

STRATEGIC FORESIGHT FOR REAL ESTATE DEVELOPMENT FOR THAI ELDERLY IN THAILAND

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ABSTRACT

Thailand is in the transition through from an ageing society to an aged society which causes many businesses to be alert to support the growing of elderly target group including investment in the development of residential that have functions are conducive to living for seniors.

The following research aim to explore the influential factor of changing that effect the real estate development for Thai elderly in Thailand in the next 10 years, to identify the significant trends and to formulate recommendation in order to implemented with the real estate development and business model. The study has combined the foresight tool and technique with Delphi methodology by focus on interview form 12 experts who have related profile with the real estate development for Thai elderly in Thailand.

The result shows that social, economic, technological, health, consumer behaviors, environmental, and political factors have influenced on changing the real estate development. Also, the trends and aging requirements will change in many aspects such as the business model, living lifestyle, service, and building structure. The data analysis contribution from experts emphasize on the specific segmentation, researcher therefore clarify in detail on this specific segmentation.

KEY WORDS: foresight/ real estate/ Thai elderly

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