

Preparation of Investment Guidelines of the Thai and Foreign Elderly Housing Center Project, Nong Khai Province, Thailand

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Abstract: Living the end of life for the elderly is one of the important choices that the elderly makes in order to lead their lives based on their well-being. Appropriate accommodation will provide the elderly with a good quality of life. Therefore, this research aims to study the preparation of a guide to investment in the housing center project for the elderly, Thai and foreign in Nong Khai Province as the qualitative research. The instrument was Structure In-depth Interview to the targets for 50 persons by purposive sampling divided into four; (1) the first: 5 government officials involved in policy planning or action on the elderly according to government policy in Nong Khai Province. (2) the second 5 persons engaged in real estate or residential business. (3) The third: 20 Thai elderly. And (4) the fourth 20 elderly foreigners. Data analysis was done using Content Analysis. The results of the research showed that The Guidelines for Investment in the Housing Center Project for the Elderly, Thai and Foreigners, contains 15 important elements as follows: (1) Physical environment, (2) Utility service, (3) Medical services, (4) Legal measures or government policies, (5) Service after death, (6) Provincial potential, (7) Location of the accommodation center, (8) Atmosphere of the accommodation center, (9) Characteristics of the rooms in the accommodation center, (10) Accommodation center facilities, (11) Foodservice, (12) Activity, (13) Length of access to the accommodation center, (14) Ownership requirements, and (15) Reason for choosing.

Keywords: Investment Guidelines, Residential Center, Thai Elderly.

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1. Introduction

Thailand has prepared for being an aging society, with the Cabinet passed a resolution on November 8, 2016, agreed on several measures to support the aging society, including measures for building residences for the elderly (Senior Complex), And has assigned the Ministry of Social Development and Human Security to carry out projects to build residences for the elderly in the state property area of 4 locations as follows; Chonburi province 50 rai, Nakhon Nayok 14 rai, Chiang Rai 64 rai, and Chiang Mai 7 rai, the total area is approximately 135 rai. Before that, in early 2016, the Treasury Department had a "Retirement Home" project, which has been opened to interested private individuals to bid on the construction of a pilot project on the royal property at Tambon Pak Phli, Pak Phli District, Nakhon Nayok Province, but no one interested in bidding for the project (Manager Online, 2019). It is noteworthy that even the top five provinces with the highest number of elderlies are the three northeastern provinces: Nakhon Ratchasima, Khon Kaen, and Ubon Ratchathani. But it has not yet appeared that government agencies plan to build homes for the elderly with moderate economic status in the Northeast. In addition to nursing homes, which support low to middle-income elderly people, are available only in some provinces. However, the need for affordable housing for the elderly in the aging society and the complete aging society is not limited to the poor elderly who need state aid to live in the nursing home. But older people of moderate or higher economic status who do not have a family or who do not live with family members will also have appropriate housing needs for the end of their life alone. The 12th National Economic and Social Development Plan states that the proportion of elderly people living alone increased from 3.6% in 1994 to 8.7% of all elderly people in 2014. Most of the time, there are both mental and physical health problems, including lack of caregivers, complete access to aging society is a situation that occurs in countries around the world, as it does in Thailand. Especially in developed countries, it has completely entered the aging society and aging society. Many older people in developed countries choose to abandon their residences and seek new homes, due to the cost of living and climate problems in their countries. Thailand is one of the countries where elderly people of different nationalities come to live in due to the low cost of living, good weather, standard medical services, and the local people are able to communicate in English. There are also measures to facilitate the long-term stay in Thailand by getting a retirement visa, and it is estimated that around 50,000 foreigners currently live in the country on a retirement visa, and When estimated daily living expenses per capita per year, it is estimated that it is approximately 70 billion baht per year. These ex-pats are popular to live in areas especially tourist areas

such as Chiang Mai, Pattaya, Phuket, Koh Samui, and Bangkok. Renting a house or condominium due to the restriction on owning property in real estate, the immigrant elderly group is another consumer group with the need for housing for the elderly in Thailand, thus providing an opportunity for Thailand in the Development of new products and innovations. Including medical and elderly care services to meet the needs of the elderly in developed countries. In the 12th edition of the National Economic and Social Development Plan, the Nursing Home Business Center, the Hotel and Travel Business for the Elderly as an example, which is a product and service that is likely to be developed to meet the needs of the elderly consumers (Office of the National Economic and Social Development Board, 2016).

In addition, the 12th National Economic and Social Development Plan outlines the National Development Strategy: Strategy 9: Regional, Urban, and Economic Area Development, with emphasis on the distribution of economic and social opportunities and aimed at exploiting them. From the potential and the specific social landscape of the area, as well as the management of border economic areas for sustainable growth and competition, and has established several guidelines for the development of border special economic areas such as promoting and facilitating investment in border special economic development zones by providing tax and non-tax incentives at appropriate levels to incentivize investment from both Thai and foreign investors. And supports and enhances the development of economic activities consistent with the potential of the area by developing production, trade, logistics, service, and tourism activities following the advantages of each area, both in Location, resources, identity and culture, and opportunities from neighboring countries, coupled with skill development and the use of high technology, in conjunction with research and development to extend and raise the standard of production and service.

Therefore, from the above priorities, the researcher is interested to study and prepare a guidebook for investment in the housing center project for the elderly, Thai and foreign in Nong Khai Province. Which, with the importance of Nong Khai Province, is one area that has been designated as a special economic development zone By stipulating the types of businesses, goals, and conditions of the promoted activities and the benefits received by various types of promoted activities such as agriculture and agricultural products, minerals, ceramics, and basic metals, metal products, machinery, and transport equipment, chemicals, plastics, and paper, etc. are therefore suitable for this research area.

2. Research Objective

To study and prepare a guide to invest in the housing center project for the elderly, Thai and foreign in Nong Khai Province.

3. Methodology

This research is qualitative research with the following research methods;

1. Research target group including the target audience of 50 people who came from a specific selection, divided into 4 groups as follows:
 1. The first: 5 government officials involved in policy planning or action on the elderly according to government policy in Nong Khai Province.
 2. The second: 5 persons engaged in real estate or residential business
 3. The Third: 20 Thai seniors, using a local elderly school to request a list of members, the researcher then contacted a request for an interview with the Thai elderly who agreed on the consent form, and used an individual interview by face-to-face interviews and field trips to collect other information.
 4. The Fourth: Foreign seniors 20 people, using random methods from the area where the ex-pat elderly live both in temporary and permanent residences Such as hotels, guesthouses, or shopping centers in Nong Khai Province. The researcher then contacted the foreign elders who agreed to interview according to the consent form, individual interviews by face-to-face interviews, and went on to collect other information.

2. Instrument was the structure of the in-depth interview; part1: General status of the interviewee. Part 2: Question of preparation of guidelines for investment in the housing center project for the elderly, Thai and foreign in Nong Khai Province. Part 3: Other comments and suggestions look like Open Ended.
3. Data collected are: Data collected from (1) Primary Data are those obtained from in-depth interviews with the target audience. (2) Secondary Data is information obtained from Document Research such as books, textbooks, academic documents, research papers, and related electronic media, etc.
4. Data Analysis: A qualitative analysis of data, using data obtained from in-depth interviews with target audiences, and systematic analysis.

4. Results

Research on the study, prepared a guide to invest in the housing center project for the elderly, Thai and foreign in Nong Khai Province, the researcher was able to classify the results found that the investment guidelines for the housing center project for the elderly, Thai and foreign in Nong Khai Province can be classified as follows:

1. Physical environment as follows;
 - a. The Thai elderly found that the residential locations for the setting up of the Elderly Center were ranked in the first order. Location on the road, which makes commuting, convenient transportation, and safe to come and go. Followed by near markets and hospitals can be used daily. And if not on the main road, but convenient transportation, the route is not complicated, near the community - near the market - near the temple - near the hospital.
 - i. The overall atmosphere in the elderly accommodation centers in order; First of all, the atmosphere is shady, pleasant, comfortable, serene, close to nature. Followed by leisure activities. And there are exercises accordingly.
 - ii. Characteristics of the rooms in the accommodation center and facilities in the elderly accommodation center in order: The first is the area of the house is spacious, convenient for walking or in a wheelchair. The room, the bathroom is sliding, the interior should be level and flat, have a suitable bed, a convenient bathroom, the bedroom should be spacious and clean. In the room, there must be a bathroom, kitchen, TV, books. The single room must have a bed for the elderly, in the room, there will be a double bed that will accommodate 2 people. Toilets are clean, suitable for the elderly, there are emergency devices that caregivers will be able to assist in the event of an accident and are proportionate. And bedroom, room, en-suite bathroom, and sliding door, with handrails, alarms respectively.
 - iii. The service models within the elderly accommodation centers, respectively, are as follows: Safe residential care, always attentive medical care, healthy food care, comfortable toilets, having a car transfer service, convenient transportation, having public vehicles through, Yes Cars waiting for service, there is a basic safety attendant. There is a facility that is convenient for the elderly, has a doctor at the center and near the market, good security - clean - convenient - safe - near the doctor - good weather - there is a doctor. Nurses take care 24 hours a day who served with a smile - sincere. Healthy food is easy to find, easy to cook yourself sometimes. There is a fitness center and a recreation room such as a study room, living room, exercise room, prayer room, recreation room.
 - iv. The key factors in deciding to stay in the elderly accommodation center, respectively, are: Cheap and affordable costs, medical services, and consistent care services, respectively.

However, the things that affect the decision to stay in accommodation for the elderly are Thai people: Cost of safe housing, facility services. The need to stay at the accommodation for the elderly looking for accommodation outside the city, near the river, accommodation with a common area for cooking, with a relaxing garden, trees, calm, clean, safe and good care. The room does not have to be much, TV, refrigerator, balcony, air conditioner, WIFI. Recreation room, fitness room, karaoke room to sing and dance. Medical services, nurses, 24-hour convenience stores, restaurants, and shops.

- b. Foreign elderly, Foreigners who wish to stay in a residential center for the elderly, find that Nong Khai is the ideal location of a residential center for the elderly where the location is not specified. Followed by a location on the Mekong River,

Next came relatively quiet cities and outskirts, respectively. The overall atmosphere in the elderly accommodation center, foreigners saw that they wanted a shady, natural, peaceful atmosphere, followed by a family atmosphere, and activities such as massage and necessary facilities, respectively.

- 1) Facilities in the room in the Elderly Accommodation Center: There should be a recreation room, a TV, a kitchen, a swimming pool, an Internet connection, an air conditioner, a computer, a service room. Followed by a simple room with an en-suite bathroom, a small kitchen, which in the case of a condominium should have an elevator, respectively.
- 2) Service models in the elderly shelter: There should be a medical service, should have a caregiver or nursery with language skills, the accommodation center should have a recreation room, a restaurant, and a 24-hour service, cleaning services respectively. The factors that influence the decision to stay in a shelter for the elderly are costs, medical services, location and environment, food, and the type of people who live, respectively.

Therefore, having a residential center for the elderly should have a low cost, a location for accommodation in the project on the main road, a clear weather environment, convenient transportation, and safe transportation, near the market - the hospital - a place to rest and exercise. Body-car station, has a convenient car, an open place, hygienic and a good environment clean, clear air, and it is a place to meet and chat in groups. In addition, rooms for the elderly do not have to be big, but need to be clean, have healthy food (vegetables - fish - fruits, etc.), a peaceful place with shady trees, convenient for daily life (bathroom - Clean bedrooms, etc.), with complete facilities and a place to exercise that is suitable for the elderly.

2. Utility service: Nong Khai Province is suitable as a residence for the elderly as it is compared from the distance of border towns in the Northeast of Thailand such as Loei Province, Bueng Kan Province, etc. It can be seen that Nong Khai Province is the closest province to hospitals and centers when compared to other border provinces along the Mekong River that do not have hospitals, centers, and far from international airports. Nong Khai Province, the distance to the airport is within a distance of 50 kilometers, or if there is forwarding to the Udon Thani Provincial Center Hospital within 40 minutes, the medical service can be delivered quickly. If you are an elderly general, you can use services within Nong Khai Province, have a public hospital, and have enough private hospitals that can travel by both passenger cars and private cars, or call an emergency ambulance immediately.
3. Medical services: Elderly people have medical needs sorted according to their needs, that is, they want to have a doctor at the elderly shelter every day. There is a caregiver at the residential center for the elderly 24 hours a day, there is a nurse at the residential center for the elderly 24 hours a day, A doctor comes for treatment at an elderly shelter three times a week. In addition, if there is no doctor in the residential center in the residential center but asks to have a shuttle to the hospital according to a doctor's appointment, following Checklist of Essential Features of Age-friendly Cities of WHO on the aspect of community and health services.
4. Legal measures or government policies and Local policy for being the center of residence for the elderly, Thai and foreign. Currently, there is a regulation to organize a school for the elderly at the local level so there are no obstacles. Therefore, local schools should organize a school support program for all schools in the province regarding organizing activities for the elderly in particular some regulations or requirements overlap with local authorities, should be improved to include the following: Set standards on elderly housing for the safety of the residence of the elderly, and enact it to both the public and private sectors. Provide a central home for the elderly in each province. Prepare a manual for the operation of the elderly care center in the community. Integration for the 6 government agencies to organize joint welfare under the supervision of a single host agency to avoid conflicts and create the best interests of the elderly. Should provide elderly care centers or accommodation for the elderly and provide adequate staff for the elderly who come to receive services, and should increase the budget to allocate the welfare for the elderly.
5. Service after death: Service after death is important and operators of elderly accommodation centers should provide this service as well, which may take an example of the Khon Kaen Elderly Welfare Development Center, Under the affiliation of the Department of Older Persons, the Ministry of Social

Development and Human Security had set the guidelines for the preparation of a book called "Feel relieved book" and "a letter of intention of choosing a treatment at the end of life". In order to organize a pre-death service for the elderly, a pre-mortality plan is planned, which will help some older people who do not understand inheritance property handover authorization, or if the elderly are foreigners, the certificate must be translated, the writing of the will, or the elderly who are at risk of the congenital disease who wish to express their intention before their death. If the elderly have planned for the last period before death, it will make them even more relieved. Therefore, the shelter for the elderly should provide mortality service which is beneficial for the elderly and occupying the elderly kitchen too.

6. Provincial potential: Nong Khai Province has a reasonable potential for reasons to choose Nong Khai Province as a retirement residence, other aspects are the characteristics of the rooms in the elderly accommodation center and the Atmosphere of the accommodation center.
7. Location of the accommodation center: The potential is suitable as follows: Location is not on the main road, but has convenient transportation such as easy routes, public transportation, the project location near the hospital, and the project location near the home of children or relatives.
8. Atmosphere of the accommodation center: Beautiful shady atmosphere, close to nature and good weather in harmony, correspond to Checklist of Essential Features of Age-friendly Cities of WHO on the aspect of outdoor spaces & buildings and Housing.
9. Characteristics of the rooms in the accommodation center: There is an alarm signal and an intercom, the floor in the rooms is level, and the rooms are spacious, airy, well proportioned. Correspond to Checklist of Essential Features of Age-friendly Cities of WHO on the aspect of Housing.
10. Accommodation center facilities: Shuttle bus service, staff available 24 hours a day, and housekeeping services are available. Correspond to Checklist of Essential Features of Age-friendly Cities of WHO on the aspect of Transportation, Housing, and Community and health services.
11. Foodservice: There are healthy food, convenience store services, and can cook in their own accommodation, correspond to WHO's Checklist of Essential Features of Age-friendly Cities in the aspect of community and health services.
12. Activity in suitable elderly accommodation centers: There are recreational activities such as singing and dancing. There are teaching professions or crafts such as needlework. There is regular training following WHO's Checklist of Essential Features of Age-friendly Cities in the aspect of Social participation, Respect and social inclusion, and Civic participation and employment.
13. Length of access to the accommodation center: It offers a daily stay, a monthly stay, and a weekly stay.
14. Ownership requirements: Owning a single house with land, owning a townhouse, and owning a condominium unit.
15. Reason for choosing: Nong Khai Province is a retirement residence, for the reasons the respondents chose Nong Khai Province as a retirement residence in descending order of safety, cost of living, and familiarity with society and culture.



Figure 1: The Guidelines for Investment in the Housing Center Project for the Elderly, Thai and Foreigners

5. Discussion

Research on education, preparation of guidelines for investment in the housing center project for the elderly, Thai and foreign in Nong Khai Province. The researcher can discuss the results as follows.

The study of the investment guideline for the housing center project for the elderly, Thai and foreign in Nong Khai Province was found to be consistent with the research results of Rojanasak Saengthasirivilai and Chakrit Skulitsariyaporn (2017) Found that in the service aspect, there should be enough tools and materials to serve, should clearly set prices for services, should have convenient travel locations and not far from the hospital, there should be a promotion with a special package price, should be of the same standard, and the place should be well ventilated. In terms of service quality, the staff is dressed - polite - clean - neat. In terms of satisfaction, the staff is assigned to look after the elderly thoroughly, with equipment available at all times. In terms of the trust, a relative or individual in charge is coordinated to clarify treatment planning and treatment. Because of the expectation of future services, special services to the elderly should be provided and facilities, standardized and modernized to serve the elderly. Nattha Sirinan (2018) The study was conducted on assessing area suitability for residential property investment for foreign elderly using an analytical hierarchical process, a case study of Chiang Mai City, the results showed that today's global society has an increasing percentage of the aging population, with each country taking place at different times, Thailand is a country with great opportunities to develop residential real estate businesses to serve the global market. There are policies to support both the government that has pushed Thailand to become a center of health tourism for the elderly and the private sector who have turned to pay more attention to the elderly groups such as the Design of products or shelters for the elderly. To respond to such social changes that have occurred. This research presents a guideline for assessing

and selecting areas suitable for residential property investment for the elderly by combining quantitative and qualitative data related to the three primary factors: Transport factors, utility factors, facilities, and economic factors.

It also corresponds to Sitang Lieorungrueng (2010) Conducted a study on the behavior of choosing a place to stay among Japanese elderly visiting for a long term: a case study in Chiang Mai Province. The results of the study showed that the terms of socio-economic conditions, most of them are males, highly educated, stable financial status, strong health, self-help, love golf, choose to stay for a long time in Chiang Mai because of the low cost of living, good human relations and generosity, the city is safe, topographical and climate is good, culturally similar, with medical facilities, the long-term stay is planned, it is preferable to choose condominiums in urban areas. The factors in choosing a place to be ranked are: 1) Physical considerations, 2) Social considerations, 3) Financial considerations, 4) Housing considerations, and 5) Project data considerations, respectively. It is also consistent with the research of Khwanchanok Thongpan (2016) The study of opportunities and obstacles in urban development friendly to the elderly: a comparative study of Nakhon Si Thammarat, Songkhla, and Surat Thani provinces found that the local level, there are three overall policies: development of infrastructure and facilities for the elderly, promoting the health of the elderly and the provision of social services. Local operating patterns were found they are operated independently and operated in cooperation. For the dimension of urban development to be friendly to the elderly, there is education in the areas outside and the building, the transportation system, the residential area, the participation in the organization of the municipal activities, the support of the community, and health services

6. Recommendations

1. Suggestions for this Research

Should provide accommodation for the elderly in Nong Khai Province, followed by a distance of not more than 10 km from the city for ease of travel.

1. Should have a meeting for the elderly every month, which is building a place to stay next to the Mekong River will have a very good atmosphere. Elderly people should have ownership in the room of the elderly. Accommodation should be located away from the city because the atmosphere will be able to move easily. Accommodation prices for the elderly center should be moderately priced so that the low-income people can stay. And should provide a room building, including not more than 10 people, with facilities
2. There should be a clear separation of accommodations between Thais and foreigners. Accommodation should be located near the road for safety reasons. Where there are residential centers, they should be treated equally by government officials. And there should be adequate and appropriate welfare for the elderly.
3. Should add to the issue of education for the elderly. There should be a standalone accommodation with rooms and meals to choose from according to the status of the guests to make them happy and suitable. Accommodation should be located in a safe place and within the accommodation, the center should provide a full range of services such as a shuttle bus to and from the market - to the temple - to the hospital, etc.

2. Suggestions for Further Research

1. Nong Khai's atmosphere is suitable as a shelter for the elderly: As it is a calm and clear town suitable for both short and long stays, there are many hotels located along the Mekong. If it is a condominium, it is important to focus on moving the elderly, for example, an elevator in a building must have two spare units, and prior consent must be consulted with the elderly if forwarding is required. Private hospitals have specialist doctors and are available if the elderly need a doctor, especially an internal medicine doctor, chest, heart, dialysis doctor. Supporting the elderly and there is a 24-hour forwarding system such as Ruam Phaet Hospital, etc.
2. Services and facilities in the residence for the elderly: It is better to have a doctor go out to inquire about symptoms, rather than having the elderly go out to find themselves, which has to be zoned for the elderly who are unable to help themselves and have surveillance cameras installed to take care of their safety. It has a service-minded workforce as it is the most important resource for viewing and elderly people. The exercise equipment must be suitable for the elderly and someone recommended the use of the equipment.

3. Access to the service: There should be a service for the elderly who want to stay on a daily basis because Nong Khai is a small town, if there is an elderly accommodation program, there should be no excessive expenses and there should be a transfer service from home to the elderly accommodation center.

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