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Author: Ms. Kiyomi Shigematsu
Japan, sobi0307@hotmail.com

Mr. Taichi Yamazaki
ASTRAX, Inc., Japan, taichi.yamazaki@astrax.space
Ms. yuki Fujikawa
Japan, mc.yfujii@gmail.com
Ms. Taiko Kawakami
ASTRAX, Inc., Japan, taiko.kawakami@astrax.space

PROPOSAL FOR A BUSINESS MODEL THAT ENABLES AND ENCOURAGES OLDER ADULTS
TO TRAVEL TO SPACE

Abstract

In recent years, the global population has been ageing. While this is a serious problem, perceptions about older adults is changing, and The elderly are beginning to enjoy life with a sense of purpose. As a result, the desire to travel to space may grow among older adults. This raises an important question: what is required for older adults to feel safe, secure, and happy while travelling to space? What are the things that can be offered to enable their safety, security, and enjoyment? Solving these questions will not only solve the problems posed by an ageing society but will also have great potential as a business, both in space and on the ground. We survey to investigate the attitudes and behavioral tendencies of older adults and analyze the results, based on which we will develop and propose a business model.