PROVIDING MEANING AND PATTERN OF RELIGIOUS TOURISM BEHAVIOR OF THAI'S ELDERLY PEOPLE TRAVELTOHUAY MONGKOL TEMPLE, AMPHOE HUA-HIN,PRACHUAP KHIRI KHAN PROVINCE

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Abstract - This research aims to study providing meaning and pattern of religious tourismbehavior of Thai'selderly people travel to Huay Mongkol Temple, Amphoe Hua-Hin, Prachuap Khiri Khan Province. The objectives of this research included: 1)to study providing meaning and pattern of religious tourism. 2)to study the pattern behavior of Thai's elderly people travel to Huay Mongkol Temple. 3)to study the problem and the method to solve problem of Thai's elderly people.Data were collected by interviewing Thai'selderly people travel to Huay Mongkol Temple and in-depth interview Thai's elderly people amount 20 person. The research results found thatthe meaning and pattern of religious tourism is belief and success in expect. The pattern behavior of Thai's elderly people travel to Huay Mongkol Templebecause of the famous, peace, faith, good atmosphere, safety and convenience to access, moreover the miracle is Thai's elderly people believe. The problem and the method to solve problem of Thai's elderly people is the temple must find out the method to take care group of Thai's elderly people and give the convenience for them then they can use word of mouth to other people visit this temple. The 20 key informants are saturation point that Luang Poo Thuad is famous image Buddha and biggest in the world and also they believe in the same thing that is the miracle of Luang Poo Thuad.Almost of key informants visit Huay Mongkol Temple are woman.

Keywords - Religious Tourism, Thai's Elderly People, Huay Mongkol Temple

I. INTRODUCTION

Buddhism is the national religion of Thailand. Most Thai people are Buddhists. Thaisbelieve in the teachings of religion which believe that if we do the good thing we get the good thing and in the other hand if we do the bad thing we get the bad thing. These teaching are like customs that everyone adheres to and treats. Thai people since the monarchs are Buddhists as national religion. Buddhism is the foundation of morals, ethics, and traditions of Thai people for a long time. Religion refers to teaching in which each religion may have the same teaching or similarities but every religion teaches people to be good people. There are two Buddhist religions: Hinayana and Mahayana. Hinayana or Theravada are most of Thai people's respects.

From the statistics, the temples in Thailand has 41,205 temples. (online, 2018) which one of the temple is famous in western part of Thailand is Huay Mongkol Temple, Amphoe Hua-Hin, Prachuap Khiri Khan Province. By Her Majesty Queen Sirikit pouring gold in Luang Poo Thuad on 27 August, 2004. Casting with alloy at Huay Mongkol Temple has a lap width of 9.9 meters, height 11.5 meters, on the base of 3 floors, downstairs 70 meters wide and 70 meters long. Huay Mongkol Temple was established on 1964 from small abbey and continue to the temple. Later, King Rama 9 gave the new name of temple from Huay Cod Temple to Huay Mongkol Temple. Currently used as village names, temples and projects. Huay Mongkol Temple is the largest enshrined as a statue of Luang Poo Thuad in the world. Huay Mongkol Temple is a place of worship and Buddhists popular at this temple. The miracle of Luang Poo Thuad creates both of public and private sectors to construct the image statue of Luang Poo Thuad. Present, the miracle of Luang Poo Thaud causing a large number of Thai's elderly people travel to worship at the temple. In addition, many people hanging around Luang Poo Thuad and there is no accident so they believe the miracle of Luang Poo Thuad. In addition to Thai people visiting Huay Mongkol Temple and there are also foreign tourists such as Chinese, Europeans travel to this temple as well. Inside the temple is a shay place. Every day has many people visit this temple. Luang Poo Thaud is a sacred thing that people respect. Many tourist visit this temple cause of the reputation of Luang Poo Thaud. In addition, the holy of Luang Poo Thaud is something that everyone trusts. And there are many others on request later to Luang Poo Thaud when they asked for Luang Poo Thuad will be bring the gift and when they had fulfilled their wishes and brought the goods and gift to Luang Poo Thuad. Besides things the tourists request from Luang Poo Thaud, then the supernatural power of Luang Poo Thuad is also something that tourists want to worship. Place for worshiping Luang Poo Thuad is an open place, when the tourist visit and pray Luang Poo Thuad, they must sit down on the stage and put the incense and the flower on the tray which the temple provide. Sometimes if it is rainy season, this area is wet and not convenience to sit down. In front of Luang Poo Thuad and the surrounding area there will be Luang Poo Thuad surrounded by 3other place which tourists

respect to Luang Poo Thuad and walk around for put the gold plate for closing Buddha images of Luang Poo Thuad.



Before going up to pray respect to Luang Poo Thuad, there will be a very 2 beautiful carved elephant statue on the left side and right side. The names of 2 elephants are Play Mongkol and Play Charoen. And on the back of the elephant where will be a statue of Luang Poo Thuad on top. We believe that if you visit carved elephant you must through the belly of the elephant 3times and you will get good luck and good health. When tourist visit the temple they will do with believe.



The area at front side the temple also has a statue of King Taksin which sitting on horseback, is the savior of the country for independence. And the Thai people believe that if we request from King Taksin when successful we must provide the chicken statue will be presented. The area in front of King Taksin is filled with many sizes of chicken statues that people who have been successful bring to offer. Many tourists visit this temple will respect King Taksin statue also because Thais believe in holiness.



In addition to the two things already mentioned, this temple also has the Takianthong goddess. Located on the other side of the Luang Poo Thuad. The name of Takianthong is Jao Mae Soysangwan. When tourist pray Jao Mae Soysangwan, and receipt the thing that they request, they will bring beautiful Thai dress to present. In the same area is also the location of Nang Kwak. We believe that if we put talc to sprinkle on the Takianthong wood and grated to get numbers.
Then will get good luck. With we respect Nang Kwak, offering red water and will make the trade better. All of these beliefs therefore causing people to visit the temple and pray homage to the goddess Takianthong and Nang Kwak.







In addition, the back of the temple there is another Buddha image, Luang Por Sothorn which the big Buddha statue Pang Meditation. There is a sitting cross-legged posture, the right hand over the left hand is overlaid on the thighs. Many people who have faith and joined together to build Luang Por Sothorn at this temple. Luang Por Sothorn is a place of worship for Thai people for a long time and famous Buddha image.



For this reason the researcher wishes to study1)providing meaning and pattern of religious tourism. 2)the pattern behavior of Thai's elderly people travel to Huay Mongkol Temple. 3) the problem and the method to solve problem of Thai's elderly people travel to Huay Mongkol Temple, Amphoe Hua-Hin, Prachuap Khiri Khan Province.

II. DETAILS EXPERIMENTAL

2.1 RESEARCH OBJECTIVES

2.1.1 To study providing meaning and pattern of religious tourism.

2.1.2 To study the pattern behavior of Thai's elderly people travel to Huay Mongkol Temple.

2.1.3 To study the problem and the method to solve problem of Thai's elderly people.

2.2THE BENEFIT FROM RESEARCH

2.2.1 To understand providing meaning and pattern of religious tourism.

2.2.2 To understand the pattern behavior of Thai's elderly people travel to Huay Mongkol Temple.

2.2.3 To understand the problem and the method to solve problem of Thai's elderly people.

2.3 LITERATURE REVIEW

Forthe study of providing meaning and pattern of religious tourism behavior of Thai's elderly people travel to Huay Mongkol Temple,Amphoe Hua-Hin, Prachuap Khiri Khan Province are as follows:

2.3.1 Internal Factors make Thai's elderly people travel to Huay Mongkol Temple is tourism resources, believe in religion, peace, faith, atmosphere inside the temple, safety place and good transportation.

2.3.2 External Factors make Thai's elderly people travel to Huay Mongkol Temple is the expenditure is cheap, popular tourismdestination and expansion of routes. The factors affect Thai's elderly people travel to Huay Mongkol Temple are touristattractions, season for travel, period for travel, the accommodation, the activities during travel and souvenir or shopping. Thai's elderly people is a person who is between 60-75 years old, travel to Huay Mongkol Temple, Amphoe Hua-Hin, Prachuap Khiri Khan Province.

Social and economic need of the elderly.

1. Want to get attention from others.
2. Want to be part of the family society and group.
3. Want to help society and have a role in society according to their aptitude.
4. Need support help from the family and society both in terms of living, service income from the state.
5. Want to live in the community participate in various activities of communities and society.
6. Want to reduce dependence on others, do not want compassion (Directly expressed).
7. Need income insurance and aging insurance.

2.4 METHODOLOGY

This research are qualitative research which is a research aimed at analyzing and study the meaning of a person's behavior in details by use observation methods and in-depth interview, analyze the information thoroughly to obtain factual information. The location and duration of the data collection was Huay Mongkol Temple, Amphoe Hua-Hin, Prachuap Khiri Khan Province.With a one month study period on weekday and weekend on 1 June – 1July 2019. The sample is Thai's elderly people visit Huay Mongkol Temple amount 20 people. The data collection use by creating a question line related to the behavior of religious tourists of the Thai's elderly people travel to HuayMongkol Temple. There are a total of 10 questions as follows:

1. How do you know about Huay Mongkol Temple?
2. What is the tourist attractions at Huay Mongkol Temple that makes you choose to travel here?
3. How do you think about traveling to this temple?
4. How often you visit to this temple?
5. Who do you come to this temple?
6. What is the impresses you at this temple?
7. What goal do you have to come to this temple?
8. What activities do you have to do here and feel?
9. How many days do you spend traveling here?
10. What do you expect to travel here?

III. RESULT AND DISCUSSIONS

From the research we realized that the elderly's people who visit Huay Mongkol Temple because this temple is famous and the miracle of Luang Poo Thaud causing a large number of Thai's elderly people travel to worship at this temple.

IV. CONCLUSIONS

The tourist behavior of elderly's people who visit Huay Mongkol Temple because this temple is the peaceful andreligious tourism like to worship Luang Poo Thuad and this temple is peace, faith, good atmosphere and safety. From the interview of elderly's people who visit this temple because they believe Luang Poo Thuad is famous, miracle and when they ask something they will received it. Normally the elderly's people, they visit here with their family, some people they visit twice a month, some people visit one time in one month but some people visit one time in one year. Usually they visit by their car because it is very convenience place. The tourist attractions in the temple that the elderly's people prefer to visit are Luang Poo Thuad and a statue of King Taksin which is the place that they believe.

The impressions that they like this temple is the image of Luang Poo Thuad is biggest in the world and believe in supernatural.

SUGGESTIONS

From the research we suggestion that this temple has 4 tourist attractions but the temple didn't recommend tourist how to visit the place, so the temple should create the map and routinghow to visit the tourist attractions. Moreover the area front of Luang Poo Thuad should be the cover which can protect when the sunlight and rainy season. The temple should consider about slope path for elderly's people who visit the temple, so they can go to the top and front of Luang Poo Thuad. And the area for shopping of the temple should be provide in the same area because now are disrupted and it is not tidy. The toilet room should be has housekeeper to clean all the time because the amount of tourist visit this temple.

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