

## GUIDELINES FOR MANAGING A TOUR BUSINESS FOR THE ELDERLY TO REVIVE THE COUNT'S ECONOMY

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### **Abstract**

Tourism plays a dual role by not only fostering economic circulation but also providing a therapeutic escape for elderly tourists, facilitating cultural knowledge and understanding. This research endeavors to explore guidelines for efficiently managing tourism businesses dedicated to the elderly, thereby contributing to the economic rejuvenation of the country. The study advances into a structural equation model, integrating qualitative and quantitative research methodologies. Qualitative research entails in-depth interviews with nine experts and group discussions with eleven professionals. In contrast, quantitative data are garnered from managers specializing in tourism business management for the elderly, totaling 500 cases. The methodology employs descriptive statistics, reference statistics, and multiple statistics for analysis. The research findings highlight the importance of four components in managing a tourism business for the elderly in economic rejuvenation, ranked as follows: 1) Technology Equipment Management ( $\bar{x}= 4.21$ ), emphasizing the significance of preparing personnel to support the use of new technology. 2) Health Tourism ( $\bar{x}= 4.21$ ), with a focus on key aspects such as the opportunity for elderly tourists to learn about cultivating non-toxic vegetables through visits to natural farming sites. 3) Communication ( $\bar{x}= 4.20$ ), stressing the creation of a Line group for tourism trips. 4) Quality of Service ( $\bar{x}= 4.18$ ), emphasizing the paramount importance of serving elderly customers with honesty and sincerity, fostering a familial atmosphere to establish trust. Hypothesis testing results reveal that the significance attached to guidelines for managing tourism businesses for the elderly in economic revitalization does not significantly differ between small and medium-sized businesses and large enterprises at the 0.05 level. The analysis of the developed structural equation model demonstrates alignment with empirical data, meeting evaluation criteria. The chi-square probability level registers at 0.062, with a relative chi-square value of 1.136, a concordance index of 0.953, and a root mean square approximation error of 0.016.

**Keywords:** Health Tourism, Service Quality, Communication, Technology Equipment Management

### **Introduction**

Tourism intertwines with various sectors such as transportation, hotels, accommodations, and indirectly extends to the production of agricultural and handicraft products. At its core, tourism revolves around presenting the allure of nature, arts, historical sites, customs, and the way of life of the local populace. The provision of diverse services to tourists aims at ensuring their satisfaction. The economic benefits of tourism are evident in its role in generating income,

fostering economic circulation, and contributing to the country's revenue, typically in the form of currency.

However, recent data from the Department of Business Development (2022) reveals a continuous decline in income from the tourism sector in Thailand from 2018 to 2025, reaching 1,876, 136, 721,964, 270,208, 241,350, and 443,021 million baht, respectively. The impact of the COVID-19 pandemic has notably influenced this trend, with a recent uptick as international travel restrictions ease.

In response to evolving travel patterns, the tourism industry has adapted to accommodate the changing needs of tourists. A noteworthy trend is the increasing number of elderly tourists. Recognizing this shift, government agencies have formulated strategic plans to cater to the elderly in tourism. Thailand, for instance, has developed plans to position itself as a health tourism hub, emphasizing a ten-year strategy (2016-2025) and aspiring to be a global health tourism center (Department of Tourism, 2022).

Health tourism, a niche within this sector, targets senior citizens by promoting visits to scenic natural and cultural attractions while conscious of health and environmental considerations. The scope of health tourism spans preventive measures for healthy tourists, rehabilitation for those in recovery, and treatment for tourists dealing with illnesses.

Despite the potential in catering to elderly tourists, there have been challenges in delivering services, particularly highlighted by increased complaints reported by the Thai Tourism Business Association (2023). The number of grievances regarding tourism services for the elderly rose from 5 instances in 2013 to 647 in 2025.

Given the significance and evolving landscape described above, this research aims to explore guidelines for managing tourism businesses specifically tailored to the elderly. The objective is to contribute to the economic revitalization of the country and align tourism operations with government policies, anticipating the rise in elderly tourists due to demographic shifts and the improved trend in the COVID-19 situation.

### **Research objectives**

1. To study the components of Guideline for Processed Fruit Industry Management for Export to Sustainable Growth
2. To develop a structural equation model. Guideline for Processed Fruit Industry Management for Export to Sustainable Growth

### **Literature Review**

The researcher has explored concepts and theories related to guidelines for managing tourism businesses catering to the elderly to revitalize the country's economy. The findings can be summarized as follows: Health tourism involves traveling to natural and cultural attractions with the aim of understanding different lifestyles and promoting relaxation. This includes allocating time for health promotion activities and rehabilitation treatments, encompassing activities such as exercise, massage, steam sessions, herbal compress, meditation, and physical examinations. Health

tourism emphasizes the promotion of health, environmental consciousness, and cultural preservation (Tourism Authority of Thailand, 2019).

As society ages, tourism management businesses need to focus on improving the quality of life for the elderly. This entails developing guidelines for addressing the specific needs of the elderly, considering Maslow's theory (1954). Maslow's hierarchy includes physiological needs (basic necessities like food, water, air, clothing), safety needs, the need for love and belonging, the need for esteem, and the need for self-actualization, all tailored to the actual condition of the elderly.

Additionally, when considering the quality of life for elderly travelers, travel management businesses should prioritize service quality. Parasuraman, Zeithaml & Berry (1985) define service quality as aligning with customer needs and the ability of services to meet those needs. Customer satisfaction, measured through the opinions of the elderly, is influenced by physical characteristics, reliability, speed, confidence, and attention to the elderly. To create satisfaction, travel programs should be tailored to the physical and mental conditions of the elderly, with services delivered with care, appropriate timing, and efficient problem-solving processes during the trip.

In focusing on service quality for elderly travel management businesses, emphasis should be placed on leveraging organizational resources to create a competitive advantage. Resources with unique and outstanding characteristics, providing added value within the organization, are essential. These resources are hard to find, challenging to copy, and costly to replicate. The internal and external processes, organizational traits, and cultural considerations must be managed to avoid conflicts, such as brand name, corporate reputation, tour guide skills, and the quality of the travel program.

Research by Supapon & Sukhawatthanakun (2023) reveals that customers rely on brand equity, which instills confidence in purchase decisions and perceived brand value, leading to consumer satisfaction. Communication is crucial in the travel business for seniors due to hearing problems prevalent among the elderly. Executives in tour businesses for the elderly should prioritize communication with tour guides who possess knowledge and understanding of the physical conditions affecting hearing in the elderly. Tour guides should be skilled in adjusting and coordinating communication to suit each elderly person.

Building on these concepts and theories, the researcher has reviewed related research on guidelines for managing tourism businesses for the elderly to revive the country's economy. A specific focus has been on the application of technology in health tourism, analyzing the role of tourists' psychological perceptions, such as attitude, trust, and anxiety, in influencing behavior and intention to use technology services. The study utilizes the Unified Technology Acceptance and Usage Theory (UTAUT) to examine how user experience impacts psychological perception in health tourism destinations (Li et al., 2023). This leads to the research hypothesis presented in item 1.

H<sub>1</sub>: Components of technology equipment management have a direct influence on Side elements health tourism.

Health Tourism Ideas to Improve Quality of Life through the Use of Mobile Technology.

The contemporary surge in mobile data usage and technology presents a growing trend, particularly among the younger generation. This trend emphasizes the need to strike a balance between mobile technology development and health considerations. The evaluative ability of health tourism as a therapeutic method for stress relief involves finding equilibrium among information technology, health status, and overall quality of life. This not only influences the quality of service but also contributes to creating added value and promoting innovative community tourism (Kritsada Suwanchai and Thitinan, 2021). To enhance the quality of health tourism services, it is crucial to consider five levels of standards: reliability, providing confidence, responding to customers, care and attention, and physical characteristics. Effective technology management strategies and guidance are required to overcome obstacles and gain a competitive edge in the health tourism sector (Sukhawattanakun et al., 2023). Moreover, when creating quality services for the elderly group in health tourism, a structured approach can be followed: analyzing expectations and needs, determining communication methods, making a difference in elderly customer service, evaluating services post-usage, and analyzing results and improving services (Prinya and Rachanon, 2018). This leads to the research hypothesis in item 2, suggesting that effective implementation of these strategies will contribute to the overall improvement of health tourism services for the elderly.

H<sub>2</sub>: Technology equipment management components have a direct influence on service quality components.

Health Tourism Ideas to Enhance Quality of Life through Mobile Technology. The contemporary surge in mobile data usage and technology is undeniable, with the younger generation showing a heightened awareness of the delicate balance between mobile technology development and health. The evaluability of health tourism as a stress relief therapy remains a focal point of interest. This involves assessing the interplay between information technology, health status, and overall quality of life. The potential of medical tourism to enhance health and the quality of life for individuals utilizing mobile technology devices in health tourism poses a challenge for the tourism business (Garvanova, Staneva, & Garvanov, 2021). This presents a research hypothesis, item 3, aiming to explore and understand the complexities and opportunities arising from the intersection of mobile technology and health tourism.

H<sub>3</sub>: The technology equipment management component has a direct influence on the communication component.

Creating Customer Loyalty in Thai Health Spas: Examining Decision-Making Processes. The intricate process of establishing customer loyalty in Thai health spas involves a thorough examination of the decision-making mechanisms employed by customers. This examination revolves around the perceived value of the spa experience, customer satisfaction, desire, and loyalty intentions. The foundation of this loyalty process rests on the experiences derived from health spa services and the resulting satisfaction and desire for these service experiences. The perceived value of spa experiences is intricately linked to a holistic perspective on the customer loyalty process in the realm of Thai health tourism (Wisitnorapatt & Sirirat, 2023). The evolution

of health tourism, encompassing medical facilities and health resorts (Agalarova et al., 2023), strives to fulfill the intentional journeys of tourists seeking health and well-being. This is achieved through the cultivation of happiness in the mind, body, and spirit, culminating in memorable services characterized by quality and reasonable prices (Garjan, Paydar, & Divsalar, 2023). These considerations give rise to the research assumptions in item 4, delving into the intricate dynamics of customer loyalty in the context of Thai health spas.

H<sub>4</sub>: Service quality components have a direct influence on tourism components. Health oriented.

Health tourism endeavors to fulfill the purposeful journey of travelers seeking well-being by cultivating happiness in the mind, body, and spirit. This pursuit results in the delivery of memorable services characterized by quality at the best and reasonable prices (Garjan, Paydar, & Divsalar, 2023). Emphasizing good service quality, tour operators catering to the elderly should concentrate on effective communication and utilize community media to foster creative tourism. This focus on communication and community media involves three key components: Components of Communication: Encompassing the sender, message, media, and receiver. Forms of Communication: Encompassing various formats, such as informal two-way communication, formal two-way communication, informal one-way communication, and participatory communication formats. Community Media Usage: Involving diverse media types, including personal media, traditional media, special media, mass media, and internet media. These are utilized to construct a framework for community participatory communication aimed at the development of creative tourism. This comprehensive approach aims to enhance service quality, create added value, and promote the development of creative community tourism (Kritsada Suwanchai and Thitinan, 2021). These considerations lead to the research assumptions in item 5, guiding the exploration of these intricate dynamics in the realm of health tourism and creative community development.

H<sub>5</sub>: Service quality components have a direct influence on communication components.

### **Research Conceptual Framework**

From the aforementioned review of related literature. The research concept framework can be written as shown in Figure 1.

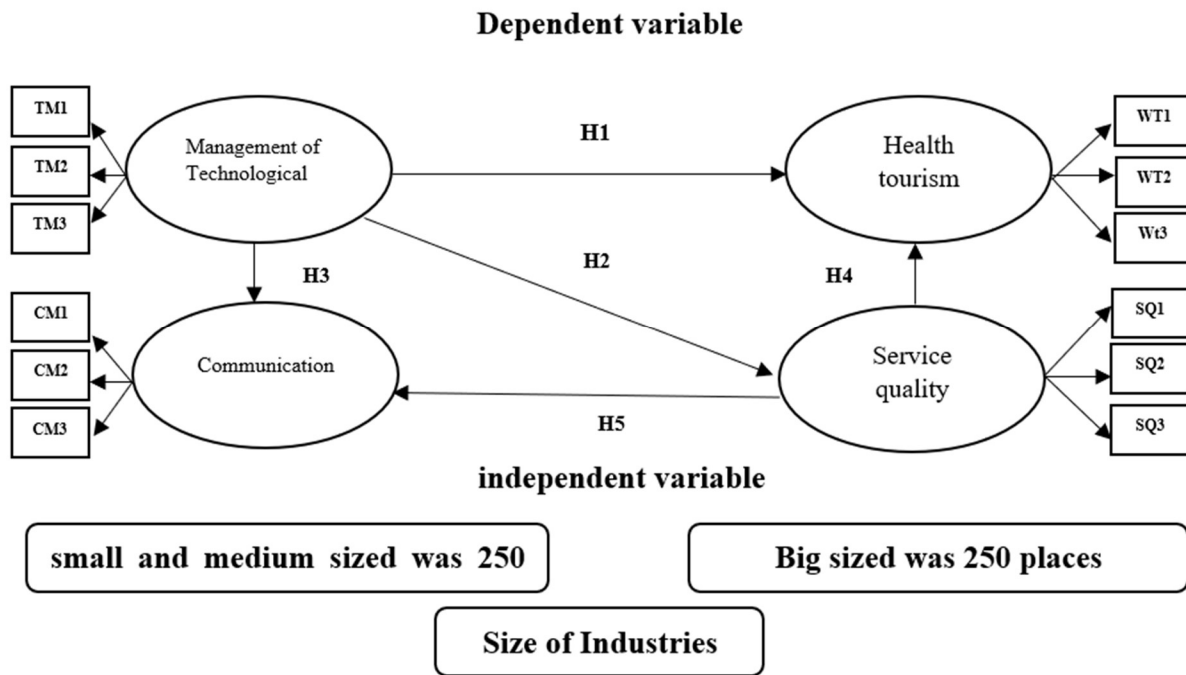


Figure 1 Research concept framework

### How to conduct research

This research is the creation of new knowledge (Inductive Research) using mixed methods research (Mixed-Methodology Research) consisting of qualitative research. with in-depth interview techniques Quantitative research by collecting survey data and qualitative research using focus group techniques. To confirm the accuracy of the research model this time. The research method is as follows.

1. Population and sample used in the research Qualitative research using in-depth interview techniques The population used in this research is experts. Number of people: 9 people A specific sample selection method was used, consisting of 3 business executives of establishments managing tour businesses for the elderly, 3 executives of government agencies managing tour businesses for the elderly, and experts. Academic aspect regarding the management of tourism business for the elderly, 3 persons, quantitative research The population used in this research is Executives of establishments managing tourism businesses for the elderly, numbering 11 , 891 (Department of Business Development , 2022) The sample size was determined using the criteria of Comey & Lee (1992) Number 500 samples using a multi-stage sampling method (Babbie, 2013) consisting of stratified sampling steps, divided according to the size of the business, industry as 2 types: small and medium sized industries with large industries, using probability sampling using the lottery method and collecting data from sample groups, while qualitative research uses group discussion techniques with experts . Number of people: 1 1 people. Use a specific sample selection method to support the model. Guideline for Processed Fruit Industry Management for Export to Sustainable Growth

2. Research tools Divided into Two types: research tools for qualitative research; with in-depth interview techniques The researcher will determine the interview guidelines with 4 elements: Management of technological equipment Health tourism Service quality and communication and research tools for quantitative research. By using a questionnaire 4 episodes include: 1) General status of Travel business for the elderly The nature of the questionnaire is a checklist type with 5 items. 2) General structure and operating characteristics of the tourism business for the elderly The nature of the questionnaire was a checklist of 20 items. 3) Guideline for Processed Fruit Industry Management for Export to Sustainable Growth. Nature of the questionnaire is a rating scale with 100 questions, which has criteria for giving the weight of the evaluation to 5 levels according to the Likert method (Likert, 1967) and 4) opinions and suggestions regarding Guideline for Processed Fruit Industry Management for Export to Sustainable Growth. In addition to the third part of the questionnaire, the questionnaire was open-ended and consisted of 5 questions. The qualitative research section with group discussion techniques. The tool used in the research was a conversation recording form. For checking the quality of the tool, the researcher checked the index of consistency between the questions and the research objectives (IOC) according to the criteria of Rovinelli & Hambleton (1977). The value was between 0.60- 1.00 and then used for testing (try - out) with a population that has similar characteristics to the population that needs to be studied this time, numbering 30 people, got a Cronbach 's Alpha coefficient of 0.98, so it was used to collect data from the sample.

#### 4. Statistics used

4.1 Qualitative research with interview techniques Using content analysis methods Then summarize it as Guideline for Processed Fruit Industry Management for Export to Sustainable Growth Classified into 4 components.

4.2 Quantitative research uses descriptive statistics and reference statistics and multiple statistics With the ready-made program SPSS (Statistical Packages for the Social Science) and the AMOS program (Analysis of Moment Structure), the model that should be used in consideration is evaluated in 4 values: Chi-square probability level value  $>0.05$  relative chi - square value  $<2$  Compliance level index values  $>0.90$  and the root mean power index value Two of the estimation errors  $< 0.08$  (Arbuckle, 2016)

4.3 Qualitative research with group discussion techniques Use analytical methods Then summarize the comments and suggestions obtained from the group

### Research results

**Table 1** Mean and standard deviation of the importance levels of the elements. Guideline for Processed Fruit Industry Management for Export to Sustainable Growth as a whole, classified according to the size of the organization.

Components of management Guideline for Processed Fruit Industry Management for Export to Sustainable Growth	Small and medium sized			Large size		
	$\bar{x}$	SD	Level	$\bar{x}$	SD	level
Level of importance of elements Overall	4.17	0.43	important	4.23	0.42	important
1. Service quality	4.16	0.44	a lot	4.21	0.44	a lot
2. Health tourism	4.19	0.44	a lot	4.23	0.44	a lot
3. Management of technological equipment	4.18	0.44	a lot	4.24	0.42	a lot
4. Communication	4.17	0.46	a lot	4.23	0.44	a lot

Table 1, the analysis indicates that small and medium-sized businesses consider the "Guidelines for Managing a Tour Business for the Elderly to Revive the Count's Economy" as highly important, with an overall average value of 4.17. When assessing the importance level by aspect, each component is regarded as crucial, with the following order of importance: Health tourism components with an average of 4.19. Technology equipment management components with an average of 4.18. Communication components with an average of 4.17. Service quality components with an average of 4.16. For large businesses, the evaluation reveals that the mentioned guidelines are also considered highly important, with an overall average value of 4.23. When examining the importance level by aspect, the following order of importance is observed: Technology equipment management components with an average of 4.24. Communication components with a mean of 4.23 (SD = 0.441). Health tourism components with an average of 4.23 (SD = 0.442). Service quality components with an average of 4.21.

**Table 2** Statistical values used to compare differences in the importance of components. Management Guideline for Processed Fruit Industry Management for Export to Sustainable Growth, classified according to the size of the organization, overall and each aspect.

Components of Guideline for Processed Fruit Industry Management for Export to Sustainable Growth	t-Value	P-Value
Overall level of importance of elements	-1.39	0.16
1. Service quality	-1.45	0.15
2. Health tourism	-1.05	0.29
3. Technology equipment management	-1.51	0.13
4. Communication	-1.42	0.15

\* Statistically significant at the 0.05 level.

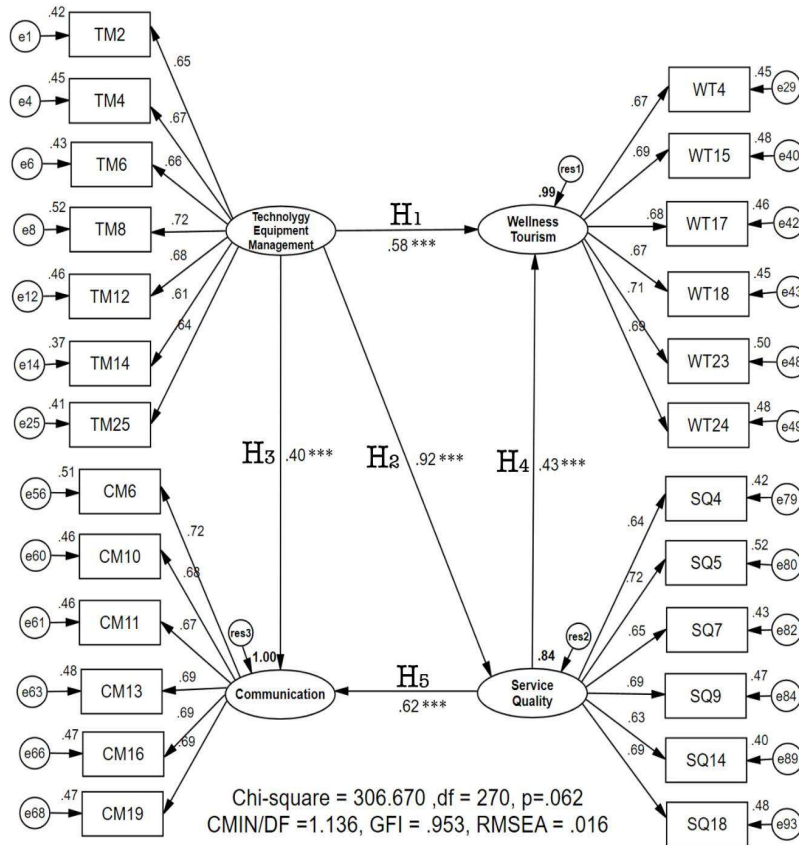


Table 2, it is found that the level of importance of the components of the tourism business management Guideline for Processed Fruit Industry Management for Export to Sustainable Growth. Overall, not significantly different at the 0.05 level.

**Table 3** The statistical value that evaluates the harmony of the structural equation model is compared first and After improving the model

Statistics	Criteria used for consideration	Before improvement	After renovation
1. The probability level of Chi Square	valuable > 0.05	0.000	0.062
2. Relative chi-square value	valuable < 2.00	1.394	1.136
3. Compliance level index	valuable >0. 90	0.792	0.953
4. The root means square index of error estimation.	valuable < 0.08	0.028	0.016

Table 3, it was observed that the relative chi-square value was 1.394, and the root mean square index of error estimation was 0.028, meeting the criteria for assessing consistency with the empirical data. However, other values, including the chi-square probability (0.000) and the level index value (0.792), did not meet the criteria for consistency with empirical data. Subsequently, the researcher proceeded to enhance the model by addressing Modification Indices, as recommended by Arbuckle (2016), to eliminate inappropriate observational variables one by one. This process continued until a new model was obtained, ensuring that all four statistical values met the criteria. Consequently, it is considered that the structural equation model is complete and aligns with the empirical data. The resulting structural equation model outlines Guideline for Processed Fruit Industry Management for Export to Sustainable Growth, as illustrated in Figure 2.



**Figure 2.** Structural equation model of Guideline for Processed Fruit Industry Management for Export to Sustainable Growth

**Summary and discussion**

1. Summary of research results

1.1 Analysis results Guideline for Processed Fruit Industry Management for Export to Sustainable Growth with qualitative research with in-depth interview techniques from experts, it was found that 4 components can be classified: 1) Technology equipment management, 2) Health tourism, 3) Service quality, and 4) Communication.

1.2 The level of importance of the elements, Guideline for Processed Fruit Industry Management for Export to Sustainable Growth. Found that Overall, it is important at a high level with an average of 4.20 for Guideline for Processed Fruit Industry Management for Export to Sustainable Growth. to revive the country's economy Arranged as follows: 1) Components of technology equipment management The mean value was 4.21 (SD = 0.43) 2) Tourism components Health aspect had a mean value of 4.21 (SD = 0.44) 3) Communication component has an average of 4.20 and 4) service quality components The average is equal to 4.18 respectively

1.3 Comparison of the importance levels of the components of Guideline for Processed Fruit Industry Management for Export to Sustainable Growth, classified according to the size of industrial businesses. It was found that the level of importance of the components of the Guideline for Processed

Fruit Industry Management for Export to Sustainable Growth as a whole, when classified according to the size of the organization, there is no statistically significant difference at the 0.05 level.

1.4 Before the model improvement, the chi-square value was 1.394, and the root mean square index of error estimation was 0.028, meeting the evaluation criteria for consistency with empirical data. However, other values, specifically the chi-square probability (0.000) and the consistency index value (0.792), did not meet the criteria. To enhance the model, the researcher considered Modification Indices values obtained from the program, aligning with academic theoretical principles. In the process, inappropriate observational variables were systematically removed one by one, leading to the development of a new model. This iterative process continued until a model was achieved with all four statistical values meeting the criteria. After the model improvement, the chi-square probability value increased to 0.062, which is now greater than 0.05. The relative chi-square value decreased to 1.136, falling below 2.00. The index measuring the level of consistency increased to 0.953, surpassing 0.90, and the root mean square index of error estimation reduced to 0.016, which is now less than 0.08. Consequently, it can be concluded that all four statistics meet the criteria, and the assessment is consistent with empirical data.

1.5 Results Hypothesis testing to analyze causal influences between latent variables in Structural equation model for managing tourism businesses for the elderly. To revive the country's economy, 5 assumptions were found to be in accordance with the 5 assumptions, including 1) H<sub>1</sub>: Components of service quality Direct influence on the components Communication Statistically significant at the 0.001 level with Standardized Regression Weight = 0.58. 2) H<sub>2</sub>: Components of technology equipment management Direct influence on the components Service quality Statistically significant at the 0.001 level with Standardized Regression Weight = 0.92. 3) H<sub>3</sub>: Components of technology equipment management Direct influence on the components Communication Statistically significant at the 0.001 level with Standardized Regression Weight = 0.40. H<sub>4</sub>: Components of service quality Direct influence on the components. In terms of health tourism, it is statistically significant at the 0.001 level with a Standardized Regression Weight = 0.43 and 5) H<sub>5</sub>: Components of service quality Direct influence on the components Communication Statistically significant at the 0.001 level with Standardized Regression Weight = 0.62.

1.6 Qualitative research results Using group discussion techniques from 11 experts to consider and certify the model. Guideline for Processed Fruit Industry Management for Export to Sustainable Growth. The meeting unanimously approved the model. Guideline for Processed Fruit Industry Management for Export to Sustainable Growth

## 2. Discuss the results

2.1 Guideline for Processed Fruit Industry Management for Export to Sustainable Growth. In the field of technology equipment management, it has an average of 4.21, which is the side with the highest average. reflect that A tourism business for seniors will achieve lasting success with good leads. The good conductor is Managing technological equipment to be up-to-date Provide convenience to customers and ensure that travel is as safe as possible. This is in line with the research of Li et al. (2023) and Cheapen (2022) who emphasize the importance of using technology in the health tourism business.

By examining the role of the psychological perceptions of elderly tourists, such as attitudes trust, anxiety, etc. in improving behavior intention to use technology services. Adoption and use of technology to analyze user experience paths, such as cognition. Expectation of effort self-efficacy Facilitating conditions, motivation, and social influences, etc., that affect psychological perception. Then, use technological devices. to be used in health tourism attractions. To increase convenience for elderly tourists

2.2 From the research results When comparing the components of tourism business management Guideline for Processed Fruit Industry Management for Export to Sustainable Growth. Types of small and medium sized industrial businesses and large industrial businesses by Overall and each aspect was found to be not significantly different at the 0.05 level, namely the business sector, tourism for the elderly. Small and medium sized businesses and the business sector provide tours for the elderly. The large size is manageable. Service quality: There are many payment channels for service such as cash, credit cards, Prompt Pay, etc. health tourism Arrange visits for seniors that are longer than other regular trips. Management of technological equipment, promoting AR Technology, creating virtual media to present tourist attractions through animation, 3D images, and communication. Continuously link various information with elderly customers. The characteristics are in the same direction, which is consistent with the research of Agalarova et al. (2023) and Chayapoj (2022) who found that Thailand is entering an aging society. Giving importance to managing health tourism to be safe and sterile along with the needs and behavior of tourists is one of the tasks that all parties must work together to change the tourism model to be different. different from the past or otherwise known as “New Normal Tourism” as a tool to build confidence among tourists Both help push the country's economy to be able to continue. With the concept of Elderly tourists, health tourism Health tourism management and Guideline for Processed Fruit Industry Management for Export to Sustainable Growth. So that relevant agencies can use the information as guidelines for managing health tourism in the post-COVID-19 era. To be able to maintain and attract elderly tourists to come More travel within the country will lead to health tourism that is stable, prosperous and sustainable.

2.3 From the results of the hypothesis testing, it was found that Components of technology equipment management Overall influence on communication elements has a weight of 0.97 shows the empirical data that Tourism business for senior citizens is Modern management of technological equipment which will be a booster in sending information Good tourism leads to customers coming to use their own travel services. Good technology has a positive effect on good communication to customers. This is consistent with the research of Garvanova, Staneva, & Garvanov (2021) and Kritsada Suwanchai and Thitinan (2021) who have the concept of health tourism to improve the quality of life in the use of mobile technology. Today, the use of information and hand technology hold increasing the new generation will pay more attention to the balance between mobile technology development and health (Supapon & Sukhawattanakun, 2023) The evaluability of medical tourism as a therapy for stress relief is that the use of communication technology for elderly tourists will lead to improved health status and quality of life. The possibility of medical tourism to improve health and the quality of life of tourists who use mobile technology devices to communicate in health tourism is therefore a challenge for the tourism business.

2. 4 From the hypothesis test results, it was found that Components of technology equipment management have a direct influence on service quality components. equal to 0.92 which is the most direct influence Shows empirical data that Management of equipment and modern technology results in efficient and effective service quality for senior citizen tourism. It is acceptable to customers. This is in line with the research of Dada, Baba, & Qureshi (2023) and Kritsada Suwanchai and Thitinan (2021) who have the concept of health tourism. In order to improve the quality of life in using mobile technology, nowadays the use of mobile data and technology is increasing. The new generation will pay more attention to the balance between the development of mobile technology and health. Evaluative ability of health tourism. As a therapy for stress relief, technology is used as a facilitating tool. Convenience for elderly tourists improves their health and quality of life, affecting service quality in terms of reliability. reassurance customer response Care and physical characteristics, including adding value and promote quality or creative tourism

### **Suggestions for next research**

Because this research studies Only the private sector In the next research, all sectors should be integrated. By studying the integration of Thai tourism into a shared vision between the private and government sectors. which collects information from the government, private sector, citizens, and internationally in order to create a balance of the development of tourism for the elderly in the dimensions of space, time, activities, formats, and groups of elderly tourists. To prepare the tourism industry for sustainable future growth.

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