

Approaches to Promote Healthy Recreation Activities for Elderly Tourists at Bang Nam Phueng Floating Market, Prapradeang District, Samutprakarn Province

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Abstract : The objectives of this study are to find out the approaches to promote healthy recreation activities for elderly tourists and develop Bang Nam Phueng Floating Market to be a health tourism attraction. The research methodology was to analyze internal and external situations according to MP-MF and the MC-STEPS principles. As for the results of this study the researcher found that the healthy recreational activities for elderly tourists could be divided in 7 groups; travelling Bang Nam Phueng Floating Market activity, homestay relaxation, arts center platform activity, healthy massage activity, paying homage to a Buddha image activity, herbal joss-stick home activity, making local desserts and food activity.

Keywords : elderly tourists, recreation activities, Bang Nam Phueng Floating Market, health tourism

Conference Title : ICSCS 2014 : International Conference on Social and Cultural Studies

Conference Location : Rome, Italy

Conference Dates : September 18-19, 2014