

## SENIORPOLIS

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**SENIORPOLIS** is project designed as center to improve physical and mental health for the elderly in ASEAN country. The center utilizes creativity in conjunctions with ASEAN art and cultures as main strategy to pursue Thailand as center for this prototype project.

### **Abstract:**

SENIORPOLIS project addresses many of the concerns of retired seniors and the demographic problem of increased numbers of seniors paired with reduced governmental revenue.

SENIORPOLIS is unique senior community for ASEAN visitors that promotes travel, cultural exchange and relaxation while offering state of the art health maintenance support. Our model community features these four elements.

### TRAVEL

This model is designed to address the needs of senior citizens, while also supporting Thailand's tourist industry.

### A CULTURE LEARNING CENTER

Where seniors can share their expertise and knowledge, which in turn, reinforces their self-esteem.

### HEALTHCARE & MAINTENANCE

Healthcare staff and facilities with health maintenance activities such as Yoga, Tai Chi etc.

### ENTERTAINMENT

An engaging social recreational center. i.e. movies, theater etc.

This Thai prototype may serve as a model for other ASEAN countries, while enhancing the cultural exchange between them.

### **Keywords:**

SENIORPOLIS, TRAVEL, A CULTURE LEARNING CENTER, HEALTHCARE, ENTERTAINMENT, SENIORS

### **Introduction:**

According to number of organizations such as United Nation Department of Economic and Social Affairs, Population Division and Foundation of Thai Gerontology Research and Development, the population of senior citizen has significantly increased, not only in Thailand but also other ASEAN nations. The proportions of senior citizen will be over 14.7 percent by year 2020. We will have citizen age more than 60 years old over 12.2 million by 2021. Therefore the government has to allocate more budget and resources to accommodate the needs of senior citizen in many aspects, such as infrastructure, society and healthcare.

This project employed **Creative Economy**: John Hawkins 2001 as inspiration utilizing human thought to create economic and social value. Also organizing priority by the **Maslow's hierarchy of needs**: Abraham Maslow 1943. that human happiness is the outcome of meeting a set of needs.

Therefore the government has to allocate more budget and resources to accommodate the needs of senior citizen in many aspects, such as infrastructure, society and healthcare.

Senior + Metropolis	SENIORPOLIS
<b>Government Spending :</b> - Public Health - Social Security - Retirement welfare - Productivity Lost - Shortage of expertise	<b>Government Earning :</b> - Creative Services Income - Social Happiness - Wealthy Retirement - More Productivity - Culture and Knowledge Exchange

SENIORPOLIS is project designed as center to improve physical and mental health for the elderly in ASEAN country. The center utilizes creativity in conjunctions with ASEAN art and cultures as main strategy to pursue Thailand as center for this prototype project.

Because we believe that...

“There is no greater task than building sustainable happiness in our lives”

For the need of Senior citizen in ASEAN from physically and psychologically. We will preparing those factors by provide 4 key points to covering the SENIORPOLIS areas;

1. TRAVELING
2. ENTERTAINMENT
3. HEALTH CARE
4. CULTURAL LEARNING CENTER

**SENIORPOLIS'S CONCEPT** - where Your Life is Just Beginning

Aging is just a number.

At SENIORPOLIS visitors can get in touch with the world through our tours

Or discover a passion and find their own creativity in our cultural learning center.

Later, they can relax in the environment facility or attend a yoga session as part of our health maintenance class's offerings.

That evening our visitors retire to bed in our green environmentally.

SENIORPOLIS, is Where Your Life is Just Beginning.

1. TRAVELING CENTER:

You will live with an exotic *accommodation* with green environment.  
And a *Creative & Design Center* for Travelling Program.

2. ENTERTAINMENT CENTER:

There are exciting and creativity entertainment centers such as  
*Playrooms, Virtual theaters, intelligent library* and also *Healthy bars*.

3. HEALTH CENTER:

Here are the Focusing on Physical and Emotional care. There is a *Medical check-up center, Fitness center, International food center*. We are also providing *Art Therapy and Meditation rooms*.

#### 4. CULTURAL LEARNING CENTER:

Providing Arts and Cultural exchange with workshops and activities.

#### **Methods:**

##### **Traveling**

We offer tour package especially designed for senior citizens. Our destination is carefully selected based on their individual interests, such as Thai culture, natural tourist attraction, healthcare learning. Also our facilities usage for elderly are specially made for them, for example; bus chair, wheel chair, etc. the food that we provide is healthy and can be advanced ordered. we have a team of doctors standby in every trip that we provide as well.

##### **Entertainment**

We do believe that elderly has the need to be entertained like young people. Seniopolis offers various kinds of entertaining activities for example: healthy bar that serves only an organic types of drinks with or without alcohol.

2<sup>nd</sup> example: Theater: movies that we play have one selection and can be requested by the group. We have a long list of old rare movies in their younger life. Our chair has a massage system and specially designed for the elderly to give them comfort while watching a long play.

##### **Healthcare**

Health center is taken care by consultants of physical and psychological specialists. There are 2 sections.

7.1 The first part is Physical, consisting of medical check-up center, fitness center and international food center.

7.2 The second part is Psychological, consisting of art therapy room and meditation room.

##### **Culture Learning Exchange**

These centers provide a variety of Art and Culture representation of 10 countries in ASEAN, consisting of ASEAN handicraft, Folk music and Traditional performance. There are senior citizen specialists who share more culture and experience for the other seniors who are interested in this workshop, such as Thai dancing, Myanmar basket, Vietnamese folk music.

#### **How does it work?**

- First, customers can make reservation through the internet, walk-in or our agency in their countries. Customers have to fill in their details in our reservation form. In the reservation form, customers can request our Super Bus to pick them up from everywhere in the city without any charge. Our Super Bus comes with high technology, safety standard, and comfort. So the customers can enjoy their trip to Seniopolis.

- Second, once they arrive Seniopolis, they have to show their passport or ID card to identify themselves. In the end of the form, customers have to sign their names to confirm that they filled in the right information. We will provide a Seniopolis Tablet to each customer. This tablet can show all Seniopolis' information, such as services, map, activities' details, schedule, and it will be used as a electronic cash device, which all customers required to deposit at least 10,000 baht, for spending in Seniopolis.

- Third, during checkout process, customers can refund their remaining money in the tablet, and they have an option to do an evaluation form and get free souvenirs. Then, Seniopolis will provide the Super Bus to take the customers to their next destination without any charge.

- Customer can check in 24 hours and check-out before noon.
- Room rate is 500 baht per night.
- Only people who are older than 60 years old are allowed to use Seniorpolis' services.
- Seniorpolis staff are well trained and government certified to care for seniors.
- Seniorpolis provides 5, one week vouchers a year to the national cultural art centers of each ASEAN country.

### **Financing of Seniorpolis:**

1. Thailand and other ASEAN countries' Government.
2. Private companies who are our partners.
3. Customer.

### **Media Planning:**

For SENIORPOLIS, the media planning is used to promote by 4 main ways;

1. Media Online & Internet such as Officially Website, Facebook , Twitter.
2. The Public Advertising such as; ads on major international tourist magazine & newspaper.
3. Television Media.
4. The road show with the Tourism Authority of Thailand.

### **Conclusion and Benefit:**

In conclusion, Seniorpolis is a new, unique green community model that combines tourism, cultural exchange, and entertainment with healthcare support for the expanding population of seniors in the ASEAN region.

Its 4 areas will enhance Thailand's tourism revenues, provide opportunities for seniors to share their expertise.

Provide them healthcare and offer health maintenance activities such as yoga as well as other traditional forms of recreation such as movies and theater.

- **TRAVELING:** A new travelling concept model designed particularly for senior citizen which extends revenue to Thailand tourism industry.
- **ENTERTAINMENT:** A recreational center such as Health Bar, Playroom, and Theater which will re-energize the elderly, make them feel younger.
- **HEALTHCARE:** Health care activities that focus on body and mind. This center will help the senior maintain their good health.
- **CULTURE LEARNING CENTER:** A center where the seniors can shares their expertise and knowledge, to make them feel great again.

### **Discussion:**

- This Thai prototype model can be extended to other ASEAN countries

- This model can be extended to other target groups.  
For example: Families, Young Adult, and those with Disabilities
- Enhances the cultural exchange between ASEAN countries of differing religions, art forms, and cultural practices

#### **Additional Options:**

- Develop a knowledge network between ASEAN countries for exchanging knowledge on the care of seniors.
- Distance learning and support center specifically for seniors with an 24-hour online service: can be connected to Seniorpolis.
- Offering classes for relatives for example: How to take care of ones aging parents?

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