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Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
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LIFE QUALITY PROMOTION FOR THE ELDERLY

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ABSTRACT

This research is a documentary research. The purpose is to gather research about life quality of the elderly. It was studied in these following; 1) Research method about life quality promotion for the elderly. 2) The result of life quality promotion for the elderly. Data was collected from online research between September 6-10, 2016. The research instrument is data record form which was created in accordance with research purposes. Quantitative data was analysed by using frequency and percentage. Qualitative data was analysed by content analysis and typology. The result showed that the research about life quality promotion for the elderly has 14 topics. 12 of them are quantitative research, most of which (11 topics) are survey research. There were 2,828 elders participating whose age are 60 years old and older. Many provinces are studied for life quality promotion for the elderly research such as Chonburi and Pichit. The questionnaires of World Health Organisation adapted into Thai version (WHOQOL - BREF - THAI) used to measure life quality of the elderly in 4 aspects which are physical, mental, social relationship and environmental aspect. The result showed that most of the elderly have moderate life quality. Income, working condition and family status have an impact on life quality of the elderly. Development guideline of life quality in community consists of the elderly health care training, annual health check service, the elderly development center establishment, exercise center in community, volunteer group for visiting the elderly together with problem listening and solving advice. Moreover, there should be an opportunity for the elderly to participate in religious activities, important day of the nation, public service and recreations. Suggestion in further research should emphasise research design and develop learning participation of the elderly in family and community, attitude creating and activity conducting for life quality development in the elderly.

Keywords-- Life Quality, Life Quality Promotion, Elderly

INTRODUCTION

Thailand's population structure has changed rapidly in the last 3-4 decades. The number of elderly people has increased which leads the country to ageing society. In 2000-2001, more than 10 percent of Thai population is 60 years old. From the Thai population projection, from 2015 to 2030, Thailand will be in "ageing society" condition which is the situation that the country has elderly people who are 60 years old or older more than 10 percent compared to population in other age ranges in the same area. In the next 10 years, the country will become completed ageing society which more than 20 percent of population is elderly people who are 60 years old or older when comparing to population in other age ranges in the same area. The country is expected to be super ageing society in less than 20 years when elderly people are more than 28 percent. (1)

Being the ageing society has several impacts especially in the elderly themselves. They concern about facing the turning-point period coming with many changes like physiological, emotional, cognitive, working condition, social status, and economic change, all of which affect way of life. The elderly need to be adaptive in their lifestyle. These changes affect life quality of the elderly. Therefore, the development of life quality for the elderly is necessary for several sectors. Ministry of Public Health (2) has imposed integration plan of

life quality promotion for the elderly which its purpose is to make the elderly to live their daily life properly. Many sectors have created projects to meet the purpose of this plan. Researcher was interested in studying and gathering research about life quality promotion for the elderly in order to acquire basic data, research method and result of research about life quality promotion for the elderly for those who are interested in this research can use this data as a guideline in further life quality promotion for the elderly research.

Research purposes

To study the research about life quality promotion for the elderly in the aspects of research method and the result of life quality promotion for the elderly.

LITERATURE & THEORY

This research has reviewed the concept that relates to life quality of the elderly and will concisely present as follows;

1. Situation of the elderly in Thailand

Nowadays, Thailand is an ageing society which its population has increased rapidly since 2000 when the proportion of the elderly (60 years or older) reaches 10 percent of country population and the country will become "completed ageing society" when percentage of the elderly population reaches 20 in 2021. Moreover, the country is expected to be a super ageing society in less than 20 years when percentage of the elderly population is 28 percent of all country population. (3) Now that the elderly have some changes in both physiological and mental health resulting from degenerating system in their bodies, life quality promotion which can result in proper daily life living, activity participating and social helping is one of the best way to promote life quality in the elderly.

2. Quality of life

The definition of quality of life according to the concept of World Health Organisation (4) is the satisfaction and status awareness of an individual in society according with one's goal and expectation under the culture, value, and norm of the society. The example of measurement form which was used to measure life quality conforming to the elements of life quality is the one that Suwat M & others (5) have adapted and developed quality of life indicator from World Health Organisation. This is known as brief quality of life indicator in Thai version or WHOQOL-THAI-BREF 26 items developed from quality of life concept, with subjective assessment acknowledging in accordance with cultural, social and environmental context. The indicator used for measuring quality of life includes 4 aspects of life quality which are; 1) Physical domain such as cognition in fitness, well-being, and moving ability. 2) Psychological domain which is mental self-cognition such as self-esteem, confidence, belief. 3) Social relationship which is a cognition about relationship between oneself and others and social helping. 4) Environment which is a cognition about the impact of environment on living, security and life safety, skills practicing, and hobby cognition. In addition, Nipon P & others (6) mentioned elements of life quality categorised by the 6 aspects of life requirement which are; 1) physical need such as four basic human needs and health care. 2) emotional need such as beneficial relaxation. 3) physical surrounding such as residence. 4) cultural surrounding and social participation. 5) notion, understanding, and learning. 6) mental aspect such as satisfaction, happiness, misery and measurement form that researcher created in accordance with the research such as economic and health aspect.

3. This research collected and analysed data from 14 researches about life quality promotion for elderly. (7-20)

METHODOLOGY

1. Research method

This research is a documentary research which analysed the relating work about life quality promotion for the elderly publishing online and was searched between September 1-5, 2016. The samples were research reports and research articles which researcher searched from online system in 14 topics about "life quality promotion for the elderly research"

2. Research Instrument

Instrument used in this research is record form which was created in accordance with research purposes. The research instruments include note taking issues as follows; 1) Method of research about life quality promotion for the elderly publishing online and 2) The result that the elderly have gained from research.

3. Construction of the instrument

3.1 Study data from documents, textbooks, related research about situation of the elderly, quality of life and related research

3.2 Determine the structure of record form in accordance with the research purposes

3.3 Create issue that have to be studied in record form for writing down findings from each topic that've been read and analysed in research

3.4 Check the accuracy which must cover the issues as purposed by the expert of the qualitative research

3.5 Improve record form to be clearer and more comprehensive in accordance with the expert

4. Data collection

4.1 Carry out the research in "life quality promotion for the elderly" topic

4.2 Read and analyse each topic carefully

4.3 Record findings that are acquired from research following the record form created by researcher in accordance with each issue of research purposes and other interesting findings

5. Assessment and data analysis

5.1 Assess all of data from record form in each issue in accordance with research purposes

5.2 Analyse and synthesise the findings in each issue from record form by qualitative research method consisting of content analysis and typology. Analyse by quantitative research method consisting of simple statistics which is frequency and percentage, presenting each issue in accordance with research purposes.

RESULTS

1. Research method

1.1 Research methodology - There was 85.71 percent of research was quantitative research (12 topics) consisting of 11 topics of survey research and 1 topic of quasi-experimental research. Other 2 topics were 14.29 percent qualitative research. There were 2,828 elder people who are 60 years old or older participating in this research. The place in which the data was collected was several provinces such as Nakornnayok, Chonburi and Pichit.

1.2. Measurement form of quality of life used in research

1.2.1 The quantitative research carried out by using 11 topics of questionnaire to measure life quality of the elderly found that there were 8 topics (72.73 percent) studying about quality of life of the elderly using life quality brief measurement form of World Health Organisation adapted into Thai version (WHOQOL - BREF - THAI) which has 26 items, measuring quality of life in 4 aspects which are physical, mental, social relationship and environment aspect. There were 3 topics (27.27 percent) that researcher developed measurement form from the definition of life quality from World Health Organisation. Moreover,

there were measurement form in religion quality, physical, mental, social relationship, environmental, and intellectual aspect. In addition, there were research that studied in life quality in aspect of emotion, welfare, and economy. For quasi-experimental research which has 1 topic, research instrument is two-month health promotion program consisting of life quality promotion educating, problem analysis by team work, solution of problem finding, experience exchanging, demonstrating and practicing to develop life quality in diet, exercise, safety and other aspects.

1.2.2 For qualitative research, research instrument for measuring life quality was interview form for the elderly after they received subsistence allowance in 3 parts; 1) economic part 2) social part 3) health part. There were participation process of community, learning process of community for finding activities which can lead to life quality development in the elderly resulting in 4 dimensions of development which are physical, mental, social, and intellectual development.

3. Research finding

3.1 Quality of life of the elderly

The result of the elderly's life quality survey in several areas showed that most of the elderly have moderate level of life quality from 7 of 8 research topics (87.50 percent). There was 1 topic of good life quality. Moreover, it was found that income, working condition, and family status have an impact on life quality promotion in the elderly.

3.2 Guideline of life quality development in community

From 2 topics of qualitative research, it was found that life quality promotion should be developed in physical, mental, social, and intellectual dimensions consisting of health care training for the elderly, annual health check service, the elderly development center establishment, exercise center in community, volunteer group for visiting the elderly community together with problem listening and primary problem solving advice. Moreover, there should be an opportunity for the elderly to participate in religious activities such as praying, participate in important day of the nation, and participate in public service and recreations. In addition, there should be career and income support in the elderly.

CONCLUSION AND FUTURE WORK

1. The result showed that the research about life quality in the elderly were mostly quantitative research which had determination to find basic data about life quality of the elderly. There is only few research papers that promote life quality in the elderly. Therefore, there should be life quality promotion support for relating sectors and institutes to create proper programs or activities for promoting life quality of the elderly which are comprehensive in physical, mental, emotional, social, environmental, intellectual, health, and economic aspect. Moreover, those programs or activities should be comprehensive in career supporting and training that will generate knowledge, understanding, good attitude and proper way of living in the elderly. It should be good life quality promotion and should emphasis research and development design which can lead to the change and good practice of life quality promotion in the elderly. (21)

2. The result showed that most of the research focused on the elderly. There is only few research papers that focus on support from family and community of the elderly. Therefore, there should be promotion for the elderly to develop their quality of life leading to proper living by having their family and community as a supporter. As Natedao J (22) had studied the factors which relate to health promotion behavior, it was found that social supporting has been associated with health promotion behavior and family and community supporting play an important role in life quality promotion in the elderly according to the integration plan of Ministry of Public Health. (2)

3. The result showed that most of the elderly perceived their physical, mental, social, and environmental aspect in moderate level because the elderly can be categorised in vulnerable group from many changes in their body such as degenerating organs resulting in less vigorousness, agility and moving skill. The perception of the elderly is the same as others group using life quality measurement. As Anchalee J and

Urkarn W (23) have studied life quality of female prisoners in Central Prison of Udonthani, there was the same perception of life quality which was moderate level.

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