

GUIDELINES FOR PROMOTING SPORTS TOURISM FOR THE ELDERLY IN THAILAND

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Introduction

Statement and Significance of the Problem

From the 20-year National Strategy (2017-2036) and the 12th National Economic and Social Development Plan (2017-2021) that focuses on people-centered development. creating a process of participation of all sectors in society The objective is to be used to set a framework and development guidelines for government agencies of all sectors. To achieve the vision " Thailand is stable, prosperous, sustainable, being a developed country with development based on economic philosophy " or according to the motto " Stable, prosperous, sustainable " to lead to development for Thai people to be happy. and respond to the achievement of national interests In order to improve the quality of life, earn a high level of income According to the 2nd National Tourism Development Plan (2017 - 2021), emphasis has been placed on laying the foundation and solving problems that are major obstacles to the country's tourism development. in terms of the quality of tourist attractions tourism personnel and infrastructure, as well as creating a balance of development in terms of space, time, activities, forms and tourist groups. (Ministry of Tourism and Sports , 2563) for generating income and distributing income to the community. and preparation of the tourism industry for future growth is "Thailand is the world's leading quality tourist destination that grows with equilibrium based on Thai identity. To promote economic and social development and distribute income to people in all sectors sustainably (Pinruethai Kongthong and Suwaree Namwong , 2020) from the government's tourism promotion policy that aims to promote tourism as an important tool for development. economy of industrial countries Tourism has created jobs. generate income for the people and brought huge amounts of currency into the country The effect of promoting the tourism industry plays an important role in the development of the nation and the quality of life of the people by using The process of adding new markets and niche markets to accelerate attracting quality foreign tourists to the country encourages Thai tourists to travel more domestically. However, tourists have an increasing proportion of long-distance tourism behavior, approximately 24% , with most tourists giving importance and increasing interest in eco-tourism, cultural, community, and health tourism. (Department of Tourism , 2015) Tourism activities must focus more on groups of tourists who are interested in specific tourism activities. Due to the launch of the Thai lifestyle tourism project and the growth of low-cost airlines, which helped boost Thai tourism in the short term. And growing higher, although in the past year, tourism has been affected by important internal and external factors such as events caused by natural disasters. terrorist incident political events, etc. (Hathairat Wattanapruek et al. , 2020) However, the trend of Thai tourism in 2019 It is expected to grow steadily because of the growth of tourists in almost all regions and the growth of tourists is expected to be approximately 10-12 percent resulting from the promotion of natural attractions, art, culture, beautiful traditions, ancient sites, and the traditional way of life of the people in each area, generating huge amounts of income into the country (Jenjira Aksornphim , 2017) based on the strategy under the Sustainable Community-Based Tourism Strategic Plan 2016 . - 2020 for Sustainable Tourism (DASTA) with the emerging tourism trends trying to bring things Whether it is a beautiful natural state. attractive

beauty New cultures and traditions of many areas in the country as a selling point that will generate more income from tourism and the more the government has a policy to push for even more tourism The consequences are not only positive. Preventing natural resource degradation From tourism, tourism must grow to a certain extent within the capacity of that area. in order to cause the least impact on the environment (Phatsasi Hidchan , 2015)

Sports tourism (Sports Tourism) is one of the tourism industries that tend to be very important to the overall economy of the country. At present, sports tourism has attracted the attention of both Thai tourists. And foreigners who are interested in sports tourism in Thailand that is diverse and can attract many groups of tourists. Sport tourism has a unique identity that is different from general tourism Because it covers both tourism and sports. which, if considered in terms of tourism There will be business links within the tourism supply chain. There are 4 main components : accommodation (Accommodation), transportation (Transport), tourism and activities (Activity) , and food and crafts (Food and Craft). In addition, sport tourism also has a supply chain. some such as Those involved in tourism planning include Sports Travel Planners, Sports Tour Operators and Sports Travel Agencies , among others. Propose various factors of production (Input Providers) For example, the owner of a place to play or organize a sports event, a sports equipment shop. food and beverage outlets, etc. Transporters of this inputs and related goods to sport tourists or to other service providers for presentation. As part of the sport tourism supply chain, it is also part of the sport tourism supply chain. This makes it possible to divide those involved in the supply chain into 3 large groups, namely (Group 1.) Sports Tourism Service Providers (Group 2.) Providers of production factors in tourism. Sports Input Providers and Sports Travel Agencies and Tour Operators (Schwark , 2007) is a trend in Thailand tourism is becoming increasingly important. (Kasikorn Research Center , 2018) because it is one of the forms of tourism that has the largest and fastest growth (Standeven & Knop, 1998) . Because it covers both tourism and sports. (Division of Economics, Tourism and Sports Ministry of Tourism and Sports , 2564)

However, the trend of sports tourism has received a lot of attention. In the past 1-2 years, government agencies have given more importance to promoting the organization of various sports competitions. up many items by supporting to organize new competitions which has not been organized before from such factors, there are foreign tourists traveled to Thailand as many as 37.64-37.99 million people, expected to generate income for the sector Tourism is worth about 1.97-2.01 trillion baht (Kasikorn Research Center , 2564) from the 2nd National Tourism Development Plan (2017-2021) and the 6th National Sports Development Plan (2021). 2017 - 2021), which is considered a plan to determine the direction and main plan for the development of sports tourism by developing sports to link with tourism as an important part in creating adding value and promoting the country's economy in the form of sports tourism activities (Sports Tourism) , which is a form of tourism that can persuade and attract people to travel both sides Sports and tourism activities to enhance tourism potential Which brings a lot of income from tourism (Ministry of Tourism and Sports , 2017; Tourism Policy Committee National , 2016) . The Ministry of Tourism and Sports therefore has the main task of formulating policies and strategic development plans. at all levels in accordance with the country's development guidelines, including preparing a national sports development plan to serve as a framework and direction for sports development for related agencies The focus is to encourage Thai people to exercise and play sports until they have a healthy lifestyle with good sportsmanship. To develop athletes of the nation to be successful in competition. various levels, which will create pride and bring unity among the people of the nation and to raise the level of sports management systematically in every dimension according to good governance to generate income and create a career and develop the country's economy (Division of Economics, Tourism and Sports Ministry of Tourism and Sports , 2017) , therefore, in order to help strengthen the image and develop Thailand in many

dimensions. Tourism It is a public relations tourism of Thailand. Make tourist attractions in Thailand known around the world, generating income in various sectors in the sector of the tourism industry. And the sports industry to help push and drive the development of the plan into concrete implementation. To make sports an important part of people's lives in all sectors. and is an important mechanism for creating social values and Good quality of life for Thai people, including development to international excellence and extending to the professional level. To create a career and income for sports personnel which will be linked to the development of the sports industry to add value to the country's economy as well which is considered a new dimension of the country's sports development (Lalin Sae Lim and Pol Krit Sangweut , 2021) together with the global population trend and Thai population The number of senior citizens is increasing resulting in more elderly tourists. Promoting sports tourism for the elderly Which is a specific group will be special in details that you are different. Due to the physical condition of the elderly may not be able to use strength or strength as young people. Exercise activities that are done must be age appropriate.

from the background and importance of such problems Therefore, the researcher is interested in studying the research on “ Sports Management Guidelines to Promote Elderly Tourists in Thailand ” for those involved, both entrepreneurs. government agency various private sectors Research data can be used as information for capacity building. In order to enhance public relations, promote tourism activities, create satisfaction and impression in sports tourism, it is hoped that all sectors, including information technology development trends and various innovations to be in line with the situation and to keep pace with such changes in order to develop Thailand into the world's leading quality tourist destination that grows into concrete practices and integrates collaboration at all levels to success Sustainably in sports management to promote elderly tourists in Thailand.

Research Question

A research study on " Sports Management Guidelines to Promote Elderly Tourists in Thailand " by the researcher brought important issues to be used as a guideline for asking questions to be used in this research study, namely:

1. Sports Management Guidelines to Promote Elderly Tourists in Thailand in which matter
2. What factors affect the sport management approach to promote elderly tourists in Thailand?
3. Do you have any suggestions on any issues? on the guidelines for sports management to promote elderly tourists in Thailand

Research Objective

1. To study sports management approaches to promote elderly tourists in Thailand.
2. To study factors affecting sports management guidelines to promote elderly tourists in Thailand.
3. To study sports management approaches to promote elderly tourists in Thailand.

Research Hypothesis

This research study The researcher can formulate research assumptions as follows.

Hypothesis 1. Different personal factors There are different opinions on the approaches to sports management to promote elderly tourists in Thailand.

Hypothesis 2. Cultural learning factor Factors of cultural exchange Factors of impression and factor of facilities There is a high correlation with sports management approaches to promote elderly tourists in Thailand.

Hypothesis 3. Cultural learning factor Factors of cultural exchange Factors of impression and factor of facilities have a direct influence on sports management approaches to promote elderly tourists in Thailand

Scope of the Study

The researcher has defined the scope of the research study as follows.

1. Scope of content: this research It is a qualitative and quantitative Mixed Methods Research study focusing on sports management approaches to promote elderly tourists in Thailand. that will appear in practice in the physical, economic and socio-cultural areas along with the factors affecting the approach to sports management to promote elderly tourists in Thailand, including cultural learning factors cultural exchange factor impression factor and factor of facilities The contents are covered based on concepts and theories. both related research both domestically and internationally as well as including relevant information from information retrieval from electronic media or various website media to bring the information obtained to be analyzed to create new knowledge covering the subject of the study, including the management policy Plans and projects to bring the information obtained to study and analyze according to the research conceptual framework in order to fully meet the research objectives.

2. Scope of population and sample: this study The researcher divided the population used in this study into 2 groups.

Group 1. It is a group to collect data by using an interview form in that qualitative research. The researcher studied documents and in-depth interviews with key informants. Including the management group Operator personnel group and a group of recipients in total of 20 people

Group 2. It is a group that collects data by using a population questionnaire used in this research, namely those who are involved in sports management guidelines to promote elderly tourists in Thailand, including government agencies. Private sectors, public sectors, athletes, tourists and the public were the sample groups in this research. which can be considered The total population is very large. In addition, the researcher cannot know the exact number, making this research Will determine the sample according to the case of unknown population using the assumption that the data is normally distributed (Normal Distribution), which the researcher has used the formula for calculating the sample size (WG Cochran, Teerawut Ekakul. (2000) by setting the level The maximum variance was $p = 0.5$ and $q = 0.5$ at the 95% confidence level and the bias was accepted. The error of sampling was 5% or 0.05 , resulting in a sample size of 385. The researcher's samples were increased to 400 samples by selecting samples using multi-stage random sampling as follows :

Step 1 . Purposeful sampling, selecting only relevant to sports management approaches to promote elderly tourists in Thailand.

Step 2 . Convenience Sampling by selecting a sample group from companies and agencies that the researcher can contact to reach a group of people who meet the requirements of the research.

3. Area Boundary: By studying in the Bodybuilding and Fitness Sports Association of Thailand.

4. Time limits: The duration of the research was carried out between January 2023 and December 2023.

Significance of the study

It presents the expected benefits which are detailed as follows.

1. Research findings and conclusions drawn from research on sports management approaches to promote elderly tourists in Thailand. It will be the basis from the body of

knowledge that is systematically studied to be useful in making decisions to develop in various matters. Related To be appropriate in the implementation of policy-making to drive the assigned mission with high efficiency until the achievement of indicators can be achieved with quality. along with those who are interested in the achievement of sports management guidelines to promote elderly tourists in Thailand

2. Organizations related to tourism can use the results from the study to determine policies and guidelines for sports management to promote elderly tourists in Thailand. To be a framework for sports management to promote related elderly tourists in Thailand in line with the policy of the Ministry of Tourism to strengthen sustainability and generate income for the community, society and the nation both directly and indirectly. As well as leading to the creation of career groups and employment in the area in the future

3. Raise awareness and encourage cooperation in sports management guidelines to promote elderly tourists in Thailand in strengthening sports management guidelines to promote elderly tourists in Thailand. quality that leads to satisfaction of tourists distribution of benefits from tourism Use of valuable resources for maximum benefit. Along with the capacity of the area to maintain the natural and cultural heritage resources must help to maintain and continue to be inherited.

Definition of term

In order to understand the research on " Approaches for sports management to promote elderly tourists in Thailand " in the same meaning. The researcher would like to explain the meaning of the following terms:

Management of sports for tourism promotion means operations to achieve objectives by using an orderly process by relying on administrative resources, namely people, money, materials, equipment and management, in order to create cooperation in working together to achieve results. Achieving the goals set appropriately with the situation where the executives have to act as leaders, leaders, and coordinators effectively through 7 processes: planning, organization, People management, directing, coordination, reporting and budget management.

Promotion and development means providing information and knowledge. in developing tourism for related agencies development of mechanisms related to tourism development And help coordinate the tourism development of various agencies, including supervising businesses and personnel involved in the tourism industry within the scope of authority specified by law.

Sports tourism is when people travel to watch sports or participate in sporting events. Where sport is the first motivation that is the reason for travel (Gammon & Robinson, 1997) or that any person Let's do sports activities related to sports first, both as entrants. Watch sports or participate in sporting activities.

Sports tourism development means Objective factors of sport tourism Factors involved in sports-related activities Location Factors for Sport Tourism Factors affecting sports tourism affecting factors contributing to the development of sports tourism

Sport tourism means sport tourism in Thailand where participants involved in sports, has traveled to participate in activities related to sports such as sports competitions, playing sports Sport is an important part of people's way of life in all sectors. by encouraging all citizens There is awareness of the benefits of sport, especially for children and young people. Increase the opportunity for all people to play sports or watch sports. that they want equally

Sport is an important mechanism for creating social values. by creating environmental factors conducive to development Sports for excellence such as sports personnel sports infrastructure sports activities sports organizations knowledge of sports science and a policy to push sport for excellence which will inspire and bring which unity for the people of the nation

Sport plays an important role in boosting the country's economy. by providing an infrastructure Sports that are standard and are at the leading level in Asia. Including the creation of sports activities at all levels. to be an important part in the development of the Thai economy Encourage public and private sectors to participate in creating, promoting and supporting Sports related industries and businesses and promote sports management to have a good standard make Thai sports It is interesting for both Thai and foreign people, both athletes, business sector and the public sector.

Tourism quality means the quality of tourism products and services, personnel in the tourism industry, as well as the convenience and safety of tourism.

Sustainable tourism refers to development based on economic, social and environmental balance. by maintaining the identity of the area

It is internationally accepted, meaning that the criteria in international level used in tourism development Or Thai tourism standards are internationally accepted.

The purpose of sport tourism means that participants in sports activities or Sports tourists take part in sports tourism, namely participating in sports competitions. Attend a sporting event, take part in recreational activities, practice sports, or take a trip to a sports museum or hall of fame. and for sports-related business activities

Participant in a sporting event means a participant in a sporting event or a commercial tourist. Sports include athletes, sports spectators, sports fans, people who participate in outdoor sports and adventure sports. family and friends, executives, sports sponsors and people related to sports business and supporters of sports services

Place for sports tourism means a place where sports activities are conducted that are sources of Man-made nature, such as stadiums and historical sites To allow sport participants or sports tourists to join sport tourism activities at that location.

Cooperation refers to the behavior of individuals working together. or helping each other to achieve specific goals

Government means a government agency established to provide public services to the public. in this study

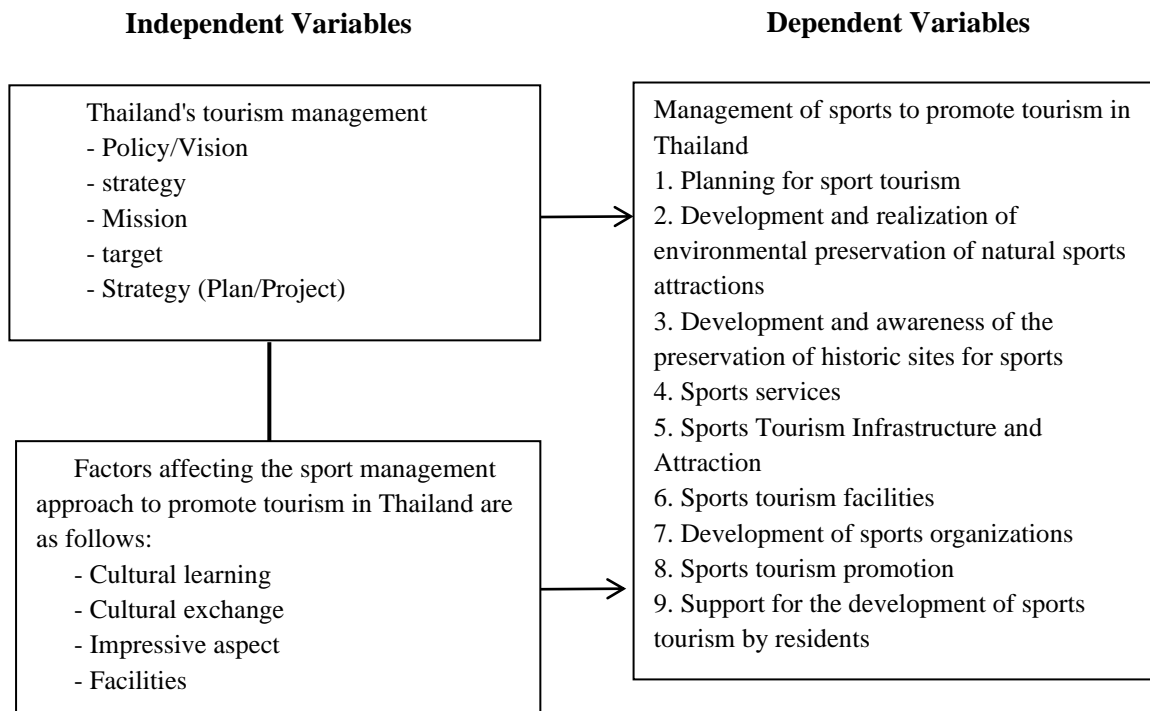
Private sector refers to the private sector or business sector whose objective is to be established in order to seek profit. It is related to the management of the promotion of sports and tourism.

Theoretical Concept

1. The concept of development management theory
2. Human Resource Theory Concept
3. The concept of sports tourism
4. Capland's Concept of Social Support (Capland, 1993)
5. Elderly health care behavior (Bloom, Engelhart, Furst, Hill, & Krathwohl, 1956)
6. The concept of aging
7. The concept of health literacy
8. Concepts and theories about health care behavior
9. The concept and theory of participation
10. The Concept and Theory of Satisfaction
11. Elderly Care Standards
12. Action Plan on the Elderly, Phase 3 (2023-2037)
13. Related Research
14. Conceptual Framework

Conceptual Framework

A research study on “ Sports Management Approaches to Promote Elderly Tourists in Thailand” from literature reviews and related works. which can be written as a system as follows



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