

Guidelines for success in the elderly care home business in Bangkok and surrounding areas

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ABSTRACT

This research study Its purpose is to Propose guidelines for business success caring for the elderly Bangkok and surrounding areas. This research is qualitative research. The research results found that Guidelines for success in the elderly care home business Overall it is at a high level and the researcher is interested in studying the approach to the success of the elderly care facility business. In the Bangkok metropolitan area and its vicinity, the government will present state policy guidelines for the development, promotion and priority of the elderly through private sector mechanisms. When considering each aspect, it was found that Must have the ability to make the most income, followed by Profitability and business growth The results of the study will be used as a guideline. To further develop the business of elderly care facilities in Bangkok and surrounding areas.

Keywords: Success, Elderly Care Business, Bangkok and Surrounding Areas

Introduction

The National Development Plan for the Elderly No. 1 began in 1977. Expressing the intention to focus on the health of the elderly. Social security and income, including social welfare services. Later, in 1999, Thailand The Thai Declaration on the Elderly has been declared as an obligation to ensure that the elderly have a good quality of life, their rights are protected and protected, and it is designated as the National Elderly Plan No. 2 2002-2021. Dignity, self-reliance, and stable security. At the same time, it aims to encourage Thai society to recognize the elderly as a person who is useful to the community and strengthen the value of the elderly to be a force in social development.

In 2003, the Elderly Act was enacted, which is the country's effort to promote the protection of the rights of the elderly. Benefits of receiving public services and accessing more facilities Established National Committee on Aging It has the status of a national mechanism for the elderly with the Prime Minister as the chairman. Representatives from the government, private sector, dignitaries and academics are the directors. To promote the benefits of the elderly. The government has stipulated that there are elderly clubs in all sub-districts. Approximately 25,000 clubs for health promotion activities. Job opportunities for the elderly have been expanded. Extension of retirement age, increase of educational opportunities Access to knowledge through community learning centers Creating income security for social protection by providing monthly subsistence allowances, old-age insurance, government pension funds, provident funds, Senior Citizen Fund, National Savings Fund Providing tax incentives for the elderly, including subsidies for traditional funeral arrangements. Provision of a call center) Helping the Elderly

The commitment to long-term care for the elderly has been continuously implemented by government agencies through a large number of research funds, such as the model of integrating the long-term care system for the elderly with dependency (Tucker, Robert B. (2008), the development

of standards and guidelines for the provision of services for the elderly with long-term care conditions in long-term care facilities (Siripan, Kyodo and Yang). A Study on the Readiness and Needs of Patients Admitted to General Hospitals and Central Hospitals under the Ministry of Public Health: A One-Day Survey (Suwinee Wiwatvanich et al., 2012) A Review of Health Documents and Long-Term Care for the Elderly Related to the Law (Kanunnij Sribuaiam, 2011) Development of a Screening Model for the Dependent Elderly for the Elderly. Srithamrongsawat et al., 2010) Long-term Care Practice Model for the Elderly in Service Facilities in Thailand.

According to the analysis of the National Elderly Plan 2002-2021. It was found that the promotion of the government sector lacked a connection with the private sector. It cannot keep up with the rapid changes in population structure and meet the needs and needs of the elderly. Preparations for both the public and private sectors are still not related. It is an action based on the immediate problems for the Action Plan on the Elderly Phase 3 (2023-2037). Supporting an aging society proactively in all dimensions In the 3rd Sub-Action Plan Began to talk about promoting the participation of the private sector in the operation of the elderly.

Therefore, the researcher is interested in studying the approach to the success of the elderly care facility business. In the Bangkok metropolitan area and its vicinity, the government will present state policy guidelines for the development, promotion and priority of the elderly through private sector mechanisms. The study was chosen in the Bangkok metropolitan area and the metropolitan area because most of the elderly care facilities are located in the Bangkok and metropolitan areas. In addition, most of the customers of the elderly care facility are middle-class with sufficient income. The results of the study will be used as a guideline for the business development of elderly care facilities in the Bangkok metropolitan area and its vicinity.

Research Objectives

study Its purpose is to Propose guidelines for business success caring for the elderly Bangkok and surrounding areas.

Methodology

Population and sample

The researcher determined the qualifications of the group of important information providers by purposive sampling according to the research objectives, including: Those who are involved in the business of elderly care facilities. in Bangkok and its vicinity. 15 people

Findings

The results of qualitative research from the interviews with the 15 key informants can conclude that the support from the government, Executive Leadership Management As a result, service innovation in terms of service quality, The use of technology in services, including the development of the service environment. Affecting the success of the elderly care facility business. Elderly care facilities, resulting in more income from operations. Profitability and business growth have expanded the service area. The results of quality research are as effective as quantitative.

In conclusion, the approach to the success of the elderly care facility business has been directly and indirectly influenced by clear government support. As a result, the management of elderly care facilities can use leadership in managing the elderly care facility business appropriately. Both personnel, technology, continuous quality improvement for

human resource management, marketing management, Financial management, including the development of innovative services with appropriate quality technology, as well as adjusting the environment to be comfortable and safe for the elderly.

Discussion of Results

The discussion points from the findings of this study can be explained in detail. as follows

The results of quantitative and qualitative research analysis have led to the success of the elderly care facility business. It was found that government support has a direct and indirect influence on the success of the elderly care facility business. The results show that government support will help promote the growth of the elderly care home business with special measures such as supporting access to capital sources and low-interest financing sources. Longer installment period This gives entrepreneurs capital to develop management. Personnel development, technology development Marketing Development Improve facilities and service environment. The government supervises and supports training and education for elderly care facilities to comply with the standards of care for the elderly according to the Department of Health Service Support. The Ministry of Public Health is working to protect and maintain the dignity of the elderly so that they receive standard care in terms of entrepreneurship, education, and education. Caregivers, Facilities, This is the basic standard to protect the right of the elderly to receive quality care according to the standards.

The conclusions from the quality research reinforce that government support has an effect on the success of the elderly care facility business as well as quantitative research. and additional proposals from qualitative research. Regarding the consideration of VAT exemption in the tax system of elderly care facilities like private hospitals that receive this benefit. Government support for funding sources and VAT exemption will lower operating costs. Elderly care services are cheaper. This will allow the elderly to have more access to elderly care facility services. The government's support with special measures to support part of the service fee for children who have to take care of their parents in elderly care facilities or special measures that can be used for tax deduction will help the elderly and their families. The government does not have to spend a large amount of budget to build elderly care facilities, but instead uses private resources to take care of the elderly, and it also promotes private elderly care facilities, which are small and medium enterprises (SMEs), which are the cornerstones of the country's economic system, to be strong and grow. The elderly are more than 25% of Thailand's population.

Another very important support from the government that the key informants who are the association's executives and entrepreneurs want the government to consider supporting is to provide opportunities for foreign workers who have the ability to communicate in Thai to work as caregivers and facilitators for the elderly. For nursing, Thai caregivers are still used because of the nature of care and facilitation for the elderly. Thai people are not interested in this kind of work. This causes a shortage of labor in establishments.

In addition, the results showed that the ability of elderly care facility administrators to use leadership in team management The use of technology and quality improvement through the influence of government support. It has a direct influence on the success of the elderly care facility business and an indirect influence through management and service innovation, which is in line with qualitative research results.

suggestion

1. Access to funding is important. The state should have special measures to support elderly care facilities to have funds to develop their businesses. Development of service facility structure and improvement of service quality to meet standards at ultra-low interest rates. Many important government and private sector contributors commented that if entrepreneurs have enough capital at low prices, the cost of doing business will decrease. The state should also take care of the price of service fees so that the families of the elderly can access services.

2. The support of the government is very necessary for the development of the elderly care facility business. Because it is an elderly care business, Thailand has completely entered an elderly society. However, the government's support for elderly care is not enough. Meanwhile, the private sector, which is a small business group, lacks a source of money. In developing the facility to be suitable for the environmental standards of the facility. The association's executives and entrepreneurs are focusing on seeking support in finding low-interest financing sources from government banks and the Small and Medium Enterprises Development Fund (SMEs).

3. Bringing technology to help in management Some important private sector informants are of the opinion that if there is a combination to create a specific ready-made program to help manage the collection of information on elderly care. Parcel procure This will promote business operations to meet standards and reduce administrative costs. The association should play a role in mobilizing cooperation from members and seeking support from the government to make ready-made programs used in management.

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