

Abstract

This action research was aimed to develop health promotion model for senior tourists by the way of Mae Khong basin health culture lifestyle. Study site was Sa-Som village, Na Po Klang Subdistrict, Khong Chiam District, Ubon Ratchathani Province . Samples consisted of 14 Kin-Kaaw-Soaw-Hearn group members, 12 Sa-Som Homestay committees , 8 senior in Sa-Som village and 28 senior tourist volunteers. The research tools consisted of a survey form of community lifestyle, an interview form of well being perception in senior tourist, guideline for focus group discussion, observation form of a participation in development process, questionnaire for happiness and satisfaction in participating in health promotion tourism program , assessment form of potential in the health promotion tourism program management, and health promotion tourism program for seniors tourists by the way of Mae Khong Basin health culture lifestyle. There were 3 study phases, comprised of community context, development process applied Deming's quality development cycle and result. Data were analyzed using content analysis, frequency, percentage, and mean. The results of the study revealed that;

Community context ; Sa-Som village located in Khong Chiam District, Ubon Ratchathani Province, which was 14 Kilometers far from Mae Khong River. Its terrain surrounded by mountains and having beautiful natural stone architecture. Community forest was rich of herbs and natural foods. Community people spent their life followed folkway named Heet 12 Kong 14, and respected nature and supranature. The Kin-Kaaw-Soaw-Hearn group was responsible for cultural homestay tourism.

The process of development was comprised of program planning, implementation evaluation, and change acceptability. The health promotion tourism program for seniors tourists as following ; Kin-Kaaw-Soaw-Hearn activity, seniors health assessment, travel through a forest and herbs study, health cultural exchange, and natural power obtainment.

The results of development showed that the seniors who participated in the program were happy and satisfied with the health promotion tourism program at a high to highest level (93.8% and 93.8%, respectively). Moreover, it was found that The community had potentiality of tourism management in which they got approval for standard Thai Homestay 2005-2007 and 2008-2009, having strong leader of homestay group, the committees managed with integrity and transparency, and the members participated in management of all activities with public minded and responsible in welcome "Kin-Kaaw-Saow-Hearn", by the way of Isan culture. Health promotion model for senior tourists by the way of Mae Khong basin health culture lifestyle (Sa-Som Model) comprised of the health promotion tourism program for seniors tourists that inetgrated social capital, homestay potentiality, and holistic health promotion. Finally, the outcome was seniors' happiness and satisfaction in joining the health promotion tourism program.

Keyword : health promotion tourism, seniors, Mae Khong Basin health culture