



# 43rd EBES CONFERENCE - MADRID

## PROCEEDINGS - VOLUME II

**MADRID, SPAIN  
APRIL 12-14, 2023**

**(HYBRID with both in-person and online paper presentation)**

*Hosted by*

**Faculty of Economics and Business**



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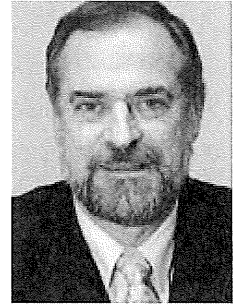
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EBES is a scholarly association for scholars involved in the practice and study of economics, finance, and business worldwide. EBES was founded in 2008 with the purpose of not only promoting academic research in the field of business and economics, but also encouraging the intellectual development of scholars. In spite of the term "Eurasia", the scope should be understood in its broadest term as having a global emphasis.



EBES aims to bring worldwide researchers and professionals together through organizing conferences and publishing academic journals and increase economics, finance, and business knowledge through academic discussions. Any scholar or professional interested in economics, finance, and business is welcome to attend EBES conferences. Since our first conference in 2009, around 16,600 colleagues from 102 countries have joined our conferences and 9,043 academic papers have been presented. *EBES has reached 2,917 members from 87 countries.*

Since 2011, EBES has been publishing two journals. One of those journals, ***Eurasian Business Review - EABR***, is in the fields of industrial organization, innovation and management science, and the other one, ***Eurasian Economic Review - EAER***, is in the fields of applied macroeconomics and finance. Both journals are published quarterly by ***Springer*** and indexed in ***Scopus***. In addition, EAER is indexed in the ***Emerging Sources Citation Index (Clarivate Analytics)*** and EABR is indexed in the ***Social Science Citation Index (SSCI)***. EABR has an Impact Factor of 3.574 (2021 JCR Impact Factor).

Furthermore, since 2014 Springer has started to publish a new conference proceedings series (***Eurasian Studies in Business and Economics***) which includes selected papers from the EBES conferences. The series has been recently indexed by ***SCOPUS***. In addition, the 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup>, 29<sup>th</sup> (Vol. 1) and 30<sup>th</sup> EBES Conference Proceedings have already been accepted for inclusion in the ***Conference Proceedings Citation Index - Social Science & Humanities (CPCI-SSH)***. Other conference proceedings are in progress.

On behalf of all EBES officers, I sincerely thank you for all your support in the past. We look forward to seeing you at our forthcoming conferences. We very much welcome your comments and suggestions in order to improve our future events. Our success is only possible with your valuable feedback and support!

I hope you enjoy the conference!

With my very best wishes,

Klaus F. ZIMMERMANN  
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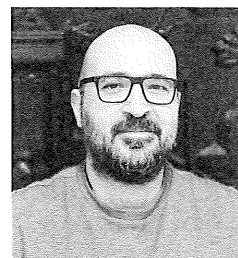
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## Welcome to the 43rd EBES Conference

We are excited to organize our *43rd EBES Conference* which will take place on April 12th, 13th, and 14th, 2023 in Madrid, Spain. The conference will be hosted by the Faculty of Economics and Business at the Universidad Complutense de Madrid with the support of the Istanbul Economic Research Association. The conference will be hybrid which will give participants the opportunity to join the conference either in person or virtually.



We are honored to have received top-tier papers from distinguished scholars from all over the world. We regret that we were unable to accept more papers. In the conference, 189 papers will be presented and 399 colleagues from 53 countries will attend the conference. We are pleased to announce that distinguished colleagues **Klaus F. Zimmermann** from *GLO* (Germany), **Dorothea Schäfer** from *DIW Berlin* (Germany), **M. Kabir Hassan** from *University of New Orleans* (U.S.A.), **Christopher A. Hartwell** from *Zurich University of Applied Sciences (ZHAW)* (Switzerland), and **Marco Vivarelli** from *Università Cattolica del Sacro Cuore* (Italy) will join the conference as invited keynote speakers.

Throughout the years, EBES conferences have been an intellectual hub for academic discussion. Participants have found an excellent opportunity for presenting new research, exchanging information and discussing current issues. We believe that our future conferences will improve further the development of knowledge in our fields. In addition, based on the contribution of the paper to the field, the *EBES Award Committee* has selected one of the papers for the *Best Paper Award*. The *Best Paper Award* winner will be announced during the conference.

On behalf of EBES, I would like to thank to all presenters, participants, board members, and keynote speakers. I am looking forward to meeting you in the conference and seeing you all again at the upcoming EBES conferences. *We appreciate your patience, partnership, support and understanding during these extraordinary times.*

Stay safe and healthy!

Best regards,

Ender Demir, PhD  
Conference Coordinator

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## **Bangkok**                      **Tourism model of Thai's elderly people in in the situation of Virus Covid-19**

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### **Abstract**

This research is a qualitative research aims to study tourism model of Thai's elderly people in Bangkok within the situation of Virus Covid-19. The objectives of this research included: 1) to study tourism model of Thai's elderly people in Bangkok in the situation of Virus Covid - 19 2) to study the demand of Thai's elderly people in Bangkok to decide tourist destination and other factors for travelling. Methodology is in-depth interview. Data were collected by interviewing Thai's elderly people in Bangkok amount 17 key informants. The research results found that Thai's elderly people in Bangkok within the situation of Virus Covid-19 they protect themselves with vaccination, use paper and clothes mask, use gel alcohol, use alcohol hand cleansing mist, and social distancing. Thai's elderly people in Bangkok decide the tourist destination is natural tourism such as seaside and mountain. Beside that another tourism model is religious tourism such as visit the temple for make a merit. Most of them decide to travel with family and friends by private car and some of them decide the airplane and car rent. The most of period time is three days two nights and four and five days. The expenditure support for travelling from their family and some of Thai's elderly people use the expenditure from pension. The 17 key informants are saturation point that most of them are woman and the model of Thai's elderly people in Bangkok within the situation of Virus Covid-19 they protect themselves with vaccination, use paper and clothes mask, use gel alcohol, use alcohol hand cleansing mist, and social distancing and Thai's elderly people key informants decide the tourist destination as natural tourism and religious tourism.

**Keywords:** Tourism model, Thai's elderly people in Bangkok, situation of Virus Covid 19, expenditure, natural tourism, religious tourism,

### **Introduction**

Currently Thai society is an aging society there is an elderly people about 15% of population due to the low birth rate and the total fertility rate. (Premsak Asakij, 2013) and Praveen Piman, Manassinee Boonmeesrisanga, 2016. Thai's elderly people means the elderly has sixty years old or older and Thai nationality. From definitions, it can be seen that a person who can become an elderly person under the laws of Thailand and will be entitled under the act this must be a person who is sixty years old or older and must be Thai nationality only. Means that the person who travel and work or migrate to Thailand can't have the right of welfare and assist from Thailand even they are tax payers of the state. (Royal institute dictionary, 2003). United Nations has defined the "elderly" as the population of both males and females who are over sixty years old, which is defined from the age of birth. The World Health Organization has not yet defined the elderly, the reason is that different countries around the world have different definitions of the elderly and the definitions are based on age of birth, social, culture and other.

Thai's elderly people in Bangkok are a group of tourists that should not be overlooked because they have money and time for travel and they are high purchasing power for present and future as corresponds to the research of Wilasinee Yonwikai, 2019 who studied Business Development Guidelines to support Tourism Behaviors of Elders travelling in Thailand mentioned that elderly tourists are a group with high purchasing power. Including corresponds to the research of Nuengharutairat Krajangpatwong and Ornanong Purarattanaarunkorn, 2018 who studied Elderly Tourism Behavior: A case Study in Khon Kaen Municipality mentioned that the increasing of elderly population an influence on the tourism industry because they are no longer work and have a high income, therefor they are potential and demand for tourism. Thai's elderly people like to travel both in our country and travel to abroad. Almost of Thai's elderly people travel with their family and some of them decide to travel with

their friends depend on their family times and their friends' times.

The tourism industry is service industry that brings happiness to Thai's elderly people. So, every country should be promoted and developed tourism industry for elderly people and they prefer travel with their group for enjoy the activities between traveling. Tourism industry concern to many factors of tourism such as accommodation, restaurants, transportation, souvenirs which the tourism industry is the number one source of income and is the industry that drives the country's economy. (Thee Thirajinda and Sombat Kanjanakij, 2014).

Within the situation of Virus Covid-19 Thai's elderly people protect themselves with vaccination, use paper and clothes mask, use gel alcohol, use alcohol hand cleansing mist, and social distancing because they expect to travel when they have time with their family and friend. Also, Thai's elderly people decide the tourist destination as natural tourism and religious tourism.

### **Research objective**

- 1) To study tourism model of Thai's elderly people in Bangkok in the situation of Virus Covid-19.
- 2) To study the demand of Thai's elderly people to decide tourist destination and other factors for travelling.

### **The benefit from research**

- 1) To understand the tourism model of Thai's elderly people in Bangkok in the situation of Virus Covid-19.
- 2) To understand the demand of Thai's elderly people to decide tourist destination and other factors for travelling.

### **Scope of research**

- 1) Scope of area: Thai's elderly people living in

Bangkok. 2) Scope of population: Thai's elderly people amount 17 key informants. 3) Scope of time: June - September 2022.

**Research methodology:** In-depth interview with Thai's elderly people 17 key informants and analyze the information thoroughly to obtain factual information.

## Literature Review

### 1. The meaning of tourism:

1.1 Tourism is the activity of traveling from one point to another point from the starting point to the destination must consist of three factors: travel, overnight stay and dining out. (Nisa Chatchakul, 2008)

1.2 International Union of Official Travel Organization (IUOTO) definite the meaning of tourism according to international principles as follows:

1.2.1 Have to temporarily travel from their residence to another place

1.2.2 Must be a voluntary journey

1.2.3 Must be traveling for any purpose for a career or not earn money  
In conclusion the meaning of tourism must travel from their residence to another place, overnight stay, dining out, voluntary journey and not earn money while traveling.

### 2. The tourism model: United Nation World Tourism

Organization: (UNWTO) as classified tourism patterns into 3 forms based on the principle classified according to the nature of tourist attractions ( Goeldner and Ritchies, 2006) concluded that

2.1

Natural Tourism refers to the nature of tourism that tourists travel to natural resources, including ecotourism, marine tourism, geological tourism, agricultural tourism, or astrological tourism.

2.2

Cultural Tourism refers to the nature of tourism that tourist go to visit cultural attractions, such as historical tourism (cultural and traditional tourism) or tourism to see the way of life in the countryside or community (rural tourism) / (village tourism)

2.3 Special Interest Tourism refers to the nature of tourism that tourists visit according to their interests, such as health tourism, field trips and religious tourism (Edu-meditation Tourism), Ethnic Tourism, Sports Tourism, Adventure Travel. In conclusion the tourism model as classified from UNWTO as 3 forms concern to Natural Tourism, Cultural Tourism, Special Interest Tourism.

### **3. The meaning of Thai's elderly people in Bangkok:**

3.1 A person who can become an elderly person under the laws of Thailand and will be entitled under the act this must be a person who is sixty years old or older and must be Thai nationality only. (Royal institute dictionary, 2003).

3.2 United Nations has defined the "elderly" as the population of both males and females who are over sixty years old, which is defined from the age of birth.

3.3 The World Health Organization has not yet defined the elderly, the reason is that different countries around the world have different definitions of the elderly and the definitions are based on age of birth, social, culture and other.

In conclusion the meaning of Thai's elderly people and the meaning from international has defined that Thai's elderly must be sixty years old or older and must be Thai nationality. Also, the elderly defined from the age of birth and based on social, culture and other.

### **4. Situation of Virus Covid-19:**

4.1 The situation of the epidemic of the Covid-19 virus which started in December 2019, greatly affecting Thai tourism and world tourism causing disruption to international travel including affecting the number of foreign tourists entering Thailand according to the latest data from the Department of Tourism and Sports Economy Ministry of Tourism and Sports. The cumulative number of foreign tourists arriving in Thailand between January and December 2020 was 6.7 million, a decrease of 39.9 million from the same period last

year, or an 83.2% contraction.

4.2 In addition, the spread of Covid-19 As a result, Thailand can generate a substantial reduction in income from foreign tourists. During January-December 2020, foreign tourists' income was 332,013 million baht, a decrease from the same period of 2019 which was 1,911,808 million baht (an 82.6% decrease). (Ministry of Tourism and Sports).

4.3 Therefore, the study of the impact of the Covid-19 epidemic to tourism businesses such as hotels, restaurants and other related businesses. Therefore, it is extremely important. This is because these businesses are the sectors that have been severely affected by the COVID-19 epidemic situation, including the impact of various government measures such as lockdown measures.

In conclusion situation of Virus Covid 19 started in December 2019, greatly affecting Thai tourism and world tourism causing disruption to international travel. During January-December 2020, foreign tourists' income was 332,013 million baht, a decrease from the same period of 2019 which was 1,911,808 million baht. The impact of the COVID-19 epidemic to tourism businesses such as hotels, restaurants and other related businesses.

## **5 Expenditure:**

5.1 Expenditure of Thai's elderly people in Bangkok support for travelling from their family (interview from key informants)

5.2 Some of Thai's elderly people in Bangkok use the expenditure for travelling from pension and salary from family. (interview from key informants)

In conclusion expenditure of Thai's elderly people in Bangkok support from their family, from pension and salary.

## **6. Natural Tourism:**

6.1 A group of tourists who interested in nature includes love for lifestyle attractions and local community as well.

6.2

Tourism based on nature Tourism in tourist attractions that are related to natural resources, which these attractions are often unique to that area, sometimes included cultural and historical in the area. (Dexginious.com online)

In conclusion natural tourism is tourists who interested in nature and related to natural resources, which these attractions are often unique to that area.

## **7. Religious Tourism:**

7.1 Travel to tourist attractions of religious significance to appreciate and enjoy the place with make merit.

7.2 Tourism gains knowledge and understanding of the history of religious significance in the local.

In conclusion religious tourism is tourist attractions to appreciate and enjoy the place and knowledge, understanding of history of religious.

## **Result and Discussion**

1. Thai's elderly people in Bangkok within the situation of Virus Covid-19 they protect themselves with vaccination, use paper and clothes mask, use gel alcohol, use alcohol hand cleansing mist, and social distancing.

2. Thai's elderly people in Bangkok within the situation of Virus Covid-19 decide to travel with family and friends by private car, airplane and rental car, the most of period time is three days two nights and four and five days respectively. Also, 9 key informants decide to travel with their families and 8 key informants decide to travel with their friends.

3. The expenditure support for travelling from their families and some of Thai's elderly people use the expenditure from pension and salary.

4. The model tourism which Thai's elderly people in Bangkok decide the tourist destination as natural tourism and religious tourism. And the reason for travel is travelling with their families and their friends because they feel happy when they take time with their families and their friends. The 17 key informants give the interview that they decide to travel 3 days 2 nights about 8 people, travel 4-5 days about 4 people, travel 3-5



days about 1 people, and travel 3-4 days about 1 people, and travel 7-10 days about 1 people, one day trip 2 people including 17 key informants.

5. Before Thai's elderly people in Bangkok prepare themselves in situation of Virus Covid 19 with vaccination, use paper and clothes mask, use gel alcohol, use alcohol hand cleansing mist. While travelling Thai's elderly people in Bangkok prepare themselves with use paper and clothes mask, use gel alcohol, use alcohol hand cleansing mist and social distancing including not inside in the big group of people.

6. Thai's elderly people in Bangkok prepare themselves to reservation the accommodation with sha plus and the employee of the accommodation get the vaccinate already.

7. The problem and obstacle of Thai's elderly people in Bangkok while travelling is some place which their visit not have wheelchair, not have the ramp, not have the toilet with handrail, not have the information of tourist attractions, not have brochure or leaflet, not have guideline from the host, not have the information from the responsible agency or host's office, the food and beverage is more expensive as usual.

8. The feeling of Thai's elderly people in Bangkok after they travel with their families and their friends are happiness and most of them prefer to return back to tourist attraction. They spend the time with good feeling and with their love. Also, they travel with their friends, they have funny and good activities whiling travel.

## Conclusion

The model tourism of Thai's elderly people in Bangkok within the situation of Virus Covid-19 decide the tourist destination as natural tourism such as seaside and mountain, for religious tourism they travel to tourist attractions of religious significance to appreciate and enjoy the place with make merit. And the reason for travel is travelling with their family and their friends because they feel happy when they take time with them.

Thai's elderly people in

Bangkok prepare themselves in situation of Virus Covid 19 with vaccination, use paper and clothes mask, use gel alcohol, use alcohol hand cleansing mist and social distancing including not inside in the big group of people as corresponds to the research of Chayapoj Lee-Anant (2021) who studied guidelines of health tourism management for elderly tourist mentioned that elderly tourist need and necessary about safety and facility as first aid. The period of time almost of Thai's elderly people decide to travel 3 days 2 nights and 4-5 days as follows.

Thai's elderly people in Bangkok decide to travel by private car and some of them travel by airplane to tourist attractions and rent the car for travel on their period. For accommodation they reservation with sha plus and the employee of the accommodation get the vaccinate already.

Before Thai's elderly people in Bangkok prepare themselves in situation of Virus Covid- 19 with vaccination, use paper and clothes mask, use gel alcohol, use alcohol hand cleansing mist and social distancing including not inside in the big group of people.

The problem and obstacle of Thai's elderly people in Bangkok while travelling is some place which their visit not have wheelchair, not have the ramp, not have the toilet with handrail, not have the information of tourist attractions, not have brochure or leaflet, not have guideline from the host, not have the information from the responsible agency or host's office, the food and beverage is more expensive as usual with corresponds to the research of Ladna Sriampornekkal, Thirawat Chuntuk, 2018 who studied Quality Tourism for Senior Tourists mentioned that elderly tourist need about safety of accommodation, natural tourism attractions including service safety of host also corresponds to the research of Korawan Sungkakorn et al (2015) mentioned that elderly tourist need good services form the host and appreciate to pay more money for convenience.

### **Research recommendation**

Thai's elderly people in Bangkok have many in Thai society and the government should be take care the group

of Thai's elderly because Thai's elderly people can travel so many place of tourist attractions, also, Thai's elderly people in Bangkok have power for purchasing, they have time and they have money so if the host's tourist attractions provide the need of Thai's elderly as the wheelchair, the ramp, the toilet with handrail, the information of tourist attractions, the brochure or leaflet, or the guideline from the host will satisfy for Thai's elderly people in Bangkok as corresponds to the research of Supaporn Prasongthan et al, 2021 who studied Thai Senior Tourists: explore of travel constraints, Recreational Activities and Travel Intention mentioned that Thai Senior Tourists need the wheelchair, the ramp and also Universal Design including good facilities from host's tourist attractions.

### **Suggestion**

The responsible agency should be promoting and discount the fee ticket for Thai's elderly people in Bangkok when they visit that place and responsible agency should be give the information for Thai's elderly people which they can decide to joy activities of tourist attractions or provide the host to take care, help and response for Thai's elderly people. Besides that, the tourist attractions should be having the necessary for Thai's elderly such as wheelchair, ramp, toilet with handrail, the information of tourist attractions, brochure or leaflet, the fare price of food and beverage.

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This is to certify that:

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