Abstract

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This research was to study and compare the long stay satisfaction factors in tourism area in Cha-Am and Hua Hin. Population. Is a long stay long stay elderly tourist in Hua Hin district and initiatives of 400 people. The sampling by quota method. Data analysis and processing with statistical software. The statistical analysis of the data, mean percentage, standard deviation and variance analysis. The result showed that 1) Tourists mainly male between the ages of 51 - 60 years graduated bachelor's degree, professional business, and marital status. 2) Tourists of different ages. The satisfaction of traveling long stay in Cha-Am and Hua Hin on subsistence food (purchased from) and the food (cooked) differ by at least one pair at a statistically significant level is 05. 3) Tourists with different educational levels Satisfaction in tourism in long stay initiatives and Hua Hin, the life, the food (cooked), at least 1 different pairs, significantly level is 05. 4) Tourists, both of male and female satisfaction in long stay travel in Cha-am and Hua Hin district tourism culture, history, nature, different overall statistically significant at the .05 level. 5) Tourists of different ages, the satisfaction of traveling long stay in Cha-am and Hua Hin tourism and sports tourism. Health Services the SPA service activities vary at least one pair of significant statistical level. 05.

Keywords: Administrative Model, elderly tourists.