

# *Creative Tourism for the elderly tourist by smart society*

Pim-on Kaewdang  
Tourism Department  
Rajamangala University of Technology Thanyaburi  
Thanyaburi, Pathumthani, Thailand  
pimonk@rmutt.ac.th

Busakayt Intrapasarn  
School of Architecture and Design  
King Mongkut's University of Technology Thonburi  
Bangkok, Thailand  
dezinoflife@gmail.com

*Abstract*—Population ageing is a shift in the distribution of a country's population towards older ages. Thailand, which is already an aging society in 2025. Accessible tourism is about making it easy for all people to enjoy tourism experiences. Many tourism businesses are realizing that catering for older customers is now a necessity and a win-win situation that brings a host of business benefits. Senior travelers is a challenge for tourism and leisure industry. To create the perfect travel itinerary for senior group focus on the marketing concept of "Dhamma-Historical Routes and Agro Food". The creative tourism is considered as one key elements in the cultural tourism, historical tourism and pop culture tourism, and agro tourism. Creative tourism is the tool for society which can generate income and increase belonging community.

A target audience was group customers a retired people who leaves in Bangkok. The scope of work was the smart society area in Anghong Province. People living in the local area around the study area with the opportunity for public comment on the need to engage with the tourists. Strengthen the capacity of public networks and to comply with the development community by community. There are a wide variety of methods that are common in qualitative measurement. The qualitative research method by participant observations, in-depth interviews, and focus groups. The purpose of this research was to study the Module 5 A - Tourism Carrying capacity, tourism resource database, and create traveling destinations for seniors.

The pilot experiment was a small scale preliminary study group. Research team was organized the travelling destinations with so many options. The Travel destination itinerary became 1 tracks 4 routes. These destinations were conducted with one-day trip and two-days, one-night trip. The result of the study was examined it was found that the interesting program were nature tourism, local food, authentic food immersion experience. The creative tourism is considered a new experience for tourism by involving. The tourist themselves and local were sharing experience by participating in artistic and creative activities.

*Keywords*—creative tourism; elderly ; tourist; community

## I. INTRODUCTION

The tourism industry is an industry with high growth plays a vital role in the economy. A major source of revenue Job Creation and income distribution Trade and investment for the country to attract tourists, both domestic and foreign, especially

cultural tourism. [1] Thailand recognizes the importance of cultural tourism to generate income for the country. The culture is part of the strategy to develop the country. Promoting tourism is a strategic part of the performance and underscores the competitiveness of the country's long-term development conform to The Economic Development Plan National Social (2012-2016). [2]

Thailand's potential and quality of life as well, encouraging all levels of society to change the opportunity to benefit from the economic development fairly with the creation of a knowledge-based economy and creativity can progress competitive and sustainable. The strategic importance of tourism as defined in the Plan is to restore the 11 development sites in line with market demand. Promoting tourism activities that correspond to the potential of the area and the shipment of the global market for giving priority to tourism development, creative, environmental friendly taking into account the balance and the ability to support tourism. Tourism lifestyle River region comprises 14 provinces namely Chainat, Singburi, Anghong, Ayutthaya, Lopburi, Suphan Buri, Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakan, Samut Sakhon, Ratchaburi and Bangkok. The region can be classified into two main groups, the historical and ancient sites. Floating Life, the region is a land of vast plains and fields cultivated with crops for fertile call "breadbasket of the country," there are many historical sites, indicative of the old town. The glorious tradition magnificent, simple, peaceful way of life. Revenue from Tourism in Anghong Province was the lowest value in the North Central Region.

Therefore, it is necessary to study the potential of the Anghong provinces. For the purpose of removing the tourism potential of the region. The province's tourism development includes increased strongly offense. Anghong is convenience and near Bangkok. The journey takes just over an hour from Bangkok.

### A. Elderly people

As a result of advances in technology, medical progress, the rate of people who were born in the period after The Second World War (Baby Boomer) make no more than 10 years, the number of elderly will increase exponentially. The elder of these increases will be shared with social change.

Seniors can make some adjustments, but must live with those changes. This will, however, to give these seniors happy.

## B. Creative Tourism

The UNESCO Universal Declaration on Cultural Diversity

to serve as a tool for the preservation and promotion of cultural diversity and initiated an international alliance for cultural diversity (Global Alliance for Cultural Diversity) to allow the exchange of learning, intercultural dialogue has actually happened.

This will be instrumental in promoting peace and sustainability of the community and the world. To continue supporting policies to promote the cultural diversity of the world in the year 2004, UNESCO organize project "Creative Cities Network" to promote the development of creative industries that will lead to new forms of cooperation at the international level.

Public, private, public and community network city, Initiative of UNESCO, with all seven groups no city to join the Creative City under the declaration adopted by UNESCO will be chosen to offer their only option from various groups as follows Literature, Crafts and Folk, Art Design, Music, Gastronomy, Cinema and Media Arts. Creating New Tourism Opportunities Travelers will be able to receive a part of the culture and urban culture, both in Tangible and Intangible Cultural by the experience of the traveler in mind.

- Focus on Engaged through actual Authentic Experience, an activity that would cause

visitors have a deep understanding of the cultural characteristics of the city to visit (Active understanding of the specific cultural features of a place) where the direction of this conforms to the travel habits of tourists new word Creative Tourism by Crispin Raymond and Greg Richard said inspiration from the behavior of visitors generation who visited Asia and Southeast Asia, Thailand, Indonesia and Australia to write an impressive experience of when he practiced massage Thailand province many weeks before going to learn to cook vegetarian food in Bali, Indonesia and then go for a short period on a sheep and cattle (Jillaroo) in Australia, the term "Creative Tourism" is the right to use the travel habits. the appearance of such to give priority to the more abstract cultural heritage.

The creative tourism will be complementary to those who help the elderly to happiness increase under global change. Thai Government will be done to those seniors to can travel easily like other groups with tourists due to physical health problems, tourism activities and build to a group of elders. Especially tourism along with the history, natural food in Angthong. In addition, the elderly is increasing the growth rate is likely to expand the tourism market in the elderly, which has the potential to go shopping and free time.

Such groups make it a tourist route to creating value in a sustainable tourism policy for the promotion of tourism as economic policies. This affects the way of life of the

people. Affect developing countries and enhancing the well-being of people in general. Creative tourism is "tourism which offer visitors the opportunities to develop their creative potential through active participation in course and learning experiences which are characteristic of the holiday destination where they are undertaken". Properties of Creative Tourism, the details are as follows: [3]

- Tourists and host are each engaging the other.
- Cross - cultural engagement, cultural experience.
- Spirit of place, deep meaning, understanding of the specific cultural of the place.
- Hands - on experience.
- Exchange information, transformation and transformative experiences.
- More participate than observe.
- Tourists have the opportunity to develop their creative potential and to participate in decision-making. Co - creating tourism experience.
- Authentic both process and product, genuine experience.
- Memorable, I hear and I forget, I see and I remember, I do and I understand.
- Trailer - made approach.

## C. The five elements of tourism or 5 A's.

Due to the travel industry, activities and various events that occurred during the stay at the place that a basic need to sustain life as well, be it accommodation, food, medicine, clothing. For tourism activities may have more than that. Whether seeking tourist.

The five elements of tourism or 5 A's. [4]

- Accommodation means a place catering to travelers or tourists staying with food and drinks. The property development continues with the format.  
  
The various services to facilitate customers to the maximum. The business development of various forms of accommodation are also pushing for a more competitive system of higher standards of service and environment, with the management of the benefit of tourists.
- Accessibility is a key element which role to move tourists to travel around the world traveling to meet a variety of formats, such as aviation and maritime, transportation by car, bus, train or subway.
- Attraction means tourism resources which can attract tourists to tourist attractions such as the types of natural attractions, including waterfalls, mountains, river Island beaches, attractions, kind of culture, traditions changes or a distinctive and attractive than other sources such as springs, the sea mist.

- Facilities mean something more to contribute and convenience to travelers, such as roads, electricity, water, telephone, internet map service center tourism information, maritime security.
- Tourism Activity refer to the product being created.

To promote and attract tourism to the destination even more. The theme of the activities will vary including natural tourism like trekking, elephant riding, bird watching, marine activities such as diving, fishing and so on.

From the above five tourism elements are the elements of accommodation, transportation,

facilities, activities to get the comfort of tourism services into make an impression on the tour. To sum up that the availability of travel to accommodate or help in the decision of tourists to choose to travel to the place. Although not what the needs of the tourists directly, it has a great influence on the decision to come to the place, so assessing the availability of tourism (SAs) is the part that will make it known that attraction. to study tourism and routing of tourists aged. Angthong is equipped to accommodate much of the critical routing and tours. In accordance with the availability of tourism and in line with the economic and social development in the region has continued.

#### D. Angthong Province

The attraction are choose in the most dominant intellectual culture in Angthong province. There are 4 places where communities use waste material from nature or readily available in the local to create value added.

1) *The Village Drum* Production quality drum, the largest in the country. Drums of Thailand who sold both at home and abroad. The Village has been selected as one of 10 Prototype Community of the intangible cultural heritage to be creative community model by Ministry of Commerce in 2011 and is located at Akekarat, Angthong which on the west side of the river. The drums sold abroad such as Korea, Japan, China and some repairing drums from abroad all the way to the store drum periodically villagers here started producing drum since May, 1927 when it came into contact with the heritage of folk wisdom closely together to see these conservation and artistic inheritance. Tourist can learn the process of drum making each step carefully. The drum-shaped large-longest in the world, located at the ground in front policemen Hong Fah exquisite drum 36 inches wide, 92 cm long, 7.6 meters from a rain combined six pieces created in 1994 to take approximately one year with. small drums, a deposit of good quality small youth. Tourist can take back to friends and family with ease.

Figure 1. Drum



2) Court Doll is a charming individual and begin at the end of the reign of King Rama V. Then also the only player in the governor's palace. Royal started making dolls out. It began to spread to the general public. View original court doll and must create by yourself. Here cultures, ways of life and well-being of people through Thailand before molding clay dolls ranging from food. Dress career as well as by tradition and ritual importance of the guru, Auntie Laura Rujee Conservation. President of the Center Court Doll Some came to take over. Icon life to the court doll made in various forms until now she can sculpt dolls hundreds per day.

3) The village wicker Bang Chao Cha. Wicker is a production output in the 5-star OTOP products. The historical evidence is found Using the weave is up about 4, 000 years ago by prehistoric humans believe it. Time to pottery Wicker is a need for templates. As time elapsed The wicker, bamboo is produced only in the form of fishing later. It was designed and applied to become a household basket and the basket, the basket is attractive and marketable. Into a product that has high productivity.

Known motifs woven bamboo

- This is the prototypical pattern that looks traditional and original designs of others.
- Develop a striped pattern that more applications from a master pattern.
- Weave pattern is fabricated using a skilled master pattern and texture developed mainly to carry the new design. Unique

Know how to make baskets full.

After these pegs For each pike, and gradually the sun to complete. Now that Basketry The weaving process is difficult and requires much detail. Start from the bottom by two strips are nailed up (the hammer), which has narrowed in the middle of a general strike and a hammer (hammer weave) with a width equal strips normal. Because of the need to strike a special stand. When it has finished due to weave baskets with small base. And gradually open up the mouth area When completed, it will continue to smoke. Fumigation is done on a day without wind. Use straw mat damp. Fuel is so much smoke. Wicker shade to yellow as the leaves. And put on a tie Pak Wai composition of legs on the base and

handle. Finally knit and thousands To add strength to the beautiful baskets. The required accessories such as the mouth, ears and legs tied and wrapped in wicker. It adds to the beauty of wicker.

Figure 2. Wicker Basket is sell to Japan.



4) Agricultural Housewife Community Enterprise Rammasak  
In the past, the grandmother Sem copper elders respected her silence Prommes is the wisdom of the village midwife. Postpartum care for women Making Herbal and herbs in her quiet Prommes track and help you until you can recognize how good grandmother and step precisely.

Year 1998 Prommes wisdom is used in making herbal compress. Public Relation and solicitation of clients and Ban Pho village side planting herbs.

In 2000, has established herbal hop producer groups do not have 16 people to the profession by increasing the income for a family of grown herbs. Wage and labor to make a compress. Herbal currently developing packaging and medicinal qualities. It is recognized by people both inside and outside the country. Raw labor in the community It is transmitted from generation to generation. People in the community are bound. Relative generosity as a group. Both the raw materials and the labor productivity Herbal. Understanding the development of the Thai local wisdom.

Figure 3. Eldery tourist listen to process to make herbal.



Figure 4. Herbal Plantation



## II. METHRODOLOGY

### Overview

The sample used in this study to test the creative cultural tourism in Angthong has come from choosing specific in Bangkok Seniors with an average age of 55 years, both males and females were 50 potential spending. They are moderate to high healthy body, healthy can help themselves and are interested the cultural tourism in particular. The tools used to collect information, including observations, interviews, focus group participant by observing and analyzing customer satisfaction, visitor behavior.

### Hypothesis test

1. Sex is related to the travel habits of elderly tourists.

The purpose of the trip personal travel and the activities that tourists love.

2. Age is related with travel habits of the elderly tourists.

Travel Vacation effect tourism as a way to travel. Visitors status after retirement who have free time to travel daily and frequent sights near Bangkok. Vehicle characteristics such as travel distance during the short - term environmental and health restrictions.

marital status was not associated with travel habits of tourists, the elderly, married or single, can travel anywhere in the state.

The study is related to the travel habits of the elderly in the area. The main purpose of the trip many times are travel and cultural education.

The average income per month not relation to the behavior of an elderly tourist product.

Tourism and the cost of tourism products relationship with decision to travel and spending because there are increased manifold attractions for tourists to choose.

5 A Elements of tourism in Tourism resources as a whole. The average remained moderate. Attraction: cultural attractions, history and agriculture in Angthong province,

which some sites still lacking the standard service for tourists.

Figure 5. Landscape of Angthong Province



Transportation and accessibility: A route linking were not width of the road, some sites only signage for small vehicles such as vans, private cars. The large bus access only at certain sites. Path lighting system in some way is not exhaustive which affects the safety of tourists and people in the community

Accommodation: Most accommodation standards and service level offer not enough yet to be able to accommodate groups of tourists coming in large groups.

Facilities (Amenity) attraction of cars, vans and buses: The bus-sized still can not get the attraction. All tourist sites are no parking for the elderly and disabled, no ramps, accessible tourist attraction. Further more no restrooms for the elderly and disabled to international standards. Visitor centers are limited and the lack of signage or interpretation for visitors to get information.

Tourism activities: Activity in most tourist sites, they can participate in local community activities. But the community still lacks management experience, the readiness and understanding of the creative tourism. Understanding Tourism Creative affect most tourists very much. The researchers conducted focus groups and participatory management and brainstorm together. To understand the first pilot activity, most visitors to the area can actually get involved with creative tourism activities. Tourist activities on minority participation at the event, together with the community due to the hot weather, physically tolerance sight rarely clear.

Figure 6. Elderly Tourists pray respect to Huge Buddha image.



### III. DISCUSSION

The results of the study showed that Tourism Initiative for the elderly have been received from all sectors. Public response to the project as well, and is willing to cooperate in bringing the project to benefit. Journeys by offering such policies and plans for each of the following provinces in high level, including the Office of Tourism and Sports Angthong, Provincial Administrative Organization Provincial Information, Office Provincial Cultural Office, Office of the Provincial Development And other entities involved in.

Private Sector have opportunity to participate in planning the travel arrangements. The focus group participant. Together, brainstorm, plan, test, evaluation and improvement in the process. The tour operators also agreed that tourism activities in the travel route should reduce the number of places for less and increased travel time in each place more. To suit the target audience, the cost when compared to the previous period should adjust the cost per head is a price too high because the attraction is not far from Bangkok.

Opportunities for public participation in the planning of tourism. They are more enthusiastic when the tourist come to attraction and interest. The community can discover unique identities of the local routes. Spending on tourism, cause economic cycle better. However, due to lack of availability in some sites. Lack of good management Management knowledge and enriching tourism resources. Like the design better products. Meaning they need more clarity on the site. The ease of travel The first imperative is parking and toilets for the disabled elderly.

The tourists are expectations and perception of cultural tourism along the entire route is moderate. Visitors with an interest in the natural, eating Local Health promotion

activities and visiting historical sites, respectively visitors also have the creative insight to travel much. Therefore, participation in community activities, it is low. The need to improve the activity, location, time and enhance understanding creative tourism more creative. The test route in pilot activities, elderly tourists are satisfied with the service and human inextricably good. The elderly tourists are willing to come here again.

#### IV. RECOMMENDATION FOR THE RESEARCH.

Explored the 5 elements of tourism to strengthening environmental factors associated with tourism. To meet the economic, social and cultural needs of the present and the future. Using available resources wisely to ensure minimal impact and use forever.

However, the concept of creative tourism can be determined by activity tourism in the range of community, cultural traditions and way of life.

The well-being of the community activities. Being aware of the activities that have an impact on the community. And the participation of citizens. To increase the capacity to

accommodate tourists. The development of quality tourism in line with demand. Business services have the potential to be creative, business administration, tourism should be a balance. Environmentally friendly and sustainable.

#### ACKNOWLEDGMENT

The authors would like to extend their sincere gratitude for their contribution and finance support of The Thailand Research Fund with code no. RDG5750086.

#### REFERENCES

- [1] McIntosh, R.W., Goeldner, C.R., and Ritchie, Jr.B, *Tourism: Principle, Practices, and Philosophies*. New York: John Wiley & Sons. Robert J. Johnston and Timothy Tyrrell. 2005. A Dynamic Model of Sustainable Tourism. *Journal of Travel Research*. Vol. 43. P. 1-11, 1995.
- [2] Office of National Economic and Social Development, 2011
- [3] Budsakayt Intarapasan. *The cultural heritage across borders: inclusive tourism and barrier free design in the Greater Mekong Sub-Region*. Doctoral of philosophy. Bangkok: Faculty of Architecture. Graduate school. Silpakorn University. P 340, 2009.
- [4] GW Richards, C Raymond, *Creative Tourism*, ATLAS news, 2000.
- [5] Dickman, S, *Tourism: An introductory text* (2nd ed.). Sydney : Hodder Education, 1996.