HOTEL INDUSTRY IN RANONG PROVINCE AND THEIR READINESS FOR ELDERLY TOURIST

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Abstract - According to United Nations (2012), the number of persons aged 60 years or above will rise up from 810 million in 2012 to nearly 2 billion by the year 2050, These impacts will definitely influence the tourism industry refers from the growing amount. Therefore, tourism marketers need to adapt their strategies according to the specific needs and demands from this heterogeneous group [1].

International Institute for Trade and Development stated that Asia will have the most elderly population in the future and trend to expand the elderly marketing in many countries in Associations of South East Asian Nation. For Thailand, Thai elderly foreigner tourists trend to increase as usual in Thailand. It forecast that in year 2020 will up to seven millions and 31 percentages are from Japan. The increase of elderly tourist is the opportunities for Thailand with sit on AEC.

However, International Institute for Trade and Development indicated that if considered in Hospitality in Thailand, it notice that most of hospitality sector manage their organize to service general tourist group not elderly group [2].

Ranong province is located on the west coast along the Andaman Sea, South part of Thailand, 568 kilometre from Bangkok. The neighboring of Ranong are (clockwise) Chumphon and Myanmar on the North, SuratThani and PhangNga on the South. East connected to Chumphon and the west, it borders to Myanmar and Andaman Sea [5]. It is consists of diversify natural tourist attractions and plentiful mangrove forests [3].

Sawasdee.com is a web site which promotes tourism stated that "Ranong Province, one of the wettest in Thailand has a number of other distinctive characteristics: The province features sixty-two islands, many fine beaches, unspoiled forests, and refreshing waterfalls, many of which are incorporated in national parks or wildlife sanctuaries [4].

Moreover, according from Vision and Mission of Ranong province to be a hub of transport goods between countries Andaman coast countries and preservation of city of Health Tourism and be livable environment [5]

As mention above, it can conclude that Ranong seem to have enough potential to be an interesting destination.

Nevertheless, even though Ranong have potential in tourism resources however, it noticed that hospitality section in Ranongis readiness for elderly groups or not.

Therefore, researcher then would like to study on the readiness in hospitality sectors both private and government sectors in Ranong province towardelderly tourist group requirement on hotel and facilities.

To accomplish the goals and objectives, qualitative research was applied. The study also used both primary data and secondary data.

Research result founded that both private and government sectors not much readiness to bear these elderly tourist groups.

Keywords - Ranong Province, Health Tourism, Elderly Tourist, Hot Spring.



Fig. 1 Porn Rang Hot Spring, Ranong Province
Source: Pornnapa Berndt, November 16, 2017



Fig. 2Raksawarin Hot Spring, Ranong Province
Source: Pornnapat Berndt, November 16, 2017

I. INTRODUCTION

Ranong Province is located in south part of Thailand 568 kilometre from Bangkok. As above-mentioned, at present it is well- known as attractive tourist destination in public eye due to their tourism resources such as beautiful beach and islands, national park, waterfall, delicious food and unique culture [6].

Lonely Planet, the travel magazine stated that "The Andaman's northernmost province is a whole different package to the white sand, turquoise sea paradise that is used to sell the Andaman's on tourist brochures [7]."



Fig. 3 Map of Thailand, indicated Ranong Province
Source: Google Search [8]

As mention above, from Vision and Mission of Ranong province that intend to be "A hub of transport goods between countries Andaman coast countries and preservation of city of Health Tourism and be livable environment" [9] It proved by the large size of hospital "Ranong Hospital" and "Thai Traditional Medicine and Herbal product and demonstration Centre" for preserve and rehabilitate people health.

Ms.ThitimaNakbupha, Operation Thai Traditional Medical at Ranong Hospital sated that Ranong Hospital is readiness for patient and elderly people. The hospital is full of option for cure and health check-up while JaoReuan Sap, "Thai Traditional Medicine and Herbal product and demonstration Centre" for preserve and rehabilitate people health [10].



Fig. 4Ranong Hospital
Source: PornnapaBerndtt, November 16, 2017



Fig. 5 Ms.ThitimaNakbupha, [Third form left]
Operation Thai Traditional Medical at Ranong Hospital
Source: Pornnapat, November 24, 2017

On the other hand, in private sector, refer to cursorily observed, Researcher found that there are lack of accommodation which could perfectly support for elderly tourist.

Therefore, researcher then would like to study on elderly tourist requirement on accommodation and facilities in Ranong Province which they expected when they traveling to Ranong Province purpose to enhance standard of accommodation to satisfy elderly tourist group in order to draw this potential group to come to visit Ranong Province which will generate income to local communities.

II. RESEARCH METHODOLOGY

This research focused on elderly requirement toward Accommodation and Facilities in Ranong Province. The research instruments used are observation, e questionnaire and content analysis, and in-depth interviews of elderly people and accommodation Entrepreneur. The study also uses both primary and secondary data.

The sample of this research was calculated by using Taro Yamane (Yamane, 1973) [11] formula with 95% confidence level. (Refer elderly person ages from 60 years old up from Bangkok by sampling method) After calculated the sample size by using Yamane formula, the numbers of sample is 400 persons. However, Sample group is homogeneity group researcher therefore use sample only one fourth of sample which are 100 elderly persons.

Researcher did research study based on information collected from 100 questionnaires. A Statistical Package for Social Sciences (SPSS) was used to analyze the data. Descriptive and inferential statistics such as tables, percentage, mean and standard deviation were used for data analysis and summary.

For Analysis and interpretation of data, the symbols and abbreviation will be utilized as follows:

% = Percentage
$\bar{x}$ = Mean
SD. = Standard Deviation

The analysis and interpretation of data were presented

in form of tables. The objectives of the study were as follows:

PART 1: The analysis of general background of respondents

PART 2: The analysis of "Elderly requirement on Accommodation and Facilities" by descriptive statistics which were mean and standard deviation.

The respondents were requested to score each of requirement on accommodation and facilities on the levels of requirement. The interval of the five-point Likert-type scale was set from 1 to 5 (5 is the most requirement, and 1 is lowest requirement). Besides, the translation of level ranking was analyzed by pursuing criteria of elderly person toward requirement on accommodation and facilities By Best [12].

The scores between 1.00-1.80 mean the lowest requirement

The scores between 1.81-2.61 mean low requirement

The scores between 2.62-3.41 mean average requirement

The scores between 3.42-4.21 mean very requirement

The scores between 4.22-5.00 mean the most requirement

III. RESULTS

Part 1: The analysis of general information of 263 respondents by descriptive statistics, which were frequencies and percentage, showed in Table 1 as follows:

General Information	AmountPerson	Percentage (%)
Gender		
Male	23	23
Female	77	77
Total	**100**	**100.00**

Table 1showed general background of 100 Respondents

Table 1 showed data analysis of general information of 100 respondents. There were 100 respondents, 23% male and 77% female.

Room and Facilities	$\bar{x}$	SD.	Mean
1. Shower area	4.55	0.79	Most
2. Baht seat	4.73	0.93	Most
3. Hand grip in flush area	4.32	0.76	Most
4. Slip handrails in the bathroom	4.77	0.85	Most
5. Non-slip texture in the bathroom	4.75	0.91	Most
6. Emergency button	4.81	0.81	Most
7. Proper bed level	4.12	0.83	Very
8. Automatic door panel	4.42	0.96	Most
9. Ramp for Wheel Chair	4.88	0.88	Most
10. Slip handrails around walk way	4.08	0.77	Very
11. Store up Wheelchair and Canes	4.63	0.89	Most
12. Elevator for Wheel Chair	4.52	1.00	Most
13. Hospital room	4.63	0.91	Most
14. Spa and massage	4.10	0.91	Very
15. Hot Spring in Accommodation	4.81	0.74	Most
16. Healthy food restaurant	3.96	0.93	Very
17. Convenience store	4.02	0.96	Very
Total	**4.47**	**0.88**	Most

Table 2 showed degree of elderly requirement on Accommodation and facilities in Ranong Province

From table 2, it revealed that ramp for wheel chair got the most mean scores (4.88). Follow by emergency button got the most score (4.81) same mean scores as hot spring in accommodation (4.81) indicated most requirement. Then the slip handrails in the bathroom which represent most requirement got the mean score (4.77). The fifth place is nonslip texture in the bathroom with mean score (4.75).

Follow by bath seat with mean scores as (4.73). The seventh place got the same mean scores represent most requirement (4.63) are hospital room and store up wheelchair and Canes. Following with shower area with mean scores (4.55) respectively.

Ninth place elevator for wheel chair with mean scores as (4.52) follow by automatic door panel (4.42), hand grip in flush area (4.32) proper bed level (4.12) respectively.

The very requirement on accommodation and facilities are Proper bed level (4.12), slip handrails around walk way (4.08), Spa and massage (4.10), convenience store (4.12) respectively.

The last is healthy food restaurant which got the lowest mean scores (3.96) also represent very requirement.

These research resulted will be useful for hotel and accommodation sectors in Ranong for prepare accommodation and facilities for elderly tourist.

After rough survey, research founded that not many hotel in Ranong province could perfectly prepare for elderly group.

From in-depth interviewed Mrs. JeerawanSewatadul, President of Ranong Tourism Association the owner of NumsaiKhaosuay Resort Ranong revealed that the hotel have not room prepare particularly for elderly due to a few amount of elderly tourist come to their hotel. In case of elderly tourist which not quite often come the used their service, staff will lift the elderly wheel chair in to the lowest floor because hotel physical have no ramp for wheel chair direct to hotel room.

These included no slip handrails around walk way or other elderly requirement on facilities in hotel. However, with friendly service, this hotel is one of the tourist destination.

However, in the future Mrs. Jeerawan Sewatadul stated that the hotel will certainly improve their room to bear elderly tourist in the future [13].



Fig. 5Mrs.JeerawanSewatadul, [Middle] President of Ranong Tourism Association and The owner of NumsaiKhaosuay Resort Ranong Source: Pornnapat, November 23, 2017

After that researcher was in depth interview the reception of Tinidee Hotel which popular for tourist to come to stay due to the price and location, it revealed that Thinidee Hotel have only one romm on Third Floor for elderly tourist. However, in term of facilities, hotel still could not bear for elderly tourist. These result was reflect that Hotel and accommodation in Ranonf have to seriously improve and prepare their hotel physical for elderly tourist in the future.

CONCLUSIONS AND DISCUSSION

A. Conclusion

In hotel and accommodation sectors in Ranong province seem to reach the province vision evidences by the large hospital for people's health "Ranong Hospital" and "Thai Traditional Medicine and Herbal product and demonstration Centre" for preserve and rehabilitate people physical.

However, if we look in private section, the information revealed that not many hotel and accommodation could reach the elderly tourist requirement. This might presumed that there are not much elderly therefore hotel and accommodation then not concern of them as it should be.

B. Discussion

This research resulted was not cover in all contents. However, it could be reflect of elderly requirement on Accommodation and facilities in Ranong province which useful for Accommodation Sector in Ranong to improve their accommodation in order to meet elderly tourist requirement.

SUGGESTION

All stakeholder such as Tourism Authority of Thailand (TAT), Education institution, Hopitality Sector, etc. should preparedness for support elderly tourist group in the future.

Moreover, According to Teera Intararuang research, it revealed that the most tourist activities which elderly most interest is infusion in hot springs which got the most mean scores (4.73) [13]. This information will useful for hotel to set up hotel area for infusion in hot springs which might draw elderly tourist to come to their hotel.

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