.64$), respectively.

Overall, the accessibility dimension was in the somewhat level of satisfaction ($\bar{X} = 3.95$). When all items were examined, the item “Travelling around Chiang Rai is safe.” acquired the highest mean score ($\bar{X} = 4.12$), followed by the item “Public transportation charges are reasonable.” ($\bar{X} = 4.10$), the item “Access and travel to the tourist attraction are convenient.” ($\bar{X} = 3.94$), the item “Chiang Rai provides a wide variety of public transportation services.” ($\bar{X} = 3.86$), and the item “Public transportation in Chiang Rai is punctual” ($\bar{X} = 3.76$), respectively.

The accommodation dimension was, overall, in the somewhat level of satisfaction ($\bar{X} = 4.20$). When the question items were evaluated, it was found that the item “Room prices and amenities are value of money and appropriate.” ($\bar{X} = 4.58$), followed by the item “Room pricing along with services is clearly shown” ($\bar{X} = 4.46$), the item “Various types of accommodation in Chiang Rai are offered.” ($\bar{X} = 4.45$), the item “Your accommodation is certified with Safety & Health Administration (SHA) along with measures on the prevention of COVID-19.” and the item “Your accommodation is located in strategic location, close to tourist attractions and communities, and convenient for travelling.” ($\bar{X} = 4.31$), the item “The staff are polite and willing to provide you services. They treat you as if you were their relatives.” and the item “Your accommodation is beautiful, peaceful, and has a nice atmosphere.

Relaxing area is also provided.” ($\bar{X} = 4.30$), the item “The staff can speak Japanese or English.” ($\bar{X} = 4.12$), the item “Fire alarm and security system are provided.” ($\bar{X} = 4.01$), the item of accommodation (interior) ($\bar{X} = 3.91$), the item “Your accommodation is nearby the hospitals.” ($\bar{X} = 3.90$), and the item of accommodation (exterior) ($\bar{X} = 3.79$), respectively. When all sub-items of the accommodation (interior) were evaluated, it was found that the item “Free-Wi-Fi services are offered in the room.” received the highest mean score ($\bar{X} = 4.78$), followed by the item “Your room is beautifully decorated and clean. The room’s atmosphere is suitable for resting.” ($\bar{X} = 4.44$), the item “The room is designed to support the elderly.” ($\bar{X} = 3.75$), the item “Help system is provided in the room.” ($\bar{X} = 3.70$), the item “Sanitary ware is designed and installed in response to the usage by the elderly.” ($\bar{X} = 3.41$), and the item “Help buttons are installed in the bathroom.” ($\bar{X} = 3.38$), respectively. Moreover, when the sub-items of the accommodation (exterior) were considered, the item “The parking lot is convenient and spacious.” had the highest mean score ($\bar{X} = 4.19$), followed by the item “Elevator is provided.” ($\bar{X} = 3.85$), the item “Handrail is installed on the hallway, ramp, and stairs.” ($\bar{X} = 3.83$), and the item “The floor can support wheelchair including anti-slippery.” ($\bar{X} = 3.44$), respectively.

It was found that the amenities provided by the hotels/accommodation were, overall, in the somewhat level of satisfaction ($\bar{X} = 3.92$). When all items of the amenities dimension were assessed, it was found that the item “Prices of food and beverages are reasonable including service charges. The prices are clearly shown.” acquired the highest mean score ($\bar{X} = 4.20$), followed by the item “Quality and taste of the food are perfect.” ($\bar{X} = 4.17$), the item “Souvenirs are of quality.” ($\bar{X} = 3.97$), the item “Different kinds of restaurant are offered that meet your needs.” ($\bar{X} = 3.96$), the item “Amenities such as television, safety box, minibar, towels, soaps, and shampoos, are provided in the room.” ($\bar{X} = 3.85$), and the item “Menu shows the ingredients that may be allergic.” ($\bar{X} = 3.37$), respectively.

Overall, the tourism activity dimension was in the somewhat level of satisfaction rated by the respondents. When all items were examined, the item

“Various tourism activities are offered, which match your interest.” ($\bar{X} = 4.46$), followed by the item “The prices of tourism activity are reasonable.” ($\bar{X} = 4.29$), the item “Tourists can participate in the activities appropriately.” ($\bar{X} = 4.24$), the item “COVID-19 measures on the prevention of COVID-19 are provided.” ($\bar{X} = 4.17$), the item “The staff are professional and provide services in a quality manner.” ($\bar{X} = 4.24$) and the item “Tourism activities are safe and suitable for the tourists’ age and health.” ($\bar{X} = 4.10$), and the item “The equipment used in the activities are safe with standards.” ($\bar{X} = 4.10$), respectively.

Tourism and travel services were found to be in the somewhat level of satisfaction ($\bar{X} = 4.03$), overall. When all dimensions were evaluated, the local guide was the dimension that received the highest mean score ($\bar{X} = 4.45$), followed by the dimension of services provided by tour operators ($\bar{X} = 4.32$), the dimension of airport ($\bar{X} = 4.06$), “Applying for long stay visa (O-A) is convenient, fast, and not complicated.” ($\bar{X} = 3.95$), the dimension of immigration services ($\bar{X} = 3.93$), “Tourist services center is prepared for providing information, facilitation, and giving assistance to tourists.” ($\bar{X} = 3.91$), respectively.

When the items of the immigration services dimension were examined, “Their language and communication are clear and understandable.” had the highest mean score ($\bar{X} = 3.97$), followed by the item “The immigrant staff are friendly and willing to provide services.” ($\bar{X} = 3.94$), and the item “Immigration process is convenient, fast, and not complicated.” ($\bar{X} = 3.89$), respectively.

When the items of the airport dimension were assessed, “Boards, symbols, and messages are obviously illustrated and appropriately installed.” acquired the highest mean score ($\bar{X} = 4.30$), followed by the item “Free Wi-Fi is effective and covers all areas within the airport.” ($\bar{X} = 4.21$), the item “Cleanliness and sanitation meet the standards of the COVID-19 prevention.” ($\bar{X} = 4.14$), the item “The airport staff are friendly and provide services with quality.” ($\bar{X} = 4.02$), the item “Restroom is clean and enough.” ($\bar{X} = 3.98$), the item “There are restaurants, souvenir shops, and shops at

the airport that meet your needs.” ($\bar{X} = 3.96$), and the item “Safety and security system is effective.” ($\bar{X} = 3.81$), respectively.

The item of services provided by tour operators that had the highest mean score was “Services are value of money.” ($\bar{X} = 4.60$), followed by the item “Vehicles are safe and clean. Getting in and on the vehicles is convenient. The seats are comfortable.” ($\bar{X} = 4.47$), the item “Tour programs are interesting and adjustable to match your needs.” ($\bar{X} = 4.42$), the item “The staff are willing to provide services.” ($\bar{X} = 4.41$), and the item “Services providers, local guides, and tourists are prevented from COVID-19 by the COVID-19 measures.” ($\bar{X} = 4.26$), respectively.

It was found that the item of local guides that had the highest mean score was “Local guides are honest and do not take any advantages on the tourists.” ($\bar{X} = 4.61$), followed by the item “Local guides are polite, friendly, and active to provide services.” ($\bar{X} = 4.59$), the item “Local guides are knowledgeable, providing recommendations and answering questions well.” ($\bar{X} = 4.53$), the item “Local guides can speak Japanese and English.” ($\bar{X} = 4.32$), and the item “Local guides have knowledge of first aid.” ($\bar{X} = 4.19$), respectively.

4.6 Results of the Analysis of Destination Loyalty

The results of destination loyalty were analyzed and demonstrated in Table 4.8

Table 4.8 Level of Agreement on Destination Loyalty in Mean and Standard Deviation

Destination Loyalty	\bar{X}	S.D.	Level of Agreement
1. I intend to revisit Chiang Rai in the future.	4.88	1.14	Strongly agree
2. If I have a chance, I will recommend other people to visit Chiang Rai definitely.	4.78	1.17	Strongly agree
3. I will speak positive things about Chiang Rai’s tourism with other people.	4.64	1.29	Strongly agree

Destination Loyalty	\bar{X}	S.D.	Level of Agreement
4. If I have a chance to revisit Thailand, the first place that I will come is Chiang Rai province.	4.40	1.43	Agree
5. I will share my experience of Chiang Rai trip to other people.	4.48	1.21	Agree
6. I will invite surrounding people to visit Chiang Rai province.	4.32	1.24	Agree
Total	4.58	1.12	Strongly agree

Table 4.8 revealed that the destination loyalty of Japanese senior tourists who had been to Chiang Rai province was, overall, in the strong level of agreement ($\bar{X} = 4.58$). When all items of the destination loyalty factor were evaluated, the item “I intend to revisit Chiang Rai in the future.” received the highest mean score ($\bar{X} = 4.88$), followed by the item “If I have a chance, I will recommend other people to visit Chiang Rai definitely.” ($\bar{X} = 4.78$), the item “I will speak positive things about Chiang Rai’s tourism with other people.” ($\bar{X} = 4.64$), the item “I will share my experience of Chiang Rai trip to other people.” ($\bar{X} = 4.48$), the item “If I have a chance to revisit Thailand, the first place that I will come is Chiang Rai province.” ($\bar{X} = 4.40$), and the item “I will invite surrounding people to visit Chiang Rai province.” ($\bar{X} = 4.32$), respectively.

4.7 Results of Principal Component Analysis of Psychological Factor of Japanese Senior Tourists Having Been to Chiang Rai Province

The principal component analysis of psychological factor of Japanese senior tourists who had been to Chiang Rai province was aimed at classifying the variables that measured psychological factor by means of orthogonal rotation of varimax method. It was performed by organizing the respondents that showed similarities into the same groups through the K-means clustering. It also tested the hypothesis 1 and hypothesis 2.

Hypothesis 1: Japanese senior tourists with different gender, age, education, occupation, marital status, income, and health status had different behavior and demands for Chiang Rai's tourism management.

Hypothesis 2: Japanese senior tourists with different activities, interests, and opinions showed different behavior and demands for Chiang Rai's tourism management.

The researcher analyzed all 24 variables of psychological factor to find their relationships. It was found that all 24 variables had correlation coefficient of greater than 0.2; therefore, they could be grouped. Subsequently, principal component analysis was carried out with factor extraction and rotated component to find the correlations among the variables and group all 24 variables of psychological factor. The steps of conducting principal component analysis were as follows:

1st step: The analysis began with factor extraction.

2nd step: Rotated component was performed.

The objective of the first step was to define a factor that could represent all variables. Principal component analysis was a statistical technique that could organize the large number of variables with similarities into the components, which were shown in Table 4.9, Table 4.10, and Table 4.11.

Prior to perform a factor analysis, the measurement variables were assessed by KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) and Bartlett's test of Sphericity to confirm the suitability of the variables. The results of the KMO and Bartlett's tests are exhibited in Table 4.9.

Table 4.9 Kaiser-Meyer-Olkin (KMO) Barlett's Test of Sphericity of Psychological Factor

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.655
Bartlett's Test of Sphericity	Approx. Chi-Square	6664.548**
	df	276
	Sig.	0.000

Note: ** $p < 0.01$

The Kaiser-Meyer-Olkin test for this study was 0.655, which was greater than the acceptably suitable value of 0.50 and indicated an acceptable sample adequacy (Kaiser, 1974). For the Bartlett's Test of Sphericity, it appeared that the statistical test had an approximate distribution of Chi-square value of 6664.548 with significance at 0.000 (Sig. value = 0.000 < 0.01), indicating that various variables were related to each other, which was suitable for using factor analysis techniques. Both values confirmed the suitability of all variables. The method of principle component analysis (PCA) with varimax rotation, then, was performed to analyze variables.

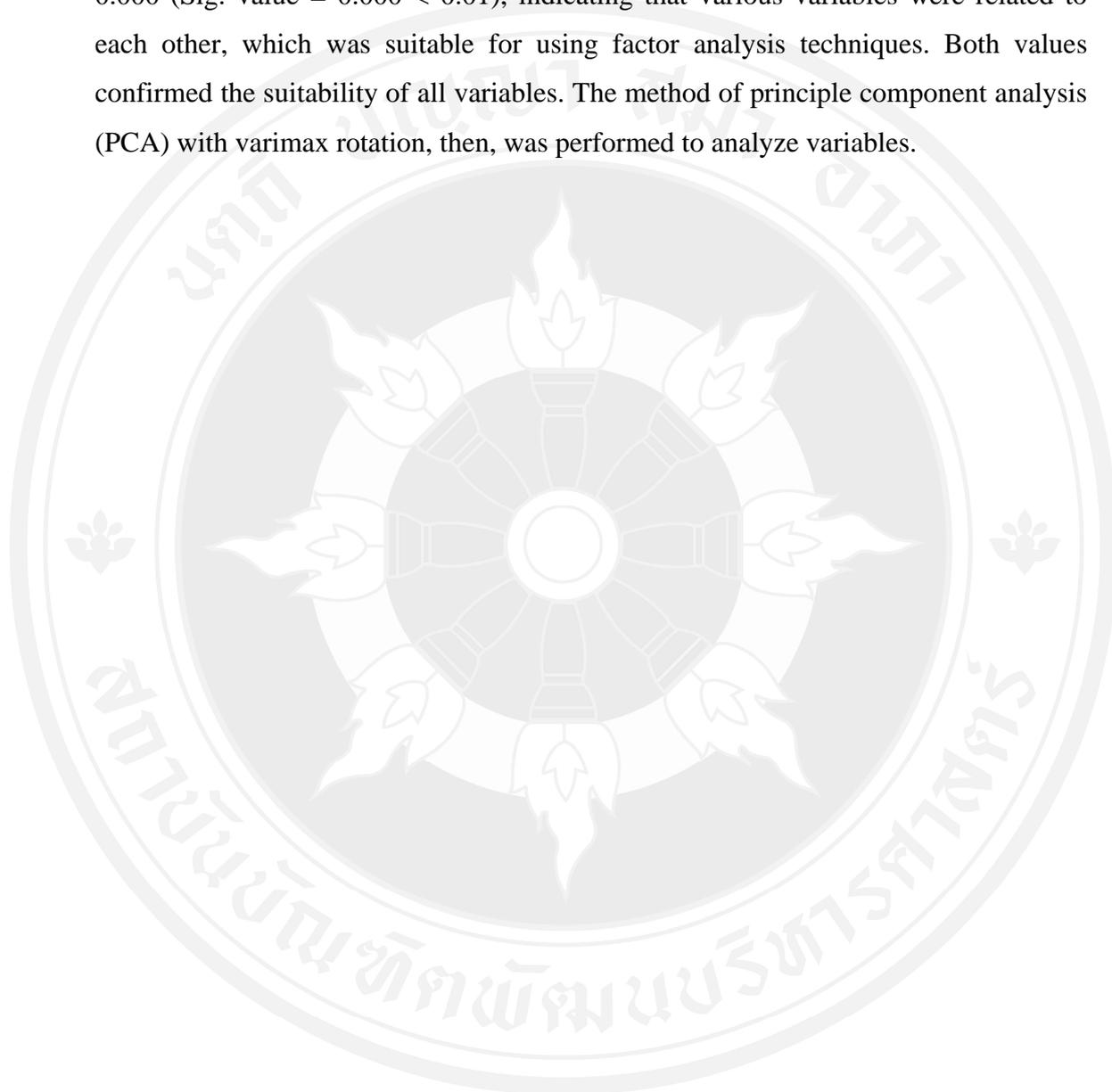


Table 4.10 Statistical Values of Total Variance Explained of the Psychological Factor

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings		Rotation Sums of Squared Loadings	
	Total	% of Variance	Total	% of Variance	Total	% of Variance
1	7.554	31.475	7.554	31.475	6.200	25.835
2	2.651	11.045	2.651	11.045	3.396	14.149
3	2.124	8.851	2.124	8.851	2.733	11.387
4	1.003	6.973				
5	0.998	5.409				
6	0.986	4.984				
7	0.977	4.073				
8	0.897	3.738				
9	0.877	3.655				
10	0.694	2.892				
11	0.653	2.722				
12	0.570	2.373				
13	0.484	2.015				
14	0.461	1.921				
15	0.364	1.517				
16	0.312	1.301				
		31.475	7.554	31.475	6.200	25.835
		42.520	2.651	11.045	3.396	14.149
		51.371	2.124	8.851	2.733	11.387
		58.344				
		63.752				
		68.737				
		72.809				
		76.547				
		80.202				
		83.094				
		85.816				
		88.189				
		90.205				
		92.126				
		93.643				
		94.943				

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%
17	0.284	1.181	96.125						
18	0.215	0.897	97.021						
19	0.209	0.870	97.891						
20	0.170	0.709	98.600						
21	0.130	0.541	99.141						
22	0.104	0.435	99.575						
23	0.067	0.280	99.855						
24	0.035	0.145	100.000						

When all 24 variables were analyzed with factor rotation, the results would be illustrated through the eigenvalues. It was the total variance explained. The eigenvalue was the sum of squared loading of each variable in a factor.

The minimum value of the eigenvalues was 0 and the maximum value could be equivalent to the number of variables. In the case of the factor whose eigenvalue was equal to 0, that factor could not extract any information from the variables. Meanwhile, the factor with the eigenvalue of less than 1 possessed information fewer than any factor. Therefore, the eigenvalue should be greater 1 or 4 factors (components).

The second step was to perform rotated component. It analyzed and organized all 24 variables of the psychological factor into groups (Factor 1-4). Any factor loading of the variables of the factor had higher value (+1 or -1) and the factor with low factor loadings would be organized into the group with higher factor loadings. The results of rotated component were demonstrated in Table 4.10.

Table 4.11 Rotated Component Matrix of the Psychological Factor

Psychological Factor	Component			
	1	2	3	4
Opi6 Traveling to the places where I have never been makes me fun, excited, and lively.	0.849			
Int7 I am interested in traveling to experience diversity of culture and lifestyles of people.	0.847			
Opi1 Age cannot hinder my travel to experience new things.	0.815			
Int8 Having adventure tourism is one of my challenges that I would love to.	0.757			
Opi4 I consider learning and understanding the history and culture of the destination	0.747			

Psychological Factor	Component			
	1	2	3	4
important.				
Act6 I prefer slow tourism, for instance, historical-site walking, national park route cycling, participating in local festivals.	0.737			
Act7 Before trip, I always acquire the destination information about routes, maps, and weather.	0.699			
Act8 Health tourism helps recover my body and mind.	0.662			
Act4 I ask the travel information and buy tour packages, accommodation, and air tickets from online channels because it offers me convenient and fast services.	0.652			
Opi7 I always make price comparisons of trips (e.g., air tickets, hotels, and tour packages) before purchase decision making.	0.594			
Act1 I exercise regularly, for example, walking, running, yoga, golfing, swimming, etc.		0.707		
Opi5 I often participate in the activities that are beneficial for the society when the time permits.		0.701		
Act2 I am a member of association such as sports association, health association, hobby association, etc.		0.650		

	Psychological Factor	Component			
		1	2	3	4
Int6	I spend my free time on the activities I am interested in. Those activities include park leisure, chess, flower arrangement, origami, reading/composing poem, paint brushing, bonsai growing, and GO.		0.587		
Int5	I plan to live a simple life after retirement where I can be close to nature and friendly people.		0.511		
Act5	My family and friends often ask me to make a travel trip.			0.812	
Opi3	I have a perfect quality of life.			0.711	
Opi2	I feel that I am young at heart.			0.625	
Int1	My family always make a travel planning together.			0.573	
Act3	I spend a great deal of money on shopping.			0.427	
Int4	Destination safety is my priority.				0.807
Opi8	I place the importance more on quality of tourism-related products and services than on the prices.				0.631
Int2	For recreation, I think time is more important than money.				0.484
Int3	I always contact the travel agency to ask for travel information.				0.471

Note: Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

According to Table 4.10, all 24 variables of psychological factors could be organized into four different factors based on the factor loadings ≥ 0.30 (Hair, 1995: 385). Those four factors were named as the following.

Factor 1: Information Diversity

Factor 2: Intellectual Socialization

Factor 3: Energetic Planning

Factor 4: Quality Focus

4.7.1 Factor 1 of Psychological Factor: Information Diversity

This factor consisted of 10 variables. These variables included the items “Traveling to the places where I have never been makes me fun, excited, and lively.”, “I am interested in traveling to experience diversity of culture and lifestyles of people.”, “Age cannot hinder my travel to experience new things.”, “Having adventure tourism is one of my challenges that I would love to.”, “I consider learning and understanding the history and culture of the destination important.”, “I prefer slow tourism, for instance, historical-site walking, national park route cycling, participating in local festivals.”, “Before trip, I always acquire the destination information about routes, maps, and weather.”, “Health tourism helps recover my body and mind.” “I ask the travel information and buy tour packages, accommodation, and air tickets from online channels because it offers me convenient and fast services.”, and “I always make price comparisons of trips (e.g., air tickets, hotels, and tour packages) before purchase decision making. All these variables had the factor loadings of 0.849, 0.847, 0.815, 0.757, 0.747, 0.737, 0.699, 0.662, 0.652, and 0.594, respectively. The factor loadings were written in Table 4.12.

Table 4.12 Results of the Informative Diversity Factor by Principal Component Analysis

Variables	Informative Diversity	Factor Loadings
Opi6	Traveling to the places where I have never been makes me fun, excited, and lively.	0.849
Int7	I am interested in traveling to experience diversity of culture and lifestyles of people	0.847
Opi1	Age cannot hinder my travel to experience new things.	0.815
Int8	Having adventure tourism is one of my challenges that I would love to.	0.757
Opi4	I consider learning and understanding the history and culture of the destination important.	0.747
Act6	I prefer slow tourism, for instance, historical-site walking, national park route cycling, participating in local festivals.	0.737
Act7	Before trip, I always acquire the destination information about routes, maps, and weather.	0.699
Act8	Health tourism helps recover my body and mind.	0.662
Act4	I ask the travel information and buy tour packages, accommodation, and air tickets from online channels because it offers me convenient and fast services.	0.652
Opi7	I always make price comparisons of trips (e.g., air tickets, hotels, and tour packages) before purchase decision making.	0.594

4.7.2 Factor 2 of Psychological Factor: Intellectual Socialization

There were five variables that had been organized into this factor. Those variables were the items “I exercise regularly, for example, walking, running, yoga, golfing, swimming, etc.”, “I often participate in the activities that are beneficial for the society when the time permits.”, “I am a member of association such as sports association, health association, hobby association, etc.”, “I spend my free time on the

activities I am interested in. Those activities include park leisure, chess, flower arrangement, origami, reading/composing poem, paint brushing, bonsai growing, and GO.”, and “I plan to live a simple life after retirement where I can be close to nature and friendly people.” These five variables had the factor loadings of 0.707, 0.701, 0.650, 0.587, and 0.511, respectively. The factor loadings were illustrated in Table 4.13.

Table 4.13 Results of the Intellectual Socialization Factor by Principal Component Analysis

Variables	Intellectual Socialization	Factor Loadings
Act1	I exercise regularly, for example, walking, running, yoga, golfing, swimming, etc.”	0.707
Opi5	I often participate in the activities that are beneficial for the society when the time permits.	0.701
Act2	I am a member of association such as sports association, health association, hobby association, etc.	0.650
Int6	I spend my free time on the activities I am interested in. Those activities include park leisure, chess, flower arrangement, origami, reading/composing poem, paint brushing, bonsai growing, and GO.”	0.587
Int5	I plan to live a simple life after retirement where I can be close to nature and friendly people.”	0.511

4.7.3 Factor 3 of Psychological Factor: Energetic Planning

The energetic planning contained five variables. They were the items “My family and friends often ask me to make a travel trip.”, “I have a perfect quality of life.”, “I feel that I am young at heart.”, “My family always make a travel planning together.”, and “I spend a great deal of money on shopping.” Their factor loadings were 0.812, 0.744, 0.625, 0.573, and 0.427, respectively, which demonstrated in Table 4.14.

Table 4.14 Results of the Energetic Planning Factor by Principal Component Analysis

Variables	Energetic Planning	Factor Loadings
Act5	My family and friends often ask me to make a travel trip.	0.812
Opi3	I have a perfect quality of life.	0.711
Opi2	I feel that I am young at heart.	0.625
Int1	My family always make a travel planning together	0.573
Act3	I spend a great deal of money on shopping.	0.427

4.7.4 Factor 4 of Psychological Factor: Quality Focus

This factor consisted of 4 variables. These variables included the items “Destination safety is my priority.”, “I place the importance more on quality of tourism-related products and services than on the prices.”, “For recreation, I think time is more important than money.”, and “I always contact the travel agency to ask for travel information.” Their factor loadings were 0.807, 0.631, 0.484, and 0.471, respectively, which demonstrated in Table 4.15.

Table 4.15 Result of the Quality Focus Factor by Principal Component Analysis

Variables	Quality Focus	Factor Loadings
Int4	Destination safety is my priority.	0.807
Opi8	I place the importance more on quality of tourism-related products and services than on the prices.	0.631
Int2	For recreation, I think time is more important than money.	0.484
Int3	I always contact the travel agency to ask for travel information.	0.471

4.8 Results of Cluster Analysis of Japanese Senior Tourists Having Been to Chiang Rai Province

In the previous section, the results of principal component analysis could categorize the variables of psychological factor of Japanese senior tourists having been to Chiang into four factors. Those four factors included informative diversity, intellectual socialization, energetic planning, and quality focus.

In this section, the results of cluster analysis were shown. There were three clusters of demographic factors of Japanese senior tourists having been to Chiang Rai province. Each cluster would have more or less similar factor scores.

K-means clustering was a statistical technique of cluster analysis that would be used based on the following assumption. The sample size should be greater than 200 (≥ 200). The number of clusters must be determined. This statistical technique would perform many iterations. In each iteration, the samples would be grouped into any cluster based on the least distance cluster centers. Subsequently, the cluster centers would be recalculated. Many iterations would be carried out until the cluster centers remained unchanged.

The four factors of psychological factor that had been derived in the previous section would be used to perform K-means clustering. After K-means clustering, the results indicated three clusters were the optimal clusters of psychological factor, which was illustrated in Table 4.16.

Table 4.16 Iteration History

Iteration	Change in Cluster Centers		
	1	2	3
1	1.628	1.685	1.858
2	0.170	0.094	0.190
3	0.000	0.028	0.058
4	0.000	0.000	0.000

Table 4.16 showed the mean of each cluster center that had changed in each iteration. In the third iteration, no mean of the clusters had been changed. In other words, the mean of the cluster in third iteration was equal to zero.

Table 4.17 Distances between the Final Cluster Centers

Cluster	1	2	3
1		1.938	2.088
2	1.938		2.996
3	2.088	2.996	

Table 4.17 showed the results of the distances between the final cluster centers. It was found that the cluster 1 had the longest distance from the cluster 2, which was 1.938. It was closest to the cluster 3, which was 2.088, respectively.

Table 4.18 Number of Cases in Each Cluster

Cluster	1	113
	2	197
	3	90
Valid		400
Missing		0

Table 4.18 demonstrated the number of cases in each cluster, and it was found that the cluster 3 had the member of 90 respondents. Therefore, the researcher had defined the cluster 4 and the cluster 5 to make the comparisons. With three cluster, the number of respondents were not difference. It was decided that there would be three clusters of Japanese senior tourists having been to Chiang Rai Province. The clusters were named based on their outstanding characteristics with different demographics and travel behavior.

Cluster 1: Informative Socialization

Cluster 2: Quality Planning

Cluster 3: Impromptu Independence

The names of each cluster which were based on their outstanding characteristics were explained in psychological factor.

One-Way ANOVA was used to analyze the differences among groups of travel behavior of Japanese senior tourists having been to Chiang Rai provinces. They were analyzed by gender, age, education, occupation, marital status, average monthly income, medical checkup (health status), travel management, accompanied persons, travel time, length of travel, and types of tourist attraction. The results of One-Way ANOVA revealed that there existed the differences among groups of travel behavior with the statistical significance of the 0.05 level. However, health attractions did not show any differences among groups with the statistical significance of the 0.05 level, which was shown in Table 4.19.

Table 4.19 Results of Differences of Travel Behavior and Three Clusters of Japanese Senior Tourists Having Been to Chiang Rai Province

	Cluster		Error		F	Sig.
	Mean	df	Mean	df		
	Square		Square			
Gender	2.734	2	0.198	397	13.822*	0.000
Age	78.173	2	1.696	397	46.102*	0.000
Education	7.735	2	0.521	397	14.836*	0.000
Occupation	704.872	2	1.376	397	512.276*	0.000
Marital status	2.619	2	0.304	397	8.628*	0.000
Average monthly income	248.953	2	1.247	397	199.564*	0.000
Medical checkups	46.871	2	1.201	397	39.039*	0.000
Travel management	91.022	2	2.982	397	30.522*	0.000
Accompanied persons	31.620	2	1.237	397	25.556*	0.000
travel time	182.033	2	1.393	397	130.641*	0.000
length of travel	54.465	2	1.126	397	48.372*	0.000
Natural attractions	3.090	2	0.168	397	18.368*	0.000
Cultural attractions	1.357	2	0.220	397	6.166*	0.002

	Cluster		Error		F	Sig.
	Mean	df	Mean	df		
	Square		Square			
Historical attractions	1.374	2	0.238	397	5.781*	0.003
Eco attractions	1.969	2	0.193	397	10.194*	0.000
Sports attractions	0.468	2	0.112	397	4.193*	0.016
Health attractions	0.158	2	0.067	397	2.366	0.095
Staying at the hotel, not visiting any tourist attractions	0.083	2	0.017	397	4.902*	0.008

Note: * $p < 0.05$

The results of travel behavior of each cluster of Japanese senior tourists having been to Chiang Rai province were summarized in Table 4.20.

Table 4.20 Travel Behavior of Three Clusters of Japanese Senior Tourists Having Been to Chiang Rai Province

Personal Information and Travel Behavior	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Gender						
Male	99	87.61	121	61.42	60	66.67
Female	14	12.39	76	38.58	30	33.33
Age						
55 - 60 years old	82	72.56	69	35.02	45	50.00
61 - 65 years old	24	21.24	22	11.17	14	15.56
66 - 70 years old	0	0.00	22	11.17	23	25.56
71 - 75 years old	7	6.20	53	26.90	8	8.88
76 - 80 years old	0	0.00	23	11.68	0	0.00
Over 81 years old	0	0.00	8	4.06	0	0.00
Education						
Below bachelor's degree	45	39.82	81	41.11	44	48.89
Bachelor's degree	44	38.94	72	36.55	39	43.33
Above bachelor's degree	24	21.24	44	22.34	7	7.78
Occupation						
Businessperson/investor	0	0.00	15	7.61	0	0.00
Manager/executives	29	25.67	24	12.18	7	7.78
Civil servants	0	0.00	7	3.56	0	0.00
Employees/paid workers	0	0.00	23	11.68	8	8.89
Business owner/ personal	31	27.43	15	7.61	22	24.44

Personal Information and Travel Behavior	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
business						
Househusband/ housewife	0	0.00	22	11.17	8	8.89
Retired	39	34.51	83	42.13	15	16.67
Others (early retirement, no career, international volunteer, professional soccer coach, consultant, etc.)	14	12.39	8	4.06	30	33.33
Marital status						
Single	22	19.47	24	12.18	45	50.00
Married/living together	70	61.95	159	80.71	39	43.33
Widow/divorced/ not living together	21	18.58	14	7.11	6	6.67
Average monthly income						
No income	0	0.00	15	7.62	17	18.89
Less than 200,000 Japanese yen	30	26.55	45	22.84	36	40.00
200,000 - 299,999	39	34.51	37	18.78	16	17.78

Personal Information and Travel Behavior	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Japanese yen						
300,000 – 399,999	22	19.47	46	23.35	7	7.78
Japanese yen						
400,000 – 499,999	0	0.00	0	0.00	14	15.55
Japanese yen						
More than 500,000	22	19.47	54	27.41	0	0.00
Japanese yen						
Meeting/consulting the physicians						
Never	38	33.63	84	42.64	37	41.11
1-3 times/year	31	27.43	76	38.58	17	18.89
4-6 times/year	30	26.56	15	7.61	21	23.33
Every month	7	6.19	15	7.61	0	0.00
As scheduled	7	6.19	7	3.56	15	16.67
How do you manage your travel?						
Self-travel management	46	40.71	92	46.70	38	42.22
Online travel management	29	25.66	23	11.68	13	14.44
Self-managed air tickets and accommodations	22	19.47	29	14.72	8	8.89

Personal Information and Travel Behavior	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Relatives/friends	8	7.08	38	19.29	16	17.78
Some parts of travel are managed by travel agents.	0	0.00	7	3.55	8	8.89
Some parts of travel are managed by travel agents.	8	7.08	0	0.00	0	0.00
Others	0	0.00	8	4.06	7	7.78
Who is your	38	33.63	35	17.77	52	57.78
accompanied	38	33.63	69	35.03	19	21.11
person when	37	32.74	62	31.47	9	10.00
travelling to Chiang Rai?	0	0.00	24	12.18	2	2.22
Others	0	0.00	7	3.55	8	8.89
Travel time	49	43.36	37	18.78	19	21.11
Monday – Friday	9	7.96	57	28.93	11	12.22
Saturday – Sunday	9	7.96	58	29.44	12	13.33
Holidays						

Personal Information and Travel Behavior	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Vacation leave	16	14.16	9	4.57	18	20.00
Others	30	26.56	36	18.28	30	33.34
How long do you travel around Chiang Rai?	86	76.11	143	72.59	32	35.56
3-4 days	18	15.93	28	14.21	27	30.00
5 days-1 week	3	2.65	15	7.61	7	7.78
2-3 weeks	6	5.31	4	2.03	2	2.22
3-4 weeks	0	0.00	7	3.56	22	24.44
More than one month						
What kind of tourist attraction do you prefer in Chiang Rai?*	106	93.81	123	62.44	75	83.33
Natural attractions	22	19.47	79	40.10	36	40.00
Cultural attractions	51	45.13	79	40.10	36	40.00
Historical attractions	23	20.35	52	26.40	37	41.11
Eco attractions	15	13.27	37	18.78	0	0.00
Sports attractions	14	12.39	15	7.61	0	0.00
Health attractions	0	0.00	0	0.00	7	7.78
Staying at the hotel, not going outside						

Note: *More than one answer allowed

The results of each cluster regarding personal information and travel behavior of Japanese senior tourism having been to Chiang Rai province were summarized as the following.

1) Cluster 1: Informative Socialization

In this cluster, there 113 Japanese senior tourists which accounted for 28.25 percent. It showed unique characteristics of personal information and travel behavior. Male Japanese senior tourists in this cluster were greater than female whose age fell between a range of 55-60 years old. Their education was below bachelor's degree, they were retired. In terms of marital status, they were married/living together. Their average monthly income was 200,000-299,999 Japanese yen. They had never met the physicians for a past few years. For travel management, these Japanese senior tourists in this cluster managed all tourism-related services by themselves and preferred travelling to Chiang Rai alone/with their family/relative. They preferred Monday to Friday for visiting Chiang Rai province and spent 3-4 days for the trip. Natural attraction was their most preferred tourist attraction (followed by historical attractions, eco attractions, and cultural attractions, respectively).

2) Cluster 2: Quality Planning

197 Japanese senior tourists were organized into this cluster, which represented 49.25 percent of the total respondents. They demonstrated outstanding characteristics of personal information and travel behavior. Most of the Japanese senior tourists were male than female with the age falling between 55 and 60 years old. Their education was below bachelor's degree. They were retired and their marital status was married/living together. The average monthly income of these Japanese senior tourist in this cluster was more than 500,000 Japanese yen, and they had never met the physicians in the past few years. In terms of travel management, those Japanese senior tourists in this cluster managed all tourism-related services by themselves and preferred travelling to Chiang Rai with their family/relatives. They spent 3-4 days for the trip and preferred holidays. Their most favorite tourist attraction was natural attraction (followed by cultural attraction, historical attraction, eco attraction, and sports attraction, respectively).

3) Cluster 3: Impromptu Independence

There were 90 Japanese senior tourists organized into this cluster which accounted for 22.50 percent of all respondents. They showed their distinctive characteristics of personal information and travel behavior. The number of male Japanese senior tourists in this cluster was higher than female and their age ranged between 55-60 years old. Their education was below bachelor's degree, and they were early retirement, no career, international volunteer, professional soccer coach, consultant, etc. They were single. Their average monthly income was less than 200,000 Japanese yen. They had never met the physicians for the past few years. For travel management, they managed all tourism-related services by themselves and preferred travelling to Chiang Rai alone. They spent 3-4 days for the trip and preferred to visit Chiang Rai Province at a convenient time. Natural attraction was their most preferred tourist attraction in Chiang Rai Province (followed by eco attraction, cultural attraction, and historical attraction, respectively).

The results of cluster analysis of organizing Japanese senior tourists having been to Chiang Rai Province into clusters were based on psychological factors of four components. K-means clustering was adopted to classify Japanese senior tourists having been to Chiang Rai Province into three clusters. The results of K-means clustering were written as the following.

Cluster 1: Informative Socialization

Cluster 2: Quality Planning

Cluster 3: Impromptu Independence

When Japanese senior tourists having been to Chiang Rai Province had been grouped into clusters based on similar psychological factors, the next step was to analyze the differences among four psychological factors by One-Way ANOVA. The results indicated that there existed the differences among the clusters with the statistical difference at the 0.05 level.

Moreover, it was found that the mean of the energetic planning factor showed the highest mean differences with the F value of 366.285. The quality focus demonstrated the high mean differences with the F value of 251.695. The intellectual socialization demonstrated the mean differences with the F value of 96.576. The informative diversity was the factor with the least mean differences among the

clusters with the F value of 71.304. Table 4.21 illustrated the comparisons among the clusters through mean square.

Table 4.21 Results of Mean Differences among Three Clusters based on Psychological Factors

	Cluster		Error		F	Sig.
	Mean		Mean			
	Square	df	Square	df		
Informative Diversity	52.724	2	0.739	397	71.304**	0.000
Intellectual Socialization	65.295	2	0.676	397	96.576**	0.000
Energetic Planning	129.383	2	0.353	397	366.285**	0.000
Quality Focus	111.536	2	0.443	397	251.695**	0.000

Note: ** p < .01

Table 4.22 Final Cluster Centers

	Cluster		
	1	2	3
Informative Diversity	0.16	0.34	-0.94
Intellectual Socialization	0.03	0.45	-1.01
Energetic Planning	-0.10	0.68	-1.36
Quality Focus	-1.00	0.72	-0.21

Note: If the absolute value of the factor score is greater than 0.5, it means that the factor possesses outstanding characteristics.

If the absolute value of the factor score is between 0.25 and 0.49, it means that the factor shows secondary characteristics. If the absolute value of the factor score is less than 0.25, it means that the factor demonstrates general characteristics. The factor scores of each cluster shown in Table 4.22 could be used to explain outstanding,

secondary, and general characteristics including the opposite characteristics as the following.

1) Cluster 1: Informative Socialization Tourists

The outstanding characteristics (the absolute value of the factor score was above 0.50.) of Japanese senior tourists having been to Chiang Rai Province of the informative socialization tourists cluster was quality focus with the factor scores of -1.00.

The general characteristics (the absolute value of the factor score was less than 0.25.) included informative diversity, intellectual socialization, and energetic planning with the factor score of 0.16, 0.03, and -0.10 respectively.

2) Cluster 2: Quality Planning Tourists

In the quality planning tourists cluster, the outstanding characteristics (the absolute value of the factor score was above 0.50.) of Japanese senior tourists having been to Chiang Rai Province was energetic planning and quality focus with the factor scores of 0.68 and 0.72, respectively.

The secondary characteristics (the absolute value of the factor score fell between 0.25 and 0.49.) included informative diversity and intellectual socialization with the factor score of 0.34 and 0.45, respectively.

3) Cluster 3: Impromptu Independence Tourists

In the impromptu independence tourists cluster, the outstanding characteristics (the absolute value the factor score was above 0.50.) of Japanese senior tourists having been to Chiang Rai Province was informative diversity, intellectual socialization, and energetic planning with the factor scores of -0.94, -1.01 and -1.36, respectively.

The general characteristics (the factor score was less than 0.25.) included quality focus with the factor score of -0.21.

4.9 Results of Analyzing the Factors Influencing Destination Loyalty

The analysis of the factors influencing destination loyalty tested hypothesis 3, hypothesis 4, and hypothesis 5. Multiple regression analysis was embraced to identify the factors that could exert the influence on the destination loyalty among Japanese senior tourists having been to Chiang Rai province.

Hypothesis 3: There existed the relationships between destination attributes and destination loyalty.

The multiple linear regression analysis was adopted to test the relationships between destination attributes and destination loyalty with the Enter method. The attributes of the Chiang Rai destination that would be tested were attraction, accommodation, accessibility, amenities, activities, safety and security, sanitation, and travel services. Before the multiple regression analysis was performed, the multiple regression model must satisfy the five assumptions of linear regression model.

Assumption 1: The average value of the residuals should be equal to zero (0).

The hypothesis of this assumption was as follows:

H₀: Average value of residuals = 0

H₁: Average value of residuals ≠ 0

The t value was 0.000 and the Sig. value was 1.000 which were higher than the statistical significance of the 0.05 level. Therefore, H₀ was accepted, which meant that the average value of the residuals was equal to zero. The results of the hypothesis testing satisfied the assumption 1 of the multiple regression model, which was shown in Table 4.23.

Table 4.23 Results of Average Value of the Residuals

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Unstandardized Residual	0.000	399	1.000	0.00000000	-0.0923867	0.0923867

Assumption 2: The residuals were normally distributed. The hypothesis of this assumption was written as the following.

H₀: The residuals were normally distributed.

H₁: The residuals were not normally distributed.

This hypothesis was tested with the Kolmogorov-Smirnov Test. The results indicated that values of statistic and Sig. were 0.156 and 0.054 which was greater than the statistical significance of the 0.05 level. Therefore, H₀ was accepted, meaning that the residuals were normally distributed. The results did not violate the assumption of the multiple regression model, which was reported in Table 4.24.

Table 4.24 Results of Testing the Normality

	Kolmogorov-Smirnov Test	
	Statistic	Sig.
Unstandardized Residual	0.156	0.054

Besides, the normality was also analyzed with the P-P (probability-to-probability) plot. The results of analyzing the P-P plot revealed that the line of each variable was linearly straight. Thus, it could be concluded that all variables were normally distributed.

Assumption 3: the variance of errors was constant, which was known as homoscedasticity.

When the variance of errors was plotted into the graph, the graph portrayed the homoscedasticity. The regression standardized residuals were scattered with regression standardized predicted value. The results indicated that the scatter was symmetrical (above-below the linear) of the linear from 0 to the scatter plus and minus 3, which satisfied the assumption of the multiple regression. Figure 4.1 depicted the homoscedasticity of destination loyalty.

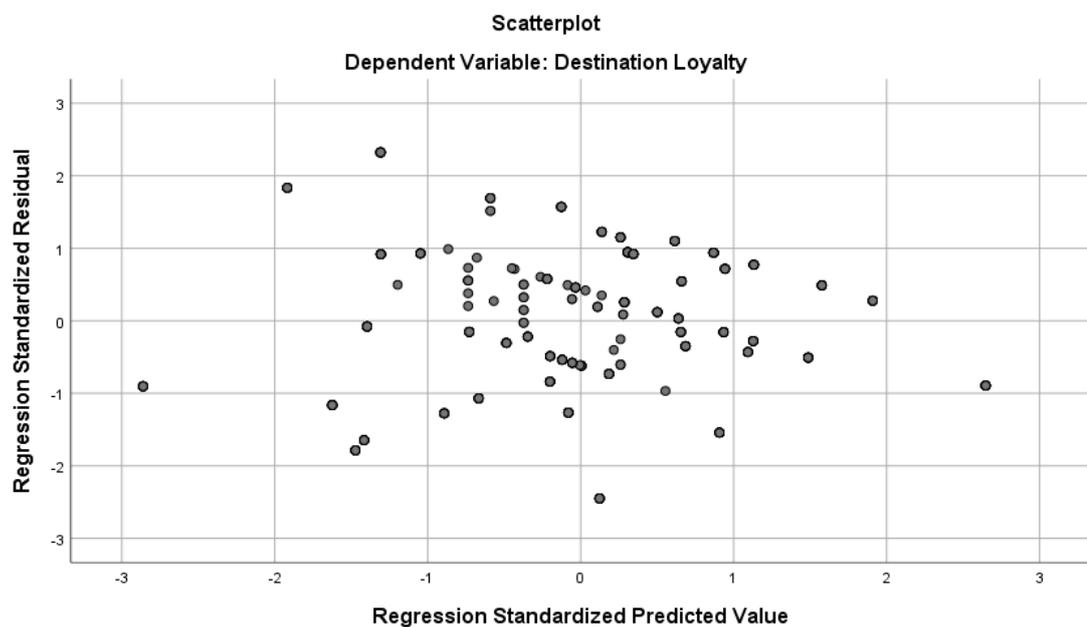


Figure 4.1 Results of Testing Homoscedasticity

Assumption 4: Independent variables should not be correlated with each other or multicollinearity. It was tested by Pearson's correlation coefficient between independent variables. If the value of correlation coefficient is greater than .85 (Munro, 1997), that pair of variables is highly correlated. The results of testing multicollinearity demonstrated that the values of correlation coefficient ranged between 0.207 and 0.753, which were not greater than .85. Therefore, no multicollinearity existed. In addition, the multicollinearity could be further examined by the two values of statistics. Those two values were tolerance and VIF. The value of tolerance must not be close to zero, and the value of VIF must be less than 10 (Hair et al., 2009), which were demonstrated in Table 4.25 and Table 4.26.

Table 4.25 Results of Correlation Coefficient Values among Independent Variables of Destination Attributes

Variables	1	2	3	4	5	6	7	8
1. Attractions	1.000	0.207	0.379	0.473	0.488	0.635	0.441	0.399
2. Accommodation		1.000	0.574	0.375	0.476	0.348	0.548	0.690
3. Accessibility			1.000	0.534	0.560	0.464	0.659	0.733
4. Amenities				1.000	0.753	0.660	0.743	0.553
5. Activities					1.000	0.665	0.734	0.654
6. Safety & Security						1.000	0.701	0.549
7. Sanitation							1.000	0.737
8. Travel Services								1.000

It was found that the value of tolerance was not close to zero (0) and the value of VIF was between 1.762 and 4.045. Thus, multicollinearity was not found, meaning that the independent variables were not closely related, which was illustrated in Table 4.26.

Table 4.26 Results of Tolerance and VIF of Each Variable

Variables	Tolerance	VIF
Attractions	0.568	1.762
Accommodation	0.498	2.008
Accessibility	0.414	2.413
Amenities	0.332	3.011
Activities	0.321	3.113
Safety & Security	0.350	2.856
Sanitation	0.247	4.045
Travel Services	0.274	3.648

Assumption 5: the error terms must not be correlated, which was also known as autocorrelation. The hypothesis of this assumption was written as the following.

H_0 : The error terms were normally distributed.

H₁: The error terms were not normally distributed.

The results of testing the hypothesis by Durbin-Watson were that the error terms were equal to 1.790. It implied that no autocorrelation existed since the value was close to two (2) or ranged between 1.5 and 2.5, which demonstrated in Table 4.27.

Table 4.27 Results of Assessing the Autocorrelation

Durbin-Watson	1.790
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Based on the results of the testing, it could be concluded the regression model did not violate all five assumptions. As a result, the multiple regression model could be used to predict whether destination attributes influenced destination loyalty effectively.

Table 4.28 Results of Multiple Regression Model of Whether Destination Attributes Could Predict Destination Loyalty

Variables	R² = 0.292, Adjusted R² = 0.277, SEE = 0.949, F = 20.150**				
	b	SE	β	t	Sig.
(Constant)	1.910	0.237		8.055**	0.000**
Attractions	0.032	0.044	0.041	0.725	0.469
Accommodation	0.161	0.055	0.178	2.946**	0.003*
Accessibility	0.040	0.052	0.050	0.762	0.446
Amenities	0.116	0.063	0.136	1.847	0.065
Activities	-0.177	0.063	-0.211	-2.807**	0.005*
Safety & Security	0.592	0.083	0.513	7.136**	0.000**
Sanitation	0.101	0.082	0.105	1.230	0.219
Travel Services	-0.269	0.078	-0.281	-3.452**	0.001**

Note: ** p < 0.01

Table 4.28 indicated that attraction, accommodation, accessibility, amenities, activities, safety and security, sanitation, and travel services of the destination attributes could predict destination loyalty at the statistical significance of the 0.01 level ($F=20.150$). These predictor variables could explain the variance of destination loyalty by 27.7 percent (Adjusted $R^2 = 0.277$), and the value of standard error of estimate (SEE) was 0.949, meaning that the regression equation had little errors.

Moreover, it was found that accommodation ($\beta = 0.178^{**}$, $p < 0.01$), activities ($\beta = -0.211^{**}$, $p < 0.01$), safety & security ($\beta = 0.513^{**}$, $p < 0.01$) and travel services ($\beta = -0.281^{**}$, $p < 0.01$) were the independent variables of destination attributes that could influence destination loyalty among senior Japanese tourists having been to Chiang Rai Province at the statistical significance. However, attraction, accessibility, amenities, and sanitation were the variables of destination attributes that did not have any effects on destination loyalty among Japanese senior tourists having been to Chiang Rai Province at the statistical significance.

Hypothesis 4: There were relationships between Japanese senior tourists' motives and destination loyalty.

Knowledge seeking, rest & relax, relieve stress and anxiety, escaping, fulfilling and awarding lives, social interaction, lifestyle and culture, restoring and enhancing well-being, tourism and recreational activities, senior friendly facilities and amenities, visa approval process, safety, and friendliness of the local people were the variables that represented the tourists' motives. They were used to test the relationships between senior Japanese tourists' motives and destination loyalty by multiple regression model with the Enter method. Before the multiple regression analysis was performed, the multiple regression model must meet the five assumptions of linear regression model.

Assumption 1: The average value of the residuals was equal to zero (0). The hypothesis of this assumption was written as the following.

H_0 : Average value of the residuals = 0

H_1 : Average value of the residuals \neq 0

The values of the t statistic and Sig. were 0.000 and 1.000. The results could be implied that those values were higher than the values of the statistical significance

of the 0.05 level. Thus, the average value of the residuals was equal to zero, which did not violate the assumption of the multiple regression model. Those results were demonstrated in Table 4.29.

Table 4.29 Results of the Average Values of the Residuals

	Test Value = 0					
	t	df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Unstandardized Residual	0.000	399	1.000	0.00000000	-0.0749587	0.0749587

Assumption 2: The residuals showed normal distribution. The hypothesis of this assumption was written as the following.

H₀: The residuals were normally distributed.

H₁: The residuals were not normally distributed.

The value of the Kolmogorov-Smirnov Test was equal to 0.185, and the Sig. value was 0.112, which were greater than the statistical significance of the 0.05 level. Thus, H₀ was accepted, implying that the residuals were normally distributed. The results satisfied the assumption of the multiple regression model, which was reported in Table 4.30.

Table 4.30 Results of Normality

Kolmogorov-Smirnov Test		
	Statistic	Sig.
Unstandardized Residual	0.185	0.112

In addition to the Kolmogorov-Smirnov Test, normality was tested with the P-P plot. The results of the P-P plot showed that the line of each variable was linearly

straight. Thus, it could be concluded the data of each variable were normally distributed.

Assumption 3: the variance of the errors was constant, which was known as homoscedasticity.

When the variance of the error terms was plotted into the graph, the graph portrayed the homoscedasticity. The regression standardized residuals were scattered with regression standardized predicted value. The results revealed that the scatter was symmetrical (above-below the linear line) of the linearity from 0 to the scatter plus and minus (+3), which met the assumption of the multiple regression model. Figure 4.2 depicted the homoscedasticity of destination loyalty.

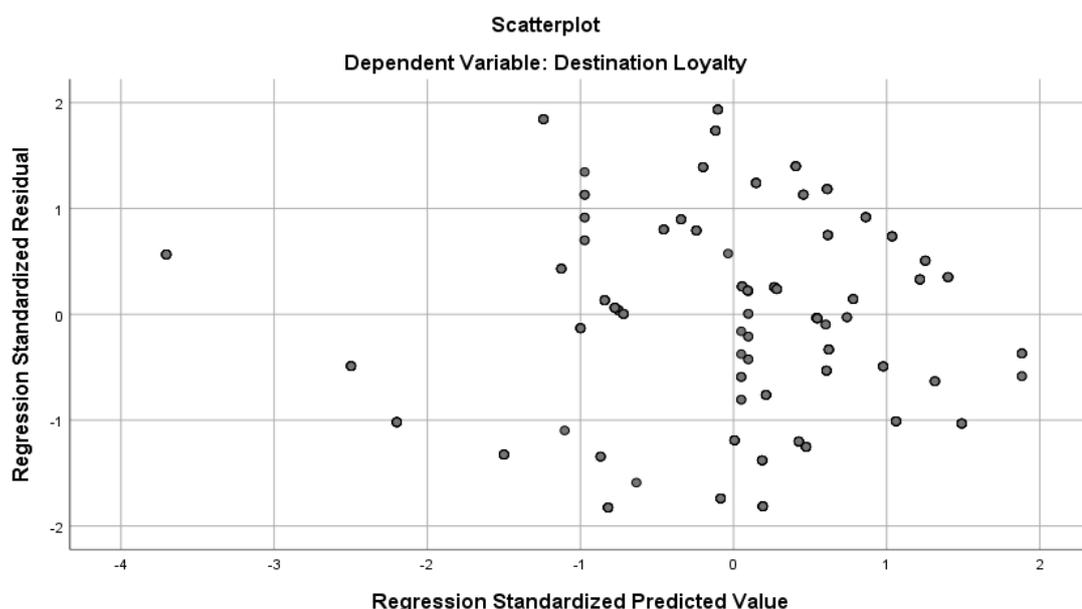


Figure 4.2 Results of Homoscedasticity

Assumption 4: Independent variables should not be correlated with each other or multicollinearity. It was tested by Pearson's correlation coefficient between independent variables. If the value of correlation coefficient is greater than .85 (Munro, 1997), that pair of variables is highly correlated. The results of testing multicollinearity showed that the values of correlation coefficient ranged between -0.053 and 0.759, which were not higher than .85. As a result, no multicollinearity was found. Furthermore, the multicollinearity could be further assessed by the two values

of statistics. Those two values were tolerance and VIF. The value of tolerance must not be close to zero, and the value of VIF must be less than 10, which were demonstrated in Table 4.31 and Table 4.32.



Based on the results of testing collinearity with two values of statistics, it was found that the value of tolerance was not close to zero (0) and the value of VIF was between 1.622 and 5.158 that was less than 10 (Hair et al., 2009). Hence, multicollinearity did not exist, which could be implied that the independent variables were not closely related, which was demonstrated in Table 4.32.

Table 4.32 Results of Tolerance and VIF of Each Variable

Variables	Tolerance	VIF
Knowledge seeking	0.259	3.863
Rest & Relax	0.210	4.773
Relieve Stress and Anxiety	0.194	5.158
Escaping	0.351	2.845
Fulfilling and awarding lives	0.399	2.505
Social Interaction	0.616	1.622
Lifestyle and culture	0.391	2.556
Restoring and enhancing well-being	0.555	1.803
Tourism and recreational activities	0.548	1.825
Senior friendly facilities and amenities	0.370	2.706
Visa approval process	0.476	2.102
Safety	0.515	1.943
Friendliness of the local people	0.479	2.087

Assumption 5: the error term must not be correlated, which was known as autocorrelation. The hypothesis of this assumption was written as the following.

H₀: The error terms were normally distributed.

H₁: The error terms were not normally distributed.

The results of testing the hypothesis by Durbin-Watson were that the error term was equal to 1.979. This meant that autocorrelation did not exist because the value was close to two (2) or ranged between 1.5 and 2.5, which shown in Table 4.33.

Table 4.33 Results of Testing Autocorrelation

Durbin-Watson	1.979
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Based on the five assumptions, it was found that the multiple regression model satisfied all five assumptions of linear regression model. Thus, it could be used to predict whether the motives of Japanese senior tourists could affect destination loyalty effectively.

Table 4.34 Results of the Multiple Regression Analysis of Whether the Motives of Japanese Senior Tourist Affected Destination Loyalty

Variables	R² = 0.534, Adjusted R² = 0.518, SEE = 0.775, F = 34.007**				
	b	SE	β	t	Sig.
(Constant)	0.044	0.292		0.150	0.881
Knowledge seeking	-0.395	0.077	-0.352	-5.151**	0.000**
Rest & Relax	-0.135	0.073	-0.141	-1.852	0.065
Relieve Stress and Anxiety	0.044	0.084	0.041	0.525	0.600
Escaping	0.405	0.069	0.345	5.894**	0.000**
Fulfilling and awarding lives	0.090	0.055	0.089	1.623	0.105
Social Interaction	-0.099	0.038	-0.115	-2.599*	0.010*
Lifestyle and culture	0.260	0.054	0.266	4.781**	0.000**
Restoring and enhancing well-being	-0.104	0.045	-0.107	-2.291*	0.023*
Tourism and recreational activities	-0.082	0.057	-0.068	-1.441	0.150
Senior friendly facilities and amenities	0.000	0.062	0.000	0.007	0.994
Visa approval process	0.191	0.043	0.223	4.431**	0.000**
Safety	0.469	0.060	0.380	7.843**	0.000**
Friendliness of the local people	0.333	0.059	0.281	5.606**	0.000**

Note: *p < .05, ** p < .01

Based on Table 4.34, knowledge seeking, rest & relax, relieve stress and anxiety, escaping, fulfilling and awarding lives, social interaction, lifestyle and culture, restoring and enhancing well-being, tourism and recreational activities, senior friendly facilities and amenities, visa approval process, safety, and friendliness of the local people were the predictors that represented the tourists' motives. They could predict the destination loyalty at the statistical significance of the 0.01 level ($F=34.007$). These predictors could explain the variances of destination loyalty by 51.8 percent. (Adjusted $R^2 = 0.518$), and the value of standard error of estimate (SEE) was 0.775, implying that the equation had little errors.

Additionally, it was found that knowledge seeking ($\beta = -0.352^{**}$, $p < 0.01$), escaping ($\beta = 0.345^{**}$, $p < 0.01$) social interaction ($\beta = -0.115^*$, $p < 0.05$) lifestyle and culture ($\beta = 0.266^{**}$, $p < 0.01$) restoring and enhancing well-being ($\beta = -0.107^*$, $p < 0.05$) visa approval process ($\beta = 0.223^{**}$, $p < 0.01$) Safety ($\beta = 0.380^{**}$, $p < 0.01$), and friendliness of the local people ($\beta = 0.281^{**}$, $p < 0.01$) were the independent variables of the motives of Japanese senior tourists that affected destination loyalty among Japanese senior tourists having been to Chiang Rai Province at the statistical significance. Nevertheless, rest & relax, relieve stress and anxiety, fulfilling and awarding lives, tourism and recreational activities, and senior friendly facilities and amenities were the variables that could not predict destination loyalty among Japanese senior tourists having been to Chiang Rai Province at the statistical significance.

Hypothesis 5: The quality of life of Japanese senior tourists was associated with destination loyalty.

The relationships between the variables of quality of life and destination loyalty were tested by the multiple regression analysis with the Enter method. The variables of quality of life included physical health, emotional well-being, financial circumstance, family and social relationships, time permission, and physical and mental well-being. Prior to the multiple regression analysis, it was necessary to conduct whether the data satisfied the five assumptions of linear regression model.

Assumption 1: The average value of error term was equal to zero (0). The hypothesis of this assumption was written as the following.

H₀: Average value of residuals = 0

H₁: Average value of residuals ≠ 0

The values of the t statistic and Sig. were 0.000 and 1.000. The results could be implied that those values were higher than the values of the statistical significance of the 0.05 level. Thus, the average value of the error term was equal to zero, which did not violate the assumption of the multiple regression analysis. Those results were demonstrated in Table 4.35.

Table 4.35 Results of the Average Values of the Residuals

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Unstandardized Residual	0.000	399	1.000	0.00000000	-0.0746627	0.0746627

Assumption 2: The residuals were normally distributed. The hypothesis of this assumption was written as the following.

H₀: The residuals were normally distributed.

H₁: The residuals were not normally distributed.

The values of the Kolmogorov-Smirnov Test and the Sig. were 0.172, and 0.071, which were higher than the statistical significance of the 0.05 level. Hence, H₀ was accepted, meaning that the residuals illustrated normal distribution. The results met the assumption of the multiple regression model, which was demonstrated in Table 4.36.

Table 4.36 Results of Normality of Data

	Kolmogorov-Smirnov Test	
	Statistic	Sig.
Unstandardized Residual	0.172	0.071

Besides Kolmogorov-Smirnov Test, the P-P plot was also used to test the normality of data. It was found that the line of each variable was linearly straight according to the results of the P-P plot. Therefore, the normality existed among the data of each variable.

Assumption 3: the variance of the errors was constant. It was also known as homoscedasticity.

When the variance of the error terms was plotted into the graph, the graph depicted the homoscedasticity. The regression standardized residuals were scattered with regression standardized predicted value. The results showed that the scatter was symmetrical (above-below the linear) of the linear from 0 to the scatter plus and minus (+3), which met the assumption of the multiple regression. Figure 4.3 depicted the homoscedasticity of destination loyalty.

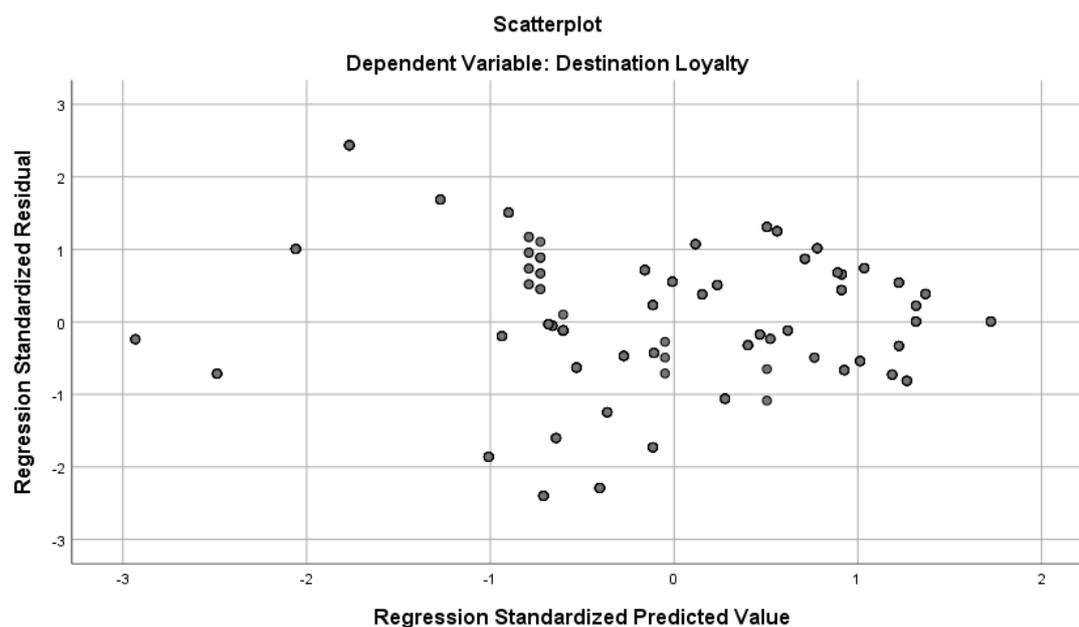


Figure 4.3 Results of Homoscedasticity

Assumption 4: Independent variables should not be correlated with each other or multicollinearity. Pearson's correlation coefficient was adopted to test the correlations between the pairs of the independent variables. If the value of correlation coefficient is greater than .85 (Munro, 1997), that pair of variables is highly

correlated. The results of testing multicollinearity indicated that the values of correlation coefficient ranged between 0.180 and 0.769, which were not greater than .85. Thus, multicollinearity did not exist. In addition to Pearson's correlation coefficient, the multicollinearity could be assessed by tolerance and VIF. The value of tolerance must not be close to zero, and the value of VIF must be less than 10 (Hair et al., 2009), which were illustrated in Table 4.37 and Table 4.38.

Table 4.37 Results of the Correlation Coefficient Values among Independent Variables of the Quality of Life

Variables	1	2	3	4	5	6
1. Physical health	1.000	0.752	0.188	0.439	0.769	0.628
2. Emotional well-being		1.000	0.301	0.533	0.750	0.647
3. Financial circumstance			1.000	0.353	0.180	0.315
4. Family and social relationships				1.000	0.475	0.521
5. Time permitting					1.000	0.635
6. Physical and mental well-being						1.000

It was found that the value of tolerance was not close to zero (0) and the value of VIF was between 0.215 and 0.829 according to the results of collinearity testing. Thus, multicollinearity was not found, meaning that the independent variables were not correlated with each other. The results were shown as in Table 4.38.

Table 4.38 Results of Tolerance and VIF of Each Variable

Variables	Tolerance	VIF
Physical health	0.218	4.588
Emotional well-being	0.337	2.968
Financial circumstance	0.829	1.206
Family and social relationships	0.628	1.592
Time permitting	0.215	4.648
Physical and mental well-being	0.480	2.082

Assumption 5: the error terms must not be correlated, which was known as autocorrelation. The hypothesis of this assumption was written as the following.

H₀: The error terms were normally distributed.

H₁: The error terms were not normally distributed.

The results of testing the hypothesis by Durbin-Watson were that the error terms were equal to 1.949. This implied that autocorrelation did not exist since the value was close to two (2) or ranged between 1.5 and 2.5, which was illustrated in Table 4.39.

Table 4.39 Results of Testing Autocorrelation

Durbin-Watson	1.949
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In conclusion, the multiple regression model met all five assumptions of linear regression model. Therefore, it could be used to predict whether the quality of life of Japanese senior tourists influenced destination loyalty effectively.

Table 4.40 Multiple Regression Analysis of Whether the Quality of Life of Japanese Senior Tourist Influenced Destination Loyalty

Variables	$R^2 = 0.538$, Adjusted $R^2 = 0.530$, SEE = 0.765, F = 76.135**				
	b	SE	β	t	Sig.
(Constant)	0.277	0.222		1.248	0.213
Physical health	0.454	0.075	0.448	6.091**	0.000
Emotional well-being	0.197	0.066	0.175	2.961**	0.003
Financial circumstance	0.167	0.045	0.141	3.739**	0.000
Family and social relationships	0.124	0.034	0.158	3.640**	0.000
Time permitting	-0.065	0.067	-0.072	-0.971	0.332
Physical and mental well-being	0.076	0.047	0.080	1.619	0.106

Note: ** p < 0.01

Physical health, emotional well-being, financial circumstance, family and social relationships, time permitting, and physical and mental well-being were the independent variables that represented the quality-of-life factor. It was found that these independent variables could predict destination loyalty among Japanese senior tourists at the statistical significance of the 0.01 level (F=76.135). They could explain the variance of destination loyalty by 53 percent (Adjusted $R^2 = 0.530$), and the value of standard error of estimate (SEE) was 0.765. The results indicated that the equation had less errors.

Physical health ($\beta = 0.448^{**}$, p < 0.01), emotional well-being ($\beta = 0.175^{**}$, p < 0.01), financial circumstance ($\beta = 0.141^{**}$, p < 0.01), and family and social relationships ($\beta = 0.158^{**}$, p < 0.01) had effects on destination loyalty at the statistical significance. Meanwhile, time permission and physical and mental well-being were not associated with destination loyalty at the statistical significance.

4.10 Results of the Analysis of the Factors Affecting Satisfaction toward Tourism Management in Chiang Rai Province

The objective of analyzing satisfaction toward tourism management in Chiang Rai province was to test the hypothesis 6. The analysis was performed by independent sample t-test, One-Way ANOVA, and Fishers' least significance difference (LSD). To test the hypothesis 7, multiple regression analysis would be used.

Hypothesis 6: Japanese senior tourists with different demographic factors demonstrated different levels of satisfaction toward tourism management in Chiang Rai province. Those demographic factors included gender, age, education background, occupation, marital status, income, and health status.

Table 4.41 Differences of Satisfaction towards Tourism Management in Chiang Rai Province by Gender

Satisfaction towards Tourism Management	Gender	n	\bar{X}	S.D.	t	Sig.
Attractions	Male	280	4.01	0.73	0.632	0.466
	Female	120	3.95	0.97		
Accommodation	Male	280	4.23	0.74	-0.729	0.466
	Female	120	4.29	0.81		
Accessibility	Male	280	3.96	0.68	1.395	0.165
	Female	120	3.81	1.12		
Amenities	Male	280	3.89	0.91	-0.855	0.393
	Female	120	3.98	0.95		
Activities	Male	280	4.19	0.86	-1.493	0.136
	Female	120	4.33	0.92		
Safety & Security	Male	280	3.90	0.77	-1.037	0.301
	Female	120	4.00	0.98		
Sanitation	Male	280	4.17	0.87	0.487	0.626
	Female	120	4.12	1.02		
Travel Services	Male	280	4.12	0.77	0.788	0.432

Satisfaction towards Tourism Management	Gender	n	\bar{X}	S.D.	t	Sig.
Overall	Female	120	4.04	0.88	-0.077	0.933
	Male	280	4.06	0.69		
	Female	120	4.06	0.86		

Table 4.41 compared the differences of satisfaction toward tourism management in Chiang Rai Province by gender. The comparisons were made through the t-test statistics. The results showed that Japanese senior tourists with different gender did not demonstrate any difference of satisfaction toward tourism management in Chiang Rai province in overall level and each attribute.

Table 4.42 Differences of Satisfaction towards Tourism Management in Chiang Rai Province by Age

Satisfaction towards Tourism Management	Age	n	\bar{X}	S.D.	F	Sig.
Attractions	55 - 60 years old	196	4.06	0.88	7.150**	0.000
	61 – 65 years old	60	4.08	0.57		
	66 – 70 years old	45	4.34	0.80		
	71 - 75 years old	68	3.54	0.71		
	76 – 80 years old	23	3.78	0.45		
	Over 81 years old	8	3.96	0.21		
Accommodation	55 - 60 years old	196	4.39	0.80	8.271**	0.000
	61 – 65 years old	60	4.06	0.62		
	66 – 70 years old	45	4.60	0.75		
	71 - 75 years old	68	3.90	0.64		
	76 – 80 years old	23	3.97	0.63		
	Over 81 years old	8	4.01	0.13		
Accessibility	55 - 60 years old	196	3.87	0.92	3.425**	0.005
	61 – 65 years old	60	4.05	0.81		

Satisfaction towards Tourism Management	Age	n	\bar{X}	S.D.	F	Sig.
	66 – 70 years old	45	4.30	0.89		
	71 - 75 years old	68	3.71	0.54		
	76 – 80 years old	23	3.80	0.63		
	Over 81 years old	8	3.75	0.19		
Amenities	55 - 60 years old	196	4.04	0.93	4.819**	0.000
	61 – 65 years old	60	3.75	0.63		
	66 – 70 years old	45	4.24	0.96		
	71 - 75 years old	68	3.56	1.09		
	76 – 80 years old	23	3.71	0.56		
	Over 81 years old	8	4.00	0.00		
Activities	55 - 60 years old	196	4.46	0.87	12.666**	0.000
	61 – 65 years old	60	3.91	0.61		
	66 – 70 years old	45	4.62	0.92		
	71 - 75 years old	68	3.81	0.88		
	76 – 80 years old	23	3.65	0.49		
	Over 81 years old	8	4.03	0.07		
Safety & Security	55 - 60 years old	196	3.92	0.90	9.873**	0.000
	61 – 65 years old	60	4.01	0.58		
	66 – 70 years old	45	4.58	0.74		
	71 - 75 years old	68	3.54	0.72		
	76 – 80 years old	23	3.69	0.63		
	Over 81 years old	8	3.88	0.19		
Sanitation	55 - 60 years old	196	4.24	1.02	4.633**	0.000
	61 – 65 years old	60	3.97	0.63		
	66 – 70 years old	45	4.60	0.99		
	71 - 75 years old	68	3.90	0.75		
	76 – 80 years old	23	3.85	0.68		
	Over 81 years old	8	4.13	0.23		

Satisfaction towards Tourism Management	Age	n	\bar{X}	S.D.	F	Sig.
Travel Services	55 - 60 years old	196	4.06	0.87	6.069**	0.000
	61 – 65 years old	60	3.98	0.57		
	66 – 70 years old	45	4.68	0.74		
	71 - 75 years old	68	3.98	0.77		
	76 – 80 years old	23	3.85	0.65		
	Over 81 years old	8	4.05	0.18		
Overall	55 - 60 years old	196	4.13	0.79	7.124**	0.000
	61 – 65 years old	60	3.98	0.56		
	66 – 70 years old	45	4.49	0.78		
	71 - 75 years old	68	3.74	0.66		
	76 – 80 years old	23	3.79	0.57		
	Over 81 years old	8	3.97	0.05		

Note: ** $p < 0.01$

Table 4.42 compared the differences of satisfaction toward tourism management in Chiang Rai province by age. The comparisons were made through the F-test statistics. The results revealed that Japanese senior tourists with different age showed different levels of satisfaction toward tourism management in Chiang Rai province in overall level and each attribute at the statistical significance of the 0.01 level. Therefore, pair comparisons were conducted by the least significance difference method (LSD), which was shown in Table 4.43 to Table 4.51.

Table 4.43 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Attraction by Age

Age	\bar{X}	1	2	3	4	5	6
1. 55 - 60 years old	4.06	-	-0.02	-0.27*	0.52**	0.28	0.10
2. 61 – 65 years old	4.08		-	-0.25	-0.53**	0.30	0.12
3. 66 – 70 years old	4.34			-	0.79**	0.55**	0.38
4. 71 - 75 years old	3.54				-	-0.23	-0.41
5. 76 – 80 years old	3.78					-	-0.17
6. Over 81 years old	3.96						-

Note: * $p < 0.05$, ** $p < 0.01$

It was found that Japanese senior tourists whose age fell between 55-60 years old, between 61-65 years old, and 66-70 years old showed higher level of satisfaction toward Chiang Rai's tourism management in terms of attraction than those whose age ranged between 71-75 years old. In addition, it was found that Japanese senior tourists with the age of between 66-70 years old demonstrated higher level of satisfaction toward tourism management in Chiang Rai province than those of the age falling between 55-60 years old and 76-80 years old in terms of attraction.

Table 4.44 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accommodation by Age

Age	\bar{X}	1	2	3	4	5	6
1. 55 - 60 years old	4.39	-	0.32**	-0.21	0.48**	0.41**	0.37
2. 61 – 65 years old	4.06		-	-0.54**	0.16	0.09	0.04
3. 66 – 70 years old	4.60			-	0.70**	0.63**	0.58**
4. 71 - 75 years old	3.90				-	-0.06	-0.11
5. 76 – 80 years old	3.97					-	-0.04
6. Over 81 years old	4.01						-

Note: **p < 0.01

It was found that Japanese senior tourists with the age falling between 66-70 years old showed higher level of satisfaction toward tourism management in terms of accommodation than those whose age was between 61-65 years old, between 71-75 years old, and over 81 years old. Furthermore, it was found that Japanese senior tourists with the age of 55-60 years old demonstrated higher level of satisfaction toward tourism management in terms of accommodation than those of 61-65 years old, 71-75 years old, and 76-80 years old.

Table 4.45 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accessibility by Age

Age	\bar{X}	1	2	3	4	5	6
1. 55 - 60 years old	3.87	-	-0.18	-0.42**	0.16	0.07	0.12
2. 61 – 65 years old	4.05		-	-0.02	0.34**	0.24	0.30
3. 66 – 70 years old	4.30			-	0.59**	0.49**	0.55
4. 71 - 75 years old	3.71				-	-0.09	-0.04
5. 76 – 80 years old	3.80					-	0.05
6. Over 81 years old	3.75						-

Note: **p < 0.01

It was found that Japanese senior tourists with the age of 66-70 years old illustrated higher level of tourism management in Chiang Rai province in terms of accessibility than those of 55-60 years old, 71-75 years old, and 76-80 years old. Meanwhile, Japanese senior tourists with the age of 61-65 years old showed higher level of satisfaction toward tourism management in Chiang Rai province in terms of accessibility than those of 71-75 years old.

Table 4.46 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Amenities by Age

Age	\bar{X}	1	2	3	4	5	6
1. 55 - 60 years old	4.04	-	0.29**	-0.19	0.48**	0.33	0.04
2. 61 – 65 years old	3.75		-	-0.49**	0.18	0.04	-0.25
3. 66 – 70 years old	4.24			-	0.68**	0.54**	0.24
4. 71 - 75 years old	3.56				-	-0.14	-0.43
5. 76 – 80 years old	3.71					-	-0.29
6. Over 81 years old	4.00						-

Note: **p < 0.01

From Table 4.46, it was found that Japanese senior tourists with the age of 66-70 years old showed higher level of satisfaction toward tourism management in Chiang Rai province in terms of amenities than those of 61-65 years old, 71-75 years old, and 76-80 years old. Moreover, Japanese senior tourists with the age of 55-60 years old demonstrated higher level of satisfaction toward tourism management in Chiang Rai in terms of amenities than those of 61-65 years old and 71-75 years old.

Table 4.47 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Activities by Age

Age	\bar{X}	1	2	3	4	5	6
1. 55 - 60 years old	4.46	-	0.54**	-0.16	0.64**	0.80**	0.43
2. 61 – 65 years old	3.91		-	-0.70**	0.09	0.26	-0.11
3. 66 – 70 years old	4.62			-	0.80**	0.96**	0.59
4. 71 - 75 years old	3.81				-	0.16	-0.21
5. 76 – 80 years old	3.65					-	-0.37
6. Over 81 years old	4.03						-

Note: **p < 0.01

Table 4.47 revealed that Japanese senior tourists with the age of 55-60 years old and 66-70 years old demonstrated higher level of satisfaction toward tourism management in terms of activities than those of 61-65 years old, 71-75 years old, and 76-80 years old.

Table 4.48 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Safety & Security by Age

Age	\bar{X}	1	2	3	4	5	6
1. 55 - 60 years old	3.92	-	-0.06	-0.65**	0.38**	0.23	0.05
2. 61 – 65 years old	4.01		-	-0.56**	0.47**	0.32	0.13
3. 66 – 70 years old	4.58			-	1.03**	0.88**	0.70**
4. 71 - 75 years old	3.54				-	-0.15	-0.33
5. 76 – 80 years old	3.69					-	-0.18
6. Over 81 years old	3.88						-

Note: **p < 0.01

Table 4.48 indicated that Japanese senior tourists with the age of 66-70 years old showed higher level of satisfaction toward tourism management in terms of safety & security than those of 55-60 years old, 61-65 years old, 71-75 years old, 76-80 years old, and over 81 years old. In addition, it was found that Japanese senior tourists with the age of 55-60 years old and 61-65 years old demonstrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of safety & security than those of 71-75 years old.

Table 4.49 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Sanitation by Age

Age	\bar{X}	1	2	3	4	5	6
1. 55 - 60 years old	4.24	-	0.26*	-0.35*	0.33*	0.39*	0.11
2. 61 – 65 years old	3.97		-	-0.62**	0.07	0.12	-0.15
3. 66 – 70 years old	4.60			-	0.69**	0.74**	0.47
4. 71 - 75 years old	3.90				-	0.05	-0.22
5. 76 – 80 years old	3.85					-	-0.27
6. Over 81 years old	4.13						-

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.49 revealed that Japanese senior tourists with the age of 55-60 years old and 66-70 years old illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of sanitation than those of 61-65 years old, 71-75 years old, and 76-80 years old. Additionally, it was found that Japanese senior tourists with the age of 66-70 years old showed higher level of satisfaction toward tourism management in terms of sanitation than those of 55-60 years old.

Table 4.50 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Travel Services by Age

Age	\bar{X}	1	2	3	4	5	6
1. 55 - 60 years old	4.06	-	0.08	-0.61**	0.07	0.20	0.01
2. 61 – 65 years old	3.98		-	-0.69**	-0.00	0.12	-0.06
3. 66 – 70 years old	4.68			-	0.69**	0.82**	0.63**
4. 71 - 75 years old	3.98				-	0.12	-0.06
5. 76 – 80 years old	3.85					-	-0.19
6. Over 81 years old	4.05						-

Note: **p < 0.01

Table 4.50 indicated that Japanese senior tourists with the age of 66-70 years old showed higher level of satisfaction toward tourism management in terms of travel services than those of 55-60 years old, 61-65 years old, 71-75 years, 76-80 years old, and over 81 years old.

Table 4.51 Pair Comparisons of Overall Satisfaction towards Tourism Management in Chiang Rai Province by Age

Age	\bar{X}	1	2	3	4	5	6
1. 55 - 60 years old	4.13	-	0.15	-0.36*	0.38*	0.34*	0.15
2. 61 – 65 years old	3.98		-	-0.51**	0.23	0.19	0.00
3. 66 – 70 years old	4.49			-	0.75**	0.71**	0.52
4. 71 - 75 years old	3.74				-	-0.05	-0.23
5. 76 – 80 years old	3.79					-	-0.18
6. Over 81 years old	3.97						-

Note: *p < 0.05, **p < 0.01

Table 4.51 revealed that Japanese senior tourists with the age of 66-70 years old showed higher level of overall satisfaction toward tourism management in Chiang

Rai than those of 55-60 years old, 61-65 years old, 71-75 years old, and 76-80 years old. It was also found that Japanese senior tourists with the age of 55-60 years old demonstrated higher level of overall satisfaction toward tourism management than those of 71-75 years old and 76-80 years old.

Table 4.52 Differences of Overall Satisfaction towards Tourism Management in Chiang Rai Province by Education

Satisfaction towards Tourism Management	Education Level	n	\bar{X}	S.D.	F	Sig.
Attractions	Below bachelor's degree	170	4.17	0.78	7.873**	0.000
	Bachelor's degree	155	3.84	0.73		
	Over bachelor's degree	75	3.89	0.92		
Accommodation	Below bachelor's degree	170	4.37	0.84	4.372*	0.013
	Bachelor's degree	155	4.13	0.66		
	Over bachelor's degree	75	4.19	0.75		
Accessibility	Below bachelor's degree	170	4.07	0.73	6.615**	0.001
	Bachelor's degree	155	3.74	0.80		
	Over bachelor's degree	75	3.92	1.05		
Amenities	Below bachelor's degree	170	4.05	0.96	3.715*	0.025
	Bachelor's degree	155	3.87	0.67		
	Over bachelor's degree	75	3.72	1.19		
Activities	Below bachelor's degree	170	4.25	0.90	1.487	0.227
	Bachelor's degree	155	4.15	0.72		
	Over bachelor's degree	75	4.35	1.09		
Safety & Security	Below bachelor's degree	170	4.11	0.88	9.928**	0.000
	Bachelor's degree	155	3.71	0.69		
	Over bachelor's degree	75	3.98	0.91		
Sanitation	Below bachelor's degree	170	4.37	0.90	9.375**	0.000
	Bachelor's degree	155	3.94	0.72		
	Over bachelor's degree	75	4.12	1.19		

Satisfaction towards Tourism Management	Education Level	n	\bar{X}	S.D.	F	Sig.
Travel Services	Below bachelor's degree	170	4.07	0.88	2.074	0.127
	Bachelor's degree	155	4.04	0.72		
	Over bachelor's degree	75	4.26	0.78		
Overall	Below bachelor's degree	170	4.18	0.76	4.894**	0.008
	Bachelor's degree	155	3.93	0.63		
	Over bachelor's degree	75	4.06	0.89		

Note: *p < 0.05, ** p < 0.01

Table 4.52 compared the differences of satisfaction toward tourism management in Chiang Rai Province by education level through the F-test statistics. It was found that Japanese senior tourists with different level of education showed different level of satisfaction toward tourism management in Chiang Rai Province at the statistical significance of the 0.01 level in an overall manner. The results of satisfaction toward each aspect of tourism management in Chiang Rai Province were presented as the following.

Japanese senior tourists with different level of education demonstrated no differences of satisfaction toward tourism management in Chiang Rai in terms of activities and travel services. On the other hand, Japanese senior tourists with different level of education showed different level of satisfaction toward tourism management in Chiang Rai in terms of attraction, accommodation, accessibility, amenities, safety & security, and sanitation at the statistical significance of the 0.01 and 0.05 levels. Thus, pair comparisons by the least significant difference (LSD) method were further carried out and the results of pair comparison were illustrated in Tables from 4.53 to 4.59.

Table 4.53 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Attraction by Education

Education level	\bar{X}	1	2	3
1. Below bachelor's degree	4.17	-	0.33*	0.27*
2. Bachelor's degree	3.84		-	-0.05
3. Over bachelor's degree	3.89			-

Note: *p < 0.05

Table 4.53 revealed that Japanese senior tourists with the education level that was below bachelor's degree showed higher level of satisfaction toward tourism management in Chiang Rai province in terms of attraction than those with the education levels of bachelor's degree and over bachelor's degree.

Table 4.54 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accommodation by Education

Education level	\bar{X}	1	2	3
1. Below bachelor's degree	4.37	-	0.24*	0.18
2. Bachelor's degree	4.13		-	-0.06
3. Over bachelor's degree	4.19			-

Note: *p < 0.05

Table 4.54 indicated that Japanese senior tourists with the education level that was below bachelor's degree showed higher level of satisfaction toward tourism management in Chiang Rai province in terms of accommodation than those having bachelor's degree.

Table 4.55 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accessibility by Education

Education level	\bar{X}	1	2	3
1. Below bachelor's degree	4.07	-	0.33*	0.15
2. Bachelor's degree	3.74		-	-0.17
3. Over bachelor's degree	3.92			-

Note: * $p < 0.05$

Table 4.55 indicated that Japanese senior tourists with the education that was below bachelor's degree illustrated higher level of tourism management in terms of accessibility than those holding bachelor's degree.

Table 4.56 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Amenities by Education

Education level	\bar{X}	1	2	3
1. Below bachelor's degree	4.05	-	0.18	0.32*
2. Bachelor's degree	3.87		-	0.14
3. Over bachelor's degree	3.72			-

Note: * $p < 0.05$

It was found that Japanese senior tourists with the education level that was below bachelor's degree showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of amenities than those with the education level that was over bachelor's degree.

Table 4.57 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Safety & Security by Education

Education level	\bar{X}	1	2	3
1. Below bachelor's degree	4.11	-	0.40*	0.12
2. Bachelor's degree	3.71		-	-0.27*
3. Over bachelor's degree	3.98			-

Note: * $p < 0.05$

It was found that Japanese senior tourists with the education level that was below bachelor's degree and over bachelor's degree demonstrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of Safety & Security than those with bachelor's degree.

Table 4.58 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Sanitation by Education

Education level	\bar{X}	1	2	3
1. Below bachelor's degree	4.37	-	0.43*	0.25*
2. Bachelor's degree	3.94		-	-0.17
3. Over bachelor's degree	4.12			-

Note: * $p < 0.05$

It was found that Japanese senior tourists with the education level that was below bachelor's degree demonstrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of sanitation than those with bachelor's degree and over bachelor's degree.

Table 4.59 Pair Comparisons of Overall Satisfaction towards Tourism Management in Chiang Rai Province by Education

Education level	\bar{X}	1	2	3
1. Below bachelor's degree	4.18	-	0.25*	0.12
2. Bachelor's degree	3.93		-	-0.12
3. Over bachelor's degree	4.06			-

Note: *p < 0.05

Table 4.59 indicated that Japanese senior tourists with below bachelor's degree demonstrated higher level of overall satisfaction toward tourism management in Chiang Rai province than those with bachelor's degree.

Table 4.60 Differences of Overall Satisfaction towards Tourism Management in Chiang Rai Province by Occupation

Satisfaction towards Tourism Management	Occupations	n	\bar{X}	S.D.	F	Sig.
Attractions	Businessperson/investor	15	4.11	0.86	5.254**	0.000
	Manager/executives	60	4.19	0.73		
	Civil servant	7	5.33	0.00		
	Employee/paid worker	31	4.15	0.56		
	Business owner/personal business	68	4.00	0.95		
	Househusband/housewife	30	3.59	0.95		
	Retired	137	3.90	0.72		
	Others	52	3.90	0.74		
Accommodation	Businessperson/investor	15	3.96	0.91	3.249**	0.002
	Manager/executives	60	4.40	0.68		
	Civil servant	7	5.33	0.00		

Satisfaction towards Tourism Management	Occupations	n	\bar{X}	S.D.	F	Sig.
	Employee/paid worker	31	4.28	0.63		
	Business owner/personal business	68	4.26	0.87		
	Househusband/housewife	30	4.04	0.69		
	Retired	137	4.22	0.58		
	Others	52	4.16	1.05		
Accessibility	Businessperson/investor	15	3.93	1.03	13.217**	0.000
	Manager/executives	60	3.94	0.85		
	Civil servant	7	6.00	0.00		
	Employee/paid worker	31	3.81	0.33		
	Business owner/personal business	68	4.14	1.00		
	Househusband/housewife	30	3.34	1.14		
	Retired	137	3.99	0.54		
	Others	52	3.51	0.65		
Amenities	Businessperson/investor	15	3.53	0.59	5.951**	0.000
	Manager/executives	60	4.03	0.73		
	Civil servant	7	5.71	0.00		
	Employee/paid worker	31	4.24	0.54		
	Business owner/personal business	68	3.78	1.14		
	Househusband/housewife	30	3.74	0.69		
	Retired	137	3.92	0.87		
	Others	52	3.76	1.05		
Activities	Businessperson/investor	15	4.03	1.14	6.946**	0.000
	Manager/executives	60	4.43	0.70		
	Civil servant	7	6.00	0.00		
	Employee/paid worker	31	4.46	0.47		

Satisfaction towards Tourism Management	Occupations	n	\bar{X}	S.D.	F	Sig.
	Business owner/personal business	68	4.31	1.06		
	Househusband/housewife	30	4.21	0.66		
	Retired	137	4.09	0.77		
	Others	52	3.95	0.99		
Safety & Security	Businessperson/investor	15	3.57	0.78	9.864**	0.000
	Manager/executives	60	4.12	0.69		
	Civil servant	7	5.38	0.00		
	Employee/paid worker	31	4.03	0.59		
	Business owner/personal business	68	4.02	0.93		
	Househusband/housewife	30	3.58	0.99		
	Retired	137	4.04	0.71		
	Others	52	3.36	0.81		
Sanitation	Businessperson/investor	15	3.56	0.62	7.708**	0.000
	Manager/executives	60	4.44	0.92		
	Civil servant	7	6.00	0.00		
	Employee/paid worker	31	4.07	0.59		
	Business owner/personal business	68	3.96	1.24		
	Househusband/housewife	30	4.27	0.75		
	Retired	137	4.20	0.80		
	Others	52	3.90	0.69		
Travel Services	Businessperson/investor	15	3.52	0.55	17.663**	0.000
	Manager/executives	60	4.36	0.75		
	Civil servant	7	5.80	0.00		
	Employee/paid worker	31	4.05	0.38		
	Business owner/personal business	68	4.14	0.86		

Satisfaction towards Tourism Management	Occupations	n	\bar{X}	S.D.	F	Sig.
	business					
	Househusband/housewife	30	3.77	0.97		
	Retired	137	4.27	0.65		
	Others	52	3.40	0.63		
Overall	Businessperson/investor	15	3.78	0.81	8.393**	0.000
	Manager/executives	60	4.24	0.68		
	Civil servant	7	5.69	0.00		
	Employee/paid worker	31	4.14	0.43		
	Business owner/personal	68	4.08	0.93		
	business					
	Househusband/housewife	30	3.82	0.73		
	Retired	137	4.08	0.62		
	Others	52	3.74	0.72		

Note: **p < 0.01

Table 4.60 compared the differences of satisfaction toward tourism management in Chiang Rai Province by occupation level through the F-test statistics. It was found that Japanese senior tourists with different occupation showed different level of satisfaction toward tourism management in Chiang Rai Province at the statistical significance of the 0.01 level in an overall manner. Thus, pair comparisons by the least significant difference (LSD) method were further carried out and the results of pair comparison were illustrated in Tables from 4.61 to 4.69.

Table 4.61 Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Attractions by Occupation

Occupations	\bar{X}	1	2	3	4	5	6	7	8
1. Businessperson/investor	4.11	-	-0.07	-1.22**	-0.03	0.11	0.52	0.20	0.20
2. Manager/executives	4.19	-	-1.14**	0.03	0.18	0.60*	0.28*	0.28	
3. Civil servant	5.33	-	-	1.18**	1.33**	1.74**	1.43**	1.43**	
4. Employee/paid worker	4.15	-	-	-	0.15	0.53*	0.24	0.24	
5. Business owner/personal business	4.00	-	-	-	-	0.41*	0.09	0.09	
6. Househusband/housewife	3.59	-	-	-	-	-	-0.31*	-0.31	
7. Retired	3.90	-	-	-	-	-	-	-0.00	
8. Others	3.90	-	-	-	-	-	-	-	

Note: *p < 0.05, ** p < 0.01

Table 4.61 revealed that Japanese senior tourists who were civil servants illustrated higher level of satisfaction toward tourism management in terms of attractions than those who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, retired, and other occupations. It was also found that Japanese senior tourists who were manager/executives, employee/paid worker, business owner/personal business, and retired illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of attractions than those who were househusband/housewife. In addition, Japanese senior tourists who were manager/executives demonstrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of attractions than those who were retired.

Table 4.62 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province interms of Accommodation by Occupation

Occupations	\bar{X}	1	2	3	4	5	6	7	8
1. Businessperson/ investor	3.96	-	-0.44*	-1.36**	-0.31	-0.29	-0.08	-0.25	-0.19
2. Manager/executives	4.40		-	-0.92*	0.12	0.14	0.36*	0.18	0.24
3. Civil servant	5.33			-	1.05**	1.06**	1.28**	1.10**	1.16**
4. Employee/paid worker	4.28				-	0.01	0.23	0.05	0.11
5. Business owner/personal business	4.26					-	0.21	0.04	0.09
6. Househusband/ housewife	4.04						-	-0.17	-0.11
7. Retired	4.22							-	0.05
8. Others	4.16								-

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.62 revealed that Japanese senior tourists who were civil servants illustrated higher level of satisfaction toward tourism management in terms of accommodation than those who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, retired, and other occupations. It was also found that Japanese senior tourists who were manager/executives illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of accommodation than businessperson /investor and househusband/housewife.

Table 4.63 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accessibility by Occupation

Occupations	\bar{X}	1	2	3	4	5	6	7	8
1. Businessperson/ investor	3.93	-	-0.01	-2.06**	0.12	-0.20	0.59*	-0.05	0.42
2. Manager/executives	3.94		-	-2.06**	0.13	-0.20	0.59*	-0.04	0.42*
3. Civil servant	6.00			-	2.19**	1.86**	2.65**	2.01**	2.49**
4. Employee/paid worker	3.81				-	-0.33*	0.46*	-0.17	0.29
5. Business owner/personal business	4.14					-	0.79*	0.15	0.63*
6. Househusband/ housewife	3.34						-	-0.79*	-0.64*
7. Retired	3.99							-	0.47*
8. Others	3.51								-

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.63 indicated that Japanese senior tourists who were civil servants illustrated higher level of satisfaction toward tourism management in terms of accessibility than those who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, retired, and other occupations. It was also found that Japanese senior tourists who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, retired, and other occupations illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of accessibility than those who were househusband/housewife. In addition, Japanese senior tourists who were manager/executives, business owner/personal business, and retired demonstrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of accessibility than those who were employee/paid worker.

Table 4.64 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Amenities by Occupation

Occupations	\bar{X}	1	2	3	4	5	6	7	8
1. Businessperson/ investor	3.53	-	-0.49	-2.18**	-0.71*	-0.24	-0.20	-0.38	-0.22
2. Manager/executives	4.03		-	-1.68**	-0.21	0.24	0.28	0.11	0.27
3. Civil servant	5.71			-	1.47**	1.93**	1.97**	1.79**	1.95**
4. Employee/paid worker	4.24				-	0.46*	0.50*	0.32	0.48*
5. Business owner/ personal business	3.78					-	0.03	-0.13	0.02
6. Househusband/ housewife	3.74						-	-0.17	-0.01
7. Retired	3.92							-	0.16
8. Others	3.76								-

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.64 revealed that Japanese senior tourists who were civil servants illustrated higher level of satisfaction toward tourism management in terms of amenities than those who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, retired, and other occupations. Moreover, Japanese senior tourists who were employee/paid worker demonstrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of amenities than those who were businessperson/investor, business owner/personal business, househusband/housewife, and retired.

Table 4.65 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Activities by Occupation

Occupations	\bar{X}	1	2	3	4	5	6	7	8
1. Businessperson/investor	4.03	-	-0.40	-1.97**	-0.43	-0.28	-0.18	-0.06	0.07
2. Manager/executives	4.43		-	-1.57**	-0.03	0.11	0.21	0.33*	0.47*
3. Civil servant	6.00			-	1.54**	1.68**	1.78**	1.91**	2.05*
4. Employee/paid worker	4.46				-	0.14	0.24	0.37*	0.50*
5. Business owner/personal business	4.31					-	0.10	0.22	0.36*
6. Househusband/housewife	4.21						-	0.12	0.26
7. Retired	4.09							-	0.13
8. Others	3.95								-

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.65 indicated that Japanese senior tourists who were civil servants showed higher level of satisfaction toward tourism management in Chiang Rai province in terms of activities than those who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, retired, and other occupations. It was also found that Japanese senior tourists who were manager/executives and employee/paid worker illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of activities than those who were retired and other occupations. In addition, Japanese senior tourists who were business owner/personal business demonstrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of activities than those who had other occupations.

Table 4.66 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Safety & Security by Occupation

Occupations	\bar{X}	1	2	3	4	5	6	7	8
1. Businessperson/investor	3.57	-	-0.55*	-1.80**	-0.46	-0.45*	-0.01	-0.47*	0.20
2. Manager/executives	4.12		-	-1.25**	0.09	0.10	0.54*	0.08	0.76*
3. Civil servant	5.38			-	1.34**	1.35**	1.79**	1.33**	2.01**
4. Employee/paid worker	4.03				-	0.01	0.44*	-0.01	0.66*
5. Business owner/personal business	4.02					-	0.43*	-0.02	0.65*
6. Househusband/housewife	3.58						-	-0.45*	0.02
7. Retired	4.04							-	0.67*
8. Others	3.36								-

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.66 revealed that Japanese senior tourists who were civil servants showed higher level of satisfaction toward tourism management in Chiang Rai province in terms of safety & security than those who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, retired, and other occupations. It was found that Japanese senior tourists who were manager/executives, employee/paid worker, business owner/personal business, and retired demonstrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of safety & security than those who were househusband/housewife and who had other occupations. Besides, it was also found that Japanese senior tourists who were manager/executives, business owner/personal business, and retired illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of safety & security than those who were businessperson/investor.

Table 4.67 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Sanitation by Occupation

Occupations	\bar{X}	1	2	3	4	5	6	7	8
1. Businessperson/investor	3.56	-	-0.87*	-2.44**	-0.51	-0.39	-0.70*	-0.64*	-0.33
2. Manager/executives	4.44		-	-1.53**	0.36	0.47*	0.17	0.23	0.53*
3. Civil servant	6.00			-	1.92**	2.04**	1.73**	1.79**	2.10**
4. Employee/paid worker	4.07				-	0.11	-0.19	-0.13	0.17
5. Business owner/personal business	3.96					-	-0.30	-0.24	0.08
6. Househusband/housewife	4.27						-	0.06	0.36
7. Retired	4.20							-	0.30*
8. Others	3.90								-

Note: *p < 0.05, ** p < 0.01

Table 4.67 revealed that Japanese senior tourists who were civil servants illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of sanitation than those who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, retired, and other occupations. It was found that Japanese senior tourists who were manager/executives, househusband/housewife, and retired demonstrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of sanitation than those who were businessperson/investor. Furthermore, it was found that Japanese senior tourists who were manager/executives showed higher level of satisfaction toward tourism management in Chiang Rai province in terms of sanitation than those who business owner/personal business and who had other occupations. Besides, it was also found that retired Japanese senior tourists illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of sanitation than those who had other occupations.

Table 4.68 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Travel Services by Occupation

Occupations	\bar{X}	1	2	3	4	5	6	7	8
1. Businessperson/investor	3.52	-	-0.84*	-2.28**	-0.52*	-0.62*	-0.25	-0.75*	0.11
2. Manager/executives	4.36		-	-1.44**	0.31*	0.21	0.59*	0.08	0.95*
3. Civil servant	5.80			-	1.75**	1.65**	2.03**	1.52**	2.39**
4. Employee/paid worker	4.05				-	-0.09	0.27	-0.22	0.64*
5. Business owner/personal business	4.14					-	0.37*	-0.12	0.73*
6. Househusband/housewife	3.77						-	-0.50*	0.36*
7. Retired	4.27							-	0.86*
8. Others	3.40								-

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.68 indicated that Japanese senior tourists who were civil servants showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of travel services than those who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, retired, and other occupations. It was found that Japanese senior tourists who were manager/executives, employee/paid worker, business owner/personal business, and retired demonstrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of travel services than those who were businessperson/investor. Additionally, it was found that manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, and retired illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of travel services than those who had other occupations. Besides, it was also found that Japanese senior tourists who were manager/executives, and business owner/personal business showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of travel services than those who were househusband/housewife.

Table 4.69 Pair Comparisons of Overall Satisfaction towards Tourism Management in Chiang Rai Province by Occupation

Occupations	\bar{X}	1	2	3	4	5	6	7	8
1. Businessperson/investor	3.78	-	-0.46	-1.91**	-0.35	-0.30	0.04	-0.30	0.03
2. Manager/executives	4.24		-	-1.45**	0.10	0.16	0.42*	0.16	0.49*
3. Civil servant	5.69			-	-1.55**	1.61**	1.87**	1.61**	1.95**
4. Employee/paid worker	4.14				-	0.05	0.31	0.05	0.39*
5. Business owner/personal business	4.08					-	0.25	-0.00	0.33*
6. Househusband/housewife	3.82						-	-0.25	0.07
7. Retired	4.08							-	0.33*
8. Others	3.74								-

Note: *p < 0.05, ** p < 0.01

Table 4.69 revealed that Japanese senior tourists who were civil servants showed higher level of overall satisfaction toward tourism management in Chiang Rai Province than those who were businessperson/investor, manager/executives, employee/paid worker, business owner/personal business, househusband/housewife, retired, and other occupations. It was found that Japanese senior tourists who were manager/executives, employee/paid worker, business owner/personal business, and retired demonstrated higher level of overall satisfaction toward tourism management in Chiang Rai Province than those who had other occupations. It was also found that Japanese senior tourists who were manager/executives demonstrated higher level of overall satisfaction toward tourism management in Chiang Rai Province than those who were househusband/housewife.

Table 4.70 Differences of Satisfaction towards Tourism Management in Chiang Rai Province by Marital Status

Satisfaction towards	Marital Status	n	\bar{X}	S.D.	F	Sig.	
Tourism Management	Attractions	Single	91	4.10	0.72	8.619**	0.000
		Married/Living together	268	4.03	0.84		
		Widow/divorce/not living together	41	3.51	0.62		
	Accommodation	Single	91	4.42	0.68	6.922**	0.001
		Married/Living together	268	4.24	0.80		
		Widow/divorce/not living together	41	3.90	0.51		
	Accessibility	Single	91	4.06	0.55	6.262**	0.001
		Married/Living together	268	3.93	0.92		
		Widow/divorce/not living together	41	3.50	0.66		
	Amenities	Single	91	4.16	0.74	11.303**	0.000
		Married/Living together	268	3.93	0.98		
		Widow/divorce/not living together	41	3.36	0.59		
Activities	Single	91	4.55	0.81	8.601**	0.000	
	Married/Living together	268	4.16	0.93			
	Widow/divorce/not living together	41	4.00	0.37			
Safety & Security	Single	91	4.14	0.81	7.383**	0.000	
	Married/Living together	268	3.92	0.85			
	Widow/divorce/not living together	41	3.55	0.67			

Satisfaction towards Tourism Management	Marital Status	n	\bar{X}	S.D.	F	Sig.
Sanitation	living together					
	Single	91	4.36	0.94	13.181**	0.000
	Married/Living together	268	4.19	0.90		
	Widow/divorce/not living together	41	3.51	0.70		
Travel Services	living together					
	Single	91	4.25	0.75	5.284**	0.005
	Married/Living together	268	4.09	0.85		
	Widow/divorce/not living together	41	3.76	0.50		
Overall	living together					
	Single	91	4.25	0.67	10.126**	0.000
	Married/Living together	268	4.06	0.78		
	Widow/divorce/not living together	41	3.64	0.47		

Note: **p < 0.01

Table 4.70 indicated the results of differences of satisfaction toward tourism management in Chiang Rai province by marital status through the F-test statistics. It was found that Japanese senior tourists with different marital statuses showed different levels of satisfaction toward tourism management in Chiang Rai province at the statistical significance of the 0.01 level. Thus, pair comparisons were further carried out by the least significant difference method (LSD), which were written in Tables from 4.71 to 4.79.

Table 4.71 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Attraction by Marital Status

Marital Status	\bar{X}	1	2	3
1. Single	4.10	-	0.07	0.58**
2. Married/Living together	4.03		-	0.51**
3. Widow/divorce/ not living together	3.51			-

Note: **p < 0.01

Table 4.71 revealed that Japanese senior tourists who were single and who were married/living together showed higher level of overall satisfaction toward tourism management in Chiang Rai Province in terms of attraction than those who were widow/divorce/not living together.

Table 4.72 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accommodation by Marital Status

Marital Status	\bar{X}	1	2	3
1. Single	4.42	-	0.18*	0.52**
2. Married/Living together	4.24		-	0.33*
3. Widow/divorce/ not living together	3.90			-

Note: *p < 0.05, **p < 0.01

Table 4.72 revealed that Japanese senior tourists who were single and who were married/living together showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of accommodation than those who were widow/divorce/not living together. Also, it was found that Japanese senior tourists who were single illustrated higher level of overall satisfaction toward tourism

management in Chiang Rai Province in terms of accommodation than those who were married/living together.

Table 4.73 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accessibility by Marital Status

Marital Status	\bar{X}	1	2	3
1. Single	4.06	-	0.13	0.56**
2. Married/Living together	3.93		-	0.42**
3. Widow/divorce/ not living together	3.50			-

Note: **p < 0.01

Table 4.73 indicated that Japanese senior tourists who were single and who were married/living together showed higher level of satisfaction toward tourism management in Chiang Rai province in terms of accessibility than those who were widow/divorce/not living together.

Table 4.74 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Amenities by Marital Status

Marital Status	\bar{X}	1	2	3
1. Single	4.16	-	0.23*	0.80**
2. Married/Living together	3.93		-	0.56**
3. Widow/divorce/ not living together	3.36			-

Note: *p < 0.05, ** p < 0.01

Table 4.74 revealed that Japanese senior tourists who were single and who were married/living together showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of amenities than those who were

widow/divorce/not living together. It was also found that Japanese senior tourists who were single demonstrated higher level of overall satisfaction toward tourism management in Chiang Rai Province in terms of amenities than those who were married/living together.

Table 4.75 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Activities by Marital Status

Marital Status	\bar{X}	1	2	3
1. Single	4.55	-	0.38*	0.55**
2. Married/Living together	4.16		-	0.16
3. Widow/divorce/not living together	4.00			-

Note: *p < 0.05, ** p < 0.01

Table 4.75 indicated that Japanese senior tourists who were single illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of activities than those who were married/living together and who were widow/divorce/not living together.

Table 4.76 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Safety & Security by Marital Status

Marital Status	\bar{X}	1	2	3
1. Single	4.14	-	0.22*	0.59**
2. Married/Living together	3.92		-	0.36*
3. Widow/divorce/not living together	3.55			-

Note: *p < 0.05, ** p < 0.01

Table 4.76 indicated that Japanese senior tourists who were single and married/living together demonstrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of security & safety than those who were widow/divorce/not living together. Moreover, it was found that Japanese senior tourists who were single illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of security & safety than those who were married/living together.

Table 4.77 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Sanitation by Marital Status

Marital Status	\bar{X}	1	2	3
1. Single	4.36	-	0.17	0.84**
2. Married/Living together	4.19		-	0.67**
3. Widow/divorce/not living together	3.51			-

Note: **p < 0.01

Table 4.77 indicated that Japanese senior tourists who were single and married/living together illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of sanitation than those who were widow/divorce/not living together.

Table 4.78 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Travel Services by Marital Status

Marital Status	\bar{X}	1	2	3
1. Single	4.25	-	0.15	0.48**
2. Married/Living together	4.09		-	0.33*
3. Widow/divorce/not living together	3.76			-

Note: *p < 0.05, **p < 0.01

Table 4.78 revealed that Japanese senior tourists who were single and married/living together demonstrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of travel services than those who were widow/divorce/not living together.

Table 4.79 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Overall by Marital Status

Marital Status	\bar{X}	1	2	3
1. Single	4.25	-	0.19*	0.61**
2. Married/Living together	4.06		-	0.42**
3. Widow/divorce/not living together	3.64			-

Note: *p < 0.05, **p < 0.01

Table 4.79 indicated that Japanese senior tourists who were single and married/living together demonstrated higher level of overall satisfaction toward tourism management in Chiang Rai province than those who were widow/divorce/not living together. It was also found that Japanese senior tourists who were single illustrated higher level of overall satisfaction toward tourism management in Chiang Rai province than those who were married/living together.

Table 4.80 Differences of Satisfaction towards Tourism Management in Chiang Rai Province by Average Monthly Income

Satisfaction towards Tourism Management	Average Monthly Income	n	\bar{X}	S.D.	F	Sig.
Attractions	No income	32	4.31	0.99	4.655**	0.000
	Less than 200,000 JPY	111	3.85	0.71		
	200,000 - 299,999 JPY	92	3.98	0.66		
	300,000 – 399,999 JPY	75	3.80	1.00		
	400,000 – 499,999 JPY	14	4.00	0.35		
	More than 500,000 JPY	76	4.27	0.78		
Accommodation	No income	32	4.41	0.87	1.457	0.203
	Less than 200,000 JPY	111	4.17	0.51		
	200,000 - 299,999 JPY	92	4.19	0.69		
	300,000 – 399,999 JPY	75	4.30	0.91		
	400,000 – 499,999 JPY	14	3.93	1.44		
	More than 500,000 JPY	76	4.35	0.75		
Accessibility	No income	32	3.83	1.25	5.017**	0.000
	Less than 200,000 JPY	111	3.88	0.63		
	200,000 - 299,999 JPY	92	3.79	0.71		
	300,000 – 399,999 JPY	75	3.93	0.77		
	400,000 – 499,999 JPY	14	3.25	0.52		
	More than 500,000 JPY	76	4.25	1.02		
Amenities	No income	32	4.23	0.87	1.572	0.167
	Less than 200,000 JPY	111	3.97	0.64		
	200,000 - 299,999 JPY	92	3.92	0.97		
	300,000 – 399,999 JPY	75	3.75	1.13		
	400,000 – 499,999 JPY	14	3.64	1.11		
	More than 500,000 JPY	76	3.93	0.94		

Satisfaction						
towards	Average Monthly	n	\bar{X}	S.D.	F	Sig.
Tourism	Income					
Management						
Activities	No income	32	4.75	0.51	6.669**	0.000
	Less than 200,000 JPY	111	4.02	0.65		
	200,000 - 299,999 JPY	92	4.03	0.91		
	300,000 – 399,999 JPY	75	4.44	0.97		
	400,000 – 499,999 JPY	14	3.90	1.14		
	More than 500,000 JPY	76	4.40	0.93		
Safety & Security	No income	32	4.49	1.15	4.877**	0.000
	Less than 200,000 JPY	111	3.85	0.64		
	200,000 - 299,999 JPY	92	3.93	0.76		
	300,000 – 399,999 JPY	75	3.83	0.78		
	400,000 – 499,999 JPY	14	3.38	1.30		
	More than 500,000 JPY	76	4.01	0.86		
Sanitation	No income	32	4.88	0.99	7.903**	0.000
	Less than 200,000 JPY	111	4.13	0.64		
	200,000 - 299,999 JPY	92	4.06	0.74		
	300,000 – 399,999 JPY	75	3.88	1.10		
	400,000 – 499,999 JPY	14	4.90	1.14		
	More than 500,000 JPY	76	4.15	1.00		
Travel Services	No income	32	4.48	0.94	3.621**	0.003
	Less than 200,000 JPY	111	4.09	0.75		
	200,000 - 299,999 JPY	92	4.06	0.67		
	300,000 – 399,999 JPY	75	3.87	0.59		
	400,000 – 499,999 JPY	14	3.85	1.75		
	More than 500,000 JPY	76	4.25	0.83		
Overall	No income	32	4.42	0.92	2.818*	0.016
	Less than 200,000 JPY	111	4.00	0.51		
	200,000 - 299,999 JPY	92	4.00	0.69		

Satisfaction towards Tourism Management	Average Monthly Income	n	\bar{X}	S.D.	F	Sig.
	300,000 – 399,999 JPY	75	3.97	0.81		
	400,000 – 499,999 JPY	14	3.86	1.09		
	More than 500,000 JPY	76	4.20	0.83		

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.80 showed the results of comparing the differences of satisfaction toward tourism management in Chiang Rai province by average monthly income through the F-test statistics. It was found that Japanese senior tourists with different levels of average monthly income showed different levels of overall satisfaction toward tourism management in Chiang Rai province at the statistical significance of the 0.05 level.

It was found that Japanese senior tourists with different levels of average monthly income did not show any differences of satisfaction toward tourism management in terms of accommodation and amenities in Chiang Rai province. On the other hand, Japanese senior tourists with different levels of average monthly income demonstrated differences of satisfaction toward tourism management in terms of attraction, accessibility, activities, safety & security, sanitation, and travel services at the statistical significance of the 0.01 and 0.05 levels. Hence, pair comparisons were further carried out by the least significant difference method (LSD), which were written in Tables from 4.81 to 4.87.

Table 4.81 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Attraction by Average Monthly Income

Average Monthly Income	\bar{X}	1	2	3	4	5	6
1. No income	4.31	-	0.46*	0.33*	0.51**	0.31	0.04
2. Less than 200,000 JPY	3.85		-	-0.13	0.05	-0.15	-0.42**
3. 200,000 - 299,999 JPY	3.98			-	0.18	-0.02	-0.29*
4. 300,000 – 399,999 JPY	3.80				-	-0.20	-0.47**
5. 400,000 – 499,999 JPY	4.00					-	-0.27
6. More than 500,000 JPY	4.27						-

Note: *p < 0.05, **p < 0.01

Table 4.81 revealed that Japanese senior tourists with no income and average monthly income of more than 500,000 Japanese yen demonstrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of attraction than those with average monthly income of less than 200,000 Japanese yen, average monthly income of 200,000-299,999 Japanese yen, and average monthly income of 300,000-399,999 Japanese yen.

Table 4.82 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accessibility by Average Monthly Income

Average Monthly Income	\bar{X}	1	2	3	4	5	6
1. No income	3.83	-	-0.05	0.03	-0.10	0.57**	-0.42*
2. Less than 200,000 JPY	3.88		-	0.08	-0.05	0.62**	-0.37*
3. 200,000 - 299,999 JPY	3.79			-	-0.14	0.54**	-0.46*
4. 300,000 – 399,999 JPY	3.93				-	0.68**	-0.31*
5. 400,000 – 499,999 JPY	3.25					-	-1.00*
6. More than 500,000 JPY	4.25						-

Note: *p < 0.05, ** p < 0.01

Table 4.82 indicated that Japanese senior tourists with average monthly income of more than 500,000 Japanese yen illustrated higher level of satisfaction toward tourism management in terms of accessibility than those with the average monthly income of no income, average monthly income of less than 200,000 Japanese yen, average monthly income of 200,000-299,999 Japanese yen, average monthly income of 300,000-399,999 Japanese yen, and average monthly income of 400,000-499,999 Japanese yen. It was also found that Japanese senior tourists with no income, average monthly income of less than 200,000 Japanese yen, average monthly income of 200,000-299,999 Japanese yen, and average monthly income of 300,000-399,999 Japanese yen demonstrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of accessibility than those with average monthly income of 400,000-499,999 Japanese yen.

Table 4.83 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Activities by Average Monthly Income

Average Monthly Income	\bar{X}	1	2	3	4	5	6
1. No income	4.75	-	0.72*	0.71*	0.31	0.85**	0.35
2. Less than 200,000 JPY	4.02		-	-0.01	-0.41**	0.12	-0.37*
3. 200,000 - 299,999 JPY	4.03			-	-0.40**	0.13	-0.36*
4. 300,000 – 399,999 JPY	4.44				-	0.53**	0.03
5. 400,000 – 499,999 JPY	3.90					-	-0.50**
6. More than 500,000 JPY	4.40						-

Note: *p < 0.05, ** p < 0.01

Table 4.83 revealed that Japanese senior tourists with no income, average monthly income of 300,000-399,999 Japanese yen, and average monthly income of more than 500,000 Japanese yen showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of activities than those with average monthly income of less than 200,000 Japanese yen, average monthly income of 200,000-299,999 Japanese yen, and average monthly income of 400,000 Japanese yen.

Table 4.84 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Safety & Security by Average Monthly Income

Average Monthly Income	\bar{X}	1	2	3	4	5	6
1. No income	4.49	-	0.63**	0.55**	0.65**	1.11**	0.47**
2. Less than 200,000 JPY	3.85		-	-0.08	0.01	0.47*	-0.16
3. 200,000 - 299,999 JPY	3.93			-	0.09	0.55**	-0.08
4. 300,000 – 399,999 JPY	3.83				-	0.45	-0.17
5. 400,000 – 499,999 JPY	3.38					-	-0.63**
6. More than 500,000 JPY	4.01						-

Note: *p < 0.05, ** p < 0.01

Table 4.84 indicated that Japanese senior tourists with no income illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of safety & security than those with average monthly income of less than 200,000 Japanese yen, average monthly income of 200,000-299,999 Japanese yen, average monthly income of 300,000-399,999 Japanese yen, average monthly income of 400,000-499,999 Japanese yen, and average monthly income of more than 500,000 Japanese yen. It was also found that Japanese senior tourists with average monthly income of less than 200,000 Japanese yen, average monthly income of 200,000-299,999 Japanese yen, and average monthly income of more than 500,000 Japanese yen illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of safety & security than those with average monthly income of 400,000-499,999 Japanese yen.

Table 4.85 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Sanitation by Average Monthly Income

Average Monthly Income	\bar{X}	1	2	3	4	5	6
1. No income	4.88	-	0.74**	0.81**	0.99**	-0.02	0.72**
2. Less than 200,000 JPY	4.13		-	0.07	0.24	-0.76**	-0.01
3. 200,000 - 299,999 JPY	4.06			-	0.17	-0.83**	-0.08
4. 300,000 – 399,999 JPY	3.88				-	-1.02**	-0.26
5. 400,000 – 499,999 JPY	4.90					-	0.75**
6. More than 500,000 JPY	4.15						-

Note: **p < 0.01

Table 4.85 revealed that Japanese senior tourists with no income and with average monthly income of 400,000-499,999 Japanese yen demonstrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of sanitation than those with average monthly income of less than 200,000 Japanese yen, average monthly income of 200,000-299,999 Japanese yen, average monthly income of 300,000-399,999 Japanese yen, and average monthly income of more than 500,000 Japanese yen.

Table 4.86 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Travel Services by Average Monthly Income

Average Monthly Income	\bar{X}	1	2	3	4	5	6
1. No income	4.48	-	0.39*	0.41**	0.61**	0.63**	0.23
2. Less than 200,000 JPY	4.09		-	0.02	0.22	0.23	-0.15
3. 200,000 - 299,999 JPY	4.06			-	0.19	0.21	-0.18
4. 300,000 – 399,999 JPY	3.87				-	0.02	-0.37*
5. 400,000 – 499,999 JPY	3.85					-	-0.39
6. More than 500,000 JPY	4.25						-

Note: *p < 0.05, **p < 0.01

Table 4.86 revealed that Japanese senior tourists with no income illustrated higher level of satisfaction toward tourism management in Chiang Rai province in terms of travel services than those with average monthly income of less than 200,000 Japanese yen, average monthly income of 200,000-299,999 Japanese yen, average monthly income of 300,000-399,999 Japanese yen, and average monthly income of 400,000-499,999 Japanese yen. In addition, it was found that Japanese senior tourists with average monthly income of more than 500,000 Japanese yen showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of travel services than those with average monthly income of 300,000-399,999 Japanese yen.

Table 4.87 Pair Comparisons of Overall Satisfaction towards Tourism Management in Chiang Rai Province by Average Monthly Income

Average Monthly Income	\bar{X}	1	2	3	4	5	6
1. No income	4.42	-	0.42**	0.42**	0.44**	0.56**	0.22
2. Less than 200,000 JPY	4.00		-	-0.00	0.02	0.13	-0.20
3. 200,000 - 299,999 JPY	4.00			-	0.02	0.14	-0.20
4. 300,000 – 399,999 JPY	3.97				-	0.11	-0.22
5. 400,000 – 499,999 JPY	3.86					-	-0.34
6. More than 500,000 JPY	4.20						-

Note: **p < 0.01

Table 4.87 revealed that Japanese senior tourists with no income showed higher level of overall satisfaction toward tourism management in Chiang Rai Province than those with average monthly income of less than 200,000 Japanese yen, average monthly income of 200,000-299,999 Japanese yen, average monthly income of 300,000-399,999 Japanese yen, and average monthly income of 400,000-499,999 Japanese yen.

Table 4.88 Differences of Satisfaction towards Tourism Management in Chiang Rai Province by Meeting/Consulting the Physicians

Satisfaction towards Tourism Management	Meeting/Consulting the Physicians	n	\bar{X}	S.D.	F	Sig.
Attractions	Never	159	4.09	0.94	3.080*	0.016
	1-3 times/year	124	3.85	0.71		
	4-6 times/year	66	3.85	0.59		
	Every month	22	4.29	0.75		
	As scheduled	29	4.14	0.78		
Accommodation	Never	159	4.33	0.87	7.233**	0.000
	1-3 times/year	124	4.20	0.62		

Satisfaction towards Tourism Management	Meeting/Consulting the Physicians	n	\bar{X}	S.D.	F	Sig.
Accessibility	4-6 times/year	66	3.93	0.62	18.799**	0.000
	Every month	22	4.18	0.82		
	As scheduled	29	4.76	0.56		
	Never	159	4.24	0.81		
	1-3 times/year	124	3.54	0.75		
Amenities	4-6 times/year	66	3.61	0.54	4.039**	0.003
	Every month	22	4.03	0.86		
	As scheduled	29	4.30	0.99		
	Never	159	3.90	1.15		
	1-3 times/year	124	3.93	0.74		
Activities	4-6 times/year	66	3.73	0.54	7.150**	0.000
	Every month	22	3.77	0.72		
	As scheduled	29	4.52	0.78		
	Never	159	4.26	1.08		
	1-3 times/year	124	4.33	0.55		
Safety & Security	4-6 times/year	66	3.82	0.66	6.453**	0.000
	Every month	22	4.02	0.85		
	As scheduled	29	4.72	0.84		
	Never	159	4.11	0.88		
	1-3 times/year	124	3.81	0.74		
Sanitation	4-6 times/year	66	3.58	0.70	5.357**	0.000
	Every month	22	3.98	0.92		
	As scheduled	29	4.19	0.84		
	Never	159	4.11	1.03		
	1-3 times/year	124	4.17	0.77		
Travel Services	4-6 times/year	66	3.96	0.64	10.527**	0.000
	Every month	22	4.08	0.87		
	As scheduled	29	4.86	1.16		
	Never	159	4.21	0.81		
	1-3 times/year	124	3.96	0.67		
	4-6 times/year	66	3.80	0.75		

Satisfaction towards Tourism Management	Meeting/Consulting the Physicians	n	\bar{X}	S.D.	F	Sig.
	Every month	22	3.96	0.83		
	As scheduled	29	4.80	0.94		
Overall	Never	159	4.16	0.86	6.611**	0.000
	1-3 times/year	124	3.98	0.60		
	4-6 times/year	66	3.78	0.51		
	Every month	22	4.04	0.82		
	As scheduled	29	4.54	0.80		

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.88 showed the results of comparing the differences of satisfaction toward tourism management in Chiang Rai Province by meeting/consulting the physicians (health status) through the F-test statistics. It was found that Japanese senior tourists with different meeting/consulting the physicians demonstrated different levels of satisfaction toward tourism management in Chiang Rai Province in an overall and individual manner at the statistical significance of the 0.01 and 0.05 level. Hence, pair comparisons were further performed by the least significant difference (LSD) method by meeting/consulting the physicians. The results of pair comparisons were illustrated in Tables from 4.89-4.97.

Table 4.89 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Attraction by Meeting/Consulting the Physicians

Meeting/Consulting the Physicians	\bar{X}	1	2	3	4	5
1. Never	4.09	-	0.23*	0.24*	-0.19	-0.04
2. 1-3 times/year	3.85		-	0.00	-0.43*	-0.28
3. 4-6 times/year	3.85			-	0.43*	0.14
4. Every month	4.29				-	0.14
5. As scheduled	4.14					-

Note: *p < 0.05

Table 4.89 indicated that Japanese senior tourists who had never met/consulted the physicians for the past few years and who had met/consulted the physicians every month demonstrated higher level of satisfaction toward tourism management in terms of attraction than those who had met/consulted the physicians about 1-3 times/year and who had met/consulted the physicians about 4-6 times/year.

Table 4.90 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accommodation by Meeting/Consulting the Physicians

Meeting/Consulting the Physicians	\bar{X}	1	2	3	4	5
1. Never	4.33	-	0.12	0.39*	0.14	-0.43*
2. 1 - 3 times/year	4.20		-	0.27*	0.01	-0.55**
3. 4 - 6 times/year	3.93			-	-0.25	-0.83**
4. Every month	4.18				-	-0.57**
5. As scheduled	4.76					-

Note: *p < 0.05, **p < 0.01

Table 4.90 indicated that Japanese senior tourists who had met/consulted the physicians as scheduled illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of accommodation than those who had never met/consulted the physicians for the past few years, who had met/consulted the physicians about 1-3 times/year, who had met/consulted the physicians about 4-6 times/year, and who had met/consulted the physicians every month. In addition, Japanese senior tourists who had never met/consulted the physicians for the past few years and who had met/consulted the physicians about 1-3 times/year illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of accommodation than those who had met/consulted the physicians about 4-6 times/year.

Table 4.91 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accessibility by Meeting/Consulting the Physicians

Meeting/Consulting the Physicians	\bar{X}	1	2	3	4	5
1. Never	4.24	-	0.69**	0.63**	0.20	-0.06
2. 1 - 3 times/year	3.54		-	-0.06	-0.48*	-0.75**
3. 4 - 6 times/year	3.61			-	-0.42*	-0.69**
4. Every month	4.03				-	-0.26
5. As scheduled	4.30					-

Note: *p < 0.05, **p < 0.01

Table 4.91 revealed that Japanese senior tourists who had never met/consulted the physicians for the past few years, who had met/consulted the physicians every month, and who had met/consulted the physicians as scheduled illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of accessibility than those who had met/consulted the physicians about 1-3 times/year and who had met/consulted the physicians about 4-6 times/year.

Table 4.92 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Amenities by Meeting/Consulting the Physicians

Meeting/Consulting the Physicians	\bar{X}	1	2	3	4	5
1. Never	3.90	-	-0.02	0.17	0.13	-0.61**
2. 1-3 times/year	3.93		-	0.19	0.15	-0.58**
3. 4-6 times/year	3.73			-	-0.04	-0.78**
4. Every month	3.77				-	-0.74**
5. As scheduled	4.52					-

Note: **p < 0.01

Table 4.92 indicated that Japanese senior tourists who had met/consulted the physicians as scheduled illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of amenities than those who had never met/consulted the physicians, who had met/consulted the physicians about 1-3 times/year, who had met/consulted the physicians about 4-6 times/year, and who had met/consulted the physicians every month.

Table 4.93 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Activities by Meeting/Consulting the Physicians

Meeting/Consulting the Physicians	\bar{X}	1	2	3	4	5
1. Never	4.26	-	-0.07	0.43*	0.23	-0.46*
2. 1-3 times/year	4.33		-	0.51**	0.31	-0.39*
3. 4-6 times/year	3.82			-	-0.20	-0.90**
4. Every month	4.02				-	-0.70**
5. As scheduled	4.72					-

Note: *p < 0.05, **p < 0.01

Table 4.93 revealed that Japanese senior tourists who had met/consulted the physicians as scheduled showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of activities than those who had never met/consulted the physicians for the past few years, who had met/consulted the physicians about 1-3 times/year, who had met/consulted the physicians about 4-6 times/year, and who had met/consulted the physicians every month. Moreover, it was found that Japanese senior tourists who had never met/consulted the physicians for the past few years and who had met/consulted the physicians about 1-3 times/year demonstrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of activities than those who had met/consulted the physicians about 4-6 times/year.

Table 4.94 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Safety & Security by Meeting/Consulting the Physicians

Meeting/Consulting the Physicians	\bar{X}	1	2	3	4	5
1. Never	4.11	-	0.29*	0.53*	0.12	-0.08
2. 1-3 times/year	3.81		-	0.23	-0.16	-0.37*
3. 4-6 times/year	3.58			-	-0.40*	-0.61**
4. Every month	3.98				-	-0.20
5. As scheduled	4.19					-

Note: *p < 0.05, **p < 0.01

Table 4.94 indicated that Japanese senior tourists who had never met/consulted the physicians and who had met/consulted the physicians as scheduled illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of safety & security than those who had met/consulted the physicians about 1-3 times/year and who had met/consulted the physicians about 4-6 times/year. In addition, who had met/consulted the physicians every month illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of safety & security than those who had met/consulted the physicians about 4-6 times/year.

Table 4.95 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Sanitation by Meeting/Consulting the Physicians

Meeting/Consulting the Physicians	\bar{X}	1	2	3	4	5
1. Never	4.11	-	-0.06	0.14	0.02	-0.75**
2. 1-3 times/year	4.17		-	0.21	0.09	-0.68**
3. 4-6 times/year	3.96			-	-0.11	-0.89**
4. Every month	4.08				-	-0.77**
5. As scheduled	4.86					-

Note: **p < 0.01

Table 4.95 indicated that Japanese senior tourists who had met/consulted the physicians as scheduled showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of sanitation than those who had never met/consulted the physicians for the past few years, who had met/consulted the physicians about 1-3 times/year, who had met/consulted the physicians about 4-6 times/year, and who had met/consulted the physicians every month.

Table 4.96 Pair Comparisons of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Travel Services by Meeting/Consulting the Physicians

Meeting/Consulting the Physicians	\bar{X}	1	2	3	4	5
1. Never	4.21	-	0.25*	0.41*	0.24	-0.58**
2. 1-3 times/year	3.96		-	0.16	-0.00	-0.83**
3. 4-6 times/year	3.80			-	-0.16	-1.00**
4. Every month	3.96				-	-0.83**
5. As scheduled	4.80					-

Note: *p < 0.05, **p < 0.01

Table 4.96 revealed that Japanese senior tourists who had met/consulted the physicians as scheduled illustrated higher level of satisfaction toward tourism management in Chiang Rai Province in terms of travel services than those who had never met/consulted the physicians for the past few years, who had met/consulted the physicians about 1-3 times/year, who had met/consulted the physicians about 4-6 times/year, and who had met/consulted the physicians every month. Furthermore, it was found that Japanese senior tourists who had never met/consulted the physicians for the past few years showed higher level of satisfaction toward tourism management in Chiang Rai Province in terms of travel services than those who had met/consulted the physicians about 1-3 times/year and who had met/consulted the physicians about 4-6 times/year.

Table 4.97 Pair Comparisons of Overall Satisfaction towards Tourism Management in Chiang Rai Province by Meeting/Consulting the Physicians

Meeting/Consulting the Physicians	\bar{X}	1	2	3	4	5
1. Never	4.16	-	0.18*	0.37*	0.11	-0.38*
2. 1-3 times/year	3.98		-	0.19	-0.06	-0.56**
3. 4-6 times/year	3.78			-	-0.25	-0.75**
4. Every month	4.04				-	-0.49**
5. As scheduled	4.54					-

Note: * $p < 0.05$, ** $p < 0.01$

Table 4.97 revealed that Japanese senior tourists who had met/consulted the physicians as scheduled demonstrated higher level of overall satisfaction toward tourism management in Chiang Rai Province than those who had never met/consulted the physicians for the past few years, who had met/consulted the physicians about 1-3 times/year, who had met/consulted the physicians about 4-6 times/year, and who had met/consulted the physicians every month. In addition, it was found that Japanese senior tourists who had never met/consulted the physicians for the past few years

illustrated higher level of overall satisfaction toward tourism management in Chiang Rai Province than those who had met/consulted the physicians about 1-3 times/year and who had met/consulted the physicians about 4-6 times/year.

Hypothesis 7: Japanese senior tourists with different psychographics which included activities, interests, and opinions showed different levels of satisfaction towards tourism management in Chiang Rai province.

The relationships between psychological factors and satisfaction toward tourism management in Chiang Rai province were tested by the multiple linear regression analysis with the Enter method. The psychological factors were informative diversity, intellectual socialization, energetic planning and quality focus. Satisfaction toward tourism management in Chiang Rai Province was measured in attraction, accommodation, accessibility, amenities, activities, safety & security, sanitation, and travel services. Before the multiple regression analysis was performed, it was required to test whether the data agreed with the five assumptions of the linear regression model.

Assumption 1: The average value of error term was equal to zero (0). The hypothesis of this assumption was written as the following.

H_0 : Average value of residuals = 0

H_1 : Average value of residuals \neq 0

The values of the t statistic and Sig. were 0.000 and 1.000. The results could be implied that those values of 9 dependent variables were greater than the values of the statistical significance of the 0.05 level. Thus, H_0 was accepted, and the average value of the residuals was equal to zero, which satisfied the assumption of the multiple regression model. Those results were illustrated in Table 4.98.

Table 4.98 Results of the Average Values of the Residuals

Dependent Variable	Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
Attractions	0.000	399	1.000	0.00000000	-0.0700304	0.0700304	
Accommodation	0.000	399	1.000	0.00000000	-0.0647261	0.0647261	
Accessibility	0.000	399	1.000	0.00000000	-0.0693226	0.0693226	
Amenities	0.000	399	1.000	0.00000000	-0.0771630	0.0771630	
Activities	0.000	399	1.000	0.00000000	-0.0767557	0.0767557	
Safety & Security	0.000	399	1.000	0.00000000	-0.0878964	0.0878964	
Sanitation	0.000	399	1.000	0.00000000	-0.0801844	0.0801844	
Travel Services	0.000	399	1.000	0.00000000	-0.1040695	0.1040695	
Overall	0.000	399	1.000	0.00000000	-0.0615686	0.0615686	

Assumption 2: The residuals were normally distributed. The hypothesis of this assumption was written as the following.

H₀: The residuals were normally distributed.

H₁: The residuals were not normally distributed.

The values of the Kolmogorov-Smirnov Test of 9 dependent variables ranged between 0.108 and 0.236. Meanwhile, the Sig. value was between 0.067 and 0.124 which were higher than the statistical significance of the 0.05 level. Thus, H₀ was accepted, meaning that the residuals were normally distributed. The results did not violate the assumption of the multiple regression model, which was shown in Table 4.99.

Table 4.99 Results of Normality of Data

Dependent Variable		Kolmogorov-Smirnov Test	
		Statistic	Sig.
Attractions	Unstandardized Residual	0.221	0.105
Accommodation	Unstandardized Residual	0.108	0.068
Accessibility	Unstandardized Residual	0.114	0.067
Amenities	Unstandardized Residual	0.236	0.101
Activities	Unstandardized Residual	0.127	0.090
Safety & Security	Unstandardized Residual	0.138	0.081
Sanitation	Unstandardized Residual	0.235	0.124
Travel Services	Unstandardized Residual	0.146	0.098
Overall	Unstandardized Residual	0.130	0.071

In addition to the Kolmogorov-Smirnov Test, the normality of data was also tested by the P-P plot. The results indicated the line of each variable was linearly straight. Thus, the normality existed among the data of each variable.

Assumption 3: the variance of the errors was constant. It was also known as homoscedasticity.

When the variance of the errors was plotted into the graph, the graph was constant or portrayed the homoscedasticity. The regression standardized residuals were scattered with regression standardized predicted value. It was found that the scatter was symmetrical (above-below the linear) of the linear from 0 to the scatter with the plus 3 (+3), which met the assumption of the multiple regression. The results were illustrated in Figures from 4.4 to 4.12.

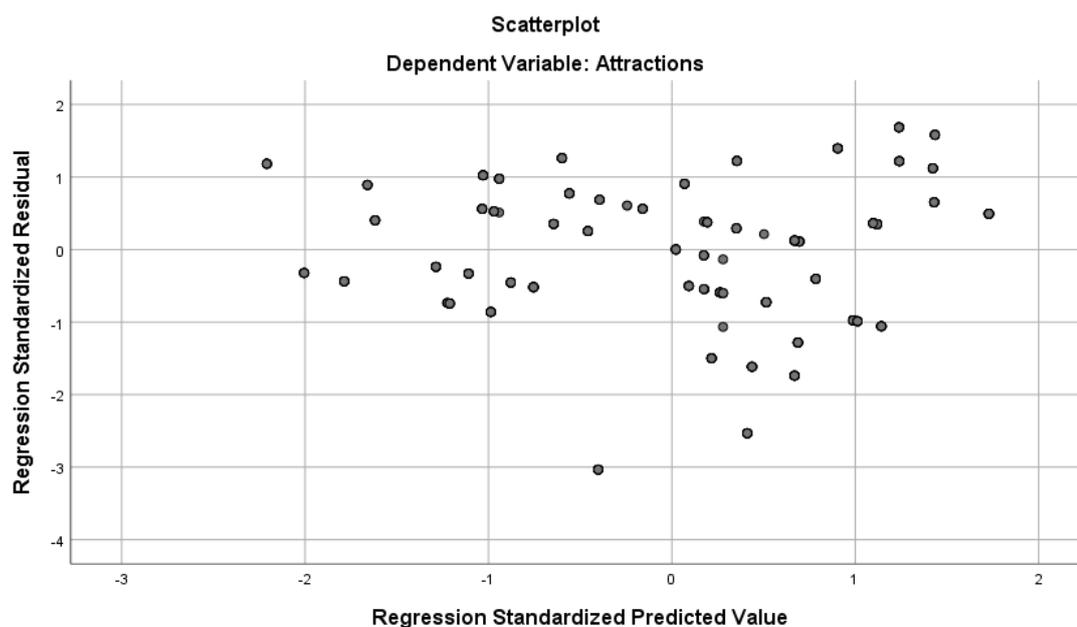


Figure 4.4 Results of Testing towards Tourism Management in Chiang Rai Province in terms of Attraction

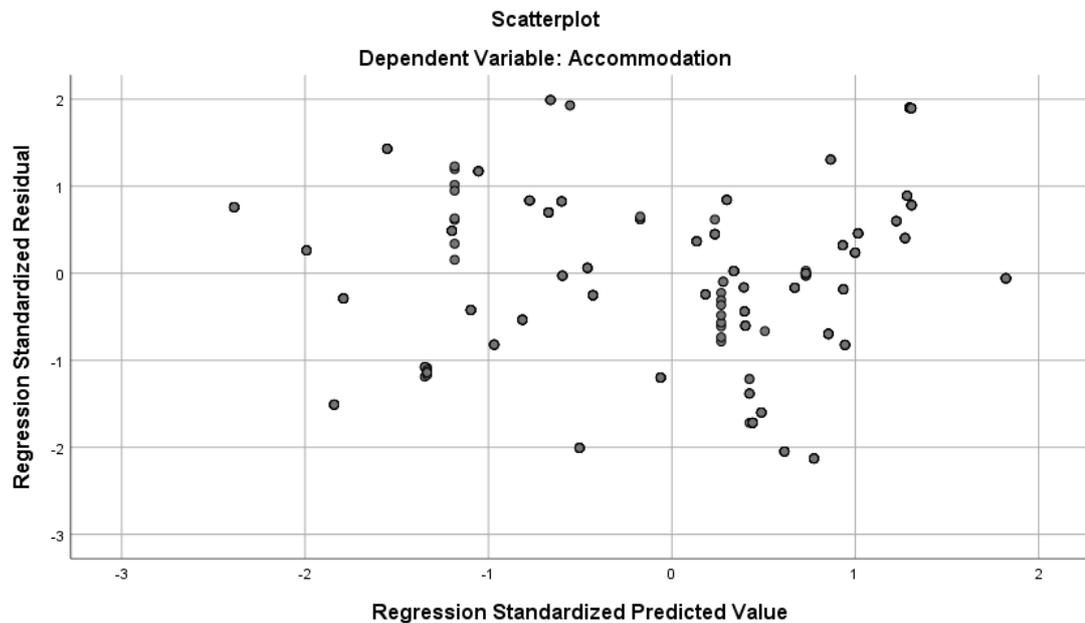


Figure 4.5 Results of Testing Homoscedasticity of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accommodation

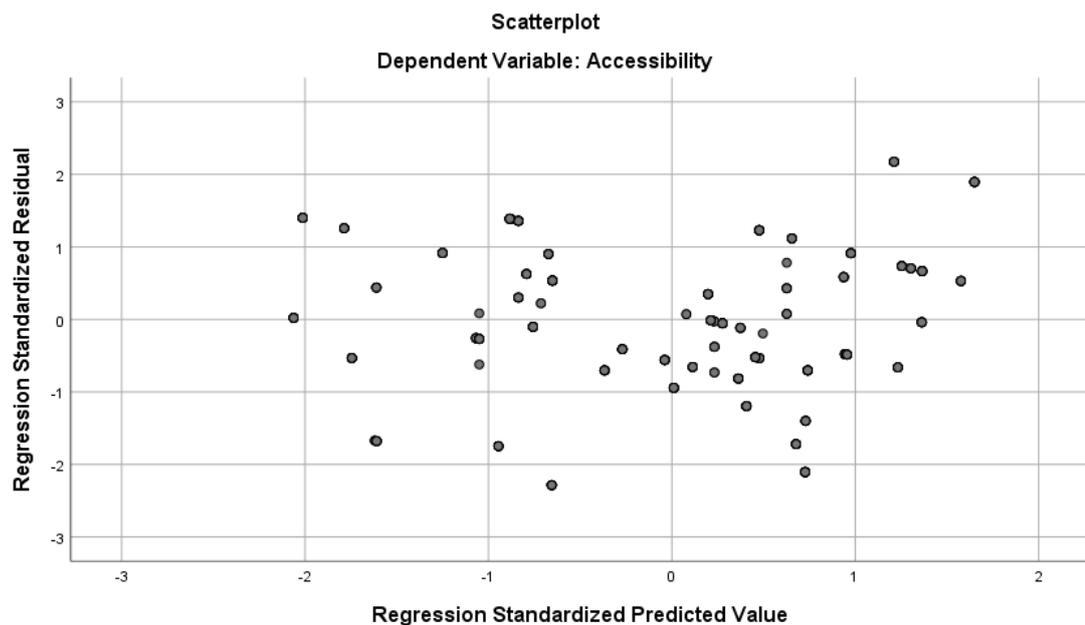


Figure 4.6 Results of Testing Homoscedasticity of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accessibility

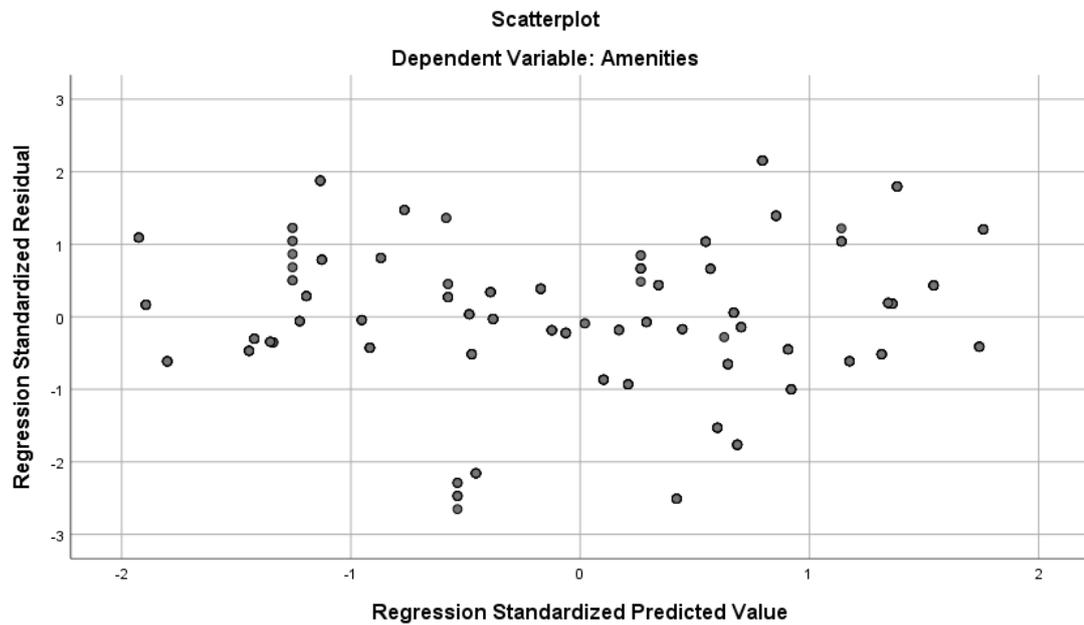


Figure 4.7 Results of Testing Homoscedasticity of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Amenities

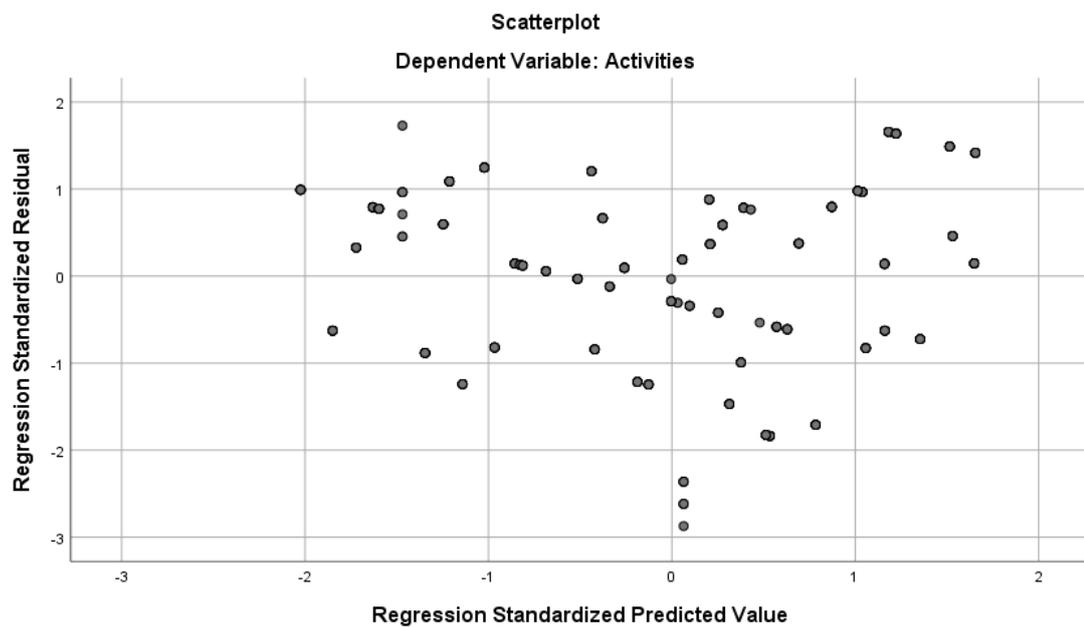


Figure 4.8 Results of Testing Homoscedasticity of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Activities

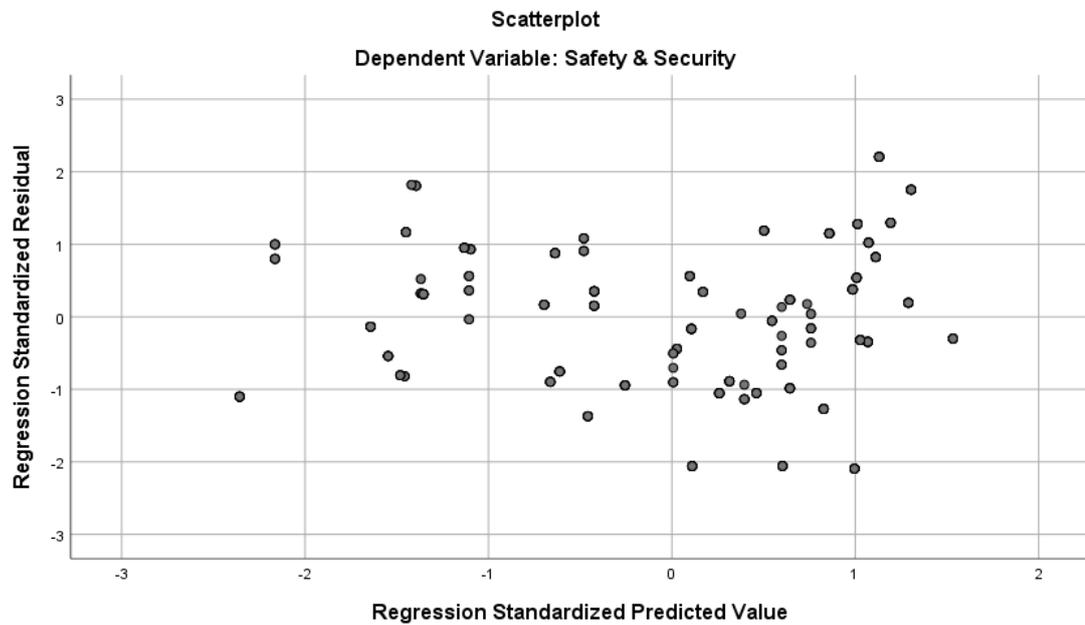


Figure 4.9 Results of Testing Homoscedasticity of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Safety and Security

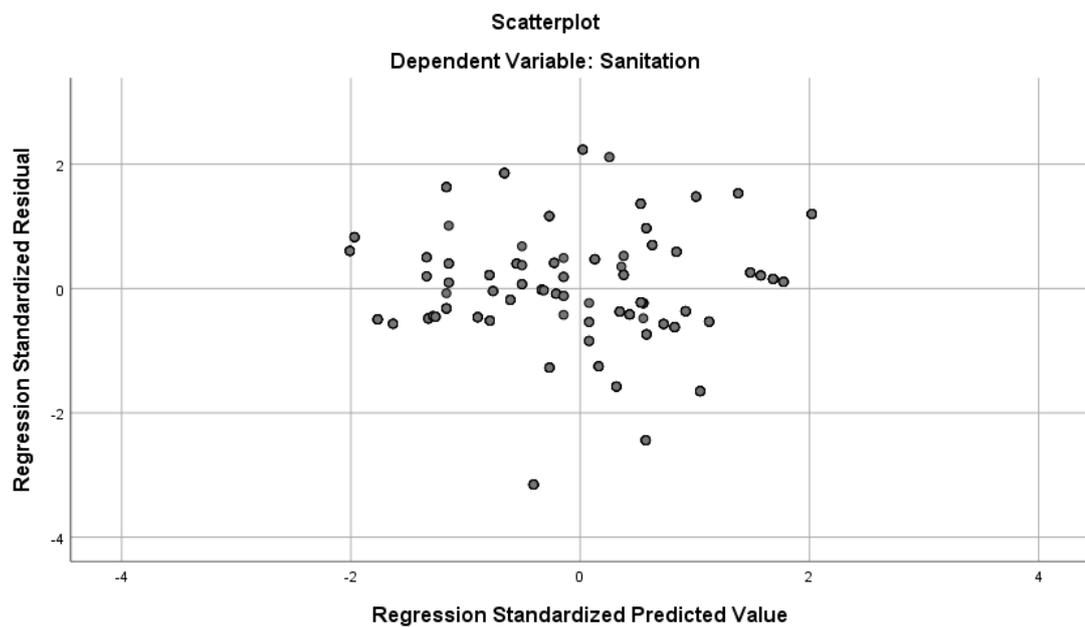


Figure 4.10 Results of Testing Homoscedasticity of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Sanitation

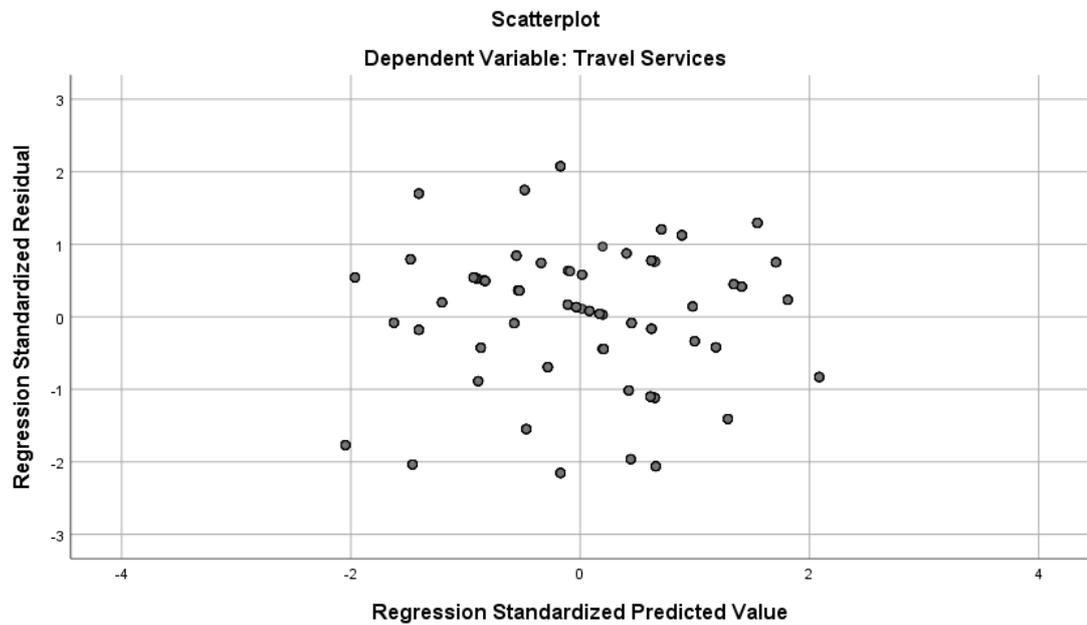


Figure 4.11 Results of Testing Homoscedasticity of Satisfaction towards Tourism Management in Chiang Rai Province in terms of Travel Services

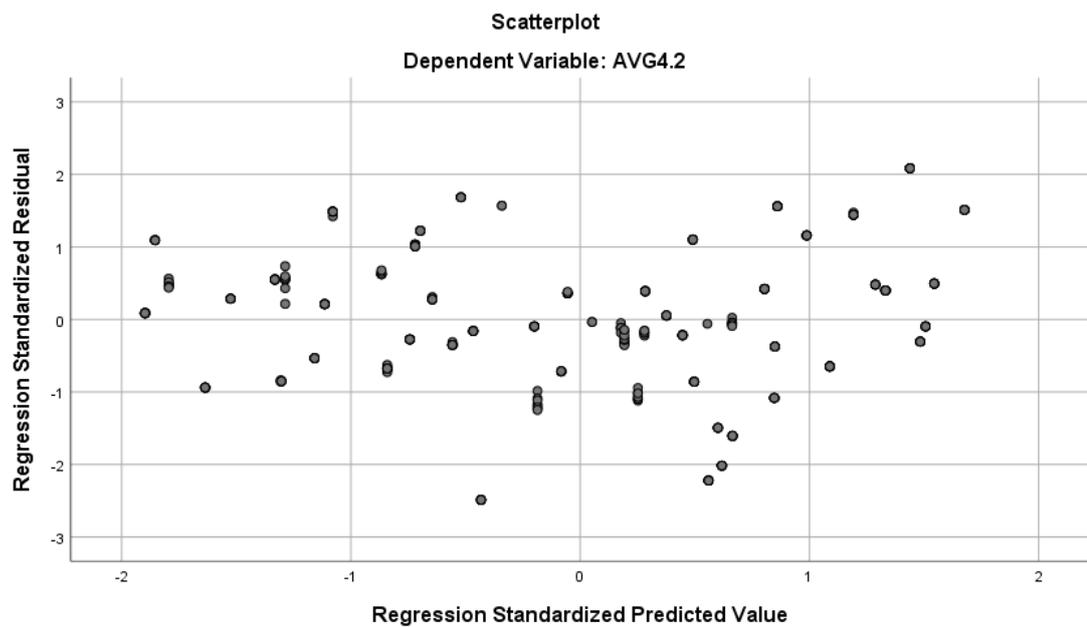


Figure 4.12 Results of Testing Homoscedasticity of Overall Satisfaction towards Tourism Management in Chiang Rai Province

Assumption 4: Independent variables should not be correlated with each other, which was known as multicollinearity. Pearson's correlation coefficient was adopted to test the correlations between the pairs of the independent variables. If the value of correlation coefficient is greater than .85 (Munro, 1997), that pair of variables is highly correlated. The results of testing multicollinearity indicated that the values of correlation coefficient ranged between 0.277 and 0.405, which were not greater than .85. Thus, multicollinearity did not exist. In addition to Pearson's correlation coefficient, the multicollinearity could be assessed by tolerance and VIF. The value of tolerance must not be close to zero, and the value of VIF must be less than 10 (Hair et al., 2009), which were illustrated in Tables from 4.100 to 4.101.

Table 4.100 Results of Analyzing the Correlation Coefficients between Psychological Factors and Satisfaction towards Tourism Management in Chiang Rai Province

Variables	1	2	3	4
1. Informative Diversity	1.000	0.405	0.286	0.277
2. Intellectual Socialization		1.000	0.299	0.298
3. Energetic Planning			1.000	0.323
4. Quality Focus				1.000

It was found that the value of tolerance was not close to zero (0) and the value of VIF was between 1.197 and 1.286 according to the results of collinearity testing. Therefore, multicollinearity did not exist, implying that the independent variables were not correlated with each other. The results were shown as in Table 4.101.

Table 4.101 Results of Tolerance and VIF of Each Variable

Variables	Tolerance	VIF
Informative Diversity	0.791	1.264
Intellectual Socialization	0.778	1.286
Energetic Planning	0.831	1.203
Quality Focus	0.835	1.197

Assumption 5: the error terms must not be correlated, which was known as autocorrelation. The hypothesis of this assumption was written as the following.

H₀: The error terms were normally distributed.

H₁: The error terms were not normally distributed.

The results of testing the hypothesis of 9 dependent variables by Durbin-Watson revealed that the error terms ranged between 1.613 and 1.989. This meant that autocorrelation did not exist because the value was close to two (2) or ranged between 1.5 and 2.5, which was illustrated in Table 4.102.

Table 4.102 Results of Testing Autocorrelation

Dependent Variable	Durbin-Watson
Attractions	1.764
Accommodation	1.988
Accessibility	1.857
Amenities	1.973
Activities	1.965
Safety & Security	1.613
Sanitation	1.987
Travel Services	1.989
Overall	1.731

In conclusion, the data did not violate the five assumptions of linear regression model, which could be used to predict the relationships between psychological factor and satisfaction toward tourism management in Chiang Rai province. The psychological factors which served as the predictors of psychological factor included attraction, accommodation, accessibility, amenities, activities, safety & security, and travel services.

Table 4.103 Results of Analyzing Multiple Regression Equation of Psychological Factor Influencing Satisfaction towards tourism Management in Chiang Rai Province in terms of Attraction

Variables	R² = 0.221, Adjusted R² = 0.213, SEE = 0.716, F = 27.956**				
	b	SE	β	t	Sig.
(Constant)	1.406	0.259		5.420**	0.000
Informative Diversity	0.052	0.043	0.060	1.194	0.233
Intellectual Socialization	0.157	0.043	0.183	3.637**	0.000
Energetic Planning	0.193	0.044	0.213	4.368**	0.000
Quality Focus	0.228	0.054	0.204	4.204**	0.000

Note: ** p < 0.01

Based on the results shown in Table 4.103, informative diversity, intellectual socialization, energetic planning, and quality focus which were the variables of psychological factor could predict satisfaction toward tourism management in Chiang Rai Province in terms of attraction at the statistical significance of the 0.01 level (F = 27.956). These predictive variables could explain the variance of satisfaction toward tourism management in Chiang Rai Province in terms of attraction by 21.3 percent (Adjusted R² = 0.213) with the standard error of estimate of 0.716 (SEE). This could be implied that the regression equation has less errors.

The results indicated that intellectual socialization ($\beta = 0.183^{**}$, p < 0.01), energetic planning ($\beta = 0.213^{**}$, p < 0.01), and quality focus ($\beta = 0.204^{**}$, p <

0.01) were three variables of psychological factor that could predict satisfaction toward tourism management in Chiang Rai Province in terms of attraction at the statistical significance. However, information diversity could not influence satisfaction toward tourism management in Chiang Rai Province in terms of attraction at the statistical significance.

Table 4.104 Results of Analyzing Multiple Regression Equation of Psychological Factor Influencing Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accommodation

Variables	R² = 0.252, Adjusted R² = 0.244, SEE = 0.662, F = 33.240**				
	b	SE	β	t	Sig.
(Constant)	1.733	0.240		7.226**	0.000
Informative Diversity	0.048	0.040	0.059	1.210	0.227
Intellectual Socialization	0.189	0.040	0.234	4.738**	0.000
Energetic Planning	0.215	0.041	0.252	5.273**	0.000
Quality Focus	0.163	0.050	0.154	3.239**	0.001

Note: ** p < 0.01

Informative diversity, intellectual socialization, energetic planning, and quality focus were the predictive variables of psychological factor that could predict satisfaction toward tourism management in Chiang Rai Province in terms of accommodation at the statistical significance of the 0.01 level (F = 33.240) according to the results in Table 4.104. These predictive variables could explain the variance of satisfaction toward tourism management in Chiang Rai province in terms of accommodation by 24.4 percent (Adjusted R² = 0.244) with the standard error of estimate of 0.662 (SEE). This meant that the regression equation had less errors.

The results revealed that intellectual socialization ($\beta = 0.234^{**}$, p < 0.01) and energetic planning ($\beta = 0.252^{**}$, p < 0.01), and quality focus ($\beta = 0.154^{**}$, p < 0.01) were the predictors of psychological factor that influenced satisfaction toward

tourism management in Chiang Rai Province in terms of accommodation at the statistical significance. On the other hand, informative diversity could not predict satisfaction toward tourism management in Chiang Rai Province in terms of accommodation at the statistical significance.

Table 4.105 Results of Analyzing Multiple Regression Equation of Psychological Factor Influencing Satisfaction towards Tourism Management in Chiang Rai Province in terms of Accessibility

Variables	$R^2 = 0.290$, Adjusted $R^2 = 0.283$, SEE = 0.709, $F = 40.282^{**}$				
	b	SE	β	t	Sig.
(Constant)	1.007	0.257		3.923**	0.000
Informative Diversity	0.042	0.043	0.047	0.980	0.328
Intellectual Socialization	0.125	0.043	0.141	2.925**	0.004
Energetic Planning	0.329	0.044	0.350	7.532**	0.000
Quality Focus	0.222	0.054	0.191	4.126**	0.000

Note: ** $p < 0.01$

Informative diversity, intellectual socialization, energetic planning, and quality focus of psychological factor could predict satisfaction toward tourism management in Chiang Rai in terms of accessibility at the statistical significance of the 0.01 level ($F = 40.282$). These predictive variables could explain the variance of satisfaction toward tourism management in Chiang Rai Province in terms of accessibility by 28.3 percent (Adjusted $R^2 = 0.283$) with the standard error of estimate of 0.709 (SEE). This could be implied that the regression equation had less errors.

The results revealed that intellectual socialization ($\beta = 0.141^{**}$, $p < 0.01$), energetic planning ($\beta = 0.350^{**}$, $p < 0.01$), and quality focus ($\beta = 0.191^{**}$, $p < 0.01$) could predict satisfaction toward tourism management in Chiang Rai in terms of accessibility at the statistical significance. Nevertheless, informative diversity did not

influence satisfaction toward tourism management in Chiang Rai Province in terms of accessibility at the statistical significance.

Table 4.106 Results of Analyzing Multiple Regression Equation of Psychological Factor Influencing Satisfaction towards Tourism Management in Chiang Rai Province in terms of Amenities

Variables	R² = 0.272, Adjusted R² = 0.264, SEE = 0.789, F = 36.839**				
	b	SE	β	t	Sig.
(Constant)	1.034	0.286		3.617**	0.000
Informative Diversity	-0.060	0.048	-0.061	-1.264	0.207
Intellectual Socialization	0.080	0.048	0.082	1.684	0.093
Energetic Planning	0.357	0.049	0.346	7.342**	0.000
Quality Focus	0.350	0.060	0.275	5.846**	0.000

Note: ** p < 0.01

Based on the results shown in Table 4.106, information diversity, intellectual socialization, energetic planning, quality focus of psychological factor could predict satisfaction toward tourism management in Chiang Rai Province in terms of amenities at the statistical significance of the 0.01 level (F = 36.839). These predictive variables could explain the variance of satisfaction toward tourism management in Chiang Rai Province in terms of amenities by 26.4 percent (Adjusted R² = 0.264) with the standard error of estimate of 0.789 (SEE). It meant that the regression equation had less errors.

Energetic planning ($\beta = 0.346^{**}$, p < 0.01) and quality focus ($\beta = 0.275^{**}$, p < 0.01) of psychological factor influenced satisfaction toward tourism management in Chiang Rai Province in terms of amenities at the statistical significance. However, informative diversity and intellectual socialization could not predict satisfaction toward tourism management in Chiang Rai Province in terms of amenities at the statistical significance.

Table 4.107 Results of Analyzing Multiple Regression Equation of Psychological Factor Influencing Satisfaction towards Tourism Management in Chiang Rai Province in terms of Activities

Variables	$R^2 = 0.206$, Adjusted $R^2 = 0.198$, SEE = 0.784, $F = 25.697^{**}$				
	b	SE	β	t	Sig.
(Constant)	1.450	0.284		5.098**	0.000
Informative Diversity	0.059	0.047	0.063	1.249	0.213
Intellectual Socialization	0.120	0.047	0.129	2.541*	0.011
Energetic Planning	0.130	0.048	0.132	2.680**	0.008
Quality Focus	0.361	0.059	0.297	6.064**	0.000

Note: * $p < 0.05$, ** $p < 0.01$

Informative diversity, intellectual socialization, energetic planning, and quality focus of psychological factor could predict satisfaction toward tourism management in Chiang Rai Province in terms of activities at the statistical significance of the 0.01 level ($F = 25.697$) according to the results demonstrated in Table 4.107. These predictive variables could explain the variance of satisfaction toward tourism management in Chiang Rai Province in terms of activities by 19.8 percent (Adjusted $R^2 = 0.198$) with the standard error of estimate of 0.784 (SEE). This could be implied that the regression equation had less errors.

Intellectual socialization ($\beta = 0.129^*$, $p < 0.05$), energetic planning ($\beta = 0.132^{**}$, $p < 0.01$), and quality focus ($\beta = 0.297^{**}$, $p < 0.01$) of psychological factor were found to influence satisfaction toward tourism management in Chiang Rai province in terms of activities at the statistical significance. On the other hand, information diversity did not show any effects on satisfaction toward tourism management in Chiang Rai Province in terms of activities at the statistical significance.

Table 4.108 Results of Analyzing Multiple Regression Equation of Psychological Factor Influencing Satisfaction towards Tourism Management in Chiang Rai Province in terms of Safety & Security

Variables	$R^2 = 0.148$, Adjusted $R^2 = 0.140$, SEE = 0.898, $F = 17.221^{**}$				
	b	SE	β	t	Sig.
(Constant)	1.961	0.326		6.021**	0.000
Informative Diversity	0.330	0.054	0.317	6.075**	0.000
Intellectual Socialization	-0.053	0.054	-0.051	-0.978	0.329
Energetic Planning	0.064	0.055	0.059	1.152	0.250
Quality Focus	0.191	0.068	0.142	2.800**	0.005

Note: ** $p < 0.01$

Based on the results illustrated in Table 4.108, informative diversity, intellectual socialization, energetic planning, and quality focus of psychological factor could predict satisfaction toward tourism management in Chiang Rai Province in terms of safety & security at the statistical significance of the 0.01 level ($F = 17.221$). These predictive variables could explain the variance of satisfaction toward tourism management in Chiang Rai Province in terms of safety & security by 14.0 percent (Adjusted $R^2 = 0.140$) with the standard error of estimate (SEE=0.898). This could be implied that the regression equation had less errors.

Informative diversity ($\beta = 0.317^{**}$, $p < 0.01$) and quality focus ($\beta = 0.142^{**}$, $p < 0.01$) were the predictive variables of psychological factor that could influence satisfaction toward tourism management in Chiang Rai Province in terms of safety & security at the statistical significance. However, intellectual socialization and energetic planning did not influence satisfaction toward tourism management in Chiang Rai Province in terms of safety & security at the statistical significance.

Table 4.109 Results of Analyzing Multiple Regression Equation of Psychological Factor Influencing Satisfaction towards Tourism Management in Chiang Rai Province in terms of Sanitation

Variables	$R^2 = 0.213$, Adjusted $R^2 = 0.205$, SEE = 0.819, $F = 26.800^{**}$				
	b	SE	β	t	Sig.
(Constant)	1.323	0.297		4.455**	0.000
Informative Diversity	0.087	0.050	0.088	1.749	0.081
Intellectual Socialization	-0.022	0.049	-0.022	-0.441	0.659
Energetic Planning	0.226	0.050	0.219	4.484**	0.000
Quality Focus	0.394	0.062	0.310	6.339**	0.000

Note: ** $p < 0.01$

Informative diversity, intellectual socialization, energetic planning and quality focus of psychological factor could predict satisfaction toward tourism management in Chiang Rai Province in terms of sanitation at the statistical significance of the 0.01 level ($F = 26.800$). These predictive variables could explain the variance of satisfaction toward tourism management in Chiang Rai Province in terms of sanitation by 20.5 percent (Adjusted $R^2 = 0.205$) with the standard error of estimate of 0.819 (SEE) according to Table 4.109. It meant that the regression equation had less errors.

Energetic planning ($\beta = 0.219^{**}$, $p < 0.01$) and quality focus ($\beta = 0.310^{**}$, $p < 0.01$) were the predictive variables of psychological factor that could influence satisfaction toward tourism management in Chiang Rai Province in terms of sanitation at the statistical significance. However, informative diversity and intellectual socialization could not predict satisfaction toward tourism management in Chiang Rai Province in terms of sanitation at the statistical significance.

Table 4.110 Results of Analyzing Multiple Regression Equation of Psychological Factor Influencing Satisfaction towards Tourism Management in Chiang Rai Province in terms of Travel Services

Variables	$R^2 = 0.173$, Adjusted $R^2 = 0.165$, SEE = 0.764, $F = 20.673^{**}$				
	b	SE	β	t	Sig.
(Constant)	1.139	0.386		2.954**	0.003
Informative Diversity	-0.110	0.064	-0.088	-1.707	0.089
Intellectual Socialization	0.014	0.064	0.011	0.210	0.833
Energetic Planner	0.298	0.066	0.228	4.545**	0.000
Quality Focus	0.489	0.081	0.303	6.061**	0.000

Note: ** $p < 0.01$

Based on the results shown in Table 4.110, informative diversity, intellectual socialization, energetic planning and quality focus could predict satisfaction toward tourism management in Chiang Rai Province in terms of travel services at the statistical significance of the 0.01 level ($F = 20.673$). These predictive variables could explain the variance of satisfaction toward tourism management in Chiang Rai Province in terms of travel services by 16.5 percent (Adjusted $R^2 = 0.165$) with the standard error of estimate of 0.764 (SEE). This meant that the regression equation had less errors.

With regard to predictors of psychological factor, it was found energetic planning ($\beta = 0.228^{**}$, $p < 0.01$) and quality focus ($\beta = 0.303^{**}$, $p < 0.01$) could influence satisfaction toward tourism management in Chiang Rai Province in terms of travel services at the statistical significance. Nonetheless, information diversity and intellectual socialization were a predictor variable of psychological factor that did not have any effects on satisfaction toward tourism management in Chiang Rai province in terms of travel services at the statistical significance.

Table 4.111 Results of Analyzing Multiple Regression Equation of Psychological Factor Influencing an Overall Satisfaction towards Tourism Management in Chiang Rai Province

Variables	$R^2 = 0.297$, Adjusted $R^2 = 0.290$, SEE = 0.629, $F = 41.711^{**}$				
	b	SE	β	t	Sig.
(Constant)	1.379	0.228		6.044**	0.000
Informative Diversity	0.011	0.038	0.014	0.288	0.774
Intellectual Socialization	0.104	0.038	0.132	2.750**	0.006
Energetic Planner	0.256	0.039	0.305	6.596**	0.000
Quality Focus	0.291	0.048	0.281	6.088**	0.000

Note: ** $p < 0.01$

Table 4.111 indicated that informative diversity, intellectual socialization, energetic planning and quality focus of psychological factor could predict an overall satisfaction toward tourism management in Chiang Rai Province at the statistical significance of the 0.01 level ($F = 41.711$). These predictor variables could explain the variance of an overall satisfaction toward tourism management in Chiang Rai province by 29.0 percent (Adjusted $R^2 = 0.290$) with the standard error of estimate of 0.629 (SEE). This could be implied that the regression equation had less errors.

Moreover, it was found that Intellectual socialization ($\beta = 0.132^{**}$, $p < 0.01$), energetic planning ($\beta = 0.305^{**}$, $p < 0.01$) and quality focus ($\beta = 0.281^{**}$, $p < 0.01$) of psychological factor could affect an overall satisfaction toward tourism management at the statistical significance. On the other hand, informative diversity was the predictive variable of psychological factor that did not influence an overall satisfaction toward tourism management in Chiang Rai Province at the statistical significance.

Table 4.112 Results of the Testing of Hypothesis 3-5

Hypothesis/Independent Variables	Results	β	Dependent Variable	Statistics Used
Hypothesis H3: There existed the relationships between destination attributes and destination loyalty.				
1. Attractions	Rejected	0.041	Destination Loyalty	MRA
2. Accommodation	Supported	0.178	Destination Loyalty	MRA
3. Accessibility	Rejected	0.050	Destination Loyalty	MRA
4. Amenities	Rejected	0.136	Destination Loyalty	MRA
5. Activities	Supported	-0.211	Destination Loyalty	MRA
6. Safety & Security	Supported	0.513	Destination Loyalty	MRA
7. Sanitation	Rejected	0.105	Destination Loyalty	MRA
8. Travel Services	Supported	-0.281	Destination Loyalty	MRA
Hypothesis H4: There were relationships between Japanese senior tourists' motives and destination loyalty.				
1. Knowledge seeking	Supported	-0.352	Destination Loyalty	MRA
2. Rest & Relax	Rejected	-0.141	Destination Loyalty	MRA
3. Relieve Stress and Anxiety	Rejected	0.041	Destination Loyalty	MRA
4. Escaping	Supported	0.345	Destination Loyalty	MRA

Hypothesis/Independent Variables	Results	β	Dependent Variable	Statistics Used
			Loyalty	
5. Fulfilling and awarding lives	Rejected	0.089	Destination Loyalty	MRA
6. Social Interaction	Supported	-0.115	Destination Loyalty	MRA
7. Lifestyle and culture	Supported	0.266	Destination Loyalty.	MRA
8. Restoring and enhancing well-being	Supported	-0.107	Destination Loyalty	MRA
9. Tourism and recreational activities	Rejected	-0.068	Destination Loyalty	MRA
10. Senior friendly facilities and amenities	Rejected	0.000	Destination Loyalty	MRA
11. Visa approval process	Supported	0.223	Destination Loyalty	MRA
12. Safety	Supported	0.380	Destination Loyalty	MRA
13. Friendliness of the local people	Supported	0.281	Destination Loyalty	MRA

Hypothesis H5: The quality of life of Japanese senior tourists was associated with destination loyalty.

1. Physical health	Supported	0.448	Destination Loyalty	MRA
2. Emotional well-being	Supported	0.175	Destination Loyalty	MRA
3. Financial circumstance	Supported	0.141	Destination Loyalty	MRA
4. Family and social relationships	Supported	0.158	Destination Loyalty	MRA

Hypothesis/Independent Variables	Results	β	Dependent Variable	Statistics Used
5. Time permitting	Rejected	-0.072	Destination Loyalty	MRA
6. Physical and mental well-being	Rejected	0.080	Destination Loyalty	MRA

Table 4.113 Results of the Testing of Hypothesis 6-7

Hypothesis/Independent Variables	Results	β	Dependent Variable	Statistics Used
Hypothesis H6: Japanese senior tourists with different demographics demonstrated different levels of satisfaction toward tourism management in Chiang Rai Province. Those demographic factors included gender, age, education, occupation, marital status, average monthly income, and health status.				
1. Gender	Fully Rejected	-	Satisfaction	ANOVA
2. Age	Fully Supported	-	Satisfaction	ANOVA
3. Education	Partially Supported	-	Satisfaction	ANOVA
4. Occupation	Fully Supported	-	Satisfaction	ANOVA
5. Marital status	Fully Supported	-	Satisfaction	ANOVA
6. Average monthly income	Partially Supported	-	Satisfaction	ANOVA
7. Health status (meeting/consulting the physicians)	Fully Supported	-	Satisfaction	ANOVA

Hypothesis H7 : Japanese senior tourists with different psychographics which included activities, interests, and opinions showed different levels of satisfaction towards tourism management in Chiang Rai Province.

Hypothesis/Independent Variables	Results	β	Dependent Variable	Statistics Used
1. Informative Diversity	Partially Supported	0.014 to 0.317	Satisfaction	MRA
2. Intellectual Socialization	Partially Supported	0.011 to 0.234	Satisfaction	MRA
3. Energetic Planning	Partially Supported	0.059 to 0.350	Satisfaction	MRA
4. Quality Focus	Fully Supported	0.142 to 0.310	Satisfaction	MRA

4.11 Results of Qualitative Data Analysis

This section presented the results of qualitative data analysis. Primary and secondary data were collected by means of in-depth interviews with 17 key informants. Those key informants were involved in Chiang Rai province's tourism covering public and private sectors along with the local community.

4.11.1 Profiles of Key Informants

To obtain reliable data, the respondents for the semi-structured interview consisted of Chiang Rai's tourism stakeholders as shown in Table 4.114.

Table 4.114 Profiles of Key Informants

Key Informants	Code	Organization/Occupation
Public sector	PU1	Office of the Permanent Secretary, Ministry of Tourism and Sports
	PU2	Chiang Rai Provincial Tourism-Sports
	PU3	Chiang Rai Immigration, Mae Sai District
	PU4	Lecturer, School of Tourism, Chiang Rai Rajabhat University
	PU5	Japanese Lecturer, Mae Fah Luang University

Key Informants	Code	Organization/Occupation
Private sector	PR1	Hotel owner
	PR2	Restaurant owner
	PR3	Japanese Travel Agency Owner
	PR4	President of the Association of Northern Tourism Federation
	PR5	President of Professional Tourist Guide Association of Chiang Rai
	PR6	President of Chiang Rai Japanese Association
	PR7	Artist and Art Gallery Owner
	PR8	Artist and Souvenir Shop Owner
	PR9	Tour Guide
Local Community	LO1	Japanese Volunteer
	LO2	Japanese Retiree
	LO3	Japanese Senior Tourist

4.11.2 Qualitative Research Results from Interview

To answer the research objective 3, the qualitative research method was employed to evaluate Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism-related stakeholders. From Table 4.114, the key informants consisted of Chiang Rai's tourism stakeholders, chosen according to two criteria: involve in Chiang Rai province's tourism covering public and private sectors along with the local community; have least 5 years' experience working in tourism and/or hospitality in Chiang Rai province or have lived in Chiang Rai province for at least 5 years. Purposive sampling and snowball sampling were implemented to select the key informants. Letter of requests and the interview questions were submitted to the key respondents. Then, they were appointed to perform the in-depth interviews. The semi-structured interview was employed as a guideline to collect data from interviewees. The individual interviews were conducted in May-June, 2020. The optimum number of interviews were conducted when the data were saturated, finally, the data gathered from the 17 interviewees. From the in-depth interviews with key Informants regarding Chiang Rai province in the context of supporting Japanese

senior tourists in order to bring the information to analyze SWOT Analysis, it was found that Chiang Rai's strengths are in many aspects as follows:

4.11.2.1 Strengths

“Chiang Rai is the northernmost province of Thailand. It is geographically next to several neighboring countries in the Upper Mekong Sub-region; namely, the Southern People's Republic of China, Republic of the Union of Myanmar, and the Lao People's Democratic Republic. Chiang Rai has, therefore, geographical advantages over other provinces. In addition to the geographic connection, there are historical and tourism links between Chiang Mai and Chiang Rai in Thailand, Chiang Tung (Kengtung) in Myanmar, Chiang Rung (Jing Hong) in China, and Chiang Thong (Luang Prabang) in Laos. The five cities used to be part of the Lanna Kingdom, resulting in sharing social and cultural background. These connections provide a unique identity for the five cities; thus, the five cities provide tourists experiences with interesting Lanna cultural heritage along the travel routes. In order to establish tourism business network among the five cities, they signed a memorandum of understanding (MOU) under the five Chiang Travel Routes Development Project in 2018. This turns Chiang Rai province into the tourism center of the five cities.” (Key informant PU2)

“Chiang Rai Province has a climate similar to Japan. Its beautiful landscape, good atmosphere, peaceful and safe, are suitable for slow tourism.” (Key informant LO3)

“Comparing Chiang Rai Province to Chiang Mai Province, they are alike in terms of climate, abundance of nature, attractiveness, and comfort. But Chiang Rai is a decent size, peaceful, and feels safer than Chiang Mai, which is a big and busy city. A number of Japanese people moved from Chiang Mai Province to live in Chiang Rai Province.” (Key informant LO2)

From the above information, it can be concluded that Chiang Rai's topography and weather are suitable for residence and tourism.

In addition, Chiang Rai has a distinctive point in terms of history, culture, traditions, and tourism resources.

“Chiang Rai Province has a long history. Its Lanna cultural and art costs including ethnics are unique and outstanding. Besides, Chiang Rai has diverse tourist attractions.” (Key informant PR7)

“Chiang Rai Province has diverse tribal civilization. There are more than 30 ethnic groups that still preserve their traditional cultures. These ethnic diversity turns Chiang Rai into a center of multiculturalism. In addition, Chiang Rai has 21 language groups, the most diverse in northern Thailand. Therefore, Chiang Rai's multicultural society makes it one of the destinations that tourists are interested to visit.” (Key informant PU4)

Moreover, Chiang Rai Province has many hot spring attractions of high quality for tourism.

“Chiang Rai Province has 10 quality hot springs. The Chiang Rai Provincial Tourism and Sports Office promotes tourism, linking hot springs with health tourism and food safety. By focusing on hot springs as a selling point to make Chiang Rai a secondary city that is worth visiting all year round. Its target customers are Thai and foreign tourists especially Chinese and Japanese tourists.” (Key informant PR5)

“In addition to the weather and economy of Chiang Rai Province, a hot spring also attracts Japanese tourists. Many Japanese tourists like to take a mineral bath at Ban Du and Pha Sert regularly. They can earn almost a million baht per year, with more than 50-60 percent of them being Japanese who use it.” (Key informant PR4)

Traveling to Chiang Rai is convenient because of the transportation that supports travel and tourism by land, air, and water and can connect to neighboring countries.

“Chiang Rai supports the transports on land, air, and water and is connected to the GMS and ASEAN +6 and +3.” (Key informant PU1)

Chiang Rai has maintained a good relationship with Japan in different dimensions for a long time.

“Beside different projects under the cooperation between the government of Japan and Chiang Rai Province, there are cooperation between Chiang Rai Province and Japan’s prefectures namely Chiang Rai Sakura Road Project: Chiang Rai-Gunma Friend Bonding, Establishment of Sister City Cooperation between Chiang Rai Province and Gunma Prefecture, and the Preparation for Sister City Establishment between Chiang Rai City Municipality and Makinohara City, Shizuoka Prefecture, Japan.” (Key informant PR4)

Chiang Rai’s goal is to become a city of sustainable tourism.

“Safe food is set to be the province’s agenda. Moreover, Chiang Rai province’s community tourism is strong.” (Key informant PR2)

“The cooperation among the private sectors in tourism of Chiang Rai province is strong. People and educational institutions in Chiang Rai are well-prepared for the development of tourism.” (Key informant PU4)

“Chiang Rai provides a high quality of health services including center hospitals, private hospitals, and district and sub-district health centers. Those health services cover all areas of the province. Alternative medicine of local wisdom is also available.” (Key informant LO1)

4.11.2.2 Weaknesses

Based on the information from the interviews. Key informants commented that Chiang Rai still has some weak points and should be improved, such as tourism policies, transportation, tourism activities, facilities for senior tourists in tourist attractions, tourism management and personnel.

“Chiang Rai is not chosen as the main city for tourism development in the tourism development plan of Thailand. Being a "second-tier city" makes Chiang Rai a passable city, not a tourist destination. While Chiang Mai, which is the main city, can attract more tourists to travel and stay.” (Key informant PR3)

“Popular tourist attractions are not located in the same areas. It takes a long time to travel from one popular tourist attraction to the others. Public transportation does not cover all areas of the province. Moreover, no direct flights between Chiang Rai province and Japan are available including neighboring countries.” (Key informant PR9)

“No all-year round tourism schedule is offered. The province can only attract tourists during the winter season. There is no tourism activity promotion that can attract tourists to stay at the province for a longer time.” (Key informant PR1)

“Facilities for senior tourists at tourist attractions need development. In addition, local guides who can speak Japanese are lacking.” (Key informant PR6)

“The local government agencies related to policies on the promotion and development of Chiang Rai’s tourism are not cooperatively linked.” (Key informant PR4)

4.11.2.3 Opportunities

It was found that the opportunities for Chiang Rai province’s senior tourism were Japan’s changing population age structures, economy, international cooperation, tourism policy, transportation, and cooperation of the associations related to tourism.

“Japan has become the country with highest number of seniors in the world and the number is continuously growing. Although Japanese seniors especially the retirees would receive welfare and pension, many Japanese seniors would like to travel to or live a long-stay in the country with less cost of living and more facilities. Therefore, it is an opportunity to increase the number of elderly Japanese tourists to visit and stay in Chiang Rai.” (Key informant, LO2)

“The establishment of Sister City Cooperation at provincial level and city level was considered a good start for Thailand-Japan relationship, which could lead to relations or cooperation in different aspects that match the

interests of both parties; for example, tourism, culture, trading, investment, education and public health.” (Key informant PR4)

“The government and the Ministry of Tourism and Sports are accelerating the recovery of the tourism industry caused by the impacts of the COVID-19 pandemic to drive the country’s services economy. In addition, the government has a policy to support tourism to generate the main income for Thailand including a policy on pushing Thailand to be medical hub, a policy on promoting the tourism of second-tier cities. These policies will contribute to the tourism development for Chiang Rai.” (Key informant PU1)

4.11.2.4 Threats

Chiang Rai province could face the possible threats from its external environment in senior tourism. Those threats included the COVID-19 pandemic, tourism competition, international cooperation, environmental risks, management, and regulations on visas and immigration.

“The impacts of the COVID-19 pandemic in Japan and Thailand result in the difficulty of travel and for tourism. New challenges of tourism have occurred under the new normal.” (Key informant PU5)

“There is an increasing competition of tourism within the northern provinces, provinces of Thailand, and neighboring countries.” (Key informant PU2)

“Neighboring countries are not stable both politically and internally.” (Key informant PU3)

“There are problems of natural disasters such as earthquake, drought, landslide, winter suffering, smog, and smoke, etc.” (Key informant PR7)

“Changes in policy have often occurred, depending on who would become the top management. Thus, the policy is not implemented continuously. Moreover, there is no integration among the government agencies to execute the plans.” (Key informant PR5)

“Regulations on visas and immigration along with the inability to communicate with foreigners do not facilitate tourism of Chiang Rai province.” (Key informant LO1)

SWOT Analysis

The analysis was conducted based on the SWOT analysis framework to assess the tourism of Chiang Rai province's external and internal environments. The results of the SWOT analysis would reveal the strengths, weaknesses, opportunities, and threats of senior tourism in Chiang Rai province targeted at the Japanese senior tourist market, which were shown in Table 4.115 and Table 4.116.

Table 4.115 Results of an Evaluation of Strengths and Weaknesses of Chiang Rai's Tourism of the Japanese Senior Tourist's Market

Strengths	Weaknesses
S1 Chiang Rai province is located at the center of the countries of the Greater Mekong subregion (GMS).	W1 Chiang Rai is not chosen as the main city for tourism development in the tourism development plan of Thailand.
S2 It is a border province whose routes are connected to five Chiang cities (Chiang Rai-Chiang Mai-Chiang Tung-Chiang Rung-Chiang Thong).	W2 No direct flights between Chiang Rai province and Japan are available including neighboring countries.
S3 Its topography and weather are suitable for residence and tourism.	W3 Public transportation does not cover all areas of the province.
S4 It has a long history. Its Lanna cultural and art costs including ethnics are unique and outstanding.	W4 Popular tourist attractions are not located in the same areas. It takes a long time to travel from one popular tourist attraction to the others.
S5 Chiang Rai has diverse tourist attractions.	W5 No all-year round tourism schedule is offered. The province can only attract tourists during the winter season.
S6 Chiang Rai has many hot spring attractions of high quality for tourism.	W6 There is no tourism activity promotion that can attract tourists to stay at the province for a longer time.

Strengths	Weaknesses
S7 Chiang Rai supports the transports on land, air, and water and is connected to the GMS and ASEAN +6 and +3.	W7 Facilities for senior tourists at tourist attractions need development.
S8 Chiang Rai has maintained a good relationship with Japan in different dimensions for a long time.	W8 Local guides who can speak Japanese are lacking.
S9 Chiang Rai's goal is to become a city of sustainable tourism.	W9 The local government agencies related to policies on the promotion and development of Chiang Rai's tourism are not cooperatively linked.
S10 Chiang Rai has established the networks of driving the province to be a green city. Safe food is set to be the province's agenda.	
S11 The cooperation among the private sectors in tourism of Chiang Rai province is strong.	
S12 Chiang Rai province's community tourism is strong.	
S13 People and educational institutions in Chiang Rai are well-prepared for the development of tourism.	
S14 Chiang Rai provides a high quality of health services. Alternative medicine of local wisdom is also available.	

Source: The researcher's analysis from primary and secondary data obtained from in-depth interview with the related parties of the tourism in Chiang Rai province

Table 4.116 Results of an Evaluation of Opportunities and Threats of Chiang Rai's Tourism of the Japanese Senior Tourist's Market

Opportunities	Threats
O1 The number of senior citizens in Japan is continuously growing.	T1 The impacts of the COVID-19 pandemic in Japan and Thailand result in the difficulty of travel and for tourism.
O2 The cost of living in Chiang Rai province is far cheaper than that in Japan and the major cities in Thailand.	T2 New challenges of tourism have occurred under the new normal.
O3 There is a policy on establishing Chiang Rai as a sister city.	T3 There is an increasing competition of tourism within the northern provinces, provinces of Thailand, and neighboring countries.
O4 There is a policy on pushing Thailand to be medical hub.	T4 Neighboring countries are not stable both politically and internally.
O5 The government and the Ministry of Tourism and Sports are accelerating the recovery of the tourism industry caused by the impacts of the COVID-19 pandemic to drive the country's services economy.	T5 There are the problems of air pollution and smog risks.
O6 There is a policy on promoting the tourism of second-tier cities.	T6 There are problems of natural disasters such as earthquake, drought, landslide, winter suffering, smog, and smoke, etc.
O7 The government has a policy on supporting the establishment of Chiang Rai province to be a special economic zone.	T7 Changes in policy have often occurred, depending on who would become the top management. Thus, the policy is not implemented continuously.
O8 There is a development plan for connecting the travel routes to four northern provinces (Lanna Green Tourism Network: Chiang Rai, Phayao, Phrae, and Nan).	T8 There is no integration among the government agencies to execute the plans.

Opportunities	Threats
O9 The government has a policy on investing in the infrastructure of transports.	T9 Regulations on visas and immigration along with the inability to communicate with foreigners do not facilitate tourism of Chiang Rai province.
O10 There is a participation of the networks of the stakeholders to promote the tourism of Chiang Rai province (Local Administrative Organizations, Public Sector, Private Sector, and the People Society).	

Source: The researcher's analysis from primary and secondary data obtained from in-depth interview with the related parties of the tourism in Chiang Rai province

Strengths

1) Location, Topography, and Weather

Chiang Rai is a province located in the upper north of Thailand. Geographically speaking, the province can be the center that is linked with neighboring countries in the upper Greater Mekong sub-region. Those neighboring counties included the southern provinces of the People's Republic of China, Myanmar, Republic of the Union of Myanmar, and the Lao People's Democratic Republic. As a result, Chiang Rai becomes the center of the upper Greater Mekong sub-region. In addition, the province offers the routes that connects five Chiang cities of the north. These five Chiang cities are Chiang Rai province and Chiang Mai province of Thailand, Chiang Tung (major cities of Chan State in Myanmar), Chiang Rung (Jinhong, Xishuangbanna Dai Autonomous Prefecture in the southwest China's Yunnan Province), and Chiang Thong (Luang Prabang, the northern province of the Lao People's Democratic Republic). They were together under the Lanna Kingdom in the old days. These five counties share similarities in ethnics, socio-cultural dimension, language, and unique lifestyle. Because of their similarities, more and more tourists are interested in exploring the Lanna Kingdom through these five Chiang cities. Besides, high and steep mountains provide the cool weather all-year

round, especially during winter season (November - February), which is suitable for tourism and leisure. With the strengths in location, topography, and weather, Chiang Rai is unique and advantageous than any other provinces in Thailand.

2) Chiang Rai's History, Culture, and Tradition

Chiang Rai is a province with a long history and is the origin of the Lanna Kingdom with more than 700 years of age. Its culture is exclusively unique. It is the center of the diversity of culture due to the tribes with over 30 ethnics. Under the Lanna Kingdom, there are more than 21 groups of language, which is the most diverse of the northern region. Multicultural society of Chiang Rai province is another attractive point that draws tourists to come and learn.

3) Chiang Rai's Tourism Resources

Chiang Rai province has many tourist attractions and is rich in nature, history, culture, traditions, religion, health, sports, and agriculture. Also, the province has man-made tourist attractions which include archaeological sites of architecture, museums, and numerous places of worship. Tourist attractions for activities and special tourist attractions (Royal Project Foundation and Royal Initiative Project) can be found in Chiang Rai province. Besides, Chiang Rai province is also the center of over 300 best artists. Of these, two local artists are globally famous. They are Ajarn Thawan Datchani, the owner of the black house museum and Ajarn Chalermchai Kositpipat, who builds Wat Rongkhun temple. Chiang Rai province houses more than 10 hot springs attractions of high quality for eco-tourism and health tourism.

4) Transportation

Chiang Rai province has a high level of infrastructure and facilities for tourists. Visitors can reach the province by air, land, and water. For air, the province has the Mae Fah Luang-Chiang Rai International Airport. For land, Chiang Rai province can be accessed by two main roads from Bangkok and Chiang Mai which include Phahonyothin Road (highway 1) and Chiang Mai-Chiang Rai Road (highway 118). The province is connected to the networks of upper northern highways that are linked to countries of the upper Greater Mekong subregion. Those countries can be accessed through two main routes which include the R3A (Thailand-Laos-China) and the R3B (Thailand-Myanmar-China). For transport by water, the province is connected to the Mekong River, an important international river for commercials and

transports. There are three ports at the Wieng Chiang Saen port (the first port of Chiang Saen), the commercial Chiang Saen port (the second port of Chiang Saen), and the Chiang Khong port at the Chiang Khong district. These ports can be used for travel and tourism including transferring the goods to Myanmar, Laos, and the southern region of China.

5) Economy

Chiang Rai province is selected to be developed as one of many special economic zones in Thailand in the second phase. This special economic zone has three districts covering 21 subdistricts of the province. These three districts are Mae Sai, Chiang Khong, and Chiang Saen. Mae Sai is a district for the trade and financial center. Chiang Khong serves as the center of logistics, transports, industrials, agricultural product processing, and cultural tourism. Meanwhile, Chiang Saen is responsible for quality tourism and an international port.

6) International Cooperation

Apart from the relations and cooperation with the Greater Mekong subregion in different dimensions, Chiang Rai province has established a good relationship and cooperation with Japan in different perspectives for a long time through the Japan International Cooperation Agency (JICA). The cooperation has been made in various grant aid programs such as the Grant Assistance for Grassroots Human Security Scheme (GGP) and the Technical Cooperation for Development Planning (TCDP). Additionally, the province has launched the relationship projects to establish the sisterhood between Mae Sai district of Chiang Rai and Yuki city of Ibaraki Prefecture of Japan. The Japanese Sakura Road project is another example of maintaining the good relationship between Chiang Rai province of Thailand and Guma Prefecture of Japan including the establishment of the sister city project between Chiang Rai province of Thailand and Guma Prefecture of Japan. Besides, Chiang Rai province is getting itself prepared for the establishment of sister city between Chiang Rai City Municipality and Makinohara City, Shizuoka Prefecture of Japan.

7) Tourism Policy

Chiang Rai province has aimed to become a city of sustainable tourism with the focus on local lifestyles and people, natural resources, environment, and art

and culture. Quality tourists would be emphasized. The province is chosen by the Tourism Authority of Thailand to be development model for sustainable tourism in 2017.

8) Cooperation with the Associations Related to Tourism

Chiang Rai province has strong public and private organizations and associations concerned with the province's tourism along with the people society that play an important role in generating incomes and creating the benefits from the development of the province's tourism. In particular, private sector and the people society have shown their significant contribution to the province's tourism. Such private sector and the people society include the Tourism Council of Chiang Rai, the Chiang Rai Tourist Business Association, and the Community Tourism Networks of Chiang Rai. Moreover, tourism-related entrepreneurs are integrated into associations and provincial and regional tourism clubs to carry out and coordinate tourism-related activities in the local areas. Such association includes the Association of Northern Tourism Federation. Chiang Rai province has more than 10 tourism-related networks and clubs, for example, the Chiang Rai Guide Association, the Tourism Association of Chiang Rai, the Chiang Rai Hotels Association, the Chiang Rai Tai-Yong Association, the Community Tourism Network of Chiang Rai, the Chiang Rai Hot Springs and Spas Club, the Mae Sai Safe Food Network, the Municipality Restaurant and Food Stall Club, the Chiang Rai Lanna Fashion Club, Chiang Rai Car Rental Club, Chiang Rai Chef Club, and the Chiang Rai Coffee and Tea Club. Besides, Chiang Rai province also has the network of driving the province to be the green city of agriculture and safe food, and it is the province's agenda. The community tourism is strong since people in the community are interested in developing tourism and being part of determining the tourism directions and management. Another strength in this respect of Chiang Rai province lies in well-prepared educational people and institutions for tourism courses and foreign languages and supports for research. There are three educational institutions in Chiang Rai province: Mae Fah Luang University, Chiang Rai Rajabhat University, and Rajamangala University of Technology Lanna.

9) Health and Medical Services

Chiang Rai provides a high quality of health services including center hospitals, private hospitals, and district and sub-district health centers. Those health services cover all areas of the province. Alternative medicine of local wisdom is also available.

Weaknesses

1) Tourism Policy

Chiang Rai province is not chosen as the main tourism city for the tourism development in the master plan of the Tourism Authority of Thailand. Instead, the province is designated as the second-tier city, not a main destination for tourists. In terms of tourism competition, Chiang Rai must confront the main tourism province rival like Chiang Mai that can attract more tourists to visit its tourist attractions. In fact, Chiang Mai province is well equipped with the tourism-related facilities. Moreover, Chiang Rai province is located closely with Chiang Mai province.

2) Transportation

Public transportation does not cover all areas of Chiang Rai province including tourist attractions. Furthermore, tourist attractions are not situated in the same area. When tourists want to visit the other attraction, they have to travel for a long time. Besides, no direct flights between Chiang Rai province and Japan and neighboring countries are also available.

3) Tourism Activity

No all-year round tourism schedule is offered. Chiang Rai province can draw tourists to visit the province during winter season only. It lacks the promotion of tourism activities to attract tourists to stay at the province longer.

4) Tourist Attraction Facilities

Facilities at tourist attractions for senior tourism must be developed.

5) Tourism People

Not many local guides who can speak Japanese can be found in Chiang Rai.

6) Management

The government agencies related to tourism policy, plan, and promotion and development of the province's tourism are not integrative and cooperative. As a result, tourism policy and work plans are not linked and unity.

Opportunities

1) Changing Population Age Structures

The number of elderly people is on the rise in Japan, which is the opportunities for Chiang Rai's tourism to draw those elderly Japanese tourists to visit the province.

2) Economy

The cost of living in Chiang Rai province is lower than that in Japan and the major cities of Thailand. It is the factor that can attract Japanese senior tourists to come and have a long-stay trip in pursuant to the Japanese government's policy.

3) International Cooperation

The promotion and support of the Thai government to establish the sister city between Chiang Rai province and Japan at the provincial (Chiang Rai and Gunma Prefecture) and municipal (Chiang Rai municipality and Makinohara city, Shizuoka Prefecture of Japan) levels have led to the relations and cooperation in different dimensions, for instance, tourism, culture, trade, investment, education, and public health.

4) Tourism Policy

Another opportunity is the government's policy on supporting tourism to be the main economic engine to generate incomes to the country. The Thai government and the Ministry of Tourism and Sports have introduced an emergency policy and plan to recover the tourism industry impacted by the COVID-19 pandemic with the aim to drive services sector of the country. In addition, the Thai government has short-term and long-term policy and plan. For example, the government has attempted to push the country to be a medical hub including a policy on promoting the second-tier tourism cities and establishing Chiang Rai special economic zone. Moreover, there is a development plan for connecting the travel routes of four northern provinces (Lanna Green Tourism Network: Chiang Rai, Phayao, Phrae, and

Nan). These policies and plans would help support and promote the development of Chiang Rai's province.

5) Transportation

The government has a policy on the support for the investment in transport infrastructure that would help expand Chiang Rai's economy and tourism, for example, an expansion plan of Mae-Fah Luang – Chiang Rai International Airport. Moreover, the Denchai – Chiang Rao – Chiang Khong double-track railway is a project that would support the transport of people and shipment of goods in the northern part. It would connect Chiang Rai with the North-South Economic Corridors from Thailand to the Lao People's Democratic Republic, China, Vietnam, and special economic zones.

6) Cooperation of the Associations Related to Tourism

The associations such as the local administrative organizations, public sector, private sector, and the people society have strongly participated in the development of Chiang Rai's tourism.

Threats

1) The Spread of the COVID-19 Pandemic

The spread of the COVID-19 pandemic in Thailand and Japan has suspended the travel and tourism industry. New Normal is another challenge for tourism that Chiang Rai province's tourism must manage to boost tourists' confidence to return to the province.

2) Tourism Competition

Tourism competition keeps increasing within Chiang Rai province, northern provinces, other provinces of Thailand, and neighboring countries.

3) International Cooperation

Politics and national security of the neighboring countries are not stable. The transports between them are not convenient and safe. Also, the Greater Mekong subregion has different governances. Policies, conditions, and regulations do not facilitate the agreement and cooperation among them.

4) Environment

Chiang Rai province faces the problems of air pollution and smog every year. The province has to confront natural disasters. The natural disasters

include earthquake, drought, flooding, landslide, and winter suffering. Such problems affect health and safety of tourists as well as decision making on visiting Chiang Rai province.

5) Management

Changes in policy have often occurred, depending on who would become the top management. Thus, the policy is not implemented continuously. The government agencies are not integrative to translate the policies into actions.

6) Regulations on Visa and Immigration

Regulations on visas and immigration along with the inability to communicate with foreigners do not facilitate tourism of Chiang Rai province.

Subsequently, the results found from the SWOT analysis were utilized to determine strategies of senior tourism in Chiang Rai province aimed at the Japanese senior tourist market through the TOWS matrix. The TOWS matrix was a strategic formulation tool that offered four strategic alternatives: proactive strategies (S-O strategy), improvement strategies (W-O strategy), preventive strategies, avoiding limits and unleashing the potential of tourism through the strengths (S-T Strategy), and vigilant strategies (W-T strategy). The results of the TOWS matrix were demonstrated in Table 4.117.

Table 4.117 TOWS Matrix

TOWS Matrix	Strengths (S1 – S14)	Weaknesses (W1 – W9)
	Proactive Strategies (S-O Strategy)	Strategies of Improving Weaknesses for Opportunities (W-O Strategy)
	S-O strategy 1 is a formulation of policy and the making of senior tourism promotion in Chiang Rai province aimed at the Japanese senior tourist market. (S9O1O2O4)	W-O strategy 1 is a coordination and cooperation among a group of provinces and major cities that are popular destinations among Japanese senior tourists. Such coordination and cooperation are expected to link tourism routes,

TOWS Matrix	Strengths (S1 – S14)	Weaknesses (W1 – W9)
Opportunities (O1 – O10)	S-O strategy 2 is an establishment of sister city between Chiang Rai province and Japan. (S8S9S10O3)	developed to co-publicize their tourism. (W1O5O6O7) W-O strategy 2 is an expansion of the flights between Chiang Rai province and Japan to shorten time of travel for Japanese senior tourists. (W2O3O8)
	S-O strategy 3 is a promotion of the tourism strengths that lie in Chiang Rai's culture, nature, and health. (S3S4S5S6S12S14O4O5O6)	W-O strategy 3 is an improvement of travel system and public transportation to support senior tourists between tourist attractions/travel agencies. (W3W4O8)
	S-O strategy 4 is a tourism development for the elderly market as well as the connection to the GMS, the ASEAN +6, and the ASEAN +3. (S1S2S7O8)	W-O strategy 4 is a creation of tourism activities to draw tourists to visit and stay at Chiang Rai province longer. It is expected to encourage tourists to visit during the off-season period. (W5W6O7O9)
	S-O strategy 5 is the development of tourism entrepreneurs and people to be able to supply tourism-related products and services targeted at the Japanese senior tourist market. (S11S13O9)	W-O strategy 5 is an improvement of attraction facilities to support senior tourists. (W7O9)
	S-O strategy 6 is a promotion and support for people in the community to participate in management and receive the benefits from tourism. This strategy is expected to generate incomes to	W-O strategy 6 upgrades capabilities and potentials of local guides and tourism people to support Japanese senior tourists. (W8O9)

TOWS Matrix	Strengths (S1 – S14)	Weaknesses (W1 – W9)
<p data-bbox="347 1783 437 1861">Threats (T1 – T9)</p>	<p data-bbox="507 394 916 472">the local communities, driving the grassroot economy. (S12O9)</p> <p data-bbox="507 495 916 730">S-O strategy 7 is a proactive marketing of tourism-related products and services targeted at Japanese senior tourists. (S11S12O4)</p>	<p data-bbox="967 495 1359 931">W-O strategy 7 drives an integrative cooperation between organizations and government agencies responsible for policy formulation and development plan for Chiang Rai province's tourism. It is expected to become the destination for Japanese senior tourists. (W9O1O2O3O9)</p>
	<p data-bbox="507 954 916 1133">Preventive Strategies, Avoiding Limits and Unleashing the Potential of Tourism Through the Strengths (S-T Strategy)</p> <p data-bbox="507 1155 916 1379">S-T strategy 1 is a development of the new normal for tourism in Chiang Rai province to build confidence among Japanese senior tourists. (S9S10S11S14T1T2)</p> <p data-bbox="507 1402 916 1637">S-T strategy 2 is a communication of image of Chiang Rai province's tourism as a quality and safe destination. (S9S10S14T1T3T5T6)</p>	<p data-bbox="967 954 1359 1088">Vigilant strategies, Overcoming Weakness and Avoiding Limits (W-T strategy)</p> <p data-bbox="967 1111 1359 1379">W-T strategy 1 is a tourism development that connects the areas of tourist attractions located within Chiang Rai province and the country and in Japan. (W1W5W6W7W8T3)</p> <p data-bbox="967 1402 1359 1581">W-T strategy 2 is a networking of tourism cooperation from all sectors related to tourism. (W9T7T8)</p>
<p data-bbox="507 1659 916 1986">S-T strategy 3 is a promotion of the relationships with neighboring countries, the GMS, the ASEAN +6, and the ASEAN +3. Cooperation in terms of safety measures is made along with international agreement on</p>		

TOWS Matrix	Strengths (S1 – S14)	Weaknesses (W1 – W9)
	<p>regulations, customs clearance, and cross-border regulations to facilitate the transport of goods and international tourism. (S1T4)</p> <p>S-T strategy 4 is a setting up of regulations on visas and immigration including the benefits that promote the long stay in Chiang Rai province. (S8T9)</p> <p>S-T strategy 5 is an integrative cooperation between public sector, private sector, civil society, educational institutions, and the stakeholders related Chiang Rai province's tourism. Such cooperation is expected to define the directions of developing the Japanese senior tourist market in a systematic and unity manner. The private sector is the main active role of this strategy while the government agencies act as the supporting party. (S9S11T7T8)</p>	

Source: The researcher's assessment of strengths, weaknesses, opportunities, and threats of senior tourism of the Japanese senior tourist market

4.12 Strategies of Chiang Rai Province's Tourism Management for Japanese Senior Tourists

4.12.1 Proactive Strategies (S-O Strategy)

S-O strategy 1 is a formulation of policy and the making of senior tourism promotion in Chiang Rai province aimed at the Japanese senior tourist market. (S9O1O2O4)

S-O strategy 2 is an establishment of sister city between Chiang Rai province and Japan. (S8S9S10O3)

S-O strategy 3 is a promotion of the tourism strengths that lie in Chiang Rai's culture, nature, and health. (S3S4S5S6S12S14O4O5O6)

S-O strategy 4 is a tourism development for the elderly market as well as the connection to the GMS, the ASEAN +6, and the ASEAN +3. (S1S2S7O8)

S-O strategy 5 is the development of tourism entrepreneurs and people to be able to supply tourism-related products and services targeted at the Japanese senior tourist market. (S11S13O9)

S-O strategy 6 is a promotion and support for people in the community to participate in management and receive the benefits from tourism. This strategy is expected to generate incomes to the local communities, driving the grassroots economy. (S12O9)

S-O strategy 7 is a proactive marketing of tourism-related products and services targeted at Japanese senior tourists. (S11S12O4)

4.12.2 Strategies of Improving Weaknesses for Opportunities (W-O Strategy)

W-O strategy 1 is a coordination and cooperation among a group of provinces and major cities that are popular destinations among Japanese senior tourists. Such coordination and cooperation are expected to link tourism routes, developed to co-publicize their tourism. (W1O5O6O7)

W-O strategy 2 is an expansion of the flights between Chiang Rai province and Japan to shorten time of travel for Japanese senior tourists. (W2O3O8)

W-O strategy 3 is an improvement of travel system and public transportation to support senior tourists between tourist attractions/travel agencies. (W3W4O8)

W-O strategy 4 is a creation of tourism activities to draw tourists to visit and stay at Chiang Rai province longer. It is expected to encourage tourists to visit during the off-season period. (W5W6O7O9)

W-O strategy 5 is an improvement of attraction facilities to support senior tourists. (W7O9)

W-O strategy 6 upgrades capabilities and potentials of local guides and tourism people to support Japanese senior tourists. (W8O9)

W-O strategy 7 drives an integrative cooperation between organizations and government agencies responsible for policy formulation and development plan for Chiang Rai province's tourism. It is expected to become the destination for Japanese senior tourists. (W9O1O2O3O9)

4.12.3 Preventive Strategies, Avoiding Limits and Unleashing the Potential of Tourism through the Strengths (S-T Strategy)

S-T strategy 1 is a development of the new normal for tourism in Chiang Rai province to build confidence among Japanese senior tourists. (S9S10S11S14T1T2)

S-T strategy 2 is a communication of image of Chiang Rai province's tourism as a quality and safe destination. (S9S10S14T1T3T5T6)

S-T strategy 3 is a promotion of the relationships with neighboring countries, the GMS, the ASEAN +6, and the ASEAN +3. Cooperation in terms of safety measures is made along with international agreement on regulations, customs clearance, and cross-border regulations to facilitate the transport of goods and international tourism. (S1T4)

S-T strategy 4 is a setting up of regulations on visas and immigration including the benefits that promote the long stay in Chiang Rai province. (S8T9)

S-T strategy 5 is an integrative cooperation between public sector, private sector, civil society, educational institutions, and the stakeholders related Chiang Rai province's tourism. Such cooperation is expected to define the directions of developing the Japanese senior tourist market in a systematic and unity manner. The

private sector is the main active role of this strategy while the government agencies act as the supporting party. (S9S11T7T8)

4.12.4 Vigilant Strategies, Overcoming Weakness and Avoiding Limits (W-T Strategy)

W-T strategy 1 is a tourism development that connects the areas of tourist attractions located within Chiang Rai province and the country and in Japan. (W1W5W6W7W8T3)

W-T strategy 2 is a networking of tourism cooperation from all sectors related to tourism. (W9T7T8)

4.13 Profile of Key Informants

Three academics and experts with at least five years of experience were invited to participate in this qualitative study to verify a proposed strategy. The key informants are involved and expertise in the tourism industry with the expertise in tourism planning and promotion, tourism management and tourist management. The profiles of key informants are listed in the following table.

Table 4.118 Profile of Key Informants

Code	Position	Institute	Field of Expertise
E1	Advisory Chairman	Association of Northern Tourism Federation	Tourism Policy Planning and Development
E2	Director	Office of the Permanent Secretary, Ministry of Tourism and Sports	Tourism Management
E3	Lecturer	School of Tourism, Chiang Rai Rajabhat University	Tourism and Hospitality

4.14 Qualitative Research Results

The section reveals the comments, suggestions, and verification of key informants toward the proposed strategy for tourism management for Japanese senior tourists. The interview questions are listed as follows.

1) What do you think about the proposed strategy for tourism management for Japanese senior tourists? Is it consistent with the results of the study? Does it appropriate to be implemented?

2) Is there anything else should be added or removed to make the proposed strategy complete?

3) Do you have any suggestions or cautions for strategy for tourism management for Japanese senior tourists?

Content analysis of experts' opinions was also adopted to finalize the proposed strategies. From the interviews found that all respondents commonly agreed with the proposed strategy for tourism management for Japanese senior tourists.

4.15 Suggested Key Components of Successful Strategy

Analyzing and synthesizing quantitative and qualitative research results, the researcher suggests how to realize strategies into actions to ensure highest efficiency of tourism management for Japanese senior tourists.

I – Inclusion

Cooperations from all sectors related tourism management both inside and outside Chiang Rai province, as well as cooperation from authorities/organizations from Japan and neighboring countries, the GMS, the ASEAN+6, and the ASEAN+3, are to be encouraged and included.

K – Knowledge

To develop tourism human capital's potential and quality of Chiang Rai to ensure the readiness of tourism management for Japanese senior tourists, knowledge and capability of staff from all sectors related to Chaing Rai's tourism including tourism management, tourism services for seniors, Japaneses culture and tradition,

policies, rules and regulations, as well as that of neighboring countries, the GMS, the ASEAN+6, and the ASEAN+3, are to be enhanced.

I - Initiative

With cooperations from all related parties, initiatives are identified to ensure Chiang Rai's efficient and effective strategies of tourism management and development for Japanese senior tourists.

G – Growth

Along with social responsibility and tourism asset sustainability, Chiang Rai's growth of tourism must be ensured and maintained.

A – Attributes

Not only improving existing destination attributes, but this study is also aimed to enhance advantages and deminish limitations of Chiang Rai's tourism for Japanese senior tourists. Development of destination's new attributes, products and services is strongly recommended to include the encouragement of sustainability, environmentally friendly, and senior friendly.

I – Implementation and evaluation

Strategy implementation represents the deployment of chosen strategy with a view to achieving strategic objectives. After implementing the best-chosen strategies, there must be evaluations to see whether or not it is valid (evaluation and control).

Combining the letter, I-K-I-G-A-I results in Japanese word Ikigai, which results from the term iki, meaning “alive” or “life”, and gai, meaning “benefit” or “worth”, meaning things which give your life worth, meaning, or purpose.

Hence, if Chiang Rai's tourism-related stakeholders could efficiently manage tourism for Japanese senior tourists as strategically planned, Japanese senior tourists' visit and stay in Chiang Rai would represent good life with good health, mind, and spirit and eventually achieve the Worth of Living goal following Japanese philosophy of living called Ikigai.

CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATION

This was the ending chapter of the research entitled, “Policy Implication of Tourism Management for Japanese Senior Tourists: A Case Study of Chiang Rai Province, Thailand”. The presentation of the chapter was organized following the research objectives defined in the chapter 1. In addition, it provided conclusions that were drawn on the previous chapter, and the discussion of the research findings were subsequently shown. Policy implications were written, and recommendations were put at the end of the chapter.

5.1 Overview of the Study

The research integrated both quantitative method research and qualitative method research to achieve the research objectives. The following was a list of research objectives set in the first chapter of this research.

- 1) To study the behavior and demand of Japanese senior tourists towards Chiang Rai’s tourism.
- 2) To identify factors affecting destination loyalty of Japanese senior tourists.
- 3) To evaluate Chiang Rai’s current tourism management for Japanese senior tourists implemented by tourism-related stakeholders.
- 4) To propose the policy implication of Chiang Rai’s tourism management for Japanese senior tourists.

In response to the first two research objectives, quantitative method research was adopted. Questionnaire was developed to serve as a research instrument for those two research objectives as well. Data collection was carried out from 400 samples who were Japanese senior tourist aged 55 years old and older who traveled and stayed

at least two nights in Chiang Rai province, Thailand. Purposive sampling technique was used to distribute the questionnaires to the targeted respondents.

The research instrument was designed in the form of questionnaire, and it was composed of 7 sections. Those sections included screening questions, respondents' psychographics, tourists' motives, quality of life, destination attributes, satisfaction toward tourism management in Chiang Rai province, destination loyalty, and respondents' personal information and travel behavior. Six-point Likert scale was employed to measure respondents' psychographics, tourists' motives, quality of life, destination attributes, satisfaction toward tourism management in Chiang Rai province, and destination loyalty. For respondents' psychographics, the respondents were asked to rate their agreement on the six-point Likert scale ranging from definitely disagree to definitely agree. Tourists' motives were also assessed on the six-point Likert scale of the level of importance ranging from not important at all to extremely important. In terms of quality of life, the respondents would rate their agreement on the six-point Likert scale ranging from definitely disagree to definitely agree. Destination attributes were evaluated on the six-point Likert scale of the level of importance ranging from not important at all to extremely important. For satisfaction toward tourism management in Chiang Rai province, the respondents would rate their level of satisfaction on the six-point Likert scale ranging from extremely dissatisfied to extremely satisfied. As far as respondents' personal information and travel behavior were concerned, the respondents would be offered with the multiple choices to answer the questions written on the questionnaire. After the development of the research instrument, validity and reliability must be carried out. For validity, three experts were asked to review the questionnaire to ensure the quality of the research instrument through the item of objective congruence (IOC). For reliability, pretesting of the research instrument was made with 30 respondents who were not the targeted population of this research. Once the research instrument was found to be valid and reliable, the next step was questionnaire distribution and data collection.

When 400 completed questionnaires had been obtained, data analysis was performed. Both descriptive and inferential analysis were applied. For descriptive statistics, frequency, percentage, mean, and standard deviation were used to analyze

the data of the respondents' personal information and travel behavior. Meanwhile, multiple regression analysis was an inferential analysis to identify the factors influencing destination loyalty toward Chiang Rai province among Japanese senior tourists.

Prior to the multiple regression analysis, all multiple regression models must satisfy five assumptions of linear regression models. Those five assumptions were linearity, normality, homoscedasticity, multicollinearity, and autocorrelation. The benchmark for these five assumptions were p-value >0.05 for linearity and normality, $1 < d < 3$ for homoscedasticity, > 0 for multicollinearity, and $> 1.5 - < 2.5$ for autocorrelation. The results indicated all multiple regression models satisfied those five assumptions.

5.2 Summary of the Research Findings

Significant issues of the research results would be summarized. Answering to research questions would be made in order of the research objectives set in chapter 1. Because this research used both quantitative and qualitative method research to achieve those research objectives, the first sections would be devoted to the first three research objectives that used quantitative method research. The remaining research objective which applied qualitative method research would be followed. The summary of the research findings was shown in the following paragraphs.

5.2.1 Summary of the Quantitative Research Results

5.2.1.1 Demographic Profile of the Respondents

280 Japanese senior tourists were male respondents. Most of their age (195 respondents, 49 percent) fell in between 55-60 years old. There were 170 respondents or 42.50 percent whose educational level was below bachelor's degree. Most Japanese senior tourists in this research (137 respondents, 34.25 percent) were retired and indicated that they were married/living together (268 respondents, 67 percent). 111 respondents or 27.75 percent stated that they had an average monthly income of less than 200,000 Japanese yen and most of the respondents (159, 39.75 percent) revealed that they had never met/consulted the physicians. 244 Japanese

senior tourists (61 percent) in this research said that their demands for emergency medical services were basic health services such as fever, diarrhea, and dizziness.

5.2.1.2 Travel Behavior of the Respondents: The findings indicated that the purpose of Japanese senior tourists visiting Chiang Rai Province was recreation and leisure (311 respondents, 77.75 percent). The factors that affected their decision making on travelling to Chiang Rai province were weather, topography, and beautiful nature (262 respondents, 65.50 percent), nice and peaceful atmosphere suitable for slow travel (179 respondents, 44.75 percent), friendly local people (134 respondents, 33.50), and reasonable travel expenditures (133 respondents, 33.25 percent). 280 respondents (70 percent) indicated they made their decision to visit Chiang Rai province by themselves. They got the travel information about Chiang Rai province from personal media such as family/relatives, partner/spouse, friends, travel agents, tourism staff (226 respondents, 56.50 percent), online media such as travel websites, online tourism advertising, travel blogger (173 respondents, 43.25 percent), and social media such as Facebook, Instagram, and YouTube (130 respondents, 32.50 percent). 176 respondents (44 percent) revealed that they managed their travel by themselves. There were 177 respondents or 44.25 percent who stated that they bought all tourism-related services from online travel websites such as TripAdvisor.com, Agoda.com, Airbnb Experiences, and Traveloka.com. 212 Japanese senior tourists or 53 percent spent less than a week planning their Chiang Rai trip. 126 respondents (31.50 percent) preferred to travel to Chiang Rai province with their family/relatives while there were 126 respondents (31.25 percent) who visited Chiang Rai province alone. Most of the Japanese senior tourists (261 respondents, 65.25 percent) travelled around Chiang Rai province for 3-4 days. 151 respondents (37.75 percent) preferred using personal car when going around Chiang Rai province. Most of the Japanese senior tourists searched for the information about Chiang Rai province from travel websites (196 respondents, 49 percent). 242 respondents (60.50 percent) stated that they preferred staying at the hotels when visiting Chiang Rai province. There were 300 respondents (75 percent) who revealed that they had their meals at the local restaurants in Chiang Rai province. For tourist attraction, most of the Japanese senior tourists preferred natural attractions (304 respondents, 75 percent), historical attractions (166 respondents, 41.50 percent), and cultural attractions (137 respondents,

34.25 percent). 132 respondents (33 percent) indicated that their travel spending was the first order of importance. 168 respondents (42 percent) stated that their accommodation spending was the first order of importance. 168 respondents (42 percent) said that food spending was their third order of importance. Only 30 Japanese senior tourists revealed that trip-organized services were their first order of importance. There were 15 Japanese senior tourists who stated that tourist souvenir spending was the second order of importance. 46 respondents (11.50 percent) indicated that spending on special activities such as golf, Thai massage, spa, beauty, and health was their second order of importance. Most of the Japanese senior tourists paid for the travel around Chiang Rai province not over 3,000 baht/person/day (292 respondents, 73 percent). 179 respondents (44.75 percent) would share/tell their travel experience of Chiang Rai trip on social media such as Facebook, Instagram, and Line.

Moreover, the results of cluster analysis of organizing Japanese senior tourists having been to Chiang Rai Province into clusters were based on psychological factors of four components. K-means clustering was adopted to classify Japanese senior tourists into three clusters. The demographic profile and travel behavior of each cluster are as follows.

Cluster 1: Informative Socialization

In this cluster, there 113 Japanese senior tourists which accounted for 28.25 percent. It showed unique characteristics of personal information and travel behavior. Male Japanese senior tourists in this cluster were greater than female whose age fell between a range of 55-60 years old. Their education was below bachelor's degree, they were retired. In terms of marital status, they were married/living together. Their average monthly income was 200,000-299,999 Japanese yen. They had never met the physicians for a past few years. For travel management, these Japanese senior tourists in this cluster managed all tourism-related services by themselves and preferred travelling to Chiang Rai alone/with their family/relative. They preferred Monday to Friday for visiting Chiang Rai province and spent 3-4 days for the trip. Natural attraction was their most preferred tourist attraction (followed by historical attractions, eco attractions, and cultural attractions, respectively).

Cluster 2: Quality Planning

197 Japanese senior tourists were organized into this cluster, which represented 49.25 percent of the total respondents. They demonstrated outstanding characteristics of personal information and travel behavior. Most of the Japanese senior tourists were male than female with the age falling between 55 and 60 years old. Their education was below bachelor's degree. They were retired and their marital status was married/living together. The average monthly income of these Japanese senior tourists in this cluster was more than 500,000 Japanese yen, and they had never met the physicians in the past few years. In terms of travel management, those Japanese senior tourists in this cluster managed all tourism-related services by themselves and preferred travelling to Chiang Rai with their family/relatives. They spent 3-4 days for the trip and preferred holidays. Their most favorite tourist attraction was natural attraction (followed by cultural attraction, historical attraction, eco attraction, and sports attraction, respectively).

Cluster 3: Impromptu Independence

There were 90 Japanese senior tourists organized into this cluster which accounted for 22.50 percent of all respondents. They showed their distinctive characteristics of personal information and travel behavior. The number of male Japanese senior tourists in this cluster was higher than female and their age ranged between 55-60 years old. Their education was below bachelor's degree, and they were early retirement, no career, international volunteer, professional soccer coach, consultant, etc. They were single. Their average monthly income was less than 200,000 Japanese yen. They had never met the physicians for the past few years. For travel management, they managed all tourism-related services by themselves and preferred travelling to Chiang Rai alone. They spent 3-4 days for the trip and preferred to visit Chiang Rai Province at a convenient time. Natural attraction was their most preferred tourist attraction in Chiang Rai Province (followed by eco attraction, cultural attraction, and historical attraction, respectively).

5.2.1.3 Answering the Quantitative Research Objectives

In this research, there were three research objectives that utilized the quantitative method research. On the other hand, the third research objective adopted

both quantitative and qualitative method research. The answers to those research objectives were written as the following.

1) The first research objective was to study the behavior and demand of Japanese senior tourists towards Chiang Rai's tourism

There were two research hypotheses translated from the first research objectives. Hypothesis 1 was that Japanese senior tourists with different gender, age, education, occupation, marital status, income, and health status had different behavior and demands for Chiang Rai's tourism management. Hypothesis 2 was that Japanese senior tourists with different psychographics including activities, interests, and opinions showed different behavior and demands for Chiang Rai's tourism management. The findings from principal component analysis categorized the variables of psychological factor of those Japanese senior tourists into four groups. Those groups included informative diversity, intellectual socialization, energetic planning, and quality focus. For the findings of hypothesis testing by One-Way ANOVA, the hypothesis 1 was accepted, meaning that the differences among groups of different demographic factors were associated with different behavior and demands for Chiang Rai's tourism management. In addition, the hypothesis 2 was accepted, implying that Japanese senior tourists with different psychographic factors had the relationship with different behavior and demands for Chiang Rai's tourism management. Energetic planning group was the group with the highest mean differences ($F = 366.285$), followed by the quality focus group ($F = 251.695$), intellectual socialization group ($F = 96.576$), and the informative diversity group ($F = 71.304$), respectively.

2) The second research objective was to identify factors affecting destination loyalty of Japanese senior tourists

Referred to the testing results of hypothesis 3, 4, and 5 by multiple regression analysis, tourists' motives, destination attributes, and quality of life were identified as the factors that influenced destination loyalty toward Chiang Rai province among Japanese senior tourists.

For tourists' motives, not all variables could predict destination loyalty toward Chiang Rai province among Japanese senior tourists. Knowledge seeking, escaping, social interaction, lifestyle and culture, restoring and enhancing

well-being, visa approval process, safety, and friendliness of local people were the predictive variables of destination loyalty. Among these variables, safety was the most influential variable that could have effects on destination loyalty, but the strength of the relationship was weak ($\beta = 0.38$).

Furthermore, not all dimensions of destination attributes could influence on destination loyalty. Accommodation, activities, safety & security, and travel services were the dimensions that could predict destination loyalty toward Chiang Rai province among Japanese senior tourists. Safety & security was the predictive variable that showed significant influence on destination loyalty ($\beta = 0.513$), followed by accommodation ($\beta = 0.178$). Even if activities and travel services were found to affect destination loyalty, but they showed the opposite directions ($\beta = -0.211$, $\beta = -0.281$).

Physical health, emotional well-being, financial circumstance, and family and social relationships were the dimensions of the quality-of-life factor that could predict destination loyalty toward Chiang Rai province among Japanese senior tourists. Of these, physical health played the most significant role in influencing destination loyalty toward Chiang Rai province ($\beta = 0.448$). Although other dimensions affected destination loyalty, the strength of those relationships were found not to be strong as indicated by the value of correlation coefficient (emotional wellbeing = 0.175, financial circumstance = 0.141, family and social relationships = 0.158).

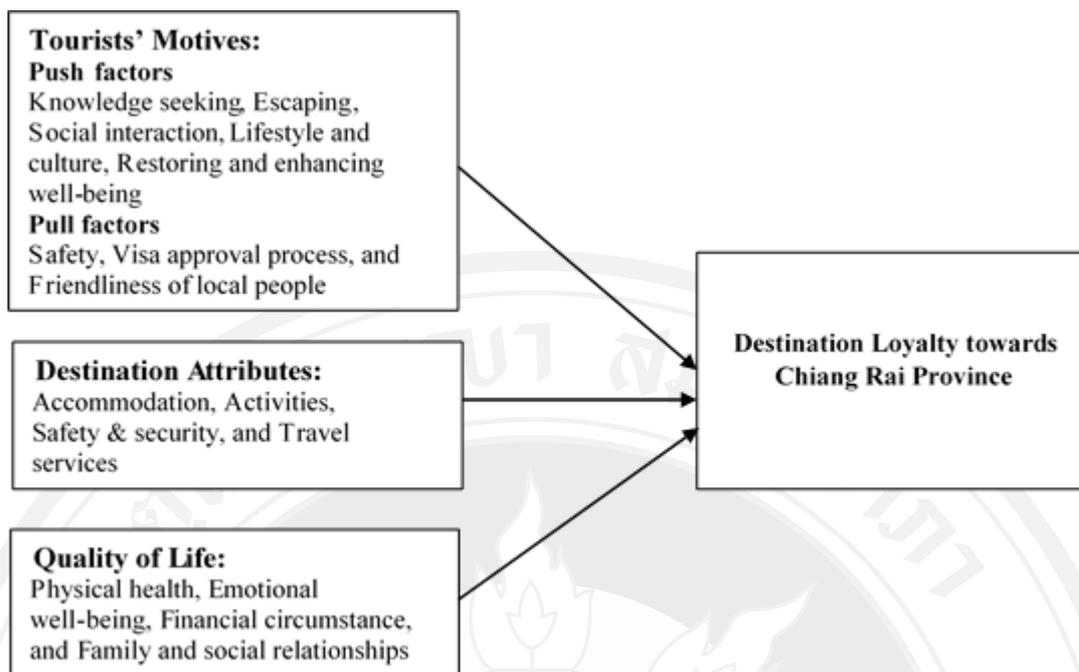


Figure 5.1 Predictive Variables of Each Factor Influencing Destination Loyalty

3) The third research objective was to evaluate Chiang Rai's current tourism management for Japanese senior tourists implemented by tourism-related stakeholders

The findings of the testing of hypothesis 6 showed that Japanese senior tourists with different demographic factors indicated different levels of satisfaction toward tourism management in Chiang Rai province as indicated by One-Way ANOVA. However, not all demographic factors would be related to satisfaction toward tourism management in Chiang Rai province. Age, occupation, marital status, and health status (frequency of meeting/consulting the physicians) were the demographic factors that showed the full support for different levels of satisfaction toward tourism management in Chiang Rai province. Meanwhile, education and average monthly income demonstrated the partial support for satisfaction towards tourism management in Chiang Rai Province. On the other hand, gender was the only demographic factor that was fully rejected.

The results of the testing of hypothesis 7 demonstrated that Japanese senior tourists with different psychographic factors had the relationships with different levels of satisfaction toward tourism management in Chiang Rai

province as revealed by the multiple regression analysis. It was found that all groups of psychographic factors illustrated the relationship with different levels of satisfaction toward tourism management in Chiang Rai province. Informative diversity, intellectual socialization, and energetic planning were three groups of psychographic factors that showed the partial support for satisfaction toward tourism management in Chiang Rai province. In contrast, quality focus was the only group among psychographic factors that illustrated the full support for satisfaction toward tourism management in Chiang Rai province among Japanese senior tourists.

5.2.2 Summary of the Qualitative Research Results

The third research objective used both quantitative and qualitative method research, and the results of quantitative analysis were summarized in the previous section. In this section, the results of qualitative data analyzed by the SWOT framework, the TOWS matrix, and content analysis were summarized as the following.

As any other tourism provinces, Chiang Rai province also had strengths, weaknesses, opportunities, and threats for its tourism in the elderly tourist market. The results of the SWOT analysis framework indicated that Chiang Rai province's tourism possessed 14 strengths in its tourism for the elderly tourist market. Those 14 strengths included (1) location, topography, and weather, (2) history, culture, and tradition, (3) tourism resources, (4) transportation, (5) economy, (6) international cooperation, (7) tourism policy, (8) cooperation with the associations related to tourism, and (9) health and medical services. Meanwhile, the province showed its weaknesses for senior tourism through the SWOT analysis. Such weaknesses were tourism policy, transportation, tourism activity, attraction facilities, tourism people, and management. It was also found that the opportunities for Chiang Rai province's senior tourism were Japan's changing population age structures, economy, international cooperation, tourism policy, transportation, and cooperation of the associations related to tourism. Besides, it was also found that Chiang Rai province could face the possible threats from its external environment in senior tourism. Those threats included the COVID-19 pandemic, tourism competition, international

cooperation, environmental risks, management, and regulations on visas and immigration.

After the SWOT analysis, the TOWS matrix was carried out to formulate the strategies in response to Chiang Rai province's senior tourist market. There were four strategic alternatives by the TOWS matrix: proactive strategies (S-O strategy), improvement strategies (W-O strategy), preventive strategies, avoiding limits and unleashing the potential of tourism through the strengths (S-T Strategy), and vigilant strategies (W-T strategy). Proactive strategies or the S-O strategy was a combination between strengths and opportunities that lied in Chiang Rai province's senior tourism. Through the TOWS matrix, there were 7 strategies of Chiang Rai province's tourism management for Japanese senior tourists. Improvement strategies (W-O strategy) was a set of strategies that improved weaknesses of Chiang Rai province's tourism for opportunities. 7 strategies of Chiang Rai province's tourism management for Japanese senior tourists were derived from the TOWS matrix. Another strategic alternative was a set of preventive strategy that avoided limits of Chiang Rai province's tourism by unleashing the potential of tourism through the strengths of Chiang Rai province's tourism (S-T Strategy). There were 5 strategies in this alternative as found from the TOWS matrix. The last strategic alternative was vigilant strategies that overcame weaknesses and avoided limits of Chiang Rai province's tourism (W-T strategy). Through the TOWS matrix, there were 2 strategies of Chiang Rai province's tourism management for Japanese senior tourists.

5.2.2.1 The fourth research objective was to propose the policy implication of Chiang Rai's tourism management for Japanese senior tourists

The proposed strategies can be applied with Chiang Rai's tourism sector, suggesting policy implication to ensure the clarity and actual implementation of suggested strategies.

1) Proactive Strategies (S-O Strategy)

S-O strategy 1 is a formulation of policy and the making of senior tourism promotion in Chiang Rai Province aimed at the Japanese senior tourist market.

Action and Mechanism:

(1) Promote and push for integrated cooperation among organizations and authorities to formulate Chiang Rai's Tourism policy and development plan to become a destination of recreation and leisure for senior tourism.

(2) Formulate the grand policy for the Chiang Rai Province's tourism:

(2.1) Tourism policy on the promotion of the province to become a destination of recreation and leisure for senior tourism

(2.2) Tourism policy on safety, security, and sanitation of the province

(2.3) Tourism policy on development of facilities in support of senior tourism, particularly at accommodations, tourist attractions, and transports

(2.4) Tourism policy on the development of local people and communities in Chiang Rai Province

(3) Assign the tourism policies to Chiang Rai's tourism-related stakeholders

(4) Have collaboration between those stakeholders to drive and achieve senior tourism's mission and objectives

(5) Integrate among the government agencies to execute the plans of tourism

(6) Stakeholders have the same direction toward accomplishing the mission and objectives, the grand policy must be formulated in a way that no one could alter it.

(7) The development and promotion of senior tourism in Chiang Rai covers driving mechanism namely:

(7.1) Development of tourist destinations to create worthiness and add value

(7.2) Enhancement of tourism products and services quality

(7.3) Promotion of tourism marketing management

(7.4) Development and preparation of tourism personnel

(7.5) Development of safety standard system for tourists

(7.6) Public relations and communication on senior tourism

(8) Public sector must demonstrate the leading role to develop cooperation with related private sector such as entrepreneurs of accommodation, restaurant, department store, public transport, etc. leading to designing of tourism and improving existing attributes to support Japanese senior tourists.

S-O strategy 2 is an establishment of Sister City between Chiang Rai province and Japan

Action and Mechanism:

(1) Integrate cooperation with all parties related to the establishment of relations between Chiang Rai and Gunma, Japan

(2) Connect and propose the establishment of sister city relations between Makinohara, Shizuoka, Japan and Chiang Rai municipality

(3) The working team should consider other provinces and cities in Japan to propose establishing sister city relations with Chiang Rai.

(4) Create a tourism development plan that connects the areas of tourist attractions located within Chiang Rai province and the country and in Japan

(5) Do a feasibility study for extending flight plan between Chiang Rai province and Japan to facilitate Japanese senior tourists and ensure shorter travelling time

S-O strategy 3 is a promotion of the tourism strengths that lie in Chiang Rai's culture, nature, and health.

Action and Mechanism:

(1) Connect and integrate tourist destination of natural hot spring with Chiang Rai Lanna Wellness and Chiang Rai's Safe Food Good Life projects

(2) Connect eco-tourism with health tourism by combining the outstanding natural resource of hot spring with the value adding of one-stop health tourism

(3) Create cooperation among local sectors by building networks to connect with hot spring and to ensure the participation of related authorities including public, private, civil society sectors and communities to develop and manage the hot spring

(4) Promote and encourage entrepreneurs relating with hotel, spa, beauty and health businesses as well as Chiang Rai's hot spring and spa club to acquire knowledge on hot spring and mineral water, as well as the management and development of health tourism products and services

(5) Select hot spring with potentials to develop into "hot spring destination prototype" and promoting for the exchange of its success with other hot spring to ensure the development and managing enhancement of natural hot spring covering all hot spring destinations in Chiang Rai Province

(6) Establish working team consisting of public, private, civil society, academic sectors to study and consider the concession allocation for private sector to manage and compare that by public sector with the participation of community to select suitable direction and yield sustainable benefits

S-O strategy 4 is a tourism development for the elderly market as well as the connection to the GMS, the ASEAN +6, and the ASEAN +3.

Action and Mechanism:

(1) Establish elderly tourism market promotion plan, product linkage, information exchange, tourism product developments, human resources development, tourism safety, and transportation links with the GMS, the ASEAN +6, and the ASEAN +3

(2) Drive five Chiang Travel Routes Development Project and connect to the GMS, the ASEAN +6, and the ASEAN +3

(3) Establish tourism business network among the five cities: Chiang Mai and Chiang Rai in Thailand, Chiang Tung (Kengtung) in Myanmar, Chiang Rung (Jing Hong) in China, and Chiang Thong (Luang Prabang) in Laos

(4) Promote Chiang Rai Province as the tourism center of the five cities

S-O strategy 5 is the development of tourism entrepreneurs and people to be able to supply tourism-related products and services targeted at the Japanese senior tourist market.

Action and Mechanism:

Develop Entrepreneur and staff's tourism readiness and potential to ensure ability to provide tourism products and services for Japanese senior tourism.

S-O strategy 6 is a promotion and support for people in the community to participate in management and receive the benefits from tourism.

Action and Mechanism:

(1) Assign the policy on the development of local people and communities in Chiang Rai Province to the leaders of local people and communities

(2) Assign the leaders of local people and communities to implement this policy through the local administrative organizations

(3) Promote and support locals' participation in tourism management and benefit to ensure revenue Increase and local economy drive

S-O strategy 7 is a proactive marketing of tourism-related products and services targeted at Japanese senior tourists.

Action and Mechanism:

(1) Convey an image of Chiang Rai province's tourism as a quality and safe destination

(2) Execute proactive marketing on tourism products and services for Japanese senior tourists

(3) Integrate the demand-driven strategy with the existing supply-driven strategy is expected to enhance the tourists' true demands

2) Strategies of Improving Weaknesses for Opportunities (W-O Strategy)

W-O strategy 1 is a coordination and cooperation among a group of provinces and major cities that are popular destinations among Japanese senior tourists.

Action and Mechanism:

Coordinate and cooperate with a group of provinces and major cities to link tourism routes, developed to co-publicize their tourism.

W-O strategy 2 is an expansion of the flights between Chiang Rai Province and Japan to shorten time of travel for Japanese senior tourists.

Action and Mechanism:

Do a feasibility study for extending flight plan between Chiang Rai Province and Japan to facilitate Japanese senior tourists and ensure shorter travelling time

W-O strategy 3 is an improvement of travel system and public transportation to support senior tourists between tourist attractions/travel agencies.

Action and Mechanism:

Public transportation must be provided to cover all areas of tourist attractions with ease of access.

W-O strategy 4 is a creation of tourism activities to draw tourists to visit and stay at Chiang Rai province longer.

Action and Mechanism:

(1) Increase the number of cultural, ecological and health community tourist sites in order to make tourists more diverse and spend more time for travelling

(2) Offer creative activities that encourage Japanese senior tourists to participate in the activities and exchange knowledge through direct experience with the host or cultural owner. Tourists therefore, are given chance to take a slow tourism, profound, and spend more time in tourist attractions and Chiang Rai province.

(3) Design a new tourism route that connects various and interesting attractions and activities together, such as historical-cultural routes, eco-friendly-sports tourism routes, agro-tourism routes, community lifestyles, and recreational activities routes etc.

(4) Encourage tourists to visit during the off-season period
W-O strategy 5 is an improvement of attraction facilities to support senior tourists.

Action and Mechanism:

Improve facilities such as restroom, messages on the boards, maps, seats, and parking lot provided at tourist attraction are suitable for senior tourists.

W-O strategy 6 upgrades capabilities and potentials of local guides and tourism people to support Japanese senior tourists.

Action and Mechanism:

Enhance tour guides and staff's capability and potential including Japanese culture and language, caregiving for the elderly, and senior first aid to support Japanese senior tourists

3) Preventive Strategies, Avoiding Limits and Unleashing the Potential of Tourism through the Strengths (S-T Strategy)

S-T strategy 1 is a development of the new normal for tourism in Chiang Rai province to build confidence among Japanese senior tourists.

Action and Mechanism:

(1) Formulate policy on alleviating safety, security and sanitation

(2) Formulate policy on the development of health and medical services for Japanese senior tourists and assign to both public and private sectors related to health and medical services in Chiang Rai province.

(3) Develop Practical Measures for Chiang Rai Province

(4) Improve the safety, security, and sanitation aspects of Chiang Rai Province

S-T strategy 2 is a communication of image of Chiang Rai Province's tourism as a quality and safe destination.

Action and Mechanism:

(1) Related agencies should improve the attributes of safety and security to be more effective to increase satisfaction and confidence among Japanese senior tourists.

(2) The Tourist Assistance Center (TAC) Chiang Rai Province should employ Japanese-speaking staff available in the online platform and the call center to handle the complaints from Japanese tourists and give advice about the safety in their lives and belongings.

(3) Tourism-related entrepreneurs should be supported and promoted to participate in the evaluation by the Thailand Safety & Health Administration (SHA) to ensure that Chiang Rai Province is safe.

(4) Communicate information on destination safety and security.

S-T strategy 3 is a promotion of the relationships with neighboring countries, the GMS, the ASEAN +6, and the ASEAN +3.

Action and Mechanism:

Cooperation in terms of safety measures is made along with international agreement on regulations, customs clearance, and cross-border regulations to facilitate the international tourism.

S-T strategy 4 is a setting up of regulations on visas and immigration including the benefits that promote the long-stay in Chiang Rai Province.

Action and Mechanism:

(1) Applying for long stay visa (O-A) should be convenient, fast, and not complicated.

(2) Improve the process of long-stay visa application (O-A) and length of time of visa application waiting in Japan

(3) Immigration services staff should do their jobs with willingness and friendliness, being able to speak English and Japanese.

S-T strategy 5 is an integrative cooperation between public sector, private sector, civil society, educational institutions, and the stakeholders related Chiang Rai province's tourism. Such cooperation is expected to define the directions of developing the Japanese senior tourist market.

Action and Mechanism:

(1) Define the directions of developing the Japanese senior tourist market in a systematic and unity manner

2) The private sector is the main active role of this strategy while the government agencies act as the supporting party.

4) Vigilant strategies, Overcoming Weakness and Avoiding Limits (W-T strategy)

W-T strategy 1 is a tourism development that connect the area of tourist attractions located within Chiang Rai Province and the country and in Japan.

Action and Mechanism:

Create a tourism development plan that connects the areas of tourist attractions located within Chiang Rai Province and the country and in Japan

W-T strategy 2 is a networking of tourism cooperation from all sectors related to tourism

Action and Mechanism:

(1) Define the directions of developing the Japanese senior tourist market in a systematic and unity manner

(2) Assign tourism policies to all stakeholders involved in the tourism industry in Chiang Rai province

(3) The private sector is the main active role of this strategy while the government agencies act as the supporting party.

(4) Promote and support locals' participation in tourism management and benefit to ensure revenue increase and local economy drive

(5) Chiang Rai governor serves as the center of tourism management.

5.3 Discussion of the Research Findings

The research findings written in the previous chapter would be discussed in this section. Theoretical implications and research contributions were also provided at the end of the section.

5.3.1 Behavior of Japanese Senior Tourists and Demands for the Senior Tourism in Chiang Rai Province

The findings of this research revealed that Japanese senior tourists came to Chiang Rai province for recreation and leisure purpose. Because they were retired, those Japanese senior tourists preferred to visit Chiang Rai province on working days or Monday-Friday. They managed their tourism-related services through online travel websites such as TripAdvisor.com, Agoda.com, Airbnb Experiences, and Traveloka.com. In general, Japan was one of many countries with the highest penetration rate of the Internet, and it was perceived that buying things from the Internet were much far cheaper (Gehrt, Onzo, Fujita, and Rajan, 2007; Suarez, Hugo, and Paris, 2020). Thus, Japanese senior people would buy their travel-related services from the online channels. To visit Chiang Rai Province, they would spend less than a week preparing their trip and stay at the province for 3-4 days. It was also found that this group would make their decision alone to visit Chiang Rai Province. They would come to the province with or without their family and relatives. It was found that most of the respondents in this research aged between 55-60 years old. The physical health of Japanese senior tourists at this age still allowed them to travel alone comfortably. They did not need help from their family members or relatives when visiting Chiang Rai Province.

Moreover, it was found that these Japanese senior tourists preferred to eat at the local restaurants in Chiang Rai Province. This was because the local restaurants were not expensive compared to those at the hotels. As shown in the results of travel behavior, Japanese senior tourist would spend not over 3,000 baht/person/day. Additionally, this group of tourists did not spend much of their money on tourism souvenirs at tourist attractions in Chiang Rai Province. Rather, they would buy things that were hand-made, and those things must not be available in Japan. In other words, Japanese people, who visited Chiang Rai Province, would make their purchases of local products that were different from those in Japan. They preferred things that were made of baked clay. For example, they would buy dishes in the form of baked clay pottery. In addition, tourism souvenirs in Japan were far better than those in Thailand. Japan was famous for the country of tourism souvenirs.

5.3.2 A Comparison of Tourist Behavior among Japanese Senior Tourists, Foreign Tourists, and Thai Tourists Visiting Chiang Rai Province

The results of Japanese senior tourist behavior found from this research would be compared with those of the previous studies investigating different groups of tourists who came to Chiang Rai Province. Phuwanatwichit, Songthanapithak, and Sangkam (2019) examined the development of integral tourism marketing plan for establishing Chiang Rai Province as a tourism hub of Lanna civilization through the tourist behavior and perception of tourism public relations media. In Phuwanatwichit, Songthanapithak, and Sangkam's research, there were 800 respondents who were Thais and Foreigners in the cohorts of generation X and generation Y (their average age was below 55 years). The findings of the past research indicated that most of its respondents were female while the majority of this current research are male respondents. In contrast, it was found that the respondents' purpose of traveling to Chiang Rai Province compared between the past study and the current research were more or less similar. Their purposes of travel include enjoyment, entertainment, and recreation of their brain and body. However, there were some tourists who revealed they visited Chiang Rai Province with the purpose of learning culture and knowledge seeking. Whereas Thai and foreign tourists decided to visit Chiang Rai Province mostly due to its tourist attractions, Japanese senior tourists made their trips to Chiang Rai Province because of its weather, topology, and beautiful nature. All groups of senior tourists received tourism news and information from personal media, followed by online media, social media, and word of mouth, respectively. In terms of accompanied person, it was found that Thai tourists came to Chiang Rai Province with their 3-5 family members. Foreign tourists would visit Chiang Rai Province with their boyfriend or girlfriend/fiancé/spouse or friends. Meanwhile, Japanese senior tourists would travel to Chiang Rai Province as independent tourists, with their family/relatives or friends/colleagues. Both Thai and foreign tourists would spend 2-3 days in Chiang Rai Province and preferred to stay at the hotels and guesthouses, respectively. In addition, it was found that Thai and foreign tourists took personal cars when they travelled around the province. Meanwhile, Chinese tourists used tour buses when they were in Chiang Rai Province. Most Japanese senior tourists preferred

personal cars, followed by public transportation when travelling around the province. Tourists of all nationalities put their emphasis on convenient, comfortable, and safe access to the province's tourist attractions. Moreover, it was found that all tourists managed their travel to Chiang Rai Province individually. Besides, it was also noticeable that most Thai and foreign tourists would make their trip to Chiang Rai Province from Bangkok and Chiang Mai. These two major cities are famous among the tourists.

5.3.3 A Comparison of Tourist Behavior between Japanese Senior Tourists and Foreign Senior Tourists

Tourist behavior of Japanese senior tourists of this current research would be compared with the findings of the past studies investigating senior foreign tourists. Krajangchom, Maneetrakulthong, and Srichai (2019) studied the guidelines for the development of tourism activities for senior foreign tourists in the Lanna civilization zone and found that it covered five provinces of Thailand. Those provinces were Chiang Mai, Lampang, Lamphun, Phayao, and Chiang Rai. In their research, there were 384 respondents who were Chinese senior tourists, Japanese senior tourists, European senior tourists, and senior tourists from the Americas and other nationalities. Furthermore, it was found that Chinese and European tourists would visit the Lanna civilization zone with their family while the tourists from the Americas came to the Lanna civilization zone with their spouse. Meanwhile, Japanese senior tourists visited the Lanna civilization zone as independent tourists and with their family/relatives or friends/colleagues. For vehicles used for travelling around the Lanna civilization zone, it was found that senior Chinese tourists preferred tour buses and trains; likewise, European senior tourists would take trains, cars, and public transportation. On the contrary, senior tourists from the Americas would use taxi cars when travelling around the Lanna civilization zone. Meanwhile, Japanese senior tourists preferred taking personal cars, followed by public transportation when they travelled around the Lanna civilization zone. As far as accommodation is concerned, senior tourists of all nationalities preferred staying at the hotels, accompanied by guesthouses, and resorts, respectively. Chinese senior tourists spent 7-9 days in the Lanna civilization zone while senior tourists from the European countries, the

Americas, and other countries would take more than 15 days to travel around the Lanna civilization zone. For the purposes of travelling, senior tourists from the Americas visited the Lanna civilization zone due to the needs to experience local arts, cultures, and traditions. At the same time, European senior tourists came to the Lanna civilization zone to see nature, landscape, and arts, cultures, and traditions. However, Chinese and Japanese senior tourists travelled to the Lanna civilization zone to experience nature and landscape. Moreover, it was found that senior tourists of each nationality were mostly attracted by eating activities of traditional Lanna food. European senior tourists emphasized food and beverages as their priority of travel, followed by safety, which was different from those of Japanese senior tourists. These Japanese tourists stressed most of their concerns on the safety and security. Tourism activities that could attract Chinese senior tourists were those related to religion and belief, delivery of good fortune, and culture and local lifestyles. In contrast, senior tourists from the Americas were interested in learning different cultures and visiting the walking streets and old markets in the communities. Also, they came to the Lanna civilization zone for their recreation and powering up their lives by adventurous tourism in natural attractions. Senior European tourists preferred visiting temples and ancient remains located in the Lanna civilization zone. Meanwhile, Japanese senior tourists preferred natural tourism activities, historic tourism activities, and cultural tourism activities. Such results of the past research were consistent with the research findings by Tongchoiy, Oebpob, and Panbamrungkij (2021) indicating that demographic factor of different nationalities in terms of culture, personality, and lifestyle, tourism rules, and social class produced different tourist behavior along with the influences on selecting types of tourism and tourist attractions. Besides, nationality was the factor that affected tourists' motivation to travel differently.

Such comparisons revealed that tourist behavior of Japanese senior tourists shared certain similarities and differences from those tourists with different ages and nationalities. Therefore, tourism-related agencies in Chiang Rai Province should apply such information to their tourism management in response to behavior and demands of each group of tourists.

5.3.4 Influences of Tourists' Motives, Destination Attributes, and Quality of Life on Destination Loyalty towards Chiang Rai Province among Japanese Senior Tourists

The results of this research confirmed that destination loyalty toward Chiang Rai Province could be predicted by tourists' motive, destination attributes, and quality of life among Japanese senior tourists. These results were not different from previous studies by Leo, et al. (2021), Hidayah, Wibowo, and Hendrayati (2021), Jumanazarov, Kamilov, and Kiatkawsin (2020), Cahyanti, Sudarmiati, and Siswanto (2020), and Rohman (2020).

Leo, et al. (2021) studied the effects of push and pull factors of motivation on agritourism destination loyalty, and the results showed that those push and pull factors of motivation influenced the destination loyalty toward agritourism indirectly. Hidayah, Wibowo, and Hendrayati (2021) investigated the associations between destination attributes and destination loyalty toward Geopark, and Jumanazarov, Kamilov, and Kiatkawsin (2020) examined the influence of destination attributes and revisit and word-of-mouth intention toward Smarkand among international tourists. The results revealed that destination attributes were correlated with destination loyalty.

It was found that tourists' motives had effects on destination loyalty. In this research, tourists' motives were measured in two dimensions. Those two dimensions were push factor and pull factor. However, not all attributes of these two dimensions would affect destination loyalty toward Chiang Rai province. For the dimension of push factor, destination loyalty was influenced by knowledge seeking, escaping, social interaction, lifestyle and culture, and restoring and enhancing well-being. Meanwhile, visa approval process and friendliness of local people were the dimensions of pull factor that had effects on destination loyalty toward Chiang Rai province among Japanese senior tourists. Safety was a dimension of pull factor that showed the strongest influence on destination loyalty toward Chiang Rai province in the views of Japanese senior tourists, but the relationship was weak (Schober, Boer, & Schwarte, 2018). As it had been long known that Japanese people were concerned about safety, the countries that they would consider travelling to must be safe for them. Japanese people lived in the culture of safety. They would be accustomed to

that culture. As shown in Table 4.28, all push and pull factors had weak relationships with destination loyalty toward Chiang Rai province. Because their purpose of visiting Chiang Rai province was for recreation and leisure, other dimensions of push and pull factors may affect their destination loyalty toward Chiang Rai province at a certain degree.

The findings also demonstrated that destination attributes had the relationships with destination loyalty toward Chiang Rai province among Japanese senior tourists. Although in the travel behavior of those Japanese senior tourists were attracted by tourist attractions in Chiang Rai province, the results of multiple regression analysis indicated that attraction did not have any effects on destination loyalty. In contrast, accommodation, activities, safety & security, and travel services revealed both positive and negative relationships with destination loyalty. Among these attributes, safety & security showed the strongest effects on destination loyalty in a moderate relationship. Meanwhile, even if accommodation was positively associated with destination loyalty, their relationship was found to be weak (Schober et al., 2018). This could be probably because the room prices of the hotels in Chiang Rai province were not expensive, and Japanese people would reasonably pay for things that they wanted. These findings were corresponded to the prior research by Sangpikul (2019) examining the relationship between destination quality and destination loyalty toward Phuket province of Thailand and reporting the results that safety was an attribute of destination quality that influenced destination loyalty toward Phuket province. Besides, Nakphin and Buafai (2018) found that perceived safety was related to destination loyalty. Nevertheless, activities and travel services were negatively correlated with destination loyalty. As found in the findings of travel behavior of Japanese senior tourists in this research, this group of tourists visited Chiang Rai province on an account of recreation and leisure. Additionally, the results in the travel behavior indicated that these senior tourists preferred slow tourism and explored the life of local people. They may not want to join in tourism-related activities. As revealed in the results of demographic factors, travel services would be managed by Japanese senior tourists on the online travel websites. This could be implied that availability of travel services by tourism-related operators was essential, but it must be on the online channels. Besides, the process of long-stay visa application (O-A)

and length of time of visa application waiting in Japan were also not important for this group of tourists. This group of tourists in this research spent only 3-4 days for their Chiang Rai trip. Furthermore, Japanese people could enter Thailand and stay in the country up to 30 days for tourism purpose, which was known as visa exemption. They did not need to apply for the visa.

The results also showed that quality of life of Japanese senior tourists had impacts on destination loyalty toward Chiang Rai province, which was consistent with the previous studies by Rohman (2020). Nonetheless, not all attributes of quality of life would influence destination loyalty. It was found that physical health, emotional well-being, financial circumstance, and family and social relationship had relationships with destination loyalty. Physical health illustrated the strongest effects on destination loyalty and the relationship between these two variables were moderate. Since this research focused on senior tourists, their physical health would play an important role in allowing them to travel to other countries. Without better conditions of physical health, these senior tourists may not be able to revisit Chiang Rai province in the future. The flight from Japan to Bangkok would take six hours, and to reach Chiang Rai province, these Japanese senior tourists had to spend 1 hour flying from Bangkok to Chiang Rai province. No direct flight from Japan to Chiang Rai province had been available. Even though emotional well-being, financial circumstance, and family and social relationship were found to affect destination loyalty, their relationships were weak (Schober et al., 2018).

5.3.5 Chiang Rai Province's Current Tourism Management in the Views of Tourism-related Stakeholders and Japanese Senior Tourists

The results of quantitative analysis from the demand side or Japanese senior tourists indicated that demographic factors influenced levels of satisfaction toward tourism management in Chiang Rai Province but not all demographic factors were associated with satisfaction toward tourism management in Chiang Rai Province. Those factors included age, occupation, marital status, and meeting/consulting the physicians (health status) with the full support for different levels of satisfaction toward tourism management in Chiang Rai province. This would be because the Japanese tourists of this research were the elderly people. What made them satisfied

with tourism management in Chiang Rai Province must be in line with their needs and preferences. For example, age was a demographic factor affecting satisfaction toward tourism management in Chiang Rai Province among Japanese senior tourists; as a result, their needs would be facilities and supports that facilitated their traveling and staying at Chiang Rai Province. In terms of occupation, Japanese senior tourists were retired, and their purpose of visiting Chiang Rai Province was for recreation. They probably did not need special activities or exciting tourist attractions to satisfy them. This group of tourists preferred slow tourism and Chiang Rai province was the city that corresponded to their preferences. Marital status was another demographic factor that had effects on toward tourism management in Chiang Rai Province. Both single and married Japanese senior tourists were the majority of this research. Chiang Rai Province's tourism management may be suitable for them to visit alone or come with their husband/wife/family. Thus, they showed their satisfaction toward tourism management in Chiang Rai Province through marital status of demographic factor. Health status (Meeting/consulting the physicians) influenced satisfaction toward tourism management in Chiang Rai Province among Japanese senior tourists. Most of the respondents indicated that they had never met/consulted the physicians. To travel to and stay at Chiang Rai Province, these Japanese senior tourists must be healthy because they had to fly from Japan to Bangkok and to Chiang Rai Province. This travel required a longer time. In contrast, education and average monthly income demonstrated the partial support for satisfaction toward tourism management in Chiang Rai Province. Most of the respondents in this research stated that their education was below bachelor's degree and had an average monthly income of less than 200,000 Japanese yen. Therefore, education and income did not play a significant role in determining their satisfaction toward tourism management in Chiang Rai province. However, gender was the only demographic factor that did not show any effects on satisfaction toward tourism management in Chiang Rai Province among Japanese senior tourists. This could be because both male and female Japanese senior tourists needed to travel to the countries that they could relax and learn new things after their retirement. In addition, the Japanese government encouraged both male and female to find a place outside Japan to live their lives after their retirement.

Moreover, the results showed that psychological factors had the relationship with satisfaction towards tourism management in Chiang Rai Province. Informative diversity, intellectual socialization, and energetic planning were three groups of psychological factors that showed the partial support for satisfaction toward tourism management in Chiang Rai Province. On the other hand, quality focus was the only group among psychographic factors that illustrated the full support for satisfaction toward tourism management in Chiang Rai Province among Japanese senior tourists. Because most of the respondents stated that their purpose of traveling to Chiang Rai Province was for recreation and leisure, this psychographic factor was not related to recreation. Instead, it was concerned with adventure tourism and activities. These Japanese senior tourists did not need tourism activities. They did not spend much on health recovery such as massages.

In terms of supply side, tourism-related stakeholders revealed that Chiang Rai Province had many advantages such as location, topography, and weather, history, culture, and tradition, tourism resources, transportation, cost of living, health and medical services. The respondents in this research came to Chiang Rai Province for their recreation purposes, and they spent 3-4 days in the province. Natural attraction was their most preferred tourist attraction in Chiang Rai Province. Although the province provides health and medical services, Japanese senior tourists need only basic health services such as treating fever, diarrhea, dizziness, etc. Nevertheless, cost of living would be their main reason to visit Chiang Rai Province. It was cheaper than that in Japan and major cities of Thailand. In fact, public transportation in Chiang Rai Province did not cover all areas, and Japanese senior tourists preferred personal cars when they traveled around the province.

5.4 Theoretical Implications and Research Contributions

Theoretically speaking, the important contributions of this research lied in the inclusion of tourists' motives, destination attributes, quality of life, and destination as a conceptual framework. Although these concepts were studied independently in the regression models, the purpose of such studies was similar. It was expected to explore the factors influencing destination loyalty. Therefore, the influences of tourists'

motives, destination attributes, and quality of life on destination loyalty toward Chiang Rai province among Japanese senior tourists were examined. It could be said that this research pioneered the studies on the relationships between tourists' motives, destination attributes, quality of life, and destination loyalty. The findings confirmed that these three concepts could be used to investigate the associations with destination loyalty in the context of senior tourism. This was the first theoretical implication from this current research.

Destination attribute was another research contribution. It revealed the attributes of Chiang Rai's tourism that attracted Japanese senior tourists to revisit the province in Thailand. Moreover, it demonstrated that the attributes that would have negative impacts on destination loyalty toward Chiang Rai province among Japanese senior tourists. Negative impacts here referred to the opposite relationships or directions between the attributes and destination loyalty. In other words, it was the attributes of Chiang Rai's tourism that refrained Japanese senior tourists from revisiting the province in the future.

Quality of life, in this research, was measured in the perspectives of senior tourists and tourism. As found from the previous literature, quality of life would be assessed by their wellbeing after a visit of a destination. This research was one of the very first attempts to examine the quality of life of tourists in terms of their personal conditions that would or would not allow them to revisit the destination. Physical health, financial circumstance, family and social relationships, and time permit were those attributes added to the measurement of quality of life among Japanese senior tourists. The personal conditions of Japanese senior tourists indicated the strongest influence on revisiting Chiang Rai Province in the future. These findings showed the key contribution and theoretical implication of this research.

This research contributed to the literature of destination loyalty in the context of senior tourism in Thailand. It examined the effects of tourists' motives, destination attributes, and quality of life on destination loyalty toward Chiang Rai province among Japanese senior tourists. The results established a better understanding toward senior tourism in Thailand as well as the insights into senior foreign tourists, particularly Japanese senior tourists visiting Thailand. The conceptual framework

grounded in this research could be used to investigate the issues of senior tourism in other provinces of Thailand.

5.5 Policy Implications

This section presented policy implications in response to the research objective 4 defined in the chapter 1. The fourth research objective was proposing the policy implications of Chiang Rai's tourism management for the Japanese senior tourist market. Based on the findings and strategies written in the chapter 4, policy implication was grounded on the concept of Ikigai (生き甲斐), meaning "Worth of Living" or the value of a truly meaningful existence of human beings. Ikigai was a Japanese philosophy of living influenced by the Zen philosophy. It came from the word "Iki" which referred to existence and the word "Gai" which was explained as value in Japanese. Put it simply, Ikigai was described as individuals' purpose of living. It was the philosophy that encouraged human beings to live their lives physically and mindfully happy through awakening, enlightening, and discovering oneself. There were four fundamental elements of the Ikigai philosophy: what you love, what you are good at, what you can be paid for, and what the world needs. Besides, these four elements could be also translated into the ways to find the Ikigai philosophy of an individual's life (Auemporn Wannaying, 2021). In addition, the researcher suggested the Key Components of Successful Strategy, including I - Inclusion, K - Knowledge, I - Initiative, G - Growth, A - Attributes, and I - Implementation and evaluation. Combining the letter I-K-I-G-A-I results in Japanese word Ikigai. It can be implied that Japanese senior tourists' visit and stay in Chiang Rai would represent good life with good health, mind, and spirit and eventually achieve the Worth of Living goal following Japanese philosophy of living if Chiang Rai's tourism-related stakeholders could efficiently manage tourism for Japanese senior tourists as strategically planned.

5.5.1 Policy Implications of Tourism Management for Japanese Senior Tourists

The findings of the quantitative research method obtained from the questionnaires indicated that most of the respondents were short-stay tourists. They would spend less than a week preparing their trip and stay at the province for 3-4 days. Their purpose of visiting Chiang Rai province was for recreation and leisure. They came to the province on working days or Monday-Friday. These Japanese senior tourists their tourism-related services through online travel websites such as TripAdvisor.com, Agoda.com, Airbnb Experiences, and Traveloka.com. This group would make their decision alone to visit Chiang Rai province. They would come to the province with or without their family and relatives. Japanese senior tourists in this research aged between 55-60 years old. These Japanese senior tourists preferred to eat at the local restaurants in Chiang Rai province. This was because the local restaurants were not expensive. Japanese senior tourist would spend not over 3,000 baht/person/day. Additionally, this group of tourists did not spend much of their money on tourism souvenirs at tourist attractions in Chiang Rai province. Rather, they would buy things that were hand-made, and those things must not be available in Japan. In other words, Japanese people, who visited Chiang Rai province, would make their purchases of local products that were different from those in Japan. They preferred things that were made of baked clay.

With the results of the analysis of both demand and supply sides along with the concept of the Ikigai philosophy, policy implications were written and assigned to those responsible for tourism management in Chiang Rai province as the following.

It was necessary to define the statements of mission and objectives of Chiang Rai province to become “a destination of recreation and leisure for senior tourism.” The statements of mission and objectives were shared to all people in Chiang Rai province so that they could have the same goals and directions.

Mission:

“Chiang Rai province is where individuals’ purpose of living awaits discovery through one’s recreation and leisure.”

Objectives:

- 1) Chiang Rai province is expected to become a top-of-mind destination for recreation and leisure among Japanese senior tourists.
- 2) Chiang Rai province is expected to attract more Japanese senior tourists to visit Chiang Rai province.
- 3) It is expected to increase satisfaction level among Japanese senior tourists who visit Chiang Rai province.
- 4) It is expected to increase Japanese senior tourists' revisit rates and length of stay in Chiang Rai province

5.5.1.1 Tourism Policy

It is necessary to begin Chiang Rai province's tourism management with policy since one of the threats identified by the SWOT analysis is the changes in policy. After the mission and objectives has been established, tourism policy should be followed. For those stakeholders to have the same direction toward accomplishing the mission and objectives, the grand policy must be formulated in a way that no one could alter it. It should remain unchanged even if the top management changed. Here is a list of the grand policy for the province's tourism.

- 1) Tourism policy on the promotion of the province to become a destination of recreation and leisure for senior tourism
- 2) Tourism policy on an upgrading safety, security, and sanitation of the province
- 3) Tourism policy on development of facilities in support of senior tourism, particularly at accommodations, tourist attractions, and transports
- 4) Tourism policy on the development of local people and communities in Chiang Rai province

Governor of Chiang Rai province, Tourism Authority of Thailand (TAT), TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, private sector, and the local community involve in tourism policy formulation. In this respect, the governor serves as the center of tourism management. Once the most appropriate tourism policies are decided, they are to be further implemented by deploying to Chiang Rai's tourism-related stakeholders to manage resources, set the budget, as

well as enforce the policies. Those stakeholders include the governor of Chiang Rai province, public sector, private sector, and the local community.

1) Tourism policy on the promotion of the province to be a destination of recreation and leisure for senior tourism is assigned to the tourism-related government agencies. The tourism-related government agencies should raise more awareness of Chiang Rai province tourism among Japanese senior tourists.

2) Tourism Policy on safety & security, and sanitation of the province is responsible by the governor of Chiang Rai province, the provincial Chiang Rai police officers, the provincial and local administrative organizations, Chiang Rai Provincial Health Office, Chiang Rai Provincial Transport Office, the private sector, and local community. The governor is also responsible for creating the province to be a city of safety & security, and sanitation.

3) Tourism policy on development of facilities in support of senior tourism is responsible by public sector, private sector, and local community.

4) Tourism Policy on the development of local people and communities in Chiang Rai province is assigned to the leaders of local people and communities. The governor assigns the leaders of local people and communities to implement this policy through the local administrative organizations in Chiang Rai province.

5.5.1.2 Chiang Rai's Tourism-related Stakeholders

1) Public Sector

For public sector, the governor of Chiang Rai province was the top executive responsible for tourism management of the province. In order to attract more Japanese senior tourists to visit Chiang Rai province, inclusive tourism policy should be the focus of the governor and all stakeholders of Chiang Rai province's tourism. First of all, tourism policy emphasized the promotion of the province to become a destination of recreation and leisure for senior tourism. The second tourism policy was an upgrading safety, security, and sanitation of the province. The third tourism policy was the development of facilities in support of senior tourism, particularly at accommodations, tourist attractions, and transports. The fourth tourism policy was the development of local people and communities in Chiang Rai province.

First of all, tourism policy on the promotion of the province to be a destination of recreation and leisure for senior tourism was assigned to the tourism-related government agencies. The tourism-related government agencies should raise more awareness of Chiang Rai province tourism among Japanese senior tourists. Based on the findings, those Japanese senior tourists came to Chiang Rai due to the spreading of word-of-mouth, meaning that they probably had no idea about Chiang Rai province. In other word, Chiang Rai province was not their top-of-mind destination when they wanted to visit Thailand. To make the province the top-of-mind destination, the tourism-related government agencies may collaborate with the Tourism Authority of Thailand regarding the channels to create awareness of the province among senior Japanese tourists.

Secondly, tourism policy on an upgrading safety, security, and sanitation of the province, the governor was also responsible for creating the province to be a city of safety & security, and sanitation to ensure that when they came to Chiang Rai province, Japanese senior tourists would stay at the province with worry-free feelings. Although Japanese senior tourists preferred personal cars when they travelled around the province, public transportation must be provided to cover all areas of tourist attractions with ease of access.

Thirdly, tourism policy on development of facilities in support of senior tourism was assigned to the public sector such as provincial administrative organizations, Chiang Rai Provincial Transport Office and the private sector such as the Chiang Rai hotels association, and local community.

Finally, tourism policy on the development of local people and communities in Chiang Rai province was assigned to the leaders of local people and communities. Because friendliness of local people was one of many factors influencing Japanese senior tourists to revisit the province in the future. In this regard, the governor of Chiang Rai province assigned the leaders of local people and communities to implement this policy through the local administrative organizations in Chiang Rai province.

To be successful for recreation and leisure destination targeted at Japanese senior tourists, public stakeholders related to tourism must integrate their work to facilitate the outcomes in response to the mission and objectives. To have

successful integration among the public sector-related tourism, measures on monitoring their works must be established and implemented. Moreover, public sector must collaborate with all stakeholders to drive and achieve senior tourism's mission and objectives.

2) Private Sector

It was known that private sector of the tourism industry in Chiang Rai province was so strong. They functioned as the front line who directly provided services and interacted with Japanese senior tourists. However, they must be incorporated in the tourism management so that the mission and objectives of senior tourism would be shared and could be successfully achieved. Private sector is the main active role of this strategy while the government agencies act as the supporting party.

With regard to tourism policy on safety & security, and sanitation of the province, the private sector related to the transport in Chiang Rai province was responsible for facilitating the transportation within the province with reasonable prices and safety. Clean and safe food with reasonable prices was another tourism policy for local restaurants in Chiang Rai province. Furthermore, tourism policy on development of facilities in support of senior tourism was assigned to private sector. The private sector related to the accommodations, tourist attractions, and transports were responsible for developing the facilities to response to the demands and behavior of Japanese senior tourists.

3) Local Community

One of the factors that attracted Japanese senior tourists to revisit Chiang Rai province was a friendliness of local people. To create the province as written in the mission statement, all residents must play a role that helped Chiang Rai became the place where Japanese senior tourists could find their own purpose of existence through awakening, enlightening, and discovering. The leaders of local people and communities were responsible for communicating with their people and communities and implementing tourism policies including tourism policy on safety & security, and sanitation, the development of facilities in support of senior tourism, and the development of local people and communities through the local administrative organizations in Chiang Rai province.

In order for Chiang Rai's tourism-related stakeholders to be able to realize the policy implication of tourism management suitable for Japanese senior tourists in to actions, the researcher proposed strategies, action and mechanism, and responsible agencies as per Table 5.1.



Table 5.1 Action Plan of Tourism Management for Japanese Senior Tourists

Strategy	Action and Mechanism	Responsible Agencies
<p>1. Proactive Strategies (S-O Strategy)</p> <p>S-O strategy 1 is a formulation of policy and the making of senior tourism promotion in Chiang Rai Province aimed at the Japanese senior tourist market.</p>	<p>1. Promote and push for integrated cooperation among organizations and authorities to formulate Chiang Rai's Tourism policy and development plan to become a destination of recreation and leisure for senior tourism</p> <p>2. Formulate the grand policy for the Chiang Rai province's tourism:</p> <p>1) Tourism policy on the promotion of the province to become a destination of recreation and leisure for senior tourism</p> <p>2) Tourism policy on safety, security, and sanitation of the province</p> <p>3) Tourism policy on development of facilities in support of senior tourism, particularly at accommodations, tourist attractions, and transports</p>	<p>Governor of Chiang Rai Province</p> <p>Governor of Chiang Rai Province, Tourism Authority of Thailand (TAT), TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, private sector, local community</p>

Strategy	Action and Mechanism	Responsible Agencies
	<p>4) Tourism policy on the development of local people and communities in Chiang Rai Province</p> <p>3. Assign the tourism policies to Chiang Rai's tourism-related stakeholders</p> <p>4. Have collaboration between those stakeholders to drive and achieve senior tourism's mission and objectives</p> <p>5. Integrate among the government agencies to execute the plans of tourism</p> <p>6. Stakeholders have the same direction toward accomplishing the mission and objectives, the grand policy must be formulated in a way that no one could alter it.</p> <p>7. The development and promotion of senior tourism in Chiang Rai covers driving mechanism namely:</p> <p>1) Development of tourist destinations to create worthiness and add value</p>	<p>Governor of Chiang Rai Province</p> <p>Governor of Chiang Rai Province, TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, private sector, local community</p> <p>Governor of Chiang Rai province, public sector, private sector, local community</p> <p>TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Chiangrai Culture Office</p>

Strategy	Action and Mechanism	Responsible Agencies
2) Enhancement of tourism products and services quality	2) Enhancement of tourism products and services quality	
3) Promotion of tourism marketing management	3) Promotion of tourism marketing management	
4) Development and preparation of tourism personnel	4) Development and preparation of tourism personnel	
5) Development of safety standard system for tourists	5) Development of safety standard system for tourists	Chiang Rai Provincial Police, Chiang Rai Tourist Police, Chiang Rai Provincial Health Office
6) Public relations and communication on senior tourism	6) Public relations and communication on senior tourism	TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Chiangrai Public Relation Office
8. Public sector must demonstrate the leading role to develop cooperation with related private sector such as entrepreneurs of accommodation, restaurant, department store, public transport, etc. leading to designing of tourism and improving existing attributes to support Japanese senior tourists.	8. Public sector must demonstrate the leading role to develop cooperation with related private sector such as entrepreneurs of accommodation, restaurant, department store, public transport, etc. leading to designing of tourism and improving existing attributes to support Japanese senior tourists.	Governor of Chiang Rai Province, Chiangrai Provincial Industry Office, Chiang Rai Provincial Land Transport Office, Provincial of Tourism and Sports, Chiang Rai Chamber of Commerce, private

Strategy	Action and Mechanism	Responsible Agencies
<p>S-O strategy 2 is an establishment of Sister City between Chiang Rai Province and Japan</p>	<p>1. Integrate cooperation with all parties related to the establishment of relations between Chiang Rai and Gunma, Japan</p> <p>2. Connect and propose the establishment of sister city relations between Makinohara, Shizuoka, Japan and Chiang Rai municipality</p> <p>3. The working team should consider other provinces and cities in Japan to propose establishing sister city relations with Chiang Rai.</p>	<p>Ministry of Interior, Ministry of Tourism and Sports, Ministry of Transport, Ministry of Social Development and Human Security, Chiang Rai governor, Chiangrai Provincial Office, Working team of Sister City Establishment</p> <p>Governor of Chiang Rai province, Working team of Sister City Establishment</p>
<p>S-O strategy 3 is a promotion of the tourism strengths that lie in Chiang Rai's culture, nature, and health.</p>	<p>1. Connect and integrate tourist destination of natural hot spring with Chiang Rai Lanna Wellness and Chiang Rai's Safe Food Good Life projects</p> <p>2. Connect eco-tourism with health tourism by combining the outstanding natural resource of hot spring with the value adding of one-stop health tourism</p> <p>3. Create cooperation among local community</p>	<p>Association of Northern Tourism Federation, Chiang Rai Provincial Tourism-Sports, Chiang Rai Provincial Industry Office, Chiangrai Culture Office, Chiang Rai's hot spring and spa club, private sector, local community</p> <p>Chiang Rai Provincial Administrative</p>

Strategy	Action and Mechanism	Responsible Agencies
	<p>by building networks to connect with hot spring and to ensure the participation of related authorities including public, private, civil society sectors and communities to develop and manage the hot spring</p>	<p>Organization, Chiang Rai Provincial Office, Provincial Office of Natural Resources and Environment Chiang Rai, Chiang Rai Provincial Tourism-Sports, Chiang Rai Provincial Industry Office, Chiang Rai's hot spring and spa club, private sector, local community</p>
4.	<p>Promote and encourage entrepreneurs relating with hotel, spa, beauty and health businesses as well as Chiang Rai's hot spring and spa club to acquire knowledge on hot spring and mineral water, as well as the management and development of health tourism products and services</p>	<p>TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Association of Northern Tourism Federation, Chiang Rai's hot spring and spa club, private sector</p>
5.	<p>Select hot spring with potentials to develop into "hot spring destination prototype" and promoting for the exchange of its success with other hot spring to ensure the development and managing enhancement of natural hot spring</p>	<p>TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Provincial Office of Natural Resources and Environment Chiang Rai, Chiang Rai's hot spring and spa club</p>

Strategy	Action and Mechanism	Responsible Agencies
	covering all hot spring destinations in Chiang Rai	
	6. Establish working team consisting of public, private, civil society, academic sectors to study and consider the concession allocation for private sector to manage and compare that by public sector with the participation of community to select suitable direction and yield sustainable benefits	Governor of Chiang Rai province, Provincial Office of Natural Resources and Environment Chiang Rai, Chiang Rai Provincial Administrative Organization, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, private sector, local community
S-O strategy 4 is a tourism development for the elderly market as well as the connection to the GMS, the ASEAN +6, and the ASEAN +3	1. Establish elderly tourism market promotion plan, product linkage, information exchange, tourism product developments, human resources development, tourism safety, and transportation links with the GMS, the ASEAN +6, and the ASEAN +3 2. Drive five Chiang Travel Routes Development Project and connect to the GMS, the ASEAN +6, and the ASEAN +3	TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Chiangrai Provincial Office, Chiangrai Provincial Industry Office, Chiang Rai Chamber of Commerce, private sector

Strategy	Action and Mechanism	Responsible Agencies
	<p>3. Establish tourism business network among the five cities: Chiang Mai and Chiang Rai in Thailand, Chiang Tung (Kengtung) in Myanmar, Chiang Rung (Jing Hong) in China, and Chiang Thong (Luang Prabang) in Laos</p> <p>4. Promote Chiang Rai Province as the tourism center of the five cities</p>	
<p>S-O strategy 5 is the development of tourism entrepreneurs and people to be able to supply tourism-related products and services targeted at the Japanese senior tourist market.</p>	<p>Develop Entrepreneur and staff's tourism readiness and potential to ensure ability to provide tourism products and services for and Japanese senior tourism.</p>	<p>Governor of Chiang Rai Province, TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Chiangrai Provincial Industry Office, Chiang Rai Chamber of Commerce, private sector, academic sector</p>
<p>S-O strategy 6 is a promotion and support for people in the local community to participate in management and receive the benefits from tourism.</p>	<p>1. Assign the policy on the development of the local people and communities in Chiang Rai Province to the leaders of local people and communities</p> <p>2. Assign the leaders of local people and communities to implement this policy through</p>	<p>Governor of Chiang Rai Province Governor of Chiang Rai province, Local administrative organizations, leaders of local</p>

Strategy	Action and Mechanism	Responsible Agencies
<p>S-O strategy 7 is a proactive marketing of tourism-related products and services targeted at Japanese senior tourists.</p>	<p>the local administrative organizations</p> <p>3. Promote and support locals' participation in tourism management and benefit to ensure revenue Increase and local economy drive</p> <p>1. Convey an image of Chiang Rai province's tourism as a quality and safe destination</p> <p>2. Execute proactive marketing on tourism products and services for Japanese senior tourists</p> <p>3. Integrate the demand-driven strategy with the existing supply-driven strategy is expected to enhance the tourists' true demands</p>	<p>people and communities</p> <p>Governor of Chiang Rai province, Local administrative organizations, leaders of local people and communities</p> <p>TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Chiangrai Public Relation Office, private sector</p> <p>TAT, TAT Chiang Rai, private sector</p>
<p>2. Strategies of Improving Weaknesses for Opportunities (W-O Strategy)</p>	<p>W-O strategy 1 is a coordination and cooperation among a group of provinces and major cities that are</p>	<p>Governor of Chiang Rai province, TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, private sector, local</p>

Strategy	Action and Mechanism	Responsible Agencies
<p>popular destinations among Japanese senior tourists.</p>	community	
<p>W-O strategy 2 is an expansion of the flights between Chiang Rai province and Japan to shorten time of travel for Japanese senior tourists.</p>	<p>Do a feasibility study for extending flight plan between Chiang Rai Province and Japan to facilitate Japanese senior tourists and ensure shorter travelling time</p>	<p>TAT, The Civil Aviation Authority of Thailand, Mae Fah Luang Chiang Rai International Airport, Airliner/Commercial transport, private sector</p>
<p>W-O strategy 3 is an improvement of travel system and public transportation to support senior tourists between tourist attractions/travel agencies.</p>	<p>Public transportation must be provided to cover all areas of tourist attractions with ease of access.</p>	<p>Chiang Rai Provincial Land Transport Office, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, private sector</p>
<p>W-O strategy 4 is a creation of tourism activities to draw tourists to visit and stay at Chiang Rai province longer.</p>	<p>1. Increase the number of cultural, ecological and health community tourist sites in order to make tourists more diverse and spend more time for travelling 2. Offer creative activities that encourage Japanese senior tourists to participate in the activities and exchange knowledge through</p>	<p>TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Chiang Rai Public Relation Office, private sector, local community</p>

Strategy	Action and Mechanism	Responsible Agencies
	<p>direct experience with the host or cultural owner. Tourists therefore, are given chance to take a slow tourism, profound, and spend more time in tourist attractions and Chiang Rai province.</p> <p>3. Design a new tourism route that connects various and interesting attractions and activities together, such as historical-cultural routes, eco-friendly-sports tourism routes, agro-tourism routes, community lifestyles, and recreational activities routes etc.</p> <p>4. Encourage tourists to visit during the off-season period</p>	
<p>W-O strategy 5 is an improvement of attraction facilities to support senior tourists.</p>	<p>Improve facilities such as restroom, messages on the boards, maps, seats, and parking lot provided at tourist attraction are suitable for senior tourists.</p>	<p>TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, private sector, local community</p>

Strategy	Action and Mechanism	Responsible Agencies
<p>W-O strategy 6 upgrades capabilities and potentials of local guides and tourism people to support Japanese senior tourists.</p>	<p>Enhance tour guides and staff's capability and potential including Japanese culture and language, caregiving for the elderly, and senior first aid to support Japanese senior tourists</p>	<p>Chiang Rai Provincial of Tourism and Sports, Professional Tourist Guide Association of Chiang Rai, academic sector, private sector</p>
<p>3. Preventive Strategies, Avoiding Limits and Unleashing the Potential of Tourism through the Strengths (S-T Strategy)</p>		
<p>S-T strategy 1 is a development of the new normal for tourism in Chiang Rai Province to build confidence among Japanese senior tourists.</p>	<p>1. Formulate policy on alleviating safety, security and sanitation</p> <p>2. Formulate policy on the development of health and medical services for Japanese senior tourists and assign to both public and private sectors related to health and medical services in Chiang Rai Province.</p> <p>3. Develop Practical Measures for Chiang Rai Province</p> <p>4. Improve the safety, security, and sanitation aspects of Chiang Rai Province</p>	<p>Governor of Chiang Rai Province, Provincial Police officers, Disaster Prevention and Mitigation Provincial Office Chiang Rai, private sector, public and private hospitals, and local community</p> <p>Disaster Prevention and Mitigation Provincial Office Chiang Rai, Chiang Rai Provincial Health Office, Chiang Rai Provincial Police, Chiang Rai Tourist Police</p>

Strategy	Action and Mechanism	Responsible Agencies
<p>S-T strategy 2 is a communication of image of Chiang Rai Province's tourism as a quality and safe destination.</p>	<p>1. Related agencies should improve the attributes of safety and security to be more effective to increase satisfaction and confidence among Japanese senior tourists.</p> <p>2. The Tourist Assistance Center (TAC) Chiang Rai Province should employ Japanese-speaking staff available in the online platform and the call center to handle the complaints from Japanese tourists and give advice about the safety in their lives and belongings.</p> <p>3. Tourism-related entrepreneurs should be supported and promoted to participate in the evaluation by the Thailand Safety & Health Administration (SHA) to ensure that Chiang Rai Province is safe.</p> <p>4. Communicate information on destination safety and security.</p>	<p>TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Chiang Rai Public Relation Office, private sector, local community</p>

Strategy	Action and Mechanism	Responsible Agencies
<p>S-T strategy 3 is a promotion of the relationships with neighboring countries, the GMS, the ASEAN +6, and the ASEAN +3.</p>	<p>Cooperation in terms of safety measures is made along with international agreement on regulations, customs clearance, and cross-border regulations to facilitate the international tourism.</p>	<p>Ministry of Interior, Ministry of Tourism and Sports, Ministry of Transport, Ministry of Foreign Affairs, Governor of Chiang Rai Province</p>
<p>S-T strategy 4 is a setting up of regulations on visas and immigration including the benefits that promote the long-stay in Chiang Rai Province.</p>	<ol style="list-style-type: none"> 1. Applying for long stay visa (O-A) is convenient, fast, and not complicated. 2. Improve the process of long-stay visa application (O-A) and length of time of visa application waiting in Japan 3. Immigration services staff should do their jobs with willingness and friendliness, being able to speak English and Japanese. 	<p>Ministry of Foreign Affairs, Department of Consular Affairs Chiang Rai Immigration VISA Section</p>
<p>S-T strategy 5 is an integrative cooperation between public sector, private sector, civil society, educational institutions, and the stakeholders related Chiang Rai</p>	<ol style="list-style-type: none"> 1. Define the directions of developing the Japanese senior tourist market in a systematic and unity manner 2. The private sector is the main active role of this strategy while the government agencies act 	<p>TAT, TAT Chiang Rai, Chiang Rai, private sector, academic sector Chiang Rai Provincial Industry Office, Chiang Rai Chamber of Commerce, Chiang Rai</p>

Strategy	Action and Mechanism	Responsible Agencies
<p>province's tourism. Such cooperation is expected to define the directions of developing the Japanese senior tourist market.</p>	<p>as the supporting party.</p>	<p>Provincial of Tourism and Sports, private sector, local community</p>
<p>4. Vigilant strategies, Overcoming Weakness and Avoiding Limits (W-T strategy)</p>		
<p>W-T strategy 1 is a tourism development that connect the area of tourist attractions located within Chiang Rai Province and the country and in Japan.</p>	<p>Create a tourism development plan that connects the areas of tourist attractions located within Chiang Rai Province and the country and in Japan</p>	<p>TAT, TAT Chiang Rai, Chiang Rai, Chiang development that connect the area of tourist attractions located within Chiang Rai Province and the country and in Japan</p>
<p>W-T strategy 2 is a networking of tourism cooperation from all sectors related to tourism.</p>	<p>1. Define the directions of developing the Japanese senior tourist market in a systematic and unity manner</p>	<p>Governor of Chiang Rai province, Tourism Authority of Thailand, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, private sector, local community</p>

Strategy	Action and Mechanism	Responsible Agencies
<p>W-T strategy 2 is a networking of tourism cooperation from all sectors related to tourism.</p>	<p>2. Assign tourism policies to all stakeholders involved in the tourism industry in Chiang Rai province</p> <p>3. The private sector is the main active role of this strategy while the government agencies act as the supporting party.</p> <p>4. Promote and support locals' participation in tourism management and benefit to ensure revenue increase and local economy drive</p> <p>5. Chiang Rai governor serves as the center of tourism management.</p>	<p>Governor of Chiang Rai Province</p> <p>Private sector, government agencies</p> <p>Chiang Rai Provincial Administrative Organization, Community Development Chiang Rai Provincial Office</p> <p>Governor of Chiang Rai Province</p>

5.5.1.3 Tourism Development

1) Ecotourism linked with Health Tourism

(1) Strengths in the Province's Hot Springs to Create Value-Adding Health Tourism

An approach for developing the natural hot springs should be defined to promote the province's health tourism. Holistic management, the driving mechanism of the hot springs, and strengthening the community are focused. In particular, specific mechanisms should be established for systematic management. Such focus is expected to distribute incomes to the stakeholders equally, thoroughly, and fairly, pushing the cooperation between public sector, private sector, and the civil community. Moreover, natural resources, such as the hot springs, should be utilized in a reasonable and sustainable manner for the long-term tourism. The approach for the development and management of hot spring tourism is as the following.

(1.1) The routes of the province's hot spring are designed, along with the unique information about tourist attractions and the routes. It is expected to create learning among the tourists about the hot springs in terms of health and geology. In addition, the routes that link between the hot springs, main tourist attractions, and community-based tourism are provided. Such links can take place within the province and nearby provinces that show tourism potentials. The routes should be consistent with the new normal in tourism including the demands of Japanese senior tourists.

(1.2) Hot spring management plan should be made with the emphasis on the maximum potentials of the province's hot springs. The plan is expected to enable the local administrative organizations or related agencies to develop and manage the utilization of the hot springs. Additionally, such development and management would preserve and maintain the original version of the natural hot springs. It is also expected that the hot springs would be used in different activities reasonably and environmentally friendly. The bottom line is sustainability for the natural hot springs.

(1.3) The natural hot springs with the unique selling points located in the national park or the preserved areas should be also developed and promoted. Those natural hot springs could be promoted as health tourism as well. The

design of the hot springs is anticipated to be in line with their natural surroundings. To commercialize the hot spring-related activities, the landscape design should combine Chiang Rai Lanna culture with Japanese culture. In this respect, many famous artists live in Chiang Rai province and could give advice and guideline for the design of the hot spring landscape. The results are expected to impress Japanese senior tourists as well as presenting the tourism selling points to attract other segments of tourists.

(1.4) The hot springs' cleanliness and safety should be improved along with the quality of people and the standard of services.

(1.5) Facilities supporting senior tourists should be developed. Moreover, the tourist quota to visit the hot springs must be created. Advance booking would be employed to handle the quota. Comprehensive health activities are also provided.

(1.6) Effective transport network and convenient access to the natural hot springs are developed. Such development should take the readiness of the hot springs into consideration.

(1.7) The network of the hot spring tourism should be established by allowing the participation from public sector, private sector, the civil society, and the residents in the hot spring areas in the development and management of the hot springs.

(1.8) The areas surrounding the natural hot springs should be further developed into different tourism-related businesses such as resorts, health centers, and spas.

(1.9) Related businesses should be promoted. Such businesses include accommodation, restaurants, souvenir shops, and local product selling shops. In this way, incomes and benefits could be distributed to the local level thoroughly and fairly.

(1.10) Hotel entrepreneurs, spa businesses, health and beauty businesses, and the Chiang Rai Hot Spring and Spa Association are supported and promoted to have the knowledge of hot springs and minerals along with the knowledge of management. Such knowledge would allow them to further their ideas into the development of health products and tourism.

(1.11) Value creation of the natural hot springs could be made through its health utilization by the hotels, beauty, spa, and cosmetic businesses. The strengths of the hot springs should be promoted as health products and services that satisfy the demands and preferences of the tourists. This value creation helps support the links of related businesses in Chiang Rai province's tourism industry.

(1.12) The hot springs with the potentials to become "the hot spring model" are selected and developed. Such development is made through planning and management of internal and external factors. The management of internal factors include the analysis of mineral water from the hot springs including its utilization, convenient location, planning, marketing management, safety and standard management, and publicity. Meanwhile, the management of external factors is concerned with related businesses, the linked hot springs, participation from local people, and the connection between related health services. Subsequently, the exchange between successful hot spring model and other hot springs is made to upgrade all hot springs in Chiang Rai province.

(1.13) The working group from public sector, private sector, civil society, and academic society is established to conduct the study on the concession allocation given to the private sector. This private sector is expected to manage the hot springs. Their management would be compared with the management by the public sector with the participation from the community. This implication is expected to provide the best approach for the utilization of the hot spring sustainably.

(2) Linking and Integrating the Hot Springs with Health Tourism through the Chiang Rai Lanna Wellness City Project, the Safety Food Project, and the Happy Chiang Rai Project

Management form and mechanism should be determined at the local and provincial levels. It is expected to link and integrate the hot spring tourism with health tourism. Such linkage and integration could be made through the Chiangrai Lanna Wellness City project, the Safety Food Project, and the Happy Chiang Rai project. In addition, cooperation with health tourism related agencies should be embraced. Such health tourism related agencies include Mae Fah Luang University Hospital where the treatment combined with conventional medicine, Thai

traditional medicine, and Chinese traditional medicine is offered along with health treatment, prevention, recovery, physical therapy clinic, and physical therapy hydrotherapy clinic. Moreover, treatment by herbs and local wisdom of Hong Hom Phya at Nang Lae Community Center in Nang Lae sub-district is provided in the province. Such cooperation would add value to health products and services in response to the demands of Japanese senior tourists, leading to the comprehensive health services city with Chiang Rai Lanna identity. As a result, Chiang Rai province would demonstrate its quality of tourist attractions and tourism, enhancing tourism competitiveness and upgrading the province to become the Chiang Rai Lanna Wellness city as the goals.

(3) Tourism-Related People Development and Integrative Management

Personnel and entrepreneurs should be alleviated with knowledge and skills required to support the targeted areas of management. Private sector is encouraged to invest in the areas whose health activities are linked with the hot springs. The committee who would oversee the development at the local or district level together with the association for such development is established to push and drive the development into practices. Operational plan should be integrated with the participation from the locals such as communities, entrepreneurs, tourists, researchers, and educational institutions and from local administrative organizations, for example, the Tourism Authority of Thailand, Office of Chiang Rai Province, Chiang Rai Provincial Tourism-Sports, the Association of Northern Tourism Federation Chiangrai, and Chiang Rai Hot Springs and Spa Club. Besides, the central government agencies should be also involved in such development. Those central government agencies are the Ministry of Tourism and Sports, the Ministry of Public Health, the Ministry of Commerce, the Ministry of Science and Technology, the Ministry of Natural Resources and Environment, and the Ministry of Interior.

(4) Marketing and Public Relations

The routes of natural hot springs and health tourism that are linked with those within Chiang Rai province, other provinces in the northern region, and other regions of Thailand are expected to be publicized by the public sector in terms of support and promotion in the Thai market and Japanese market. For example,

the story of the hot springs tourism should be linked with Chiang Rai province and Shizuoka (Japan). The story of mineral water should connect Chiang Rai province to Gunma (Japan). Such linkage and connection would result in the drive of health city strategy and cooperation between those two prefectures of Japan and Chiang Rai province. Consequently, more and more tourists would come to Chiang Rai province.

Responsible Agencies:

Central government agencies include the Ministry of Tourism and Sports, the Ministry of Public Health, the Ministry of Commerce, the Ministry of Science and Technology, Ministry of Natural Resources and Environment, and the Ministry of Interior.

Local administrative organizations are the Tourism Authority of Thailand, Office of Chiang Rai Province, Chiang Rai Provincial Tourism-Sports, the Association of Northern Tourism Federation Chiangrai, and Chiang Rai Hot Springs and Spa Club.

2) The strengths in ecotourism, cultural tourism, local tourism, and an upgrade of the standard practices of community-based tourism are promoted.

(2) Community-based tourism model should be selected for exchanging knowledge of community-based tourism development and management.

Many communities in Chiang Rai province have paid their attention to the tourism development by the concept of community-based tourism; as a result, such attention becomes successful for an outstanding management. For instance, (1) the Ban Tha Khan Thong community located in Ban Saew sub-district, Chiang San district that manages community-based socio-cultural tourism is certified by the Thai Homestay, becoming the healthy homestay model. Moreover, this community is certified by the ASEAN Homestay and the ASEAN Tourism and awarded with the safety logo of “Amazing Thailand Safety & Health Administration” (SHA). Besides, the Ban Tha Khan Thong community won the first place of the Thailand Rural Tourism Award in 2020 and the first place of the best homestay. (2) the Ban Pang Ha community in Koh Chang sub-district, Mae Sai district was awarded with the platinum level or the second place of the nation from the SME Provincial 2020 Project. (3) the Ban San Thang Luang community in Chan Chawa Tai

subdistrict, Mae Chan district owns the Yong community and hosts agricultural production with the Good Agricultural Practice-GAP standards. These three communities can be selected as the community model that transfer their knowledge and experience to other 70 communities in 18 districts of Chiang Rai province. People in those three communities co-manage their communities based on the One Tambon One Product-OTOP Nawatwithi community tourism project or OTOP Inno-life community-based tourism. Such co-management has upgraded the community-based tourism to allow the people in the communities to present tourism products and services corresponded to their capabilities such as community-based agricultural tourism, community-based natural tourism, community-based cultural tourism, and community-based local lifestyle tourism. These community-based tourisms can draw attention from Japanese senior tourists. In this respect, related agencies should play the role in giving advice about preparedness of the communities and development of potential networks along with marketing promotion and publicity.

Besides, awarding activities should be also provided. Examples of awarding activity include the tourism management standards, tourism routes, and innovation for community-based tourism. Such awarding activities help alleviate the capabilities of community-based tourism to meet the standard that can support the tourists in all aspects, giving the chance to the communities to publicize their tourist attractions along with community products and services. These activities can create employment and jobs for the people in the community in a sustainable way.

Responsible Agencies:

TAT, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Local administrative organizations, leaders of local people and communities

(2) People in the community should be promoted and supported to take part in the tourism management and development as well as the allocation of benefits from the tourism in a fair and complete manner on the equality.

Community-based tourism should be developed by the participation since its beginning. Prior to the development, people in the community must agree and be willing to develop their own community into a tourist attraction. The development of community-based tourism should take the potentials and

constraints of the community into consideration. Additionally, community's identity and culture are included. Most importantly, the mechanism for management must be grounded on the community participation in a way that allows people to co-create, co-do, and co-learn. This would enable those in the community to manage their resources, socio-cultural capitals, identity, and local wisdom. Such mechanism would drive them to find the community's capabilities and develop their local wisdom, leading to operational planning, implementation, monitoring, and evaluating the impacts caused by such tourism development. Also, it allows the improvement that would result in maintaining tourism standards along with establishing the community and networks that communicate with each other effectively to drive community-based tourism. The community-based tourism management must be balanced between the tourists as visitors and the people in the community as the hosts. In other words, the tourists experience quality tourism; at the same time, people in the community receive the benefits from tourism fairly and thoroughly. Besides, community fund should be also established to develop tourism and quality of life of people in the community.

Responsible Agencies:

Local administrative organizations, Community Development Chiang Rai Provincial Office, leaders of local people and communities, TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports

(3) Participation from Local Administrative Organizations at All Levels

Local administrative organizations in Chiang Rai are responsible for tourism resources and tourism infrastructure development and play an important role in supporting and developing tourism directly and indirectly. These organizations are significant mechanisms that would coordinate with other organizations or agencies at different levels. They are also responsible for building the networks of people society, public sector, private sector, and private-development organizations. The local administrative organizations would link those networks to follow the tourism plans, monitoring, evaluating, evaluating plans and activities to achieve the goals and respond to the needs of communities. They are expected to ensure that incomes generated from tourism would be distributed to the communities fairly and thoroughly.

Responsible Agencies:

Local administrative organizations, Community Development Chiang Rai Provincial Office, leaders of local people and communities

3) Development of the Quality of Destination Attributes

Although the findings showed that destination attributes such as safety and security, accommodation, activities, and travel services had impacts on destination loyalty toward Chiang Rai province among Japanese senior tourists, the overall satisfaction by most respondents demonstrated a somewhat level. Because accommodation and activities received the mean scores of 4.20, travel services with the mean score of 4.03 and safety and security with the mean score of 3.71 – 4.47, related agencies involved in the province's tourism management must place their attention to an upgrade of these destination attributes. Such upgrade is expected to enhance satisfaction among Japanese senior tourists that would build destination loyalty toward Chiang Rai province.

(1) Safety and Security

It was found that 30 percent of Japanese senior tourists decided to visit Chiang Rai province due to its safety when travelling around and stated that safety and security were the factors influencing their decision making on revisiting Chiang Rai province at the level of somewhat important ($\bar{X} = 3.85 - 4.71$). Furthermore, safety and security were the pull factor that affected destination loyalty among Japanese senior tourists. For satisfaction toward tourism management, most Japanese senior tourists showed a somewhat level of satisfaction in terms of safety and security. When each destination attribute was examined, it was found that travel services (vehicles provided by tour operators $\bar{X} = 4.47$ and safety and security system at the airport $\bar{X} = 3.81$), accessibility (travelling around Chiang Rai $\bar{X} = 4.12$), activities ($\bar{X} = 4.10$), accommodation ($\bar{X} = 4.01$), and attraction ($\bar{X} = 3.71$) are the attribute that should be improved. Therefore, related agencies should improve the attributes of safety and security to be more effective to increase satisfaction and confidence among Japanese senior tourists. It is known that Japanese people emphasize safety and security issues in a great level.

Furthermore, related agencies must protect the lives and belongings of tourists when they use the following tourism services: transports,

accommodations, attractions, food and beverages, travel services and tour guides, and souvenir shops. The selling prices of both products and services should be reasonable. The Tourist Assistance Center Chiang Rai Province, which is a government agency under the Ministry of Tourism and Sports, should employ Japanese-speaking staff available in the online platform and the call center to handle the complaints from Japanese tourists and give advice about the safety in their lives and belongings. Besides, it is also expected to give assistances when Japanese tourists lose their belongings or any other things that are not caused by their carelessness, intentions, or law violations.

In terms of health services, it was found that most respondents were healthy, stating that health services they needed when travelling around Chiang Rai province were only basic health services for curing fever, diarrhea, and dizziness. However, it is recommended that the hospitals/medical services centers in Chiang Rai province should offer medical treatments specifically for the elderly, for example, diabetes, hypertension, cerebrovascular disease, heart disease and coronary artery disease, and knee osteoarthritis/osteoarthritis. In addition, public and private hospitals/medical services centers should hire Japanese interpreters or ask help from the Chiang Rai Guide Association to facilitate the communication between medical staff and Japanese tourists. Ground ambulance services should be available for Japanese tourists. Japanese senior tourists look for the hospitals ready to provide an emergency medical service and located not far from the tourist attractions and accommodations. In case of the emergency, automated external defibrillator (AED) and emergency trained medical staff should be also available.

In addition to safety, the tourists are also more concerned about cleanliness and hygiene. It is recommended that related agencies in Chiang Rai province should adopt the Thailand Safety & Health Administration Logo (SHA) to upgrade its own tourism industry with the aim to indicate cleanliness and hygiene. The logo is expected to be awarded to those entrepreneurs that meet the criteria of Thailand Safety & Health Administration including continuous monitoring for the awarded entrepreneurs. Additionally, tourism-related entrepreneurs should be supported and promoted to participate in the evaluation by the SHA to ensure that Chiang Rai province is safe. Such evaluation must be conducted with all tourism-

related entrepreneurs in the province with an easy and convenient process. This project is expected to create the tourists' confidence in Chiang Rai province's tourism.

Chiang Rai Province's Tourism Risk Management

Tourism is a highly sensitive industry, and when there is an incident, it will definitely affect tourists. Subsequently, a dramatic decrease in the number of tourists can be seen, causing a reduction in tourism receipts. In addition, tourism-related entrepreneurs and labors are greatly affected. In response to such incident, the government must spend a great deal of budget to relieve the tourists and tourism-related entrepreneurs. To cope with such situations, related-tourism agencies should define measures for Chiang Rai province's tourism risk management.

(1.1) Checking Tourist Attractions: Chiang Rai province's tourist attractions must be checked intensively and continuously with an integrated cooperation from public sector, private sector, and the residents. Also, border areas should be checked for the purpose of national security to prevent and combat the problems of drugs, human trafficking, illegal immigration, and social order. This is to ensure that tourists would be safe and to prevent a serious incident that would affect the tourism industry of Chiang Rai province.

(1.2) Defining Measures for Taking Care of Tourists: for example, a government agency that would oversee the travel of tourists with safety and satisfaction should be established. When there is an incident, this agency is expected to serve as an effective communication channel with the tourists to reduce the impacts from such incident.

(1.3) Establishing Guideline for Chiang Rai Province's Tourism Risk Management

(1.3.1) Standards of Tourism Attractions and Services: for instance, all types of tourism services are developed to meet the standards of tourism practices including risk management system developed for the major tourist attractions.

(1.3.2) General Criminal-Free Areas: the volunteers in the province are encouraged to take care of the safety of tourists. In other words, the system of tourism volunteers in the areas is made to provide safety to

the tourists. Also, modern and efficient complaint-receiving system and tourist assistance system are established. Tourism-related staff should be trained with public service mind along with the safety travel guides distributed to the tourists.

(1.3.3) Serious Criminal-Free Areas: for example, serious criminal cases in the tourist attraction areas should be recorded to make a plan. The database of risk areas in the tourist attractions for tourism development and alertness must be created. The network of cooperation for serious-criminal alertness is established. A guide for self-practices is provided to prevent the tourists from serious criminals that would occur in the tourist attractions.

(1.3.4) International Safety: since Chiang Rai province's border is connected to the neighboring countries with political instability and fragile internal security, the international transports are not convenient and safe. Moreover, the national security policy does not support the international tourism. Therefore, safety cooperation is established to make an international agreement on regulations, customs clearance, and cross-border regulations. Such cooperation is expected to facilitate the international tourism.

(1.3.5) Natural Disasters-Free Areas: for instance, when there is an incident occurring in the tourist attraction, the system that could be informed and send the alert to the tourists in the tourist attraction should be developed. Community people or employees in the local administrative organizations are developed to be ready to give assistances to the tourists who face natural disasters. People and community should be promoted and supported to participate in the natural disaster prevention and mitigation for the tourists. Risk management committee is established to manage risks in the tourist attraction areas. Tour operators, tour guides, and tourism-related entrepreneurs are trained for natural disaster prevention and mitigation provided to natural disaster-affected tourists.

(1.3.6) Pandemic/Epidemic-Free Areas: new epidemic or pandemic incidence which occur either locally or internationally should be monitored. Database of medical staff is created including medical assistance agencies and local public health volunteers.

(1.3.7) Safety and Security of Chiang Rai Province's Tourism Industry: a committee for monitoring and evaluating the unrest

incidents taking place in the province is established. Tourism risk management plan under the unrest situation is made. The database of related agencies and cooperative network for the unrest situation is created. A guideline for providing initial assistances for the tourists with the loss is written. Tourism-related entrepreneurs are encouraged to make a business plan continuously.

(1.4) Providing Mechanism for Managing Tourism Risks

The Ministry of Tourism and Sports must take a leading role in tourism risk management through an establishment of an agency. This agency is expected to serve as the main organization in managing the country's tourism risks. Meanwhile, Chiang Rai Provincial Tourism-Sports manages its own tourism risks that would happen in the province, integrating cooperation from all sectors. The mechanism to drive risk management strategy is established. Non-government networks should be encouraged to take part in the disaster prevention and mitigation for the tourists. Moreover, safety technology should be adopted to ensure tourism safety and confidence.

Responsible Agencies:

The Ministry of Tourism and Sports, Governor of Chiang Rai Province, Disaster Prevention and Mitigation Provincial Office Chiang Rai, Chiang Rai Provincial Health Office, Chiang Rai Provincial Police, Chiang Rai Tourist Police, Chiang Rai Provincial Tourism and Sports, Chiang Rai Public Relation Office, private sector, local community

(2) Accommodation

In terms of accommodation, 60 percent of the respondents chose to stay at the hotels while the rest preferred staying at guesthouse, friends/relatives' house, resorts, condominiums, homestays, and other types of accommodation. Overall, the respondents' satisfaction toward the accommodation in Chiang Rai province fell in a somewhat level of satisfaction. Moreover, the attributes of the accommodation that was found to be in a very satisfied level of satisfaction were free-Wi-Fi services in the room and reasonable room prices and appropriate amenities. Nevertheless, it was found that some attributes of the accommodation were in the somewhat dissatisfied level. Those attributes included the design of sanitary for

the elderly, anti-slippery floor, and wheelchair-supporting floor. The attribute of “menu shows the ingredients that may be allergic” was found to be in the somewhat dissatisfied level as well. Although Chiang Rai province offers a wide range of accommodation along with varying prices and facilities that meet the needs of Japanese senior tourists, some attributes of the accommodation in Chiang Rai province must be improved.

(2.1) Accommodation (e.g., hotels, resorts) must be certified by the Safety & Health Administration (SHA) which is a universally accepted safety and health standards. Also, it includes the measures for preventing the COVID-19 pandemic.

(2.2) The rooms and living areas should be designed based on the concept of universal design to support senior tourists for their convenience and safety.

(2.2.1) Bedroom: in addition to beautiful decoration, cleanliness, and relaxing atmosphere, the height of bed should not be too high. The tourists can place their feet on the floor when they sit on the bed. There should be senior bed rail or bedside handrail for fall prevention when senior tourists stand up. The sharp points of all equipment in the room are removed. Emergency call should be installed in the room to connect to the hotel staff when an emergency is needed.

(2.2.2) Bathroom: the floor should be smooth without steps installed to prevent the fall. The sanitary ware is designed to support the elderly. For example, flush toilet should be 40 centimeters high that allows senior tourists to sit on and stand up conveniently together with the handrail. Sliding bathroom door is installed and 90 centimeters wide (this width supports the wheelchair). The height of bathtub should be the same level as that of wheelchair. It allows senior tourists to move from the wheelchair to the bathtub by themselves. The floor of bathtub should be anti-slippery and handles. Most importantly, emergency call should be installed in the bathroom in case of emergency.

(2.2.3) Areas outside the room: handrails should be installed at hallway, ramp, and stairs. The floor can support the wheelchair and

prevent slippery. Elevators and spacious car park are also provided. There should be the staff who facilitate the car parking at the car park area.

(2.2.4) Fire protection and security systems are provided. Security cameras are installed to monitor the situation 24 hours. Moreover, the accommodation operators must coordinate with the rescue teams such as firefighters, police station, and hospitals when emergency is needed. It is expected that the rescue teams can provide assistances within minutes. They should cooperate with the tourist assistance center when requested.

(2.2.5) Training should be provided to employees/staff that would develop them with the standards of service practices and skills. Such standards are politeness, willingness, and close attention. They should be able to speak Japanese/English. Those employees/staff must provide any assistances that meet the needs of tourists in a timely manner. Besides, those that would take care of senior tourists should be certified by the elderly treatment courses.

(2.2.6) Room prices and services prices are clearly shown.

(2.2.7) The restaurant must indicate allergic raw materials and ingredients on the menu.

(2.2.8) Additional services such the shuttle bus, golf booking, and tour package advice are provided.

Responsible Agencies:

Chiangrai Provincial Industry Office, Chiang Rai Provincial of Tourism and Sports, Chiang Rai Chamber of Commerce, Chiang Rai Hotels Association, private sector

(3) Travel Services

Most respondents revealed that their overall satisfaction toward travel services, for example, visa approval process, immigration services, airport, tourist services center, services provided by tour operators, and local guides were in the somewhat satisfied level. Thus, related agencies should improve the quality and efficiency of travel services to be in greater level of satisfaction among Japanese senior tourists.

(3.1) Visa Approval Process and Immigration Services

Japanese tourists who visit Thailand not over 30 days can enter the country without visa application. However, those that stayed longer than 30 days stated that the process of long-stay visa application and length of time of visa application waiting in Japan were the factors that influenced their decision making on revisiting Chiang Rai province. It was evidenced by the findings that visa approval process was a pull factor influencing destination loyalty toward Chiang Rai province among Japanese senior tourists. The research findings also indicated that satisfaction toward the process of long-stay visa application was in the somewhat satisfied level. Hence, related agencies should improve the visa approval process to be more convenient, faster, and less complicated. At the same time, immigration services should be more convenient and speedier. Immigration services staff should do their jobs with willingness and friendliness, being able to speak English and Japanese.

(3.2) Airport

The airport must adopt an efficient security and safety system, managing cleanliness and hygiene following the measures for combating the COVID-19 pandemic to ensure the tourists' confidence. At the airport, boards, symbols, and messages should be clear. Free-Wifi is also provided with effectiveness and coverage. The airport should offer the restaurants, souvenir shops, and shops that meet the needs of tourists. Restrooms are clean and sufficient. The airport staff are friendly and provide quality services.

(3.3) Tourist Services Center

The tourist service center staff should get themselves prepared for providing information, facilitation, and assistances to the tourists in a timely manner.

(3.4) Tour Operator Services

As a rule, the tour operators or travel agencies should not offer or put the hard selling of their tour packages on Japanese senior tourists. The main purpose of those senior tourists was recreation and leisure when they came to Chiang Rai province. It could be inferred that these tourists preferred slow tourism. Therefore, if the tour operators want to offer the tour packages, they must be

interesting, value of money, and adjustable by Japanese senior tourists' needs. Moreover, the tour operators must provide the COVID-19 prevention measures to their services staff, tour guides, and tourists. In addition, the vehicles should be safe, clean, and convenient for Japanese senior tourists. The tour staff are willing to provide services.

The tour operators should put more attention to Japanese senior tourists. For example, the information about their needs and travel behavior must be created. Online tourism network should be alleviated to be modern, correct, and accurate. Off-season tourism should be promoted. For instance, new tourism activities that satisfy the needs of Japanese senior tourists focusing on recreation and leisure are created and presented. Those tourism activities are publicized through online media including online tourism marketing.

(3.5) Tour Guide

Most respondents demonstrated that their satisfaction toward tour guides were in the very satisfied level. The attributes that fell in this level were value-of-money services and honest, polite, friendly, active, and knowledgeable tour guides. Moreover, those tour guides did not take any advantages on the tourists, giving advice and answering questions well. Furthermore, it was found that the tour guides' ability to speak Japanese/English and first aid knowledge were in the somewhat satisfied level. Besides, the key informants also agreed that Chiang Rai province did not have sufficient local guides who could communicate in Japanese. They had to hire Japanese-speaking tour guides from Chiang Mai province. Additionally, tourism personnel who were in an advanced level of the Japanese language were lacking. For example, an interpreter who would communicate in Japanese with the patients and the medical staff needed to use medical terms. Without such level of the Japanese language, it became the constraint for the patients and treatment. Some Japanese tourists would go to the hospitals in Chiang Mai province for their treatment. Chiang Mai province has been more developed. Besides, tourist police and volunteers of the Ministry of Tourism and Sports were skillful at communicating in English and Chinese. When communication with Japanese tourists was needed, they had to ask help from the Chiang Rai Guide Association. This association did not have many members who could speak Japanese. For educational

institutions, it was found that most of the tourism-program university students chose to learn English, followed by Chinese and Korean, respectively. Not many students were found to learn Japanese. Thus, the Japanese language should be promoted in educational institutions, and tourism personnel must be encouraged to learn it. It is expected to increase the number of tourism personnel who could communicate in Japanese for Chiang Rai province's tourism and services industry. In this regard, tourism personnel are upgraded to be able to communicate in different languages.

Furthermore, those in tourism-related sectors such as tour guides, hotel staff, spa staff, community-based tourism people, and related occupations should be developed to have knowledge about the Japanese language and culture and understanding toward first-aid assistances when needed. They should also be equipped with knowledge to senior citizen services and treatment. In this respect, the Chiang Rai Guide Association, Tourism Council of Chiang Rai province, and alliances should cooperate with the School of Nursing of Mae Fah Luang University to organize the training of senior citizen services and treatment both in theories and practices. Field practices are also included in the training courses to allow those personnel to have practical knowledge and skills.

Responsible Agencies:

TAT Chiang Rai, Chiang Rai Provincial of Tourism and Sports, Chiangrai Provincial Industry Office, Chiang Rai Chamber of Commerce, Professional Tourist Guide Association of Chiang Rai, Ministry of Foreign Affairs, Department of Consular Affairs, Chiang Rai Immigration VISA Section, academic sector, private sector

(4) Activities

After the data analysis, the results showed that the respondents could be categorized into three groups based on different psychographic factors or lifestyles. Those three groups included intellectual socialization tourists (49.25 percent), informative diversity tourists (28.25 percent), and energetic planning tourists (22.5 percent). The results also revealed that these three groups preferred natural tourist attractions, followed by eco tourist attractions, cultural attractions, and historical attractions. Besides, it was also found that the intellectual socialization tourists were fond of sports attractions. Thus, tourism-related agencies in Chiang Rai

province must create tourism activities corresponded to these three groups' interest as the following.

(4.1) Tourism routes should be designed by a combination between fascinating tourist attractions and tourism activities. Examples of such combination are historical-cultural tourism route, eco-health-sports tourism route, agricultural-community lifestyle tourism route, and recreational tourism route.

(4.2) Sports-recreational tourism routes should be introduced. Apart from golfing, Japanese senior tourists are also interested in cycling and fishing. In Chiang Rai province, there are many standard golf fields which can support the needs of these senior Japanese tourists. Therefore, cycling tourism route should be presented to those senior tourists. For instance, cycling tourism route to the Phu Chi Fa viewpoint (located in Tern district) to experience pure atmosphere and beautiful scenery is offered to senior tourists. Alternatively, cycling tourism routes to three districts connected to the Mae Khong River is provided. These cycling routes should start from Mae Sai district to Chiang Saen district and Chiang Khong district to see the nature and scenery of Thailand and the Lao People's Democratic Republic on the banks of the Mae Khong River, which include art and cultural tourism in the old towns. In addition, recreation tourism should be introduced to Japanese senior tourists. For example, Mae Peon Royal Initiative Reservoir in Mae Chan district offers fishing activities to Japanese senior tourists as well as private fishing parks located in different districts of Chiang Rai province. Onsen at the natural hot springs should be also introduced along with massages and spa with the purpose of relaxation after their sports and recreational activities.

(4.3) Tourism activities should be presented creatively, and Japanese senior tourists are encouraged to join in the activities so that they can exchange their knowledge with the hosts of tourist attractions or the owners of the culture. In other words, these tourism activities are called slow tourism, which allows Japanese senior tourists to immerse themselves in Chiang Rai province's tourism and stay in Chiang Rai province longer.

(4.4) A wide variety of tourism activities should be in line with the interests of each Japanese senior tourist group. Information diversity tourists preferred different kinds of tourism; meanwhile, intellectual socialization

tourists focus on creative tourism activities. On the contrary, energetic planning tourists pay their attention to tourism information when they plan their travelling. Because Japanese senior tourists would visit Chiang Rai province by themselves or with their family members/relatives, tourism activities that are expected to provide are those that the tourists and their accompanied persons could participate in. Moreover, such activities are safe and suitable for the tourists' age and health with reasonable prices. Japanese senior tourists can join in the activities appropriately. All equipment used in those tourism activities are safe and meet the standards. The activities are carried out following the preventive measures for the COVID-19 pandemic, and the staff provide professional and quality services.

(4.5) Tourism activities should be organized and introduced to the tourists all-year round. This is due to the fact that these tourists visit Chiang Rai province at different times. For example, informative diversity tourists would come to the province during Monday and Friday, and intellectual socialization tourists on holidays. In contrast, energetic planning tourists would travel to Chiang Rai province when they have convenient schedule. These three groups should be encouraged to visit Chiang Rai province during off-season tourism, which help increase the number of tourists during the low season of the province. As a result, Chiang Rai province would be seen to offer all-year round tourism schedule that can attract other segments of tourists.

(4.6) The number of cultural, historical, eco, and sports attractions should be increased to attract Japanese senior tourists to revisit the province with new tourist attractions.

Responsible Agencies:

The Tourism Authority of Thailand, Chiang Rai Office, Chiang Rai Provincial Tourism-Sports, Chiang Rai Sports Authority of Thailand, and Culture Department of Chiang Rai Province

Although attraction, accessibility, amenities, and sanitation were the attributes of destination that did not influence destination loyalty among Japanese senior tourists, most respondents were satisfied with those attributes at the somewhat level. Hence, related agencies should improve those attributes to increase Japanese senior tourists' satisfaction.

5.5.1.4 Tourism Marketing and Communication

Marketing helped manage Chiang Rai province's tourism in terms of the promotion of the province to become a destination of recreation and leisure for senior tourism and communicating the mission as "Chiang Rai Province is where individuals' purpose of living awaits discovery through one's recreation and leisure." It was also a tool that could push and pull the targeted tourists to Chiang Rai Province.

1) Promotion of Tourism Marketing

(1) Tourism activities and marketing should be developed specifically for Japanese senior tourists. Tourism quality and experience are emphasized. Those activities and marketing should reflect accountability and ethics of tourist attraction management.

(2) 12-month tourism activities should meet the interests of each Japanese senior tourist group. Related agencies should communicate those activities to those senior tourists. Online communication channels are utilized to attract the tourists to come to Chiang Rai province all-year round.

(3) The Unseen Chiang Rai project should be organized and publicized to Japanese senior tourists to visit when they come to the province. This project is expected to stimulate attention of the tourists.

(4) All-you-can-visit card is developed and offered to the tourists. This card would allow the tourists to visit any tourist attraction in Chiang Rai province with a one-time payment. It is expected to motivate the tourists to travel anywhere they want at lower prices. The card can be also used with the restaurants and accommodation, giving discounts for tourism services. This marketing strategy is potentially interesting to Japanese senior tourists concerned with prices and value-of-money tourism products and services.

(5) Tourism marketers should be developed and equipped with knowledge about specific segments of tourists. They are expected to be able to create and handle demand-driven tourism strategy combined with supply-driven strategy. Also, tourism marketers can execute a timely-responding strategy to the shifts in markets.

2) Language and Communication

(1) Although Chiang Rai province has confronted with the problems of language for communicating with the tourists, Japanese senior tourists did not feel that it was a big problem. This is because local people were friendly and always showed their kindness to foreign tourists when the problems of communication occurred. For example, local people had made their efforts to understand what the tourists needed when they speak a foreign language. This impressed Japanese senior tourists. However, to increase a level of satisfaction toward Chiang Rai province's tourism, it is necessary to have more Japanese-speaking staff available at different places such as tourist attractions, accommodation, restaurants, supermarkets, and hospitals.

(2) Modern information and technology system is adopted to develop the tourism database so that foreign tourists can access to the tourism information easily and speedily. An application should be developed to support the tourists' mobile devices that can illustrate the tourism information when they visit a destination. Such information includes tourism routes, restaurants, or interesting activities in Chiang Rai province. When Japanese senior tourists reach a tourist attraction, they can turn on the global positioning system (GPS) to retrieve the history information of the attraction on their mobile devices. The information should be available in both English and Japanese. In addition, size and type of the font including pictures should be suitable for the elderly.

(3) Tourism Information Center should provide information about Chiang Rai province to the tourists on the online platforms. Prior to their travelling, the tourists can have an understanding toward the province from an access to those online platforms. These online platforms help create an interest of the tourists in the province.

(4) Agencies related to tourist attractions should add more English and Japanese-written boards in the tourist attraction areas. In addition to written languages, the boards should be developed in the form of pictures and diagram to convey easier and clearer tourism meanings.

3) Communication Channels

(1) Online Communication and Social Media

It was found that 98 percent of the respondents would tell/share their experience of Chiang Rai province's tourism to their acquaintances or friends on the social media platforms such as Facebook, Instagram, and Line. The remaining 2 percent did not tell/share those experiences since their acquaintance or friends had not been interested in visiting the province. Thus, it is needed to make the province the top-of-mind destination among the tourists. By doing so, the tourism-related government agencies may collaborate with the Tourism Authority of Thailand regarding the channels to create awareness of the province among Japanese senior tourists, especially, using online communication channels and social media.

(2) Word of Mouth Marketing

Chiang Rai province is a second-tier city. It is connected to Chiang Mai province which is one of the most popular destinations in Thailand. Such characteristics are similar to those of Saitama Prefecture and Tokyo of Japan. In the past, Saitama Prefecture was just a transit route to Tokyo city. This prefecture decided to fix such problems by launching the Love Saitama Ambassador project to create awareness its tourist attractions and communicate the attractions to the foreign tourists. The project was expected to boost tourism demands among foreign tourists and let Japanese people communicate the project (Office of the Permanent Secretary, Tourism Authority of Thailand, 2020). It was a perfect example of marketing strategy that related agencies can apply to Chiang Rai province's tourism. To follow the Love Saitama Ambassador project, related agencies in Chiang Rai province may collaborate and coordinate with Japanese organizations/agencies in Thailand and Japan to select Japanese senior tourism ambassador living in Chiang Rai province and Japan. Examples of Japanese organizations/agencies in Thailand and Japan include the Japanese National Tourism Organization (JNTO), Consulate-General of Japan in Chiang Mai, the Association of Japanese People in Chiang Rai, and Long-Stay Japanese people in Chiang Rai Province. The selected Japanese senior tourism ambassador would require visiting Chiang Rai province and exchange their knowledge with local people. Such knowledge and tourism experience are recorded in the form of photos and video clips. These photos and video clips would be uploaded

on the website or other online platforms along with the communication channels that Japanese senior tourists prefer. It is expected to create demands of Japanese senior tourists by Japanese senior people. The photos and video clips are the sources of tourism information that can convey messages, feelings, and experiences that meets the needs of Japanese senior people effectively. In addition, the content in the Japanese language would make Japanese senior people understand the tourism information. It is not written by tourism-related agencies; rather, it comes from the real tourism experience from the tourists, which serves as a powerful source of tourism information. Such content reflects the needs and feelings of Japanese senior tourists including problems and solutions. Tourism-related agencies in Chiang Rai province can utilize the information to develop their tourism supply in response to the real tourism demands. Such development would transform Chiang Rai province into the tourism destination region from the transit route to other provinces and areas of Thailand and neighboring countries. Consequently, tourism-related agencies in Chiang Rai province should give a chance to the Association of Japanese People in Chiang Rai Province to take part in senior tourism activities so that word-of-mouth communication can be promoted in Japanese people. Furthermore, they should be encouraged to join in a working group to publicize and promote Chiang Rai province's tourism among Japanese senior tourists living in Thailand and Japan.

(3) The Use of Mascot in Tourism Communication

Related agencies have branded Chiang Rai province with the concept of "Hug Chiang Rai" to promote tourism markets. Such tourism branding of the province is made through a mascot, namely, "Nong Kod Aun". The mascot resembles a green doll with mountain character which represents lively and refreshing nature. It is expected to reflect the province's identity of sustainable tourism with lifestyle and taste, smiling and kind local people, beautiful nature, and great culture and architecture. The "Nong Kod Aun" mascot is used to tell a touching and adorable story of the province through the communication by Chiang Rai province's tourism. Meanwhile, Gunma Prefecture has the tourism mascot known as "Gunma-han" which is a small orange pony mascot. This mascot is characterized by the preference of Onsen. It enjoys eating delicious food and making people smile. In addition, the "Gunma-chan" mascot is appointed a public relation manager for Gunma Prefecture.

Since both Chiang Rai province and Gunma Prefecture are in the process of establishing “sister city”, the Tourism Authority of Thailand and tourism-related agencies in Chiang Rai province should take this opportunity to collaborate with Gunma Prefecture to utilize “Nong Kod Aun” and “Gunma-chan” in tourism communication for the two provinces. It is expected to create not only tourism opportunities for Chiang Rai province and Gunma Prefecture but also tourism publicity for Chiang Rai province to tap more Japanese tourists.

(4) Tourism publicity should be also carried out in the major cities with the large number of Japanese people living. Those cities are Chiang Mai, Phuket, Bangkok, and Chon Buri. They are well known among the tourists and have the potential to serve as a mediator to publicize Chiang Rai province’s tourism to the targeted tourists. At the same time, Chiang Rai province should promote its tourism routes that are linked with those major cities to attract more tourists to visit the province.

Although promotion and communication are tourism marketing tools that help create the province’s positive image and readiness of destination for Japanese senior tourists, proactive communication strategy should be adopted to prevent Chiang Rai province’s negative image in the minds of tourists. To do so, the strategy should be centralized, honest, transparent, and informative.

Responsible Agencies:

The Tourism Authority of Thailand, Office of Public Relation Chiang Rai Province, Department of Culture Chiang Rai Province, Chiang Rai Provincial Tourism and Sports, Office of Chiang Rai Province, and the Association of Japanese People in Chiang Rai Province

5.5.2 The Link between Policy Recommendations and Chiang Rai Province’s Development Plan

After the analysis of the five-year development plan of Chiang Rai province (year 2023-2027), it was found that the province has adapted to changing environments, for example, the spread of the COVID-19 pandemic, aging society, and transformation into an era of digital technology. In the development plan, the goals have been defined to become “Chiang Rai A Creative Tourism City, Clean, Safe, and

A Nice Place to Visit” coupled with the development of creative economy, environment, and society. Such goals are expected to cover all aspects of development. There are five areas of development specified in the province’s development plan, and tourism is the first area of the development. The province’s tourism development is the value creation of creative tourism based on Chiang Rai Lanna culture. The goals of tourism development as the following.

- 1) It is expected to develop infrastructure, facilities, quality tourist attraction, quality tourism products and services.
- 2) It is expected to develop tourism activities, tourism services businesses, management system, and tourism-related personnel.
- 3) It is expected to develop the province’s tourism marketing and publicity.

These goals would be measured by the following indicators/overall 5-year targets.

- 1) The number of creative tourist attraction increases.
- 2) An increasing number of tourism-related businesses is certified by the Safety and Health Administration (SHA).
- 3) Infrastructure for transports to major tourist attractions is developed.

The following is a list of tourism-related development projects of the province.

- 1) Cultural, eco, and health attractions are developed to support creative tourism.
- 2) Capabilities of people in the tourism network are developed.
- 3) Competitiveness of tourism entrepreneurs is enhanced, and the market for creative tourism is developed.
- 4) Activities and marketing are developed to promote creative tourism.
- 5) Capabilities of production are developed, and the network of quality agricultural products and safe food is created.
- 6) Integrative prevention of and solutions to the problems of wildfire, smog, and dust particles are provided.
- 7) Safety and security in life and belongings are promoted.

Additionally, the province has implemented the preventive strategy by producing the development plan for the projects. Chiang Rai province’ strengths are

applied to the development. Examples of the preventive strategy are creative tourism in the Next Normal, the promotion of relations with neighboring countries and the GMS and the ASEAN +6 for social, economic, security, and environmental measures, and the promotion of safe agricultural products with international standards. A measure for the COVID-19 pandemic surveillance and major causes of death is also provided. Besides, tourist attractions are also prepared based on the concept of creative economy coupled with establishing the standard of tourism practices for the tourists (Office of Chiang Rai Province, 2021).

The 2023-2027 Chiang Rai provincial development plan established the key areas of tourism development, goals, targets of preventive strategies, and work plan and activities, which is provided in the previous section. Meanwhile, policy implications written in this research are found to be consistent with and supportive of those in the following areas.

- 1) Development of the Quality of Destination Attributes

- (1) Activities

In the 2018-2022 provincial development plan, its vision was written as making “Chiang Rai a Happy City, Clean, Safe, and a Nice Place to Visit”. Because the province needed to re-image itself, the 2023-2027 provincial development plan’s vision was restated as making “Chiang Rai A Creative Tourism City, Clean, Safe, and A Nice Place to Visit”. From those two visions stated in the development plans, it is noticeable that the province reimaged itself to “A Creative Tourism City” from “A Happy City”. Such re-image reflects the strengths in and emphasizes the province’s creative tourism at a greater level; at the same time, cleanliness, safety, and a nice place to visit are still incorporated. The first key area of development is a value creation of creative tourism grounded on Chiang Rai Lanna culture. In this respect, creative tourism is concerned with the support for the tourists to deeply learn and understand social, cultural, and environmental values in the tourism areas from a direct experience of the hosts of areas or owners of the culture (Working Group of Creative Tourism City Model, 2012). Therefore, policy implications of tourism for promoting the strengths in eco-tourism, cultural, local lifestyle tourism, and an upgrade for community-based tourism provided in this

research have been consistent with and supportive of the first key area of the province's development plan.

(2) Safety, Security, and Sanitation

Clean and Safety" had been continuously stated in the visions of the provincial development plans from 2018 to 2027. In addition, Chiang Rai province's development plans have emphasized the project of security and safety in life and belongings, the development of production capability and network of quality agricultural products, the safe food, integrative prevention and intimidation of wildfire, smog, and dust particles, surveillance for the COVID-19 pandemic, the development of tourism-related people and entrepreneurs, and networking of safe tourism. Such emphasis demonstrates that Chiang Rai Province has stressed the importance of safety, security, and sanitation. Moreover, the province has aimed to adapt to the changes in the world situations and the New Normal. By these reasons, the policy implications of safety, security, and sanitation in this research are in line with the province's goals.

(3) Attraction and Accessibility

Policy implications of increasing the number of cultural attractions, historic attractions, eco-attractions, sports attractions, and health attractions to attract Japanese senior tourists for revisiting those increased attractions, creating new tourism activities for all-year round tourism schedule, developing a convenient and safe access to tourist attractions, and providing coverage transports are found to be corresponded to the province's development projects of cultural attractions, eco-tourism, and health tourism. Such development is expected to support creative tourism with the aim to increase the number of creative tourism and infrastructure of transports to popular tourist attractions.

Knowledge about multiple segments of Japanese senior tourists and the demographic profile of each segment would enable destination management organizations (DMOs) to formulate legal and regulatory frameworks to support sustainable development of Chiang Rai's tourism industry. DMOs will also be able to create tourism products and services that provide unique and memorable experience and offer the best value to Japanese senior tourists.

2) Tourism-Related Stakeholders Development

Policy implications of the proactive strategy for the development of tourism entrepreneurs and tourism-related stakeholders to be able to supply tourism-related products and services targeted at the Japanese senior tourist market are consistent with and supportive of the project of tourism-related stakeholders development, along with the development of tourism-related labor skills, enhancement of local guide and competitiveness of tourism entrepreneurs. Those development projects were stated in the province's development plan.

3) Marketing

Policy implications of a proactive marketing of tourism-related products and services targeted at Japanese senior tourist that would integrate the demand-driven strategy with the existing supply-drive strategy is expected to enhance the tourists' real demands. Also, it would help achieve the province's goals of developing creative tourism. Moreover, knowledge about the demographic profiles and lifestyles (activities, interests, and opinions) of Japanese senior tourists would enable Chiang Rai's tourism-related stakeholders and tourism marketers to generate effective tourism marketing strategies. They will also be better able to develop specific products and services for each segment of Japanese senior tourists.

Thus, it can be concluded that most of the policy implications in this research are consistent with and supportive of the first key area of development stated in Chiang Rai Province's development plan during the year 2023-2027. In addition, tourism-related agencies in Chiang Rai Province should take other policy implications in this research into consideration (provided in topic 5.6.1). Those policy implications include accommodation, travel services, amenities, tourism marketing and communications, and tourism risk management. Most importantly, senior tourism must be incorporated in the province's tourism policy as well as implementing strategies and operating directions. By doing so, four key elements are needed to make the implementation successful. Those elements are inclusion, collaboration, integration, and communication. To begin with, inclusion refers to all people in the province involved in tourism management to help achieve the mission and objectives. Next, collaboration is concerned with a long-term interaction based on shared mission and objectives. Then, integration is explained as integrative actions among the

government agencies to execute the plans of tourism. The last element required to achieve the implementation is an effective communication among Chiang Rai's tourism-related stakeholders. Besides, this research also proposes the province's tourism as "Chiang Rai Province is where individuals' purpose of living awaits discovery through one's recreation and leisure". It would help drive the province to achieve its goals of development as the vision of making "Chiang Rai A Creative Tourism City, Clean, Safe, and A Nice Place to Visit". In addition to the vision, Chiang Rai Province is expected to become a top-of-mind destination for recreation and leisure among Japanese senior tourists.

5.6 Recommendations and Future Research

1) To increasingly attract Japanese tourists, it was highly recommended for stakeholders involved in Chiang Rai's tourism to ensure more safety and security in Chiang Rai that matches Japanese people's requirements. In term of accommodation, Chiang Rai's hotel industry was recommended to cooperate with travel websites, such as Booking.com and Expedia, etc. to offer rooms and promotions, since Japanese senior tourists managed their travel plan including air tickets and hotel rooms through the online channels. The room prices, however, should be reasonable, and Japanese tourists should be encouraged to write reviews on the travel websites regarding services and peaceful atmosphere. For travel services, it was recommended for the tour operators or travel agencies not to offer or put the hard selling of tour packages on Japanese senior tourists, since they aimed for recreation and leisure when visiting Chiang Rai. These tourists preferred slow tourism. Hence, the tour operators should introduce their tour packages that can satisfy each group of Japanese senior tourists. Those tour packages offer flexibility and chances for the tourists to adjust their tour plans independently. For example, Japanese senior tourists are allowed to handle certain types of self-reservation for their travel. Examples of self-reservation include air-ticketing and accommodation. However, when it comes to tour-related services and travelling around Chiang Rai province, Japanese senior tourists should be informed to get those services from local tour operators. Apart from the activities that meet the interests of Japanese senior tourists, the tour operators are recommended to

put the values in the view of Japanese senior tourists into their tour packages. Those values are products for senior tourists, add-on services, and services provided to those senior Japanese with taking their age into account. Since Japanese senior tourists are highly polite and observant of regulations, Japanese culture and lifestyle should not be taken for granted when the local tour operators provide tourism-related services to Japanese senior tourists. Such recommended services can impress and satisfy Japanese senior tourists which would result in spreading positive word of mouth and revisiting Chiang Rai Province of Japanese senior tourists in the future.

2) For future research, the multiple regression models were highly recommended to investigate senior tourists from other countries. Moreover, targeting at Japanese senior tourists, those interested in Thailand's exploration of other provinces' tourism management should apply the regression models. Compared against each other, the results of future research and the current research could be turned into the cause-and-effect relationship between destination attributes, quality of life, tourist satisfaction, and destination loyalty, with tourist satisfaction as mediating effects. In addition to quantitative method research, it was recommended that qualitative method research be adopted. For example, in-depth interview with Japanese senior tourists on the issues of accommodation, activities, safe and security, and travel services should be further examined whether the results from quantitative data were in the same direction as the results of qualitative data.

3) Those interested in examining destination loyalty in the provinces of Thailand in senior tourism, especially Japanese senior tourists may find this research useful. Future research was highly recommended to apply the conceptual framework developed in this research in an advanced level. Tourists' motives, destination attributes, quality of life, and destination loyalty should be investigated in the cause-and-effect relationship. In this respect, tourist satisfaction was recommended to be included in the casual model and also served as mediating variable in the model. The results between multiple regression and structural equation modelling would be compared to develop better policy implications for senior tourism in Thailand.

Moreover, even if all predictor variables identified in this research affected destination loyalty toward Chiang Rai Province among Japanese senior tourists, not all attributes of those predictors had effects on destination loyalty. Future research

was highly recommended to adopt qualitative method research to examine the factors influencing their decision making on revisiting Chiang Rai Province by means of in-depth interview or focus group. With this research method, any attributes that did not influence destination loyalty among senior tourists would be revealed.

5.7 Limitation of the Study and Suggestions for Further Study

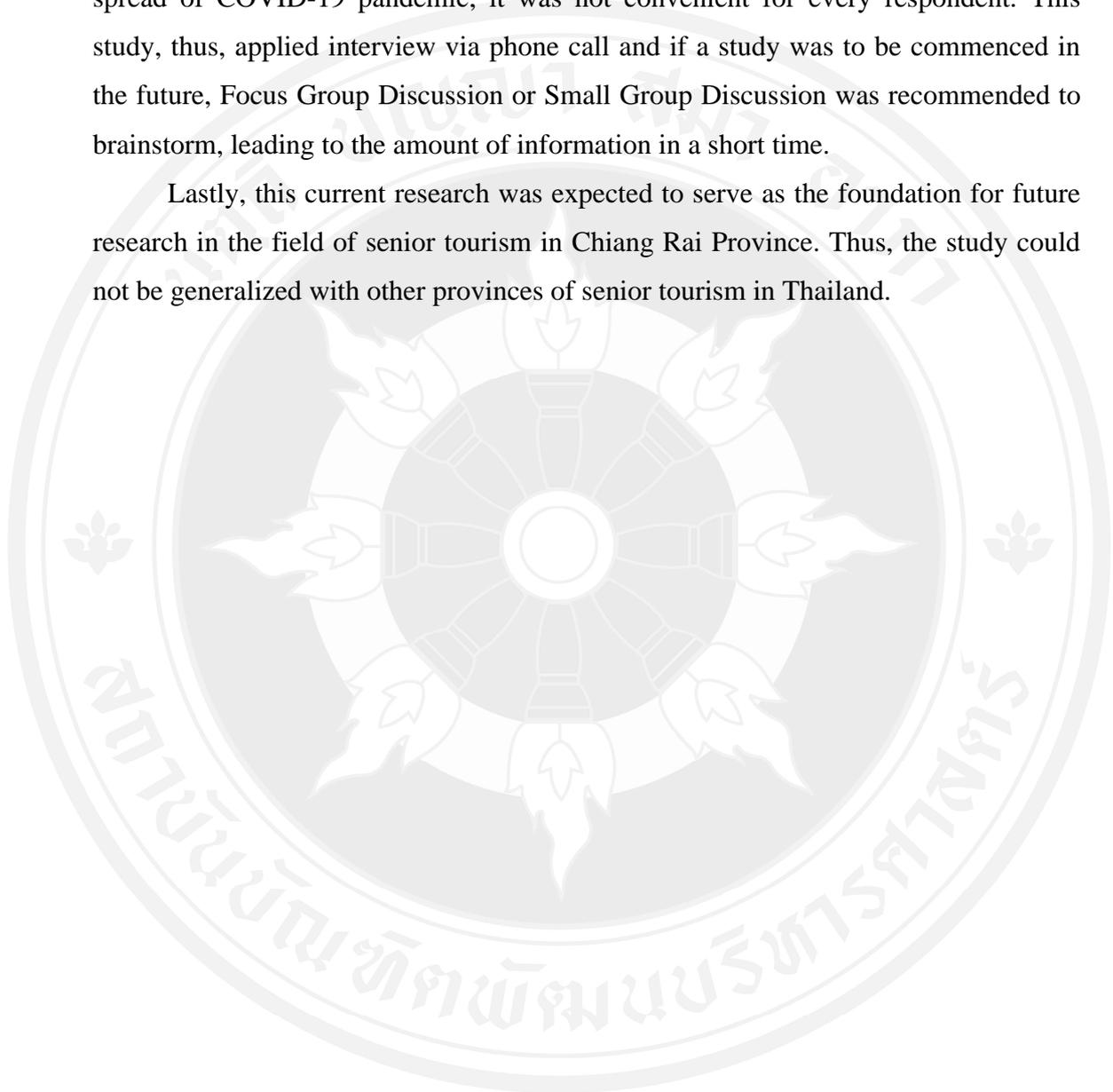
Despite the contributions this study provides, some limitations could still be found. Firstly, because the research was carried out during the spread of the COVID-19 pandemic, the number of Japanese tourists traveling into Thailand, especially Chiang Rai Province, was limited and less than that of normal situation. This results in difficulty of research data collection. However, to increase the opportunity of data collection, the researcher, therefore, asked the cooperation from public and private authorities related with Japanese such as the Consulate-General of Japan in Chiang Mai, Chiang Rai Japanese Association, the Chiang Mai Long Stay Life Club, the Association of Japanese Entrepreneurs in the North of Thailand, Old Japan Students' Association, Kingdom of Thailand (OJSAT) (Under the Patronage of His Majesty the King), travel agency, and long-stay Japanese in Chiang Rai Province to distribute online self-administered questionnaire to the target respondents. These included long-stay Japanese senior tourists, Japanese senior expat who live or work in Bangkok and other provinces in Thailand and have visited Chiang Rai, and Japanese senior tourists who live in Japan but have visited Chiang Rai. However, it was possible that some answers and comments did not match Japanese senior tourists, traveling from Japan. Moreover, the respondents who have visited Chiang Rai long time ago, might have forgotten some feeling and experiences from the trip. The research, therefore, should be revisited when Chiang Rai's tourism conditions relapse to normal situations.

Secondly, using online self-administered questionnaire to collect data from senior respondents, may have caused inconvenience due to number of questions and text size, leading to quitting the questionnaire before completing it. The online self-administered questionnaire also specifically targeted to the respondents who could communicate online; therefore, the researcher suggested in-depth interview when collecting data from seniors. The results of future research could be compared against

those of current research in terms of characteristics of respondents, their travel behavior, and factors affecting destination loyalty toward Chiang Rai Province.

Thirdly, even though online communication via Zoom or Microsoft Teams could solve such matters of communication as interviews and meeting during the spread of COVID-19 pandemic, it was not convenient for every respondent. This study, thus, applied interview via phone call and if a study was to be commenced in the future, Focus Group Discussion or Small Group Discussion was recommended to brainstorm, leading to the amount of information in a short time.

Lastly, this current research was expected to serve as the foundation for future research in the field of senior tourism in Chiang Rai Province. Thus, the study could not be generalized with other provinces of senior tourism in Thailand.



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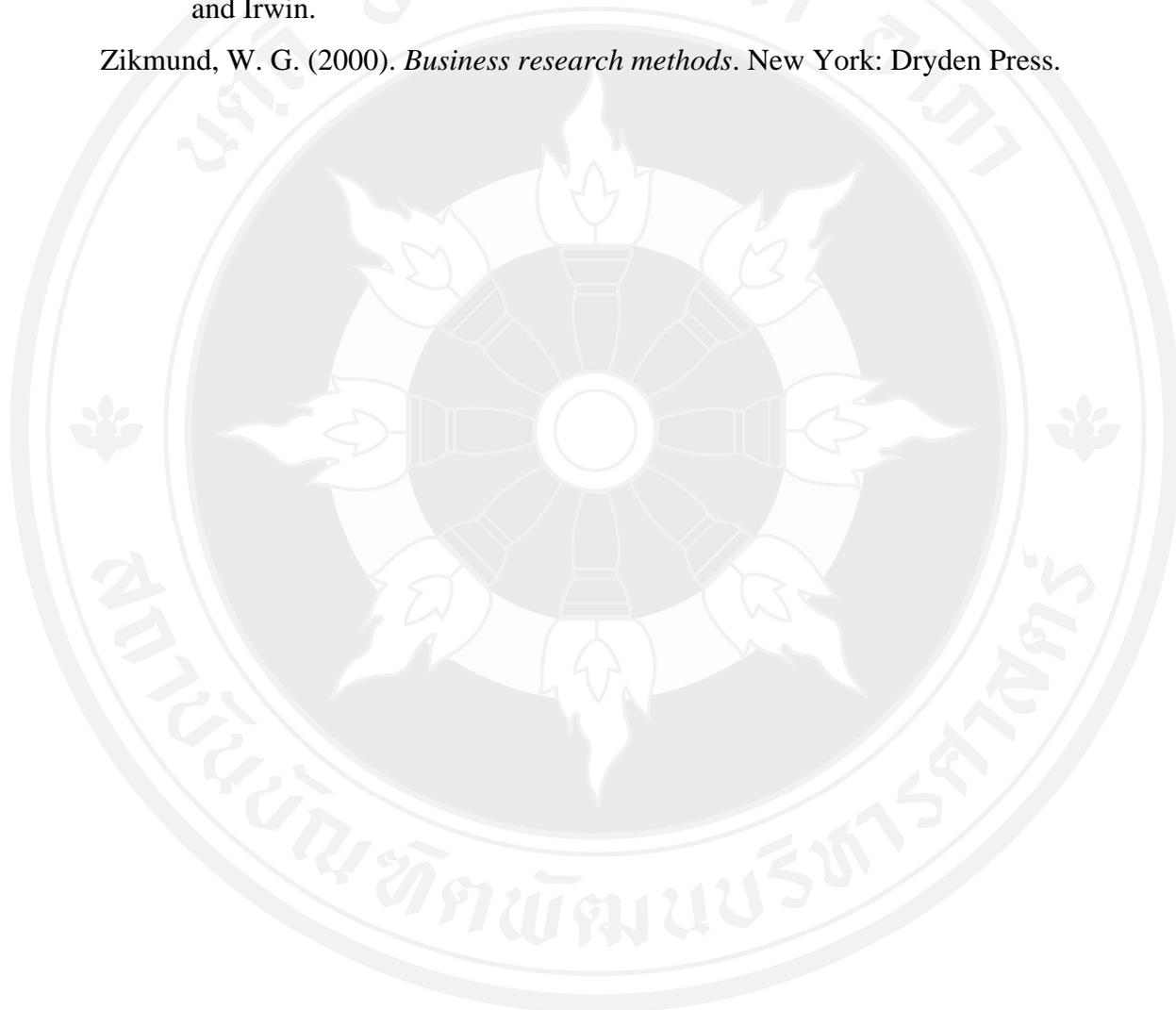
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APPENDICES



APPENDIX A

Questionnaires

Questionnaire for Japanese Senior Tourists (English Version)



RESEARCH QUESTIONNAIRE

Topic: “Policy Implication of Tourism Management for Japanese Senior Tourists: A Case Study of Chiang Rai Province, Thailand”

Explanation:

This questionnaire is conducted by Ms. Rungruedee Boonmee as a part of Ph.D. dissertation in Integrated Tourism Management, Graduate School of Tourism Management, National Institute of Development Administration (NIDA). The objective of this study is to study Japanese senior tourists' behavior, demand, factor affecting destination loyalty, and satisfaction towards Chiang Rai's tourism management. The questionnaire is divided into 7 parts.

The researcher would like to ask for your participation in completing this questionnaire. All responses will be treated confidentially and purely used for research purposes. Your kind cooperation and assistance would be very much appreciated.

Eligibility of respondent to complete the questionnaire:

1. You are 55 years old and older.
 Yes (please proceed to the questionnaire) No (end of the questionnaire)
 2. You have been to and stayed over in Chiang Rai Province at least 2 nights.
 Yes (please proceed to the questionnaire) No (end of the questionnaire)
- If you answer “Yes” for both questions, kindly proceed to answer the following questions.

Part 1: Respondent's Psychographics

Explanation: Please read the following statements and choose the topic that matches activities you have engaged, your interest and your opinions on relating matters.

Please put a check mark (✓) on the column that best represents your level of agreement:

Level of Agreement:

1 = Definitely disagree
4 = Agree

2 = Strongly disagree
5 = Strongly agree

3 = Disagree
6 = Definitely agree

Activities, Interests, and Opinions relating to the respondent	Level of Agreement					
Activities	6	5	4	3	2	1
1. I exercise regularly, for example, walking, running, yoga, golfing, swimming, etc.	6	5	4	3	2	1
2. I am a member of association such as sports association, health association, hobby association, etc.	6	5	4	3	2	1
3. I spend a great deal of money on shopping.	6	5	4	3	2	1
4. I ask the travel information and buy tour packages, accommodation, and air tickets from online channels because it offers me convenient and fast services	6	5	4	3	2	1
5. My family and friends often ask me to make a travel trip.	6	5	4	3	2	1
6. I prefer slow tourism, for instance, historical-site walking, national park route cycling, participating in local festivals.	6	5	4	3	2	1
7. Before trip, I always acquire the destination information about routes, maps, and weather.	6	5	4	3	2	1
8. Health tourism helps recover my body and mind.	6	5	4	3	2	1

Activities, Interests, and Opinions relating to the respondent	Level of Agreement					
Interest						
1. My family always make a travel planning together.	6	5	4	3	2	1
2. For recreation, I think time is more important than money.	6	5	4	3	2	1
3. I always contact the travel agency to ask for travel information.	6	5	4	3	2	1
4. Destination safety is my priority.	6	5	4	3	2	1
5. I plan to live a simple life after retirement where I can be close to nature and friendly people.	6	5	4	3	2	1
6. I spend my free time on the activities I am interested in. Those activities include park leisure, chess, flower arrangement, origami, reading/composing poem, paint brushing, bonsai growing, and GO.	6	5	4	3	2	1
7. I am interested in traveling to experience diversity of culture and lifestyles of people.	6	5	4	3	2	1
8. Having adventure tourism is one of my challenges that I would love to.	6	5	4	3	2	1
Opinions						
1. Age cannot hinder my travel to experience new things	6	5	4	3	2	1
2. I feel that I am young at heart.	6	5	4	3	2	1
3. I have a perfect quality of life.	6	5	4	3	2	1
4. I consider learning and understanding the history and culture of the destination important.	6	5	4	3	2	1
5. I often participate in the activities that are beneficial for the society when the time permits.	6	5	4	3	2	1
6. Traveling to the places where I have never been makes me fun, excited, and lively.	6	5	4	3	2	1
7. I always make price comparisons of trips (e.g., air tickets, hotels, and tour packages) before purchase decision making	6	5	4	3	2	1
8. I place the importance more on quality of tourism-related products and services than on the prices.	6	5	4	3	2	1

Part 2: Tourist's Motive

Motivation that is important to your decision to revisit Chiang Rai Province.

Please put a check mark (✓) on the column that best represents your level of importance:

Level of Importance:

1 = Not important at all

2 = Unimportant

3 = Somewhat unimportant

4 = Somewhat important

5 = Important

6 = Extremely important

Factors that affect your motivation to revisit Chiang Rai Province	Level of Importance					
1. It is to learn new experience from different types of tourism.	6	5	4	3	2	1
2. It is for leisure.	6	5	4	3	2	1
3. It is to heal stress and worry in life.	6	5	4	3	2	1

Factors that affect your motivation to revisit Chiang Rai Province	Level of Importance					
4. It is to avoid monotonous situations and environments.	6	5	4	3	2	1
5. It is to reward life and fulfill dreams.	6	5	4	3	2	1
6. It is to spend time with family, relatives, spouse, friends, and colleagues.	6	5	4	3	2	1
7. It is to exchange the knowledge of culture and arts, and lifestyles of local people that are different from those in Japan.	6	5	4	3	2	1
8. It is to recover and strengthen health by health activities such Thai massage, Thai herbal massage, acupuncture, spa, and aroma therapy.	6	5	4	3	2	1
9. Chiang Rai Province offers a wide variety of tourism activities and recreations such as golfing, natural site route walking, architecture, arts and culture, and urban community sightseeing and cycling.	6	5	4	3	2	1
10. Chiang Rai Province provides convenient equipment and facilities necessary for senior tourists.	6	5	4	3	2	1
11. Visa application is convenient and speedy, and its fees are reasonable.	6	5	4	3	2	1
12. Chiang Rai's tourism makes you feel safe and confident.	6	5	4	3	2	1
13. Local people in Chiang Rai are friendly, generous, and good host.	6	5	4	3	2	1

Part 3: Quality of Life

Quality of Life factors that affect your decision to revisit Chiang Rai Province

Please put a check mark (✓) on the column that best represents your level of agreement

Level of Agreement:

1 = Definitely disagree

2 = Strongly disagree

3 = Disagree

4 = Agree

5 = Strongly agree

6 = Definitely agree

Quality of Life factors that affect your decision to revisit Chiang Rai Province	Level of Agreement					
1. If I stay healthy, I will revisit Chiang Rai Province.	6	5	4	3	2	1
2. Visiting Chiang Rai Province makes me comfortable and happy.	6	5	4	3	2	1
3. I need to make a financial plan carefully before I decide to revisit Chiang Rai Province.	6	5	4	3	2	1
4. I will revisit Chiang Rai Province if my family or friends come with me.	6	5	4	3	2	1
5. If time permits, I will definitely revisit Chiang Rai Province.	6	5	4	3	2	1
6. Having long-stay trip in Chiang Rai makes my body and mind healthy.	6	5	4	3	2	1

Part 4: Destination Attributes

4.1 The attributes of Chiang Rai's tourist destinations are an important factor for your decision.

Please put a check mark (✓) on the column that best represents your level of importance:

Level of Importance:

1 = Not important at all

2 = Unimportant

3 = Somewhat unimportant

4 = Somewhat important

5 = Important

6 = Extremely important

Destination Attributes	Level of Importance					
1. The process of long-stay visa application (O-A) and length of time of visa application waiting in Japan are important.	6	5	4	3	2	1
2. The wide variety of transportation to Chiang Rai and public transportation in Chiang Rai Province is important.	6	5	4	3	2	1
3. The interest and attractiveness of tourist destinations are important.	6	5	4	3	2	1
4. The distance between tourist attractions and hospitals ready to provide an emergency medical service is important.	6	5	4	3	2	1
5. The tourist destinations that provide automated external defibrillator (AED) and emergency trained medical staff are important.	6	5	4	3	2	1
6. Tourism activities that are safe and suitable for tourists' health are important.	6	5	4	3	2	1
7. Amenities provided by the hotels/accommodations are important.	6	5	4	3	2	1
8. Sanitary should meet the standards including measures on the prevention of COVID-19 by the accommodation, restaurants, shops, souvenir shops, and restroom.	6	5	4	3	2	1
9. The accommodations should be designed to support senior tourists.	6	5	4	3	2	1
10. The tour agency provides staff and tour guides who can speak Japanese.	6	5	4	3	2	1

4.2 Your satisfaction with the tourism management of Chiang Rai Province

Please put a check mark (✓) on the column that best represents your level of satisfaction:

Level of Satisfaction:

1 = Extremely Dissatisfied

2 = Very dissatisfied

3 = Somewhat dissatisfied

4 = Somewhat satisfied

5 = Very satisfied

6 = Extremely satisfied

Satisfaction toward Chiang Rai's tourism management	Level of Satisfaction					
1. Tourist attractions						
1.1 Tourist attractions are clean.	6	5	4	3	2	1
1.2 Facilities such as restroom, messages on the boards, maps, seats, and parking lot provided at tourist attraction are suitable for senior tourists.	6	5	4	3	2	1
1.3 Security and security guards are 24/7 on duty.	6	5	4	3	2	1
1.4 Information of safety and warning/prohibition boards are written in English or Japanese.	6	5	4	3	2	1
1.5 Tourist attractions, tourism authority offices, restaurants, shops, souvenir shops, and restroom are safe with sanitary standards and measures on the prevention of COVID-19.	6	5	4	3	2	1
1.6 The staff who can speak English or Japanese are provided to give assistance in response to the tourists' needs.	6	5	4	3	2	1
2. Accessibility						
2.1 Public transportation in Chiang Rai is punctual.	6	5	4	3	2	1

Satisfaction toward Chiang Rai's tourism management	Level of Satisfaction					
2.2 Access and travel to the tourist attraction are convenient.	6	5	4	3	2	1
2.3 Chiang Rai provides a wide variety of public transportation services.	6	5	4	3	2	1
2.4 Public transportation charges are reasonable.	6	5	4	3	2	1
2.5 Travelling around Chiang Rai is safe.	6	5	4	3	2	1
3. Accommodation						
3.1 Various types of accommodation in Chiang Rai are offered.	6	5	4	3	2	1
3.2 Your accommodation is certified with Safety & Health Administration (SHA) along with measures on the prevention of COVID-19.	6	5	4	3	2	1
3.3 The staff are polite and willing to provide you services. They treat you as if you were their relatives.	6	5	4	3	2	1
3.4 The staff can speak Japanese or English.	6	5	4	3	2	1
3.5 Fire alarm and security system are provided.	6	5	4	3	2	1
3.6 Room prices and amenities are value of money and appropriate.	6	5	4	3	2	1
3.7 Room pricing along with services is clearly shown.	6	5	4	3	2	1
3.8 Your accommodation is located in strategic location, close to tourist attractions and communities, and convenient for travelling.	6	5	4	3	2	1
3.9 Your accommodation is beautiful, peaceful, and has a nice atmosphere. Relaxing area is also provided.	6	5	4	3	2	1
3.10 Your accommodation is nearby the hospitals.	6	5	4	3	2	1
3.11 Accommodation (Interior)						
1) The room is designed to support the elderly.	6	5	4	3	2	1
2) Help system is provided in the room.	6	5	4	3	2	1
3) Sanitary ware is designed and installed in response to the usage by the elderly.	6	5	4	3	2	1
4) Help buttons are installed in the bathroom.	6	5	4	3	2	1
5) Free-Wi-Fi services are offered in the room.	6	5	4	3	2	1
6) Your room is beautifully decorated and clean. The room's atmosphere is suitable for resting.	6	5	4	3	2	1
3.12 Accommodation (Exterior)						
1) Handrail is installed on the hallway, ramp, and stairs	6	5	4	3	2	1
2) The floor can support wheelchair including anti-slippery.	6	5	4	3	2	1
3) Elevator is provided.	6	5	4	3	2	1

Satisfaction toward Chiang Rai's tourism management	Level of Satisfaction					
4) The parking lot is convenient and spacious.	6	5	4	3	2	1
5) The valet staff are provided at the parking lot.	6	5	4	3	2	1
4. Amenities						
4.1 Different kinds of restaurant are offered that meet your needs.	6	5	4	3	2	1
4.2 Prices of food and beverages are reasonable including service charges. The prices are clearly shown.	6	5	4	3	2	1
4.3 Menu shows the ingredients that may be allergic.	6	5	4	3	2	1
4.4 Quality and taste of the food are perfect.	6	5	4	3	2	1
4.5 Souvenirs are of quality.	6	5	4	3	2	1
4.6 Amenities such as television, safety box, minibar, towels, soaps, and shampoos, are provided in the room.	6	5	4	3	2	1
4.7 Amenities outside your room such as swimming pool, fitness room, waiting area, leisure area, restroom, boards, and garbage bin, are provided.	6	5	4	3	2	1
5. Activities						
5.1 Various tourism activities are offered, which match your interest.	6	5	4	3	2	1
5.2 The prices of tourism activity are reasonable.	6	5	4	3	2	1
5.3 The staff are professional and provide services in a quality manner.	6	5	4	3	2	1
5.4 Tourism activities are safe and suitable for the tourists' age and health.	6	5	4	3	2	1
5.5 The equipment used in the activities are safe with standards.	6	5	4	3	2	1
5.6 COVID-19 measures on the prevention of COVID-19 are provided	6	5	4	3	2	1
5.7 Tourists can participate in the activities appropriately.	6	5	4	3	2	1
6. Travel services						
6.1 Applying for long stay visa (O-A) is convenient, fast, and not complicated.	6	5	4	3	2	1
6.2 Immigration services	6	5	4	3	2	1
1) Their language and communication are clear and understandable.	6	5	4	3	2	1
2) The immigrant staff are friendly and willing to provide services.	6	5	4	3	2	1
3) Immigration process is convenient, fast, and not complicated.	6	5	4	3	2	1
6.3 Airport						
1) Boards, symbols, and messages are obviously illustrated and appropriately installed.	6	5	4	3	2	1
2) Safety and security system is effective.	6	5	4	3	2	1
3) Cleanliness and sanitation meet the standards of the COVID-19 prevention.	6	5	4	3	2	1
4) Free Wi-Fi is effective and covers all areas within the airport.	6	5	4	3	2	1

Satisfaction toward Chiang Rai's tourism management	Level of Satisfaction					
5) There are restaurants, souvenir shops, and shops at the airport that meet your needs.	6	5	4	3	2	1
6) Restroom is clean and enough.	6	5	4	3	2	1
7) The airport staff are friendly and provide services with quality	6	5	4	3	2	1
6.4 Tourist services center is prepared for providing information, facilitation, and giving assistance to tourists.	6	5	4	3	2	1
If you do not use the services of travel agencies, please skip to section 5 of the questionnaire						
6.5 Travel services provided by tour operators						
1) Tour programs are interesting and adjustable to match your needs.	6	5	4	3	2	1
2) Vehicles are safe and clean. Getting in and on the vehicles is convenient. The seats are comfortable.	6	5	4	3	2	1
3) The staff are willing to provide services.	6	5	4	3	2	1
4) Services are value of money.	6	5	4	3	2	1
5) Services providers, local guides, and tourists are prevented from COVID-19 by the COVID-19 measures.	6	5	4	3	2	1
6.6 Local guides						
1) Local guides are polite, friendly, and active to provide services.	6	5	4	3	2	1
2) Local guides are honest and do not take any advantages on the tourists.	6	5	4	3	2	1
3) Local guides are knowledgeable, providing recommendations and answering questions well.	6	5	4	3	2	1
4) Local guides can speak Japanese and English.	6	5	4	3	2	1
5) Local guides have knowledge of first aid.	6	5	4	3	2	1

Part 5: Destination Loyalty

Please put a check mark (✓) on the column that best represents your level of agreement

Level of Agreement:

1 = Definitely disagree

2 = Strongly disagree

3 = Disagree

4 = Agree

5 = Strongly agree

6 = Definitely agree

Revisiting or recommending others to travel to Chiang Rai Province	Level of Agreement					
1. I intend to revisit Chiang Rai Province in the future.	6	5	4	3	2	1
2. If I have a chance, I will recommend other people to visit Chiang Rai Province definitely.	6	5	4	3	2	1
3. I will speak positive things about Chiang Rai's tourism with other people.	6	5	4	3	2	1
4. If I have a chance to revisit Thailand, the first place that I will come is Chiang Rai Province.	6	5	4	3	2	1
5. I will share my experience of Chiang Rai trip to other people.	6	5	4	3	2	1
6. I will invite surrounding people to visit Chiang Rai Province.	6	5	4	3	2	1

Part 6: Suggestion on tourism management for Japanese senior tourists

.....

Part 7: Personal Data and Travel Behavior of the Respondent

Please put a check mark (✓) in the box (□) that corresponds to your answer.

7.1 Respondent's Personal Information and Travel Behavior

1. Gender
 1) Male 2) Female
2. Age
 1) 55 – 60 years old 2) 61 – 65 years old 3) 66 – 70 years old
 4) 71 – 75 years old 5) 76 – 80 years old 6) Over 81 years old
3. Education
 1) Below bachelor's degree 2) Bachelor's degree 3) Above bachelor's degree
4. Occupation
 1) Businessperson/investor 2) Enginee/Architect 3) Manager/Executives
 4) Civil servants 5) Employees/Paid workers 6) Business owner/Personal business
 7) Househusband/housewife 8) Retired 9) Other (please specify)
5. Marital Status
 1) Single 2) Married/living together 3) Widow/divorced/not living together
6. Average Monthly Income (including welfare and pension provided by the government)
 1) No income 2) Less than 200,000 Japanese yen
 3) 200,000 - 299,999 Japanese yen 4) 300,000 – 399,999 Japanese yen
 5) 400,000 – 499,999 Japanese yen 6) More than 500,000 Japanese yen
7. Year to date, how many times have you met/consulted the physicians?
 1) Never 2) 1-3 times/year 3) 4-6 times/year
 4) Every month 5) Meet/consult the physicians for regular check-ups as scheduled
8. Traveling to Chiang Rai, which medical service capacities should be readily and urgently available?
 1) Diabetes 2) Heart disease and coronary artery disease 3) Hypertension
 4) Hyperlipidemia 5) Cerebrovascular disease 6) Knee Osteoarthritis/osteoarthritis
 7) Intestinal diseases 8) Other (please specify).....
 9) Basic health services such as treating fever, diarrhea, dizziness, ect.

7.2 Travel Behavior

1. What is your purpose of travelling to Chiang Rai? (more than one answer allowed)
 1) Travel/Recreation 2) Visiting family/Relatives/friends 3) Meeting/Seminar/work trip
 4) Business contact 5) Medical checkup/Health recovery 6) Golfing/Sports
 7) Visiting ancient remains/architecture/painting/sculpture
 8) Exploring the lives of local people
 9) Seeking information for decision making on long stay place after retirement
 10) Other (please specify).....
2. What are the factors influencing your decision making on visiting Chiang Rai?
 (more than one answer allowed)
 1) Weather, topography, and beautiful nature
 2) Friendly local people
 3) Nice and peaceful atmosphere suitable for slow travel
 4) Travelling activities that meet interests
 5) Fascinating history, culture and arts, uniqueness, and lifestyle of local people
 6) Safety and convenience for travel/recreation
 7) Reasonable travel expenditures

12. While traveling in Chiang Rai, how do you search for travel information?
 1) You ask from those having been to Chiang Rai. 2) You ask from travel agents.
 3) You ask from tourism authority agencies. 4) You ask from local people.
 5) You ask from local guides. 6) You search from travel websites.
 7) Other (please specify).....
13. What is the type of accommodation that you stayed during your Chiang Rai trip?
 1) Hotels 2) Resorts 3) Apartments
 4) Condominiums 5) Homestays 6) Guesthouses
 7) Friends' house/Relatives' house 8) Other (please specify).....
14. What is your favorite place for having your meals during your Chiang Rai trip?
 1) Hotels' restaurant 2) You order food to consume at your accommodation.
 3) You cook at your accommodation. 4) Restaurants
 5) Restaurants 6) You have your meals at the places provided by the travel agents.
15. What kind of tourist attraction do you prefer in Chiang Rai? (more than one answer allowed)
 1) Natural attractions 2) Cultural attractions
 3) Historical attractions 4) Eco attractions
 5) Sports attractions 6) Health attractions
 7) You prefer staying at your accommodation, not going outside.
16. What the top three categories you spent the most on during your travel? (please indicate the numbers 1-3, 1 being the highest, 3 being the lowest)
..... 1) Travel spending 2) Accommodation spending
..... 3) Food spending 4) Trip-organized services
..... 5) Shopping/Souvenir spending 6) Entrance fees of tourist attraction
..... 7) Spending on special activities such as golf, Thai massage, spa, beauty, and health
17. How much do you pay for your travel around Chiang Rai per day?
Note: Travel expenses include food, accommodation, transportation, shopping, souvenirs, and other additional expenses, but not including air ticket.
 1) Not over 3,000 baht/person/day 2) 3,001-6,000 baht/person/day
 3) Over 6,000 baht/person/day
18. How would you share/tell your travel experience of Chiang Rai trip?
 1) You would tell the persons who are close to you.
 2) You would tell other people when a chance comes.
 3) You would share your travel experience on social media such Facebook, Instagram, and Line.
 4) You would not tell/share your travel experience with others because.....

Thank you for your kind cooperation and assistance

Questionnaire for Japanese Senior Tourists (Japanese Version)



質問調査票

「タイ国チェンライ県における日本人リタイアメント観光者に対する観光マネジメントの政策的提言」に向けた調査研究

はじめに

本調査は、タイ国立開発行政大学院大学観光マネジメント学科博士後期課程（総合観光マネジメント）の学生であるルンルディー・ブミーの研究の一部である。本調査の目的は、チェンライ県の観光に対する行動意識、要望、そして満足度を調査し、その結果に基づき日本人リタイアメント者のチェンライ県への観光を目的とした渡来動機に及ぼす要因を明らかにすることである。本調査の成果は、チェンライ県の観光マネジメントに関する施策及び方向性に向けた提言として、日本人リタイアメント者の行動や要望を反映させるために用いられる。

回答結果は、学術利用を目的として利用され、かつ各関係諸機関へも提供されます。回答内容は外部に漏れることがないよう管理され、回答者様個人への影響が及ぶことはございません。皆様におかれましてはご多忙のところ大変恐縮ですが、趣旨をご理解いただき、本調査票ご回答いただきますようご協力何卒よろしくお願い申し上げます。

ご自身のことについて

1. あなたは、年齢が 55 歳以上ですか。

はい(次の質問にお答えください) いいえ(質問は終わりです)

2. あなたは、チェンライ県を観光で訪れ、少なくとも 2 泊以上したことがありますか。

はい(次の質問にお答えください) いいえ(質問は終わりです)

以上の2つの質問に対して、いずれも「はい」と答えられた方は続けて以下の質問にお答えください。

第 1 項目 回答者の心理的要因について

ご回答上の注意点:各質問をお読みいただけます。あなたが行ってみたいみたい活動、その背景にある興味関心、そして回答者のご意見に当てはまる項目に対して、最も該当する選択肢に✓を入れてください。

同意の程度について

- | | |
|--------------|--------------|
| 1 = 全くそう思わない | 2 = 強くそう思わない |
| 3 = そう思わない | 4 = そう思う |
| 5 = とてもそう思う | 6 = 全くそう思う |

あなた自身に関わる活動、興味関心、そしてご意見について	同意の程度について					
活動						
1. 私はいつも運動をしている。例えば、歩くこと、走ること、ヨガ、ゴルフ、水泳、又は他の運動である。	6	5	4	3	2	1
2. 私は何らかの形でコミュニティ内で組織に属している。例えば、サーカチーム、高齢者の集まり、健康や趣味の仲間の集まり、又は他の会である。	6	5	4	3	2	1
3. 私は買い物に相当のお金を費やす。	6	5	4	3	2	1
4. 観光先の情報を集めてオンラインでチケットの購入したり、宿泊先を予約したりする。	6	5	4	3	2	1
5. 家族や友人は私に観光の計画をよく考えさせる。	6	5	4	3	2	1
6. のんびりとした観光が好きである。例えば、歴史的な遺跡を歩いて見たり、自転車に乗りながら国立公園を散歩したり、または地元の祭りに参加したりすることがある。	6	5	4	3	2	1
7. 観光に行く前には、道順を確認したり気候を調べたりする。	6	5	4	3	2	1
8. 健康志向の観光というものは、心身共にリフレッシュできる。	6	5	4	3	2	1
興味関心						
1. 観光はいつも家族と一緒に考えて計画する。	6	5	4	3	2	1
2. 心のリフレッシュというのは、お金よりも時間が重要である。	6	5	4	3	2	1
3. 観光先の情報を集めるために観光会社に常に問い合わせをする。	6	5	4	3	2	1
4. 観光の行先の安全が第一優先である。	6	5	4	3	2	1
5. 退職後は質素で慌ただしくなく、自然環境に恵まれた環境で余生を送る予定である。	6	5	4	3	2	1
6. 自分の興味関心のある事柄に時間を使っている。例えば、公園で休憩したり、将棋をしたり、庭の手入れをしたり、詩を詠んだり、盆栽や囲碁を楽しんだりする。	6	5	4	3	2	1
7. 多様な文化や生活様式に触れることに興味関心がある。	6	5	4	3	2	1
8. 多少困難が予想される観光も挑戦してみたいことの一つである。	6	5	4	3	2	1
意見						
1. 新しい発見の旅に出かけるのに年齢は関係がない。	6	5	4	3	2	1
2. 自分自身はまだ若いと感じている。	6	5	4	3	2	1
3. 自分の生活の質はとても高い。	6	5	4	3	2	1
4. 目的先の文化及び歴史を学び理解することはとても大切である。	6	5	4	3	2	1
5. 機会があれば社会の利益となる活動にはよく参加する。	6	5	4	3	2	1
6. 訪れたことのない場所に行くことは、胸が躍り楽しい気持ちになる。	6	5	4	3	2	1
7. 観光に関する商品の価格(航空券、宿泊ホテル、観光パッケージ)は購入前に比較検討する。	6	5	4	3	2	1
8. 旅先で購入する商品はサービスは価格よりも質をより重視する。	6	5	4	3	2	1

第2項目 観光者の動機について

チェンライ県への再訪を決定づける要となる動機について

ご回答上の注意点:あなたが最もそうだと思う項目に✓を一つだけを入れてください。

重要度の程度について

- 1 = 全く重要ではないそう思わない 2 = 重要ではない 3 = あまり重要ではない
 4 = やや重要である 5 = 重要である 6 = 極めて重要である

チェンライ県への再訪を決定づける要因に関して、その重要度の程度について以下の質問からご回答ください。	重要度の程度について					
1. 観光を通して新しく珍しい体験に触れて学びを深めるため。	6	5	4	3	2	1
2. 休憩するため。	6	5	4	3	2	1
3. 生活上のストレスや心配事を和らげリフレッシュするため。	6	5	4	3	2	1
4. 日常の慣れた環境から切り替えるため。	6	5	4	3	2	1
5. 自分自身へのご褒美や夢を叶えるため。	6	5	4	3	2	1
6. 家族、親戚、愛する人、友人、そして職場の同僚と共に時間を過ごすため。	6	5	4	3	2	1
7. 日本の文化生活様式と異なる生活様式を持つ地元の芸術文化に触れ、異文化交流するため。	6	5	4	3	2	1
8. 健康のための活動(例えば、伝統マッサージ、ハーブマッサージ、針治療、アロマ及びスパ)を通して自分自身の健康に役立てるため。	6	5	4	3	2	1
9. 選べる観光先での活用やエンターテインメントがある。例えば、ゴルフ、自転車も通れる自然の散歩道、文化芸術、そして街中のコミュニティなどがある。	6	5	4	3	2	1
10. 利便性が高く、高齢者にとって必要な整備が十分に為されている。	6	5	4	3	2	1
11. ビザの申請において、便利で早く、手続き費用が妥当であること。	6	5	4	3	2	1
12. チェンライ県内の観光は安全安心である。	6	5	4	3	2	1
13. 地元の人々が友好的で、親切であり、朗らかである。	6	5	4	3	2	1

第3項目 観光者の生活の質について

チェンライ県への再訪を決定づける生活の質の側面の要因について

ご回答上の注意点:あなたが最もそうだと思う項目に✓を一つだけを入れてください。

同意の程度について

- 1 = 全くそう思わない 2 = 強くそう思わない 3 = そう思わない
 4 = そう思う 5 = とてもそう思う 6 = 全くそう思う

チェンライ県への再訪を決定づける生活の質の側面の要因について	同意の程度について					
1. まだ健康で身体が丈夫なら、チェンライ県を再び観光してみたい。	6	5	4	3	2	1
2. チェンライ県への観光は心が洗われ幸せな気分になる。	6	5	4	3	2	1
3. チェンライ県へ観光する前に事前に旅費の予算を入念に計画する。	6	5	4	3	2	1

チェンライ県への再訪を決定づける生活の質の側面の要因について	同意の程度について					
4. 家族又は友人と一緒にチェンライ県へもう一度観光する。	6	5	4	3	2	1
5. 時間が許せば、チェンライ県へ再び観光に行きたい。	6	5	4	3	2	1
6. 長期滞在を目的としたチェンライ県への観光は、私自身の心身によい影響を与える。	6	5	4	3	2	1

第4項目 目的地の属性について

4.1 チェンライ県への観光を決心する際に重視する目的地の属性について

ご回答上の注意点:あなたが最もそうだと思う項目に✓を一つだけを入れてください。

重要度の程度について

- 1 = 全く重要ではないそう思わない 2 = 重要ではない 3 = あまり重要ではない
4 = やや重要である 5 = 重要である 6 = 極めて重要である

目的地の属性	重要度の程度について					
1. 長期滞在ビザ(O-A)の申請の難しさ・容易さ、かつ長期滞在ビザの申請から受理に至る所要日数の長さ	6	5	4	3	2	1
2. チェンライ県への公共交通機関又はチェンライ県内における観光地間の公共交通機関の多種多様性	6	5	4	3	2	1
3. 観光地が魅力的で興味深い	6	5	4	3	2	1
4. 緊急医療体制が整った病院と観光地までの移動距離	6	5	4	3	2	1
5. 自動体外式除細動器(AED)が設置され、研修を受けた担当官又は職員が応急処置に対応できる。	6	5	4	3	2	1
6. 年齢や観光者の健康状態に合った安全な観光活動	6	5	4	3	2	1
7. アメニティーが充実した宿泊施設である。	6	5	4	3	2	1
8. 宿泊施設の、観光地、観光オフィス、レストラン、ショップ、お土産屋、お手洗いなどの場所における新型コロナウイルス対策ガイドラインに則った衛生管理	6	5	4	3	2	1
9. 宿泊施設の、観光地、観光オフィス、レストラン、ショップ、お土産屋、お手洗いなどの場所において高齢者向けの環境整備が行われている。	6	5	4	3	2	1
10. 日本語でのコミュニケーションが適当であり、かつサービスを提供する職員がいるツアー会社	6	5	4	3	2	1

4.2 チェンライ県の観光管理に対する満足度

ご回答上の注意点:あなたが最もそうだと思う項目に✓を一つだけを入れてください。

満足度の程度について

- 1 = 全く満足していない 2 = とても満足していない 3 = あまり満足していない
4 = やや満足している 5 = とても満足している 6 = 極めて満足している

チェンライ県の観光管理	満足度の程度について					
1. 観光地						
1.1. 観光地の清潔さ	6	5	4	3	2	1
1.2. 観光地の行き届いた整備。例えば、お手洗い、読みやすい表示、地図、駐車場、休憩用の椅子、整備された道路、高い場所に物が置かれていない、高齢者に合わせた利用しやすい道具。	6	5	4	3	2	1
1.3. 防犯システムの完備及び警備員の常駐	6	5	4	3	2	1
1.4. 英語又は日本語による警告並びに禁止に関する掲示板の表示及び安全に関する情報提示	6	5	4	3	2	1
1.5. 観光地、観光オフィス、レストラン、ショップ、お土産屋、お手洗いなどの場所における新型コロナウイルス対策ガイドラインに則った衛生管理	6	5	4	3	2	1
1.6. 担当官による英語又は日本語での観光情報の提供及び観光者の要望に応えるサポート	6	5	4	3	2	1
2. 交通利便性						
2.1. 地元地域における時間に正確な交通サービス	6	5	4	3	2	1
2.2. 観光地までの利便性及び観光地間の移動の利便性	6	5	4	3	2	1
2.3. 地元地域における多種多様な交通手段のサービスの提供	6	5	4	3	2	1
2.4. 地元地域において利用する交通サービスの適切な値段設定	6	5	4	3	2	1
2.5. 移動における安全性	6	5	4	3	2	1
3. 宿泊施設						
3.1. 様々な種類の宿泊施設が選択でき、ニーズにあった宿泊施設	6	5	4	3	2	1
3.2. 健康安全基準を満たした宿泊施設であり、かつ新型コロナウイルス対策ガイドラインを順守している宿泊施設	6	5	4	3	2	1
3.3. 職員又は担当官が礼儀正しく、親身になってサービス提供に努めている。	6	5	4	3	2	1
3.4. 職員が英語や日本語といった外国語でコミュニケーションが図れる。	6	5	4	3	2	1
3.5. 火災及び警備システムが整っている。	6	5	4	3	2	1
3.6. 宿泊料金及び宿泊設備が妥当で価値がある。	6	5	4	3	2	1
3.7. 宿泊料金やその他のサービス料の設定が明瞭である。	6	5	4	3	2	1
3.8. 宿泊施設が観光地から近いなど便利な場所に立地しており、アクセスが容易である。	6	5	4	3	2	1
3.9. 宿泊施設が美しく、静かで雰囲気が良い。安らげるコーナーがある。	6	5	4	3	2	1
3.10. 宿泊施設が病院から近い場所に立地している。	6	5	4	3	2	1
3.11. 客室(室内)						
1) 高齢者向けの室内環境設定	6	5	4	3	2	1
2) 室内に緊急連絡システムが整備されている。	6	5	4	3	2	1
3) 便座は高齢者向けに設計されている。	6	5	4	3	2	1
4) トイレ内に緊急で助けを呼べるボタンがある。	6	5	4	3	2	1
5) インターネット又は無料のWifiが使える。	6	5	4	3	2	1
6) 室内の装飾がきれいで清潔であり、安らげる雰囲気である。	6	5	4	3	2	1

チェンライ県の観光管理	満足度の程度について					
3.12. 客室(室外)						
1) 通路、スロープ、及び階段に手すりが設置されている。	6	5	4	3	2	1
2) 車椅子が使用できる通路であり、使用に耐えられる仕様となっている。	6	5	4	3	2	1
3) 便利なエレベーターが設置されている。	6	5	4	3	2	1
4) 駐車場が便利であり、十分に駐車できるスペースがある。	6	5	4	3	2	1
5) 駐車場に誘導用の警備員がいる。	6	5	4	3	2	1
4. 宿泊施設が提供する客室備品及び環境(アメニティ)						
4.1. ニーズ合った多様なレストランが選択できる。	6	5	4	3	2	1
4.2. 食べ物及び飲み物の価格が適切であり、料金及びサービス料が明瞭である。	6	5	4	3	2	1
4.3. 食事のメニューにアレルギー表示がされている。	6	5	4	3	2	1
4.4. 料理の質及び味がよい。	6	5	4	3	2	1
4.5. 商品及びお土産の質が高い。	6	5	4	3	2	1
4.6. 室内の備品及び環境(電話、テレビ、金庫、ミニバー、タオル、石鹸、シャンプーなど)が整っている。	6	5	4	3	2	1
4.7. 室内外の環境(プール、ジム、ロビー、休憩コーナー、便所、看板などの表示、ゴミ箱など)が整っている。	6	5	4	3	2	1
5. 観光活動(活動)						
5.1 興味関心に合った多様な活動が選択できる。	6	5	4	3	2	1
5.2 活動費が妥当である。	6	5	4	3	2	1
5.3 職員がプロとして質の高いサービス提供を行っている。	6	5	4	3	2	1
5.4 活動は安全が配慮され、基準を満たし、年齢に合っている。	6	5	4	3	2	1
5.5 活動に利用する道具は安全で基準を満たしている。	6	5	4	3	2	1
5.6 新型コロナウイルス感染予防対策の基準に従っている。	6	5	4	3	2	1
5.7 観光者が十分に参加できる活動内容となっている。	6	5	4	3	2	1
6. 移動及び観光サービス(観光サービス)						
6.1 長期滞在ビザ(O-A)の申請の利便さ、迅速さ、かつ手続きの簡易さ	6	5	4	3	2	1
6.2 入国管理サービス	6	5	4	3	2	1
1) 言語及びコミュニケーションが明確でわかりやすい。	6	5	4	3	2	1
2) 担当官が親しみやすく、親身になってサービスを提供している。	6	5	4	3	2	1
3) 手続きが簡易で、迅速かつ利便である。	6	5	4	3	2	1
6.3 飛行場						
1) 標識や看板が目につきやすい位置に設置され、意味がわかる。	6	5	4	3	2	1
2) 効率の高い警備システム	6	5	4	3	2	1
3) 新型コロナウイルス感染予防対策の基準に従った消毒衛生管理	6	5	4	3	2	1
4) 場所を選ばずインターネット/無料のWifiが簡単に使える。	6	5	4	3	2	1

チェンライ県の観光管理	満足度の程度について					
5) レストランやお土産店などのショップが多様で選択できる。	6	5	4	3	2	1
6) トイレが清潔で数が十分確保されている。	6	5	4	3	2	1
7) 職員又は担当官が友好的で質の高いサービスを提供している。	6	5	4	3	2	1
6.4 観光者サービスセンターが観光に関する情報を提供し、観光の手助けやサポートができる体制となっている。	6	5	4	3	2	1
観光代理店サービスを利用しない場合は、第5項目からの質問にお答えください						
6.5 観光代理店サービス						
1) 観光の企画が魅力的で、オーダーメイドな旅にアレンジできる。	6	5	4	3	2	1
2) 交通手段が安全で清潔である。また乗降が便利で、座席に余裕がある。	6	5	4	3	2	1
3) 職員や担当官がサービス精神旺盛である。	6	5	4	3	2	1
4) 支払う分の価値がある。	6	5	4	3	2	1
5) 観光(ツアー)ガイドを含む関係者及び観光者に対して新型コロナウイルス感染予防対策が施されている。	6	5	4	3	2	1
6.6 観光(ツアー)ガイド						
1) 礼儀正しく、友好的で、テキパキとしている。	6	5	4	3	2	1
2) 忠誠心が高く、観光者を不利な立場に陥れない。	6	5	4	3	2	1
3) 知識が豊富で、適切に助言を与えたり質問に答えたりすることができる。	6	5	4	3	2	1
4) 英語や日本語といった外国語によるコミュニケーションが可能である。	6	5	4	3	2	1
5) 応急処置に関する知識を持っている。	6	5	4	3	2	1

第5項目 目的地への忠誠度

チェンライ県にもう一度観光したい、または知り合いにチェンライ県への観光を勧める

ご回答上の注意点:あなたが最もそうだと思う項目に✓を一つだけを入れてください。

同意の程度について

- 1 = 全くそう思わない 2 = 強くそう思わない 3 = そう思わない
4 = そう思う 5 = とてもそう思う 6 = 全くそう思う

チェンライ県にもう一度観光したい、または知り合いにチェンライ県への観光を勧める	同意の程度について					
1. 将来必ずチェンライ県にもう一度戻って観光をするつもりである。	6	5	4	3	2	1
2. 機会があれば、知り合いにチェンライ県への観光を勧めるつもりである。	6	5	4	3	2	1
3. 他の者にはチェンライ県の観光でよかったことを伝える。	6	5	4	3	2	1
4. 機会があればもう一度タイに戻り、チェンライ県を始めに訪れる場所として選択する。	6	5	4	3	2	1
5. 他の者にチェンライ県での観光体験を共有するために伝える。	6	5	4	3	2	1
6. 周りの知り合いにもチェンライ県への観光を勧めている。	6	5	4	3	2	1

第6項目 ご意見ご感想を追加でご記入ください

.....

.....

.....

第7項目 ご回答者個人に関わること及び観光行動について

各質問において、□に該当する項目を一つだけ選び、✓を入れてください

7.1 回答者の個人に関わることについて

1. 性別

- 1) 男性 2) 女性

2. 年齢

- 1) 55-60 歳 2) 61-65 歳 3) 66-70 歳
 4) 71-75 歳 5) 76-80 歳 6) 81 歳以上

3. 学歴

- 1) 四大卒未満 2) 四大卒 3) 四大卒以上

4. 職業

- 1) 実業家/投資家 2) 工/学/建築家 3) 管理職
 4) 公務員 5) 一般職員(非正規) 6) 自営業
 7) 専業主婦/主夫 8) 定年退職 9) その他(記入ください).....

5. 婚姻状況

- 1) 独身 2) 婚姻済/同居パートナーあり 3) 離婚/別居中

6. 平均月収(福利厚生又は年金額を含む)

- 1) 収入なし 2) 200,000 円未満 3) 200,000 円- 299,999 円
 4) 300,000 円- 399,999 円 5) 400,000 円- 499,999 円 6) 500,000 円以上

7. 昨年から現在までの間に医者にかかった回数は何回ですか

- 1) 一度もかかっていない 2) 1年につき1回から3回 3) 1年につき4回から6回
 4) 毎月かかっている 5) 予約状況に応じて定期的にかかっている

8. チェンライ県へ観光をする際、緊急で必要な治療は何ですか

- 1) 糖尿病 2) 心臓及び血管病 3) 高血圧症
 4) 動脈硬化 5) 脳血管疾患 6) 膝関節症
 7) 大腸に関する疾患 8) その他特定の疾患.....
 9) 熱、下痢、頭痛などの日常に起こる疾患に対する治療サービス

7.2 回答者の観光行動について

1. チェンライ県への観光目的について(1項目以上)

- 1) 観光/休息 2) 家族/親族/友人訪問 3) 会議/セミナー/視察
 4) 仕事上 5) 健康診断/治療目的 6) ゴルフ/その他のスポーツ
 7) 歴史的建造物や遺跡の見学 8) 地元の人たちの生活様式の見学
 9) 長期滞在又は定年退職後の居住地として検討するための事前視察
 10) その他.....

2. チェンライ県への観光を決定づける要因について(1項目以上)

- 1) 気候や地形の良さ 美しい自然 2) 地元の人が友好的で人柄がよい
 3) 雰囲気がよく静かである ゆったりとした旅ができる 4) 興味に合わせて観光活動がアレンジできる
 5) 歴史的にも芸術的にも興味深く、独自性がある。地元の生活様式も興味がある
 6) 観光や滞在する上で安全安心であり便利である 7) 旅費に係る出費が妥当である
 8) 長期的に滞在する上において物価が適当である 9) チェンライ県を訪れたことのあるものから
 10) 有名な観光地である 11) 観光地までの道のりが容易である
 12) メディアを通じた広報・広告 13) 観光会社やホテルによるプロモーション
 14) その他.....

3. 直近のチェンライ県への観光を最終的に決定したのは誰ですか

- 1) 自分自身 2) 家族/親戚 3) 友人/職場の同僚
 4) 恋人/夫婦 5) 会社/勤務先 6) その他.....

4. チェンライ県への観光情報をどのようなメディアから収集されていますか

- 1) 家族/親戚、恋人/夫婦、友人、観光エージェントのスタッフ、旅先のスタッフなどの人を通して
 2) 本、マガジン、フライヤー、パンフレット、ポスターなどの出版物
 3) テレビ、ラジオ、そして新聞
 4) 観光サイト、オンラインによる観光広告、そして観光ブログなどのオンラインメディア
 5) フェイスブック、インスタグラム、YouTubeなどのソーシャルメディア
 6) その他.....

5. あなたの観光計画の方法について

- 1) 自分自身で全て連絡を取り、計画を立てる 2) 全ての契約をオンラインを通じて行う
 3) 飛行機チケット及び宿泊施設のみ自分で執り行う 4) 親戚/家族が全て手配する
 5) 勤務先が全て手配する 6) 観光エージェントが全て手配する
 7) 観光エージェントが一部を手配する 8) その他.....

14. チェンライ県に滞在中、通常どこで食事を取りますか

- 1) ホテル/宿泊施設先のレストラン 2) 注文をして宿泊先で食べる
 3) 自炊をして宿泊先で食べる 4) 大型レストラン
 5) 地元のレストラン 6) 観光エージェントの手配した場所

15. チェンライ県に滞在中、どのような種類の場所を訪れますか(1項目以上)

- 1) 自然観光 2) 文化的な観光地 3) 歴史的な観光地
 4) 学びや発見がある観光地 5) 運動ができる観光地 6) 健康を重視した観光地
 7) 多くの時間を宿泊先で過ごし、外出はあまりしない

16. 観光において最も出費が高いものから順に1, 2, 3と記入ください

- _____ 1) 交通費 _____ 2) 宿泊費 _____ 3) 食費
 _____ 4) ツアー費 _____ 5) お土産・ショッピング費 _____ 6) 観光地先での出費(入場料など)
 _____ 7) 趣味に係る特別な出費。例えば、ゴルフ、マッサージ、美容など

17. チェンライ県での観光において1日当たりの出費は一人あたりいくらになりますか。(ここでの出費は、食費、宿泊費、個通日、お土産・ショッピング費、その他の費用を指し、航空券代金は含みません。)

- 1) 1日一人当たり3,000バーツ以下 2) 1日一人当たり3,001-6,000バーツ
 3) 1日一人当たり6,000バーツ以上

18. ご自身のチェンライ県の観光の経験をどのように共有し、他の人に伝えますか

- 1) 口頭で身近な人たちに 2) 機会があれば他の人たちに口頭で
 3) フェイスブック、インスタグラム、LINEなどのソーシャルメディアを通じて共有する
 4) 特に伝えない、共有しない。理由.....

 以上で、質問は終了です。

質問紙調査にご協力いただきまして誠にありがとうございます。

Certificate of Japanese Translation



This is to certify that the attached document entitled

“質問調査票

「タイ国チェンライ県における日本人リタイアメント観光者に対する観光マネジメントの政策的提言」に向けた調査研究”

is a true and correct Japanese translation of the original

Given on the 13th of May 2021

A handwritten signature in blue ink, appearing to be "Koraya Techawongstien".

(Dr.Koraya Techawongstien)

Chair

Center for Translation and Language Services,
Research Institute for Languages and Cultures of Asia,
Mahidol University, THAILAND



APPENDIX B

Overall Item-Objective Congruence Score

Overall Item-Objective Congruence Score

Explanation: 1 = Consistent, 0 = Do not confirm, -1 = Inconsistent

Items	Experts			IOC Score	Result
	1	2	3		
Eligibility of respondent to complete the questionnaire:					
1. You are 55 years old and older.	1	1	1	1	passed
1.1 If you answer "Yes", please proceed to the questionnaire. But if the answer is "No", end of the questionnaire.	1	1	1	1	passed
2. You have been to and stayed over in Chiang Rai Province at least 2 nights.	1	1	1	1	passed
2.1 If you answer "Yes", please proceed to the questionnaire. But if the answer is "No", end of the questionnaire.	1	1	1	1	passed
Part 1: Respondent's Psychographics					
Activities					
1. I exercise regularly, for example, walking, running, yoga, golfing, swimming, etc.	1	1	1	1	passed
2. I spend my free time on the activities I am interested in. Those activities include park leisure, chess, flower arrangement, origami, reading/composing poem, paint brushing, bonsai growing, and GO.	1	1	1	1	passed
3. I like to go to shows such as plays, concerts, music.	1	1	1	1	passed
4. I go out to shop and do other activities like eating, watching movies.	1	1	1	1	passed
5. I spend a great deal of money on shopping.	1	1	1	1	passed
6. I often go to cultural and traditional festivals.	1	1	1	1	passed
7. On vacation, I prefer staying at home than going out.	1	1	1	1	passed
8. Exposure to nature is a must in my itinerary.	1	1	0	0.66	passed
9. I love exploring different lifestyles.	1	1	1	1	passed
10. I always share my travel experiences through social media.	1	1	1	1	passed
11. I buy all tourism-related services from online channels because it offers me convenient and fast services.	1	1	1	1	passed
12. Visiting historical sites is an important consideration in my travel planning.	1	1	1	1	passed
13. I enjoy my holidays by leaving my hometown.	0	1	1	0.66	passed
14. I like to share stories and travel experiences through Social media such as Line, Facebook, Instagram, etc.	1	0	1	0.66	passed
15. My family and friends often ask me to make a travel trip.	1	1	1	1	passed
Interest					
1. Family members are the most important things in my life.	1	1	1	1	passed
2. My family always make a travel planning together.	1	1	1	1	passed
3. For recreation, I think time is more important than money.	1	1	1	1	passed
4. I always contact the travel agency to ask for travel information.	1	1	0	0.66	passed
5. I like slow tourism.	1	1	1	1	passed
6. Being exposed to the environment and learning from the locals gave me the real experiences of traveling.	1	1	1	1	passed
7. Destination safety is my priority.	1	1	1	1	passed

Items	Experts			IOC Score	Result
	1	2	3		
8. I will study the routes, maps and climate of the destinations very well before leaving for travel.	1	0	1	0.66	passed
9. Trying out the local food is a must-do when traveling.	1	1	1	1	passed
10. I plan to live a simple life after retirement where I can be close to nature and friendly people.	1	1	1	1	passed
11. Health tourism has allowed me to rejuvenate my body and mind.	1	0	1	0.66	passed
12. I follow news and events of society through media such as radio, television, newspapers.	1	-1	1	0.33	removed
13. I spend my free time surfing the internet to search for new attractions.	1	1	1	1	passed
14. I am interested in traveling to experience diversity of culture and lifestyles of people.	1	1	1	1	passed
15. Having adventure tourism is one of my challenges that I would love to.	1	1	1	1	passed
Opinions					
1. Age cannot hinder my travel to experience new things.	1	0	1	0.66	passed
2. I don't care what other people think of me.	1	0	1	0.66	passed
3. I always like to be a good-looking person.	1	0	1	0.66	passed
4. I feel that I am young at heart.	1	1	1	1	passed
5. I have to make sure everything is well organized to be worry-free.	1	1	1	1	passed
6. I have a perfect quality of life.	1	1	1	1	passed
7. I feel the value of life every time I travel.	1	1	1	1	passed
8. I consider learning and understanding the history and culture of the destination important.	1	1	1	1	passed
9. Traveling to the places where I have never been makes me fun, excited, and lively.	1	1	1	1	passed
10. I am optimistic about my future.	1	0	1	0.66	passed
11. I am willing to cooperate if there is a request for timely and financial assistance for the conservation of nature and the environment.	1	0	1	0.66	passed
12. I often participate in the activities that are beneficial for the society when the time permits.	1	0	1	0.66	passed
13. Traveling to a place I've never been to, make me alive and excited.	1	1	1	1	passed
14. I have discovered myself in many areas from travelling.	1	1	1	1	passed
15. I always make price comparisons of trips (e.g., air tickets, hotels, and tour packages) before purchase decision making	1	0	1	0.66	passed
16. I place the importance more on quality of tourism-related products and services than on the prices.	1	0	1	0.66	passed
Part 2: Tourist's Motive					
1. It is to learn new experience from different types of tourism.	1	1	1	1	passed
2. It is for leisure.	1	1	1	1	passed
3. It is to heal stress and worry in life.	1	1	1	1	passed
4. It is to avoid monotonous situations and environments.	1	1	1	1	passed
5. It is to reward life and fulfill dreams.	1	1	1	1	passed
6. I want to open up my world by going out to meet new friends or people from other countries.	1	1	1	1	passed
7. To share stories and experiences from travel with others	1	1	1	1	passed
8. It is to spend time with family, relatives, spouse, friends, and colleagues.	1	1	1	1	passed
9. To visit the museum, ancient sites, and historical sites.	1	1	1	1	passed

Items	Experts			IQC Score	Result
	1	2	3		
10. Get up close and feel the nature and the pure surroundings.	1	1	1	1	passed
11. It is to exchange the knowledge of culture and arts, and lifestyles of local people that are different from those in Japan	1	1	1	1	passed
12. I would like to participate in traditional and cultural tourism activities that are unique and interesting in Chiang Rai.	1	1	1	1	passed
13. Chiang Rai Province offers a wide variety of tourism activities and recreations such as golfing, natural site route walking, architecture, arts and culture, and urban community sightseeing and cycling.	0	1	1	0.66	passed
14. It is to recover and strengthen health by health activities such Thai massage, Thai herbal massage, acupuncture, spa, and aroma therapy.	1	1	1	1	passed
15. Cleanliness and hygiene of the accommodation, tourist attractions, shops, restaurants, public areas, etc.	1	1	1	1	passed
16. Chiang Rai Province provides convenient equipment and facilities necessary for senior tourists.	1	0	1	0.66	passed
17. Reasonable travel expenditures	1	1	1	1	passed
18. Chiang Rai's tourism makes you feel safe and confident.	1	1	1	1	passed
19. Local people in Chiang Rai are friendly, generous, and good host.	1	1	1	1	passed
20. The happiness and impression received from Chiang Rai trip.	1	1	1	1	passed
Part 3: Quality of Life					
1. If I stay healthy, I will revisit Chiang Rai Province.	1	1	1	1	passed
2. Visiting Chiang Rai Province makes me comfortable and happy.	1	1	1	1	passed
3. I need to make a financial plan carefully before I decide to revisit Chiang Rai Province.	1	1	1	1	passed
4. I will revisit Chiang Rai Province if my family or friends come with me.	1	1	1	1	passed
5. If time permits, I will definitely revisit Chiang Rai Province.	1	1	1	1	passed
6. Having long-stay trip in Chiang Rai makes my body and mind healthy.	1	1	1	1	passed
Part 4: Destination Attributes					
4.1 The attributes of Chiang Rai's tourist destinations are an important factor for your decision.					
1) Variety of tourist attractions	1	1	1	1	passed
2) The interest and attractiveness of tourist attractions	1	1	1	1	passed
3) Cleanliness of tourists attractions	1	1	1	1	passed
4) Safety of tourist attractions	1	1	1	1	passed
5) Availability of amenities at tourist attractions such as restrooms, message signs, maps, and parking spaces that are suitable for the use of senior tourists.	1	1	1	1	passed
6) Sanitary should meet the standards including measures on the prevention of COVID-19 by the attractions, tourism authority offices, restaurants, shops, souvenir shops, and restroom.	1	1	1	1	passed
7) The wide variety of transportation to Chiang Rai and public transportation in Chiang Rai Province is important.	1	1	1	1	passed
8) Safety of travelling around Chiang Rai	1	1	1	1	passed
9) Accommodation is available in various types and price ranges.	1	1	1	1	passed
10) Accommodation should meet the standards including measures on the prevention of COVID-19.	1	1	1	1	passed
11) Safety of accommodation	1	1	1	1	passed
12) Location of the accommodation	1	1	1	1	passed
13) Service quality of officers/employees	1	1	1	1	passed

Items	Experts			IOC Score	Result
	1	2	3		
14) The accommodations should be designed to support senior tourists.	1	0	1	0.66	passed
15) Amenities provided by the hotels/accommodations are important.	1	1	1	1	passed
16) Various tourism activities are offered according to the interest of senior tourists.	1	1	1	1	passed
17) Tourism activities that are safe and suitable for tourists' health are important.	1	1	1	1	passed
18) The equipment used for tourism activities should meet the standards including measures on the prevention of COVID-19.	1	1	1	1	passed
19) The process of long-stay visa application (O-A) and length of time of visa application waiting in Japan are important.	1	1	1	1	passed
20) The tour agency provides staff and tour guides who can speak Japanese.	1	1	1	1	passed
4.2 Your satisfaction with the tourism management of Chiang Rai Province					
1) Tourist attractions					
1.1 Variety of tourist attractions	1	1	1	1	passed
1.2 The interest and attractiveness of tourist attractions	1	1	1	1	passed
1.3 Tourist attractions are clean.	1	1	1	1	passed
1.4 Facilities such as restroom, messages on the boards, maps, seats, and parking lot provided at tourist attraction are suitable for senior tourists.	1	1	1	1	passed
1.5 CCTV cameras are installed in tourist attractions.	1	1	1	1	passed
1.6 Security and security guards are 24/7 on duty.	1	1	1	1	passed
1.7 Information of safety and warning/prohibition boards are written in English or Japanese.	1	1	1	1	passed
1.8 Tourist attractions have strict and timely opening and closing times.	1	1	1	1	passed
1.9 Tourist attractions, tourism authority offices, restaurants, shops, souvenir shops, and restroom are safe with sanitary standards and measures on the prevention of COVID-19.	1	1	1	1	passed
1.10 Staff are ready to provide tourist information and assistance to tourists.	1	1	1	1	passed
1.11 The staff who can speak English or Japanese are provided to give assistance in response to the tourists' needs.	1	1	1	1	passed
1.12 Staff are polite, friendly, enthusiastic and willing to serve.	1	1	1	1	passed
2) Accessibility					
2.1 Tourists can travel to Chiang Rai with a variety of transportation such as planes, personal cars, public transportation, rental cars/vans, etc.	1	1	1	1	passed
2.2 Public transportation in Chiang Rai is punctual.	1	1	1	1	passed
2.3 Access and travel to the tourist attraction are convenient.	1	1	1	1	passed
2.4 Chiang Rai provides a wide variety of public transportation services.	1	1	1	1	passed
2.5 Public transportation charges are reasonable.	1	1	1	1	passed
2.6 Travelling around Chiang Rai is safe.	1	1	1	1	passed
3) Accommodation					
3.1 Various types of accommodation in Chiang Rai are offered.	1	1	1	1	passed
3.2 Your accommodation is certified with Safety & Health Administration (SHA) along with measures on the prevention of COVID-19.	1	1	1	1	passed
3.3 The staff are polite and willing to provide you services. They treat you as if you were their relatives.	1	1	1	1	passed
3.4 The staff can speak Japanese or English.	1	1	1	1	passed
3.5 Fire alarm and security system are provided.	1	1	1	1	passed
3.6 Room prices and amenities are value of money and appropriate.	1	1	1	1	passed

Items	Experts			IOC Score	Result
	1	2	3		
3.7 Room pricing along with services is clearly shown.	1	1	1	1	passed
3.8 Your accommodation is located in strategic location, close to tourist attractions and communities, and convenient for travelling.	1	1	1	1	passed
3.9 Your accommodation is beautiful, peaceful, and has a nice atmosphere. Relaxing area is also provided.	1	1	1	1	passed
3.10 Your accommodation is nearby the hospitals.	1	1	1	1	passed
3.11 Accommodation (Interior)					
1) The room is designed to support the elderly.	1	1	1	1	passed
2) The room size is appropriate.	1	1	1	1	passed
3) The size of the bed is suitable for your body.	1	1	1	1	passed
4) A bed that is a comfortable height -- neither too high nor too low (Your feet can touch the floor when in a sitting position.)	1	1	1	1	passed
5) The mattress is soft and fits to your body.	1	1	1	1	passed
6) Bathroom is wheelchair accessible and equipped with handrails.	1	1	1	1	passed
7) Sliding door is used in bathroom.	1	1	1	1	passed
8) The bathroom is covered with skid-free floor.	1	1	1	1	passed
9) Sanitary ware is designed and installed in response to the usage by the elderly.	1	1	1	1	passed
10) Help system is provided in the room.	1	1	1	1	passed
11) Free-Wi-Fi services are offered in the room.	1	1	1	1	passed
12) Your room is beautifully decorated, clean, and suitable for resting.	1	1	1	1	passed
3.12 Accommodation (Exterior)					
1) Handrail is installed on the hallway, ramp, and stairs	1	1	1	1	passed
2) The corridor lights are properly lit.	1	1	1	1	passed
3) The floor can support wheelchair including anti-slippery.	1	1	1	1	passed
4) Elevator is provided.	1	1	1	1	passed
5) Fire exit routes that the elderly can safely evacuate.	1	1	1	1	passed
6) The parking lot is convenient and spacious. The valet staff are provided at the parking lot.	1	1	1	1	passed
4) Amenities					
4.1 Different kinds of restaurant are offered that meet your needs.	1	1	1	1	passed
4.2 Prices of food and beverages are reasonable including service charges. The prices are clearly shown.	1	1	1	1	passed
4.3 Quality and taste of the food are perfect.	1	1	1	1	passed
4.4 There is a wide variety of shops and souvenir shops to choose from.	1	1	1	1	passed
4.5 Prices of merchandise and souvenirs are reasonable.	1	1	1	1	passed
4.6 Souvenirs are of quality.	1	1	1	1	passed
4.7 Amenities such as television, safety box, minibar, towels, soaps, and shampoos, are provided in the room.	1	1	1	1	passed
4.8 Amenities outside your room such as swimming pool, fitness room, waiting area, leisure area, restroom, boards, and garbage bin, are provided.	1	1	1	1	passed
5) Activities					
5.1 Various tourism activities are offered, which match your interest.	1	1	1	1	passed
5.2 Tourism activities are interesting, fun, and enjoyable.	1	1	1	1	passed
5.3 The prices of tourism activity are reasonable.	1	1	1	1	passed
5.4 The staff are professional and provide services in a quality manner.	1	1	1	1	passed
5.5 Tourism activities are safe and suitable for the tourists' age and health.	1	1	1	1	passed

Items	Experts			IOC Score	Result
	1	2	3		
5.6 The equipment used in the activities are safe with standards.	1	1	1	1	passed
5.7 COVID-19 measures on the prevention of COVID-19 are provided.	1	1	1	1	passed
5.8 Tourists can participate in the activities appropriately.	1	1	1	1	passed
6) Travel services					passed
6.1 Applying for long stay visa (O-A) is convenient, fast, and not complicated.	1	1	1	1	passed
6.2 Immigration services					
1) Their language and communication are clear and understandable.	1	1	1	1	passed
2) The immigrant staff are friendly and willing to provide services.	1	1	1	1	passed
3) Immigration process is convenient, fast, and not complicated.	1	1	1	1	passed
6.3 Airport					
1) Boards, symbols, and messages are obviously illustrated and appropriately installed.	1	1	1	1	passed
2) Communication with tourists is easy to understand, thorough, accurate, and timely.	1	1	1	1	passed
3) Safety and security system is effective.	1	1	1	1	passed
4) Cleanliness and sanitation meet the standards of the COVID -19 prevention.	1	1	1	1	passed
5) Free Wi-Fi is effective and covers all areas within the airport.	1	1	1	1	passed
6) There are restaurants, souvenir shops, and shops at the airport That meet your needs.	1	1	1	1	passed
7) Restroom is clean and enough.	1	1	1	1	passed
8) The airport staff are friendly and provide services with quality.	1	1	1	1	passed
6.4 Tourist services center is prepared for providing information, facilitation, and giving assistance to tourists.	1	1	1	1	passed
6.5 Travel services provided by tour operators					
1) Tour programs are interesting and adjustable to match your needs.	1	1	1	1	passed
2) Vehicles are safe and clean. Getting in and on the vehicles is convenient. The seats are comfortable.	1	1	1	1	passed
3) The staff are willing to provide services.	1	1	1	1	passed
4) Services are value of money.	1	1	1	1	passed
5) Services providers, local guides, and tourists are prevented from COVID-19 by the COVID-19 measures.	1	1	1	1	passed
6.6 Local guides					
1) Local guides are polite, friendly, and active to provide services.	1	1	1	1	passed
2) Local guides are honest and do not take any advantages on the tourists.	1	1	1	1	passed
3) Local guides are knowledgeable, providing recommendations and answering questions well.	1	1	1	1	passed
4) Local guides can speak Japanese and English.	1	1	1	1	passed
5) Local guides have knowledge of first aid.	1	1	1	1	passed
Part 5: Destination Loyalty					
1. I intend to revisit Chiang Rai Province in the future.	1	1	1	1	passed
2. If I have a chance, I will recommend other people to visit Chiang Rai Province definitely.	1	1	1	1	passed
3. I will speak positive things about Chiang Rai's tourism with other people.	1	1	1	1	passed
4. If I have a chance to revisit Thailand, the first place that I will come is Chiang Rai Province.	1	1	1	1	passed
5. I will share my experience of Chiang Rai trip to other people.	1	1	1	1	passed
6. I will invite surrounding people to visit Chiang Rai Province.	1	1	1	1	passed

Items	Experts			IOC Score	Result
	1	2	3		
Part 6: Suggestion on tourism management for Japanese senior tourists					
Part 7: Personal Data and Travel Behavior of the Respondent					
7.1 Respondent's Personal Information and Travel Behavior					
1. Gender	1	1	1	1	passed
2. Age	1	1	1	1	passed
3. Education	1	1	1	1	passed
4. Occupation	1	1	1	1	passed
5. Marital Status	1	1	1	1	passed
6. Average Monthly Income (including welfare and pension provided by the government)	1	1	1	1	passed
7. Year to date, how many times have you met/consulted the physicians?	1	0	1	0.66	passed
7.2 Travel Behavior					
1. What are the factors influencing your decision making on visiting Chiang Rai?	1	1	1	1	passed
2. How do you prefer to purchase travel-related services (such as airline tickets, accommodation, tour packages, transportation packages, etc.)?	1	1	1	1	passed
3. Who do you like to travel with?	1	1	1	1	passed
4. What time period do you like to travel?	1	1	1	1	passed
5. Have you ever traveled to Chiang Rai before?	-1	-1	1	-0.33	removed
6. What is your purpose of travelling to Chiang Rai?	1	1	1	1	passed
7. What factors made you choose to travel to Chiang Rai?	1	1	1	1	passed
8. Which source of travel information do you get from?	1	1	1	1	passed
9. How long did it take you to plan your last visit to Chiang Rai?	0	1	1	0.66	passed
10. How do you manage your travel?	1	1	1	1	passed
11. Who was the influential person affecting your visiting to Chiang Rai?	1	1	1	1	passed
12. On your most recent trip to Chiang Rai, who accompanied you on your travel?	1	1	1	1	passed
13. What time period did you travel to Chiang Rai?	1	1	1	1	passed
14. How long did you travel around Chiang Rai?	1	1	1	1	passed
15. What is the type of accommodation that you stayed during your Chiang Rai trip?	1	1	1	1	passed
16. What is your favorite place for having your meals during your Chiang Rai trip?	1	1	1	1	passed
17. What is your vehicle/transportation that you use during your Chiang Rai trip?	1	1	1	1	passed
18. While traveling in Chiang Rai, how do you search for travel information?	1	1	1	1	passed
19. What kind of tourist attraction do you prefer in Chiang Rai?	1	0	1	0.66	passed
20. What the top three categories you spent the most on during your travel?	1	1	1	1	passed
21. How much do you pay for your travel around Chiang Rai per day?	1	1	1	1	passed
22. How would you share/tell your travel experience of Chiang Rai trip?	1	1	1	1	passed



APPENDIX C

Interview Form

Interview Form (Thai Version)



แบบสัมภาษณ์เพื่อการวิจัย

“ข้อเสนอแนะเชิงนโยบายการจัดการการท่องเที่ยวสำหรับนักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่น:
กรณีศึกษา จังหวัดเชียงราย ประเทศไทย”

คำชี้แจง: การสัมภาษณ์เชิงลึกรายบุคคลครั้งนี้เป็นส่วนหนึ่งของการศึกษาของนางสาวรุ่งฤดี บุญมี นักศึกษาปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต สาขาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ โดยมีวัตถุประสงค์เพื่อนำข้อมูลที่ได้ไปวิเคราะห์เพื่อจัดทำข้อเสนอแนะเชิงนโยบายการจัดการท่องเที่ยวของจังหวัดเชียงรายสำหรับนักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่น ข้อมูลของท่านที่ได้จากการสัมภาษณ์ในครั้งนี้จะเป็นความลับทุกประการและนำไปใช้เพื่อการศึกษาในเท่านั้น

คำถามในการสัมภาษณ์แบ่งออกเป็น 3 ส่วน ได้แก่ 1) ข้อมูลส่วนบุคคลของผู้ให้สัมภาษณ์ 2) ข้อคิดเห็นที่มีต่อการจัดการท่องเที่ยวของจังหวัดเชียงรายสำหรับนักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่น 3) ข้อเสนอแนะเพิ่มเติม

ส่วนที่ 1 ข้อมูลส่วนบุคคลของผู้ให้สัมภาษณ์

ชื่อ-นามสกุล.....หน่วยงาน.....ตำแหน่ง.....
วันที่...../...../.....เวลา.....สถานที่.....
การบันทึกเสียงการให้สัมภาษณ์ อนุญาต ไม่อนุญาต

ส่วนที่ 2 ข้อคิดเห็นที่มีต่อการจัดการท่องเที่ยวของจังหวัดเชียงรายสำหรับนักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่น

คำถามข้อที่ 1. ในความคิดเห็นของท่าน หากพิจารณาบริบทของการท่องเที่ยวสำหรับนักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่นแล้ว จังหวัดเชียงรายมีข้อได้เปรียบอะไรบ้าง และเป็นอย่างไร

คำถามข้อที่ 2. อะไรคือสิ่งที่นักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่นประทับใจเมื่อมาท่องเที่ยวที่จังหวัดเชียงราย

คำถามข้อที่ 3. จังหวัดเชียงรายควรปรับปรุงการจัดการท่องเที่ยวด้านใดบ้าง เพื่อตอบสนองต่อความต้องการของนักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่น

คำถามข้อที่ 4. อะไรคือโอกาสสำหรับจังหวัดเชียงรายที่จะส่งผลดีต่อการท่องเที่ยวของนักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่น

คำถามข้อที่ 5. ในการจัดการท่องเที่ยวสำหรับนักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่น จังหวัดเชียงรายต้องเผชิญกับอุปสรรคอะไรบ้าง และเป็นอย่างไร

คำถามข้อที่ 6. จังหวัดเชียงรายมีโอกาสที่จะเป็นจุดหมายปลายทางยอดนิยมของนักท่องเที่ยวผู้สูงอายุชาวญี่ปุ่นหรือไม่ และด้วยเหตุผลใด

ส่วนที่ 3 ข้อเสนอแนะเพิ่มเติม

ขอขอบคุณท่านเป็นอย่างสูงที่กรุณาใช้เวลาในการให้ข้อมูลที่เป็นประโยชน์

Interview Form (English Version)



INTERVIEW FORM

“POLICY IMPLICATION OF TOURISM MANAGEMENT FOR JAPANESE SENIOR TOURISTS:
A CASE STUDY OF CHIANG RAI PROVINCE, THAILAND”

Explanation: The in-depth interview is conducted by Ms. Rungruedee Boonmee as a part of Ph.D. dissertation in Integrated Tourism Management, Graduate School of Tourism Management, National Institute of Development Administration (NIDA). The information gathered from the in-depth interview will be used for an analysis for making the policy implication of Chiang Rai’s tourism management for Japanese senior tourists. Your responses will be anonymous and purely used for academic purposes only.

This in-depth interview consists of 3 parts of questions which are 1) personal information of the key informant 2) the current context of Chiang Rai’s tourism management for Japanese senior tourists and 3) additional suggestions on tourism management for Japanese senior tourists.

Part 1: Personal Information

Name-Surname..... Department..... Position.....
 Date...../...../..... Time..... Place.....
 A permission to record the interview Yes No

Part 2: The current context of Chiang Rai’s tourism management for Japanese senior tourists

Question 1: What advantages does Chiang Rai Province have in terms of tourism for Japanese senior tourists?

Question 2: When travelling to Chiang Rai Province, what impresses Japanese senior tourists?

Question 3: What should Chiang Rai’s tourism-related stakeholders improve to meet the requirements of Japanese senior tourists?

Question 4: What are opportunities that will post positive effects on tourism for Japanese senior tourists in Chiang Rai Province?

Question 5: Regarding tourism management for Japanese senior tourists, what obstacles does Chiang Rai Province face?

Question 6: Does Chiang Rai Province have a chance to become a popular destination for Japanese senior tourists? If so, why?

Part 3: Additional suggestions on tourism management for Japanese senior tourists

Your kind cooperation and assistance would be very much appreciated.

BIOGRAPHY

Name-Surname	Rungruedee Boonmee
Academic Background	Bachelor of Science (Agriculture) Kasetsart University, in 1990 Bachelor of Communication Arts Sukhothai Thammathirat Open University, in 1995 Master of Arts (Mass Communication) Thammasat University, in 1998
Experience	1998-2001 Manager Communication Strategy, Seagate Technology (Thailand) Ltd. 2002-2005 Senior Manager Thailand Corporate Communications, Seagate Technology (Thailand) Ltd. 2006-2009 Vice President Corporate Affairs, Ayudhya Allianz C.P. Plc. 2009-Present Managing Director Pro Master Tour Co., Ltd.