

MANAGEMENT STRATEGIES AND SUCCESS OF NURSING HOME BUSINESS FOR THE ELDERLY IN BANGKOK AND ITS VICINITY

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Introduction

Statement and Significance of the Problem

United Nations Report on World Population 2018 In 2017 , it was found that the world's population is approximately 7,600 million people and in the year 2030 is expected to increase to 8,500 million people and 11,200 million people, changing the structure of the elderly population in the year 2100. The report also found that the world's population increases by an average of 83 million every year, and in 2017, the increase in population aged 60 and over was the highest at 13 percent of the world's population .It is found in most European countries into an aging society and Asian countries. Japan ,South Korea ,Singapore and Thailand have entered the aging society respectively. According to the United Nations, the population under 15 makes up about a quarter of the total population, or about 26 percent, while the other 61 percent of the world's population aged between 15 and 59. Currently the world's population aged 60 years and over is approximately 962 million people and is growing at an average rate of 3 percent worldwide. The report also found that there are nearly 58 million elderly people who celebrate their 60th birthdays every second . According to the United Nations Population Fund and HelpAge International , (2017)

According to the United Nations Report on the Situation of the World's Older Persons, the world's population will reach 9.8 billion in 2050 , a 31 per cent increase from approximately 7.5 billion people. PRB estimates that in the same year Africa's population would double the current population, according to the World Population Data Sheet, (2017).

For Thailand, it is found that an increase in the elderly of 14 million people, or about 20 percent of the Thai population, is entering a fully aging society in 2020 . The cause of population change is due to a decrease in the mortality rate coupled with a decrease in the fertility rate of the Thai population. Due to during the year 1970 , Field Marshal Thanom Kittikachorn, there was a campaign for birth control and family planning. to prevent pregnancy. The government has a policy to support voluntary family planning to solve various problems. due to the very high population increase at that time which makes it a major obstacle to the country's economic and social development Using the slogan of the campaign, children are very poor and combined with the current Thai society, getting married late .The socio-economic situation has changed. causing the fertility rate to decrease or one woman will have no more than two children. According to Boonlert Leoprapai , (2014) and the population aged 60 years and over has increased. In the future, the elderly population will be high. more than childhood and working age for trends in the size and proportion of the elderly population in Thailand. The population of Thailand in 2017 is 65,931,550 people . There are 32,357,808 males, 33,573,742 females according to the announcement of the Department of Provincial Administration, (2017 : online). The Thai elderly tend to increase according to the principles of the National Economic and Social Development Plan, No. 12 , 2017 to 2017 talked about the elderly situation and the tendency to enter an aging society in Thailand. It was found that the number of the working-age population decreased. It will directly affect the country's economy and way of life. Including health problems, chronic illness of the elderly that affect the burden of government expenditures and another important development in the 12th National Economic and Social Development Plan, this also focuses on the development of

care . and creating an environment that is suitable for an aging society, for example, pushing for a law on long-term care for the elderly and pushing for the elderly to be self-reliant with the government providing support to create careers and income. Supporting the elderly to have the potential to enter the job market by developing a care system and creating a suitable environment for the elderly. This is in line with the Older Persons Act , No. 3, B.E. The government uses this money to care for the elderly with low income by payment of living allowances for the elderly and provision of medical welfare benefits According to the 12th National Economic and Social Development Plan , (2017-2021)

The shift in population structure towards an aging society in Thailand is receiving a lot of attention from both the public and private sectors as well as academics. Because entering an aging society has wide-ranging impacts both at the macro level namely, the effect on the total production of the country (GDP) per capita income investment and savings State budgets and at the micro level, i.e. their effect on markets for products and services. Especially in terms of finance and health, preparing for such changes. The 1999 Decentralization Plan and Procedure Act for Local Administrative Organizations has resulted in local governments having to adapt. Leading to new operational initiatives In many respects , especially when the Older Persons Act B.E. has set the rights that the elderly must be legally granted, such as medical services educational services Occupation social participation and self-development in various fields Facilitation and safety in vehicle premises other public services Vehicle Fare Assistance State entrance fee waivers Assistance in cases of abuse or harm or abuse Help in case of neglect Assistance in the case of being exploited illegally; providing accommodation for the elderly who face clothing procurement problems; subsistence allowances, funeral arrangements according to traditions, various rights These, as specified in the law, are to prepare the Thai society to step into an aging society according to Jureewan Maneesaeng. and others, (2015)

The 2016 Situation of the Thai Elderly Report presents only data on samples aged 60 years and over. The Fifth Survey of Thai People's Health by Physical Examination 2014 conducted by the Thai Population Health Survey Office. The Health Systems Research Institute (HSRI) was first conducted from 1991 to 1992 and continued every 5 years. Examples of both males and females of all age groups. Elderly Situation Report Selected specific data of persons aged 60 years and over according to the Foundation of Thai Gerontology Research and Development Institute (Kor Sor Sor Sor.) , (2017: 13-14). and from a survey of the Department of Older Persons year In 2016, the statistical report on the elderly was sorted for each region. as follows

1. Bangkok, 936,865 people, representing 16.47 percent Percentage of the population in the province
2. Nakhon Ratchasima Province, 400,469 cases, representing 15.22 percent Percentage of population in the province
3. Chiang Mai Province, 284,497 cases, representing 16.39 percent Percentage of population in the province
4. Khon Kaen Province, 276,209 cases , representing 15.32 percent Percentage of population in the province
5. Nakhon Si Thammarat Province, number 240,522, representing 15.47 percent of the population in the province.

12 government homes for the elderly managed by the Department of Older Persons. Under the Ministry of Social Development and Human Security and some are under the supervision of Krungthep Mahanakhon which is insufficient to meet the demand for services of the elderly From such information, it makes businessmen or those who are interested in investing in private elderly homes both in Bangkok and its vicinity see investment channels to meet their needs. In addition, in solving the problem, resulting in the elderly home business

receiving attention from the public and private sectors, expanding rapidly and more elderly people are interested in using the service. In addition, Thailand has a home business for the elderly in the private sector. Most of them are operated by medical personnel and business people who are interested in investing in the elderly home business. However, management is necessary and very important to the elderly home business now and in the future. With proper and proper management, efficiency and effectiveness can be achieved. From the general management study, it was found that the management process organization management planning Operation and control are important according to Kanyamon Inwang , (2014) to building a nursing home management system. The researcher is interested in this study. Especially the management of the elderly home business is important in many aspects such as 1) Benefits to the organization will make the work not redundant without too many plans and improves the efficiency of the organization. cost savings as well Both a good and appropriate organizational structure will help the organization achieve its objectives and will also help prepare personnel for the development of personnel in the face of changes that will occur appropriately. timely and when the organization can easily adapt to changing environments as necessary, the organization progresses, as well as 2) benefits to service providers, easy delegation, eliminating work related problems or shunting responsibility make them aware of their authority and scope of work that they should have It helps to solve redundant work problems easily. If there is a lingering work at any point It can be easily tracked and edited. 3) Beneficial to operators. Employees know their authority and scope of work, as well as appropriate division of labor among employees. Help employees to be satisfied without feeling that the work is not too much or too little. Including personnel in business organizations to recognize the vision. Organization mission and goals In this regard, entrepreneurs of the elderly home business must be aware and prepare their organizations to be ready for the challenges from competition. in the elderly housing market that will expand more now and in the future operating in order not to miss important business opportunities in the future.

For the reasons mentioned above The researcher analyzed and considered the importance of management strategies and the success of the elderly home business operation. The researcher is interested in studying the management strategy and success of the elderly home business operation in Bangkok and its vicinity. Because the researcher studied information from the Office of Business Development. Department of Business Development Regarding businesses that have passed the quality standards for elderly care management from 2012 to 2016, it was found that 93 businesses passed the criteria , of which 87 were entrepreneurs. Living in Bangkok and its vicinity The researcher therefore chose to study entrepreneurs in Bangkok and its vicinity as a guideline for future business entrepreneurs to be more successful in running their businesses.

Keywords: management strategy, success, nursing home business

Research Question

This research has the following research questions:

1. What is the nature of the elderly home business in Bangkok and its vicinity?
2. What should be the characteristics of the success of operating a home for the elderly in Bangkok and its vicinity?
3. What should be the management strategy and success of operating a nursing home business in Bangkok and its vicinity?

Research Objective

1. To study the nature of the elderly home business in Bangkok and its vicinity
2. To study the success factors of the management of the elderly home business in Bangkok and its vicinity.
3. To find management strategies and success of operating a nursing home business in Bangkok and its vicinity.

Research Hypothesis

Based on the background and importance of the problem and the study of concepts and theories, research hypotheses can be formulated as follows:

1. Qualifications of entrepreneurs about knowledge, experience, business knowledge and personality There is a direct relationship to the management strategy and the success of the elderly home business operation.
2. Management strategies affecting the success of the elderly home business

Scope of the Study

This research aims to find a management approach for the elderly home business and the success of business operations in Bangkok and its vicinity The scope of research in the following areas:

1. The contents be used in the study are: Business management and successful business model of nursing home business in Bangkok and its vicinity
2. The duration of this research It was conducted between January 2023 and September 2023.
3. Key informants in this research Those who are involved are:
 - 3.1 Executives or owners who pass the quality standard for elderly care business Department of Business Development 2017 to the year 2015 , 5 and entrepreneurs in Bangkok and its vicinity, number 15 people
 - 3.2 Staff who take care of the elderly in the home for the elderly
 - 3.3 Elderly people or elderly relatives who live or have stayed in elderly homes, 5 people
 - 3.4 Academics and geriatric experts, 5 people
4. Location of establishments in Bangkok and its vicinity establishments in Bangkok Nakhon Pathom Province Nonthaburi Province Pathum Thani Province, Samut Prakan Province Samut Sakhon Province

Significance of the study

1. From the research results, it can be used to develop a management system standard for private elderly homes in Bangkok and its vicinity.
2. From the research results, the research results on the success of the elderly home business operation can be used as guidelines for developing entrepreneurs to develop their business by applying the success characteristics of the research results.
3. From the research results, it can be used as a guideline for strategic planning for management and for the success of the operation of elderly homes of private businesses in Bangkok and its vicinity.

Definition of term

1. Elderly means Persons aged 60 years and over, both male and female and with Thai nationality
2. Aging society (Aging Society) refers to the population aged 60 years and over in the area per population of all ages in the same area. at a rate equal to or more than 10 percent or a

population aged 65 years or more who actually lives in the area per population of all ages in the same area at a rate equal to or more than 7 percent

3. Completely aged society (Aged Society) means a society with a population aged 60 years and over in the area per population of all ages in the same area at a rate equal to or more than 20 percent or with a population aged 65 year or more, physical address in the area per population of all ages in the same area at a rate equal to or more than 14 %

4. Government entrepreneurs are 12 elderly homes across the country managed by the Department of Older Persons.

5. Private entrepreneurs are homes for the elderly that are operated by individuals or juristic persons where the state does not seek profit from the sale of services.

6. Elderly home business means a place to provide residential services for the elderly that is operated by a private entity.

7. Qualifications of nursing home business operators refer to the requirements for elderly care home business by the Department of Business Development and the Association for the Promotion of Thai Elderly Service Business, such as the establishment of management business. Business registration with the Department of Business Development Ministry of Commerce

8. The nature of the establishment of the elderly home business means the form and process of business establishment. Application for permission to operate a business, building, premises, equipment and tools, personnel

7. Business management knowledge refers to work processes or activities that a group of people in an organization work together. In order to achieve the objectives in accordance with the established guidelines, including planning by setting guidelines for work.

9. The personality of the elderly home entrepreneur means being observant, resourceful, patient, calm, polite, gentle, and good-natured. Easily adaptable and problem-solving to various situations

10. Applying for a business license means complying with the Sanatorium Act. Amendment (No. 2), 2004, according to the Ministerial Regulations on Hospital Business Operations, 2002, by submitting a written request to the Provincial Public Health Office at the Division of Healing Arts . Office of the Permanent Secretary Ministry of Public Health

11. Management approaches refer to the processes by which tasks or activities are accomplished efficiently and effectively. with the people and resources of the organization, including planning, organizing Organizational Influence and Control

12. Management strategy means guidelines, methods of working that achieve goals, such as the nature of business operations of nursing homes for the elderly. development of new services networking organizing activities marketing planning

13. Personnel management strategy refers to recruiting, developing, retaining and motivating. Assessment of people who have knowledge and ability to work and supervise them to perform their duties. Achieve success in accordance with the organization's goals.

14. Recruitment means the attraction, screening, selection, and acceptance of qualified persons for employment. Match job candidates with job requirements. using the test Assessment of skills or personality

15. Personnel development means training, orientation, overseas work visits to enhance skills. Skills to change the attitudes of personnel at all levels to move in the same direction and to achieve the organization's goals.

16. Retention and Incentives, Benefits, Bonuses and Promotions means monetary compensation, bonuses, promotions. The welfare section, such as the arrangement of benefits and services working facilities

17. Performance appraisal means personnel management activities in which an entity attempts to determine the performance of its employees. How good is the performance?

18. Service quality strategy means reliability. Understanding the customer or care recipient Meeting customer needs and building confidence

19. Occupational Health, Safety, Convenience and Environment Strategy means having a service system. Protection in homes for the elderly to be comfortable It is safe without any obstacles to prevent accidents.

20. Building design for the elderly means what the elderly can see. Perceived or touched with regard to safety and usability, such as designing both inside and outside the building.

21. How to behave for the elderly means making life happy. have good health Able to follow the 10 Or . principles such as good food Hygiene exercise stool good weather Accidents Be careful not to have an accident. hobby warm future

22. Building premise standards mean a place located in a safe area and not harmful to health.

23. Equipment standards used in homes for the elderly means tools, facilities that meet standards.

24. Strategies for the elderly care business operation means the ability to divide and classify the market, such as pricing, competitors, product, and service characteristics. Creation and promotion, location, pricing developments to make business performance grow according to the goals that the business organization has set

25. Success in running a nursing home business means service recipients satisfaction in reputation and word of mouth, repeat purchase, preference, comfort, happiness in various environments.

26. Building confidence in service quality means managing the structure, duties, and responsibilities of each department. conducive to work It can meet the needs of customers' characteristics and create satisfaction for customers.

27. Customer Loyalty refers to the customer's repeated use of service behavior towards the products and services of that organization, such as thinking of that brand as the first person or word of mouth.

Theoretical concepts used in research

1. The 13th National Economic and Social Development Plan (B.E. 2566-2570) on the mission to promote the potential of the elderly

2. Action Plan on the Elderly, Phase 3 (2023-2037)

3. The concept of the elderly

4. The concept of health promotion for the elderly

5. Theoretical concepts about learning

6. Participation Theory

7. Theoretical concepts of health and health promotion

8. Theoretical concepts of development management

9. The concept of human potential development

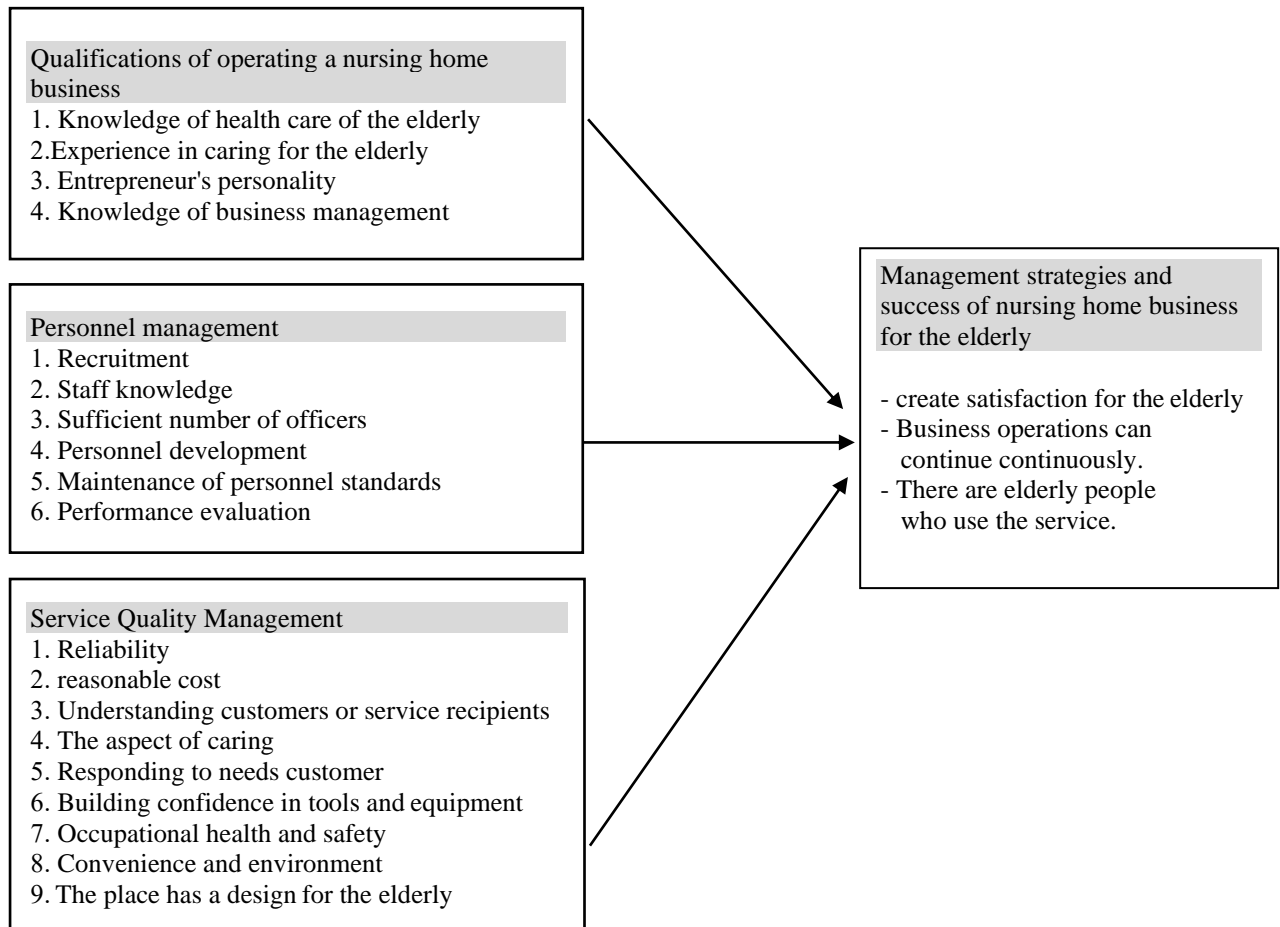
10. Medical Facility Act Amendment (No. 2) B.E. 2547

11. Concept of strategic management in business operations

12. Related Research

13. Conceptual Framework

Conceptual Frameworks



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