

## Potential Development of Slow Tourism Suitable for the Elderly in the Central Chao Phraya Basin Area Ayutthaya, Ang Thong, Sing Buri Provinces

<sup>[1]</sup>Phrapalad Raphin Buddhisaro

<sup>[2]</sup>Anek Yaiin

<sup>[3]</sup>Phra Komsan Jalearnwong

<sup>[4]</sup>Direk Duangloy

<sup>[5]</sup>Mallika Phumatana

<sup>[1]</sup> <sup>[2]</sup> <sup>[3]</sup> <sup>[4]</sup> Mahachulalongkornrajavidyalaya University

<sup>[5]</sup> Nakhon Sawan Rajabhat University

E-mail: raphind@yahoo.com

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### ABSTRACT

*Potential development of slow tourism suitable for elderly in the Central Chao Phraya Basin, 2) to study and analyze behaviors, attitudes, motivations and needs for Slow Tourism of the elderly in the Central Chao Phraya River Basin area. Slow tourism in the middle of the Chao Phraya River Basin is suitable for the elderly. Qualitative research was conducted by using documents, research, interviews and participatory observations, and then proposed in the form of essays. The results showed that: 1. The study found that tourist attractions in the central Chao Phraya River Basin area which refers to the provinces of Phra Nakhon Si Ayutthaya, Ang Thong, Sing Buri provinces being mostly religious tourist attractions which means temples, ancient sites and important historical places. When exploring the overall picture, there are still conditions that are not very ready for design reasons and the development of the potential for Slow Tourism management has not yet been designed suitable for the elderly or designed in a way that aligns with a specific audience which means the elderly. Therefore, the results of the survey of places are tourist attractions. Therefore, spaces are arranged in a collective group, which is not specific to any group, however, there may be some places or places that are managed or designed to be in line with the target group, which is the elderly. But it's a small part. 2. Behaviors, attitudes, motivations and needs for slow tourism of the elderly in the central Chao Phraya Basin; Phra Nakhon Si Ayutthaya, Ang Thong, Sing Buri provinces, most of them are family-friendly in the area of religious tourism, both in the part of temples, ancient sites and important historical sites with an area not far from the city. The nature of the trip will be a family with a leader both tourist attractions travel elements suitable for the elderly but there are some things that still need to be improved, such as more tourist attractions. There is a sufficient connection between tourist attractions and attractions, and there are appropriate facilitations in accordance with the criteria of slow-paced tourism for the elderly. But overall, I am satisfied with the condition of the tourism area in Ayutthaya, Ang thong, Sing buri areas. 3. Guidelines for the potential development of slow tourism*

*in the Central Chao Phraya River Basin suitable for the elderly. Most of which are religious tourist attractions which means temples, ancient sites and important historical places When surveying the overall approach to development which still needs to be developed in various areas, both tourist attractions are still limited need to develop a variety of tourism resources in terms of areas and more activities developing activities that are diverse enough for the tourism target group and the development of civilization being adequate and appropriate to facilitate tourism for the elderly as well To support tourism without haste in the areas of Phra Nakhon Si Ayutthaya, Ang Thong and Sing Buri provinces under the pilgrimage activities, as the tourists in the interview group traveled to travel.*

**Keywords:** Tourist attractions, Central Chao Phraya Basin, Phra Nakhon Si Ayutthaya, Ang Thong, Sing Buri

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## Introduction

According to the population projections of Thailand for the years 2015 - 2030, it can be seen that the overall picture of Thailand is in a situation “Aging Society” and in the next 10 years will begin to enter the aging society completely as shown in research such as aging society completely: Effective Aging (Jutarat Sangthong, 2017), “Study and Development of Self-Esteem of the Elderly” (Chanaphat Limsuebchuea, 2010), “The Wisdom of the Elderly To support the organization of activities of the elderly club: a case study”, “The Elderly Club in the Network of the Council of Elderly Persons of Thailand” (Ladda Suthon, 2008), “Situation of the Thai Elderly 2015” (Foundation of Thai Gerontology Research and Development Institute, 2016), “Aging Society: Business Opportunities and Challenges” (Puangchompoo Jones, 2018) “Social Support for the Elderly Study Areas in the Northern Region” (Sasipat Yodphet, 1998).

For the elderly, recreation or entertainment which may be done alone or in a group in order to have a better quality of life both physically and mentally due to the fact that the elderly has various changes in the working system of the body, therefore, the concept of the campaign encourages tourist attractions in various regions, including overnight accommodation, temples, ancient sites (Tuanjai Nuchthian et al., 2019) to improve and develop the area to cover the characteristics according to the management principle of Slow Tourism, which is the concept of environmental design consisting of places, objects, everything in the physical environment to support the use of mass members in society (Akaravin Sasanaphithak, 2017) without having to design or create for a specific group of people whether female or male childhood or old age use your legs to walk or use a wheelchair. Such designs will emphasize the best interests of people in society together without limitations, such as making ramps, sidewalks and various buildings for disabled people who use wheelchairs or blocking walkways for the blind so that they can live comfortably and safely outside the home. The tourism management without haste (Slow Tourism) in order to increase the opportunity to access those attractions, both cultural attractions or tourist attractions ecosystem. At present, many provinces in Thailand have launched a campaign to promote being a model city for Slow Tourism management for access to tourist attractions for the elderly (Chokchai Suwetwatanakul, Kesara Sukphet, 2020). Slow Tourism management doesn't haste for elderly tourists to campaign to promote the development and improvement of such tourist attractions and promoting

tourism activities in the area. It is summarized as a policy recommendation for the implementation of relevant government agencies, namely: “ Department of Tourism Ministry of Culture Ministry of Social Development” and “ Human Security: The Elderly Association of Thailand Association of Persons with Disabilities of Thailand Entrepreneurs” of tourist attractions, temples, ancient sites, and relevant departments can apply the research results for tangible benefits. Efficiency and effectiveness become a body of knowledge to increase competitiveness and bring benefits to business. Tourism management is one of the key points for the development of tourist attractions in the region and in the heart of such necessity and necessity in the provinces of Phra Nakhon Si Ayutthaya, Ang Thong, Sing Buri provinces (Pranee Tanprayoon, Kitima Tamalee, 2018; Kan Chula, 2020; Chanintorn Sawanpakdee, 2018) is an area with many cultural and eco-tourism attractions. All of which are important in the history of the Thai nation, beautiful traditions and traditions according to Buddhism are worthy of conservation and cherish and should encourage people in the nation to feel a sense of attachment and cherish. There should be a campaign to promote tourism for people of all ages especially the elderly in order to increase the chances of reaching reduce social inequality. Therefore, the researcher wishes to study the tourist attractions in PhraNakhon Si Ayutthaya Angthong Singburi provinces (Wantanee Saenpakdee, 2019; Anucha Klomkliang and others, 2022; Jitapat Chaisit, Ladapa Pansuwan, Laphasawat KlaiSaeng, 2018) that has the potential to manage slow tourism (Slow Tourism) that is suitable for the elderly. In this study, the objectives were to study tourist attractions in the Central Chao Phraya Basin area that have potential in slow tourism management (Slow Tourism) that is suitable for the elderly using qualitative research methods, studying from documents, research, interviews and participatory observations, the researcher therefore wishes to conduct research on potential of Slow Tourism that is suitable for the elderly. There is a research plan to explore areas that are tourist attractions in the Central Chao Phraya River Basin in 3 provinces, namely; Phra Nakhon Si Ayutthaya, Ang Thong, Sing Buri provinces create a database of information about each potential tourist area according to the Slow Tourism management approach for elderly tourists to campaign and promote the development and improvement of such tourist attractions and promoting tourism activities in the area. It is summarized as a policy recommendation for the implementation of relevant government agencies, namely: “Department of Tourism Ministry of Culture Ministry of Social Development and Human Security The Elderly Association of Thailand Association of Persons with Disabilities of Thailand Tourism” operators temples, ancient sites, and related departments can use the research results for tangible benefits become efficient and effective until becoming a body of knowledge to increase competitiveness that can benefit the business. To study ways to develop the potential of slow tourism in the Central Chao Phraya River Basin is suitable for the elderly.

## Research Objectives

1. To explore tourist attractions in the Central Chao Phraya Basin area that have the potential to manage slow tourism that is suitable for the elderly.
2. To study and analyze behaviors, attitudes, motivations and needs for slow tourism of the elderly in the central Chao Phraya Basin.
3. To suggest guidelines for developing the potential of slow tourism in the Central Chao Phraya Basin area that is suitable for the elderly using qualitative research.

## Research Method

This research was conducted by studying from papers, research papers, interviews, and participatory observations, and then proposed in the form of essays.

## Research Results

1. Tourist attractions, tourist attractions in the Central Chao Phraya River Basin refers to the provinces of Phra Nakhon Si Ayutthaya, Ang Thong, Sing Buri provinces. Most of them are religious tourist attractions, referring to temples, ancient sites, and important historical places. When exploring the overall picture, there are conditions that are not yet ready for design reasons and the development of the potential for Slow Tourism management has not yet been designed suitable for the elderly or designed in a way that corresponds to the specific target group of the elderly. Therefore, the results of the survey of places that are tourist attractions are cultural areas, temples, ancient sites, and eco-tourism sites which is a design of a tourist area that includes all groups to travel as a whole, which is not specific to any group, however, there may be some places or some places designed to be in line with the target group, which is the elderly but it's a small part.

2. Behaviors, attitudes, motivations and needs for slow tourism of the elderly in the central Chao Phraya Basin, Phra Nakhon Si Ayutthaya, Ang Thong, Sing Buri provinces, most of them are family-friendly in the area of religious tourism, both in the part of temples, ancient sites and important historical sites with an area not far from the city. The nature of the trip will be a family with a leader, both tourist attractions travel elements suitable for the elderly but there are some things that still need to be improved, such as more tourist attractions. There is a sufficient connection between tourist attractions and attractions, and there are appropriate facilitations in accordance with the criteria of slow-paced tourism for the elderly. But overall, I am satisfied with the condition of the tourism area in the areas of Ayutthaya, Ang Thong, Sing Buri provinces.

3. Guidelines for developing the potential of slow tourism in the Central Chao Phraya Basin area that is suitable for the elderly. Most of which are religious tourist attractions refers to temples, ancient sites and important historical sites. When surveying the overall approach to development which still needs to be developed in various areas, both tourist attractions are still limited need to develop a variety of tourism resources in terms of areas and more activities develop activities that are diverse enough for the tourism target group and the development of civilization that is adequate and appropriate to facilitate tourism for

the elderly as well to support tourism without haste in Phra Nakhon Si Ayutthaya, Ang Thong and Sing Buri provinces under the pilgrimage activities.



**Figure 1** Organizing tourism for the elderly in the Chao Phraya River basin in the central region (picture of the research team)



**Figure 2** Development of tourist attractions and a place to facilitate the elderly and slow tourism in the Chao Phraya River Basin area in the central region (Picture of the research team)

## Conclusion and Discussion

1 . Tourist attractions, tourist attractions in the Central Chao Phraya River Basin Phra Nakhon Si Ayutthaya, Ang Thong, Sing Buri provinces are mainly religious tourism or other ecological tourism, referring to temples, ancient sites and historical sites. When exploring the overall picture, there are still conditions that are not very ready for design reasons and the development of the potential for Slow Tourism management has not yet been designed suitable for the elderly or designed in a way that aligns with a specific audience which means the elderly. Therefore, the results of the survey of places that are tourist attractions, it was found that the tourism area was designed collectively by the target group being the general public. Most of which are not specific to the elderly group at all, there may be some places or places that are managed or designed to be in line with the target group, the elderly. But it's a small part. As shown in comparison with the research of Phramaha Suthit Apakaro, et al. (2010) on "The Model and Network of Learning of Temple-Type Tourist Attractions in Thailand", Phramaha Boonphichet Chanmuang (2010) on "Tourism management in royal temples Donna in Rattanakosin Island or in the work", Patcharabot Rittam (2013) on "The Model of Religious and Cultural Tourism Management in Temples Reflected in the Tourism Resources in Buddhist temples", etc.

2. Behaviors, attitudes, motivations and needs for slow tourism of the elderly in the Central Chao Phraya Basin, Phra Nakhon Si Ayutthaya, Ang Thong, Sing Buri provinces, most of them are family-friendly in the area of religious tourism both in the part of temples, ancient sites and important historical sites with an area not far from the city. The nature of the trip will be a family with a leader both tourist attractions travel elements suitable for the elderly, but there are some things that still need to be improved, such as more tourist attractions. There is a sufficient connection between tourist attractions and attractions, and there are appropriate facilitations in accordance with the criteria of slow-paced tourism for the elderly. But overall, I am satisfied with the condition of the tourism areas in Ayutthaya, Angthong, Singburi areas which are consistent with the research of Wantanee Saenphakdee (2019) on “The Guideline for Tourism Management in Ayutthaya, a World Heritage City in The View of Entrepreneurs and Tourists” and the work of Anucha Klomkhang et al. (2022) in “Graphic Design and Illustration for Cultural Tourism Communication Ang Thong Province” and the work of Jitapat Chaiyasit, Ladapa Phansuwan, Lapatsawat Klaisaeng(2018) “Study of Factors Affecting Tourism Decision and Satisfaction of Tourists” who come to the market must visit Wat Phra Non Chaksi, Sing Buri province.

3. Guidelines for developing the potential of slow tourism in the Central Chao Phraya Basin area that is suitable for the elderly. Most of them are religious tourist attractions, referring to temples, ancient sites and important historical places. When surveying the overall approach to development which still needs to be developed in various areas, both tourist attractions are still limited need to develop a variety of tourism resources in terms of areas and more activities. There is a connection between the tourist areas, there is a transportation system, and there are a variety of creative cultural activities. Variety enough for tourism target audience and the development of civilization is adequate and appropriate to facilitate tourism for the elderly as well to support tourism without haste in the areas of Phra Nakhon Si Ayutthaya, Ang Thong and Sing Buri provinces under the pilgrimage activities, as the tourists in the interview group traveled to travel. This is consistent with the research of Pranee Tunprayoon, Kitima Tamalee(2018) “Tourism Management of Ayutthaya World Heritage City” or in the work of Chidchom Kanchula(2020) “Factors Influencing the Decision to Travel to Secondary Cities of Thai tourists:A Case Study of Ang Thong Province” and the work of Chanintorn Sawanpakdee(2018) .”Development of Cultural Heritage Tourism Routes in Sing Buri Province” who have studied and proposed ideas, some of which are in line with the research that requires the development of a variety of tourist attractions and in line with the context of tourism, especially the elderly must have a variety of tourism and consistent with the physical characteristics and life as well.



## Knowledge from Research



**Figure 3** The development of tourist attractions to support the aging society in the form of slow tourism

## Conclusion

Travel management for the elderly with these populations growing in proportion including a group with an increasing proportion of the population exploration of tourist attractions to lead to the design and a survey of satisfaction attitudes is the heart and such an important mechanism in order to benefit in terms of administration and management as a whole. That is called the development of tourist attractions for the elderly that aim for slow tourism and must be related to the place, activity, activity design to be conducive to the elderly group, food, lifestyle while traveling. All of these are tourism designs that aim to promote the well-being of the elderly as well.

## Recommendations

### Recommendations derived from research

From this research study as mentioned above, it can be seen that the process of promoting tourism is not yet unified. There is also a look that acts with high individuality. Both in the public sector, private sector and tourist attractions have not been planned or operated together in driving the cause.

1. There should be a master plan design in each province in regard to tourism management by government agencies with budget and private sectors or tourism management units such as owners of

cultural attractions such as temples or ancient tourist attraction care units including the community in jointly designing tourism to be diverse and meet the needs of the target group of tourism as a whole.

2. Driving for mutual practical results in terms of tourism components with clear target groups in terms of the tourism system. Tourism resources facilitate tourism in a manner that targets the elderly, for example, driving in the public and private sectors and area-based tourism management units.

#### **Recommendations for further research**

It should conduct holistic research on delayed tourism management in other areas to cover the entire country.

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