

## การศึกษาพฤติกรรม ความคาดหวัง และความพึงพอใจของนักท่องเที่ยวสูงวัย ในจังหวัดแถบอันดามัน ประเทศไทย

ปฐวี อินทร์สุวรรณโณ

อาจารย์

คณะกรรมการบริการและการท่องเที่ยว  
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต  
patthawee.i@phuket.psu.ac.th

กุดดา เพ็ชรวรรณ

ผู้ช่วยศาสตราจารย์ ดร., อาจารย์  
คณะกรรมการบริการและการท่องเที่ยว  
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต  
kdtalk007@gmail.com

รับบทความ: 4 สิงหาคม 2565

แก้ไขบทความ: 7 ตุลาคม 2565

ตอบรับบทความ: 17 ตุลาคม 2565

### บทคัดย่อ

งานวิจัยนี้เป็นการศึกษาพฤติกรรม ความคาดหวังและความพึงพอใจของนักท่องเที่ยวสูงวัยต่อคุณลักษณะของจุดหมายปลายทาง ในจังหวัดแถบ อันดามันในประเทศไทย ซึ่งข้อมูลที่ได้นี้มาจากการเก็บข้อมูลจากนักท่องเที่ยวที่กำลัง

เดินทางท่องเที่ยวในจังหวัดแถบอันดามัน (ภูเก็ต พังงา กระบี่) ที่มีอายุตั้งแต่ 55 ปีขึ้นไป โดยข้อมูลดังกล่าวถูกนำมาวิเคราะห์ช่องว่างระหว่างความคาดหวังและความพึงพอใจ รวมไปถึงการทดสอบสมมติฐานเพื่อศึกษาการรับรู้ความรู้สึกของนักท่องเที่ยวสูงวัยต่อคุณลักษณะของจุดหมายปลายทาง รวมทั้งหมด 5 ด้าน โดยในด้านความพึงพอใจ นักท่องเที่ยวรู้สึกพอใจในด้านชายหาด ที่พัก ความหลากหลายของอาหาร แหล่งท่องเที่ยวและกิจกรรมตามลำดับ ในทางตรงกันข้าม นักท่องเที่ยวมองว่า ความปลอดภัย การคมนาคม ความสะอาดของอาหาร และความคุ้มค่าของเงินที่ใช้จ่าย ยังไม่ตอบสนองความคาดหวังและความพึงพอใจเท่าที่ควร โดยข้อมูลที่ได้นี้ สามารถนำไปพัฒนาทั้งในเชิงกลยุทธ์และทางปฏิบัติเพื่อให้เกิดความพึงพอใจสูงสุดจากกลุ่มนักท่องเที่ยว สูงวัยที่กำลังจะกลายเป็นกลุ่มนักท่องเที่ยวหลักในอนาคต

**คำสำคัญ:** นักท่องเที่ยวสูงวัย, ความคาดหวัง, ความพึงพอใจ, ประเทศไทย, จังหวัดแถบอันดามัน

# An Investigation of Senior Tourist's Expectations and Satisfaction: A Case Study of Andaman Provinces, Thailand

**Patthawee Insuwanno**

Lecturer

Faculty of Hospitality and Tourism,  
Prince of Songkla University, Phuket Campus  
patthawee.i@phuket.psu.ac.th

**Kullada Phetvaroon**

Assistant Professor, Ph.D., Lecturer

Faculty of Hospitality and Tourism,  
Prince of Songkla University, Phuket Campus  
kdtalk007@gmail.com

**Received:** September 4, 2022

**Revised:** October 7, 2022

**Accepted:** October 7, 2022

## Abstract

This research paper aims to examine the senior tourist behaviour visiting Andaman provinces, Thailand, and to investigate the senior tourists' expectations and satisfaction with the

destination attributes. A questionnaire survey was well developed based on a comprehensive review of senior tourism. The data used in this study was collected from senior tourists who turned 55 years old and above and who visited Andaman provinces (Phuket, Phang-Nga, and Krabi). The gap analysis and hypothesis testing were approached to investigate senior tourists' perception of the destination attributes. In the context of this study, there are five key destination attributes explored. The findings found that the senior tourists had a positive perception towards the beach, accommodation, facilities, variety and taste of local food, attractions, and activities. In contradiction, the negative perception has occurred in the following attributes; logistics and safety, food hygiene, overall cleanliness of the destination, and price and value for money. Based on the findings, local authorities, marketers, and policymakers can design strategies or find any methods to fulfil senior tourists' expectations and increase their satisfaction.

**Keywords:** Senior tourist, Expectation, Satisfaction, Thailand, Andaman Provinces

## Introduction

Thailand has been recognized as one of the most famous tourist destinations since it is rich in natural and cultural attractions (Ministry of Foreign Affairs, 2017). For this reason, the hospitality and tourism industry has become one of the most important elements contributing to the economic growth in Thailand. It also plays a vital role in causing foreign currency and investments to circulate in the Thai Economic system. This sector can generate a total contribution of 19.3% in total of Thailand's gross domestic product (GDP), and the proportion tends to increase to 25% in the year 2027 (World Travel and Tourism Council, 2018). Apart from Bangkok, the southern region of Thailand is also popular among tourists, especially in the Andaman provinces. Andaman provinces in Thailand include Ranong, Phang-Nga, Phuket, Krabi, Trang, and Satun. In 2014, Andaman provinces received 21.5 million tourists, which generated revenue for the region of more than 360 billion Thai Baht (Ministry of Foreign Affairs, 2017). This number increased every year until the COVID-19 pandemic. However, after the pandemic, increasing in tourists is anticipated. Therefore, the more opportunity there is, the more attention to specific groups of tourists should be considered, especially ageing tourists.

The World Population Report produced by the United Nations Department of Economic and Social Affairs revealed a

significant change in social structure in the next decade; all countries will be experiencing a higher number of senior population (United Nations, 2015). Due to demographic changing, the number of senior populations tends to increase steadily and becomes a huge chunk of the market segment (Alén et al., 2012). However, the number of ageing population should not be considered as the single factor to drive and draw interest in the market. Still, their travel behaviour, preference, and attitude are highly required well understanding since the needs of seniors were dissimilar to younger travellers in terms of preference, travelling pattern, travelling concerns and others (Cleaver et al., 1999). Therefore, it sheds light on investigating the senior tourists' expectations and satisfaction with the destination attributes. In this regard, Andaman provinces have a high potential to develop as a senior tourist destination at an international level. However, the study on senior tourism in the context of Thailand is still limited, and some of their preferences are unknown. Therefore, the purposes of this study were (1) to examine the behaviour of senior tourists visiting Andaman provinces, Thailand, and (2) to investigate the senior tourists' expectations and satisfaction with the destination attributes in Andaman provinces.

## Literature Review

### Importance of Senior Tourism

Globally, the senior population has been recognized as a significant social transition impacting all business operations. This phenomenon may be caused by the baby boomer generation, who has turned to become a senior generation. According to World Population Dashboard (2019), the ageing population is projected to grow from 9% to 16% of the world's total population in the year 2050. In this regard, the senior population will become an important target market in all business sectors undoubtedly, especially hospitality and tourism businesses.

With the comprehensive investigation of previous literature, it revealed that the definition of senior has varied from each perception. According to Wang (2018), the senior population was defined as a group of people whose age turned 65 years old and above. Meanwhile, the ageing population in the USA refers to people who turn 55 years old or more (WTO, 2001). For this study, the group of people with the chronological age of 55 years old and above was defined as “senior”.

Many studies have shown the advantages of senior tourists, such as time flexibility, high purchasing power, etc. (Jang & Wu, 2006; Borges et al., 2016; Zielinska-Szczepkowska, 2021). However, there are some points the business operators should not ignore if they will target this market segment since the senior preferences

differ from youngsters. They also require specific well-designed products and services which suit their distinctive needs and wants.

### **Senior Tourists' Behaviour**

It can be said that senior tourism is one of the most interesting areas due to its growth potential. Therefore, understanding their behaviour is very crucial since this market segment has more experience, time flexibility, and independence. Without a clear understanding of their behaviours, the service providers might encounter some challenges in satisfying their specific needs or fulfilling their expectations (Poon, 1994). Cleaver et al. (1999) mentioned that senior travellers had dissimilar preferences from younger travellers. Gitelson and Crompton (1983), Alén et al. (2014), and Liew et al. (2021) stressed that senior tourists would travel longer periods and at greater distances because of their availability from work. Furthermore, the comprehensive review of the existing pieces of the literature reveals that the most common purposes of their travelling were resting and relaxation, social interaction, physical exercises, learning, and excitement (Prayag, 2012). In addition, the study by Sniadek (2006) stated that seniors generally seek new experiences and personal growth while youngsters seek pleasure and escape from their stress.

Based on many works of literature reviewed, it was consistently shown that senior tourists had a high demand for quality products and services (Ahmad, 2002; Del Chiappa et al.,

2013; Zielinska-Szczepkowska, 2021). It is in line with the prior study done by Pederson (1994), who showed that most senior travellers were more concerned with comfort and convenience in psychological and physical aspects than younger travellers. Moreover, Huang and Tsai (2003) stated that senior travellers travelled more often, and their length of stay was longer than youngsters. In addition, Horneman et al. (2002) found that senior tourists were more active and focused on health and fitness. Meanwhile, Jang and Wu (2006) provided insightful information which showed that senior travellers travelled with the purpose of knowledge-seeking, and safety and cleanliness were the most critical points that they paid more attention to.

### **Tourist's Expectations and Satisfaction**

The level of tourist satisfaction can be used to indicate the performance and management of the destination perceived by travellers, especially on the destination attributes. Basically, the tourists' satisfaction is shaped by comparing their expectations with the destination's performance. Therefore, tourists' expectations can be defined as the term of the needs and desires of a tourist from the destination (Millan & Esteban, 2003). The research done by Aliman (2014) showed that there was a positive correlation between tourist's expectation and their satisfaction. Hence, assessing the tourist' expectations is crucial to maximizing their satisfaction (Stevens, 1992; Pizam et al., 1978). If the service

providers can understand the tourist's expectations, creating and delivering the destination products which suit their expectation can affect their satisfaction. Therefore, satisfaction can be specified as an outcome received from what travellers expect from destination products that at least equalled or exceeded their expectations (Pizam et al., 1978).

In the context of this study, a comparison between the senior tourists' expectations and satisfaction in Andaman provinces based on the destination attributes was investigated. It was conducted by assessing their perception of the destination performance on the vital destination attributes: beach accommodation and facilities, logistics and safety, foods and hygiene, attractions and activities, and price and value for money. Therefore, hypothesizes of this study were proposed as the following statements:

H1: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning beaches, accommodations, and facilities.

H2: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning logistics and safety factors.

H3: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning food and hygiene factors.

H4: There is a significant difference between the expectations and satisfaction of senior tourists visiting Andaman concerning attractions and activities.

H5: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning price and value for money factors.

### **Methodology**

The study on “an investigation of senior tourist's expectation and satisfaction: a case study of Andaman provinces, Thailand”, approached quantitative research by using a questionnaire as a research instrument to collect data. A questionnaire survey was developed based on a comprehensive review of senior tourism in three languages: Thai, English, and Chinese. Before conducting the final survey, three senior researchers were asked to review the questionnaire as a pre-test to ensure its reliability and validity. Moreover, a pilot test was conducted with 30 travellers to ensure the research instrument's reliability, validity and practicability. The data used in this study was collected from senior tourists, both Thai and international tourists who turned 55 years old and above and who visited Andaman provinces (Phuket, Phang-Nga, and

Krabi). In this study, Phuket, Phang-Nga, and Kabri were chosen based on their popularity and are considered as the key destinations among the Andaman provinces. Therefore, these three provinces were treated as one population. Thus, the convenience sampling method was employed for data collection. Four hundred nine respondents completed the questionnaires. The questionnaire consisted of scales measuring the tourists' expectations and satisfaction with the Andaman tourism products. A 5-point Likert scale was employed to assess their perception and satisfaction level. Finally, the IBM SPSS program was employed to analyze the data.

## Results

### 1.1 Demographic characteristics

Table1: Demographic characteristics of respondents

		Frequency (N=409)	Percent
Gender	Male	180	44
	Female	229	56
Age	55-64	315	77
	65 or above	94	23
Nationality	Mainland Chinese	82	20
	Australian	103	25.2
	Russian	73	17.8
	Thai	31	7.6

		Frequency (N=409)	Percent
	British	29	7.1
	Other Asian	32	7.9
	Other European	38	9.3
	Others	21	5.1
Marital Status	Single	54	13.2
	Married	320	78.2
	Separated	14	3.4
	Widowed	21	5.2
Education	Level Up to	99	24.2
	Secondary school		
	Diploma	91	22.2
	Bachelor	130	31.8
	Master	51	12.5
	Doctoral	38	9.3
Occupation	Business Owner	69	16.9
	Government	40	9.8
	Housewife	32	7.8
	Managerial/	44	10.8
	Administrative		
	Professional/	60	14.7
	Technician		
	Retiree	145	35.4
	Self-employed	19	4.6

	Frequency (N=409)	Percent
Monthly income (USD)		
Below1,000	74	18.1
1,000-1,999	53	13
2,000-2,999	39	9.5
3,000-3,999	64	15.6
4,000-4,999	38	9.3
5,000-5,999	23	5.6
6,000-6,999	27	6.6
7,000 or Higher	91	22.3

The demographic characteristics of the respondents who were senior tourists visiting Andaman provinces in Thailand were analyzed and presented in Table 1. The majority of the respondents were females (56%) and males (44%), respectively. The respondents who were in the chronological age between 55-64 years old were 77%, and the respondents 65 years old and above were 23%. In terms of nationality, the majority of the respondents were Australian (25.2%), followed by Mainland Chinese (20%) and Russian (17.8%), respectively. Moreover, the data showed that the number of travellers with married status was 78.2 %, and those with single status were 13.2%. Meanwhile, almost one-third of the samples achieved a bachelor's degree (31.8%), followed by

secondary school (24.2%), diploma (22.2%), and higher education, both master's and doctoral (21.8%). Moreover, 35.4% of the respondents were retirees, followed by business owners (16.9%) and professionals/technicians (14.7%). Most respondents (22.3%) had a monthly income starting from 7,000 USD and higher; on the other hand, 18.1% had a monthly income lower than 1,000 USD.

### 1.2 Senior tourists' behaviour

**Table2: Tourists' behaviour of respondents**

Tourists' behaviour	Frequency (N=409)	Percent (%)
Nationality of respondents		
Non-Thai	378	92.4
Thai	31	7.6
Is this your first visit to Thailand?		
Yes	215	52.6
No	194	47.4
Is this your first visit to Andaman Province?		
Yes	239	58.4
No	170	41.6
Length of stay		
1-3 day(s)	84	22
4-6 days	89	21.8
7-9 days	87	21.3
10 days and above	149	34.4

Tourists' behaviour	Frequency (N=409)	Percent (%)
Purpose of visit		
Holiday/Leisure	354	86.55
Meeting/Seminar/Business	17	4.16
Visit friends/relatives	15	3.67
Health Treatment	6	1.47
Others	17	4.15
How did you travel to Andaman province?		
By Plane	396	96.8
By Own car	4	1.0
By Bus	6	1.5
By Cruise/Ship	3	0.7
How did you arrange your trip?		
FIT	144	35.2
Tour package	265	64.8

Table 2 shows that more than half of the international respondents visited Thailand for the first time, which was 52.6%. Apart from that, 58.4% of the total respondents were on their first time visiting the Andaman provinces. More than one-third of the respondents stayed in Andaman provinces for 10 days or longer (34.4%), followed by 1-3 days (s) (22.5%), 4-6 days (21.8%), and 7-9 days (21.3%).

For the purpose of their visit, it was found that most of the respondents (86.55%) visited Andaman provinces with the primary

purpose of holiday or leisure, followed by attending a meeting/seminar/business related (4.16%). The plane was the main mode of transportation used by 96.8% of the respondents to the destination, followed by a bus (1.5%) and a car (1.0%). Moreover, a tour package was selected by 64.8% of the respondents as a way they arranged their trip. At the same time, 35.2% visited the destination as free individual travellers (FIT).

### 1.3 Gap Analysis and Hypothesis Testing

The study employed the Gap analysis technique to identify the differences in mean values between the expectation and satisfaction levels of the senior tourists toward the destination attributes. Therefore, Paired sample t-test was adopted to determine whether there was any significant difference between expectation and satisfaction. The following hypotheses H1, H2, H3, H4, and H5 were tested.

#### The Gap in Beaches, Accommodation, and Facilities

H1: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning beaches, accommodations, and facilities.

**Table 3: Paired sample t-test and the gap in beach, accommodation, and facilities**

Attributes	Mean	SD	Gap	t-value	P-value
H1a: Attractiveness of beaches					
Expectation	4.07	0.79	0.14	2.791	0.006*
Satisfaction	4.21	0.84			
H1b: Availability of space on beaches					
Expectation	4.03	0.86	0.14	2.662	0.008*
Satisfaction	4.17	0.84			
H1c: Facilities provided on beaches					
Expectation	3.72	0.95	0.10	1.475	0.141
Satisfaction	3.82	0.90			
H1d: Variety of accommodation					
Expectation	4.01	0.88	0.21	4.210	0.000*
Satisfaction	4.22	0.77			
H1e: Quality of accommodation					
Expectation	4.22	0.78	0.09	1.948	0.520
Satisfaction	4.31	0.77			

Note: \*  $p < .05$

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly higher than expected in the attractiveness of beaches, availability of space on beaches, and variety of accommodations. The result also shows that there is no significant difference between the

expectation and satisfaction of senior tourists visiting Andaman concerning the attributes of facilities provided on beaches and quality of accommodation. Therefore, H1a, H1b, and H1d are accepted.

### The Gap in Logistics and Safety

H2: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning logistic and safety factors.

**Table 4: Paired sample t-test and the Gap in Logistic and Safety**

Attributes	Mean	SD	Gap	t-value	P-value
H2a: Network of local transport within Phuket					
Expectation	3.90	0.91	-0.2	2.883	0.004*
Satisfaction	3.70	0.98			
H2b: Safety of traffic					
Expectation	4.11	0.79	-0.44	7.109	0.000*
Satisfaction	3.67	0.97			
H2c: Signposting to tourist attractions					
Expectation	3.99	0.84	-0.24	4.333	0.000*
Satisfaction	3.75	0.91			
H2d: Overall safety and security while travelling					
Expectation	4.37	0.73	-0.10	2.594	0.100
Satisfaction	4.27	0.73			

Note: \*  $p < .05$

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly lower than expected in cases of the network of local transport within Phuket, the safety of traffic, and signposting to tourist attractions. The result also shows that there is no significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning the attributes of overall safety and security while travelling. Therefore, H2a, H2b, and H2c are accepted.

### **The Gap in Food and Hygiene**

H3: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning food and hygiene factors.

**Table 5: Paired sample t-test and the Gap  
in Food and Hygiene**

Attributes	Mean	SD	Gap	t-value	P-value
H3a: Variety of local food					
Expectation	4.02	0.88	0.16	3.389	0.001*
Satisfaction	4.18	0.84			
H3b: Taste of local food					
Expectation	4.06	0.85	0.09	1.681	0.094
Satisfaction	4.15	0.86			
H3c: Availability of fresh seafood					
Expectation	3.95	0.98	0.17	3.208	0.001*
Satisfaction	4.12	0.88			
H3d: Hygiene of food					
Expectation	4.33	0.79	-0.40	7.361	0.000*
Satisfaction	3.93	0.87			
H3e: Overall cleanliness of the destination					
Expectation	4.28	0.79	-0.25	4.958	0.000*
Satisfaction	4.03	0.84			

Note: \*  $p < .05$

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly higher than expected in cases of a variety of local food and availability of fresh seafood. Meanwhile, it is lower than expected

in cases of food hygiene and overall cleanliness of the destination. The result also shows that there is no significant difference between the expectation and satisfaction of senior tourists visiting Andaman regarding the taste of local food. Therefore, H3a, H3c, H3d, and H3e are accepted.

### The Gap in Attractions and Activities

H4: There is a significant difference between the expectations and satisfaction of senior tourists visiting Andaman concerning attractions and activities.

**Table 6: Paired sample t-test and the Gap in Attraction and Activities**

Attributes	Mean	SD	Gap	t-value	P-value
H4a: Variety of tourist attractions					
Expectation	3.81	0.98	0.24	4.582	0.000*
Satisfaction	4.05	0.84			
H4b: Temples and cultural attractions					
Expectation	3.79	0.99	0.34	7.108	0.000*
Satisfaction	4.13	0.81			
H4c: Availability of touring services nearby tourist attractions					
Expectation	3.92	0.83	0.02	0.391	0.696
Satisfaction	3.94	0.85			

Attributes	Mean	SD	Gap	t-value	P-value
H4d: Variety of leisure activities					
Expectation	3.84	0.86	0.04	0.986	0.325
Satisfaction	3.88	0.85			

Note: \*  $p < .05$

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly higher than expected in cases of a variety of tourist attractions, and temples and cultural attractions. The result also shows that there is no significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning the attributes availability of touring services nearby tourist attractions and a variety of leisure activities. Therefore, H4a and H4b are accepted.

### The Gap in Price and Value for Money

H5: There is a significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning price and value for money factors.

**Table 7: Paired sample t-test and the Gap in Price and Value  
for Money**

Attributes	Mean	SD	Gap	t-value	P-value
H5a: Prices of food and beverages					
Expectation	4.00	0.79	-0.10	1.596	0.111
Satisfaction	3.90	0.98			
H5b: Prices of local transport					
Expectation	3.87	0.92	-0.25	3.662	0.000*
Satisfaction	3.62	0.98			
H5c: Overall value for money of the trip					
Expectation	4.27	0.73	-0.10	2.201	0.28
Satisfaction	4.17	0.79			

*Note: \* p < .05*

The result of the paired sample t-test shows that mean values of satisfaction on the destination attributes are significantly lower than expected in cases of prices of local transport. The result also indicates that there is no significant difference between the expectation and satisfaction of senior tourists visiting Andaman concerning prices of food and beverages and the overall value for money of the trip. Therefore, H5b is accepted.

## Discussion and Conclusion

Based on this study, the findings revealed that senior tourists visit Andaman provinces in Thailand primarily for leisure. To access the destination, planes were the primary mode of their transportation. The length of their stay varies from each individual, and it depends on the time permitted; this is in line with the previous findings stressed by Bai et al. (1999) and Zielinska-Szczepkowska (2021), who presented that the length of a senior tourist's trip can range from 1 to 3 nights, 4 to 7 nights or even up to 10 nights. However, they would stay longer than youngsters, as supported by Alén et al. (2014) and Liew et al. (2021), who stated that senior tourists would travel longer periods and at greater distances. They preferred to travel with a travel company by purchasing a tour package, as the study done by Batra (2009) mentioned that a tour package was an option preferred by senior tourists. It was mainly for convenience and security reasons (Patterson, 2007).

Moreover, the findings also revealed the senior tourists' perception of the destination. In the context of the study, there are five key destination attributes investigated to identify the expectation and satisfaction perceived by the tourists on those destinations' attributes. With this regard, gap analysis and hypothesis testing were approached.

Attribute 1: beaches, accommodation, and facilities. The findings showed that the senior tourists were satisfied with the attributes since the mean values of the satisfaction were higher than expected. The finding also found that there is no significant difference ( $P \geq 0.05$ ) between the expectation and satisfaction of senior tourists visiting Andaman concerning facilities provided on beaches and the quality of accommodation.

Attribute 2: logistics and safety. The findings revealed that the destination could not fulfil the tourists' expectations as the negative gap statistically existed in all sub-attributes. It can be indicated that senior tourists put high expectations on logistics and safety, as Gnanapala (2015) stated that tourists would prefer to visit secure destinations. However, hypothesis testing found no statistically significant difference ( $P \geq 0.05$ ) in overall safety and security while travelling.

Attribute 3: food and hygiene. The findings showed that the tourists were fulfilled with their expectations in some dimensions, such as a variety of local food and the availability of fresh seafood. However, in terms of food hygiene and the overall cleanliness of the destination, these were below their expectation. Food and hygiene have become a primary concern for senior tourists since they are often at a high risk of food safety problems (Poolklai, 2015).

Attribute 4: attractions and activities. The findings presented that the senior tourists were satisfied with this attribute as the positive gap presented. Moreover, it was partially supported by the hypothesis testing, which found that there is no significant difference ( $P \geq 0.05$ ) in two sub-attributes; the availability of touring services nearby tourist attractions and a variety of leisure activities. Attractions are a significant factor for tourists in the destination selection process. The variety of attractions and activities significantly influences tourists' perception, which enhances their satisfaction levels.

Attributes 5: price and value for money. The findings illustrated that the senior tourists felt that the price charged for food and beverages, local transportation, and overall value for money for the trip was unreasonable. It could be observed that the mean value of satisfaction was lower than expected. However, the hypothesis testing found that there might be no significant difference ( $P \geq 0.05$ ) in the prices of food and beverages and the overall value for money of the trip. Gnanapala (2015) stated that most tourists were sensitive to price and paid more attention to the pricing and the value for money. It is imperative to take actions to regulate and control the price to ensure that overcharge does not occur.

In conclusion, there are five key destination attributes investigated. The findings found that the senior tourists had a

positive perception towards the beach, accommodation, facilities, variety and taste of local food, attractions, and activities. In contradiction, the negative perception has occurred in the following attributes; logistics and safety, food hygiene, overall cleanliness of the destination, and price and value for money.

Regarding the results of this study, the implications are found from both theoretical and practical standpoints. From the theoretical standpoint, it provides insightful information for the expectation and satisfaction of senior tourists' perception of the destination products. It would enrich the current literature on this topic to enhance the understanding of senior tourists' expectations and influential factors contributing to their satisfaction. In terms of practical or managerial standpoints, the findings would benefit local authorities, marketers, and policymakers to design strategies or find methods to fulfil senior tourists' expectations and increase their satisfaction. In addition, the result can play an essential role in retaining the tourists and developing their loyalty to the destination. Moreover, the case of Andaman Provinces would be applied to other beach destinations with similar characteristics to the Andaman provinces in Thailand to respond to the demand of senior tourists or any destinations targeting senior travellers.

For future research, the cross-cultural examination can be further investigated to assess a particular senior tourist group since

different cultures may have different demands. In addition, comparing senior tourists' travel behaviour, preference, and attitude between pre-Covid-19 and post-Covid-19 pandemic may derive some significant changes that the practitioners and relevant parties must consider for product and destination development.

## References

- Ahmad, R. (2002). The older or ageing consumers in the UK: Are they really that different?. *International Journal of Market Research*, 44(3), 337-360.  
<https://doi.org/10.1177/1470785302044003>
- Alén, E., Domínguez, T., & Losada, N. (2012). *New opportunities for the tourism market: Senior tourism and accessible tourism*. In Kasimoglu, M. (Ed.). *Visions for global tourism industry-creating and sustaining competitive strategies*. Rijeka, Croatia: In Tech.
- 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.  
<https://doi.org/10.1016/j.annals.2014.08.002>
- Aliman, N., Hashim, S., Wahid, S., & Harudin, S. (2014). Tourist expectation, perceived quality and destination image: effects on perceived value and satisfaction of tourist visiting Langkawi island, Malaysia. *Asian journal of business and management*, 2(3), 212-222.

<https://www.ajouronline.com/index.php/AJBM/article/view/1397>

Bai, B., Smith, W., Cai, L. A., & O’Leary, J. T. (1999). *Sensitive senior market: Looking at travel behaviors*. In K. Chon (Ed.), *The practice of graduate research in hospitality and tourism*. New York: Haworth Hospitality Press.

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. DOI: 10.1080/15256480903088105

Borges Tiago, M., Couto, J., Tiago, F., & Dias Faria, S. (2016). Baby Boomers Turning Grey: European profiles. *Tourism Management*, 54, 13-22.  
<https://doi.org/10.1016/j.tourman.2015.10.017>

Cleaver, M., Muller, T. E., Ruys H. F. M., & Wei, S. (1999). Tourism product development for the senior market, based on travel motive research. *Tourism Recreation Research*, 24(1), 5-11.  
<https://doi.org/10.1080/02508281.1999.11014852>

Del Chiappa, G., Kazaminia, A., & Jafari, J. (2013). Seniors’ Travel Constraints and Their Coping Strategies. *Journal of Travel Research*, 54(1), 80-93.  
<https://doi.org/10.1177/0047287513506290>

- Gitelson, R. J., & Crompton, J. L. (1983). The Planning Horizons and Sources of Information Used by Pleasure Vacationers. *Journal of Travel Research, January, 21(3), 2-7.* <https://doi.org/10.1177/00472875830210030>
- Gnanapala, W. K. A. (2015). Tourists Perception and Satisfaction: Implications for Destination Management. *American Journal of Marketing Research. 1(1), 7-19.*
- Horneman, L., Carter, R. W., Wei, S., & Ruys, H. (2002). Profiling the senior traveler: an Australian perspective. *Journal of Travel Research, 41(1), 23-37.* <https://doi.org/10.1177/00472875020410010>
- Huang, L., & Tsai, H. (2002). The Study of Travel Consumer Behavior of the Mature Market. *Tourism Management Research, 2(1), 79-100.*
- Jang, S., & Wu, C. (2006). Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors. *Tourism Management, 27, 306-316.*
- Liew, S. L., Hussin, S. R., & Abdullah, N. H. (2021). Attributes of senior-friendly tourism destinations for current and future senior tourists: An importance-performance analysis approach. *SAGE Open, 11(1), 1-19.* <https://doi.org/10.1177/2158244021998658>

- Millan, A., & Esteban, A. (2004). Development of a Multiple-item Scale for Measuring Customer Satisfaction in Travel Agencies Services. *Tourism Management*, 25(5), 533-546.
- Ministry of Foreign Affairs, Thailand. (2017). *Tourism Industry in Thailand*. <https://www.rvo.nl/sites/default/files/2017/06/factsheet-toerisme-in-thailand.pdf>
- Patterson, I. (2007). Information sources used by older adults for decision making about tourist and travel destinations. *International Journal of Consumer Studies*, 31, 528–533.
- Pederson, B. (1994). Future Seniors and the Travel Industry. *Hospitality Review*, 12(2), 59- 70.
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimensions of Tourist Satisfaction with a Destination Area. *Annals of Tourism Research*, 5(3), 314-322.
- Poon, A. (1994). The new tourism revolution. *Tourism Management*, 15(2), 91-92.
- Poolklai, S. (2015). Food safety in Thailand: A case of international senior tourists. *Procedia - Social and Behavioral Sciences*, 197, 2120-2124.  
<https://doi.org/10.1016/j.sbspro.2015.07.334>
- Prayag, G. (2012). Senior Travelers' Motivations and Future Behavioral Intentions: The Case of Nice. *Journal of Travel & Tourism Marketing*, 29(7), 665-681.

- Sniadek, J. (2006). Age of seniors – a challenge for tourism and leisure industry. *Studies in physical culture and tourism*, 13, 103-105.
- Stevens, B. F. (1992). Price Value Perceptions of Travellers. *Journal of Travel Research*, 31, 44-48.
- United Nations, Department of Economic and Social Affairs, Population Division. (2015). *World Population Ageing 2015*.  
[http://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2015\\_Report.pdf](http://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2015_Report.pdf)
- Wang, D. (2018). *A Study on the Evaluation of the Elderly Tourism Service Quality in Tourism Destination---A Case Study of Xishuangbanna* (Postgraduate). Zhengzhou University, China.
- World Population Dashboard. (2019). *Population*.  
<https://www.unfpa.org/data/world-population-dashboard>
- World Tourism Organization (WTO). (2001). *Tourism 2020 Vision*.  
<https://www.eunwto.org/doi/book/10.18111/9789284403806>
- World Travel and Tourism Council. (2018). *Travel and Tourism Economic Impacts 2018*. <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries2018/thailand2018.pdf>

Zielinska-Szczepkowska, J. (2021). What Are the Needs of Senior Tourists? Evidence from Remote Regions of Europe. *Economies*, 9(148), 1-22. <https://doi.org/10.3390/economies9040148>