

FACTORS INFLUENCING DECISION-MAKING FOR WELLNESS TOURISM AMONG ELDERLY TOURISTS'

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Abstract

This research aimed to: 1) examine the factors associated with elderly tourists' decision-making for wellness tourism, and 2) investigate the factors influencing elderly tourists' decision-making for wellness tourism. The study employed a survey research design. The sample consisted of 400 individuals aged 60 years and above who had experience in wellness tourism, selected through convenience sampling. The research instrument was a questionnaire, validated for content (content validity) and reliability. Data were analyzed using descriptive statistics, Pearson correlation, and stepwise multiple regression analysis.

The findings revealed that:

1. Safety, community participation, facilities, infrastructure, and service quality were significantly correlated with elderly tourists' decision-making for wellness tourism, with facilities showing the strongest correlation and safety the weakest.

2. Factors influencing decision-making included facilities ($B = 0.312$), followed by infrastructure ($B = 0.226$), community participation ($B = 0.195$), and service quality ($B = 0.144$). Together, these factors accounted for 47.30% of the variance in elderly tourists' decision-making.

The findings suggest that wellness tourism businesses targeting the elderly should focus on managing facilities, developing appropriate infrastructure, encouraging community participation, and improving service quality in a balanced manner to enhance sustainable success and long-term competitiveness

Key Words: Wellness Tourism, Facility, Community participation, Elderly Tourists'

Introduction

Currently, the number of elderly people is increasing continuously. Some countries have completely entered an aging society. According to the World Health Organization, the global population is living longer. Countries The World Health Organization predicts that by 2030, the world's population will be living in the world. The proportion of the population aged 60 and over will increase from 1 billion and in 2020 to 1.4 billion. Later, by 2050, it will increase to 2.1 billion. In the past, the change in the distribution of the country's population to aging began in high-income countries (e.g., in Japan, 30% of the population is over 60 years old). Low- and middle-income countries are facing the most change. It is estimated that by 2050, two-thirds of the world's population will be older. 60 years old will live in a low- and middle-income country. (World Health Organization, 2024). This is partly due to advances in health and medical technology. As a result, the elderly population has good health, quality of life, and longevity. Some countries have a culture of healthy living. It has the basic elements of a healthy lifestyle, such as diet and nutrition, exercise, mental health, and more. Tourism and access to health services to ensure the sustainability of a healthy lifestyle. (Jayasinghe, [Byrne & Hills](#) (2025) In addition, there are many countries that encourage the elderly to travel both domestically and internationally. There are elderly tourists who account for the proportion of spending during the holidays and increasing. Elderly tourists living in Western countries are

wealthy. They have more free time and a lifestyle that focuses on entertainment and enjoyment of traveling than previous generations. Today, senior citizen travel is recognized as one of the most popular markets in the tourism industry (Patterson, Balderas-Cejudo, & Pegg, 2021).

The tourism sector has emerged as one of the sectors that has benefited the most from the aging process of the world's population. For Thailand Tourism is the number one revenue generator for Thailand and is likely to continue to grow. Tourism creates a distribution of income in the area from shopping. Tourist consumption affects economic development and growth. The good quality of life of people in tourist areas as well as economic impacts are linked to other fields in the supply chain such as agriculture, industry, commerce, etc. In the form of indirect GDP of more than 1,649,644.97 million baht. (Office of the Permanent Secretary of the Ministry of Tourism and Sports, 2019) Thailand has promoted tourism in each region. Presenting the uniqueness of the tradition Traditions of each area Creating more incentives for Thai people to travel domestically. Especially the elderly, who are a group of potential tourists with a high enough income to travel. Promoting tourism for the elderly has a tendency to grow the market with the potential of the elderly themselves, and it is an opportunity for Thailand to develop a new type of tourism that is in line with the target group. Leading to the development of tourist attractions. Development of tourism personnel and promotion of comprehensive facilities for the elderly (Somyot Wattanakamolchai and Yaolak Yim Young, 2011)

The global wellness tourism market is growing by 20% annually. In 2023, it is expected to be 310 billion baht and may reach 760 billion baht. In 2027, private hospitals are an important sector to receive high-potential tourists. Thailand Accelerates Adaptation of Skills and Technology Development in Line with Global Trends (Bangkok Business, 2023) Thailand's Health Tourism Emphasis on Thai identity and culture along with conservation. The use of traditional wisdom and science in health care as part of health services has created a distinctive, well-known and accepted by health tourists around the world. Supporting needs at all levels, from high-end to general service users. Health tourism is included in the general tourism program. It is not in line with the main purpose of health care. Therefore, a health tourism business that focuses on health care can develop and lead to the growth of real health tourism and lead to the growth of related businesses such as Thai massage business, spa business, and medical service business. Treatment, and rehabilitation, including beauty enhancement (Arasuthee Mulla and Sombat Kanchanakit, 2014).

Bangkok Metropolitan Government divides the types of health tourism into 2 types: 1) Health promotion tourism, such as: Thai Massage Herbal compresses, herbal food tours Visiting the Center for Herbal Agriculture, Natural Agriculture, Meditation Training , and Tourism to Natural Attractions, etc., and 2) Therapeutic Tourism for Health Treatment, such as: Physical examinations, disease treatment, and cosmetic surgery, etc. The guidelines for promoting health tourism are as follows: 1) Publicize health tourism places and activities to be more well-known through online media such as Facebook: Bangkok Tourism Division, Website: Bangkoktourist.com 2) Establish health tourism routes in Bangkok, such as the Nong Chok Agricultural Park, Bangkae Agricultural Park, and Poomjai Garden. Traditional Thai Medicine Travel Route Thai Massage (Tourism and Sports Board, 2020) Health tourism is an activity that the elderly can participate in. Therefore, the researcher was interested in studying the factors influencing the decision to travel to health tourism among the elderly by conducting a study in Bangkok. The results of the research will provide empirical data. For organizations or related parties, it will be used to formulate guidelines to promote health tourism to be more acceptable to the public, as well as to encourage and support health tourism business operators to develop various activities that are consistent and suitable for each group of tourists.

Objectives

1. To study the factors associated with the decision to travel for the health of the elderly.
2. To study the factors influencing the decision to travel for health tourism among the elderly.

Hypotheses

1. Safety factors, community participation, Facilities Infrastructure and service quality are related to the elderly's decision to travel for health.
2. Safety factors, community participation, Facilities Infrastructure and service quality influence the decision to travel for health tourism of the elderly.

Literature Review

We reviewed the literature related to the decision to travel for health tourism among the elderly as follows:

Safety

Safety is a factor that affects the decision to travel for the health of the elderly because when an incident occurs of tourist insecurity, it will damage the country's image and tourists will be afraid to travel. (1) The concept of tourism safety incidents and crises that affect or influence tourism consists of 4 forms: crime-related incidents; (2) The concept of the impact of safety events and crises on the tourism industry. Tourists and Communities It can be classified into 6 types: impact on tourist attractions, impact on tourist behavior, impact on tourism industry, impact on local government, impact on government in creating tourism market, and media behavior in reporting insecurity, and (3) concept of short-, medium-term, and long-term reactions of stakeholders to unsafe incidents. In addition, the NAS (2024) study found that the failure of tourist attractions is closely related to creating a safe and secure environment for tourists. The results highlight the important role of the safety and image of the destination in influencing the future travel decisions of tourists. In line with Garg (2015), a study found that insecurity is a risk that should be avoided, and insecurity is the main concern of tourists when deciding on a destination, and Alkier, Okicic & Milojica (2023) states that safety and security are the prerequisites and motivations that many tourists value when deciding on a vacation destination. Improving the level of safety and security It affects the satisfaction of tourists and tourists will be interested in visiting again.

Community participation

Community involvement is a factor influencing the decision to travel for health tourism for the elderly because tourism plays an important role in the economy and national development. Bring income to the local community or local communities to help attract and create experiences for tourists. Meet the needs of tourists Tourism inevitably affects the community or local people. It is necessary to encourage the public to participate in and support tourism systematically, and to jointly manage tourism resources. Community involvement is critical to the sustainable development of tourism, including increasing community capacity by reducing negative impacts. Increase the positive impact of tourism Cooperation in solving problems from stakeholders There is interdependence. Collaborate in the community An in-depth analysis of case studies found that community participation has a positive impact on social and economic development. Promote community well-being Promoting sustainability and tourism and related businesses Tourism Community Involvement Strengthening the capacity of local entrepreneurs to preserving cultural heritage (Ramesh, 2022) Community

involvement also affects the sustainability of the tourism business. Community involvement is critical to the satisfaction of tourists and repeat visitors (Ridho, Paisal., Mellita & Roseno, 2021).

Facilities

Facilities are a factor influencing the decision to travel for health tourism in seniors. This is because the facilities help tourists to be comfortable and happy, including (1) in-vehicle service during the trip; (2) services in hotels or hotels, and (3) other services such as Thai restaurants and local local cuisine, (4) tour guides and guides, and (5) souvenirs (Nataya Ketsomboon and Wantana Nowwan, 2019). The development of a facilitation system for tourism air transport infrastructure consists of (1) the management of slot coordination and fuel, as well as the construction and expansion of other airports, (2) the facilitation of land crossings, and (3) the facilitation of waterways. The use of information and communication technology to facilitate and speed the use of all forms of public transportation and develop an online platform that facilitates travel between major and secondary cities. Seamlessly, both by land, water and air, and distribute tourists to various tourist areas. (Office of the National Economic and Social Development Council, 2021) The facilities provided by tourist attractions contribute to safety and have a significant positive influence on tourist satisfaction and intention to return to tourism. (Saragih, 2024) and the destination is safe. It is clean and pleasant. Having easily accessible recreational and information facilities and good service quality will contribute to more tourists visiting (Sutrino, 2024).

Infrastructure

Infrastructure is a factor influencing the decision to travel for health tourism in the elderly. Because the infrastructure is related to the tourist service. Standard infrastructure can create safety for tourists both physically and mentally. Emotional and social Studies have shown that tourists feel safe. When receiving services at a quality hotel at a reasonable price. There is an information technology system that can be connected quickly. There are two types of tourism infrastructure: (1) basic investment in individuals in terms of training, business development, and quality development, and (2) elements related to the convenience of tourists such as public transportation and accommodation services. Environmental Stewardship Information (Mohamed & Omar, 2005) Investment in the development of tourism infrastructure, transportation and communication, hotel and restaurant industry, and facilities. It is convenient for recreation, it can create attractive destinations and services. It has a strong positive influence on Vietnam's tourism (Nguyen, 2021). It was found that quality transportation infrastructure has a significant influence on the decision of tourists to travel. It reflects the importance of having a good public transportation system. Quality affects travelers' travel decisions (Murniati, & Wenzano, 2024).

Service quality

Service quality is a factor that influences the decision to travel for health tourism of the elderly because tourism is a service activity that involves many personnel. Therefore, service is the heart of the success of the health tourism business. Therefore, the tourism business should provide quality services to tourists, both directly and indirectly. The quality of service that meets the needs of tourists will create satisfaction. This will lead to the resumption of tourism services in the future. The quality of service that tourists receive has a significant positive impact on the loyalty of tourists to their destinations. (Nair, 2016) Service quality increases satisfaction in Malaysia's rural tourism industry. Satisfaction contributes to the relationship between service quality and trust. The results indicate that satisfaction plays a particularly important role in Malaysia's rural tourism industry (Osman & Sentosa, 2013).

Decision-Making

Decision making is a process of decision making that is expressed in stages and is related to thought, feeling, and action that differs according to each person's life. Affects attitudes, motives, and perceptual experiences or stimuli. (stimuli) received from both the inside and the outside. The decision-making process consists of five stages (Kotler & Keller, 2009): (1) Problem cognition: When a person senses the difference between reality and ideal, it creates a need to find something that will fulfill the need. (2) Information Search: When consumers perceive that there is a problem, they will try to find information to make a decision. If the problem is very important, it will create a lot of data requirements. (3) Evaluation of alternatives: After obtaining sufficient information, the various options obtained are evaluated and the most satisfactory choice is made. and (5) post purchase behavior depends on satisfaction with the product.

Methodology

The research on Factors Influencing the Decision to Travel for Health Tourism of the Elderly is an exploratory research. The method of conducting research is divided into sequential steps. as follows

Step 1 : The researcher studies theoretical concepts about the situation of the elderly, tourism, health tourism, tourist safety, and community participation. Tourism facilities, tourism infrastructure, service quality, and decision-making to provide sufficient information related to education, including research related to the studied variables, so that accurate information and knowledge are up-to-date.

Step 2 : Population and Sample The target population used for the study is Bangkok people aged 60 years and over who can communicate in all 4 Thai skills and have experienced at least one health tourism trip. Use Convenience Sampling and agree to be a volunteer of the research.

Step 3 : Tools and methods used in the study The tools used in the research include 1 questionnaire, divided into 4 parts. Part 1 Personal Information Questionnaire of the Sample consists of gender, age, education level. Monthly income and health tourism experience Total 5 questions Characteristics of Closed-ended Questions Checklist Part 2 Safety Factor Questionnaire Community Engagement Facilities Infrastructure, service quality, and health tourism decisions for the elderly. 60 Rating Scale Questions

The researchers examined the quality of the research tools in two ways: (1) content validity, 3 qualified experts considered the consistency of the questions with the index of item objective congruence (IOC), determined the criteria for questionnaires with an IOC value of 0.5 or higher, and the content accuracy of each questionnaire questionnaire. and (2) reliability by using a questionnaire with an IOC value of 0.5 or more to try out with 30 elderly people who have similar characteristics to the sample but not a sample. Cronbach's Alpha Coefficiency Have a value of .70 or higher. The researcher used a questionnaire with a confidence value of 0.70 to collect data with a sample. And the confidence value of the whole test is 0.988.

Step 4 : Data Collection

1) The researcher coordinates and meets with the members of the Bangkok Senior Citizens Club to ask for cooperation in participating in the research and explaining the research objectives. Expected benefits and protection of sample rights

2) When consent is obtained to participate as a research volunteer. The researcher and the team distributed 1 questionnaire to each volunteer to give time to complete the questionnaire. After that, collect the questionnaire back.

3) Check the completeness of the questionnaire and analyze the data according to the procedure.

Step 5 : Data Analysis The statistics used to analyze the data are 1) Descriptive Statistics to describe the personal information of the 400 samples and explain the scores of the studied factors by determining the frequency, percentage, mean, and standard deviation, and 2) Inferential Statistics to analyze the relationship between safety factors. Community Engagement Facilities The Pearson Product Moment Correlation Coefficient was determined to be statistically significant at the .05 level and a step-by-step multiplier analysis. Stepwise multiple regression analysis to find out the factors influencing the decision to travel for health tourism of the elderly.

Results

1. Personal Data of the Sample

Personal Information of Respondents Most of the elderly are female, aged between 60-69 years old, with a bachelor's degree or less, a monthly income of 10,001-15,000 baht, and most of them have 1-5 health tourism experiences.

2. Factors related to the decision to travel for health tourism of the elderly

It was found that safety factors, community participation, Facilities Infrastructure and service quality There was a statistically significant positive correlation with the decision to travel for health tourism among the elderly at the level of 0.01, with facilities having the highest correlation value ($r=.647$), followed by infrastructure ($r=.633$), community involvement ($r=.581$), service quality ($r=.544$), and safety ($r=.403$), respectively, according to Table 1.

Table 1 Correlation Coefficients Between Safety Factors Community Engagement Facilities Infrastructure and service quality and the decision to travel for the health of the elderly. Shown as a Correlation Matrix

ปัจจัย	(X1)	(X2)	(X3)	(X4)	(X5)	(Y)
Security (X1)	1					
Community Engagement (X2)	.576**	1				
Facilities (X3)	.436**	.716**	1			
Infrastructure (X4)	.464**	.712**	.818**	1		
Quality of Service (X5)	.259**	.576**	.678**	.669**	1	
Health travel decisions of the elderly (Y)	.403**	.581**	.647**	.633**	.544**	1

** $p < .01$

Factors influencing the decision to travel for health tourism of the elderly

It was found that the facility explained the variability of the elderly's health tourism decision by 41.90 percent ($R^2 = .419$, $p < .001$). It can explain a statistically significant increase. (R^2 change = .032, $p < .010$) when the community engagement variable is added to the third step. It can explain a statistically significant increase. (R^2 change = .014, $p < .010$) and when the service quality variable is added to the fourth step. It can explain a statistically significant increase. (R^2 change = .008, $p < .05$) Together the four variables explain the

influence of the elderly's health travel decisions by 43.70% ($R^2=.437$, $<.05$) according to Table 2.

Table 2 shows the results of the hierarchical multiplier regression analysis.

Variable	R	R ²	Adjust R ²	SEE	R ² change	F	p-value
Facilities	.647	.419	.417	.437	.419	257.829	.000
Facilities, Infrastructure	.672	.451	.448	.425	.032	21.112	.000
Facilities, Infrastructure Community Engagement	.682	.465	.460	.420	.014	9.219	.003
Facilities, Infrastructure, Community Engagement, Quality of Service	.687	.473	.467	.418	.008	5.088	.025

** $p < .01$

The regression coefficient of the variable is found to have the highest regression coefficient. In explaining the decision to travel for health tourism among the elderly ($B = 0.312$), infrastructure ($B=0.226$), community involvement ($B=0.195$) and service quality ($B= .144$) show that all 4 variables Together they can explain the influence on the decision to travel for health tourism of the elderly by 43.70% ($R^2=.437$, $p < .05$). Table 3

Table 3 The regression coefficients of the variables are described in terms of raw scores (b) and standard scores (Beta), multiple correlation values, and the value of the influence of health travel decisions of the elderly.

Influence Variables	B	SEE	Beta	t	p-value	Tolerance	VIF
Constant	.412	.198		2.074	.039		
Facilities	.312	.083	.276	3.745	.000	.274	3.643
Infrastructure	.226	.079	.208	2.865	.004	.283	3.535
Community Engagement	.195	.069	.165	2.815	.005	.434	2.302
Service quality	.144	.064	.124	2.256	.025	.495	2.018

$R=.687$

$R^2=.437$

$F= 5.088$

$p\text{-value}=.000$

** $p < .01$

Discussion

1. safety Community Engagement Facilities Infrastructure and Quality Services were statistically significantly correlated with the elderly's health travel decisions at the level of 0.01, with facilities having the highest correlation value. This is followed by infrastructure, community participation, service quality, and safety, respectively. The details are as follows:

1.1 Safety is positively related to the decision to travel for the health of the elderly. Access to tourist attractions must be considered safety as the first priority because if the travel of the elderly is unsafe, it will have a wide impact. Insecurity while traveling is a risk, and it affects travel decisions, in line with Manjunatha (2022). The study found that foreign tourists have a perception of safety and security in tourism and are satisfied with traveling to Karnataka. In line with the Garg (2015) study, it was found that insecurity is a risk that should be avoided, and insecurity is the main concern of tourists when deciding on a destination. Alkier, Okicic & Milojica (2023) states that safety and security are the prerequisites and motivations that many tourists

value when deciding on vacation destinations. Improving the level of safety and security And a Shaikh, Dars, Memon & Kazi (2020) study found that the role of the media, safety and security, and terrorism have a significant impact on travel decisions. In the context of Pakistan

1.2 Community involvement is positively correlated with the decision to travel for health tourism of the elderly. It can be discussed that: Health tourism is tourism that connects with the community, such as: Thai Massage Herbal compresses, herbal food tours Visit Herbal Agriculture Center, Natural Agriculture, Meditation Practice, Natural Attractions, etc. A study by Wang, Jiang, Xu & Guo (2021) found that community involvement in Guangzhou Village, China, In the development of tourism, it has a positive influence on supporting the development of tourism for the elderly. In line with the Ridho, Paisal., Mellita & Roseno (2021) study, community involvement positively impacts the sustainability of cultural tourism. In addition, the sustainability of cultural tourism has a significant positive impact on tourist satisfaction and community participation in the sustainability of cultural tourism. In line with the Nyamboke (2023) study, community engagement contributes to promoting more inclusive, equitable, and effective tourism practices. Creating satisfaction and repeat tourism of tourists

1.3 Facilities are positively correlated with the elderly's health tourism decisions. It can be argued that the facilities provided in wellness tourism sites are important for the elderly to travel decisions, as the elderly may have to rely on facilities such as toilets, parking lots, or appropriate aisles to reduce the risk of accidents. A study by Seyidov & Adomaitiene (2016) found that the amenities of tourist destinations such as environmental characteristics, personnel, product prices, etc. Similar to the study by Houdement, Santos & Serra (2017). The infrastructure and amenities of a destination are the main factors in the decision of Spanish and Portuguese tourists to visit, and a study by Khairi & Darmawan (2021) found that attractiveness, location, and amenities play a crucial role in travel decisions and repeat trips.

1.4 Infrastructure It is positively correlated with the health travel decisions of the elderly. It can be discussed whether accommodation, public transportation, including roads. The canals used for travel are all infrastructure that affects the health tourism decisions of the elderly. These infrastructures make travel and leisure more convenient for the elderly. Houdement, Santos & Serra (2017) study found that In line with Seyidov & Adomaitiene (2016), infrastructure is a factor that correlates with the travel decisions of Azerbaijani tourists, and Agina & Nwambuko (2023) found that the development of various forms of infrastructure in Nigeria is a factor that is related to the travel decisions of Azerbaijani tourists. Creating convenience by road, air or sea, as well as information and communication technology, has a positive impact on the number of foreign tourists who decide to enter the country.

1.5 Service quality is positively correlated with the elderly's decision to travel for health tourism. It can be discussed that health tourism involves all stages of service, especially the travel of elderly tourists. Getting quality service will make an impression. complacency It leads to word of mouth. Haryani, Abriyoso & Kurnia (2022) study found that tourism products In line with the Soleimani & Einolahzadeh (2018) study, a study found that the good quality of service of travel agencies leads to the intention of tourists to return to their destinations through satisfaction and image of the destination. In addition, service quality directly affects customer satisfaction, and there is a direct positive correlation between customer satisfaction and customer word of mouth, and this is consistent with Nejati & Mohamed (2014) survey study of foreign tourists visiting Penang Island. Malaysia It was found that there are 3 main factors that influence the travel decision of tourists to travel: 1) service quality, 2) uniqueness, and 3) distance and value for money from the trip.

2. Facility Factor Infrastructure, community involvement, and service quality influenced the decision to travel for health tourism of the elderly in a statistically significant way, and can jointly explain the influence of the decision to travel to health tourism of 43.70% of the elderly.

2.1 Facilities have a statistically significant influence on the elderly's health tourism decisions. It can be argued that facilities are important and necessary for the elderly to travel for health tourism . Destination Characteristics Facilities, facilities, and infrastructure influence the decision-making process of tourists, influencing the decisions of female tourists more than male tourists. In line with Houdement, Santos & Serra (2017), a study found that The infrastructure and amenities of the destination are factors that influence the decision of Spanish and Portuguese tourists to choose a destination, and the Khairi & Darmawan (2021) study found that the attractiveness, location, and amenities of the destination are the factors that influence the choice of tourist destinations. of destinations influence travel decisions and repeat travel of foreign tourists visiting Indonesia.

2.2 Infrastructure influences the decision to travel for health tourism of the elderly. Statistical Significance It can be argued that elderly tourists who travel for health tourism or tourists in general inevitably depend on the infrastructure of tourist attractions because the infrastructure is related to tourism such as hotels, public transportation, etc. If the infrastructure of tourist attractions is of good quality. In line with the Murniati & Wenzano (2024) study, the quality of transportation infrastructure has a significant influence on tourists' decision to travel. In line with the Yonghua & Mohd (2024) study, the quality of infrastructure and the image of the destination have a significant influence on the decision to travel to Luoyang. Destination Characteristics Facilities, facilities, and infrastructure influence the decision-making process of tourists, influencing the decisions of female tourists more than male tourists.

2.3 Community involvement It influenced the decision to travel for health tourism of the elderly statistically significantly. It can be discussed that the context of health tourism in Bangkok Related to the community, such as Thai massage. Herbal compresses, herbal food tours Visiting the Center for Herbal Agriculture, Natural Agriculture, Meditation Practice, and Tourism to Natural Attractions, etc. Activities and services that elderly tourists receive or travel services are related to the community. Therefore, the decision to travel is partly due to the cooperation of the community in being ready to create activities and services that meet the needs of elderly tourists. Seyidov & Adomaitiene (2016) study found that factors affecting the travel habits of local Azerbaijani tourists include age, age, and age of the local tourists. Monthly Income Marital Status Period Amenities of the destination Tourism Infrastructure In line with Ramesh (2022), tourism and hospitality businesses can collaborate with local communities to promote tourism mutual benefits. In line with the Maguire, Hanrahan & Boyd (2016) study, community involvement in the Wild Atlantic Way (WAW) project, Ireland's first long-haul tourism route stretching along the Atlantic coast for 2,500 kilometers, has resulted in the satisfaction of tourists and word-of-mouth recommendations for such tourism programs. Cooperation and support from the community at scale have influenced the development of Ireland's tourism programmes.

2.4 The quality of service influences the decision to travel for health tourism of the elderly statistically significantly. In line with Dahiya & Batra (2016), the study found that the factors influencing the decision to travel along the Golden Triangle route (the route connecting Delhi to the Philippines) are not the same as the one that connects Delhi. It consists of 1) budget tourist facilities, 2) climate, 3) food, 4) amazing hospitality activities, and 5) quality of service. In addition, Kazmi, Raza & Ahmed (2020) study found that the quality of service of the destination and food satisfaction Transportation and accommodation It influences the intention of foreign tourists to visit Pakistan again. In line with the Ng et al. (2022) study, it was found that the

quality of destination services, including activities, cleanliness, language, and safety, is a predictor of a memorable travel experience, which is an intermediate variable between the quality of the destination service and the loyalty to the destination that makes tourists decide to travel again.

Conclusion

Factors that correlate with the elderly's health travel decisions include safety; Community Engagement Facilities Facilities are the most related. and safety are the least correlated. Factors that influence the elderly's health travel decisions include facilities (B = 0.312), infrastructure (B = 0.226), community engagement (B = 0.195), and service quality (B = 0.144).

Suggestion

The health tourism business should focus on adequate facility management. Together with the development of infrastructure to be suitable and safe for the elderly, promote community participation to create a friendly and attractive tourism atmosphere. Improve service quality to meet the needs and create maximum satisfaction for elderly tourists.

Other factors that may influence the decision to travel for health tourism such as health, income, or personal motivation should be studied, as well as the possibility of using a more diverse sample collection method. To increase the accuracy and attractiveness of the research results, and the research results can be applied more widely.

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