

# RETIREMENT MIGRATION TO THAILAND: A TOURISM INDUSTRY PERSPECTIVE

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## ABSTRACT

This study explores the impacts of retirement migration in Thailand, examining the push-pull factors influencing retirees' decisions and the development of tourist destinations. Grounded in the push-pull theory, which traditionally explores migration decision factors, this study extends the theory to include tourism considerations specific to retirement migration. Using a quantitative methodology, the research analyzed responses from 160 expatriates via a structured questionnaire. Multiple linear regression was employed to assess the impact of various factors such as cost of living, healthcare, climate, culture, and travel convenience on the decision to retire in Thailand. The results show that health and wellness, climate, and cultural richness positively influence retirement decisions, whereas cost of living and travel have a negative impact. The findings contribute to the academic fields of tourism studies and migration research by demonstrating how retirement migration can align with tourism goals. This study suggests that effective management of the retiree influx can support economic sustainability while maintaining the environmental and cultural integrity of host communities. These insights are crucial for policymakers and planners aiming to develop sustainable strategies that cater to the growing demographic of international retirees.

**Keywords:** Retirement, Sustainable tourism, Push-Pull theory, Expatriates, Thailand.

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