

Towards a Better Quality of Life: Value Co-Creation with the Active Elderly in Leisure Service

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Abstract

Ageing society is an emerging global issue and it is connected to the improvements on living conditions and the progress on medication (WHO, 2015). It is projected that by 2030, the global population aged over 60 is going to reach 2.1 billion (UN, 2015). Therefore, the leisure industry has to invest in facilitating and creating environments where this age group can spend in leisure time. To cope with the challenge, this project by applying qualitative research, aims to explore the value co-creation between active elderly and leisure service providers. This study introduces the contact theory and activity theory into the service experience studies. The contact theory states that personal interactions can lead to favourable outcomes such as equal status, common goals, cooperation and support from authorities. This enables to understand the possible outcomes of co-creation in this study. The activity theory argues that the increased discretionary or free time of the elderly provides them with the opportunity to maintain high activity levels or roles that are essential for life satisfaction and enrichment (Lefrancois, Leclerc and Polin, 1997). 30-40 participants are targeted from the active elderly group and 20 participants from the leisure business sector for the data collection. The data collection will be conducted from March to May 2019. With the in-depth exploration, the study expects to identify the scope of co-creation activities between the active elderly and service providers and possible suggestions that will lead to better service experience and to design and facilitate an interactive social space for this age group in the leisure industry.

References:

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