

Research Title	Digital Content Modeling for Supporting Wellness Tourism of Elderly
Researchers	Dr. Chawalsak Phetchanchai Asst. Dr. Wanpen Kuansaman Asst. Dr. Chadamach Khaosa-ad
Research Consultant	Prof. Dr. Chidchanok Lursinsap
Organization	Computer Science Program, Faculty of Science and Technology Management Program, Faculty of Management Science General Education Group, Faculty of Science and Technology Suan Dusit University
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This research has the following objectives: (1) to study the attributes of digital content to promote wellness tourism of elderly (2) to develop models of digital content to promote wellness tourism of elderly (3) to create prototypes of digital content to promote wellness tourism of elderly. There are two major groups of population; elderly and academicians. Tools used in this research consisted of questionnaires, interview forms, and evaluation forms. Descriptive statistics were used. The results are as follows: the 12 types of attributes and digital content models, and the prototypes of digital content. The prototypes evaluation showed that the average scores are between 3.97-4.09 with the standard deviations between 0.11-0.19. The most popular digital content prototype is infographic with the average score 4.09 and the standard deviation 0.16. The second one is the prototype of perspective image with the average score 4.05 and the standard deviation 0.19. And the third one is the prototype of digital video with the average score 4.03 and the standard deviation 0.11.