

[DOI: 10.20472/IAC.2018.040.033](https://doi.org/10.20472/IAC.2018.040.033)

CHOMBHAK KLANGRAHAD

Faculty of Management Science, Silpakorn University Petchaburi IT campus, Thailand

PHUPRURD KANNA

Faculty of Management Science, Silpakorn University Petchaburi IT campus, Thailand

CHARLES-AMAURY QUELLEC

Silpakorn University International College, Silpakorn University, Thailand

TOURISM PATTERN OF ELDERLY PEOPLE IN HUA HIN DISTRICT, PRACHUAP KHIRI KHAN PROVINCE, THAILAND

Abstract:

The study on Tourism Pattern of Elderly People in Hua Hin District was the quantitative research aimed to examine the tourism pattern of elderly people in Hua Hin District, Prachuap Khiri Khan Province or their use of services, and understand the problems of travelling of elderly people in Hua Hin District, Prachuap Khiri Khan Province. The research was conducted with 385 samples. Data was collected using a questionnaire and statistics, which were frequency and percentage, were used.

Analysis results of 385 samples' personal data indicated that 49.61% of the samples were male while 50.39% were female, aged between 56-60 years old, accounted for 46.75%. 83.64% were married and 91.17% had child or children. 43.12% of them earned 40,001-50,000 baht per month. 64.45% of them graduated with Bachelor's degree. 45.79% were living in the central region. Most of them, 77.14%, were healthy. Regarding to the purpose of travelling, 62.86% would like to have a relaxation and 72.99% chose to visit the hotel or resort. 65.71% spent 1-2 days for the travelling which 37.92% travelled during the weekend. 51.43% travelled with private car. 89.09% of them travelled in group which 57.92% were family or relatives. In the trip, 68.57% had 4-7 companions and the expense of travelling was less than 10,000 baht, 46.23%. 37.40% of the expense was for accommodation. 47.01% of the travelers visited an ocean park and amusement park. They bought clothing as souvenir the most, 34.29%. 34.29% of them received the information about tourist site from television. 22.38% of them suggested that the security of tourist should be improved.

Keywords:

Tourism

Tourism pattern

Elderly people