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| **Gamification-Driven New Technology Services for the Aging Society in Thailand** |
| **Background/Objectives**  Technology now allows people to measure things like how many steps they take, which can help them to become healthier and improve their performance. In terms of engagement, hospitality and tourism, local business may create a strong presence in a virtual, interactive environment. The new technology can provide elderly tourist to find the place, product and time. The useful information such as surrounding entertainment venues; medical facilities; and similar services will encourage customers to take the services. During the increasing of the aging city in Thailand, how to prepare and how to live up the society are challenged. The new environment is changed that affect the lifestyles. Gamification as a Game-based learning is a key issue in terms of conceptionThe conception of the game focuses on enhancing a new technology environment to support their living. The new technology may help people to learn about the way to service the aging society in Thailand.  **Methods**  This study aims to examine the gamification process for aging people with motivation to invoke memorable experiences and to bring about behavioral outcomes.This study aims to collect information on how to address the problems of aging users. The main objective of this research is how gamification can be used in physical and cognitive therapy focus in the new environment.  **Results**  The findings show the family history may also impact the health behavior of the elderly. This study surveys the health behavior and gameplay behavior of adults in Thailand the mean participants’ age is 38 (69% female). The educational background is less than undergraduate (11%), undergraduate (49%), Master (32%), and PhD (5%). The rate of strokes in the family was around 17%. The 100 participants completed a questionnaire that includes the sense of well-being for the aging. These results show the participants who played the health game based on their family history of stroke, knowledge about stroke and regular gamers (α < .05).  **Discussion**  This study examines the therapeutic strategy game by establishing a technology-driven trust relationship with players, and then determining the best way to motivate the players to care for their health such as travel, recreation and Therapeutic to encourage the players to set goals. **Keywords**  Gamification in Environment; Medical facilities; Elderly Engagement; interactive environment; Aging Society |