

Tourism Products Related to Lifestyle of High-Spending Thai Senior Tourists

ผลิตภัณฑ์การท่องเที่ยวที่สอดคล้องกับรูปแบบการดำเนินชีวิต
ของนักท่องเที่ยวสูงอายุชาวไทยที่มีการใช้จ่ายสูง

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Abstract

This research aims 1) to categorize types of high-spending Thai senior tourists' lifestyle, 2) to propose tourism products related to their lifestyle, and 3) to suggest a strategy to promote high-spending Thai senior tourism. This is both a qualitative and quantitative research conducted by collecting data from 1,000 high-spending Thai senior tourists; 12 stakeholders related to tourism management; and 12 regional directors of the Tourism Authority of Thailand or representatives of directors, or representatives. Exploratory factor analysis, cluster analysis, and content analysis are used for data analysis. The results reveal that high-spending Thai senior tourists can be

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categorized into five types based on their lifestyle; 1) cultural learning and brand prioritizing tourists, 2) outdoor tourists, 3) environment caring tourists, 4) voluntary and life's achievement prioritizing tourists, and 5) health-oriented tourists. The tourism products related to each type of tourists are as follows. Group 1: cultural tourism products; Group 2: recreational and leisure tourism products, Group 3: responsible and sustainable tourism products, Group 4: luxurious and voluntary tourism products, and Group 5: wellness tourism products. The strategic recommendations for tourism promotion include 1) the strategy of tourist destination, activity, and facility management, 2) the strategy of tourist management, and 3) the strategy of marketing promotion.

Keywords: tourism product, lifestyle, Thai senior tourists, high-spending

บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ 1) จำแนกกลุ่มรูปแบบการดำเนินชีวิตของนักท่องเที่ยวสูงอายุชาวไทยที่มีการใช้จ่ายสูง 2) เสนอผลิตภัณฑ์การท่องเที่ยวที่สอดคล้องกับกลุ่มรูปแบบการดำเนินชีวิตของนักท่องเที่ยวสูงอายุชาวไทยที่มีการใช้จ่ายสูง และ 3) จัดทำข้อเสนอแนะเชิงกลยุทธ์ในการส่งเสริมการท่องเที่ยวสำหรับนักท่องเที่ยวสูงอายุชาวไทยที่มีการใช้จ่ายสูง เป็นการวิจัยเชิงปริมาณและคุณภาพ เก็บข้อมูลจากนักท่องเที่ยวสูงอายุชาวไทยที่มีการใช้จ่ายสูง 1,000 คน ผู้มีส่วนได้ส่วนเสียในการจัดการท่องเที่ยว 12 คน และผู้อำนวยการการท่องเที่ยวแห่งประเทศไทย สำนักงานจังหวัด หรือผู้แทน 12 คน ใช้การวิเคราะห์องค์ประกอบเชิงสำรวจ การวิเคราะห์จัดกลุ่ม และการวิเคราะห์เชิงเนื้อหาในการวิเคราะห์ข้อมูล ผลการศึกษาพบว่า สามารถจำแนกนักท่องเที่ยวออกเป็น 5 กลุ่ม 1) กลุ่มเรียนรู้อัตนธรรมและให้ความสำคัญกับตราสินค้า 2) กลุ่มกิจกรรมนอกบ้าน 3) กลุ่มใส่ใจสิ่งแวดล้อม

4) กลุ่มจิตอาสาและให้ความสำคัญกับความสำเร็จในชีวิต 5) กลุ่มรักสุขภาพ สำหรับผลิตภัณฑ์การท่องเที่ยวที่สอดคล้องกับนักท่องเที่ยวแต่ละกลุ่ม มีดังนี้ กลุ่มที่ 1 ผลิตภัณฑ์การท่องเที่ยวเชิงวัฒนธรรม กลุ่มที่ 2 ผลิตภัณฑ์การท่องเที่ยวเชิงนันทนาการและการพักผ่อน กลุ่มที่ 3 ผลิตภัณฑ์การท่องเที่ยวอย่างรับผิดชอบและยั่งยืน กลุ่มที่ 4 ผลิตภัณฑ์การท่องเที่ยวแบบหรูหราและท่องเที่ยวเชิงอาสาสมัคร กลุ่มที่ 5 ผลิตภัณฑ์การท่องเที่ยวเชิงสุขภาพ ส่วนข้อเสนอแนะเชิงกลยุทธ์ในการส่งเสริมการท่องเที่ยวสำหรับนักท่องเที่ยวสูงอายุที่มีการใช้จ่ายสูง ประกอบด้วย 1) กลยุทธ์การจัดการแหล่งท่องเที่ยว กิจกรรม และสิ่งอำนวยความสะดวก 2) กลยุทธ์การบริหารจัดการนักท่องเที่ยว และ 3) กลยุทธ์การส่งเสริมการตลาด

คำสำคัญ: ผลิตภัณฑ์การท่องเที่ยว รูปแบบการดำเนินชีวิต
นักท่องเที่ยวสูงอายุชาวไทย การใช้จ่ายสูง

Introduction

Senior tourists represent a group who have been able to generate significant income for the Thai tourism industry recently. According to the Ministry of Tourism and Sports, the market for senior Thai tourists traveling domestically has expanded. In 2015, it was found that there were 4.8 million senior tourists, generating an income of 12,022 million baht or 1.5% of the total income generated by Thai tourists (Lilawattananan & Sangraksa, 2016), and it was expected that in 2021, if the COVID-19 pandemic did not occur, there could have been more than 5.7 million senior Thai tourists (Tourism Authority of Thailand, 2020).

Senior tourists have a different lifestyle when compared to other groups of tourists. The group focuses on tourism and services that are considered quality and worthwhile. When purchasing goods and services, they give priority to satisfaction. This group of tourists

takes a longer time to travel and camp compared to other tourists in general. They have the ability to purchase goods and services at high prices. Moreover, safety and health care are taken into account for this group of tourists, and they opt to do activities that are appropriate for their age and physique (Rattanapaitoonchai, 2014; Alén et al., 2014; Saribut & Assarat, 2015). This group of tourists has life experience; therefore, they are more careful and prudent when purchasing goods and services as opposed to other groups of tourists, despite having more travel restrictions than young tourists.

Nonetheless, the spread of the COVID-19 has greatly impacted the lifestyle of tourists, that is, tourists are more careful when traveling. The factors influencing their choices of destinations do not only include the beauty of the attractions but also sanitation, hygiene, safety, social distancing, digital access, reliability, and responsibility (Science, Research and Innovation Promoting Fund, Thailand Science Research and Innovation, 2021). Senior tourists, particularly, tend to take these factors into account. Therefore, to study and understand the types of senior tourists' lifestyles, especially the high spenders, which is the market's target group that the Tourism Authority of Thailand believes has a high potential in tourism (Tourism Authority of Thailand, 2018), and is necessary and essential for promoting domestic tourism.

According to the literature review, it was found that previous studies related to senior tourists were divided into 6 themes, including 1) potential of tourist destinations and tourism development for senior tourists; 2) behavior of senior tourists; 3) tourism motivation of senior tourists; 4) factors affecting the decision to purchase tourism products and services of senior tourists; 5) needs and satisfaction towards tourism of senior tourists; and 6) tourism styles suitable for senior tourists. However, it was found that there was no research on tourism products related to the lifestyles of senior tourists with high spending.

Therefore, studies and analyses to obtain tourism products that encompass tourism destinations, activities, and amenities that are related to the lifestyles of high-spending senior Thai tourists are essential for businesses in the tourism industry. This will result in the improvement and development of tourism products to suit the target market, leading to an increase in the number of tourists and income from domestic tourism after the COVID-19 pandemic.

Objectives

1. To categorize types of high-spending senior Thai tourists' lifestyles
2. To propose tourism products related to the types of high-spending senior Thai tourists' lifestyles
3. To suggest a strategy to promote tourism to high-spending senior Thai tourists

Literature Review

1. Concepts of Senior Tourists

Definitions of the term “senior tourists” can vary. Some scholars or agencies have defined senior tourists as tourists aged 60 and over, while other scholars or agencies have indicated that senior tourists are tourists aged 55 and over. On the other hand, an article by the University of Latvia from the 3rd annual meeting on senior tourism in Poland does not clearly specify the starting age of senior tourists but instead focuses on different stages of senior tourists. The article identifies the differences in tourism behavior from factors that occur in each stage of being a senior, consisting of 4 stages: 1) the age without children's presence while on vacation; 2) the retirement age, which leads to more free time; 3) the age with illness and health related restrictions; and 4) the age with the loss of a spouse (Lilawattananan & Sangraksa, 2016). For

definitions of senior tourists in Thailand, they vary by age. However, the majority of definitions defines senior tourists as tourists aged 55 years and over (Sangkakorn et al., 2015; Tourism Authority of Thailand, 2018; Chaiaue, 2016). Therefore, the determination of the age of high-spending senior Thai tourists at 55 years and over will show the differences in each age range of tourists and make it appropriate to categorize types of lifestyles.

2. Concepts of Lifestyle

Lifestyle is a concept used in the studies and understanding of consumers' behavior (Krishnan, 2011). The studies of lifestyle involve studying how people live their lives which are expressed through activities, interests, and opinions (Kotler, 2000). To measure the lifestyle of tourists, most scholars employ AIOs for measurements (Activities, Interest and Opinions). This is because the use of AIOs is a more flexible way as opposed to other methods, and sets of questions can be formed to relate to activities, interests, and opinions of tourists. Moreover, the results of responses from tourists can be analyzed in terms of factors and grouped to define new niche groups where it is possible to develop tourism products to suit each market segment (Morrison, 2010).

3. Concepts of Tourism Products

Tourism products are considered a key element in the marketing mix which can respond to tourists' needs, leading to satisfaction. Kastarlak & Barber (2011) stated that tourism products consist of tourist destinations, tourism activities, and tourism facilities. Tikul et al. (2007) regarded tourism products in a broader perspective, stating that they comprise of tangible shaped products, services, places, personnel, tourism-related organizations, and tourism promotion. Consequently, the determination of tourism products related to the

lifestyles of high-spending senior Thai tourists according to the concept of Kastarlak & Barber (2011) will be concrete and encompass the tourism elements as follows: tourist destinations, tourism activities, and tourism facilities, and this will be beneficial to the tourism sector's business operators in developing their products to meet the needs of each group of tourists.

Research Methodology

1. Quantitative research (Objective 1)

1.1 Population and sample

Senior Thai tourists were those with 55 years of age and over with an average monthly income of 45,000 baht or more (Tourism Authority of Thailand, 2018). The researcher determined a sample size of 1,000 people, selected from each region's biggest two provinces with the highest number of seniors (Department of Older Persons, Ministry of Social Development and Human Security, 2019), determined the sample size to be 200 people per region, and divided into 100 people per province, including 1) Northern region: Chiang Mai and Chiang Rai, 2) Northeastern region: Nakhon Ratchasima and Khon Kaen, 3) Central and eastern regions: Suphanburi and Chonburi, 4) Southern region: Nakhon Si Thammarat and Songkhla, and 5) Bangkok and its vicinity, that is, Bangkok and Nonthaburi. The researcher used multistage sampling. The first step was quota sampling which was a selection of samples from 4 regions and Bangkok and its vicinity, totaling 10 provinces with 100 people per province. The second step was the selection of senior Thai tourists aged 55 years and over with an average monthly income of 45,000 baht or more and with travel experience within the past year.

1.2 Research tools included a questionnaire which was divided into 2 parts: Part 1 consisting of 12 items about general information of high-spending senior Thai tourists and Part 2, consisting of 78 items about the lifestyles of high-spending senior Thai tourists. Regarding the validity test, the questionnaire created had been presented to 3 experts to examine and determine the IOC or Item-Objective Congruence Index. The results of the validity test of the questionnaire equaled 0.96. For the reliability test, the researcher carried out a test of the modified questionnaire with people outside of the sample group whose characteristics were similar to the study sample, totaling 30 people. The results of internal consistency showed that the reliability value of the entire questionnaire was 0.93.

1.3 Data analysis

1.3.1 General information of high-spending senior Thai tourists by frequency distribution and percentage

1.3.2 Categorization of types of high-spending senior Thai tourists' lifestyles by exploration factor analysis (EFA) and cluster analysis.

2. Qualitative research (Objectives 2 and 3)

2.1 Information providers

2.1.1 Twelve stakeholders in tourism management, including government officials involved in tourism promotion and tourism development, tourism business operators, and professional guides by purposive sampling

2.1.2 Twelve regional directors of the Tourism Authority of Thailand or representatives of directors by purposive sampling.

2.2 Research tools for stakeholders in tourism management.

A small group discussion was arranged to identify tourism products related to the types of high-spending senior Thai tourists' lifestyles and to suggest a strategy to promote tourism to them. For regional directors of the Tourism Authority of Thailand or representatives of directors, a semi-structured interview form was used to confirm the Item-Objective Congruence of tourism products and the types of high-spending senior Thai tourists' lifestyles. The small group discussion and the semi-structured interview forms were examined by 3 experts for content validity, and the forms were improved to be more complete before being used as a tool for the research afterwards.

2.3 Data Analysis using content analysis method

Findings

1. For general information of high-spending senior Thai tourists, it was found that the majority are female, aged 55-60, holding a bachelor's degree, married, living with their spouse and children, working in the government service/government officials, earning an average monthly income of 45,000- 55,000 baht with sources of income from working/running their own business, having good health and no underlying health conditions that hinder their travels, and not requiring any special amenities during their travels.

2. In terms of categorization of lifestyle groups of high-spending senior tourists, from the results of exploratory component analysis (EFA) by principal component analysis (PCA) and factor rotation (orthogonal rotation) by varimax method to obtain the factors independent of one another and by the criteria for selecting factors as follows: each factor must: 1) have 2 or more variables; 2) have a factor loading of 0.30 or more (Hair, et al., 2006); and 3) have a Eigenvalue of more than 1 in each factor. It was found that the factors affecting

the lifestyles of high-spending senior Thai tourists can be divided into 16 factors, and can be labeled in accordance with the variables contained in each factor as follows: 1) Attentiveness to society and environment, 2) Use of technology, 3) Volunteering and social activities, 4) Advancing towards greater success in life, 5) Interest in cultural tourism, 6) Self-care, 7) Giving importance to home and family, 8) Getting together with others and use of free time, 9) Domestic tourism under the new normal, 10) Giving importance to measures and tourism promotion under the new normal, 11) Recreation and spending time with one's own self, 12) Shopping and dining, 13) Quality and brand appreciation, 14) Safe travel, 15) World and virtual travel, and 16) Opinion on culture and life planning.

Subsequently, all 16 factors were analyzed and grouped using K-Means Clustering technique. The results for the types of high-spending senior Thai tourists' lifestyles are shown in Table 1.

Table 1

The Analysis Result of the Categorization of the Types of High-Spending Senior Thai Tourists' Lifestyles

Factors	Cluster				
	1 (n=198)	2 (n=221)	3 (n=178)	4 (n=227)	5 (n=176)
1. Attentiveness to society and environment	.31461	.17882	-.95974	.06873	.30353
2. Use of technology	.40001	-.42190	-.31438	.40276	-.12176
3. Volunteering and social activities	-.19857	.22778	-.41080	.76066	-.62823

Factors	Cluster				
	1 (n=198)	2 (n=221)	3 (n=178)	4 (n=227)	5 (n=176)
4. Advancing towards greater success in life	-.48177	-.47214	.12440	.51855	.34023
5. Interest in cultural tourism	-.61111	.08422	-.47296	.50305	.41125
6. Self-care	-.08652	.29387	.26610	.40588	-1.06429
7. Giving importance to home and family	.33191	.47417	-.81268	-.05139	-.08061
8. Getting together with others and use of free time	-.10139	-.09130	.02846	.43709	-.36382
9. Domestic tourism under the new normal	-.34215	.26672	-.44650	.29790	.11735
10. Giving importance to measures and tourism promotion under the new normal	-.35091	.25049	.08098	-.10888	.13877
11. Recreation and spending time with one's own self	-.14359	-.44407	-.17280	.43728	.32993

Factors	Cluster				
	1 (n=198)	2 (n=221)	3 (n=178)	4 (n=227)	5 (n=176)
12. Shopping and dining	.06307	-.61945	.13544	.30470	.17690
13. Quality and brand appreciation	.58734	-.17752	-.51048	.09492	-.04401
14. Safe travel	.50031	-.37186	.00973	.02513	-.13815
15. World and virtual travel	-.24787	.27628	-.27347	-.15008	.40208
16. Opinion on culture and life planning	.17104	.25206	-.29881	-.07762	-.10662

According to Table 1, it is found that the types of high-spending senior Thai tourists' lifestyles can be divided into 5 types, and each type can be labeled based on their overall and key characteristics as follows:

Type 1 represents cultural learning and brand prioritizing tourists (19.80%) and its main characteristics are shown in Factor 5: Interest in cultural tourism, followed by Factor 13: Quality and brand appreciation and Factor 14: Safe travel. This type is interested in exploring different ways of life, local cultures, archaeological sites, history museums, and participation in festivals, traditions, special events, and religious events. They think that foreign brands are of better quality than domestic brands and see that expensive products are of higher quality than cheap products. But the brand is not as important as their own satisfaction. This type of tourist looks for attractions and

services that have measures to prevent the spread of COVID-19 and are SHA-certified.

Type 2 represents outdoor tourists (22.10%) and its main characteristics are shown in Factor 12: Shopping and dining. This type chooses to purchase products in department stores and malls and likes to dine out.

Type 3 represents environment caring tourists (17.80%) and its main characteristics are shown in Factor 1: Attentiveness to society and environment, followed by Factor 7: Giving importance to home and family. This type sees tourism as a means of generating income for local people. Purchasing local products promotes careers and the economy in the community. Education and learning can happen anywhere and anytime without limitations. They see that economic conditions affect tourism. Businesses in the tourism sector should consider the impact they have on society. Everyone should pay attention to the environment and the seniors. This group of tourists regards family as the most important thing in life. They like to do activities with their family, focus on home safety, and like to decorate their house and the space around it to always make their entire house look good.

Type 4 represents voluntary and life's achievement prioritizing tourists (22.70%) and its main characteristics are shown in Factor 3: Volunteering and social activities, followed by Factor 4: Advancing towards greater success in life. This group volunteers for charitable organizations and is interested in and participating in activities related to community and society development for livability. They are a member of various clubs or associations. They like watching sports and see that their greatest success includes being a business owner and having good financial standing, fame, and honor. They still want to continue working even after retirement.

Type 5 represents health-oriented tourists (17.60%) and its main characteristics are shown in Factor 6: Self-care. This group is interested in healthy food and activities related to health care. They focus on a sanitary diet, buying health care products and are interested in health tourism.

3. For tourism products related to the types of high-spending senior Thai tourists' lifestyles, it is found that:

Group 1: cultural tourism products: includes historical attractions, archaeological sites, religious sites, cultural attractions, festivals, traditions, and special events. Tourists should be able to learn and participate in tourism activities which include arts, cultures, and lifestyles. Accommodations should be luxurious, famous, and internationally recognized for the service standards and should put emphasis on architectural design, interior decoration, and services that reflect the culture of the province or locality. Restaurants should be reputable and well-known and should focus on local dishes. They must be guaranteed by famous people or organizations. The restaurants' interior decoration and atmosphere reflect the identity and culture of the province or locality. In addition, these tourists pay great attention to tourism products that are SHA- certified (Amazing Thailand Safety and Health Administration).

Group 2: recreational and leisure tourism products: includes tourist destinations that are for shopping such as shopping malls, local markets, and walking streets. Tourists can visit these tourist destinations and buy souvenirs as well as eating out at their favorite restaurant or café. Accommodations should be luxury hotels located in the city or close to the shopping area and commercial district. Restaurants or cafes

should be famous, provide tasty food, and beautifully decorated with an atmosphere suitable for relaxation.

Group 3: responsible and sustainable tourism products: includes famous tourist destinations which follow a sustainable management concept and focus on economic, social, and environmental impacts. Tourism activities emphasize on responsible tourism. Tourists must have the opportunity to do activities with their family and buy souvenirs that are products from the local community. Accommodations should be hotels with acceptable service standards and have a good focus on environmental management. Restaurants should be famous and focus on a family-oriented, friendly atmosphere. Moreover, tourist destinations, accommodations, and restaurants must have high security, pay attention to their design according to the concept of universal design in accordance with the characteristics and needs of senior tourists.

Group 4: luxurious and voluntary tourism products: can be both emerging tourist destinations which are still not very well-known in order to create pride for tourists for having the opportunity to visit tourist destinations that have been managed successfully and have become famous in order to create inspiration that leads to success for tourists. Moreover, inside tourist destinations or during their journeys, tourists should have the opportunity to do activities that are beneficial to the community and society. Accommodations should be luxurious, with high standards and excellent services, or should be unique, i.e. a boutique hotel. Restaurants should be fine dining restaurants which are beautifully decorated with an elegant atmosphere. The services should be excellent, and the staff well-trained and rehearsed. This could be a restaurant located inside a hotel.

Group 5: wellness tourism products: includes health tourist destinations where there are activities to promote, maintain, and restore health and where health products are sold. Tourists focus on staying in hotels that offer health services such as a spa, yoga, and massage services. Restaurants should be healthy restaurants with an emphasis on safety and hygiene.

4. Strategic recommendations for tourism promotion for high-spending senior Thai tourists can be divided into 3 strategies as follows:

Strategy 1: tourist destination, activity, and facility management for high-spending senior tourists contains guidelines as follows: 1) improving existing tourist destinations and developing new tourist destinations by taking into consideration the differences and the identity of the area; 2) designing and developing tourist routes to suit tourists; 3) designing and developing tourism activities to be diverse and creative with focus on tourists being able to do activities with their families or travel companions; and 4) designing and developing infrastructure, facilities, services, and tourism products according to the concept of universal design to support senior tourists.

Strategy 2: management of high-spending senior tourists contains guidelines as follows: 1) enhancing the sanitation safety standards of tourism products; and 2) producing a database of tourists' information on a digital platform that can benefit business operators and related parties in the tourism sector.

Strategy 3: marketing promotion for high-spending senior tourists contains guidelines as follows: 1) organizing a year-of-tourism campaign for senior tourists to create a tourism trend which entices senior tourists to travel and encourages business operators in the tourism sector to be active in developing tourism products and services for high-spending senior Thai tourists; 2) publicizes

new tourist destinations or tourist destinations in provinces that tourists are interested in via social media; 3) organizing special tourism activities in provinces or tourist destinations that tourists are interested in to stimulate more tourism activities; 4) determining and promoting the image of being a travel destination for high-spending senior Thai tourists in provinces that have the potential to accommodate them.

Conclusion and Discussion

1. Lifestyles of high-spending senior tourists can be categorized into 5 types as follows:

Type 1: This is a group that is interested in exploring ways of life, local cultures, historic sites, and history museums as well as participating in festivals, traditions, special events, and religious events. This is in line with the “Phumchai Thai Fakfai Thamma” group (a group of proud Thais who pay attention to dharma) found in the research of Thaneerat (2013) and the “Fakfai Nai Tham” group (a group of those who are interested in dharma in the research of Lomprakhon & Maneenart (2007)). The view of this group of tourists is that foreign brands are of better quality than domestic brands and that expensive products are of higher quality than inexpensive ones. But the brand is not as important as their own satisfaction, reflecting that these tourists are not price sensitive and willing to pay more if the products and services are of good quality. Moreover, the purchase of goods and services depends mainly on the satisfaction of the tourists (Chevalier & Gutsalz, 2012). This group of tourists also seeks tourist destinations and service providers who have measures to prevent the spread of the COVID-19 in place, which is consistent with the research of Tangtenglam & Pongpanich (2021) in which it was found that the factors

affecting the choice and decision to travel in the new normal are safety and hygiene which are of the utmost importance.

Type 2: This is a group that chooses to buy products in department stores or shops and likes to eat out. This is consistent with the “He Ha Nok Ban” group (an outdoor-fun group) in the research of Deeprasert & Lomprakhon (2013), a group of senior people who like to eat out and participate in parties and festive events. This group likes to spend most of their time shopping in department stores. Furthermore, this is in line with the group interested in purchasing products in the research of Junpoung (2014), which has a lifestyle related to purchasing products. This group regularly changes their shopping places and does other activities when they are out shopping, such as eating, watching movies, and they often make purchases at large stores or department stores.

Type 3: This is a group that sees tourism as a source of income for local people. They see that purchasing local products promotes careers and the economy in the community. Education can happen anywhere, anytime without limitations for them, which reflects that senior tourists are a valuable and experienced market segment. Their behavior in tourism tends to be for leisure and learning (Chiang et al., 2014). Also, they perceive that their purchases of local products and spending during travel contribute to the distribution of local income and revitalize the country's economy (Sriampornekkul & Chuntuk, 2018). This group of tourists also think that family is the most important thing in life; they like to do activities with their family and focus on home safety, and like to decorate their house and the space around it to always make their entire house look good. This is similar to the group of family lovers in the research of Rungsawat (2010) and the group of housewives and househusbands in the research by Hirunro (2002), as well as the Conventional Family Life

group in Cleaver et al. (2000), a group that focuses on family and home life, spends most of its time on home care, likes to keep their home tidy, and likes to do activities with family members.

Type 4: This is a group that volunteers for charitable organizations. They are interested and participate in activities related to community and society development for livability. They are a member of various clubs or associations and like watching sports. This is in line with the research by Sukasukont (2019) who studied the lifestyle of seniors in Bang Phli District, Samut Prakan Province, and found that the activists who took care of themselves represent a group that likes to participate in charitable events, activities in religious clubs, as well as tourism and cultural clubs, professional activities, activities in sports clubs, and public charitable events and pays attention to exercise and meeting people. Moreover, the type-4 tourists see that their greatest success includes being a business owner and having good financial standing, fame, and honor. They still want to continue working even after retirement. This is because they consider that their financial status, reputation, and honor will lead to a better quality of life. Having a good financial status will allow them to fully meet various needs while reputation and honor will enable them to play an important role in society as well as to have the opportunity to participate in various social activities more (Khumwong et al., 2011).

Type 5: This is a group that is interested in healthy food and health care activities. They pay attention to eating hygienic food, purchase health care products, and are interested in health tourism. This is consistent with the research of Lomprakhon & Maneenart (2007) on lifestyles of seniors in Bangkok, with a case study of senior people who are employed, which found that consumers of health products form a group that does activities,

pays attention to, and has opinions about health. They are careful about food consumption by consuming healthy food and doing various activities to be healthy, including exercise and taking various dietary supplements for better health. This group of senior people is interested in everything that helps improve their health.

2. Regarding tourism products related to the types of high-spending senior Thai tourists' lifestyles, it was found that the 5 types of tourists have different lifestyles, causing the needs for tourism products to vary accordingly. It can be explained that the categorization of lifestyle types is based on the AIOs lifestyle measurement concept which studies the psychological view of consumers that allows consumers' characteristics to be clearly described (Plummer, 1974), analyzed for factors, and grouped to define emerging new niche groups (Morrison, 2010). Moreover, according to previous studies, it was found that the presentation of tourism products often stemmed from the studies of tourists' behavior alone and no tourists were classified into groups of lifestyles (Yonwikai, 2019; Suwannarat et al., 2015; Sungrugsa et al., 2016). Therefore, the categorization of high-spending senior Thai tourists according to their lifestyles will result in businesses in the tourism sector being able to develop tourism products to better match the characteristics of each group of tourists.

3. Strategic recommendations for tourism promotion for high-spending senior Thai tourists can be divided into 3 strategies as follows:

Strategy 1: tourist destination, activity, and facility management for high-spending senior tourists: Crouch and Ritchie (1999) describe that a tourist attraction is one of the key components in attracting tourists to visit. Therefore, the development of tourist destinations to suit target

tourists will increase the tourists' interest and enable them to travel to the attractions more. This is also in line with the concept by Inkpen (1998) that tourism activities are very important for tourists seeking travel experience and the study of Sriampornekkul (2017) who studied the development of tourism management strategies at the secondary-city level to support tourism for wealthy senior people. The results of the study referred to the organization of tourism activities that secondary-city tourism needs to take into account the development of tourism activities to support the tourism of wealthy senior people by promoting creative tourism activities for senior tourists. In terms of facilities, it is in line with the concept by Gheorghe et al. (2013) who stated that the market of senior tourists has different needs compared to other groups of tourists. Therefore, facilities should be prepared in various aspects such as accommodations, restaurants, guide services, and souvenir shops to suit the needs of senior tourists.

Strategy 2: management of high-spending senior tourists: The researcher sees that for the management of high-spending senior tourists, there should be enhancement of sanitation safety standards of tourism products to build confidence among senior tourists when traveling, as this group of tourists is more vulnerable to illness than other groups of tourists, such as specifying sanitation safety standards or SHA standards to build confidence among tourists (Tourism Authority of Thailand, 2020). Therefore, when tourist destinations or services are certified by sanitation safety standards, it not only represents responsibility against the spread of COVID-19 but also supports the Thai tourism sector in terms of standards (Artharn et al., 2022). This is in line with the research of Chantaranamchoo & Laophuangsak (2017) who studied the development of tourism products for senior people by local entrepreneurs in the western region to enhance quality tourism. The results of the research propose guidelines for the development of tourism products that focus on tourism operators improving standards

of tourism services and safety for seniors as a priority. In addition, tourists' information is crucial for the management of high-spending senior Thai tourists. Therefore, the researcher believes that a database of tourists' information should be created on a digital platform that can benefit tourism operators and related parties. The development of the database is systematically stored and enables effective use of information (Digitized Thailand, 2015 as cited in Chirakitnimit, N. & Laoakka, 2021). The database will allow business operators and related parties in the tourism sector to have easy and convenient access to information and can utilize the information for the effective development of tourism products. This can be exemplified by the research of Yanchinda et al. (2015) who studied the establishment of an information and knowledge database system for service and tourism management in the upper northern part of Thailand for senior tourists. The research aimed at developing an effective information system, information management, service knowledge, and tourism management in the upper northern part of Thailand for senior tourists.

Strategy 3: marketing promotion management for high-spending senior Thai tourists. The proportion of senior tourists is continually increasing, and this group of tourists is a group with high purchasing power and has leisure time to travel. This presents an opportunity for various tourist cities to promote tourism for such groups; therefore, marketing promotion is an important tool to stimulate and drive tourism products and services to attract and make the high-spending Thai tourists to travel to particular attractions more frequently. This is in line with the Ministry of Tourism and Sports (2021), which stated that marketing promotion will help stimulate tourists' spending and increase the frequency of travel. Also, this is in accordance with Lilawattananan & Sangraksa (2016) who proposed suggestions for execution by the public and private sectors for

promoting tourism to senior tourists, which include public relations through various media and organizing the year-of-tourism campaign for senior tourists to create a tourism trend that entices senior tourists to travel.

Recommendations

1. Policy Aspect

1.1 Relevant government agencies, such as the Office of the Board of Investment, should promote the private sector's investment to develop tourism products and services for high-spending senior Thai tourists.

1.2 Relevant government agencies or state enterprises, such as the Tourism Authority of Thailand, should establish marketing plans to encourage domestic travel among high-spending senior Thai tourists.

1.3 Relevant government agencies, such as the Department of Tourism, should specify standards for tourism products and services for senior tourists and encourage tourism and hospitality related businesses to be assessed and certified by such standards.

2. Management Aspect

2.1 Relevant government agencies, such as Tourism Authority of Thailand, Department of Tourism, and Ministry of Tourism and Sports, should form a database of tourism products and services to accommodate high-spending senior Thai tourists.

2.2 Businesses related to tourism can create applications to support high-spending senior Thai tourists when it comes to searching for tourist destinations, bookings, and purchasing tourism products

and services. These applications should also facilitate the exchanging of ideas and experiences of tourists.

2.3 Businesses related to tourism should launch a marketing promotion by providing high-spending senior Thai tourists with benefits such as tailored travel packages when traveling with a group or traveling with their families. A travel point system could be implemented to encourage longer stays in tourist destinations to generate increased spending.

2.4 Businesses related to tourism should employ the concept of universal design in designing buildings, structures and various facilities to accommodate high-spending senior Thai tourists.

3. Recommendations for future research studies

3.1 Future research should study marketing strategies for high-spending senior Thai tourists according to types of lifestyles.

3.2 Future research should study the design and development of tourist routes for high-spending senior Thai tourists.

3.3 Future research should study the potential and development of tourism components to support tourism under the new normal.

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