Development of Integrated Marketing Communication Model for Health Tourism Entrepreneurs to Accommodate Elderly Tourists in the World Heritage City for Elderly Tourists (Phra Nakhon Si Ayutthaya District)

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Abstract: - The goals of this article are to 1) examine the integrated marketing communication situation of health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District); 2) examine the integrated marketing communication of medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District); and 3) examine health tourism entrepreneurs to accommodate elder tourists (Phra Nakhon Si Ayutthaya District). The research design is mixed-methods research with participatory action research (PAR). In-depth interviews, focus group discussions, and policy meetings are all used in the qualitative research model, and employ the Snowball Sampling method of random sampling by referring people and experts, analyzing the data using content analysis, and composing a descriptive narrative. 400 senior tourists were sampled using the purposive selection method for the quantitative research method. Then, descriptive statistics and the Structural Equation Model (SEM) were used to analyze the data. The study's findings indicate that the "SILVER D Model," which consists of the seven strategies under the models S-Standard, I-Integrated, L-Lifestyle, V-Value Proposition, E-Entrepreneurial, R-Responsibility, and D-Digital Marketing, is the integrated marketing communication model employed by health tourism entrepreneurs to accommodate elderly tourists in the Phra Nakhon Si Ayutthaya District, a World Heritage Site. 3. The "SILVER D Model," a participatory action research (PAR) framework and strategies falling under the aforementioned 7 strategies The information gained from this study can be used to create an integrated marketing communication strategy for health tourism business owners to assist senior tourists in the Phra Nakhon Si Ayutthaya District, a World Heritage City for elderly tourists, for the benefit of the stakeholders involved in both economics and policy.

Key-Words: Integrated Marketing Communication, Entrepreneurship, Health Tourism, Elderly Tourists, World Heritage City.

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1 Introduction

Currently, the number of elderly people is steadily rising in all nations. According to the United Nations, there will be 1.968 million elderly people in 2050, up from 687.9 million in 2006, [1]. Thailand has been an aging society for more than ten years, which means that the percentage of people 60 or older has increased by more than 10% of the total population, requiring the organization of a long-term care system for the elderly to have a good quality of life in terms of allocating scarce resources, enhancing the retirement system, providing essential welfare for the elderly, setting up public transportation systems for the elderly, and getting ready for the Universal Design architecture or the idea of environmental design, which entails building structures and gadgets that the elderly can access, use, and facilitate, [2]. Furthermore, the aging of developed-country populations poses new challenges not only to the healthcare system but also to tourism and leisure, [3]. It has been discovered that the growing elderly population worldwide presents a business opportunity for the tourism industry and that business owners in the industry must deal with sociodemographic factors like age, gender, income,

cultural values, and marketing strategies to promote elderly tourism. The study also discovered that the needs and motivations of the elderly in elderly tourism are influenced by socio-demographic factors.

Medical tourism is one of the most important and rapidly growing industries, as well as one of the most distinctive global phenomena of the twenty-first century. Tourism promotes growth, economic development, cultural heritage restoration, and national reunification, [4]. The elderly are particularly interested in health tourism, which emphasizes the importance of stress management through the use of relaxation techniques like spa massage, Thai massage, herbal steam baths, and massages with herbal compresses, etc., [5]. Entrepreneurs and pertinent organizations must adjust to accommodate aging tourists and develop strategies to address the competitive tourism situation by attempting to reach and meet tourist needs as much as possible, particularly those of elderly visitors who do not focus on haste but rather focus on tourism to experience, absorb, learn, and admire tourism for relaxation and genuine learning, [6]. To accommodate this particular demographic of tourists, the service sector and tourism activities must be developed in accordance with their needs.

World Heritage cities such as Phra Nakhon Si Ayutthaya Province and surrounding areas are regarded as tourist attractions and Thailand's cultural heritage, with distinct characteristics and cultural heritage that have been passed down for a long time. The historical tour of Thailand's World Heritage City remains a popular tourist destination for visitors from all over the world. Even though tourism in Phra Nakhon Si Ayutthaya Province is consistently popular with tourists, it is discovered that most efforts to promote tourism in Phra Nakhon Si Ayutthaya Province focus on offering tourism to existing historical sites and only promote and revitalizing certain traditions and cultures. However, it was discovered that the tourism resources presented could still be developed further to create new tourist attractions to attract tourists, [7]. Additionally, enhancing customer service, investing in information and communication technologies to increase their attractiveness in the tourism market, and communicating ideas, images, and new technologies to facilitate tourism services by providing customer-friendly services are frequently what drive innovative processes in the tourism industry. Although tourism is regarded as a forerunner in the adoption of new technologies, studies show that new technologies are frequently insufficient, and impact assessments are inconsistent, [8].

IMC (Integrated Marketing Communications) is a new paradigm for managing marketing communications to generate and leverage consumer interests and relationships. By integrating, measuring, and aligning traditional and new interactive marketing approaches, IMC can be linked to customer relationship management. Few studies have specifically addressed IMC and its application in the hospitality and tourism sectors, according to this extensive literature review. The use of the IMC concept in the tourism and hospitality industries, therefore, requires further study, [9]. Furthermore, there has been an argument that the use of digital technologies in marketing communications for tourism and hospitality businesses has not been sufficiently developed in terms of marketing communications specifics, and that digital technology has not been fully applied in practice, affecting the tourism industry's long-term purposeful development, [10].

Although Phra Nakhon Si Ayutthaya Province has consistently enjoyed a high level of tourism, there are still many obstacles facing the sector, including a growing proportion of elderly tourists. Technology disruptions and digital marketing transformation have resulted in tourism entrepreneurs being empowered, revitalized, and empowered to compete at their best, particularly in the planning of integrated marketing communication strategies in the digital age, a strategy that all agencies in the province value as a guideline for driving tourism in the same direction and with clear goals in terms of concrete tourism development planning. In this study, the situation of integrated marketing communication among medical tourism operators to support elderly tourists in the World Heritage City was studied. There are also inquiries from various sectors involved, including government, the private sector, entrepreneurs, citizens, and tourists, leading to the development of an integrated marketing communication model for health tourism entrepreneurs to propose relevant agencies to plan strategies for integrated marketing communication of medical tourism operators to support elderly tourists in the World Heritage City for senior tourists to create added economic value and the sustainability of the balance of economy, society, culture, and environment in this tourist destination area.

In conclusion, integrated entrepreneurial marketing communication is critical in many ways

for medical tourism entrepreneurs, aging tourists, and tourism sector stakeholders. However, given the rapid expansion of the tourism and service industries, as well as the transformation of the population structure into an aging society, tourism entrepreneurs are finding that integrated marketing communications must be modernized to improve the quality of tourism and hotel services. As a result, the goal of this study is to create an integrated marketing communication model for medical tourism entrepreneurs to assist elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) to plan, adapt, and develop long-term integrated marketing communications.

1.1 Research Objectives

1) To study the situation of integrated marketing communication among health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District).

2) To develop an integrated marketing communication model for medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District).

3) To certify the integrated marketing communication model of medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District).

2 Literature Review

2 . 1 Integrated Marketing Communication (IMC)

A comprehensive marketing communications strategy, which includes advertising, promotions, word of mouth, direct marketing, and public relations, is one of the core components of a promotional marketing strategy. It is fundamentally multifaceted communication that employs techniques to balance differences. Each promotional component of the marketing mix generates and delivers more targeted value, which can lead to greater awareness of the company's products or services. It also includes informing people about features and benefits to entice them to buy, with the ultimate goal of converting potential customers into customers. Marketing managers must consider the 6Ms, which are market, mission, message, media, money, and measurement, [11]. The study of the integration of social media and digital media is a new component of integrated marketing communications in the hospitality and tourism industries to build brand value. In India, it has been discovered that IMC tools integrated through social media and digital media are more effective than traditional IMC tools in the digital era.

2.2 Health Tourism Entrepreneurs

It is frequently assumed that the success of small businesses in the tourism industry is dependent on the entrepreneur, [12]. The key characteristics are: 1) Proactiveness, or acting proactively, which includes initiative, risk-taking, and competitive aggression; and competitive aggression, which refers to the extent to which an organization seeks initiative and is willing to take a certain level of risk in pursuit of opportunities, [13]. 2) Innovativeness, that is, today, in a time of great change, companies need to adopt innovative ideas in their business. Finding and implementing novel methods of conducting business and treating employees is a necessary part of the innovative process that is modern entrepreneurship. Therefore, it is crucial to recognize entrepreneurs' opportunities and creativity in the tourism market, [14]. 3) Risk-taking, in which an entrepreneurial risk-taking culture fosters a learning environment characterized by exploration and experimentation. Risk-taking and creative entrepreneurs are more likely to demonstrate a higher level of commitment to learning. They also encourage action that deviates from the norm, admit mistakes, and reward new ideas that lead to business improvements, thereby increasing opportunities for creative learning, [13]. 4) Competitiveness, which is a crucial component of introducing new goods and services to consumers, and of which entrepreneurs must be aware in the early stages. This has to be done from a competitive standpoint. New developments won't occur if they operate in an uncompetitive market, [15]. The entrepreneurial viewpoint on destination development is a key component of tourism-related entrepreneurship research. There are, however, not many empirical studies of health tourism using entrepreneurial concepts, [16].

2.3 The Concept of the Elderly

Thailand is entering a society that is getting older. To change the type of tourism to be different from the past, also known as "New Normal Tourism," as a tool to build confidence for tourists as well as help drive the country's

economy to be able to continue, one of the missions that all parties must jointly accomplish is managing health tourism to be safe and sterile along with the needs and behaviors of tourists, [17]. As for Thailand, the proportion of the country's 68.3 million population that is over the age of 65 is as high as 25.8%, meaning that Thailand will officially enter an aging society in 2030, [18]. The behaviors of retired elderly people include an interest in leisure travel or the pursuit of lifelong wealth through travel to destinations of their choice, typically selecting travel in the service, health, and recreation sectors by taking into account certification of safety and health care services, as well as selecting activities appropriate for their age. As a result, this group of tourists is regarded as being prepared and capable of spending, and since there are typically 2 to 3 companions per trip, spending is correspondingly higher, [19]. However, because this group of tourists has more travel restrictions than other groups, it is critical to study and prepare thoroughly before supporting this market to maximize efficiency and tourist satisfaction, [20]. This is consistent with a study of health tourism activities to accommodate elderly tourists in Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Province, which discovered that tourism behavior was leisure with a frequency of three times a year. This group of tourists was primarily interested in historical and religious tourist sites and had a thorough understanding of the various types of health tourism activities. The comparison of activity patterns classified by personal factors was different with a statistical significance of 0.05, and there were also different activity patterns classified by health tourism behavior in all aspects with a statistical significance of 0.05. And there are proposals for ways to develop a form of health tourism focusing on tour activities and Thai traditional medicine, such as spa massage. And there is also a need for public relations, tourist and travel information, as well as convenience and safety in tourist destinations.

3 Research Methodology

This research is a mixed method research with participatory action research (PAR). The research's conceptual framework is presented in Figure 1. The details are as follows.

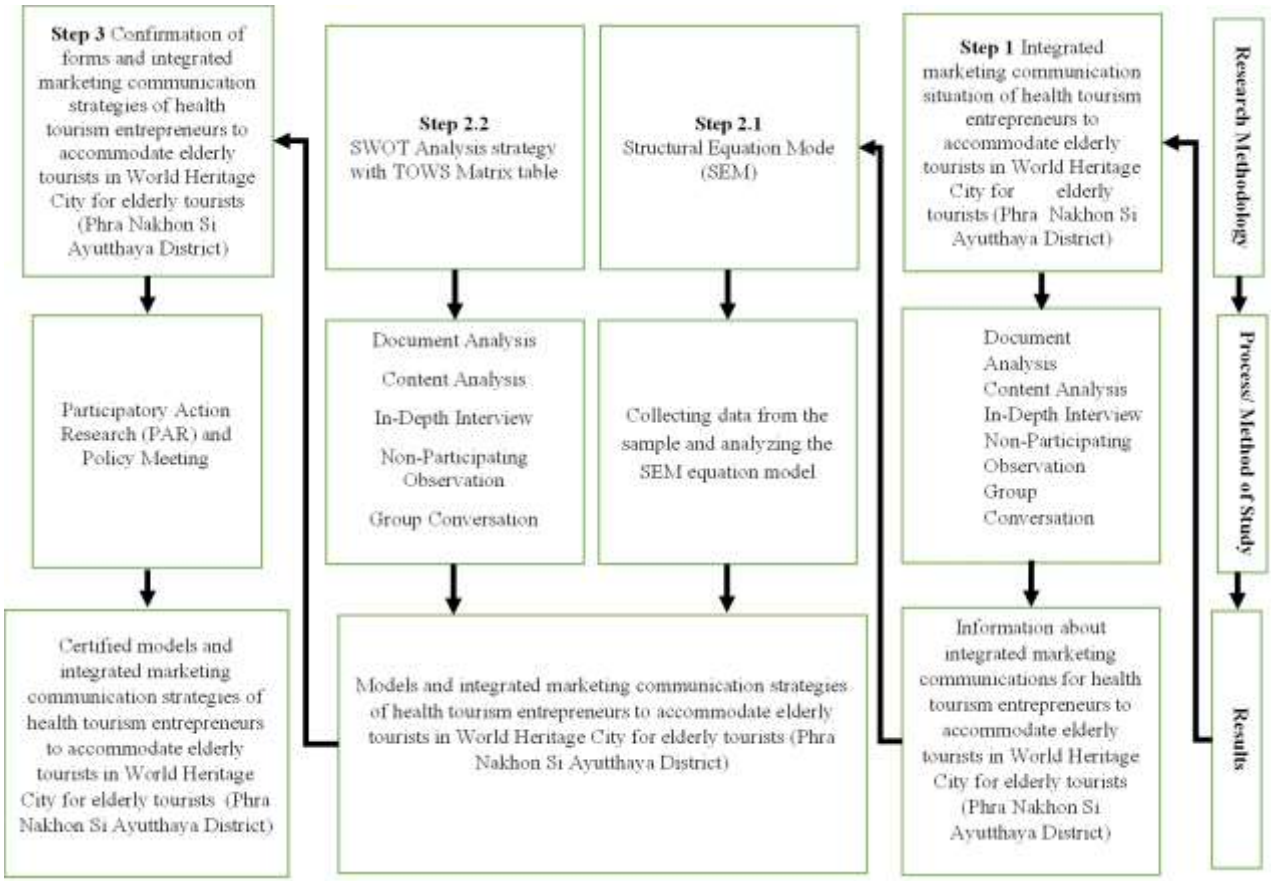

Fig. 1: Research's Conceptual Framework (Source: prepared by the authors)

This research is a Mixed-Methods Research in conjunction with Participatory Action Research (PAR), and the research area is Phra Nakhon Si Ayutthaya District. The research process is divided into three steps, as follows:

Step 1 study an integrated marketing communication situation of medical tourism entrepreneurs to accommodate elderly tourists in World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District).

Snowball sampling methods were used to select 29 key informants from tourism stakeholders (government agencies and private sectors: 5 people, elderly tourists: 3 people, and 21 health tourism entrepreneurs). There were also 40 people taking part in group discussions. Semi-structured, in-depth interviews and document synthesis analyses were used as research tools. In-depth interviews, focus group discussions, and document synthesis were used to collect data, which included data analysis using content analysis and writing a descriptive narrative.

Step 2 Develop integrated marketing communication of medical tourism entrepreneurs to accommodate elderly tourists in World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District)

Step 2.1 Strategic analysis using SWOT Analysis with TOWS Matrix to analyze the elements of integrated marketing communication of health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District).

Through a process known as snowball sampling, 21 entrepreneurs in the field of health tourism were selected as key individuals. Semi-structured, in-depth interviews and document synthesis analysis were the main research tools, and they also included data collection through in-depth interviews and document synthesis. Content analysis was used to analyze the data, after which a descriptive account was written.

Step 2.2 Structural Equation Model (SEM) analysis in which The sample group was made up of tourists who came to travel in Phra Nakhon Si Ayutthaya province. The number of samples used was 400, which the researcher calculated from 19 observational variables. A reasonable and adequate sample size should therefore be at least 10 times 19. And the observed variable equals 190 samples, which is 20 times 19, so, the observed variable equals 380 samples. The researcher chose to collect data from a sample of 400 samples to be used to analyze the tools used to collect data and use the questionnaire to develop an integrated marketing communication model for health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District). The quality of the instrument was examined by analyzing the alpha coefficient (α) using purposive sampling. Data were analyzed using descriptive statistics consisting of frequency, percentage, mean, standard deviation, and structural equation modeling (SEM).

Step 3 Certifying models and integrated marketing communication strategies of medical tourism entrepreneurs to accommodate elderly tourists in World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District)

Step 3.1 Try out the Silver D Model to organize an integrated marketing communication exhibition of medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) with Participatory action research (PAR). There were 40 participants. The instrument used was an evaluation form for organizing an integrated marketing communication exhibition of health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District). Data were analyzed using content analysis, then a descriptive narration was written.

Step 3.2 There was a Policy Meeting to certify the model by comprising the tourism-related stakeholders in Phra Nakhon Si Ayutthaya Province, consisting of expert groups, stakeholder groups, strategy makers, beneficiary groups, and academic groups, totaling 21 people. The instrument used was an integrated marketing communication model assessment form for health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) and provide recommendations. Data were analyzed using content analysis, and descriptive writing was done.

4 Results

1) An integrated marketing communication situation of medical tourism entrepreneurs to accommodate elderly tourists in World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District)

The following was discovered: 1.1 Marketing content used by business owners in marketing communications. Integrated health tourism entrepreneurs to accommodate elderly tourists in

the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) are: 1. Tourism Product The former capital's prosperous and joyous past. Physical prominence has an impact on the waterfront lifestyle, which impacts stress-relieving health tourism and local medicinal plants from the central region that can be used as a component of tourism goods. Additionally, it can be developed as a route for travel and for numerous inventive tourism activities. 2. Price (Tourism Price), which presents price content on the value that must be paid each time for the use of a business's goods or services, such as service fees for lodging, meals, guides, and admission tickets, which offer a range of prices depending on particular circumstances. 3. Tourist attraction presentation channels: the use of presentation channels that respond to a variety of social media platforms, including websites, Line, Facebook, and Instagram. Because of the variety of channels, frequency of presentations, and interesting content available, tourists nowadays search for information through social media channels. 4. Tourism Promotion: At the moment, tourism agencies and entrepreneurs are collaborating to promote the provincial tourism market by emphasizing the organization of traditional festival activities to stimulate and invite tourists to travel indefinitely. In addition, an aggressive marketing strategy is used to promote marketing to reach people through online social channels, such as organizing a tourism program (Tourism Product) by collaborating with other health attractions that attract tourists. Furthermore, membership cards are issued to groups of tourists who visit health tourism destinations in the historical city area to receive a discount or special privileges, etc. 5. In the process of providing services, emphasis is placed on issues of assisting to make the service users comfortable, happy, and satisfied. Each stage of service delivery involves unique products and services, as well as the process of providing customers with intangible services. 6. Tourism People who can present the knowledge of personnel who also know tourist attractions, who have a passion for service, can advise tourists, are resourceful, and can solve problems in an emergency. 7. Tourism Physical Environment, which displays the identity of the tourist attraction. New educational and public relations materials in the form of multimedia have been created to tell the story of the location and to serve tourists in a friendly and thorough manner, which is related to the subject of medical tourism. 1.2 Integrated marketing communication tools for medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) are: 1. Advertising, which places a strong emphasis on selecting the best media and completely contacting the target audience through social media channels like Facebook, Instagram, and websites. 2. The ability of targeted tourists to personally negotiate with salespeople or service providers through online media like Line, Inbox, and Facebook impresses tourists and encourages them to use the service frequently. 3. Public relations, ongoing news updates, and public relations work together to promote healthy tourism destinations and show how ready tourist destinations are to host senior citizens. 4. Sales promotion, offering a variety of promotions on social networking sites can encourage users to use the service more quickly. 5. Direct communication through digital channels can foster intimacy with local businesses and delight visitors, especially if benefits are provided. Additionally, today's developments in customer databases are also taken into account. Entrepreneurs frequently employ multiple marketing tools while keeping in mind their target markets and marketing goals. For instance, applying social media to the elderly market involves taking into account psychological and behavioral science factors, particularly lifestyle, and focusing on building positive perceptions of products and services to foster loyalty to those goods and services. To achieve the use of all marketing communication tools in the same direction, all marketing communication plans, whether branded or entrepreneurial, have a comprehensive, integrated marketing communication plan. They only differ in terms of the particulars of the tool, such as in advertising campaigns on television, radio, in newspapers, or in magazines, where the content should be the same but needs to be tailored to the tool.

2) The Development of an Integrated Marketing Communication Model for Medical Tourism Entrepreneurs to Accommodate Elderly Tourists in the World Heritage City for Elderly Tourists (Phra Nakhon Si Ayutthaya District)

2.1 Strategic analysis using SWOT analysis with the TOWS Matrix to analyze the elements of integrated marketing communication of health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) found that there are seven proactive strategies: 1 . Strategies to encourage elderly tourists to use integrated marketing communications that highlight the region's identity and key businesses: 2. Strategy to promote the development of products and

services to create specific values suitable for elderly tourists: 3. Strategy to allocate resources with social responsibility in response to elderly customers: 4 . Strategy to promote and support tourists: 5 . Strategy to promote entrepreneurs by offering routes and activities that are suitable for elderly tourists according to their behaviors and modern lifestyles: 6. Strategy to encourage tourism stakeholders to integrate cooperation to promote health tourism for more elderly tourists and 7 . Strategy to promote the development of entrepreneurial skills to always be ready for changes in the digital age.

2 . 2 Structural Equation Model (SEM) Analysing: The integrated marketing communication of medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) found that the hypothetical model was well consistent with the empirical data. In other words, the model is highly accurate. It can be considered from the chi-square value (x^2) which equals 65.01 with statistical significance at the level 0.42 (p-value equal to 0.42). The chi-square value (x^2/df) equals 1.17 Comparative Fit Index (CFI) equal to 1.00, Goodness of Fit Index (GFI) equal to 0.95, Adjusted Goodness of Fit Index (AGFI) equal to 0.92 and Root Mean Square Error of Approximation (RMSEA) equal to 0.01, all criteria passed. Therefore, it can be concluded that the hypothetical model is consistent with the empirical data as shown in Table 1.

Table 1. Structural Harmony Index of Integrated Marketing Communication Model Development of Medical Tourism Entrepreneurs to Accommodate Elderly Tourists in World Heritage City for Elderly Tourists (Phra Nakhon Si Ayutthaya District)

Statistics Used in the Review	Consideration Criteria	Calculated Value	Results
x^2	There was no statistical significance at > 0.05 level.	65.01	
df	-	58	
p-value	p > 0.05	0.42	Passed
x^2/df	$x^2/df < 2$	1.17	Passed
CFI	≥ 0.95	1.00	Passed
GFI	≥ 0.95	0.95	Passed
AGFI	≤ 0.95	0.92	Passed
RMSEA	< 0.05	0.01	Passed

Source: prepared by the authors

The structural model analysis results of integrated marketing communication model development of medical tourism entrepreneurs to accommodate elderly tourists in the world heritage city for elderly tourists is presented in Figure 2.

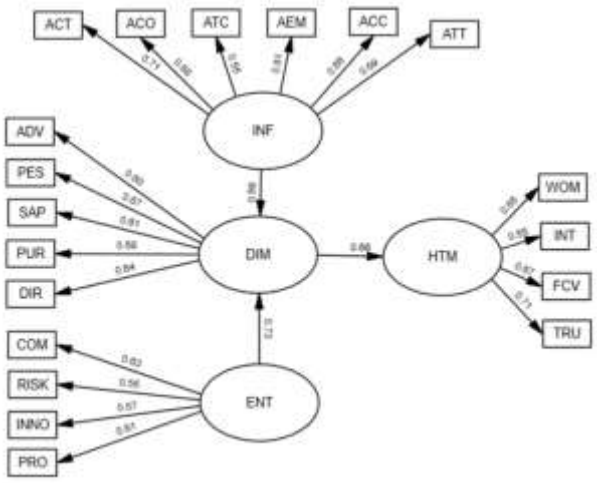

Fig. 2: Structural Model Analysis Results of Integrated Marketing Communication Model Development of Medical Tourism Entrepreneurs to Accommodate Elderly Tourists in the World Heritage City for Elderly Tourists (Phra Nakhon Si Ayutthaya District) (Source: prepared by the authors)

When considering the structural model for the development of an integrated marketing communication model of health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District), it was found that the causal variables had a statistical influence. Influence coefficients were 0.59 and 0.73, respectively. Furthermore, the causal factor directly influencing the image of health tourism destinations, namely integrated marketing communication via digital media, was discovered to have a coefficient of influence of 0.68.

Table 2. Direct Influence (DE), Indirect influence (IE), Total Influence (TE), and R-Squared Values (R^2) of the Integrated Marketing Communication Model Development Structure Model of Health Tourism Entrepreneurs to Accommodate Elderly Tourists in the World Heritage City for Elderly Tourists (Phra Nakhon Si Ayutthaya District)

Causal Variables	Result Variable					
	Digital Integrated Marketing (DIM)			Health Tourism Image (HTM)		
	DE	IE	TE	DE	IE	TE
Tourism Fundamentals (INF)	0.59*	-	0.59*	-	0.43*	0.43*
Health Tourism Entrepreneurs (ENT)	0.73*	-	0.73*	-	0.49*	0.49*
Digital Integrated Marketing (DIM)	-	-	-	0.68*	-	0.68*

From the analysis of strategic analysis with SWOT analysis and the TOWS matrix table, seven proactive strategies were obtained, as were the results of the structure model of integrated marketing communication model development for medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District), where the hypothetical model was in good agreement with the empirical data. In other words, the model is highly accurate. The researcher synthesized data and developed an integrated marketing communication model for health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) is the "SILVER D Model" consisting of: S-Standard is the standard of quality service. As older tourist are now tourists with specific needs and high purchasing power, there is a demand for quality service standards that can impress them; I – Integrated, integrating cooperation with stakeholders, including upstream, midstream, and downstream, including creating cooperation between entrepreneurs and government stakeholders; L-Lifestyle, that is, studying and analyzing the behavior of elderly tourists, is very important for designing integrated marketing communications to meet the needs of creating a competitive advantage; V-Value proposition is to deliver differentiated value to older tourists, as this group of tourists has relatively high travel experience, and delivering exceptional value and experience will be able to attract tourists; E–Entrepreneurial, that is, developing entrepreneurial skills that are always ready for change; R–Responsibility that is, social responsibility to take into account the sustainability of society, economy, and environment, which will lead to sustainable tourism that can affect the tourism industry in Phra Nakhon Si Ayutthaya Province; D–Digital Marketing, that is, to encourage entrepreneurs to use digital marketing with maximum efficiency in order to meet the needs of target tourists who have behaviors that use more technology nowadays.

3) Certifying Models and Integrated Marketing Communication Strategies of Medical Tourism Entrepreneurs to Accommodate Elderly Tourists in World Heritage City for Elderly Tourists (Phra Nakhon Si Ayutthaya District)

3.1 Creation of a participatory process by bringing the “SILVER D Model” model to organizing the exhibition research results on the study of the Integrated Marketing Innovation Exhibition "Wai Kao Mai Chao" with participatory action research (PAR). There were 40 participants. The evaluation results of the trial use of organizing an integrated marketing communication exhibition of medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) through an adaptation of the “SILVER D Model.” Furthermore, a study of evaluation results from five tourism experts discovered that the overall picture of the integrated marketing communication model of health tourism operators to support elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) is appropriate and can be used in the future to transfer and exchange knowledge with health tourism entrepreneurs. Furthermore, it was discovered that there was a joint learning creation among tourism operators, community members, and the government and private sectors in tourism in terms of integrated marketing communication, both offline and online marketing, which aims to go in the same direction, including creating a learning process to create concrete practices that take into account all sectors in a balanced way, which will be an important factor in the success of integrated marketing communications for medical tourism operators.

3.2 The model and strategy in the policy meeting were endorsed by Ayutthaya tourism-related stakeholders, including experts,

stakeholders, strategists, beneficiaries, and academics. It was found that the consensus of the policy meeting was that such a strategy is appropriate and feasible to use as a provincial policy plan to develop integrated marketing communications for medical tourism entrepreneurs to support elderly tourists in World Heritage Cities for elderly tourists (Phra Nakhon Si Ayutthaya District), and the results can also be extended to other groups of tourism operators to support the elderly tourist group, which is expected to grow in the future.

5 Discussion and Conclusion

1) The results of the research were as follows:

1) the integrated marketing communication situation of medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) found that 1.1) Marketing content that entrepreneurs use integrated marketing communications of health tourism entrepreneurs to support elderly tourists in the World Heritage City for senior tourists (Phra Nakhon Si Ayutthaya District) are: 1. Tourism Product 2. Tourism Price 3. Tourism Place 4. Tourism Promotion 5. Service Process 6. Tourism People 7. Tourism Physical Environment, which these aspects should focus on presenting the identity of the area and presenting it from the point of view of health tourism. will be able to attract tourists to the target group, [21]. This is consistent with the research on marketing mix influences on medical tourism, which found that the 7Ps of the marketing mix can have an impact on medical tourism. The people factor was discovered to be the most influential factor in all marketing mixes. It was also discovered that a tourist attraction's physical environment was the least influential factor in the overall marketing mix. This study suggests developing a marketing strategy using a marketing mix approach, particularly for the people component. 1.2) An integrated marketing communication tool for medical tourism entrepreneurs to accommodate elderly tourists in World Heritage Cities for elderly tourist (Phra Nakhon Si Ayutthaya District) including 1. In terms of advertising, it was found that advertising is mainly done through social media such as FB, IG, and Website, focusing on selecting the right media and reaching the target customers comprehensively. 2. The capability of targeted tourists to haggle with salespeople or service providers via online media enhances their reputation and draws in more visitors. 3. In terms of public relations, it was discovered that consistently updating news and PR helps to build a positive perception of health tourism destinations, demonstrating those locations' capacity to host elderly tourists. 4. In terms of sales promotion, it was found that having a variety of promotions through social network media can stimulate decision-making to use the service faster. 5. Direct communication via digital channels can foster intimacy between you and the destination's business and delight tourists if benefits are provided. Furthermore, customer database development is now taken into account, [22]. This is consistent with research on integrated marketing communication strategies for health tourism conducted at Sai Noi Homestay in Bang Ban District, Phra Nakhon Si Ayutthaya Province, which discovered that event marketing, word-of-mouth marketing, and online communication influence decision-making motives, primarily from merchant support, allowing for integrated marketing communication strategies. Entrepreneurs frequently employ multiple marketing tools while keeping in mind their target markets and marketing goals. For instance, applying social media to the elderly market involves taking into account psychological and behavioral science factors, particularly lifestyle, and focusing on building positive perceptions of products and services to foster loyalty to those goods and services. To achieve the use of all marketing communication tools in the same direction, all marketing communication plans, whether branded or entrepreneurial, have a comprehensive, integrated marketing communication plan. They only differ in terms of the particulars of the tool, such as in advertising campaigns on television, radio, in newspapers, or in magazines, where the content should be the same but needs to be tailored to the tool, [23]. This is related to a study of the primary driving forces behind local health spa industry success: The ability to compete on a global scale is made possible by Thai hospitality, skilled certified professional staff, a wide range of options, and interesting travel resources. Support from the government is crucial. Training employees and enhancing their capacity to direct the launch of proactive marketing and integrated marketing communication campaigns are two examples of this support. To increase the competitiveness of the health spa industry and make Thailand a hub for international health tourism, government officials should adopt a support mindset instead of a control mindset, acting as coaches, mentors, and

consultants. Additionally, the government must continue to develop a brand for wellness tourism in Thailand, and business owners must do the same for their brands.

2) Development of an Integrated Marketing Communication Model for Medical Tourism Entrepreneurs to Accommodate Elderly Tourists in World Heritage Cities for Elderly Tourists (Phra Nakhon Si Ayutthaya District)

2.1 Strategic analysis using SWOT analysis with the TOWS Matrix to analyze the elements of integrated marketing communication of health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) found that there are seven proactive strategies: 1. Strategies to encourage elderly tourists to use integrated marketing communications that highlight the region's identity and key businesses: 2. Strategy to promote the development of products and services to create specific values suitable for elderly tourists: 3. Strategy to allocate resources with social responsibility in response to elderly customers: 4. Strategy to promote and support tourists: 5. Strategy to promote entrepreneurs by offering routes and activities that are suitable for elderly tourists according to their behaviors and modern lifestyles: 6. Strategy to encourage tourism stakeholders to integrate cooperation to promote health tourism for more elderly tourists and 7. Strategy to promote the development of entrepreneurial skills to always be ready for changes in the digital age. This is in line, [24], with Research on tourist demand and marketing strategies on the Impact of decisions to bring Chinese tourists to medication and medical tourism. The research results found that 1. Most Chinese medical tourists are women aged 26–30 who work in private companies. Most of them have a bachelor's degree and earn 50,001–100,000 baht per month. Most Chinese tourists use health services such as spas and massages. These tourists are informed through hotel staff, friends, family, online forums, tour entrepreneurs, magazines, travel websites, and travel books. In addition, this group of tourists also has high general health needs such as check-ups, surgeries, treatments, dentistry, plastic surgery, and health promotion using traditional and alternative medicine, anti-aging, and medical spas. 2. There are six variables in marketing factors: product composition, people, physical environment, price, and other user costs. Promotion, education, and service processes influenced the level of Chinese tourists in their decision-making about medical tourism in Thailand, with an estimated ratio of 86.7% (R^2 = 0.867). 3. The market factors of product composition, output, quality, people, promotion, and education influenced the Chinese tourists' loyalty to medical tourism in Thailand with a predicted ratio of 88.3% (R^2 = 0.883). In this regard, medical entrepreneurs and the medical tourism industry should focus on marketing strategies that influence the decision-making and loyalty of Chinese tourists, as well as business planning strategies and practices that lead to success.

2.2 Structural Equation Model (SEM) Analysis of The integrated marketing communication of medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) found that the hypothetical model was well consistent with the empirical data. In other words, the model is highly accurate. This can be considered from the chi-square value (x^2) which is equal to 65.01 and statistically significant at 0.42 (p-value equal to 0.42). The chi-square value (x^2/df) is equal to 1.17 and Comparative Fit Index (CFI) is equal to 1.00, the Goodness of Fit Index (GFI) is equal to 0.95, the Adjusted Goodness of Fit Index (AGFI) is equal to 0.92, and the Root Mean Square Error of Approximation is equal to 0.01 which passed all criteria. Therefore, it can be concluded that the hypothesis model is consistent with the empirical data. The above conclusions are consistent with the research on tourism fundamentals influencing integrated marketing communications via digital media: tourism fundamentals have a positive direct influence on integrated marketing communications via digital media, and tourism fundamentals have a direct and indirect influence on the image of a healthy tourist destination through integrated marketing communication via digital media. It was found that image is one of the components of tourism products that is the main factor in the decision-making process of tourists and has a great influence on their motivation, which is consistent with Middleton's (1994) idea that says Perceptual tourism image influences repeat tourist loyalty, and also inconsistent with [25], a sustainable, integrated ecotourism development plan is aided by the idea of sustainable tourism development planning, as well as the involvement and roles of the public, the private sector, and the government in the development of ecotourism. This is also inconsistent with [26], a study on tourism image, service quality image, and tourism value affecting attitudes towards sustainable tourism found that

factors affecting the attitudes of Thai working-age tourists in Bangkok with statistical significance, namely a) the tourism image of experience and variety of attractions; b) the service quality image of customer response; and c) personal travel values. Furthermore, it was discovered that the following factors influenced the tourism values of working-age Thai tourists in Bangkok: a) tourism image in terms of remembering the variety of tourist attractions and environments; and b) service quality image in terms of touchability.

Health tourism entrepreneurs have a direct positive influence on integrated marketing communications via digital media, and also have a direct positive influence on the image of wellness tourism destinations disseminated via integrated marketing communication via digital media. Tourism is considered an industry that can best respond to the needs of the market in the digital age. The digital system is regarded as a necessary system because people nowadays tend to search for information about hotels and attractions using various tools. This positively affects businesses that adopt integrated digital marketing communication tools, which is consistent with the research in the Academic of the Secretariat of the House of Representatives (2018) which found that Because the government recognizes the importance of digital technology and the Internet system, it has been used to support Thai tourism, which is also consistent with research findings of [27], that has studied the factors influencing tourist decisions towards medical tourism in the eastern seaboard provinces and discovered that the public relations factor influencing the decision to travel along Thailand's west coast the most is getting travel information from the internet. This is also inconsistent with [28], which has studied trends and tourism marketing 4.0 in Thailand and discovered that global changes and Thailand 4.0 government policies have influenced Thailand's tourism industry policy and tourism marketing 4.0, which emphasizes innovation, technology, and creativity in tourism management and marketing. Thailand 4.0 focuses on a new form of tourism marketing that focuses on online marketing (digital marketing), which is considered social media marketing that is open to ideas and participation and accepts differences. Each individual has developed communication technology that allows customers to contact, exchange knowledge, search for information, and buy and sell goods and services across borders by connecting online and offline marketing.

A study on integrated marketing communications via digital media has a positive direct influence on the image of health tourism destinations, revealing that elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) will continue to travel to the health tourism destinations of Phra Nakhon Si Ayutthaya Province when given the opportunity. This is inconsistent with [29], which studied foreign visitors' perceptions of the province of Nakhon Si Thammarat's tourist attractions and discovered that visitors who changed their travel plans upon their return had a different perception of the province's tourist attractions. In terms of customer word-of-mouth public relations, it was discovered that customers had diverse public relations. Regarding the perception of the overall and individual aspects of the image of the tourist attractions in the province of Nakhon Si Thammarat, it was consistent with [30], which studied factors that influence Chinese tourists to return to Thailand found that satisfaction in tourist attractions and willingness to recommend other places are important in returning to travel respectively. This is consistent with [31], which studied Factors affecting the period of returning tourists to Chiang Khan It has been discovered that the environment, culture, and traditional way of life are what draw Thai tourists to Chiang Khan, while the target group of tourists is young urbanites with low monthly incomes. Furthermore, for tourists who have previously visited Chiang Khan, the duration of their subsequent visits is inversely related to distance; that is, the longer the distance, the more likely the tourists will return to Chiang Khan slowly. This is consistent with [32], which studied the influence of tourist image and satisfaction on the return of tourists in Pathum Thani Province, it was found that the tourist attraction image had the most effect on the return of tourists in Pathum Thani Province, followed by satisfaction with environmental management and attractions of tourist attractions at a statistical significance level of 0.05.

3) The integrated marketing communication model of medical tourism entrepreneurs to support elderly tourists in World Heritage Cities for elderly tourists (Phra Nakhon Si Ayutthaya District) is the "SILVER D Model," consisting of S - Standard, or the standard of quality service. As older tourists have specific needs and high purchasing power and they tend to demand quality service standards that can impress them which is consistent with [33], which studied the customer satisfaction of South African properties at different star ratings with

multi-cluster analysis and key performance map analysis using PLS-SEM that enables differentiation between service quality scores and their influence. The two most important predictors of satisfaction with one- and two-star properties are customer satisfaction at properties with different star ratings: accommodation infrastructure and staff expertise.

I - Integrated, or integrating cooperation with stakeholders, including upstream, midstream, and downstream, including creating cooperation between entrepreneurs and government stakeholders which is consistent with [34], that studied a governance framework with tourism stakeholders can leverage their specific roles and mutual benefits to promote sustainability in terms of regulations, stringent standards, and enforceable measures. Considering a seamless value chain that will enable stakeholders to take part in the advantages of sustainable tourism, where visitors are seen as stakeholders in sustainability rather than as customers. The new visitor experience will be redesigned to promote adherence to regional traditions, including patronizing local businesses and abiding by local laws, as well as environmental ethics, respect for local communities, and involvement in sustainable development diversification in the neighborhood.

L-Lifestyle, because designing integrated marketing communications that are responsive to the demands of establishing a competitive advantage requires studying and analyzing the behavior of senior tourists. This is consistent with [35], which studied marketing strategies affecting the satisfaction of senior Chinese tourists who use health-promoting tourism services in Thailand. According to the findings of this study, older tourists have more travel restrictions than younger tourists, so they should be well prepared to research service marketing strategies that match their preferences. Furthermore, the results of the multiple regression test revealed that gender, income, marital status, occupation, and education level influenced marketing strategies that influenced the satisfaction of elderly Chinese tourists who use health tourism services in Thailand.

V – Value proposition, delivering value and differentiation to elderly tourists is important because they are highly experienced, and delivering exceptional value and experience will attract them. This is consistent with [36], which studied accelerated process strategies to support digitalization and customer value outcomes in travel. The findings highlighted the role of process capability in speeding up work in three related ways. These include clients, partnerships, and operations to help tourism organizations that can leverage digital technology to produce and/or deliver value to their customers. Travel companies use digital technology to communicate with customers quickly to test services, present ideas, and draw in new clients. and support the use of digital technologies by the travel industry to communicate with partners, create, and/or deliver new value. Through the use of digital technology, this process will help operations move more quickly and efficiently when creating and delivering value. Moreover, the current study presents a contextual theory of how to process strategies to enable tourism organizations to leverage digital technologies to create and/or deliver customer value in tourism, based on the tourism context.

E – Entrepreneurial, or developing entrepreneurial skills that are always ready for change. This is consistent with [37], which found that Technology and digitalization are becoming increasingly popular topics with far-reaching implications, the Internet of Things, big data, cloud computing, artificial intelligence, and other digitally enabled platforms are examples of digital innovations. These technologies are all influencing business operations and changing the way entrepreneurs participate, demonstrating how technology, entrepreneurship, and social change are inextricably linked.

R - Responsibility, or social responsibility, to consider the sustainability of society, economy, and environment, which will lead to sustainable tourism, which may have an impact on the tourism industry in Phra Nakhon Si Ayutthaya Province. This is consistent with [38], which stated that the company's environmental, social, and governance performance has an unbiased impact on its financial success. Tourism businesses should engage in socially responsible practices that contribute to the SDGs. Tourism organizations must communicate their corporate social responsibility initiatives to raise public awareness of their environmental, social, and governance efforts.

D - Digital Marketing, or encouraging D - Digital Marketing, or encouraging business owners to use digital marketing as effectively as possible to meet the needs of potential tourists, whose behavior is increasingly influenced by technology. This is consistent with [39], who studied how digital platforms and entrepreneurs transformed during the COVID-19 crisis as a result of their concurrent use

and growing popularity. As a result, a new digital platform has been created that is linked to specific local and emerging needs. The study is based on transformational entrepreneurship theory and focuses on social change caused by the COVID-19 pandemic. The findings suggest that during a crisis, farming entrepreneurs are motivated by financial, social, and community goals, which influence their use of digital platforms. The findings contribute to management and policy discussions by highlighting how digital platforms can be used to create transformative entrepreneurial outcomes in times of crisis.

New Research Discoveries

This research creates a body of knowledge about the integrated marketing communication model of health tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District): the "SILVER D Model," as shown in Figure 3.

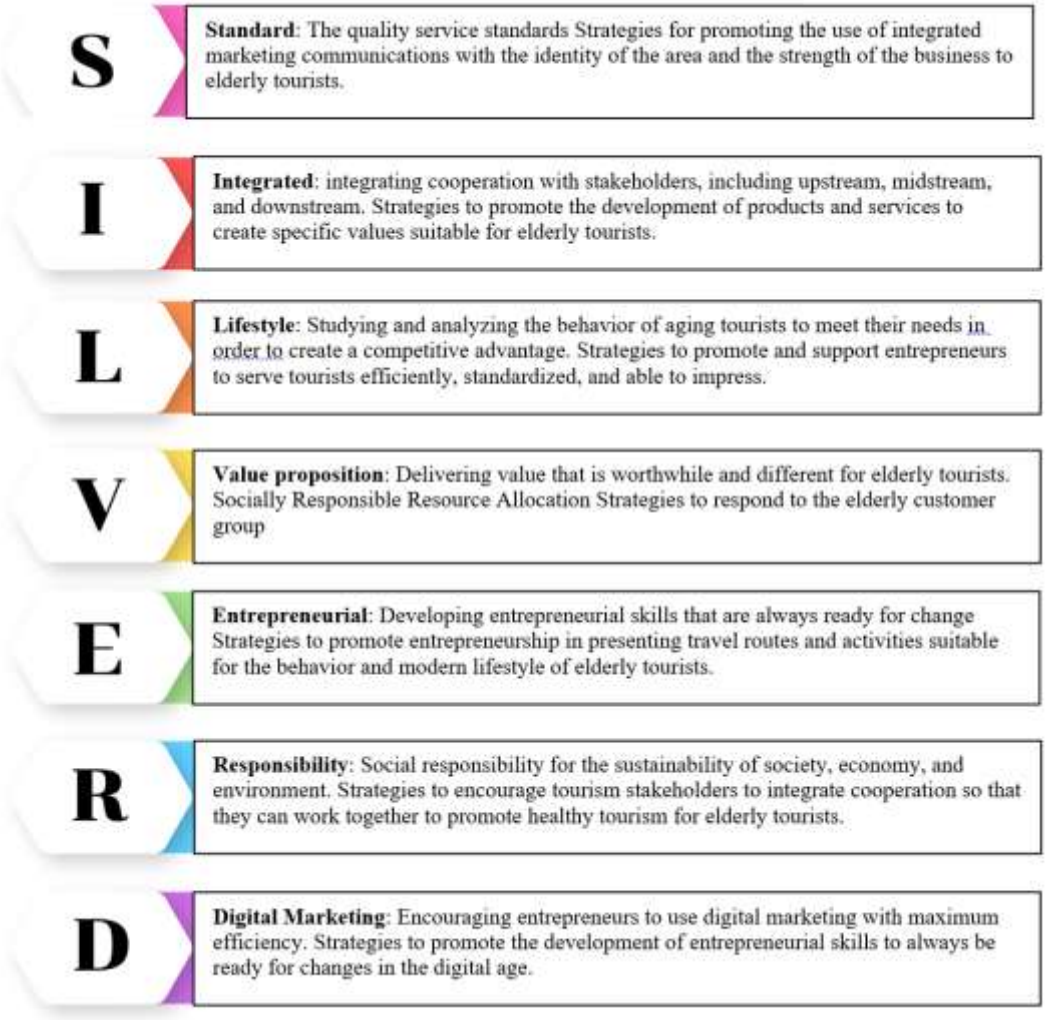

Fig. 3: SILVER D Model (Source: prepared by the authors)

6 Conclusion

This study investigated the model and integrated marketing communication strategies of medical tourism entrepreneurs to support elderly tourists in the World Heritage City for senior tourists (Phra Nakhon Si Ayutthaya District), namely the "SILVER D Model," which consists of S - Standard, I -Integrated, L -Lifestyle, V -Value proposition, E -Entrepreneurial, R-Responsibility, D-Digital Marketing, including 7 strategies However, special consideration should be given to the needs of the targeted tourists, in this case, the elderly.

Furthermore, it should concentrate on preserving the benefits of the identity of the world heritage tourist attractions and fostering willing cooperation among all sectors eager to develop tourist attractions in the same direction. Furthermore, government agencies can use this research to create integrated marketing communications for economic utilization, while taking into account important factors such as social and environmental impacts. Government agencies should provide such assistance by assisting in the understanding of medical tourism operators' integrated marketing communications. Furthermore, government agencies should act as liaisons between tour operators and tourism communities to present tourist attractions and develop destination branding for tourist attractions that tourists are interested in visiting.

7 Suggestions

Based on the findings of the study, the researcher makes the following suggestion:

1) Suggestions for putting the research findings to use

According to the findings of the Objective 1 research, entrepreneurs prioritize presenting marketing content through marketing tools that reach all target groups. However, if integrated marketing communications are planned holistically for specific target groups, the efficiency of integrated marketing communications can be increased. As a result, relevant agencies should promote knowledge and understanding of integrated marketing communication planning holistically, ensuring that all marketing communication tools are used in the same direction and meet the needs of the target group.

According to the findings of Objective 2, Health tourism entrepreneurs accommodating elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District) have used the "SILVER D MODEL" that consists of S-Standard, I - Integrated, L-Lifestyle, V-Value. the proposition, E– Entrepreneurial, R – and D – Digital Marketing, and seven strategies under the aforementioned model for marketing communication. All of the above elements can be integrated to create a positive impression and word of mouth and to stimulate the emotions of tourists concretely in the future. Therefore, relevant agencies should proceed to develop a guideline for integrated marketing communication for health tourism operators. to support elderly tourists in the World Heritage City and expand the results to other target groups in the future.

According to the findings of Objective 3, the key to the success of integrated marketing communications will be to create a collaborative learning environment for community members, tourism operators, and the government and private sectors in tourism with concrete practices. operators of health tourism can truly As a result, relevant agencies should collaborate to foster more collaborative learning in the tourism sector.

2) Suggestions for Further Research

This study discovered the "SILVER D Model," a model and integrated marketing communication strategies of medical tourism entrepreneurs to accommodate elderly tourists in the World Heritage City for elderly tourists (Phra Nakhon Si Ayutthaya District), which can be applied to tourism sector agencies that support the development of marketing communications for entrepreneurs targeting older tourists. Further research should be conducted on the topic of health tourism operators, which is a tourism trend that groups of tourists are currently interested in.

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Conflict of Interest

The authors have no conflict of interest to declare.

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