# A Proposed Recreational Program Management Model for the Elderly Long Stay Tourists in Thailand

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## ABSTRACT

*Thailand is one of the most amazing destinations, especially, health and wellness tourism industries. Those were necessary for the elderly tourists who seek for returning to nature and natural elements in their countries. Some may prefer traveled to another country and stay for long that was called Long Stay Tourism. This tourism was bountiful from the change of world population structure into ageing society. Nowadays, most of people were healthier, higher educated, life longer, and spent more money in tourism than past. Therefore, some country had a concept to promote their ageing people, after retirement, to live abroad where suited for their cost of living and better quality of live. The number of international elderly tourists coming to Thailand for long stay tourism increased every year, because of Thai government promoted long stay tourism policy by Tourism Investment Promotion Division.*

*For long time staying, the elderly had more free time, recreational activities from structured recreation programming were necessary. Recreation programming was the essence of recreation service professionals to develop a process, which results in ultimate product, Recreation Program, which enables the interaction of the elderly long stay tourists to achieve health promotion and eventually well-being.*

*The purpose of this primary research article was to propose programming process for international long stay elderly tourists in Thailand as a tool to guide recreation program planning. Samples for this study were international long stay elderly tourists in Thailand and relevant stakeholders-private and public sectors. Combining qualitative and quantitative research methods were used. Qualitative research method was employed for determining conceptual framework, explored recreation programming processes, and developed recreation program management. This research was mainly based on secondary data by reviewing books, information from internet, and related literatures and researches..*

**Keywords:** Recreation Programming, Recreation Program Management Model, Long stay tourism, Elderly tourists

## INTRODUCTION

The World Health Organization (WHO) predicted depression to be the single biggest cause of ill health by the year 2020, so it was timely to investigate how various global forces, such as tourism, could positively affect people and make them happier and healthier. Recreation was heard today everywhere in the world. But there were different means like a free time from job or routine to do something. It was applied to a great variety of activities and defined as a type of experience. The term was sometimes applied to activities of young people and adults to differentiate those activities from the play of young children (Butler, 1967; Nash, 1960). Recreation is a process to be happy, fun and relax. The results of the recreation activities are to make new experience and quality of life (Karnjanakit, 2001).

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While recreation could measure impact on country's economies, an important noneconomic' benefits as well. Those are health benefit. It was important to be better than understand the health benefit associated with recreation beyond their simple economic contributions. Some of the severe health problems that people currently face include obesity, diabetes, and cardiovascular disease. The obesity epidemic alone in some country was now costing over two billion dollars each year. A nationwide trend towards sedentary lifestyles had been identified as a major contributor towards these alarming health trends while also playing a part in societal concerns as increased crime and juvenile delinquency. Now There trends were healthcare and recreation professionals realize which they needed to make physical activity fun, safe and accessible by making opportunities more readily available and actively promoting the link between recreation resources and improved mental, physical and societal health.

Tourism had recognized that many visitors were specifically attracted by recreational offerings which was motivated by a desire to improve one's health had existed (Bennett et at., 2004). In 2011, Despite the earthquake and tsunami in Japan, the number of arrivals from Japan increased. Domestic tourism received a negative impact from the severe flooding. The key impact was on transportation, car rental and travel accommodation, but it did not affect inbound and outbound trips. Although there were serious natural disasters in Thailand and other countries, the number of arrivals continued to see strong growth, as the country is rich in culture, tourism resources and attractive historic buildings/sites, and it remains a value for money destination for shopping, dining and accommodation (Euromonitor, 2013)

The recreation activity had the ultimate aim of promoting good relationships. They were thus able to develop a new social role for themselves, one which was useful and meaningful both for themselves and for the community they were living in accommodation service. The activity could help enrich their second life in retirement. But Thailand lacked an essential element of activity arrangement, which was the activities pursued during recreation time depend on the availability and use of money, time and space. Over time, the use of these resources is influenced by new technology, as well as social and economic change often creating new activity trends and demand patterns. Applied in a tourism context (Martin & Mason, 1998), whereat Thailand is a famous place for foreigner and a major destination to travel and suitable site for long stay after retirement. Long stay tourism program in Thailand is developed a type of alternative tourism for tourist pensioners in retiring abroad and actually move to foreign destinations in pursuit of a better quality and leisure of retirement life by Tourism Authority of Thailand. The elderly have opportunity to travel for longer periods and slow travel which avoid planes if at all possible, and instead enjoy ferries, local buses and slow trains. Speed destroys the connection with landscape. Slow travel restores it etc. Long stay for health tourism is one choice for them. (Longstay Foundation, 2007; Tourism Authority of Thailand, 2006; Walker, 2011)

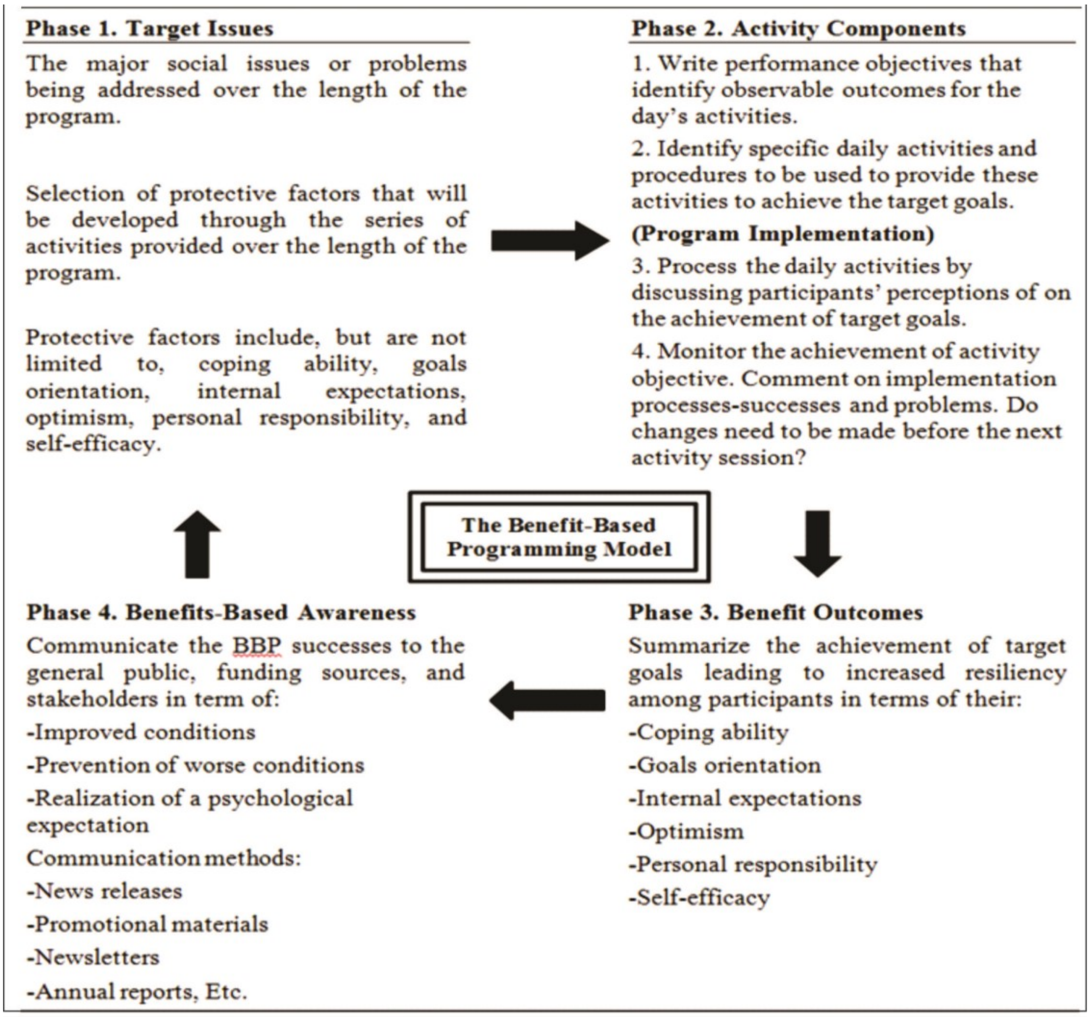
As said above, the elderly tourists who stay for long as Long Stay Tourism, they have more free time, recreational activities from structured recreation programming is necessary. Planning and programming for older adults was becoming an increasingly important aspect of recreation service provision. Recreation programming was the essence of recreation service professionals to develop a process for ultimate product, Recreation Program, which enables the interaction of the elderly long stay tourists to achieve health promotion and, eventually, well-being. The purpose of this primary research article was to propose programming process for international long stay elderly tourists in Thailand as a tool to guide recreation program planning.

## RELATED LITERATURES AND RESEARCHES REVIEW

Based on the study of Little (1988), "A Recreation Programming Model Linking Individual-Level Recreation Behavior to Actions of Social Groups", it was stated that insights about recreation experience and the behavior of participants are important to the design and implementation of recreation programs. Relationships between the recreation experience and the programming process, as well as the mutual influence of participants and programmers on recreational outcomes are not apparent in existing programming models. A recreation program process model was developed from a literature review and then tested through systematic observations in a recreation and leisure setting. A preliminary model linked current explanations of individual recreation experience with group actions, such as programmers engaged in programming tasks. The case study used to test the model found that the model elements were present in the unit under study, which was a festival. An elaboration of the model was suggested, along with the need for further testing and revision.

### Rossman and Schlatter's Benefits-Based Programming Model

McGovern (1977) originally proposed the BBP model with three components (at the time it was proposed, it was called the Benefits-Based Management Activity Planning Model). The authors of this text offer a revised model containing four components, based on the work of forest (1999). The remainder of the chapter will outline each component of Benefits-Based Programming (and is included as Figure below)



**Phase 1. Target Issues**

The major social issues or problems being addressed over the length of the program.

Selection of protective factors that will be developed through the series of activities provided over the length of the program.

Protective factors include, but are not limited to, coping ability, goals orientation, internal expectations, optimism, personal responsibility, and self-efficacy.

**Phase 2. Activity Components**

1. Write performance objectives that identify observable outcomes for the day's activities.
2. Identify specific daily activities and procedures to be used to provide these activities to achieve the target goals.

**(Program Implementation)**

3. Process the daily activities by discussing participants' perceptions of on the achievement of target goals.
4. Monitor the achievement of activity objective. Comment on implementation processes-successes and problems. Do changes need to be made before the next activity session?

**The Benefit-Based Programming Model**

**Phase 3. Benefit Outcomes**

Summarize the achievement of target goals leading to increased resiliency among participants in terms of their:

-Coping ability
-Goals orientation
-Internal expectations
-Optimism
-Personal responsibility
-Self-efficacy

**Phase 4. Benefits-Based Awareness**

Communicate the BBP successes to the general public, funding sources, and stakeholders in term of:

-Improved conditions
-Prevention of worse conditions
-Realization of a psychological expectation

Communication methods:

-News releases
-Promotional materials
-Newsletters
-Annual reports, Etc.

**Figure 1.** component of Benefits-Based Programming

## Rossman and Schlatter's the Program Development Cycle

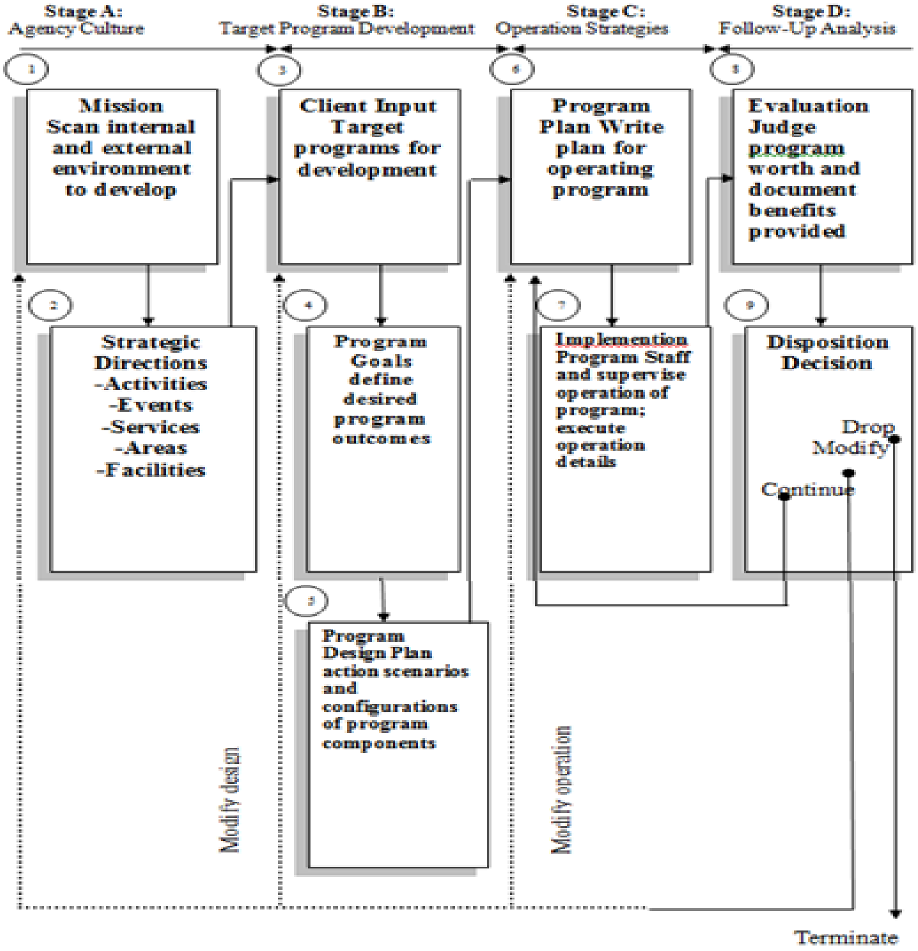

Stage A:
Agency Culture
Stage B:
Target Program Development
Stage C:
Operation Strategies
Stage D:
Follow-Up Analysis
1
Mission Scan internal and external environment to develop
2
Strategic Directions -Activities -Events -Services -Areas -Facilities
3
Client Input Target programs for development
4
Program Goals define desired program outcomes
5
Program Design Plan action scenarios and configurations of program components
6
Program Plan Write plan for operating program
7
Implementation Program Staff and supervise operation of program; execute operation details
8
Evaluation Judge program worth and document benefits provided
9
Disposition Decision
Drop
Modify
Continue
Modify design
Modify operation
Terminate

**Figure 2.** Rossman and Schlatter's the Program Development Cycle

### *Stage A: Agency Culture*

In this stage the programmer develops an understanding of the agency's programming philosophy and the overall programmatic goals of the agency. This stage was relatively static because of the stability of an agency's mission and direction. Programmers usually do not write agency missions but must understand them so the program services developed help fulfill the mission

### *Stage B: Target Program Development*

In this stage, the unique program needs and desires of specific population groups are identified, program outcome goals that are consistent with the agency's mission are specified, and a program that can meet these goals is designed. Programs developed should be desired by clients, should be within the resource capabilities of the agency, and should fulfill its mission.

### *Stage C: Operation Strategies*

In this stage, an implementation plan is developed and the program is delivered to clients, the programmer oversees and manages the details for operating the program. Managing the implementation of program services includes many functions and is the most time consuming stage of programming.

### *Stage D: Follow-Up Analysis*

In this stage, the programmer oversees the evaluation of the program. With this evaluation data, a disposition decision is made about the future of the program. It may be continued, dropped, or modified. Deciding to modify a program may require reworking its implementation method or its conceptualization and design, or rethinking the overall mission or goals of an agency.

Overall, although the model suggests that program are developed in a methodical and systematic way, in reality it is an iterative, interactive process requiring continued recycling of the steps until an operational program is developed. Most often, successful programs are the result of ongoing, incremental expansion and improvement over a period of time.

## Kraus' Sociocultural Theory

Recognizing the influence of social (e.g., education, gender, culture, age, religion) and political (i.e., demands from constituents with money or large lobbying support) issues on program activities, choices, and opportunities is reflective of the sociocultural theory of programming, Kraus (1977; 1985) presented a sociopolitical approach which set the groundwork for this theoretical presentation of programming. In it, Kraus saw community recreation programming as heavily influenced by such factors as the demands of pressure from groups for facilities and programs, and the varying social needs of different neighborhoods and communities.

In the expanded sociocultural theory of programming the social events of contemporary culture influence and impact upon the nature of parks, recreation, and leisure services programming. For the example, community recreation services for people with disabilities have increased tremendously over the past ten to fifteen years. This is due, in part, to the social and political (as well as legal) forces of people with disabilities and their advocates. It is not only "the right thing to do," but it is also socially advantageous to offer programs and facilities that are accessible to people with disabilities.

This sort of influence is also apparent in the culturally relevant programming that has become popular in the past five to ten years. Parks, recreation, and leisure service agencies are becoming more and more interested in serving people of all cultural groups. Culturally relevant programming makes good business sense and agencies are socially encouraged or pressured to do so. Various cultural groups, whether they are based on religion, ethnicity, sexual orientation or another demographic variable, influence the very nature of recreation programming. For instance, the type of music played and the type of food served at an event will draw people from one age or ethnic group over another. Furthermore in communities where large numbers of a particular cultural group live (e.g., Cuban Hispanics in Miami, Florida). We will find parks, recreation, and leisure programs that are culturally relevant to these constituents. The games, sports, special events, and facilities offered by leisure services professionals are reflective of the cultural needs and preferences of this constituent group. Therefore, from this theoretical perspective, programming is developed from one's knowledge of and responsiveness to a particular group's cultural needs. It might be viewed as a combination of the authoritarian and expressed needs approaches to programming.

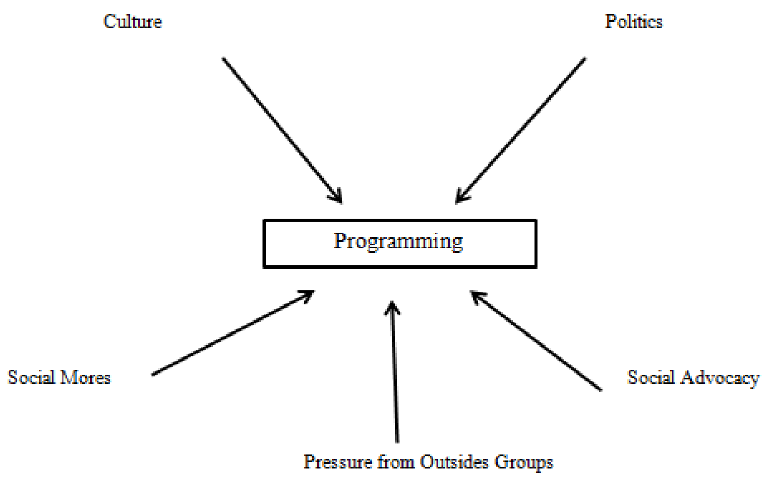


**Figure 3.** Combination of the authoritarian and expressed needs approaches to programming

### DeGraaf, Jordan, and DeGraaf's the Comprehensive Theory

The last theory we will present here is one that encompasses the most important elements of several models just discussed –we call it the comprehensive theory of programming. From this viewpoint, programming is the intersection of the following elements: participants, equipment and resources, facilities, and staff. As these four elements come together one can see the art and science of leisure services programming. Of course, nothing exists in a vacuum. Therefore, these four elements both influence, and are under the constant influence of outside factors.

These influences include historical factor (e.g., traditions, past experience); environmental factors (e.g., time, temperature, lights); cultural factors (e.g., preferences based on ethnicity, gender, age, religion); social factors (e.g., fads, trends, current events); and organizational factors (e.g., values, budget, philosophy). The combination of outside factors defines the unique nature of the program or event to be provided to various constituent groups.

From the information we have so far, the program we would likely develop would be one that utilizes the resources we have as described. In this case, we might offer open recreation opportunities for families; an ethnic festival featuring a mix of ethnic groups, and perhaps highlighting traditional crafts or sporting activities; family recreation activities that encourage mixed family participation; or programs for children to encourage social skill development.

Outside influences, such as the environment, might change the nature of the program. For instance, if we were holding the program outdoors and the weather was poor, we would either need to move it indoors or change the date of the event. Either of these two responses would change the atmosphere, perhaps the activities, and certainly, the experience of participants.

Organizational factors such as available budget and philosophy, could also impact the event. The budget might constrain (or enhance) the event, or it might event dictate that the program be offered be offered at minimum fee. Organizational philosophy could very well demand that a primary goal be the inclusion of all interested participants no matter their skill level, financial status, or personal needs. Social influences such as what is trendy (e.g., music, colors) might impact the decorations and mood setting program elements.

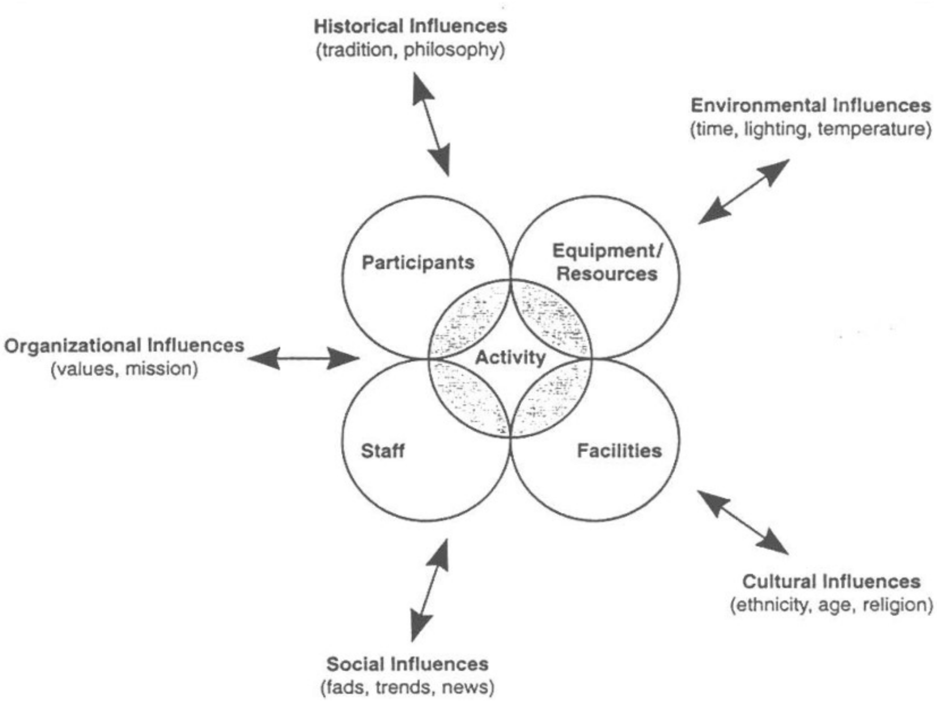

Historical Influences
(tradition, philosophy)
Environmental Influences
(time, lighting, temperature)
Participants
Equipment/
Resources
Organizational Influences
(values, mission)
Activity
Staff
Facilities
Cultural Influences
(ethnicity, age, religion)
Social Influences
(fads, trends, news)

**Figure 4.** Comprehensive Model of Programming

## METHODOLOGY AND DATA ANALYSIS

A qualitative research method was used in this study. It was employed to determine conceptual framework, to explore recreation programming process approaches and theories of developing recreation program management model. The method was mainly based on primary data by secondary data by reviewing related books, information from internet, and literature and research reports. The data were analyzed by content analysis. Below, a recreational program management model was proposed.

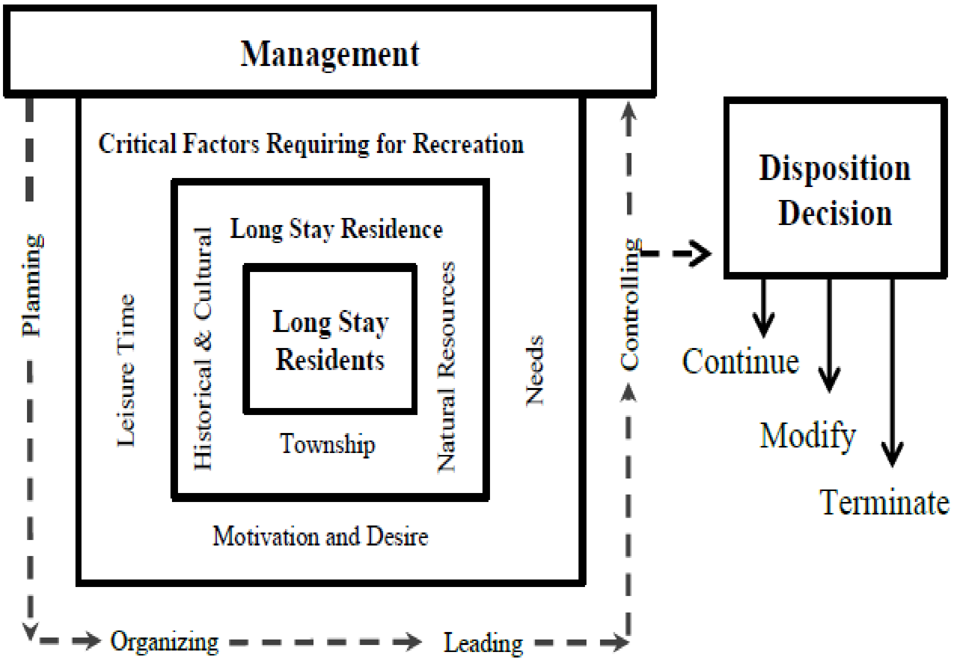

Management
Critical Factors Requiring for Recreation
Long Stay Residence
Long Stay
Residents
Township
Motivation and Desire
Leisure Time
Historical & Cultural
Natural Resources
Needs
Planning
Controlling
Organizing
Leading
Disposition
Decision
Continue
Modify
Terminate

**Figure 5.** Recreation Program Management Long Stay Elderly Tourists in Thailand Model

## RESULTS

The results of this study were developed for a recreation programming process researcher's Recreation Program Management Model for the International Long Stay Elderly Tourists in Thailand consisted 5 parts. 1) Long stay residents 2) Long stay residence which were (1) Historical and cultural (2) Township (3) Natural resources 3) Critical factors requiring for recreation which included (1) Leisure time (2) Motivation and desire (3) Needs 4) Management by POLC (1) Planning (2) Organizing (3) Leading (4) Controlling 5) Disposition decision of programming were (1) Continue (2) Modify (3) Terminate.

On further developing Model of Recreation Program Management for the International Long Stay Elderly Tourists in Thailand, the researcher will employ qualitative research methods. The management functional will compose of 4 functional managements: 1. Planning-Identifying desired goals and the selection of activities and designing program to achieve those goals; 2. Organizing-Determining what activities were to be done, who wasto do them, how the activities were to be grouped into meaningful units, establishing appropriate rules and regulation to govern and coordinate these units, and hiring and assigning the right recreation leaders to the right jobs; 3. Leading-how the managers motivating their subunits to carry out their assignments so that the goals can be achieved; and 4. Controlling-or Evaluating-verifying whether everything occurs in conformities with the plans adopted and judging on the basis of program achievement.

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