Abstract — Nowadays, Elderly Market (60 Year old up) is another market that tends to increase in the future due to medicals and public health development which reduces death rate. These elderly tourists spend their living life after retirement for recreation and traveling. They have more time and budget readiness, marketing for elderly therefore is the new marketing channels as it is a potential target group. Even Though Thailand has Beautiful tourist attraction, however, if considerate in hospitality management for elderly tourist it found that still lack for this group [1].

Ranong province is located 568 kilometre from Bangkok. It also known as 8 months long rainy period each year and bordered by Myanmar and the Indian Ocean to the west which consisted of diversify natural tourist attractions and plentiful mangrove forests. [2] At present Ranong Province is well-known as an attractive tourist destination in public eye due to their beautiful sixty-two islands, many beautiful beaches, waterfall, national parks and wildlife sanctuaries and the 2 famous hot springs Raksawarin and Porn Rang hot springs which draw a large number of tourists to visit [3].

As 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 [4].”

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] and there various tourist attraction therefore it can said that Ranong province have enough potential to be health tourism destination for tourist.

Therefore, researcher then would like to study on elderly tourist requirement on accommodation and facilities which the expected when they traveling 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.

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

Research result founded that most elderly tourist required on ramp, elevator which big enough for wheel chair, bed which not too high for them, bathroom which have seat inside to sit when they shower. In addition, they need emergency button in case of accident. If possible, hotel should have doctor standby for 24 hours. They expected hot spring inside the hotel include spa.

Keywords — Ranong Province, Health Tourism, Elderly Tourist, Hot Spring.
Besides, according 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” [7] The province is clearly present their province as city of health tourism as it extremely promoted their famous natural hot spring and large size of hospital for people health “Ranong Hospital” and “Thai Traditional Medicine and Herbal product and demonstration Centre” for preserve and rehabilitate people health. Therefore, it could say that Ranong province could be one of the elderly tourist destination.

Beautiful tourist attraction, however, if considerate in hospitality management for elderly tourist it found that still lack for this group” [8]. 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, 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) [9] 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:

\[
\begin{align*}
\% & = \text{Percentage} \\
\bar{x} & = \text{Mean} \\
SD. & = \text{Standard Deviation}
\end{align*}
\]

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 [10]. 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

International Institute for Trade and Development stated that “elderly market (60 Year old up) is another market that tends to increase in the future due to medicals and public health development which reduces death rate. These elderly tourists spend their living life after retirement for recreation and traveling. They have more time and budget readiness, marketing for elderly therefore is the new marketing channels as it is a potential target group. Even Though Thailand has
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:

Table 1 showed general background of 100 Respondents

<table>
<thead>
<tr>
<th>General Information</th>
<th>Amount Person</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Female</td>
<td>77</td>
<td>77</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.00</td>
</tr>
</tbody>
</table>

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

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

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

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.

If analyzed information, will notice that most respondents concern in safety issues especially in bath room. They need hotel room’s physical with safety environment. In addition, healthy issue is important for them too as the most requirements on hot spring in their hotel.

Slip handrails in the bathroom is important due to their respondents physical. Some of them have health issue problem for example Knee Arthrosis which need more facilities than other aging group.

However, this research resulted not much different from other research regarding elderly people requirement for accommodation and facilities. But at least, this research resulted is confirm urgent need that Ranong Province both government and private Sectors should concern in this elderly which will become potential group in the future and created approach strategy to draw them to come to travel to Ranong.

Moreover, after research in-depth interview 20 elderly person about factors that influence them to traveling, most of answers are they need accommodation which could support their physical, clean and safety environment. This results is conform to research result of Ms. Kemika Koompech and Ms. Chontinee Yookhong on research Title of “Decision Making Factors for Selecting Spa Service, A case study Jaoreun Spa, Amphoe Muang, Ranong Province which stated that “Thai customers believes that quality of the place of business has the most importance when it comes to deciding on which establishment they should choose for a service” [11].

Therefore, Accommodation Sector in Ranong province should preparedness for elderly tourist group.

IV. CONCLUSIONS AND DISCUSSION

A. Conclusion

According to Governor's Office of Ranong’ vision and mission is position to be a hub of transport goods between countries Andaman coast countries and preservation of city of Health Tourism and be livable environment 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. In addition the province also has beautiful and
attractive tourism resources as mentioned above. Therefore, it Ranong province should more concerned and Accelerated policy out, educated to hospitality sector to realize of importance of support this elderly tourist group. Then it could said that Ranong Province is one of the elderly tourist destination.

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.

V. Suggestion

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

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