

ORIGINAL PAPER

Innovative Integration of Marketing and Tourism for the Elderly and Community Economy in Ubon Ratchathani

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Abstract. This research aims to develop an approach to "Innovative Integration of Marketing and Tourism for the Elderly and Community Economy in Ubon Ratchathani" by employing the service marketing mix framework (7Ps) and integrating the concepts of active aging and lifelong learning. The methodology is qualitative research. Data were collected through semi-structured in-depth interviews with stakeholders from tourism organizations at the provincial and national levels and with elderly people in the Mekong River basin area of Ubon Ratchathani Province (n=10). Data were analyzed using content analysis and synthesized according to the 7Ps framework categories. The research findings suggest that we can transform cultural identity, local cuisine, and handicrafts into "narrative-based tourism experiences," with elderly individuals acting as cultural transmitters. Implement value-based pricing schemes and revenue-sharing arrangements, such as funds for the elderly. (3) Place: An integrated offline and online model should be implemented through community markets, utilizing Facebook, LINE, and TikTok for bookings and communication via intergenerational collaboration. Promotion: Digital social media marketing ought to portray senior individuals as "authentic storytellers" to elevate the destination's image. Elderly individuals ought to function as local tour guides or homestay hosts, necessitating instruction in service capabilities, communication abilities, and internet literacy. Service methods must be standardized to encompass booking, payment, and satisfaction assessment, all executed via digital channels. Improvements to the physical environment should include infrastructure enhancements that accommodate elderly individuals, such as signage, ramps, bathrooms, and QR code systems featuring audio commentary narrated by seniors. In conclusion, the integration of the 7Ps framework with active aging and lifelong learning concepts facilitates the transformation of elderly people's role from "dependents" to "social innovation creators," converting cultural capital into tangible household and community income. Policy recommendations include developing digital skills, narrative-based communication strategies, upgrading infrastructure, and establishing revenue-sharing mechanisms to propel Ubon Ratchathani toward becoming a sustainable tourism destination in the Mekong River basin region.

Keywords: Older adults, community-based tourism, services marketing mix (7Ps), social marketing, active aging, Mekong, Ubon Ratchathani

1. Introduction

Ubon Ratchathani Province is one of the economically and culturally significant areas of Northeast Thailand, possessing distinctive tourism potential in both natural and cultural dimensions. In particular, areas connected to the Mekong River represent a sub-regional tourism route that attracts both Thai and international tourists, including natural tourism attractions such as Samlarn Bok, Phatat, and Wat Sirindhorn Worararam Phu Phrao, as well as unique community lifestyles with valuable local wisdom. Tourism in Ubon Ratchathani Province thus plays a significant role in driving the region's economy. In 2025, the province welcomed more than 2.6 million tourists, generating revenue exceeding 5,810 million baht (Ministry of Tourism and Sports, 2025), demonstrating the potential to develop the tourism industry as a crucial tool for enhancing grassroots community economies in the Mekong River basin area.

However, despite the continuous growth of Ubon Ratchathani's tourism sector, income remains concentrated among major entrepreneurs, while elderly people in the community—an important population group with substantial local knowledge and wisdom—have not yet had the opportunity to fully participate in the tourism economy system. The integration of marketing concepts with tourism activities thus becomes an important approach to creating added economic value for communities, particularly

by promoting elderly people to present products and services linked to local identity, such as local cuisine, handicrafts, or cultural tourism activities. This would enable elderly people to generate supplementary income, facilitate economic circulation within the area, and reduce age-related inequality in society.

Alongside rapid demographic ageing, recent global evidence indicates that older adults are increasingly gaining access to and adopting digital technologies, which has created new possibilities for their social and economic participation. According to the International Telecommunication Union (ITU, 2021), older persons are among the fastest-growing groups of internet users, and digital transformation should be viewed not as a risk but as an opportunity for empowerment under the concept of “Ageing in a Digital World: From Vulnerable to Valuable.” Similarly, the Organisation for Economic Co-operation and Development (OECD, 2021) emphasized that the digital inclusion of older adults has expanded beyond communication into online banking, health services, and leisure, though digital skill gaps still risk deepening inequality if unaddressed.

In Western societies, the Pew Research Center (2021) reported that more than 75% of adults aged 65 and above now use the internet, while over 60% own smartphones—reflecting a steady narrowing of the “grey digital divide.” Research by Nimrod (2010) also found that seniors actively engage in online communities for social connectedness, learning, and emotional support. More recent studies such as Lee (2024) and Stamate et al. (2024) highlight that technology use among older adults is no longer limited to communication; they increasingly participate in social media, e-commerce, and health-related applications when tools are designed with age-friendly and user-centered principles. This indicates that usability and trust are key determinants of technology adoption among the elderly (Yu et al., 2025).

In the Asian context, UNESCO (2016) stressed that lifelong learning and digital literacy are

essential for enabling older adults to adapt to social and technological change. Regional reports by ESCAP and ITU (2021) also show that while smartphone penetration in Asia-Pacific is rapidly expanding, many rural and low-income older adults remain digitally marginalized, forming what researchers call the “grey digital divide.” In Thailand, data from the National Statistical Office (2022) show that more than 80% of older persons own a mobile phone, and internet use among adults aged 60 and over has risen sharply, especially through social media platforms such as LINE and Facebook. These platforms allow older people to maintain social relationships, seek information, and even engage in digital transactions.

Building on these findings, Jantavongso (2021) argued that Thailand’s ageing population has strong potential to become digital literate citizens if supported by community-based and intergenerational learning programs that strengthen confidence and capability in technology use. This view aligns with Nimrod’s (2010) and OECD’s (2021) frameworks, suggesting that digital participation among older adults enhances their sense of autonomy and social inclusion. In tourism and marketing, this digital empowerment enables older adults to become not only consumers but also content creators, storytellers, and micro-entrepreneurs who can market local destinations, products, and cultural experiences through digital platforms (Lee, 2024; Stamate et al., 2024).

2. The research objective

To develop an innovative community-based tourism model that promotes the participation of elderly individuals as creative contributors and drivers of the local economy.

3. Literature Review

3.1 Active Ageing Theory: Concepts and Elderly Participation

The concept of “active aging” is an important policy framework that the World Health Organization (WHO) announced in 2002 to shift perspective from viewing elderly people as

"dependents" to viewing them as "social resources" with the potential to drive development (World Health Organization, 2002). It is defined as "the process of optimizing opportunities for health, participation, and security to enhance quality of life as people age" (WHO, 2002). The term "active" does not merely refer to physical movement but encompasses continuous participation in economic, social, and cultural activities.

In the context of Ubon Ratchathani Province, the application of active aging can promote elderly people to play significant roles in the tourism sector, particularly in cultural tourism in the Mekong River basin area. Elderly people can serve as local storytellers, transmitting historical narratives, lifestyles, and local wisdom, such as teaching local cuisine or traditional handicraft production, thereby creating valuable tourism experiences and generating income for communities (Kotler & Keller, 2022; Tourism Authority of Thailand, 2024).

This concept aligns with the study by Jarinyai Vongphrom et al. (2015), which emphasizes "community participation in improving quality of life for elderly people" and found that elderly participation in community activities can sustainably enhance well-being in physical, mental, social, and intellectual dimensions. When older people take on roles as knowledge transmitters and get involved in economic activities like community tourism, they feel proud and valuable, which leads to long-term improvements in their quality of life and the economies of their communities.

In summary, active aging is a crucial foundation for innovation in integrated marketing and tourism in the Mekong River basin, aiming to transform elderly people from "consumers" into "creators of valuable tourism experiences" who can genuinely generate income and sustainability for Ubon Ratchathani's communities.

3.2 Competency Development in Older Adults

Thailand is moving toward a "complete aging society" by 2040, with the working-age population expected to decline to only 1.8 persons per elderly person (National Statistical

Office, 2023). Consequently, elderly people should not be viewed merely as dependents but rather be developed into "economic forces" through appropriate competency development in the context of the digital age, enabling them to generate sustainable income and social value. This concept aligns with the International Labour Organization (ILO, 2020) approach, which indicates that enhancing elderly people's skills in employment and effective technology use will reduce the country's economic burden and create equality in aging societies. Competency development for elderly people comprises three important dimensions:

First, *Experiential Capitalization*: The competency to convert experience into income, which involves transforming life experience and local wisdom into economic value, such as transmitting knowledge about local cuisine, teaching traditional handicraft, or providing wisdom-based consultation to younger generations. Second, *Digital Literacy*: The competency to use online media and e-commerce platforms to independently promote products and services, such as selling local products via Facebook, LINE, and TikTok or promoting homestays through online booking systems. Third, *Lifelong Learning*: The competency that serves as the foundation for adaptation to new technologies and market trends, particularly through collaborative learning with younger generations in a "bidirectional transmission" model where elderly people provide wisdom while youth teach technology or online marketing.

In the context of Ubon Ratchathani Province, such competency development can be concretely linked to Mekong River basin tourism, such as homestay management by elderly people, creation of content about local cuisine, or online demonstration of local handicrafts to create a "silver innovation economy" that sustainably drives the province's grassroots economy. The integration of elderly competency concepts with digital marketing and community tourism will enable elderly people to gain economic, social, and cultural value while improving quality of life in aging societies (Kotler & Keller, 2022; WHO, 2021).

3.3 Lifelong Learning Theory: Concepts and Development

Lifelong learning is an important concept for developing individuals' potential to continuously learn and adapt throughout their lives. UNESCO (2016) defines it as "the learning process that continues throughout life to promote individual potential, career development, and meaningful social participation." Lifelong learning is therefore not limited to school-based education but encompasses non-formal education and informal learning, enabling elderly people to continuously learn new things and adapt to changing social, economic, and technological conditions.

In the context of Ubon Ratchathani Province, the lifelong learning concept is employed as an important mechanism to promote elderly people's potential for Mekong River basin tourism through diverse learning activities, such as homestay management training, language learning for tourism, digital marketing skill development, and learning to use digital technology for communication and local product sales. These processes align with Jarvis's (2009) concept of adult learning, which views learning as emerging from real-life experience that transforms behavior and creates new social value.

The outcome of lifelong learning leads to "competency development of elderly people" as community tourism entrepreneurs, enabling them to integrate "life capital," such as wisdom, cooking skills, handicraft expertise, or local narratives, with "new skills" acquired through learning, such as digital technology use or online content creation, to generate tourism income. For example, elderly people who open their homes as homestays and learn online marketing can promote their services more widely, or elderly people producing traditional handicrafts can directly sell their products through online channels.

The integration of lifelong learning with tourism transforms elderly people's roles from "care recipients" into "creative forces" driving Ubon Ratchathani's grassroots economy

sustainably (Office of the National Education Promotion Committee, 2021; WHO, 2021). In summary, lifelong learning serves as a crucial foundation for "innovation in integrated marketing and tourism," enabling elderly people to continuously develop their potential, remain prepared to adapt to the digital age, and participate in generating income from community tourism activities along the Mekong River basin sustainably across economic, social, and cultural dimensions.

4. Methodology

4.1 Research Approach and Objectives

This study adopts a qualitative research approach using in-depth interviews to explore the perspectives, experiences, and insights of key stakeholders in the tourism sector of Ubon Ratchathani Province, along with elderly individuals residing in the Mekong River basin who actively participate in tourism and income-generating activities. The qualitative method was chosen because it enables a deep, contextual, and interpretive understanding of human experiences within real-life settings—particularly appropriate for community-based tourism studies involving social, cultural, and emotional dimensions that cannot be quantified (Creswell & Poth, 2018; Denzin & Lincoln, 2018). The use of in-depth interviews allows participants to express their experiences and viewpoints in their own words, providing rich, nuanced, and authentic narratives essential for capturing social meaning (Patton, 2015; Kvale & Brinkmann, 2015). This methodological choice aligns with the interpretive paradigm, which emphasizes understanding social phenomena through participants lived experiences, thereby facilitating the identification of key factors influencing the integration of marketing and tourism to enhance income generation for the elderly and local communities in Ubon Ratchathani (Merriam & Tisdell, 2016; Silverman, 2020).

Key informants were selected through purposive sampling, ensuring that participants were chosen for their relevance, knowledge, and experience regarding the phenomenon under study (Patton, 2015). The inclusion criteria consisted of (1)

elderly individuals aged 60 years or older who are directly involved in community-based tourism activities, such as homestay hosting, cultural performances, handicraft production, or local food services; (2) representatives or stakeholders from tourism-related organizations—such as the Provincial Tourism Council, local administrative bodies, or community tourism networks—who play an active role in promoting or managing tourism in Ubon Ratchathani; (3) participants with at least two years of tourism-related experience; and (4) individuals willing to provide informed consent and share their experiences clearly during interviews. Conversely, exclusion criteria included (1) individuals below 60 years of age or those not directly involved in tourism activities; (2) elderly individuals with health or cognitive limitations that prevent participation in an interview lasting 45–60 minutes; and (3) persons unwilling to provide consent or be recorded. These criteria ensure that participants represent information-rich cases capable of providing comprehensive, relevant, and ethical insights consistent with qualitative research standards (Creswell & Poth, 2018; Merriam & Tisdell, 2016; Silverman, 2020).

4.2 Research Participants

Research participants consist of two main groups:

Group One Key stakeholders from tourism organizations, such as the Ubon Ratchathani Tourism Industry Council and the Tourism Council of Thailand. This group plays an important role in formulating policies, directions, and tourism development guidelines at both provincial and national levels. They also possess in-depth information regarding the promotion and enhancement of community tourism as a sustainable income source.

Group Two The group consists of two elderly individuals ($n = 10$) who reside in the Mekong River basin area, which includes Khong Chiam District, Pho Chai District, and Sirindhorn District. This group participates in community tourism activities, including homestay management, local product sales, tour guide services, and utilizing local wisdom to generate income. Participant selection employed purposive

sampling to obtain data that is in-depth and aligned with the research objectives.

4.3 Research Instruments

The research instrument used was a semi-structured interview guide designed according to the research objectives. The interview content covered the following key topics: current conditions and tourism potential of Ubon Ratchathani Province; elderly people's roles and participation in tourism activities; income generation approaches; problems and challenges in implementation; and innovative concepts for developing community-based tourism. The interview guide was validated for content appropriateness by experts before being used for field data collection.

4.4 Data Collection Process

Data collection was conducted between October and November 2025. The researcher conducted face-to-face in-depth interviews with tourism administrators and utilized online interviews for elderly participants who found digital communication more convenient. Each interview session lasted approximately 45–60 minutes. All participants provided informed consent before the interviews, and audio recordings and field notes were taken for transcription and data analysis.

4.5 Data Analysis Method

Data obtained from interviews were analyzed using content analysis. The process began with transcription of interview recordings, followed by categorization of data according to key themes and organizing the findings in alignment with the 7Ps framework.

5. Results

Research Findings: 7Ps Marketing Mix Framework for Mekong River Basin Tourism. This study aims to understand approaches to integrating marketing and Mekong River basin tourism to generate income for elderly people and communities in Ubon Ratchathani Province through in-depth interviews with tourism sector

representatives and elderly participants in the area. Findings are summarized according to the marketing mix framework for services (7Ps Marketing Mix) as follows:

1. Product Tourism products in Ubon Ratchathani Province possess distinctive characteristics in culture, nature, and local wisdom. The Mekong River basin area, including Khong Chiam and Pho Chai Districts, demonstrates high potential for developing tourism routes that integrate lifestyle with nature, such as Mekong riverside tourism, sunrise viewing at "Two Banks of the Mekong," and visits to cultural villages. Additionally, communities produce local products reflecting local identity, such as lotus silk fabric, woven baskets, reed mats, fermented fish, and traditional cuisine, with elderly people serving as knowledge keepers. Developing these community products into "tourism products" featuring narratives and storytelling will create added value and position elderly people as both producers and storytellers of community heritage.

2. Price Most tourism products and community goods currently do not reflect their true cultural and labor value. Many elderly producers price their products at low levels to facilitate sales in local markets. However, new generations of tourists, particularly those valuing authentic community products, are willing to pay premium prices if products carry cultural narratives and significance. Implementing appropriate pricing systems with value communication through branding will enable fair income generation for elderly people and communities.

3. Place (Distribution Channels) Tourism product distribution in Ubon Ratchathani currently emphasizes offline channels such as community markets and souvenir shops, while online channels remain limited due to elderly people's lack of digital skills. However, local governments and private sectors have initiated training programs on online platforms such as Facebook Pages and TikTok to sell products and promote community activities. Promoting collaboration between elderly people and younger family members represents an important approach to creating "hybrid

channels" that expand the market reach of community products.

4. Promotion (Marketing Communication) Tourism promotion for the Mekong River basin in Ubon Ratchathani lacks clear and consistent image communication. Strengths include significant festivals, such as the Candle Parade and Buddhist Lent festivals, that attract substantial numbers of tourists. However, other tourism activities, particularly in communities, lack online promotion. Creating promotional content featuring elderly people as "storytellers" through short clips or community pages will establish emotional connections and increase tourist interest. Additionally, social marketing strategies can be employed to stimulate value-based and sustainable tourism.

5. People (Personnel) Personnel in community-level tourism, particularly elderly people, play important roles as "experience transmitters" and "impression creators." Many elderly people possess knowledge of local culture and community history, qualifying them to serve as local guides, storytellers, or homestay service providers. Developing skills in hospitality, Thai and neighboring language communication, and technology use will enhance elderly people's capacity to fully participate in tourism activities.

6. Process (Service Delivery) Service delivery processes in community tourism in Ubon Ratchathani are simple and informal but lack standardization and continuity. Elderly people primarily handle welcome procedures and storytelling, such as conducting blessing ceremonies, teaching traditional cuisine preparation, or performing cultural arts. However, no systematic management systems exist, such as advance booking, digital payment, or tourist satisfaction evaluation. Integrating technology and service innovations, such as online booking systems or digital queue management, will enhance service efficiency and elevate the image of community tourism.

7. Physical Evidence (Physical Environment) The tourism environment in Ubon Ratchathani Province has both strengths and areas requiring development. Strengths include abundant natural resources such as the Mekong River, Pha Tat, and Khong Chiam, which possess high potential for ecotourism development. However, certain

facilities remain inadequate, such as directional signage, restrooms, and rest areas for elderly people. Designing elderly-friendly spaces with ramps and seating areas at tourist sites, combined with accessible promotional media such as QR codes with audio narration by elderly speakers, will create a welcoming and inclusive atmosphere for all visitors.

6. Discussion

The research findings indicate that the amalgamation of marketing principles with tourism development in the Mekong River basin possesses significant potential for enhancing quality of life and producing revenue for the elderly and communities in Ubon Ratchathani Province. These findings correspond with Active Ageing Theory (WHO, 2002), which perceives aged individuals as significant assets capable of maintaining economic, social, and cultural contributions—not only as dependents, but as "value creators." The involvement of elderly individuals in local tourism development, as local guides, artisans, or homestay proprietors, exemplifies the practical application of the active aging idea within the community context.

Research findings suggest that utilizing the 7Ps Marketing Mix framework can substantially improve community tourism potential, especially in the product and people dimensions, which are Ubon Ratchathani's primary strengths. Senior individuals in the region possess local wisdom and information, contributing to the development of unique and original tourism experiences. This corresponds with Kotler and Keller's (2022) notion of "experiential value" as the core of contemporary marketing. Integrating local narratives and culture to develop tourism products exemplifies "cultural innovation," which produces additional value for communities.

Interview data indicate that promotional strategies in the area are predominantly conventional; however, there is a growing utilization of digital channels like Facebook and TikTok to advertise community activities. This corresponds with Sun et al. (2022), suggesting that social marketing methods via online media can effectively

alter consumer behavior and foster a sustainable positive view of social brands. Designating elderly individuals as "storytellers" via digital media amplifies authenticity and significantly boosts engagement from younger tourists.

Research findings reveal that senior individuals lack awareness of suitable pricing and online marketing channels, suggesting that they require the development of digital literacy skills. This corresponds with the lifelong learning philosophy, which underscores the importance of ongoing education to cultivate abilities pertinent to modern contexts. Short-term training programs and intergenerational learning initiatives—such as teenagers assisting elderly individuals in creating product pages or producing promotional content—constitute significant methods that promote "intergenerational learning," yielding both income and a sense of pride.

Concerning the dimensions of process and physical evidence, community-level services are characterized by simplicity and a lack of systematic organization, with deficiencies in facility standards and administration posing challenges to sustainable development. The warmth and sincerity exhibited by its service providers, emblematic of "community hospitality," rooted Ubon Ratchathani's tourism appeal. Using technology like online booking, digital payments, and QR codes along with stories from older locals would make the tourist experience better by adding convenience and a modern touch.

By combining the 7Ps Marketing Mix framework with Active Ageing and Lifelong Learning, Ubon Ratchathani Province can create a new model where older adults move from just being tourists to becoming "social innovation creators," using their cultural knowledge and technology to earn money for themselves and their communities. Promoting education, implementing value-centric marketing, and developing elder-friendly infrastructure are essential strategies to transform Ubon Ratchathani into a "sustainable tourism destination of the Mekong River basin" that effectively integrates economic development and culture.

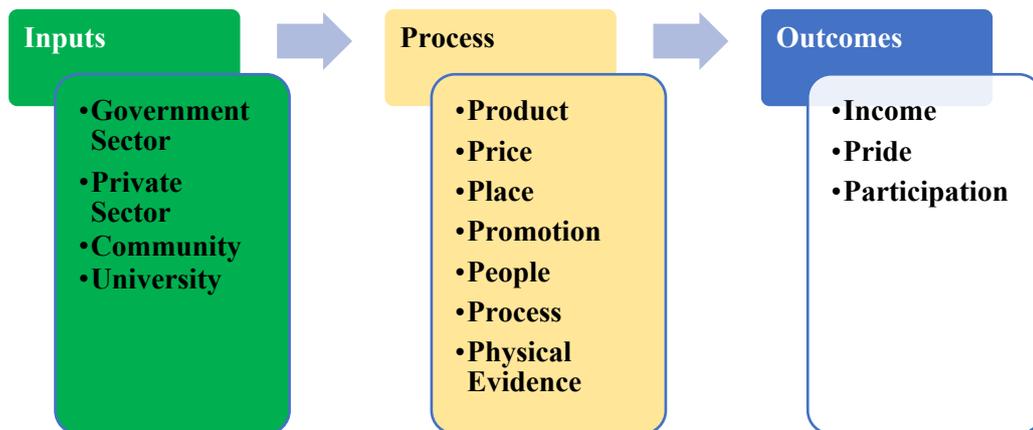


Figure 1. Systemic Integration Map of Marketing–Tourism Innovation for Elderly and Community Economy in Ubon Ratchathani

7. Conclusion

Research Findings: Innovation in Integrated Marketing and Tourism for Income Generation Among the Elderly. The research findings on "Innovation in Integrated Marketing and Mekong River Basin Tourism to Generate Income for Elderly People and Communities in Ubon Ratchathani Province" indicate that the amalgamation of marketing strategies with the tourism potential of the Mekong River basin is a crucial method for bolstering the grassroots economy and fostering a sustainable quality of life for elderly residents in local communities. Ubon Ratchathani Province exhibits unique advantages in natural resources, culture, traditions, and indigenous knowledge that can significantly enhance cultural tourism and community-based tourist development.

Merchandise Senior individuals bring invaluable information and indigenous wisdom, encompassing traditional cuisine, handicrafts, and elements of local culture. Transforming these into "tourism products" that incorporate storytelling narratives enhances value and generates direct money for the elderly.

Cost The price factor highlights the necessity of establishing prices that authentically reflect

cultural and labor values via value-based pricing strategies, guaranteeing equitable remuneration for senior producers.

Location The establishment of hybrid distribution networks connecting community markets and internet platforms facilitates greater market access for the elderly, especially when aided by younger relatives. This cohesive strategy broadens market access while preserving neighborhood integrity.

Promotion could highlight social marketing tactics and digital platforms such as Facebook, TikTok, and YouTube to authentically portray older individuals as "storytellers" conveying local values, thus fostering a warm and humane destination image. **Individuals** Interview findings reveal that elderly individuals act as key service providers in homestays, local guides, and cultural transmitters, fostering significant impressions and lasting connections between visitors and communities. Consequently, the cultivation of communication, service, and technological competencies is vital. **Procedure:** Service procedures necessitate enhanced systematization, especially in booking management, service delivery, and satisfaction assessment, to guarantee that community tourism upholds standards and sustainability. **Dimension of**

Physical Evidence Enhancements to the physical environment are necessary, including directional signage, restrooms, ramps, and rest spaces appropriate for the elderly, along with the cultivation of a "cultural atmosphere" that embodies community identity.

This research illustrates that "innovation in integrated marketing and tourism" is a significant strategy for improving the economic conditions of the elderly in Ubon Ratchathani Province. By amalgamating marketing principles (7Ps) with local cultural assets, insights, and resources, elderly individuals can transition from "dependents" to "value creators," actively contributing to community economic development with pride. Assistance from governmental bodies, the corporate sector, and educational institutions in cultivating digital competencies and managerial skills will be essential for fostering sustainable growth in tourism within the Mekong River basin and establishing a tangible "silver economy" for the senior population. Figure 1 illustrates the systemic interconnection of marketing, tourism, and community innovation.

8. Recommendation

The research indicates that the integration of marketing with tourism in the Mekong River basin can be a crucial strategy for producing sustainable income for the elderly and communities, contingent upon systematic and ongoing growth. Utilizing the 7Ps marketing mix in riverside communities might enhance current tourism initiatives into "community marketing innovations," catering to the requirements of both tourists and local service providers.

Comprehensive Recommendations by 7Ps Dimension

1. Product Create "experiential tourism products" that facilitate older engagement, such traditional culinary workshops, local narrative sessions, handcraft exhibitions, or riverbank cultural experiences. This converts indigenous knowledge into concrete tourism offerings.

2. Cost Set prices for tourism services and products that accurately represent their experiential value, highlighting equitable revenue distribution among

communities. Establish initiatives like "Tourism Elderly Funds" to generate circular local revenue.

3. Location (Distribution Channels) Encourage the use of digital platforms, including community websites and LINE Official Accounts, for reserving activities and accommodations. Facilitate training that empowers elderly individuals to utilize technology autonomously, hence enhancing market access chances.

4. Advancement Facilitate the development of online media that highlights senior individuals as narrators, including short video clips and social media content that reflects the identity of the Mekong riverfront community, fostering genuine and heartfelt engagement with tourists.

5. Individuals Establish "elderly guide networks" that hold local expertise and can collaborate with younger community members, promoting intergenerational exchange and the transmission of wisdom.

6. Process Design: Systematic tourism itineraries promoting elderly involvement, exemplified by "Visit-Learn-Understand" packages that allow tourists to participate in community activities in conjunction with leisure experiences.

7. Tangible Evidence Enhance communal surroundings, including tourist greeting centers, homestays, and activity spaces, by ensuring convenience, safety, and accessibility for the elderly.

Recommendations for Collaborative Stakeholder Engagement. The government, commercial sector, and educational institutions must collaborate to create marketing innovations and tourism management systems that facilitate significant engagement of the elderly, highlighting "income generation alongside value creation." This presents senior individuals not only as beneficiaries of tourism but also as "creators" and "drivers of the creative economy" for the future growth of Ubon Ratchathani Province.

9. Future Study

Constraints and Prospective Research Avenues

This study examined the responsibilities of senior individuals in Ubon Ratchathani Province concerning tourist engagement in the Mekong River basin, utilizing the framework of service marketing innovation (7Ps Marketing Mix) to enhance revenue and elevate the quality of life for elderly community members. Future research must broaden the study framework to encompass the following areas in order to formulate more complete regulations and create tourism models tailored for the aged:

1. Gender and Community Role Comparative Analysis

Future research should investigate the roles of senior males and females collectively, analyzing motivations, engagement patterns, and suitable forms of tourism activities. Old men may exhibit aptitude in administration, agriculture, or technical services, whereas old ladies may excel in imparting wisdom and in food service or homestay hospitality.

2. Seniors in Various Geographic and Contextual Regions

Broaden research to encompass rural and border regions among senior populations to investigate technological restrictions, infrastructural constraints, and obstacles to accessing tourism activities—elements that may influence income-generation potential and grassroots economic development.

Integration of Socially and Culturally Diverse Elderly Populations

Examine older LGBTQ+ communities and ethnic minorities in the Mekong basin to uncover new aspects of social identity formation and the role of tourism as a venue for acceptance and self-esteem development.

Contribution to Research and Its Impact

Investigations in these domains will enhance understanding of active aging and creativity in inclusive tourism at the community level, while facilitating the formulation of comprehensive, equitable, and sustainable tourism policies for the elderly in the Mekong River basin region.

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This research demonstrates collaboration among the education sector, tourist groups, and communities in Ubon Ratchathani Province, united in their objective to promote income-generating strategies for the elderly through marketing and innovations in Mekong River basin tourism. The researchers extend their gratitude to government agencies, private sector organizations, and community leaders in Ubon Ratchathani Province for supplying valuable in-depth information, as well as to the elderly participants who shared authentic experiences, which served as the essential foundation for analysis and the formulation of innovative development strategies.

The success of this research stemmed from collaboration and mutual comprehension among various age groups, highlighting the influence of elderly individuals as catalysts of the creative community economy in the Mekong River basin. The researchers extend their profound gratitude to all stakeholders that facilitated the research execution and motivated the culmination of this extensive study.

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