

Retirees' Motivation for wellness tourism activities: Thailand case study

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Abstract

Wellness tourism is one of the niche tourism market that are very important for all aged, especially for retirement group. Hence, the development of activities is to suit for this age group will be benefit for stakeholders at a destination related to wellness product and services. Interesting and right activity will add value and gave competitive advantage for retirement age group. Moreover, it helps to reduce health care if they have good health from attending an exercising in wellness activity. This study focuses on motivation of the retirement age group toward wellness activity. A qualitative approach was conduct using an in-depth interview technique for the data collecting process while content analysis technique was used to analyze data. Thirty-seven participants were interviewed during September 2020. A motivation theory was adapted for this study. The result revealed that attraction, safety, facilities, and service most affected the retirement age group to do more wellness tourism activities. This study provides knowledge for both theoretical and managerial contributions.

Keywords:

Wellness tourism development, Thailand retirement, Motivation, Retirement activities

1 Introduction

The tourism industry is one of the most important industries driving many countries, including Thailand's economy and society. Many tourism destination product and service can be developed to attract tourist, such as cultural, food tourism, adventure, community-based tourism, including wellness tourism. Many countries have their own unique and authentic resources to promote and development, such as Thailand has an advantage in health care services and the availability of wellness activity where some have been well manages, such as long distance running and trail running. However,

some activities still need to be created to suit with each target market, especially retirement wellness group. As a result, Thailand's wellness tourism industry tends to expand continuously and rapidly, such as Thai traditional massage which is a famous and popular activity all over the world (Jariyaratphaisarn, 2015).

Wellness tourism has been developed for the needs of potential people in a niche market, which is travel associated with the pursuit of maintaining or enhancing an individual's well-being, such as with thermal/mineral springs, Thai herbal steaming, spas, meditation, healthy eating, exercise/fitness, mind-body practices, and nature experiences, (Nimrod, 2008; Patterson, 2006; United Nations, 2015). Because wellness travelers tend to be high-spenders and favor experiences that are authentic and unique, they may help the destinations in mitigating the negative impacts of mass tourism or over-tourism (Global Wellness Institute, 2014).

According to the United Nation's report, over 100 years, 1950-2050, the proportion of the retirement sector to the world population will increase from 8.0 percent to 22.0 percent; for Asia, from 7.0 percent to 24.0 percent; while Thailand found that it will increase from 5.0 percent to 32.0 percent. The proportion of retirement in Thailand is increasing faster than Asia and the world (United Nations, 2017). In recent years, the retirement in the society around the world, including Thailand, has been increasing continuously, and this group has a different travel behavior pattern than others, such as emphasis on tourism and high-quality service, focusing on wellness activities that recovery body, mind, emotional, social and spiritual (Voigt et al., 2011).

Studying the motivation constructs of the retirement age group will affect the wellness tourism activities development to be appropriate for retirement, which is crucial and necessary for retaining and improving healthiness through the physical appearance, social interaction, emotional well-being, intellectual and spiritual retreat that motivate the retirement age group to more participate in wellness tourism activities (Patterson, 2006). In addition, it also reduces the expense in health care service if they have good health from attending wellness tourism activities (Ministry of Tourism and Sports, 2011).

Most early studies focused the attitude and values but not on wellness tourism activities for retirees, Hence, this study aims to bridge this gap, and based on this research gap this study attempts to focus on the motivation of the retirement age group for wellness tourism activities, including internal and external motivation constructs for attending wellness tourism activities; that is the starting point for an effort to gain the knowledge of retiree's motivation, specifically in wellness tourism among the retirement age group.

2 Literature Review

2.1 The concept of the retirement age group

Retirement refers to the time of life when one chooses to permanently leave work behind. The traditional retirement age is 65 in the United States and most other developed countries. Thailand's early retirement age is 50 and normal retirement age is 60, and many retirees have some kind of national pension or benefits system in place to supplement their incomes. Many people choose to retire when they are old or unable to work. People may also choose to retire when they are qualified for private or public pension benefits (Kagan, 2021). In this study, retirement can be defined as those who are both male and female, aged 60 years and over, are healthy and able to travel (Patterson, 2006). In addition, they also spend most of the time looking for their own happiness, whether doing wellness tourism activities that are suitable for themselves such as walking, Thai massage, cooking, Thai herbal steaming, meditation, and spas to maintain their own health, and also reduces the expense in health care service.

2.2 Motivation theory foundation for this study

Motivation is the basis for understanding why tourists behave in a specific way, because it reflects the intrinsic needs of each individual. Motivation is closely related to the benefits sought by tourists when they undertake tourism activities (Mill, 1992:17). In the reality, tourist's motivation can be very wide-ranging and complex. They might seek to satisfy not only one single need but also a number of distinct needs simultaneously (González & Bello, 2002). Hence, it is important to know what the main motivation is that drives tourists to travel. The components of motivation theory comprise of two constructs, including the internal motivation (Hettler, 1980) and the external motivation (Goffi & Cucculelli, 2012) related to wellness tourism activities.

2.1.1 Internal Motivation

The internal motivation construct consists of five factors to motivated retirement age group to participated in wellness tourism activities, referenced Hettler (1980) as follows:

Physical Appearance. The physical appearance is to promote the balance of physical activity, nutrition, and mental well-being to keep a healthy body weight without stress. It involves eliminating illness by adopting healthful habits while avoiding or minimizing risky behaviours of physical activity and reduced risk of disease, such as muscle building activities, aerobic, walking, dancing, Thai massage, herbal steaming, meditation, cycling, and low-sodium nutrition activities.

Social Interaction. It emphasizes a relationship with others and the environment and is an expression of participation or offering to the community, society, which represents the interdependence of people with and people with nature, and involves effective

communication, including creating a balance of yourself and integrating yourself into the community, social and the natural environment.

Emotional Well-being. The ability to understand and accept how you feel independently and interpersonally with others. It involves optimism, self-esteem, and self-acceptance. It is the process of showing awareness, being able to accept the feelings and opinions of the others that are diverse, and the ability to manage one's emotions according to reality.

Intellectual. This factor allows one to have an open mind or strong desire for new ideas, challenges, and experiences that can be applied to personal decisions, allowing you to become more mindful and better-rounded. It includes developing one's own skills and potential to be able to exchange the knowledge with others, such as using the Internet, making herbal medicine, and handicrafts etc.

Spiritual Retreat. The willingness to seek meaning and purpose in human existence; being open to diverse multi-cultural beliefs, religious faith, values, good morals and ethics that help guide your life. It allows you to appreciate your life experiences for what they are. For example, meditation, making merit, listening to dharma, and walking meditation etc.

2.1.2 External Motivation

The key components of wellness tourism activities in external motivation comprise four factors, as referenced by Goffi and Cucculelli (2012) and detailed below:

Attractiveness. It is an essential factor in persuading and motivating more tourists to visit. It is one of the first factors that tourists use as a guideline to travel or not. The attractions are usually different from each destination and depending on the tourist's personal interests. For instance, natural attractions: sea, waterfall, mountain, forest, and national park etc. (Buhalis, 2000). For examples of cultural-valued attractions: temples, historical parks, archaeological parks, and the ways of life that are unique from each community (Middleton, 1994).

Facilities: These facilities are very important is to provide the fundamental facilities and basic utilities needed to provide for tourists such as, water supply, electricity, telephones, toilets, hospitals, banks, as well as emergency tourist service centers (Dickman, 1996).

Safety: Safety is a key factor that influence tourist travel decisions. This includes the safety of activities and the safety of access etc. If any destination cannot respond to this requirement, tourists do not decide to travel or are not impressed with such destinations (Goffi and Cucculelli, 2012).

Service Quality: The readiness and willingness of service providers to be able to deliver the services that fulfil the tourist's needs is essential, and includes providing service with politeness, humility, and good manners, creating an impression and satisfaction for tourists (Edginton, 2004).

3 Methodology

3.1 Data Collection and Study area

This study used a qualitative approach as it enables received words or information to be used in the explanation of direct events, situations or experiences (Ponterotto, 2005), and helps researchers to better understand the complexity of phenomenon or situations. The data collecting process was by adopting an in-depth interview technique through a semi-structured interview that allowed for in-depth data, and which was easier than interviewing with clearly-specified questions. It clarified the details without information restrictions, and the results of the in-depth interviews were transcribed and interpreted by using content analysis technique. There was only open-ended question for guiding the interview and collected data was divided into two sections: section one, asks for the demographic profile of the retirees. The last section, questions comprise of motivation theory, including the internal and external components. The study was conducted during the peak of the COVID-19 pandemic, hence, the researcher asked for permission to conduct telephone interviews, they being conducted during September – November 2020. The phone calls were recorded. The participants in this study were employed from Thai retirement age group around Thailand by using snowball technique, a method in which researchers recruit initial samples to be in a study and then ask those initial samples to recruit additional samples to be in the study until the desired amount.

3.2 Participants of this study

The participants used in this study were retirement people aged 60 years and over who participated in wellness tourism activities in Thailand. The samples were chosen by using non-probability sampling with snowball sampling method. The size of the group to be interviewed for qualitative research should be 5 to 30 people (Nastasi & Schensul, 2005) or the interviews continued until repeated information is evident (Glaser & Strauss, 2009). In this study, the sample group consists of 37 participants. Most of the participants were female (22 samples = 59.46%) and the remaining male (15 samples = 40.54%). It can be said that they are essential for this study as they can provide in-depth information for this study due to the retirement trends growing and increasing into the future.

3.3 Data Analysis Procedure

The data were collected by using in-depth interview through a semi-structured interview. The researcher examined the data and proceed to the content analysis by interpreting the data into categories. Next, they were analyzed, synthesized and interpreted. Then, such data were compiled for presenting in a form of descriptive approach corresponding to questions in each section covering the research objectives and scopes (Chaisuparakul, 2015). The researcher classified each group of data, then, the data components were classified to organized coding and matched with the objectives. Due to the analysis of the results based on the literature review, the findings on this study can be applied to the development of tourism activities in the future.

4 Findings

4.1 Participant Profiles

The participant for this study were a retirement age group and were all Thai nationality. A total of thirty-seven participants were interviewed. There were more female participants than males, 22 females (59.46%), and the 15 males (40.54%). Age between 60-65 years (51.35%), followed by ages between 66-70 years (37.84%), age 71-75 years (8.11%), and age 76-80 years (2.70%). The majority were mainly retirees (51.35%), self-employed (32.43%), and housewife (16.22%) respectively. Overall average income levels were from Baht 20,001 – 30,000 Baht (35.14%), followed by the levels of Baht 30,001 – 40,000 (24.32%), Baht 15,001 – 20,000 (16.22%), Baht 40,001 – 50,000 (16.22%), and Baht 50,001 – 60,000 (8.10%). As shown in Table 1 below.

Table 1: Participant Profiles

No (RT)	Gender	Age	Occupation	Income (Baht)	No (RT)	Gender	Age	Occupation	Income (Baht)
1	Female	63	Retiree	30,001-40,000	20	Female	66	Self-employed	30,001-40,000
2	Female	78	Retiree	30,001-40,000	21	Male	71	Self-employed	20,001-30,000
3	Female	61	Retiree	30,001-40,000	22	Male	64	Self-employed	30,001-40,000
4	Male	65	Retiree	20,001-30,000	23	Female	65	Self-employed	50,001-60,000
5	Female	60	Self-employed	15,001-20,000	24	Female	62	Housewife	20,001-30,000
6	Male	68	Retiree	30,001-40,000	25	Female	74	Self-employed	20,001-30,000
7	Male	68	Retiree	20,001-30,000	26	Female	64	Housewife	15,001-20,000
8	Female	62	Self-employed	15,001-20,000	27	Female	61	Retiree	40,001-50,000
9	Female	73	Housewife	15,001-20,000	28	Female	65	Retiree	20,001-30,000
10	Male	70	Retiree	40,001-50,000	29	Female	66	Retiree	20,001-30,000
11	Male	64	Retiree	40,001-50,000	30	Male	68	Self-employed	20,001-30,000
12	Female	67	Housewife	20,001-30,000	31	Male	66	Retiree	40,001-50,000
13	Male	67	Retiree	20,001-30,000	32	Male	62	Self-employed	20,001-30,000
14	Male	68	Retiree	30,001-40,000	33	Female	61	Self-employed	40,001-50,000
15	Female	68	Retiree	50,001-60,000	34	Female	64	Housewife	15,001-20,000
16	Male	66	Retiree	20,001-30,000	35	Female	65	Housewife	20,001-30,000

17	Male	62	Retiree	50,001-60,000	36	Female	67	Self-employed	15,001-20,000
18	Female	63	Retiree	30,001-40,000	37	Female	60	Self-employed	30,001-40,000
19	Male	67	Retiree	40,001-50,000					

4.2 Internal Motivation

4.2.1 Physical Appearance

As for the question “What physical benefits do you receive from participating in wellness tourism activities?” the answer most given was “it improves health and strengthens the body and mind,” as mentioned by (RT5), saying, “Wellness activities makes a strong body with better immunity.” Likewise, some participant expressed: “All systems of the body are working properly, making the body healthier and more active in the various activities (RT27)”. In addition, the participant also commented: “Usually I have a knee pain due to obesity. When turning to wellness activities at first you will feel tight, tired, but after doing it for a long time, you will get used to it. The pain has disappeared. our weight is down, and we felt thinner (RT35).” Moreover, some participant said, “When I exercise or do activities it makes me sleep comfortably and deep sleep through the night (RT32)”.

4.2.2 Social Interaction

They were asked a straightforward question, “What social benefits have you gained from participating in wellness tourism activities?” the most participants said. “I met the new friends of the same age and I exchanged ideas and experiences (RT5; RT6).” Furthermore, one participant mentioned: “I met the people of different ages, various professions, and we exchanged knowledge with each other (RT29; RT33).” Additionally, some participants said, “It’s made me more punctual, there is always preparation for activities in advance (RT10.)” “Strictly respect rules and regulations when participating in activities for safety during one’s own activities (RT20).”

4.2.3 Emotional Well-being

As for the question “What emotional benefits have you gained from participating in wellness tourism activities?” all participants stated that it gave knowledge on how to control the emotions and be able to deal with the emotions more effectively, as one participant commented: “When you're stressed, when you come to do activities or exercise, you can set your breath, and manage with your emotions effectively (RT5).” Moreover, participants said, “When I was participating in wellness activities, it made me have positive thinking and think more systematically (RT26; RT29).” Likewise, the opinion of (RT35), saying: “In the past, I was a rather introverted person. When I came to check my health, I knew that I had diabetes and high blood pressure, causing

me to be stressed, so I had to turn to do wellness activities for my health. When I came to do exercise, my health has improved, relieved stress, and let me know how to deal with my emotions and stress, and make me more optimistic.”

4.2.4 Intellectual

When asked on “What intellectual benefits have you gained from participating in wellness tourism activities?” the participants gave a variety of answers. Most of the answers received were: *“In doing wellness tourism activities it increases concentration and consciousness because I have to set my mind to pay attention to the activity I am doing (RT5; RT31).”* This was supported by (RT36), who said, *“I make myself conscious all the time, because I have to be determined to breathe and concentrate on what I am doing without being distracted.”* In addition, some participants gave their opinion, as shown in an interview: *“When I participate in wellness tourism activities, it makes me a more reasonable person and more accepting of other peoples’ opinions (RT26).”* Similarly, another said, *“It makes me more rational, for example, acknowledging my own potential and competence in performing each type of wellness tourism activities as being different, without expecting anything beyond my own strength and ability (RT29).”*

4.2.5 Spiritual Retreat

As for the question “What spiritual benefits have you gained from participating in wellness tourism activities?” most of the information obtained from the interviews were calming the mind and release from conflict, as the opinion expressed by one participant: *“In wellness tourism activities the balance of physical and mental health made me calmer and let go of something that made me feel most uncomfortable (RT13).”* Also, the comment of (RT19): *“May my mind be calm, and always remember that nothing is eternal, everything is changing, let it all go.”* Moreover, one participant said, *“I can see more the truth of my life, the certain things can be uncertain at any time, so I have to do the activity to not live on carelessness but do it consciously (RT7).”* Participants stated: *“Everything we have done is beyond our control, don't worry about the changes that will happen, look at it as normal, for example, we do the wrong exercise. We just let it go and do it again. Understand it's nature, what you think is right may not always be correct. What you think is good can be the worst. If we can think like this, our life will be happy (RT16; RT17).”*

4.3 External Motivation

4.3.1 The attractiveness of wellness tourism activities

According to the data collection through an in-depth interview process of the retirement age group in a wellness destination, the participants when questioned, were asked: “What do you think is the attractiveness of the wellness tourism activities that you participate in and why?” For the attractiveness of wellness tourism activities the most answers given were that wellness tourism activities are characterized by being

physically and mentally healthy, and not easy to get sick, which was the same as the opinion of the participant who said, *“The highlight of wellness tourism activities is the promotion of both the physical and mental so to be strong, not easy to get sick, release stress, and escape from everyday life (RT27).”* this information is consistent with a participant (RT34), who explained: *“Wellness tourism activities is to make the body flexible and muscular in the part where we have health problems, relax muscles, practice breathing, and improve mental and physical health.”* In addition, the participant also commented on the highlights of wellness tourism activities, such as it allows people to meet and share experiences with others who are interested in health, including that it's not a very heavy activities, involves practiced breathing, and one can have fun, referring to some participants' responses, saying, *“It is an activity that makes me happy. I met friends who participated in wellness activities and gave me advice, and we exchanged experiences of wellness activities with each other (RT31).”* One participant said, *“It is an activity that can be done continuously and regularly, because it is not a very heavy activities and it makes me feel relaxed (RT13)”*.

4.3.2 *The important facilities while doing wellness tourism activities*

As for the question “Do you think what facilities that will influence your decision to participate in wellness tourism activities?” the participants considered the area of doing wellness tourism activities to be clean, spacious, not crowded, located in a suitable area and easily accessible. There was standard equipment for doing wellness activities that are not damaged and safe, as well as having food and beverage outlets and toilets. That was another important facility, because sometimes the participants need to use the restaurant or have toilet access but cannot do that due to, they don't have these to serve, or are insufficient, or even have difficulty into accessing those facilities, as well as parking spaces, which is important for the participants who bring their own cars. The parking places must be convenient and close to the activity area in order to facilitate the participants who come to do wellness tourism activities. In addition, the facilities that are important but lacking for the needs of the participants while doing wellness tourism activities were tables and chairs for relaxing during activities.

One participant highlighted: *“There should be sufficient clean tables and chairs for the participants in the wellness tourism activities area, including adequate lighting around the area (RT23).”*

4.3.3 *Activities safety*

When questioned “Do you think the wellness tourism activities that you do is safe for you and others or not and why?” most of the participants claimed that wellness tourism activities were very safe due to the guidance of instructors who know about those activities and can prevent accidents during the participation in wellness activity and have a hospital and health care centre nearby the wellness tourism activities area, which made them feel safe. On the other hand, some participants (RT5; RT6; RT10; RT11; RT27) said that wellness tourism activities were unsafe because during wellness tourism

activities the participants may need to use various equipment for doing wellness activity without any advice, which may risk accidents. Therefore, the security equipment, such as CCTV cameras should be installed around the area, including having security officers around the activity area for preventing danger or accident while doing wellness tourism activities and that participant should take care of themselves and their belongings.

4.3.4 *Service quality at the wellness tourism activities area*

Most participants gave their opinions about the service at the wellness tourism activities area, such as the wellness tourism activity area has experienced experts to guide how to do the activities. One participant's view: *"They have experts in wellness activity and the staff are very good at coordinating with each other, giving advice and exchanging knowledge and experience of the types of wellness activities we participate in, thus helping to reduce the chance of accidents (RT27)."* In addition, one participant also provided information that there were staff who can solve problems immediately while doing wellness activities. As the participant claimed: *"While doing wellness activities if there are any problems or a mistake is made there will be staff to give some advice, including helping to resolve problems immediately (RT11)."* Moreover, some participants gave information that the staff are polite and humble. As shown in an interview: *"The staff are warmly welcoming, friendly, polite, good-natured, and take care of everyone with close attention throughout the wellness activities (RT30; RT32)."*

5 Discussion and Conclusion

Currently, proportion of the retirement age group is being very high compared to the total of world population, hence it is clear that this group is very important to be considered to develop a health wellness tourism product and service, in turn they will stimulating the economy growth (Weinswig, 2016). There is also a tendency to increase steadily, from the results of the analysis of motivation constructs for doing wellness tourism activities of the retirement age group, as mentioned above. It can link to guidelines for wellness tourism activities for the retirement age group, starting from the internal constructs, it comprises five factors to motivated retirement age group to participate in wellness tourism activities.

Firstly, the physical appearance, it was found that most of the retirement age group came to do wellness tourism activities in order to have a healthy body and mind. It was in line with previous studies presented by Russ (2012), the most purpose for this issue was to improve the health, and strengthen the body and mind. Secondly, the social interaction, it was found that the majority was to make new friends and exchange knowledge and experience with each other, Consistent with the previous study's result of Kang and Russ (2009), it was found that the main purpose for this aspect aimed to create and maintain a healthy relationship with each other. Thirdly, the emotional well-being found; the retirement age group came to do wellness tourism activities because they want to be able to control and management their emotions effectively and consistency. Likewise, the previous studies by Torres (2018) contented that when doing

wellness activities, it gives an awareness and acceptance of others' feelings, and can control the mind and emotions. Fourthly, the intellectual it was found that most of the retirement age group participated in wellness tourism activities because they can do concentrate better in their daily life, being reasonable and understanding others better. This finding embedded with Zainab and Naz (2017) studied, the intellectual factor was essential for the well-being of older adults include exercise or doing activities such as reading books in an effort to share knowledge with others, and help with systematic thinking and planning. Fifthly, the spiritual retreat; it discovered that the retirement age group who participated in wellness tourism activities said that mostly they want to have spiritual retreat to join wellness tourism activities. For instance, for calming the mind and release from daily life conflict, to have mind control from meditation practice (breathing control), to see more about the truth of their life, accepting disappointment and loss, and to connect with nature. McMahon and Fleury (2012) supported, that the spiritual needs for seniors were also important in maintaining well-being as they age.

The spiritual factor involved in wellness activity can foster more positive thinking, and awareness of one's own condition, including discovery of the true self. Moreover, external constructs in this study affecting retiree's decision-making to participate a wellness tourism activities comprise four factors as follows: the attractiveness of wellness activity, facilities, activity safety and service quality. This finding is similar to the results of Zsarnoczky (2017), in tourism, whether particular service is related to tourism or other forms of service, safety regulations, the human attitude of those who provide service at the area, and the social environment are all significant in our decision-making process to do the activity. Similarly, Goffi & Cucculelli (2012) confirmed that the main things that attract tourists should be considered are: the road system and transportation, safety and security, tourist attractions, the communication system, restaurants and beverage, and the medical care facilities including the service at the destination. It can be summarized that the findings of this study revealed that the retirement age group focus on wellness tourism activities is effective of the physical factor, the emotional factor, the social interaction factor, the intellectual factor and the spiritual retreat factor simultaneously. In addition, the attractiveness of wellness activity, facilities, activity safety, including the service quality are also taken into account.

5.1 Theoretical and Managerial Contribution

This study provides both theoretical and managerial contribution. Firstly, the theoretical contribution that derived from this finding gives insightful for wellness tourism activities for retirees' motivation theory. The motivation model comprises of two constructs, including internal and external; for internal construct comprises five factors: physical appearance, social interaction, emotional well-being, intellectual and spiritual retreat. For example, physical appearance refers to wellness tourism activities will improve health and strengthens the body and mind to retirees. Social interaction

refers to the majority was to make new friends and exchange knowledge and experience with each other, more punctual, and strictly respect rules and regulations of social. Emotional well-being refers to wellness tourism activities be able to control and management their emotions effectively and consistency including positive thinking. Intellectual refers to wellness tourism activities result to concentrate better in their daily life, being reasonable and understanding others better. Lastly, spiritual retreat refers to mostly to join wellness tourism activities. For instance, for calming the mind and release from daily life conflict, to have mind control from meditation practice (breathing control), to see more about the truth of their life, accepting disappointment and loss, and to connect with nature.

For external construct comprises four factors: activity attractiveness, facilities, safety and service quality. Activity attractiveness are characterized by being physically and mentally healthy, and not easy to get sick. Facilities refers to wellness tourism activities area to be clean, spacious, not crowded, located in a suitable area and easily accessible. There was standard equipment that are not damage and safe, parking spaces, restaurants, toilet, as well as tables and chairs. Safety refers to wellness tourism activities were very safe because the guidance of instructors can prevent accidents and have hospital and health care centre nearby area. Finally, service quality at the area refers to wellness tourism activity area has to experienced experts to guide how to do the activities including have polite and humble staff can solve the problem immediately. As shown in figure 1 below.

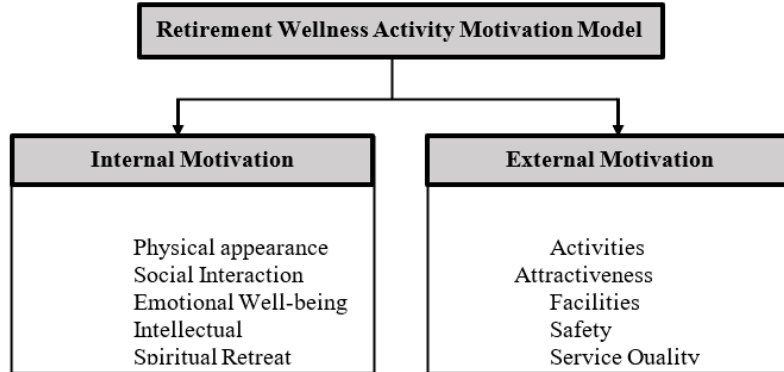


Figure SEQ Figure * ARABIC 1: Retirement Wellness Activity Motivation Model Source: Developed for this study

For the managerial contribution, all relevant stakeholders are involved for wellness tourism activity including both public and private sectors, and wellness tourism activities area can apply the results of this study as guidelines for developing wellness tourism activities or other forms of tourism as well. To motivate the retirees to do wellness tourism activities, all stakeholders must be concern about the wellness areas, activities equipment, and tourists' needs with good value for the money they pay. For example, how to develop activities to improve physical appearance, stakeholders must provide walking with easy access, and safe area. In addition, stakeholders should storytelling

about the unique of wellness tourism activities through online channel, such as Facebook or website, including words of mouth to create new knowledge and benefits for retirees to participate in wellness activities. Finally, providing the adequate of facilities, such as tables, chairs, toilet, handrail, footpath, including improves service quality of staff, and security, such as CCTV cameras, security officer should be to provide at destination to support retirees needs in the future. In terms of the academic sector, researchers can apply the results of this study to develop future research about wellness tourism activities in another sample group, or study on both tourists and entrepreneurs to make the information more reliable. Moreover, this information can be used for classroom learning when teaching the development of wellness tourism activities.

The limitation of this study is due to the data collecting process taking place during the COVID-19 pandemic, however, the researcher managed to obtain sufficient samples to perform data analysis for this study by telephone interviews instead.

5.2 Recommendation For Future Research

Future research should conduct research on the supply side or relevant stakeholders, both in the public and private sectors to expand new knowledge and new perspectives of the wellness tourism industry. In addition, future researchers should collect data from others group such as Millennials group (B.E. 1980-1997), generation Z group (After B.E.1997) or international tourist.

6 About the author

Author 1 now have the option to publish a biography together with the paper, with information such as MD/PhD degree, past and present positions, research interests, awards, etc. This increases the profile of the authors and is well received by international readers.

Author 2 now have the option to publish a biography together with the paper, with information such as MD/PhD degree, past and present positions, research interests, awards, etc. This increases the profile of the authors and is well received by international readers.

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