

107 學年度大四工工專題摘要

第二十一組	Door to Door Travel Service Design for Elderly in Taiwan.
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摘 要	
Taiwan is an ageing society, according to the World Health Organization any society in which the proportion of elderly citizens, 65 years or older, is greater than 7% of the total population is classified as an ageing society. The National Development Council (2014) predicted that the percentage of the population who is older than 65 years will become around 14% of the total population in 2018, gaining a new classification as “aged society”. There currently aren't enough private companies that design their business (service or product) to meet the recreational needs of the elder population in Taiwan. As a car rental company we plan to provide tour options for the ageing population to practice active ageing, with a feeling of fulfilment and adventure. In this paper we will discuss Taiwan’s current ageing situation, followed by our business proposal of a tour service specifically for elderly citizens in which we also offer our clients the opportunity to be tour hosts in their hometowns, guiding the tourgoers through the best places with rich culture each city has to offer. It is expected that with this model private companies will invest more in exploring and designing better products and services specifically for elderly.	