

FACTORS CONCERNING TWENTY-THREE LONG-STAY SENIOR AMERICAN AND AUSTRALIAN TOURISTS IN THAILAND

Poohnob Sirinaphaphan* and Sarunya Lertputtarak**

Abstract

The purpose of this research is to investigate the factors influencing the attitudes of long-stay senior American and Australian tourists who travel to Thailand. The data collection method was in-depth interviews of 23 participants about their opinions about five factors, which are the tourist's emotions, the destination image, food and beverages, accommodations, and transportation. The results of this study found that tourists main motivation is curiosity to see the world in order to learn things that are different from their own country. They were interested in relaxing, safety, friendly people, and natural and scenic destinations. They preferred hygiene and cleanliness, value for the money, and delicious food and beverages. They love Thai food. They searched for hotels on the internet which people mentioned about to them at good locations, that are not expensive and have a friendly staff who can communicate and understand their requests. They also selected convenient and inexpensive modes of transportation.

Keywords: Keyword: Senior tourists, long-stay, Thailand

INTRODUCTION

Presently, the global population structure is producing an aging society because the birth rate and death rate are continually decreasing (The World Bank, 2015).

The tourism industry plays an important role in economic activities and generates high

national income for countries (Yang, 2010; Williams, 2006; Phang, Liew-Tsonis, Cheuk, & Razli, 2010). Moreover, the senior are also becoming a target group in the tourism industry, especially long-stay tourism, because senior tourists have a lot of free time, high income and saving, and tend to travel more than other groups (Jang & Wu, 2006).

*Poohnob Sirinaphaphan obtains a M. Econ. from Kasetsart University, Thailand. Currently he is working as a State Property Management Officer in the Treasury Department, Ministry of Finance, Thailand. He is a D.B.A. candidate in Graduate School of Commerce, Burapha University, Thailand

**Asst. Prof. Dr. Sarunya Lertputtarak obtains an Ed.D. in Professional Development from Victoria University, Australia. Currently she is working as a Lecturer in Graduate School of Commerce, Burapha University, Thailand.

Marketing planning which searches for demand of long-stay tourists will help entrepreneurs deeply understand their customers' behavior. The results provide the correct products and services to respond to the customers' demands. After consumption, their customers will be more satisfied which might lead to attitudinal loyalty. Therefore, the key motivational factors of tourists are always being investigated by both academics and practitioners.

Marketing Database Group, Tourism Authority of Thailand (2015) showed that the number of international tourists has continually tended to increase, especially tourists who are 55 years old and over. The top countries of senior tourists that traveled to Thailand in 2013, were Australian and American tourists. They, on average, stay and travel in Thailand around 17 days, and prefer to travel by themselves more than traveling by package tours (Marketing Database Group, Tourism Authority of Thailand, 2015).

Therefore, this research has focused on the study of senior tourists who come from the United States of America and Australia. The benefits of this research can provide information to entrepreneurs who work in the tourism industry and related businesses in Thailand. They should provide the necessary products and favorable services to this tourist group.

OBJECTIVES

The purpose of this research is to investigate the factors influencing the attitudes of long-stay senior American and Australian tourists who travel to Thailand.

LITERATURE REVIEW

Senior Tourists

People who are retired enjoy taking a rest and relaxing. They have a lot of leisure time and disposable income which make them a great potential market segment to focus on (Jang & Wu, 2006). So, they always pay attention when looking for desired travel. Such travel has to get them away from their daily routine and get them away from their home (Kim, Wei, & Ruys, 2003) and also make them feel like a younger person (Naidoo, Ramseook-Munhurrin, Seebaluck, & Janvier, 2015). They might choose to travel domestically or internationally. It depends on demographics and motivations resulting from their destination and themselves.

Mohammad and Som (2010) found that tourists in the 51-60 years old group and tourists in the over 60 years old group are different in satisfaction level in terms of food and beverages, and accommodations.

Long stay Tourism

Long-stay tourism is important to the tourism industry because tourists who stay longer in destinations generate more income for the tourism industry (Alén, Nicolau, Losada, & Domínguez, 2014). The long-stay foundation (2015) defines long-stay tourism as "Staying for a relatively long period (more than two weeks) in one place abroad not only enjoying leisure life but also promoting international goodwill through learning its culture and contributing to its society under maintaining livelihood resources. So, the factors which attract tourists to stay longer are the specific characteristics of nature, the scenery, various activities, and friendly and helpful Thais (Adongo, Badu-Baiden, & Boakye,

2017). Moreover, Barros and Machado (2010) also revealed that senior tourists and male tourists tend to stay longer than younger tourists and female tourists.

Push factors and Pull factors

Motivation is the key to determine tourist behavior by having the need to play an important role in motivation behavior (Wong & Musa, 2014). The fundamentals of tourism research are developed from motivations which consist of the push factor and pull factor (Alén et al., 2014; Naidoo et al., 2015). The push factor and pull factor concept gives us an understanding of the reasons why tourists choose and then travel to destinations (Jang & Wu, 2006). Crompton (1979) showed that the push factor is based on the emotions of tourists to make a decision and is governed by what are called internal forces; while the pull factor is determined by various attributes of the destination which attract tourists to make a decision and are called external forces.

Most researchers found that push factors are comprised of knowledge-seeking, rest and relaxation, escape from daily routine, and family togetherness (Naidoo et al., 2015). On the other hand, the pull factors are the natural environment, historical sightseeing, costs, facilities, safety and security, and convenient routes. However, Jang and Wu (2006) found that the most important push factor is knowledge-seeking and the most important pull factors are cleanliness and safety.

The pull factors can be used to be a part of the marketing strategies to promote destinations such as the marketing mix (Naidoo et al., 2015). So, success in tourism marketing depends on tourist satisfaction because it is a predictor of tourists' attitudinal loyalty (Salleh, Omar, Yaakop, & Mahmmud,

2013). Moreover, the various marketing mixes have to respond to the tourists' demands and desires, which are push factors as well.

Alén et al. (2014) revealed that the attributes of the destination which are important as pull factors for senior tourists include convenient transportation, activities areas, safety and security, interesting historical and artistic places, hygiene and cleanliness, climate, price, attractions, natural attractions, and distance. The push factors which are significant from the senior tourists' perspective include novelty and knowledge-seeking, rest and relaxation, meaningfulness, and hedonism (Sangpikul, 2008; Kim, Woo, & Uysal, 2015; Batra, 2009).

Tourism Related Dimension Concept

The tourism related dimension can be defined as the push and pull factors which come from the five related elements of senior tourists in the study of Huang and Tsai (2003).

First, Tourist's emotions. The emotions of tourists play an important role in the decision process because they influence the selected travel destination (Hosany & Prayag, 2013). Emotions combined with the experience at the tourist attraction destinations determine the satisfaction level and are spread by positive word of mouth (Prayag, Hosany, and Odeh, 2013). And then, when they return from traveling, emotions also influence their continued satisfaction and attitudinal loyalty intentions (Bigné, Andreu, & Gnoth, 2005; Prayag et al., 2013; Yüksel & Yüksel, 2007).

Second, Destination image. The destination image is defined as an individual's subjective representation of knowledge, feelings, and overall perception of tourist attractions or destinations which are interesting to tourists and motive them to visit (Assaker,

Vinzi, and O'Connor, 2011). Moreover, destination image is a part of destination attributes which attract tourists to visit a destination (Kneesel, Baloglu, & Millar, 2010). Bigné, Sánchez, and Sánchez (2001) and Lee, Lee, and Lee (2005) showed that the destination image performs two important roles in influencing behavior which are: 1) impact on the destination choice decision-making and 2) impact on post-trip attitudes.

Third, Food and beverages. Food and beverages are one of the important foundations for human survival. So, when tourists go to any destination, they also need to consume food and beverages (Lee, Scott, & Packer, 2014). Moreover, they will choose a restaurant which responds to their desires and demands. In the present day, tourists always seek information about restaurants by electronic word of mouth (eWOM) before they go there (Cosma, Bota, & Tutunea, 2012). If it responds to their desires, they pick it.

Fourth, Accommodations. Hotels pay more attention to tourists who have the behavioral intention for long visits and attitudinal loyalty intention to revisit or to recommend to others because these tourists will generate maximum profit and reduce fixed costs (Alén et al., 2014). The senior tourists try to find suitable accommodation that responds to their desires and characteristics (Tomljenovic & Faulkner, 2000).

Lastly, Transportation. Transportation is an important thing in tourism which connects to tourism activities (Le-Klähn, Gerike, & Hall, 2014) and is one of the key factors for developing a destination (Henderson, 2009). Nowadays, the new marketing of tourism emphasizes both general and important information about the destination because it can show the advantages of available

transportation, especially public transportation (Gronau & Kagermeier, 2007).

METHODOLOGY

Research Design and Data Collection

This study is qualitative research which used in-depth interviews as the data collection method. The interviews were conducted with long-stay senior American and Australian tourists who were 55 years old and more. They have traveled in Thailand and stayed for 2 weeks or more. The author interviewed them at Suvarnabhumi International Airport, Thailand. Twenty-three participants were interviewed which included 9 American tourists and 14 Australian tourists as shown in Table 1. The interview question guide was composed of 2 sections. The first section focused on demographic data and travel behavior and the second section was concerned with tourism related to attitudinal loyalty (revisiting). The in-depth interviews took around 30-90 minutes and were recorded.

Research Design and Data Collection

The open-ended questions were verified for content validity by using an Index of Consistency (IOC) with seven professionals. The results showed that all open-ended questions were greater than 0.5 (Barnse, Mattsson, & Sørensen, 2014). It implied that the content of each question was valid. Moreover, it was also verified by the Committee of Ethics for Research. At the data analysis stage, the researchers also compared their findings and checked the reliability and trustworthiness of the study by reviewing the transcripts and field notes. The transcripts were examined through thematic analysis. The

researchers independently read the transcripts to identify and code data that was relevant to the framework dimensions. After that, they determined and discussed the themes, compared their findings, and decided whether there was a fit with the dimensions.

Table 1: The Demographics of the Participants

Name	Gender	Age	Nationality	Length of stay
Tourist 1	Female	56	American	1.5 years
Tourist 2	Male	76	American	1.5 years
Tourist 3	Male	69	Australian	2 weeks
Tourist 4	Female	64	Australian	1 month
Tourist 5	Male	71	Australian	2 weeks
Tourist 6	Male	53	Australian	2 weeks
Tourist 7	Male	62	Australian	3 weeks
Tourist 8	Female	65	Australian	1 month
Tourist 9	Male	58	Australian	3 weeks
Tourist 10	Male	62	American	1 month
Tourist 11	Male	68	American	1 year and 3 months
Tourist 12	Male	62	Australian	3 weeks
Tourist 13	Male	76	Australian	3 weeks
Tourist 14	Male	65	Australian	7 weeks
Tourist 15	Male	65	Australian	4 months
Tourist 16	Female	71	American	17 days
Tourist 17	Male	65	Australian	2 weeks
Tourist 18	Male	68	Australian	3 months
Tourist 19	Female	55	Australian	1 month
Tourist 20	Male	58	American	1 year
Tourist 21	Female	55	American	1 year
Tourist 22	Male	57	American	3 weeks
Tourist 23	Male	58	American	1.5 years

FINDINGS AND DISCUSSION

This research demonstrates that the foundation of tourism research is developed from motivations which consist of both push factors and pull factors.

Push factor

The primary push factor is a tourists' emotions that affect making the decision to be a senior tourist (Hosany & Prayag, 2013). Hosany and Prayag (2013) stated that tourists' emotions are an important part in the decision process which has an effect on the selection of the tourist attraction. Heitmann and Robinson (2011) indicated that the push factor of a tourist's emotions will cause the decision to travel which differs from the pull factors which plays the important role in selecting the travel destination. This research found that both senior American and Australian tourists focused on curiosity as the first choice when choosing a travel destination. Tourists 1, 10, and 20 agreed with Tourist 2 who stated, "It is a different culture and I would like to learn about Thai culture. There are beautiful landscapes, beaches, islands, and temples." Tourists 3, 5, 7, 9, 12, 15, and 19 were also focused on curiosity to travel to Thailand. They all concurred with Tourist 7 who said, "I would like to see something different from Australia." This conforms to what Assaker, Vinzi, and O'Conner (2011) argued when they said that tourists employ their curiosity to push themselves to learn and improve skills in something new when they travel to a destination. Tourists 22 and 23 concurred with Tourist 11 who revealed, "When you come, you see. And you are confused in the book when you read the book, you think. And when you come to Thailand and you see Thai

people, so you feel the culture. They smile when you talk. People are respectful." Moreover, Tourists 16, 4, and 17 also mentioned feeling 'excited' to travel to Thailand and Tourist 21 stated, "I am excited and nervous because this is the first time for me. Thailand is so different from America: culture, people, and language."

Therefore, most countries try to create the identity of tourist attractions and tourism activities in their country. They also try to launch charming advertising to motive tourists, especially tourists who have a high potential for long-stay travel with disposable income to travel to their country. However, a country which has a long national history and cultural foundation might have an advantage over a country which has a short history because it contributes to the attraction for tourists to travel in their country as well. This harmonizes with Farmaki (2012) who found that a special curiosity of tourists is one of the purposes to travel because tourists are interested to learn culture, to see beautiful nature and to seek adventure, which is in agreement with Tourists 8, 14, and 18. Tourist 8 said, "I want to see different ways that people do things in their hometown and I want to do that, as well as have new experiences." It is not only curiosity that stimulates the tourists to travel, but also having the chance to leave a boring routine at home. So, exotic activities and authentic experiences can rouse tourists to travel as well. This idea is supported by Lu, Chi, and Liu (2015) who indicated that authenticity is an important factor which affects tourists' perceptions. Creating activities to motive the long-stay senior tourists to travel should consider the push factors that influence making the decision to travel.

Pull factor

Huang and Tsai (2003) found the pull factors in their model were destination image, food and beverages, accommodations, and transportation. Jang and Wu (2006) revealed that the pull factors mentioned in Huang and Tsai (2003) are all important and attractive factors, especially the destination's image for security, cleanliness, nature, and the history of the destination. Moreover, Esichaikul (2012) also found that destination image, food and beverages, accommodations and transportation are tourism attributes of travel requirements which differ in importance. For this research, destination image, food and beverages, accommodations, and transportation are the factors which most concerned senior American and Australian tourists traveling in Thailand.

First, Destination image. Friendly people were mostly mentioned by the senior American and Australian tourists that responded to this study. Many tourists such as Tourists 3, 6, 11, 14, 20, 21, and 22 talked about friendly people which creates a good destination image for Thailand and attracts them to travel to Thailand. These were supported by Tourist 10 who stated, "The people here are very friendly. Mainly, I come here because of the very friendly people. The friendly local people are permeated with helpfulness and good hospitality, particularly Thai people." Moreover, Tourist 15 revealed "Thai people are fantastic. The first thing that I ever saw and it has come true, 'Land of smiles.' It is true. The friendly people is famous to attract me [to] come here." Tourist 1 stated, "From the pictures, I would see the beautiful island and Thai people are very helpful, and very kind." Tourists 12, 13, and 18 agreed with this. Hence, friendly local people can create a

good relationship between the tourists and local people when they participate in tourism activities. The friendly people of Thailand are famous and it should be maintained and the local people should be encouraged to continue to be friendly toward tourists (McDowall, 2010).

Nature, scenery, culture and customs were also mentioned by both the Americans and Australians. These are valuable aspects of each country which should be preserved. Nature, scenery, culture and customs need to be beautiful and sustainable. Tourists 5, 7, 16, 19, and 23 said that Thailand has beautiful nature and scenery, including an interesting culture and customs. This agrees with Tourist 8 who stated, "Thailand has a lot of things to see such as the natural things, animals [such] as an elephant and a monkey, the beaches." Som, Marzuki, Yousefi, and AbuKhalifeh (2012) indicated that nature is the main factor causing a tourist to revisit a destination. So, beautiful nature and scenery are not motives only for new tourists to travel but also to motivate returning tourists to revisit a destination. In addition, Batra (2009) found that most senior tourists are concerned about security and safety when they are traveling. Tourists 2, 4, 9, and 17 agreed with Tourist 10 who mentioned, "I am concerned about a very safe place when traveling by myself, safety is important. If I were traveling with somebody else, then maybe safety is not so bad, right? It is like some countries where I never would go there by myself. I have to have somebody else there because if something happens to you there, no help, no help, there is no help from the government, no help from the police, and no help from anybody. But here in Thailand, I think someone helps if you have a problem here." So, building reliability to the

tourists toward security and safety in the destination is necessary because it is not only related to their assets but also their life.

Second, Food and beverages. Senior American and Australian tourists in this study mainly focused on hygiene, cleanliness, and the cost of products and services because they look for value for their money which is defined as when consumers compare between the perceived quality of the product or service and the amount paid. Thailand is a developing country which has a level of hygiene and cleanliness that is lower than a developed country. However, hygiene and cleanliness of food is a part of the pull factor as a destination attribute that the tourists would be concerned about or experience. It therefore subsequently influences their level of satisfaction. This is shown in the responses of tourists 1, 20, and 23 who revealed “I look at where I buy food and I try to look for safety. I am looking to make sure that it is clean.” Tourists 5, 11, 12, 16, and 22 also mentioned hygiene and the cleanliness of food. Tourist 22 stated, “I find cleanliness and good taste; however, I usually do not know much about restaurants so I will choose the restaurant that I like the best. This means if it looks good when I look at the people and they look healthy, then it is good food.” So, hygiene and cleanliness are significant factors which lead to service quality. These responses are supported by Su (2013), who suggested that the most important culinary factor in tourism is to amend and review the regulations of food and beverages toward hygiene and cleanliness. Moreover, the interesting result in this research found that Thai food, especially local Thai food, is famous and healthy for senior foreigners because it is mostly made from vegetables and herbs. This is supported by tourists 7, 10, and 21 who all

mentioned about local, traditional Thai food. Tourist 21 said, “I want to eat Thai food because it is the most delicious food, the price is not too high but it is not too low. Western food here is more expensive than Thai food. So, most of the time, I would like to eat Thai food.” However, the taste of local food, including the menu, is different in each area. Government agencies in each country, such as the Ministry of Tourism and Sports in Thailand, should create local food festivals around the country because the tourists could then learn about the local culture and local ingredients of the different foods (Chi, Chua, Othman, & Karim, 2013). Tourists 2, 3, 4, 17, 13, 19, and 20 focused on the value for their money. Tourist 17 stated, “I look for cleanliness, value for money, and food that looks good.” However, Tourists 6, 7, 8, 9, 14, 15, and 18 were concerned about whether the food was safe to eat. Tourist 4 revealed “Thai food is different from my home. I need to be careful about what I drink and eat when I am in Thailand. The wrong food in Thailand may make me easily get sick. I do not want to get sick.” So, tourists will carefully choose to eat food and beverages because they do not want to get sick while they are traveling overseas. The restaurant owners should provide either English menus or food pictures for tourists as well so they could know what to eat, and certificates testifying to the healthiness and hygiene of the food should be prominently displayed in all food outlets.

Third, Accommodations. Both American and Australian tourists mainly look for good location and value for money. Good location in their opinion is not far from facilities and tourist attractions. However, the accommodations should not be crowded with tourists because they would like to have a private zone

to relax. In addition, this research also shows that most senior tourists searched for accommodations on the internet and read the reviews in the website of the accommodations they found interesting. Tourist 11 and 20 agreed with Tourist 2 who revealed, "I looked at the reviews of recent travelers and what they said about the hotels. These are reviews because somebody liked or disliked the accommodations and they wrote a review. I read the reviews on the different hotels so we got a good or bad impression. I searched on the internet a lot. The first thing I looked at was the price, however, if it was inexpensive and did not have a beautiful beach or not on the beach; I looked for the best place and the lowest price." Tourists 5 and 9 also said, "I check all the comments on websites such as Trip Advisor and Booking.com. I look for a quality hotel based on the comments on websites." Value for money was also focused on by Tourists 4, 7, 14, 18, and 22. Tourist 10 said, "I looked for a good deal that was cheap and [a] good value for [my] money." Good location of accommodations was mentioned by Tourists 1, 3, 6, 8, 12, 17, 19, and 21. Tourist 1 said, "I looked for a good location, price, and a nice image of the hotel." This confirms Cosma et al. (2012) who stated that tourists will search for information about accommodations and compare between similar ones to choose the best ones for their destination. Friendly and helpful staff lead to the perception of service quality which affects tourist satisfaction. Tourists 13, 16, and 23 agreed with Tourist 12 who stated, "friendly staff is an important factor because I asked them for something many times and they still smiled. I was happy." So, the important thing that can support the staff is to be friendly and helpful with communication. Such communi-

cation means the staff can understand and communicate with the tourists and meet their demands or requests. When the tourists get what they want, they will be satisfied (Kim & Eves, 2012). Therefore, the accommodation owner should train the staff to be service-minded and to serve customers which leads to customer loyalty.

Last, Transportation. The senior American tourists (i.e., Tourists 2, 11, 20, and 21) mainly pointed to convenience to travel to attractive places, but the senior Australian tourists (6, 9, 15, 18, and 19) focused on value for money to choose modes of transportation. Tourist 17 stated that "I use Tuk-Tuks to get around because they are better to use. It is cheap to get from one stop to other and easy to use. Moreover, the drivers can take me to go where I want such as restaurants and they also take me back to the hotel, which is a good service." Tourist 4 told the researcher that "If I have free time, I will try different modes of transportation. The price is very cheap when compared to Australia. I think convenience and price mainly affect my decision." These agreed with Tourists 3, 5, 7, 12, 13, and 14. Moreover, Tourist 10 stated that "I love the train, the BTS and the subway in Bangkok. When I go everywhere it is terrific, I have a rabbit card to use and I also have a subway card to use. It is convenient and I love it." This confirms what tourists 1 and 23 said, "I use the MRT because it is easy, safe, fast, and reliable. I do not encounter traffic." This is supported by Supitchayangkool (2012) who suggested that local transportation should provide good service that is convenient (Chen & Chen, 2015; Liu, Tzeng, Lee, & Lee, 2013; Le-Klähn et al., 2014; Kim, 2014) and reasonably priced (Le-Klähn et al., 2014; Lertputtarak, Lobo, & Yingyong, 2014). So,

the destination should invest in infrastructure to connect the interactive local transportation systems. If these transportation systems work well and also connect to tourist attractions, the lower cost of traveling will contribute to a perception of a reasonable price. In addition, tourists can avoid traffic jams, as well, which leads to better overall tourist satisfaction. This research also found that the push factor in terms of the tourist's emotions influencing the decision-making process for the selection of transportation mode. One of the participants revealed that they used Tuk-Tuks as

transportation because their home does not have Tuk-Tuks. It can create new experiences for them. Tourist 16 said, "At most, I think, a couple of times. I took Tuk-Tuks and it was fun. It is probably not fast and nothing to fear although everybody drives fast. I took it just because I do not have them at home so it was different. I would like to get new experiences." Each destination should support modes of transportation which signify or represent the identity of the destination.

Table 2: Summary of Finding

Tourist	Five Tourism Related Dimensions				
	Tourist Emotion	Destination Image	Food & Beverages	Accommodations	Transportation
Tourist 1	✓	✓	✓	✓	✓
Tourist 2	✓	✓	✓	✓	✓
Tourist 3	✓	✓	✓	✓	✓
Tourist 4	✓	✓	✓	✓	✓
Tourist 5	✓	✓	✓	✓	✓
Tourist 6	✓	✓	✓	✓	✓
Tourist 7	✓	✓	✓	✓	✓
Tourist 8	✓	✓	✓	✓	✓
Tourist 9	✓	✓	✓	✓	✓
Tourist 10	✓	✓	✓	✓	✓
Tourist 11	✓	✓	✓	✓	✓
Tourist 12	✓	✓	✓	✓	✓
Tourist 13	✓	✓	✓	✓	✓
Tourist 14	✓	✓	✓	✓	✓
Tourist 15	✓	✓	✓	✓	✓
Tourist 16	✓	✓	✓	✓	✓
Tourist 17	✓	✓	✓	✓	✓
Tourist 18	✓	✓	✓	✓	✓
Tourist 19	✓	✓	✓	✓	✓
Tourist 20	✓	✓	✓	✓	✓
Tourist 21	✓	✓	✓	✓	✓
Tourist 22	✓	✓	✓	✓	✓
Tourist 23	✓	✓	✓	✓	✓

CONCLUSION AND IMPLICATIONS

This research investigated the factors which affect the motives of long-stay senior American and Australian tourists to travel to Thailand. This research found that the push factor of tourist's emotions is an important factor to drive the senior tourists to travel overseas because they have a lot of free time and they would like to take a rest. Curiosity is another push factor that was found to significantly affect senior American and Australian tourists' emotions to travel to Thailand. Thailand has a unique culture and a long history as well as beautiful nature and incredible landscapes. These all enhance the attractiveness of Thailand for tourists who want to learn and see these things. Government agencies should launch media campaigns in foreign countries which show these beautiful identities of Thailand to stimulate curiosity to travel to Thailand.

The pull factors related to making a decision to travel to Thailand were primarily for the following reasons. First, destination image because this factor plays an most important role terms of the friendliness of the people which reinforces Thailand's reputation as the 'Land of Smiles.' Government organizations need to continuously promote the 'Land of Smiles' campaign to Thais by making them understand the importance of service-mindedness and friendly behavior toward and service for tourists. It can maintain and create a good image for Thailand which will attract tourists to choose Thailand as their destination for travel. Second, food and beverages are important because long-stay senior tourists focus on hygiene, cleanliness, and value for their money. The hygiene and cleanliness of the food can affect their health.

They do not want to get sick while traveling overseas. Moreover, food and beverages have to be a good value for the money so restaurant owners should always use fresh ingredients and have reasonable prices as well. Government agencies should verify the quality of food to guarantee good restaurants which in turn decreases the risk of tourists not knowing which ones are good. Third, accommodations at good locations and offering good value for the money are concerns of the long-stay senior tourists. The owners of accommodations should build the accommodations close to tourist attractions and facilities that are crowded with tourists. Their accommodations should always include a private zone and a relaxing atmosphere. In addition, the security and safety of accommodations are also important. Accommodations should set up a security system inside and outside the building, such as in the parking garage. Lastly, convenient transportation and value for the money are important factors to choose the mode of transportation for long-stay senior tourists. Government agencies should invest in infrastructure to connect transportation systems which improve the convenience of tourists. They should be able to conveniently travel to attractions which will lead to higher levels of tourist satisfaction and the higher likelihood that they will spread positive stories of their time in Thailand which will in turn improve Thailand's overall image. As mentioned above, food and beverages, accommodations, and transportation similarly share the important factor of value for the money. Therefore, pricing should always take into consideration how people perceive the value for the money which is an important factor for long-stay senior tourists who travel to Thailand.

The results of this research show that the important factors influencing tourist's emotions, namely, destination image, food and beverages, accommodations, and transportation among long-stay senior American and Australian tourists are quite similar. Strategy formulation in tourism marketing can focus on long-stay senior American and Australian tourists as one potentially lucrative target group. Therefore, the Thai government and tour companies should launch campaigns on this target audience, because it has the possibility of creating a significant and reliable source of revenue.

LIMITATIONS

The participants in this research were specific. They had to be senior American and Australian tourists who were 55 years old and more, and had traveled to Thailand for 2 weeks or more. So, the author had trouble finding participants at tourist attractions where there were so many other short-stay international tourists. Moreover, the study comprised respondents who stayed 1-2 months and another group who stayed 1-2 years. Further analysis of the data might study responses from these two distinct groups.

FUTURE STUDY

This research proposes that interesting future research using a quantitative method should investigate the five tourism related dimensions namely, a tourist's emotions, the destination image, food and beverages, accommodations, and transportation that all influence the satisfaction and the loyalty intentions of tourists. This proposed research would help to confirm the model and contribute to

the further development of tourism marketing strategies. In addition, the present study comprised different numbers of respondents from America and Australia. A further study might seek to tie these numbers proportionately to the actual number of long-stay tourists from each of these countries.

REFERENCES

- Adongo, C. A., Badu-Baiden, F., & Boakye, K. A. A. (2017). The tourism experience-led length of stay hypothesis. *Journal of Outdoor Recreation and Tourism*, 18, 65-74.
- Alén, E., Nicolau, J. L., Losada, N., & Domínguez, T. (2014). Determinant factors of senior tourists' length of stay. *Annals of Tourism Research*, 49, 19-32.
- Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, 32(4), 890-901.
- Barnes, S. J., Mattsson, J., & Sørensen, F. (2014). Destination brand experience and visitor behavior: Testing a scale in the tourism context. *Annals of Tourism Research*, 48, 121-139.
- Barros, C. P., & Machado, L. P. (2010). The length of stay in tourism. *Annals of Tourism Research*, 37(3), 692-706.
- Batra, A. (2009). Senior pleasure tourists: examination of their demography, travel experience, and travel behavior upon visiting the Bangkok metropolis. *International Journal of Hospitality & Tourism Administration*, 10(3), 197-212.

- Bigné, J. E., Andreu, L., & Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26(6), 833-844.
- Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism management*, 22(6), 607-616.
- Chen, L. J., & Chen, W. P. (2015). Push–pull factors in international birders' travel. *Tourism Management*, 48, 416-425.
- Chi, C. G. Q., Chua, B. L., Othman, M., & Karim, S. A. (2013). Investigating the structural relationships between food image, food satisfaction, culinary quality, and behavioral intentions: The case of Malaysia. *International Journal of Hospitality & Tourism Administration*, 14(2), 99-120.
- Cosma, S., Bota, M., & Tutunea, M. (2012). Study about customer preferences in using online tourism products. *Procedia Economics and Finance*, 3, 883-888.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of tourism research*, 6(4), 408-424.
- Esichaikul, R. (2012). Travel motivations, behavior and requirements of European senior tourists to Thailand. *PASOS, Revista de Turismo y Patrimonio Cultural*, 10(2), 47-58.
- Farmaki, A. (2012). An exploration of tourist motivation in rural settings: The case of Troodos, Cyprus. *Tourism Management Perspectives*, 2, 72-78.
- Gronau, W., & Kagermeier, A. (2007). Key factors for successful leisure and tourism public transport provision. *Journal of Transport Geography*, 15(2), 127-135.
- Heitmann, S., & Robinson, P. (2011). Tourist behaviour and tourism motivation. *Research themes for tourism*, 31-44.
- Henderson, J. (2009). Transport and tourism destination development: An Indonesian perspective. *Tourism and Hospitality Research*, 9(3), 199-208.
- Hosany, S., & Prayag, G. (2013). Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *Journal of Business Research*, 66(6), 730-737.
- Huang, L., & Tsai, H. T. (2003). The study of senior traveler behavior in Taiwan. *Tourism Management*, 24(5), 561-574.
- Jang, S. S., & Wu, C. M. E. (2006). Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors. *Tourism Management*, 27(2), 306-316.
- Kim, H., Woo, E., & Uysal, M. (2015). Tourism experience and quality of life among elderly tourists. *Tourism Management*, 46, 465-476.
- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of scale to measure the destination attributes associated with memorable experiences. *Tourism management*, 44, 34-45.
- Kim, J., Wei, S., & Ruys, H. (2003). Segmenting the market of West Australian senior tourists using an artificial neural network. *Tourism Management*, 24(1), 25-34.
- Kim, Y. G., & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism Management*, 33(6), 1458-1467.
- Kneesel, E., Baloglu, S., & Millar, M. (2010). Gaming destination images: Implications

- for branding. *Journal of Travel Research*, 49(1), 68-78.
- Le-Klähn, D. T., Gerike, R., & Hall, C. M. (2014). Visitor users vs. non-users of public transport: The case of Munich, Germany. *Journal of Destination Marketing & Management*, 3(3), 152-161.
- Lee, C. K., Lee, Y. K., & Lee, B. (2005). Korea's destination image formed by the 2002 World Cup. *Annals of tourism research*, 32(4), 839-858.
- Lee, K. H., Scott, N., & Packer, J. (2014). Habitus and food lifestyle: In-destination activity participation of Slow Food members. *Annals of Tourism Research*, 48, 207-220.
- Lertputtarak, S., Lobo, D., & Yingyong, T. (2014). Identification of the Factors that Impact Russian Tourists in Thailand. *Procedia-Social and Behavioral Sciences*, 144, 133-142.
- Liu, C. H., Tzeng, G. H., Lee, M. H., & Lee, P. Y. (2013). Improving metro-airport connection service for tourism development: Using hybrid MCDM models. *Tourism Management Perspectives*, 6, 95-107.
- Long Stay Foundation. (2015). Retrieved October 20, 2015, from <http://www.longstay.or.jp/english/about.html>.
- Lu, L., Chi, C. G., & Liu, Y. (2015). Authenticity, involvement, and image: Evaluating tourist experiences at historic districts. *Tourism Management*, 50, 85-96.
- Marketing database group, Tourism Authority of Thailand. (2015). Retrieved June 2, 2015, from <http://intelligencecenter.tat.or.th>.
- McDowall, S. (2010). International tourist satisfaction and destination loyalty: Bangkok, Thailand. *Asia Pacific Journal of Tourism Research*, 15(1), 21-42.
- Mohammad, B. A., & MAT SOM, A. P. (2010). An Examination of Satisfaction on Tourism Facilities and Services in Jordan. *Anatolia: An International Journal of Tourism and Hospitality Research*, 21(2), 388-392.
- Naidoo, P., Ramseook-Munhurrin, P., Seebaluck, N. V., & Janvier, S. (2015). Investigating the Motivation of Baby Boomers for Adventure Tourism. *Procedia-Social and Behavioral Sciences*, 175, 244-251.
- Phang, G., Liew-Tsonis, J., Cheuk, S., & Razli, I. A. (2010). An Examination of the Challenges Involved in Distributing a Strong and Consistent Destination Image in the Marketing of Tourism in Malaysia. *International Business & Economics Research Journal (IBER)*, 9(1), 31-39.
- Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, 2(2), 118-127.
- Salleh, M., Omar, K., Yaakop, A. Y., & Mahmmod, A. R. (2013). Tourist satisfaction in Malaysia. *International Journal of Business and Social Science*, 4(5), 221-226.
- Sangpikul, A. (2008). A factor-cluster analysis of tourist motivations: A case of US senior travelers. *Turizam: znanstveno-stručni časopis*, 56(1), 23-40.
- Som, A. P. M., Marzuki, A., Yousefi, M., & AbuKhalifeh, A. N. (2012). Factors influencing visitors' revisit behavioral

- intentions: A case study of Sabah, Malaysia. *International Journal of Marketing Studies*, 4(4), 39-50.
- Su, C. S. (2013). An importance-performance analysis of dining attributes: A comparison of individual and packaged tourists in Taiwan. *Asia Pacific Journal of Tourism Research*, 18(6), 573-597.
- Supitchayangkool, S. (2012). The differences between satisfied/dissatisfied tourists towards service quality and revisiting Pattaya, Thailand. *International Journal of Business and Management*, 7(6), p30-39.
- The World Bank. (2015). Retrieved May 4, 2015, from <http://data.worldbank.org/indicator>.
- Tomljenovic, R., & Faulkner, B. (2000). Tourism and older residents in a sunbelt resort. *Annals of Tourism Research*, 27(1), 93-114.
- Williams, A. (2006). Tourism and hospitality marketing: fantasy, feeling and fun. *International Journal of Contemporary Hospitality Management*, 18(6), 482-495.
- Wong, K. M., & Musa, G. (2014). Retirement motivation among 'Malaysia my second home' participants. *Tourism Management*, 40, 141-154.
- Yang, W. C. (2010). The study of consumer behavior in event tourism - A case of the Taiwan coffee festival. *The Journal of Human Resource and Adult Learning*, 6(2), 119-126.
- Yüksel, A., & Yüksel, F. (2007). Shopping risk perceptions: Effects on tourists' emotions, satisfaction and expressed loyalty intentions. *Tourism management*, 28(3), 703-713.

APPENDIX

The list of questions for demographic data of senior tourists

- 1) How old are you?
- 2) What is your nationality?
- 3) How long have you been in Thailand?

The list of open-ended questions

- 1) Have emotional factors influenced your decision to travel to Thailand?
 - 2) What emotional factors affected your decision to travel to Thailand? Please explain.
 - 3) Did the destination image of Thailand influence your decision to travel to Thailand?
 - 4) What about the destination image of Thailand influenced your decision? Please explain.
 - 5) Are you concerned about food and beverages when you travel in Thailand?
 - 6) What factors about food and beverages concern you? Why?
 - 7) Are you concerned about accommodations in Thailand?
 - 8) What factors about accommodations concern you? Why?
 - 9) Are you concerned about transportation when traveling in Thailand?
- What are the factors about transportation that concern you? Why?