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# APPROACHES FOR THE DEVELOPMENT ON HOTEL BUSINESS SERVICE PROVISION STRATEGIES TO SUPPORT THE AGING SOCIETY: LESSONS FROM YALA, THAILAND

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**Abstract**

The aging society is one of the important issues that all sectors need to focus on. Similarly, the hotel business has to understand the tourism behavior, demands, or factors affecting the decision to choose accommodation of this elderly group. This research was therefore conducted and the data were collected from 399 tourists aged 60 years and over in Yala, Thailand. The data analysis discovered that most of these tourists like to travel in natural tourist attractions. They travel with their families by personal car. They stay overnight for 1-3 nights at their convenience. It is neither limited to weekdays nor weekend nor long vacation. Prior to the COVID-19 pandemic, they travelled about 1-2 times a year and stayed in the hotels with room rate less than 1,000 baht/night. The 7 service marketing strategy factors are all important for the tourists to make the decision on the accommodation choices at a high level. The factor of service provider, factor of product, and factor of physical features are considered very important as a top priority. Thus, the entrepreneurs need to develop service strategies in these areas, for example, selecting employees who have good personality, good dress, polite speech, and service-minded, paying attention to the cleanliness and hygiene of the hotel. These include the arrangement of environment and facilities for the elderly to meet their needs as well.

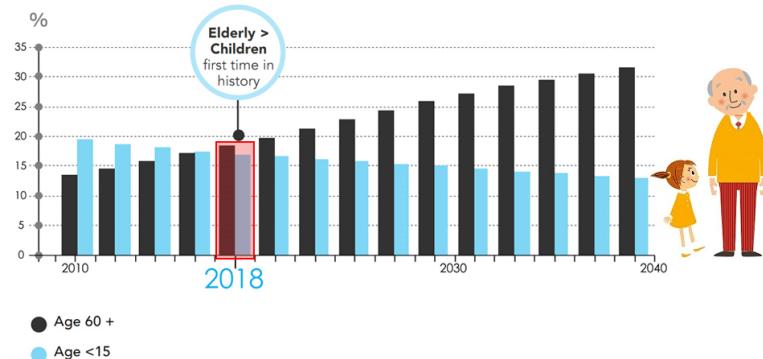
**Keywords:** Tourism, Tourists, Service Marketing Strategies, Hotels, Elderly People

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## Introduction

The changes in the structure of the world's population resulted from the advancement in medical science cause people to live longer. The death rate has decreased (Rakpuang & Senanuch, 2019). The term Aging Society became one of the most discussed contexts before the outbreak of COVID-19. (Organisation for Economic Co-operation and Development, 2001; Economic and Social Commission for Asia and the Pacific, 2017; Vaupel & Edel, 2017). In Thai society, Civil Service Journal, Year 60, Issue 4, published by Office of Research and Development of Personnel Systems, Office of the Civil Service Commission, in February 2018, raised the issue of "Public Sector and Preparation for Aging Society" as the main theme of the issue in order to enhance the readers to understand and realize the importance and necessity in preparing the organization to be ready to encounter this situation effectively (Editorial Team, 2018). All the articles in the mentioned journal started similarly by pointing out the situation of the increasing number of the elderly. Thailand has been encountering the aging society since 2005, when the proportion of the elderly population reached 1 in 10 (Chualek, 2018). The estimation is based on the information from various relevant agencies that this country will step into a completely aging society, that is, the proportion of the elderly was about 1 in 3 of the country's entire population around the year 2021 (Malee, 2018).

**Proportion of the Population under Age 15 and 60 Years or Over:  
2010 - 2040**



**Figure 1** Proportion of the Population under Age 15 and 60 Years or Over: 2010-2024  
Source: Foundation for Older Persons' Development (2015)

Department of Older Persons (2021), Ministry of Social Development and Human Security by the Division of Empowering the Elderly published an article on "Current aging society and the economy of Thailand", referred to the information, and forecast the same situation. The emphasis was placed that "We need to really turn our attention to the aging society of our country as well as affecting the overall economy of the nation." That means it is not just in terms of health and well-being (Tiaotrakul et al., 2019; Boonsong et al., 2020; Phanwichit, 2022), quality of life and welfares ( Sudsomboon, 2014; Whangmahaporn et al., 2018; Limaphant et al., 2019; Whangmahaporn, 2019; Chuachoonu et al., 2021) or occupation and livelihood (Chaiyapong et al., 2019; Sukpaiboonwat, 2019; Sangpud, 2021). The impacts make other sectors especially the entrepreneurs need to understand and adjust accordingly in a timely manner in order to meet the needs of customers with different demographic features, that is, of higher average age (Thosuwonchinda, 2013; Moongvicha, 2017; Malison, 2022). It will not be a threat but it will be a sustainable business opportunity in the future (Bhoyen, 2019). Similarly, Department of Older Persons (2022) by the Division of Older Persons Welfare Promotion and Rights Protection reiterated in the article of "Why the importance should be given to the aging society." From now on, the "products or services should support the current elderly customer

group to be ready to expand the market to the working age group who are ready to enter the aging population."

Although the elderly have physical conditions that mostly move slower, decrease in stability and easily get fatigue including being emotionally sensitive (Yamwong, 2014; Sangkakorn et al., 2015; Boonprasit et al., 2019), the physicians who specialize in elderly care view that traveling is very beneficial for physical health, mental health, and social well-being of the elderly (Manatwanich, 2022). Relevant sectors of Thailand have been adapted to accommodate the trend of entering an aging society by adjusting products and services to meet the needs of the aging society for a while. For example, for Centara hotels and resorts, the executives expressed their views that "The hotel is aware that the trend of aging society is coming soon. Therefore, planning to renovate the old hotel or build a new hotel will bring this trend into the hotel design plan as well. However, the preparation of existing hotel facilities to better accommodate the elderly population should be done with a hotel located in a location where the elderly are popular to stay first. As for destinations that may be inconvenient for the elderly, they may not have been done yet." For Accor Group in the Southeast region, the executives have given an interview that "New hotels or hotels under construction have added facilities for guests with special needs, such as wheelchair access, anti-slip mat in bathroom, short-haired rugs to make it easier for walkers to use, grab bar in the bathroom, etc. The restaurant in the hotel will offer a special menu added with healthy food service. Especially, at the restaurant in Novotel Hotel, there is a food exchange concept focusing on selecting organic ingredients for cooking and offering a variety of healthy menus to customers such as vegetarian dishes, low sodium and gluten-free food," etc. (Jiraratchanirom, 2016).

Under the clear condition that the elderly tourists are a potential target group for tourism businesses (Watthanakamonchai & Yim-on, 2010), the trend of elderly tourism is raised to be the number 1 tourism market trend at least since the beginning of 2020 (Department of Older Persons, 2020). However, the study of Prasongthan et al. (2021) indicated later that there are also some tourism limitations in terms of structure. The facilities in tourist attractions are not conducive to serving the elderly and lack of information about travel and recreational tourism activities. This group of tourists still has the intention to go out to travel at a high level.

The research articles of Boonmeesrisanga et al. (2014) and research papers of Kanna & Klangrahat (2017) helped build some basic understanding about patterns and tourism behavior of elderly tourists in the case of Hua Hin District, Prachuap Khiri Khan Province. It was later expanded by Sutinyamanee (2019) about the factors affecting the decision to choose the travel style of the elderly in the area of Bangkok and the vicinity.

In terms of specific hotels, Bootsaranon & Sudsomboon (2018) attempted to suggest a broader approach about hotel development. Chuapung et al. (2018) addressed more specifically the management of hotel services. Serivichayawadi & Mayuree (2017) addressed the hotel environment. Thongpoon (2021) mentioned the facilities while Pongthana et al. (2022) mentioned both the physical environment and accommodation facilities.

This research was therefore undertaken to fill existing knowledge gaps. The current data on the behavior and patterns of tourism of elderly tourists and their opinions about the service marketing factors that play a part in their hotel selection decisions were explored to provide approaches for the development of hotel service strategies to support elderly tourists in the future.

## **Literature Review**

### **Service Marketing Strategies**

Marketing Mix refers to the marketing tools used by businesses to achieve their marketing objectives. These marketing tools are known as the 4P's (Kotler & Andreasen, 1991; Kotler, 1997; Solomon et al., 2006; Helen & Stan, 2011) comprising four marketing mixes; Product,

Price, Place, and Promotion. Later, 3 additional variables were developed including People, Physical Evidence, and Process in accordance with the important concept of modern marketing, especially with the service business. It is therefore called as the new name of 7P's marketing mix which are essential components of any strategy. In the marketing of service business, it is necessary to organize the mix of each aspect to suit different business and industry environment (McCarthy, 1960; Kotler & Armstrong, 1996; Kotler, 2000; Etzel et al., 2007; Armstrong & Kotler, 2009; Mas & Nanik, 2017).

- 1) Products refer to products that sellers offer to meet the needs of customers. Products are generally divided into two categories; tangible products and intangible products. The service products are considered intangible products.
- 2) Price means the value that must be paid to get the product/service or is it a value that the customer perceives in order to benefit from the use of the product/service worth the money paid. Or it refers to the value of a product or service which includes various conditions that was set up for use in receiving payment for goods. The price is the customer's cost. The customer will compare the value of the product with the price, so the pricing strategy must be based on value. It is what determines the value in exchange of goods or services in terms of money. It is the part about pricing methods, policies and strategies in pricing. The perceived value to the customers must be taken into account. The pricing strategies are situations, conditions, and forms of competition in the market including direct and indirect costs.
- 3) Place mean distribution channels for goods or services including how to bring that product or service to consumers in order to keep up with the demand. There are some criteria to consider who the target audience is and how the products or services should be distributed to consumers in order to be very appropriate.
- 4) Promotion is one of the important tools for communicating information between sellers and buyers of services with the purpose of informing news or inducing attitudes and behaviors to make a decision to use the service. The suitability for customers is considered. The tools used in marketing communications for marketing promotion services may be done in 4 ways, which are called marketing promotion mixes or communication mixes consisting of 1) Advertising, 2) Personal selling, 3) Sales promotion, and 4) Publicity and public relation.
- 5) Person or employee means a person who is responsible for contacting customers, offering, the sales to encourage customers to have the intention and make a purchase decision. They will interact with and build a friendly relationship with customers for essentially ensuring customer satisfaction. Empowering the service potential of good personnel consists of a selection process, training, and motivation in order to create satisfaction for customers that are different from competitors which will lead to a competitive advantage.
- 6) Creation and presentation of physical evidence by trying to create Total quality management (TQM) or demonstrate the quality of service through the use of visible evidence such as decoration, cleanliness, dressing of employees, talking to customers, fast service, etc. These things are necessary to run a business, especially the service business that has to create quality.
- 7) Processes are activities related to regulations, methods and performed work in terms of services offered to users to make customers impressed or satisfied with.

### **Factors Related to Service Marketing Mix**

Numerous research results in service business similarly pointed out that demographic factors and behavior of service users correlate with the opinions of service users about the service marketing mix (Supornpraditchai, 2018; Bunjongmanee et al., 2019; Udomtummakul et al., 2020; Phat et al., 2021; Chaiyo et al., 2022). Similarly, the population factor and the behavior of tourists correlate with their opinions on the hotel service marketing mix (Pipitweeranund, 2016; Thaothong, 2019).

### Research Conceptual Framework

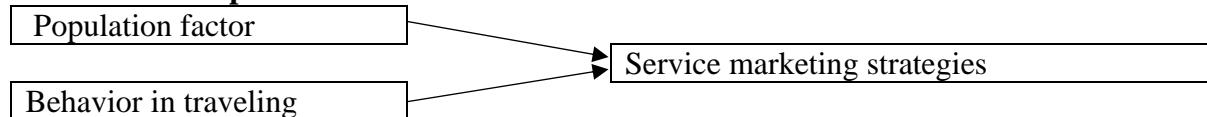


Figure 1 Research conceptual framework

## Research Methodology

### Population and Samples

The research population are elderly tourists aged 60 years and over, both residing in Yala, Thailand and tourists from other provinces. The exact number is unknown. The researcher therefore determined the sample in this study using the formula  $n = z^2/4e^2$  at the 95% confidence level. The sample size was 385 samples.

According to the data analysis results, it was found that most of the respondents were female (227 persons, representing 57%), aged between 60-64 years (226 persons, representing 57%) with education level below bachelor's degree (324 persons, representing 81%), having an average monthly income of not over 10,000 baht (226 persons, representing 66%), were retired (227 persons, representing 57%), used to be farmers (130 persons, representing 33%), and had the current source of income from occupation (182 persons, representing 64%).

### Data Collection and Data Analysis

The research tools are questionnaires created from the literature review. It was reviewed by 4 experts who were researchers and 3 elderly tourists to check the accuracy and content validity. The Item-Objective Congruence Index (IOC)  $> 0.80$  and the confidence test was performed with Cronbach's alpha value to obtain the confidence value = 0.907.

The researcher collected the data, distributed the questionnaires to elderly samples and collected the data via Google form. The questionnaires were sent online with a QR code via Line application to representatives of the elderly who were members of the elderly club in Yala Province chained to members and friends or acquaintances who met the conditions of further research. After submitting the online questionnaires, the researcher examined the number of questionnaire respondents and the completeness of the questionnaires every day. From online data collection, as the researcher took 5 weeks to obtain 399 sets of data, the receiving was ceased. The researcher analyzed the collected data by frequency distribution to find the percentage, mean, and standard deviation.

## Research Results

### Travelling Behavior of Elderly Tourists

Most of the elderly tourists like to travel to natural attractions (182 persons, representing 46%). Most of them travel with family (315 persons, representing 79%). The vehicle used for traveling is personal car (330 persons, representing 83%). Most of the overnight stays are 1-3 nights (367 persons, representing 92%). The time of travel is every chance as convenient (200 persons, representing 50%). The frequency of hotel stays before the COVID-19 pandemic was on average of 1-2 times per year (278 persons, representing 70%). Most of them spend on accommodation per night when traveling in Thailand on the average amount less than 1,000 Baht (226 persons, representing 57%).

### Opinions on the Marketing Mix Factors of Hotel Services for Elderly Tourists

The respondents agreed that the factors influencing the selection of tourist attractions at the highest level were Hotel service personnel factor ( $\bar{x} = 4.09$ ), Product factor ( $\bar{x} = 3.96$ ), Hotel physical factor ( $\bar{x} = 3.93$ ), Price factor ( $\bar{x} = 3.77$ ), Service process factor ( $\bar{x} = 3.73$ ), Place factor ( $\bar{x} = 3.65$ ), and marketing promotion factor ( $\bar{x} = 3.50$ ).

**Table 1** Service marketing mix factors affecting hotel selection of elderly tourists

Factors affecting hotel selection	$\bar{x}$	S.D.	Level
1) Product	3.96	0.89	High
2) Price	3.77	0.97	High
3) Place	3.65	1.20	High
4) Promotion	3.50	1.23	High
5) People	4.09	0.91	High
6) Process	3.73	1.08	High
7) Physical evidence	3.93	0.91	High
<b>Total</b>	<b>3.80</b>	<b>1.05</b>	<b>High</b>

The respondents agreed that the product factor had the greatest influence on the choice of hotels/accommodations including the cleanliness of the room ( $\bar{x} = 4.29$ ). The price factor affecting the selection of hotels/accommodations at the highest level included the worthy room price ( $\bar{x} = 4.04$ ). The place factor affecting the selection of hotels/accommodations at the highest level included being able to pay for booking the room through many channels ( $\bar{x} = 3.86$ ). The promotion factor affecting the selection of hotels/accommodations at the highest level included the free breakfast component ( $\bar{x} = 3.73$ ). The people factor affecting the selection of hotels/accommodations at the highest level included the employees have good personality, dress well, speak politely ( $\bar{x} = 4.31$ ). The process factor affecting the selection of hotels/accommodations at the highest level included various methods for booking accommodation and paying for accommodation such as cash, credit card, bank transfer, internet banking, money transfer via mobile application ( $\bar{x} = 4.09$ ). The physical evidence and presentation of the hotel had the greatest influence on the choice of hotel/accommodation including the atmosphere in the room/accommodation which is beautiful and comfortable ( $\bar{x} = 4.13$ ).

According to the aforementioned research results, the researcher would like to suggest the approaches for the development of service strategies of the hotel business in Yala Province in order to improve and prepare to accommodate elderly tourists as follows:



**Figure 2** Service strategies of hotel business for the elderly tourists in Yala Province

Product: What elderly travelers expect most from hotels and accommodations is the cleanliness of the accommodation. Regarding the arrangement of accommodation that is appropriate to

accommodate the elderly, the cleanliness and hygiene should be the first consideration. The factors of cleanliness and hygiene will directly affect the health of the elderly, whose physical condition and the body's immunity has deteriorated. The complete and sufficient in-room facilities and services suitable for the elderly should be provided. The location of the hotel must be appropriate and must be easy to travel so that the elderly can travel and stay at the hotel without getting tired.

**Price:** Most elderly travelers consider the value of the price they pay compared to the value they receive. From the results of this study, it was found that the elderly gave the most importance to value for money. Therefore, in order for the hotel to be able to retain customers, the price of the room and the value of the service should be reasonable. Room rates must be clearly displayed altogether with the procedures and payment methods. The room rates are available in various price levels. In addition, the results of the study indicate that the elderly place the least importance on setting prices that are cheaper than other places. It shows that the majority of elderly do not pay attention to cheap room rates. This is because most elderly people have income, purchasing power, and are willing to pay for the most valuable services.

**Place:** Hotels should have access to multiple booking and service information for sales opportunities. These can be booked through the internet and online systems such as Booking, Traveloka, Trivago, Agoda, etc. Marketing is the core of the hotel business. It can affect the success of the business. The same product may choose completely different distribution channels. The target group of customers is still the same group. Apart from marketing through online channels, the study also found that some elderly people are still accustomed to booking hotels in the same way by calling directly through the hotel. There are some who still use hotel booking services through tour companies. Thus, hotels should maintain the same sales channels.

**Promotion:** Management of sales promotion of tourism products for the elderly can be done in many ways, such as a promotion that focuses on the product by organizing direct promotion of in-person product familiarization. A number of strategies may be employed such as advertising, sales, prize draws, or special offers. Therefore, there should be appropriate promotional programs, price reductions, various tour packages, organizing social activities to be known to the general public and advertising the hotel through various media thoroughly.

**People:** As the elderly are the age that changes physically and mentally more than other ages obviously, it is necessary to have personnel who understand the service to the elderly (Ebersole & Hess, 1998; Keller & Fleury, 2000). This research result revealed that the elderly gave importance to the factor of service personnel at a high level in all components. From this reason, it is recommended that hotels should prepare service personnel. The staffs of the hotel should therefore have human relations, care and attention to customers throughout the service. They should have enthusiasm for the service provision with service skills to facilitate customers quickly without mistakes. The hotels should thus train service personnel in hotels to have knowledge and understanding of taking care of the elderly seriously in order to provide services and care for the elderly properly.

**Process:** In order to support the purchase process of elderly tourists, the hotels should have a variety of payment methods for booking rooms to facilitate the need for customers to make payments. The acceptance of registration and returning rooms should be fast. The reservation must be fast with special service channels for senior citizens to check in and check out. Sufficient staffs should be provided for servicing with speed and assistance upon request.

**Physical Evidence:** The physical appearance of the hotel is the main factor that allows the purchase of services to happen. The atmosphere in the hotel or accommodation will immediately create a feeling of satisfaction or dissatisfaction. From this study, it was found that elderly tourists paid high attention to physical characteristics in all components. This suggests that older travelers will expect a suitable hotel environment. It was held at a beautiful

accommodation, facilities, and rooms to be clean and comfortable as good place to relax. Buildings are constructed and equipment is arranged in the accommodation, taking into account the suitability of the elderly and always ready to use. The hotel's environment should be arranged to be well ventilated and the coolness of the air conditioning system should be appropriate, clean and comfortable with beautiful hotel decoration uniquely.

## Conclusion and Discussion

The research results revealed that the elderly tourists saw that the factors influencing the selection of tourist attractions in the highest level were factors related to people, product, physical evidence, price, process, place, and promotion.

When considering the factors in each aspect, it was found that the product with the greatest influence on the selection of hotels/accommodations included the cleanliness of the hotel/accommodation. For the arrangement of accommodation to be appropriate to support the elderly, the cleanliness and hygiene should be the first consideration. This is because the cleanliness and hygiene factor will directly affect the health of the elderly, whose physical condition and body immunity has deteriorated. In addition, the arrangement of equipment in the room for the elderly is another important issue. Sangkakorn et al. (2015) commented that having facilities and cleanliness in the special room for the elderly consisted of the mattress which was soft and fit the body. The bed and the chair should have a height that is suitable for sitting up, not too high, not too low. The height of the bed and chair should be at a level that when the elderly person sits, the feet can be placed on the floor at a perpendicular level. The room size must be suitable as the wheelchair-accessible bathroom with handrails sliding bathroom door and outside facilities including walkways, ramps, stairs and elevators.

When considering the price factor that affects the selection of hotels/accommodations at the highest level, it is found that elderly tourists place the most importance on the suitability of room rates. Callan & Bowman (2000) found that in the issue of tourists, the elderly expect the highest quality of hotel service and emphasize the value for money. The satisfaction in terms of value for all consumers inevitably comes from the comparison between expectations and prices paid. Kaewraweng & Kullachatteeratham (2019) found that satisfaction of tourists in terms of appropriateness of room rates and appropriateness of food and beverage prices affects the choice of hotel services. Sae-here (2015) found that consumers agree most in terms of hotel food and beverage prices appropriate and worth the money spent. The facilities of the hotel also have reasonable price.

The factor of distribution channels that influenced hotel/accommodation selection was at the highest level. This includes payment channels for booking multiple rooms. Nowadays, consumers have a choice to access service information through various channels. The consumers will choose to use channels that are suitable for their daily lives. The elderly nowadays have more access to online channels and they can use more electronic devices. Meanwhile, some elderly people are still accustomed to the same way of life. Therefore, there is a need for access to a variety of service and reservation information both calling and booking through online channels via websites or applications for booking services such as Booking, Traveloka, Trivago, Agoda, etc. These findings are correspondent with the research of Kaewraweng & Kullachatteeratham (2019) finding that tourists value booking rooms directly to the hotel and booking through a booking company including room reservations through the internet. The research of Sae-here (2015) finding that websites have information. The rooms and services are complete and clear. The website also has a very beautiful design.

Marketing promotion factors affecting hotel/accommodation selection at the highest level included the service of free breakfast. Nowadays, hotels and accommodations will offer consumers a wide range of service levels to suit their lifestyle and budget. As a result, there are many hotels that do not offer breakfast to their guests in order to keep the prices down. But in

the opinion of the elderly tourists, they want a hotel or accommodation to offer breakfast. Due to the physical condition that is not active in movement, they may not want to go out to find breakfast in a tourist attraction that is unfamiliar. It may not be convenient to have to go out to find breakfast outside the hotel or accommodation. In addition, the elderly should have their meals on time. If the hotel provides breakfast, it will be convenient for the elderly and meet the needs of elderly tourists.

The people factor in hotels affecting hotel/accommodation selection at the highest level included the employees who have good personality, dress well, speak politely, and have service-mindedness. Similarly, the findings of Sasuad (2017) revealing that hotel personnel and services are the number one priority for service provision. Food and safety are prioritized. Service are provided by staffs. Some elderly people may have inconvenient body movements. They may be fragile and emotionally vulnerable. They need safety. Some elderly people may have inconvenient body movement. Overall, muscular performance deteriorates with age (Miller, 2004). It can be fragile and emotionally sensitive. Therefore, they need to be closely taken care of by the personnel in the hotel (Ferrans & Powers, 1992). Having a good personality, dressing well, speaking politely can build trust in the elderly. The service mind in providing service with a smile always makes the elderly feel at ease and creates an impression on the elderly who use the service.

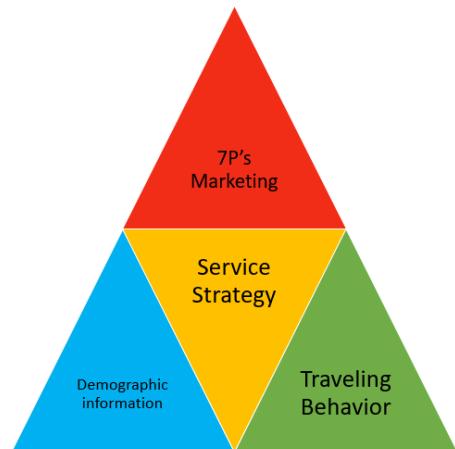
Hotel service process factors affecting hotel/accommodation selection at the highest level included a variety of methods for booking accommodation and paying for accommodation such as cash, credit card, bank transfer, internet banking, money transfer through the application. It can be easy to access to consumer sales information and able to close sales quickly. Thus, apart from creating a variety of channels to access sales information, hotels should facilitate customers by creating convenient channels for customers to easily pay for hotel reservations through convenient payment systems and various channels for closing the sale as quickly as possible. The component of providing wheelchair services for the elderly was the component that the sample gave the least attention to. The factor in the process of providing services was at a moderate level. This finding shows that most of the elderly tourists are elderly people who are physically strong and active, able to support themselves in daily life. However, they still needs close service from the hotel's personnel in case of help.

The factor of physical evidence of the hotel that influenced the choice of hotel/accommodation at the highest level included the atmosphere in the room/accommodation which is beautiful, comfortable, and has an environment suitable for the elderly. There are equipment to facilitate the elderly. Ananth et al. (1992) stated that older travelers need more amenities from hotels than younger tourists, such as the number of blankets, handrails in the bathroom, font size larger than normal in documents or signs. The elderly travelers have higher demand for hotel amenities than other groups of tourists. Due to physical changes in physical conditions that require special care, emotional changes and social distancing conditions, this creates an increased need to communicate with friends and family members. Therefore, hotels should be adapted by adding facilities responding the needs of elderly tourists in their entirety.

For the results of the aforementioned study on basic information, travel behavior, and factors in choosing accommodation of elderly tourists, the researcher has compiled the knowledge that will be beneficial to the hotel and accommodation business operators to be able to apply this knowledge to adapt or develop service strategies to meet the needs of elderly tourists which is the core of the marketing strategy to "respond to the needs of the target group of consumers to get maximum satisfaction" (McCarthy, 1960). When consumers are satisfied with the service, they will come back to use the service repeatedly (Proctor, 2005) or will tell about the experience of receiving the service. The group of consumers who are elderly tourists is a group that needs services that are different from other groups of consumers. If there is a word of service experience that is satisfactory, it will create confidence for the next consumer who will

come to use the service in the future. They will receive good service as expected under the price paid, so that the hotel/accommodation business will be able to provide services that meet the needs of customers. It is essential for entrepreneurs to study the real needs of target customers.

However, meeting the needs of elderly tourists based on the 7P's service strategy alone may not help businesses profit from their operations. Hotel business operators should also study basic information and travel behavior of opportunities and obstacles that businesses will face (Porter, 1985).



**Figure 3** Service strategies of hotel business for elderly tourists

### Suggestions

The study results revealed that elderly tourists do not have much income. They often choose accommodation that is not expensive. Therefore, hotel/accommodation business operators should set room rates at rates that are affordable to the elderly for them to make purchasing decisions easily. This will also stimulate business sales. In addition, with many limitations, most of the elderly choose to travel with their families by private car. Therefore, hotel/accommodation operators should provide accommodations with a suitable atmosphere for family vacations giving travelers of all ages a comfortable and enjoyable stay. This group of travelers place the most importance on hotel service personnel. This is because the elderly are the age that changes physically and mentally more than other ages obviously. It is necessary to have personnel who understand the care and attention a lot. Therefore, hotel/accommodation operators should focus on training their staff and customer service personnel to have knowledge and understanding of seriously serving the elderly as well as having a service mind to serve with courtesy making elderly tourists feel warm and comfortable to use the service.

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