

Y-F. Ho, L-S. Lu. **Behavioral analysis of the active aging groups' ecotourism travel experience.** *Gerontechnology* 2014;13(2):204; doi:10.4017/gt.2014.13.02.335.00 **Purpose** Being close to nature has a positive physiological and psychological effect on the elderly; experiencing nature can enhance their happiness. Therefore, the elderly will become 'active aging group' who forget age due to pleasure while experiencing natural atmosphere¹. The elders can experience nature through ecotourism. Appropriately using technology can enhance the experience of ecotourism and make it easier to learn about. In this age of technology, the international tourism industry has a motto: 'Travel, Tourism, and Technology'². Some scholars believe that the interactive experience design can enhance the elders' recognition and belonging. This study aims to explore what kind of scenarios can be combined with technology products and assist the active aging group with ecotourism in order to increase the depth and breadth of their travel experience. **Method** The study was conducted in two stages: (i) the active aging group was observed and interviewed during their travel; and (ii) the AEIOU system was used to analyze and collect data³. In the second stage, four active aging persons and two professional tour-guiding staff were invited to conduct 'walk aloud' and 'walk through' interviews in the Taiwan Nantou Sun Link Sea Forest Recreation Area, which was suitable for the elders' tourism. **Results & Discussion** AEIOU analysis tables were presented under different locations and different accompany modes; people contacted in ecotourism experience; activity behavior made in ecotourism experience; environmental elements in ecotourism experience; objects brought in ecotourism experience; interactive behaviors occurring between family and companions or objects. Part results of the above relationship between the five levels are shown in *Figure 1*. Factors forming the active aging groups' eco-tourism travel experience are shown in *Figure 2*, including the external environment, physiological, and psychological factors. To enhance the positive experience of the active aging groups' ecotourism when both physiological and environmental factors meet the conditions, external situation involvement is an important medium to enhance the elderly's satisfaction, including both emotion and story. The emotional aspect involves the use of the five senses, which accompany feelings of nostalgia; the story aspect includes daily life stories, learning new knowledge, and sharing mechanisms. The results of this study can be applied to shape the scenario design of future ecotourism to help develop services and related technology products in order to enhance the elders' joy and experience in ecotourism.

References

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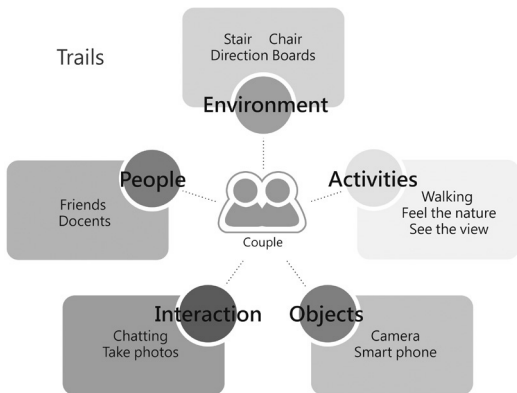


Figure 1. AEIOU analysis table

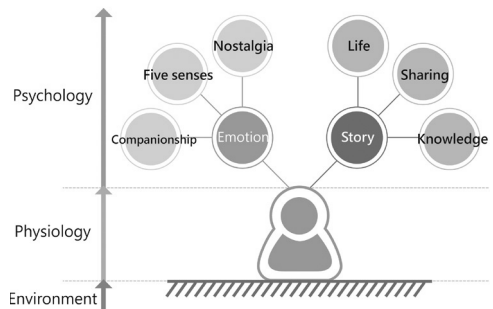


Figure 2. Positive experience factors diagram