

Independent Study Title	The Factors Influencing The Cost of Travel of The Elderly People in Chiang Mai		
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ABSTRACT

The objectives of this survey research were: To understand general information about the cost of travel for the elderly; and To understand the behavior of the elderly regarding the cost covering the tour of the elderly. The study population was 400 elderly persons, who are 60 years and above from Chiang Mai. The study was made by using the simple random sampling method. Statistics used for the data analysis were frequency, percentage, mean, Chi-square test and Quntile test. The results showed that: Behavior in tourism spending for the elderly found that most vehicles used to travel were personal cars. Each tour isn't mostly a stopover or overnight stay. The main purpose of each tour is to visit relatives / friends. The purpose of tourism is, mainly due to a tour of the family / relatives. Resource that has the greatest effect on the decision to travel is advertising. Most of the samples are from Chiang Mai and the cost of traveling amounts to around 1,001-5,000 baht. Factors that affect or are related to the cost of travel of the elderly, include homeland, education, income, residence, and duration of the tour. Other influences include, attractions, conveniences of travel, the characteristics of tourism, promotions of tourism. Overall, the influences that affect the cost of travel of the elderly were at a high level, except the tourism purposes which were found to be at moderate levels.