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BUSINESS AND TERRITORIAL COMPETITIVENESS, INNOVATION AND SUSTAINABILITY



Senior Tourism: Determinants, motivations and behaviour in a globalized and evolving market segment

DOCTORAL THESIS
INTERNATIONAL MENTION

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Supervisor: Dr. Olga Rivera Hernández

San Sebastián, 2016 / 2017

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Abstract



This thesis focuses in the study of the senior tourism, a topic that has been receiving increasing attention in literature due to its growth potential and the specificities that seniors can present in their way of consuming tourism and travelling.

Following the state of the art, a **conceptual model** is defined to structure a deep understanding of the variables that define those specificities -and the link among them- considering the following main groups of variables: their personal-internal determinants, the external ones, their motivations, and further on, their behaviour and preferences.

This conceptual model is refined and developed after the analysis of 56 papers devoted to the subject, from 19 different regions, countries and continents and during a period of time that starts in 1980 and finishes in 2016, confirming its structural capability to integrate 78 different variables.

The listing of the variables that emerges from this broad meta-analysis allows also to obtain intra-categories inside each group and the most important variables -defining importance as an index (RII) that reflects in how many papers the variable appears-, thus, identifying the strategically relevant variables that affect the way seniors consume tourism.

The country of origin – as an external determinant that can also influence the probability of some personal determinants- is analysed specifically in order to qualify the senior segment as a global or a multi-domestic one, a very important aspect for the Tourism Industry, that has been neglected in the literature. A meta-analysis comparing geographic areas and regarding the differences that emerge in each group of variables of the conceptual model sheds light on some interesting insights to be explored with a n ad-hoc methodology defined and focused to compare seniors from different countries of origin.

In depth and semi-structured interviews were conducted with seniors from 2 origins- with interesting differences in some variables, but also with some similarities: Basque Country and Oxfordshire. Starting from a convenience sample of 42 seniors, 26 variables of the conceptual model were scrutinized and an exploratory descriptive and multivariate analysis was conducted. It has been demonstrated in the sample analyzed that 5 dimensions can comprehend 54% of variations in Senior Tourism Behavior and Motivations: 30% of those components are “country dependent” and 24% shows global patterns. This figures open an amazing discussion about the possibility of defining a global strategy for senior tourism, and the need to adapt strategies to the nationalities we are focusing on.

Also, 8 sub segments of the senior market have emerged from this exploratory analysis considering the three dimensions in which the country of origin was important. The

methodology allowed a conceptualization of the segment and also a quantification of their market share in the sample. For example, the segment named “hyper conservatives” is formed by individuals who see no need to change their destination each year, who see their leisure trip as a familiar experience and who are happy to visit the same destination every year. This is a segment that represents 44.82% of the sample from the Basque Country, in contrast with 7.69 % from the Oxfordshire sample. Another segment was “restless innovators,” individuals who seek out new comfortable destinations and experiences, listen to suggestions from travel agencies and search for information on the Internet. This is a segment that represents 10.34% of the sample from the Basque Country, but 53.84% from the Oxfordshire sample.

The qualitative evolutionary component of the Senior Tourism Demand has been also considered and analysed in our research, overcoming previous analysis that focus mainly on the demographic evidence of the quantitative growth expected in the number of senior people.

In order to achieve this goal, a historical and evolutionary analysis of the past has been considered important so as to project the future. The authors considered in the meta analysis of the literature on senior tourism from 1980 to 2016 have studied and analysed different generations of seniors, and in very different temporary contexts. An evolutionary meta-analysis of the literature has been done to identify when some variables have emerged (or disappeared) and to check how the RII of each variable can be changing along time, defining three distinct time periods. These periods have been chosen because they provide meaningful contributions to the senior tourism literature, and also allows to use the variables RII measurement to study their evolutionary patterns. The three time periods are: (1) Pioneer Period from 1980 to 1996; (2) Growth Period from 1997 to 2008 and (3) Crisis Period from 2009 to 2016.

Furthermore, there was an increase in the number of Europe scholars who became more interested in this topic.

This meta-analysis and historical analysis of the literature has provided interesting issues and perspectives on the differences and similarities of the interests of researchers in analysing senior tourism across different time dimensions. Evolutionary patterns have emerged in the historical analysis which has been developed and trends that may continue in the future are highlighted.

In order to identify some new drivers that can emerge from future generations of seniors, and considering that the future seniors are already here, in-depth and semi-structured interviews were conducted with preseniors from Basque Country and Oxfordshire, comparing their differences and similarities with current seniors in 28 variables of the conceptual model. Thus, starting with a convenient sample of 40 preseniors and 42 seniors, an exploratory descriptive and multivariate analysis was conducted. It is important to note that almost 50 % of the explanatory power of the first 5 principal components, and

senior/presenior variable is relevant in principal components (pc) 1 and 2 that aggregates a 26.36% of the total variation, giving place to 4 sub segments, in which preseniors and seniors have a very different weight. For example, the segment named “new-born not occupied traveller” is formed by individuals who envision travelling as a breaking activity – this is why they are new-borns to that, even if they have travelled a lot before and it helps them to occupy their free time. It is a segment that represents 42.85% of current seniors in contrast with 2,5% of current preseniors. Another segment was “expert self-conscious traveller”, individuals who travel for leisure but search for something else, with an open vision and a desire for keeping an active life and self fulfilment, for strengthening their travel experience with active and special activities. This is a segment that represents 45% of preseniors contrasting with 11.90% of current seniors.

The four research questions on which the study is based are answered and the seven hypothesis are confirmed along the research.

The thesis concludes with a set of recommendations derived from these findings applied to the different actors that have an active role in this field: academic community, but also practitioners in the Hospitality Industry, Destinations Management, and Tourism Organizations Managers.

This research has created innovative ways to address some of the gaps identified in the literature as it is the need to understand the wants of an ageing population; the need to expand knowledge of the trends underpinning tourism development so as to increase the capacity of stakeholders to formulate strategies to achieve competitive advantage for their organization and the need to analyse this market segment from an international dimension as well as to provide useful insights into the senior market segment.

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A man and a woman are running on a sandy beach, holding hands and laughing joyfully. The man is on the left, wearing a blue short-sleeved button-down shirt and light-colored shorts. The woman is on the right, wearing a white short-sleeved top and white shorts. The background is a bright blue sky and ocean. The entire image is overlaid with a semi-transparent blue filter.

CHAPTER 1.

Thesis objectives and research methodology

1.1 Research purpose

1.1.1. Overview

The purpose of this Chapter is to provide the reader with a clear statement about this thesis and a logical rationale in order to justify the conception and organisation of this study.

1.1.2. Study rationale

Population ageing is a well-known phenomenon in most developed countries, where the proportion of older people has been steadily growing over the past century (Harper and Leeson, 2008). The United Nations has recognised the fact that the numbers of the older population are growing rapidly, and it has estimated that over two billion people will be aged 60 years and over by the year 2050, which will account for 22% (or one out of five) of the world's population, compared to 10% in 2000. These demographic shifts will be seen across all continents (United Nations, 2000).

In future years most countries in the world will experience the phenomenon of an aging society, or, in other words, no country in the world can hide from the (inevitable) greying of its population (Leeson, 2002). Since 1950 the number of people aged 65 or older has tripled from 130 million to 419 million (about 6.9% of the global population) by the year 2000 (Kinsella and Velkoff, 2001). In the year 2050, the United Nations has estimated that worldwide, every fifth person will be over 60 years, and every sixth person will be over 65 years (United Nations, 2001).

These future population projections suggest that becoming old does not necessarily restrict people's desire to travel; in fact the opposite is occurring and this will have a great impact on the tourism industry (Alén et al., 2010; Acevedo 2011; Balderas- Cejudo, Rivera-Hernández and Patterson, 2016; Boksberger and Laesser, 2008; Chen and Wu, 2009; Esichaikul, 2012; Major and McLeay, 2013b; Möller et al., 2007; Nimrod, 2008; Patterson and Pegg, 2009; Reece, 2004; Wang et al., 2007).

In this context, the senior segment is changing and evolving and as a result, leisure travel is becoming very popular. Greater discretionary income, the changing age patterns of consumers and more free time are seen as essential factors for an increase in the travel demand of this segment. An important number of studies and researchers have confirmed that the senior market segment will be one of the largest in history and have a great impact to the tourism industry because of its size and the increasing amount of disposable money that seniors will spend on consumer industries.

Understanding what type of tourism that seniors want to do in the future, their future motivations and behaviour, the impact of their country of origin on senior tourism demand, and also matching their changing needs and accounting for these changes in a proactive way will not only provide exciting opportunities for research but it will also have practical implications for public policy makers, industry practitioners and travel marketers.

Besides, findings generated by this approach may help create innovative ways to address some of the gaps identified in the literature, such as the need to understand the wants of an ageing population (Huang and Tsai, 2003; Lehto, Jang, Achana and O'Leary, 2008); the need to expand knowledge of the trends underpinning tourism development so as to increase the capacity of destination managers and tourism operators to formulate strategies to achieve competitive advantage for their organization (Dwyer et al., 2009); the need to analyse this market segment from an international dimension (Balderas- Cejudo et al., 2016; Jang and Wu, 2006); and actions that should be taken in order to be able to cater for the increased demand of senior travellers (Lohmann and Danielsson, 2001), and to provide useful insights into the senior market segment.

1.1.3. Problem statement

The world is ageing both at an individual and a population level (Leeson, 2014). Never before has humanity seen such a development: a shrinking of younger populations in almost all developed countries and at the same time a considerable ageing of their residents (Meiners and Seeberger, 2010; Wallace, 1999). The age composition of the world's population is altering as the median age rises and that a proportionate shift from younger to older people continues (Harper, 2014). So far, the history of humanity and the development of the modern economy have been primarily characterised by youth that have created growth. This also explains why to this day, no country has had any experience of the consequences that such a change in the ratio between the young and the old will have on the economy. What we can be sure of is that as people age, the demand situation and patterns of consumption will change significantly (Meiners and Seeberger, 2010).

As a direct consequence of global ageing patterns, older travellers have become a significant proportion of annual total holiday spending (Sie et al., 2015). This is partly due to a sizeable increase over the last decade in the number of older travellers, coupled with the expectation of even greater growth in the future (Boksberger and Laesser, 2009; Chen and Wu, 2009; Meiners and Seeberger, 2010; Sie et al., 2015; Wang, et al., 2007). Thus, in recent years, both practitioners and researchers have acknowledged the importance of older adults as a significant market segment of the tourism industry (Paxson, 2009).

Tourism is a competitive and perishable economic product that shifts over time, depending on the changing needs and preferences of holiday travelers. Tourists are becoming increasingly demanding and selective about their holiday travel, which, in turn is leading to an increasingly competitive tourism market (European Travel Commission,

2006). These shifts in traveller behaviour, in turn, make predicting tourism demand quite challenging (Witt and Witt, 1995). Managing destination competitiveness has become a major topic of interest. Like all consumer products, tourist destinations must persuade their customers that they have a combination of benefits that no one else can offer.

Developing new theories, frameworks, models, and measurement methods can assist in guiding an approach to this challenge and which offers the potential to provide some clarity and rigour to a complex management task (Crouch, 2005). Ritchie and Crouch (2000) determined that all countries and regional areas take their role as tourist destinations seriously, committing considerable effort and funds toward enhancing their image and attractiveness for travellers.

In an era of fast-changing consumer profiles and behaviours, companies must strive for a thorough understanding of what consumers want, and are willing to pay for. The importance of understanding new patterns of consumption and having a better knowledge of travellers in general, and seniors in particular, seems of great relevance and provides a new challenge to the tourism industry.

Travel and leisure activities are now the biggest discretionary expenditure item for older consumers particularly in developed and affluent countries across the globe (Wong, 2007). This is because travel is generally regarded as an enjoyable leisure activity (Sie et al., 2015). In an analysis of the optimization of quality of life potentials for aged people in the 21st century, leisure activities were ranked as a top priority (Riley, 1992); but as yet not enough attention has been given to the leisure facet of the lifestyle of older people, either in the literature on motivations or in other areas of psychology (Furchtgott and Furchtgott, 1999).

The travel industry has been criticized for failing to recognize the diversity of travel preferences among the senior travel market (Javalgi, Thomas, and Rao 1992). The tendency of tourism marketers and product developers in the past has been to treat senior consumers as one homogeneous segment. Part of this problem underlying this perception of the travel industry, stems from an inaccurate and misunderstood stereotyped view of elderly people (Horneman et al., 2002; Moschis 1992). Stereotypes of senior travellers are that they are too old or frail to travel compared to many other demographic groups. Such a superficial assessment of the senior traveller have resulted in some efforts being made to cater for their needs, yet these are often based on false perceptions and stereotypes of the aged - stereotypes that assume conservatism and homogeneity (Horneman et al., 2002).

To cater for the diversity of needs of this growing market, what is needed is a more comprehensive understanding of seniors and their travel behavior and knowledge about their motivations for leisure travel, so that tourism products and services can be tailored to meet their current and future preferences and needs when travelling. Over the next decade and a half we will see major shifts in the leisure and tourism environment reflecting changing consumer values, political forces, environmental changes and the explosive growth of information and communication technology (Dwyer et al., 2009). Those destinations and

individual operators that make decisions on the supply side that do not match changing customer needs will suffer the phenomenon termed 'strategic drift' (Johnson and Scholes, 1997). Dwyer et al. (2009) stated that strategic drift occurs when an organization's strategy gradually moves away from addressing forces in the external environment with no clear direction.

In recent years, attention has shifted from the purely quantitative growth of tourism demand towards qualitative changes in the nature of that demand (Richards, 2011). To prepare for these trends and to consider and debate a range of scenarios for how the trends might unfold, seems to be of special interest to the tourism industry, who need to be conscious of the need for a greater understanding of the present and future senior traveller. Schwartz (1991: 92) defined scenario as, "a tool for ordering one's perceptions about alternative future environments, in which one's decisions might be played out . . . or, in other words a set of organized ways for us to dream effectively about our own future." Scenarios are carefully crafted stories about the future that help to explain a psychological dimension (i.e., meaning), which empirical data lacks (Schwartz, 1991). Scenarios help to link uncertainties about the future to the decisions that must be made today (Formica and Kothari, 2008).

Events and trends affecting the tourism industry are becoming more complex and fast-paced. In response to radical changes in the external environment, destination managers are striving for new approaches to predict future forces that are driving change (Formica and Kothari, 2008). Researchers, tourism practitioners, destination managers and governments will become involved in tourism for its economic benefits. However, it is becoming increasingly evident that only organizations and destinations that have the knowledge and the capacity to deal with tourism at a professional level will be able to develop a competitive advantage and to successfully achieve their objectives in the future. In spite of the future growth rates expected for the tourism industry, destinations and businesses that fail to predict the future and to develop proactive and reactive strategies will be unable to benefit. It is within this framework that competitiveness, efficiency, effectiveness, long-term profitability, ethics and sustainability are the main themes that will ensure the long-term prosperity of tourism organizations and destinations (Moscardo, 2005).

With this goal in mind, the current study will attempt to analyse the variables that affect senior tourists and the way that they wish to travel in the future; to determine the future forces that are likely to affect the way seniors will consume tourism, and to analyse and determine how future seniors will prefer to travel whenever they retire.

1.1.4. Research Purpose and Research Questions

This study aims to investigate the senior segment to provide a strategic understanding of their motivations, behaviour and preferences, to determine what are the key variables that relate to their personal and internal determinants and also the external ones as they represent their country of origin.

It is hoped that this research will identify and analyse the main trends and forces driving change for today's senior tourism consumption. Besides, the aim of this study is to determine the strategically relevant variables that have begun -and will most likely continue in the future-, to affect the way seniors consume tourism; the potential impact of those trends on the senior market segment, as well as to determine the impact of the country of origin on senior tourism demand.

Over time, the senior market have undergone considerable changes; from considering older people as a homogeneous market during the 80s, while in the 90s its diversity and complexity have been emphasized in the consumer marketing literature (Moschis, 2003). The tourism industry will continue facing major challenges and experiencing changes that will have major implications for the senior segment and the tourism industry. It is in those regions or geographical locations that better understand these differences and adapt to the new trends and needs of the seniors are the ones which will take advantage of this potential demand. Despite the growth in importance of seniors to the tourism industry and the variety of conceptual and empirical studies that have been conducted, a comprehensive modelling which allows for a better understanding of the needs and behaviours of seniors about the way seniors consume tourism in the future is still needed in this field.

To accomplish these goals, the thesis will develop a methodology that attempts to:

- 1.** Build and test a conceptual model that allows for a better understanding of the senior segment, its diversity and possible evolution over time. This model is created to enhance an understanding of the behaviour and preferences among seniors. The model will include variables that affect the way seniors consume tourism, and will also seek to gain a new understanding of the different variables that may influence senior's behaviour and preferences for tourism.
- 2.** Refine and expand the academic knowledge about the senior tourism segment in order to identify the main dimensions that make it a heterogeneous segment, and also to delineate their common features. This is why this study will focus on analysing and identifying preferences and behaviour in both pre-seniors and seniors and in the ways that they prefer to travel.

As previously stated, seniors constitute a growing market segment in both numbers and frequency of tourism consumption and as a result, there is now increasing attention from the tourism and hospitality industry. However, as any other market segment which is purely demographic, it has great potential for heterogeneity. In fact many authors have pointed out that this heterogeneity, without specifically studying the variables that can help explain it. Moreover, and despite this heterogeneity, it is interesting to question the existence of common denominators that make it possible to see a pattern of tourist consumption for this senior market segment.

In this thesis, two main sources of heterogeneity will be analyzed which can significantly affect a whole set of variables in determining tourist behaviour and consumption: the country itself; and changes relating to different generations. This includes not only to analyze the actual heterogeneity but also to identify what is distinctive about senior tourism, and even to present some of the common features that relate to the heterogeneity.

The following research questions will be addressed in line with correspondent objectives:

RQ1. Is it possible to establish a conceptual model that structures comprehensively the different variables that explain today's seniors behaviour and which is flexible enough to integrate the new variables that would appear in the future?

Our first hypothesis is:

- H1. It is possible to set this model openly through the analysis of the existing literature on this group, its demographic evolution, and an in depth analysis of the main features shown by preseniors compared with seniors.

RQ2. What are the main variables that determine the behaviour of the senior tourist? Which are the ones leading to a heterogeneous behaviour in senior tourism? Can we speak of a single segment or a heterogeneous segment?

Out of this question, three hypothesis are derived:

- H2. All senior tourists -regardless of their differences in relevant determinants variables depending on the model identified- will have some common patterns of tourism consumption in relation to certain variables.
- H3. Senior tourists will present different consumption patterns depending on certain key variables that we would determine.
- H4. Derived from the two previous hypotheses, senior tourism is expected to be a homogeneous concept considering certain variables and heterogeneous in others, with a corresponding impact on the strategies to be followed by organizations and destinations in order to address them properly.

RQ3. Is the senior market segment a global one or are there significant differences in the tourism consumption of seniors depending on their country of origin?

This objective is to identify if there are any differences in the way that seniors consume tourism depending on their country of origin, and to what extent are these differences relevant and can influence the different stakeholders. There have been no previous studies that have discussed an international approach to the senior tourism market, and very few that have tried to ascertain if there are any substantial differences according to the country of origin of senior tourists (Balderas-Cejudo, Rivera-Hernaez and Patterson, 2016). The

findings from this study will help tourist organizations to adopt better market-oriented decisions and have practical implications for private organizations, managers and public policy managers.

Two hypothesis are derived:

- H5. There are differences motivated by the country of origin that may affect the way tourism for the senior segment market should be offered to each nationality leading to a multi-domestic strategy.
- H6. At the same time, there will be coincidences in the senior's behaviours that are not dependent from on their country of origin allowing a global strategy.

RQ4. Will the future seniors tourists be same way as current ones? Which new features emerge that the offer should take into account?

This research question aims to investigate future trends and forces that influence the of consumption behaviour of senior travellers. There has been a lack of literature on how motivations and behaviour may evolve in regard to the different cohorts. Few studies have really addressed the insights and needs of seniors and their future needs. Nevertheless, several authors (Patterson, 2002; Tung et al., 2011) have agreed on the increasing importance of analysing and providing an in-depth understanding of this heterogeneous travel market.

- H7. Future senior tourists will introduce significant changes in some of the variables that most impact on their tourism behaviour.

In conclusion, this thesis will seek to understand how seniors want to travel, and to determine trends, forces and preferences which may affect the way seniors will consume tourism in the future and the impact of senior tourism demand on the country of origin.

A more robust knowledge will be achieved through an analysis of current tourism behaviour and it is hoped that this will achieve a better understanding of variables that affect seniors tourist behaviour and their preferences for future travel.

The results of this research suggests an additional contribution through the making of recommendations on policies and measures for public and private sector development in the tourism industry.

1.1.5. Significance of the Study

This study is important for knowledge creation, theory building and industry practices in the field of tourism in several regards. Most studies of tourist behaviour have investigated behavioural variables or psychological constructs (e.g., motivation, satisfaction, and intention) individually, while several have examined the relationships between/among these

variables. However, little research has attempted to establish a comprehensive theoretical framework for an understanding of senior tourist behaviour by integrating the determinants, motivations, preferences and behaviours.

This study is designed to develop and empirically test a model explaining senior tourist behaviour, future different variables that may affect the way that seniors consume tourism, and also to determine the strategic impact from the country of origin on senior tourism demand.

Although it is worth expending research effort on identifying the most salient travel motivation factors among various groups of travellers (Huang, 2007), it is more valuable to investigate the relationships between travel motivations and other travel behaviour determinants such as tourist attitude and constraint, and how these factors play a collective role in shaping seniors travel behaviour. In addition, there is a need to develop a more comprehensive model that integrates various influential behavioural factors and determines future trends that may affect senior patterns of tourism consumption. This not only predicts senior travel behaviour, but contributes to an understanding of senior tourism, so as to advance knowledge of current and future consumer behaviour.

1.1.6. Organization of the Dissertation

The structure of the thesis follows the sequence of the proposed methodology to achieve the objectives as the following table represents:

Table I.1. Organization of the Dissertation

	OBJECTIVES
RQ1. Is it possible to establish a conceptual model that structures comprehensively the different variables that explain seniors behavior and which is flexible enough to integrate the new variables that would appear in the future?	To investigate the estate of the art on senior tourists and to explore senior travellers' behaviour, expanding the knowledge through a robust causal explanation of seniors linked to tourism.
RQ2. What are the main variables that determine the behavior of the senior tourist? Which are the ones leading to a heterogeneous behavior in senior tourism? Can we speak of a single segment or a heterogeneous segment?	To analyse, examine and determine what variables help determine senior preferences and behaviour to a greatest extend.
RQ 3. Is the senior market segment a global one or are there any significant differences in the tourism consumption of seniors depending on their country of origin?	To identify and ascertain if there are differences in the ways that seniors consume tourism depending on their country of origin, and to what extend are these differences significant and can influence stakeholders.
RQ4. Will the future seniors tourists be same way as current ones? Which new features emerge that the offer should take into account?	To investigate future trends and forces that may influence the behaviour and consumption of senior travellers.

The **thesis** consists of seven Chapters.

- **Chapter 1** provides the research background and proposed theoretical framework. Then it proceeds to present the methodology and to elaborate on the overall purpose and specific objectives of the study. It also discusses the significance of the study and its practical implications.
- **Chapter 2** reviews the relevant literature regarding the growing senior market. The aim is to discuss the relevance of tourist travel of older individuals in a global context.
- **Chapter 3** presents a conceptual model that emerges from the literature review and the specific groups of variables that appear to be relevant in determining the travel behaviour of seniors.
- **Chapter 4** will present the characteristics of the senior segment using this conceptual model. We will try to identify in the literature the most of the specific variables that can help to explain different motivations and behaviours of senior tourists. Semi structured interviews will be conducted to answer our research questions because the meta analysis has found limited conclusions. Hypothesis will be tested using a quantitative analysis of the semi structured interviews codified using the conceptual model.
- **Chapter 5** discusses how senior tourism can be moulded by the country of origin, by firstly using a meta analysis of the literature, and then by reporting the results on their characteristics and differential features following the in depth and semi structured interviews.
- **Chapter 6** focuses on future senior travellers, and identifies the main trends that emerge from a study of the literature, and an analysis of the results of the semi structured interviews to pre-seniors.
- Finally, in **Chapter 7**, major findings of the study are interpreted, analysed and discussed. Implications are proposed for the tourism industry and the different stakeholders and concludes the thesis with a brief summary of the study, limitations and suggestions for further research.

RESEARCH OBJECTIVES	RESEARCH METHODOLOGY AND EXPECTED RESULTS
Build a conceptual model to enhance the understanding of the seniors and variables	<ul style="list-style-type: none"> • Meta analysis. An intensive literature review of theoretical and empirical studies with a fundamental focus on Senior Tourism. • A more robust knowledge will be generated by understanding seniors and their needs and preferences • In-depth and semi structured interviews to preseniors and seniors would allow us to test if the conceptual model is flexible and comprehensive of these new trends.
To identify, refine and expand academic knowledge around variables that determine senior tourists preferences and behaviour.	<ul style="list-style-type: none"> • An intensive literature review of theoretical and empirical studies with a fundamental focus on identifying variables (determinants, constraints and motivations)
A search of the empirical data will be conducted to ascertain if there are differences in senior tourism consumption and what is the impact of the country of origin on these decisions through a multi country (Spain and England) perspective.	<ul style="list-style-type: none"> • Open and semi structured interviews to seniors were collected in UK and Spain in order to provide greater insights into senior tourist behaviour.
To explore insights into senior travellers and to analyse future trends in light of new theories and future visions of senior travellers future preferences and behaviour so as to enable different stakeholders to develop policies and measures for public and private development.	<ul style="list-style-type: none"> • Semi structured interviews to pre-seniors

1.2. Methodology

1.2.1. Choice of research methodology

The dominance of the quantitative approach is evident in previous research studies on senior tourism. However, Patterson (2006) stated that researchers should further develop and apply qualitative methods that will enable them, "to gain a better and more in-depth recollection and understanding of the actual trip experience" (p. 40). He argued that relatively little research has sought to understand the meaning of tourism and leisure for older people, and that it is not possible to study older people's behaviour through 'snapshot' research, which isolates a single moment in time. Sedgley et al. (2011) also called for the application of more qualitative methods to examine the full breath of the subject but also for more cross-disciplinary enquiries –particularly in gerontology- to provide meaningful insight into lives of this population (Kazeminia et al., 2015). Their claim is consistent with arguments from leisure and tourism scholars (Gibson and Yiannaki, 2002; Iso-Ahola, Jackson and Dunn, 1994) to suggest that leisure and tourism should be understood within the context of people's life structure.

This thesis has aligned itself with qualitative research methodology for which there are at least three justifications.

First and foremost, the reason for choosing qualitative research methodology concerns the issue of ontology. There are competing paradigms in the social sciences with regard to ontology, the two most distinct occurring at the opposite ends of the spectrum being positivism and constructionism (Suen, 2012). Briefly, ontology is the "reality" that researchers investigate (Healy and Perry, 2000). Positivism predominates in science and assumes that science quantitatively measures independent facts about a single apprehensible reality (Guba and Lincoln, 1994; Tsoukas, 1989). In other words, the data and its analysis are value-free and data does not change because it is being observed. That is, researchers view the world through a "one-way mirror" (Guba and Lincoln, 1994, p. 110). A positivism view is inappropriate when approaching a social science phenomenon which involve humans and their real-life experiences, as treating respondents as independent, non-reflective objects ignores their ability to reflect on problem situations, and act on these in an interdependent way (Robson, 1993). The second paradigm is critical theory, which emphasises social realities incorporating historically situated structures. Thus, critical theory aims at critiquing and transforming social, political, cultural, economic, ethnic and gender values. Hence, research inquiries are often long-term ethnographic and historical studies of organisational processes and structures. Assumptions are essentially subjective and hence knowledge is grounded in social and historical routines and is therefore value-dependent and not value-free (Guba and Lincoln, 1994).

The third paradigm is constructivism. Constructivism holds that truth is a particular belief system is held in a particular context. Like critical theory, constructivism inquires about the

ideologies and values that lie behind a finding so that reality actually consists of “multiple realities” that people have in their minds (Healy and Perry, 2000). Researching this constructed reality depends on interactions between the semi structured interviewer and respondent, that is, the researcher has to be a “passionate participant” during his/her field work (Guba and Lincoln, 1994, p. 112).

This current study uses a constructionist perspective in exploring the senior travellers’ segment to gain a greater understanding of their preferences and needs when travelling, and investigating the different variables affecting the ways that they consume tourism. This study is also interested in predicting the tourism behaviour of seniors in order to understand and determine how they will consume tourism in the future.

In order to identify tourism consumption patterns among senior tourists and how they will affect their feelings, experiences, needs, preferences, ideas and interpretations, a qualitative research approach will be adopted to answer the research questions. This study will adopt an approach that actively engages older people in the research process, so that we hear their voices and recognize their perspectives (Sedgley, Pritchard and Morgan, 2011). Unlike quantitative researchers who seek causal determination, prediction, and generalization of findings, qualitative researchers seek instead to illuminate, understand and extrapolate to similar situations (Hoepfl, 1997).

Secondly, the decision to use qualitative research has to do with epistemology – the nature and evidence of knowledge. In Plummer’s words, only by taking a closer look at the research participant’s subjective feelings can we examine, “the concrete joys and suffering of active, breathing, bodily human beings” (Plummer 2001, p. 5).

Thirdly, the choice of employing qualitative research methodology is dictated by the nature of the topic. Older people are generally interested in talking about this topic to researchers—a situation which leads to very high response rates (Blazey, 1992) and as Pearce (1999) stated, plenty of descriptive detail as an added bonus. Unfortunately, and in spite of the fact that seniors are excellent respondents, few investigators seem interested in tapping this ‘mine’ of information and opinion (Dann, 2008). To have a greater understanding on personal experiences and feelings, qualitative research allows interaction to build trust, which is of paramount importance in a study involving participants revealing different aspects of their lives (Lee, 1993).

This study has used a two - stage process:

As the first step, in an attempt to provide a solid foundation for this study, an intensive literature review of theoretical and empirical studies with a fundamental focus on motivations, determinants and tourism consumption behaviour of seniors will be conducted. The main objective in this first step is to evaluate the progress of academic studies related to tourism and also to develop a classification scheme that will assist in a greater

understanding of their motivations, determinants and preferences, and their future behaviour and motivations. Having established a common understanding on the variables that affect seniors and the way they consume tourism, a conceptual model will be developed in an attempt to provide: (1) greater insights into senior tourism behaviour, seeking to explore how and why these travel decisions are made (2) how these decisions will be made in the future and (3) to determine if the motivations and determinants are common internationally, or do they show substantial differences that require a strategic adaptation, depending on the country of origin. The classification scheme is built around variables that apply to the conceptual model as proposed. It is envisaged that this framework will contribute to the development of a conceptual model for senior tourism that acknowledges the impact that trends and future differences in variables may have on older tourists. This framework will seek to connect the principal factors that influence the making of choices before travel commences, such as travel characteristics preferences, motivations and determinants.

Secondly, in-depth interviews and semi structured interviews with seniors and pre-seniors were made for the empirical validation of the model in an attempt to shed light on the different variables that affect senior tourism consumption, and to analyse and determine if the tourism behaviour of seniors is common from a global and international perspective, or to highlight substantial differences depending on the country of origin.

The open and generative nature of qualitative methods allows for the exploration of such issues without advance prescription of their construction or meaning as a basis for further thinking about policy or theory development (Ritchie, Lewis, Nicholls et al., 2013).

Although our research methodology has been qualitative, in order to facilitate the measurement of some results and also its subsequent comparability with other studies, quantitative techniques have been included to analyse those variables that allowed so.

In this regard it is noteworthy that 82 in-depth and semi-structured interviews have been conducted for this thesis, undertaking further on a major effort to codify (Álvarez-Gayou, 2005; Miles and Huberman, 1994; Patton, 2002; Rubin and Rubin, 1995) the contents of the interviews using the proposed conceptual model. Appendices 1 and 2 show the guides of semistructured interviews for seniors and preseniors respectively. Appendix 3 and 4 show the content of semistructured interviews for seniors and preseniors respectively. Appendix 5 shows a process that allows to codify and define the measurement scale of each variable analysed, obtaining a solid data base for seniors and preseniors (see Appendices 6 and 7). Also a data base has been built in order to compare both groups with the common variables (see Appendix 8).

This process has highlighted groups of variables and specific variables that did not appear in the literature so far –improving the previously defined model- and has allowed us to quantify many of the variables through descriptive statistics. We have also performed a Principal Component Analysis (PCA) to explore the interrelationships existing between the determinants-motivations-behaviour and contrast our hypothesis.

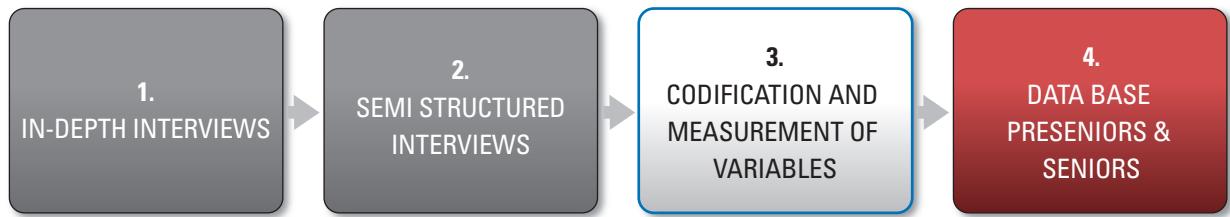


Figure I. 1. Interviews data process

1.2.2. Conceptual model: aim and objectives

A number of studies related to motivation, decisions and determinants in senior tourism were identified and then analyzed in order to classify key variables that might emerge as relevant. A conceptual model is proposed and structured with the variables identified and categorized with three main objectives that are, to allow: (1) a better understanding of the senior tourism market segment and their sources of heterogeneity; (2) a deeper analysis of the evolution of senior tourists, through the interrelations among motivations, determinants and travel behaviour (3) an understanding of their possible drivers of diversity, studying specially among them, the impact on the country of origin on senior tourism demand.

This model is created to develop the understanding of the behaviour and preferences of seniors. The model captures variables that affect the way seniors consume tourism and also seeks a new understanding on different variables that may be emerging and their future influence on seniors behaviour and preferences for tourism.

The model -built through the meta- analysis of the literature- was also a key artifact to strengthen our research method since it has been used as a basis to:

- Sort systematically the different variables that emerge in each paper studied, depending on the role they occupy.
- Codify the 82 in-depth and semi- structured interviews conducted, identifying new groups of variables and new variables that so far did not appear in the literature.
- Identify sources of major differences between seniors from different countries and between pre-seniors and seniors

It has been a model that has been structured, filled and improved along the research process, showing an impressive capability of adaptation and comprehension.

1.2.3. Meta - analysis

Meta-analysis is an established technique adopted in many fields of research for analysing and comparing results from multiple studies based on a similar empirical research question (Crouch 1995; Stanley, 2001; Sutton et al., 2000; van den Bergh et al., 1997). Meta-analysis

is a quantitative, formal study design used to systematically assess previous research studies and to derive conclusions about that body of research. The benefits of meta-analysis include a consolidated and quantitative review of a large, and often complex, sometimes apparently conflicting body of literature (Sutton et al, 2000).

Thus, an array of studies on motivations, decisions and determinants were analysed in order to identify and classify key variables that might emerge as relevant. A conceptual model was then proposed with the relevant variables identified and categorized. This included an intensive review of the literature through an iterative search in multiple literature databases such as Web of Science, Scopus, EBSCO, Ovid, ProQuest, Elsevier and Dialnet. Databases were searched using a predetermined set of keywords, which were modified to reflect their findings and to ensure their relevance to this research. Qualified research studies on senior tourism, determinants, behavior and travel motivations, were identified, retrieved and analyzed.

A valuable outcome is the identification and isolation of the various factors, and their interrelationships established a solid scientific basis for further analysis and research. Different studies (qualitative and quantitative) were selected and each of the variables was analyzed in depth. It is important to note that there has been a dominance on quantitative research in these studies (Nimrod, 2008) which was recently criticized by Patterson (2006: 40) who argued that researchers should further develop and apply qualitative methods that will enable them "to gain a better and more in-depth recollection and understanding of the actual trip experience". Sedgley et al. (2011) and Patterson (2006) called for not only the application of more qualitative methods to examine the full breadth of the subject but also for more cross-disciplinary enquiries, particularly in gerontology so as to provide meaningful insight into the lives of this population (Kazeminia et al., 2015).

These online databases were selected and searched to provide a comprehensive bibliography of the academic literature on senior tourism. The studies that were reviewed had been published over a period of more than 35 years from 1980 to March, 2016. The literature search was limited to peer-reviewed journals and was based on the following keywords:

- 1.** To address the focus market segment: "senior tourism "; "senior travellers"; "baby boomers"; "senior tourism demand"; "senior consumers"; "older travellers".
- 2.** To address the components of the Analysis Model: "senior motivations"; "determinants"; "senior tourism behaviour" "senior tourism demand"; "seniors" and "country of origin".

A different and broader approach was trialled taking into consideration different categories focusing on models that were conceptualized in Western and non-Western societies. A valuable outcome is the identification and isolation of the various factors and interrelationships established a solid scientific basis for further analysis and research. In the second stage, 56 papers and the combined data resulting from these different studies

(qualitative and quantitative) were selected and each of the variables was analyzed in depth. A total of 78 variables emerged from an analysis of the literature, all of which were classified into the model of analysis, and also the countries of origin of the respondents were further analysed.

The next step was to classify the articles according to their central focus, aim/s and perspective/s. Although the subjective nature of the classification process might give rise to validity concerns, it did not pose a threat to the sufficiency of the content provided in the literature review. The purpose of the classification was to provide an organized conceptual framework of the senior tourism literature and to highlight the areas of interest of different researchers.

The main results were classified according to the different components of the model for analysis. Each of the variables was classified according to their order of importance, as defined by the percentage of papers in which they have appeared.

For an analysis of the literature over an extended time period it is very important to understand the evolution of the field and the new variables that might shape senior tourism in the future. Because of this, we classified the variables based on three different categories: those that will lose importance in the future, those that would maintain the weight they currently have, and those that emerge recently and will increase their strategic impact.

Consequently, the original meta-analysis of the state of the art literature on senior tourism all over the world allows to identify the specific variables that the academic studies have already identified to understand this segment, its common features, and also their heterogeneity sources. In order to analyze future trends, the results of the meta-analysis are divided, studied and analysed into three distinct periods: (1) pioneers (from 1980 to 1996), including in this period those papers and researchers that started to be aware of the importance of the senior market segment; (2) growth (from 1997 to 2008), the importance of senior tourism is growing; (3) crisis (2009-2016), the 2008 crisis and its impact. It is noteworthy that this meta-analysis also allows to rate the importance of these variables, and also its evolutionary trends along time.

1.2.4. Qualitative Methodology: In-depth and Semi structured Interviews

The role of qualitative methods in seeking and providing explanation is widely recognised within a range of different epistemological approaches (Giddens, 1984; Layder, 1993; Lofland and Lofland, 1995; Miles and Huberman, 1994). This analysis will follow the guidelines of grounded theory approach (Strauss and Corbin, 1998). Grounded theory, as defined by Strauss and Corbin (1998) defined grounded theory as derived from data, systematically gathered and analysed through the research process.

Corbin and Strauss (1990) stated that the aim of grounded theory is not to generalize findings to a broader population per se, and the sampling proceeds not in terms of drawing samples of specific groups of individuals, units of time, and so on, but in terms of concepts, their properties, dimensions, and variations. Grounded theory is a form of qualitative research that has been developed by Glaser and Strauss (1967) for the purpose of constructing theory through the use of grounded data (Corbin and Strauss, 2014).

Nimrod (2008) stated that it is a theory that 'emerges from the data' instead of being 'preconceived' in the researcher's mind, and it is likely to offer insight, enhance understanding and provide a meaningful guide to action. This approach is appropriate for textual data that reflect the experiences of the survey participants.

Qualitative research methodology is a form of research in which the researcher or a designated co-researcher collects and interprets data, making the researcher as much a part of the research process as the participants and the data that they provide (Corbin and Strauss, 2014). These methods provide a means by which the social world can be understood from the perspective of those who inhabit it (Birks, Chapman and Francis, 2007). Qualitative research is concerned with "how the social world is interpreted, understood, experienced, produced or constituted" (Mason 2002, p. 3), and therefore is appropriate for this study.

Some limitations may be perceived in the choice of methodology. One limitation of the current research might be the quality of the data that is collected. While the credibility of quantitative research is dependent on instrument construction, in qualitative research, "the researcher is the instrument" (Patton, 2001, p. 14). Thus, it seems that when quantitative researchers speak of research validity and reliability, they are usually referring to a research that is credible while the credibility of a qualitative research depends on the ability and efforts of the researcher (Golafshani, 2003). Patton (2001) stated that validity and reliability are two factors that any qualitative researcher should be concerned about when designing a study, as analysing the results is important in judging the quality of the study. Healy and Perry (2000) assert that the quality of a study in each paradigm should be judged by its own paradigm's terms. While the terms Reliability and Validity are essential criterion for quality in quantitative paradigms, in qualitative paradigms the terms Credibility, Neutrality or Confirmability, Consistency or Dependability and Applicability or Transferability are the essential criteria for quality (Lincoln and Guba, 1985). In the same vein, Clont (1992) and Seale (1999) endorsed the concept of dependability with the concept of consistency or reliability in qualitative research. When judging (testing) qualitative work, Strauss and Corbin (1990) suggested that the "usual canons of 'good science'...require redefinition in order to fit the realities of qualitative research (p. 250)

Stenbacka (2001) argued that since reliability issues are concerned with measurements, then it has no relevance in qualitative research. To widen the spectrum of conceptualization of reliability and revealing the congruence of reliability and validity in qualitative research, Lincoln and Guba (1985, p. 316) stated that: "Since there can be no validity without reliability, a demonstration of the former [validity] is sufficient to establish the latter [reliability;]" Patton (2001) also stated that reliability is a consequence of the validity in a qualitative study.

In this thesis, the researcher is looking at something that is necessarily subjective at some points (such as feelings, perceptions, experiences and future preferences) and fluid in its nature. The question which still remains to be answered is 'How do you test or maximize the validity so as to determine the reliability of a qualitative study? Golafshani (2003) suggested that engaging multiple methods such as, observation, semi structured interviews and recordings will lead to more valid, reliable and a diverse construction of reality. A systematic method for recording, coding, and analysing data has been involved, disaggregating the mass of text into meaningful and related parts or categories, which will allow rearranging and analysing this data that will be carried out systematically.

As for the issue of generalisation in regard to whether the findings from this study is based on a sample that can be said to be of relevance beyond the sample and context of the research itself is an important one (Ritchie, Lewis, Nicholls and Ormston, 2013). However, there is much diversity among authors in regard to the meaning attached to this term and in the conclusions about whether qualitative research findings are capable of supporting a wider inference. This is largely because perspectives on generalisation are strongly influenced by the epistemological and ontological orientations of the contributors (Seale, 1999). Based on Ritchie et al., (2013) it is our view that qualitative research studies can contribute to social theories where they have something to tell us about the underlying social processes and structures that form part of the context of, and the explanation for individual behaviours and beliefs.

The particular value of qualitative research lies in its ability to explore issues in depth and from the perspectives of different participants, with concepts, meanings and explanations developed inductively from the data. Qualitative research is the content or 'map' of the range of views, experiences, outcomes or other phenomena under study and the factors and circumstances that shape and influence them, that can be inferred to the researched population (Ritchie et al., 2013). Thus, it is at the level of categories, concepts and explanation that generalisation can take place.

As previously mentioned, empirical validation of the model is provided in an attempt to shed light on the different variables that affect seniors' tourism consumption; identify future differences in the variables that may affect and determine their consumption, and determine and analyse the impact of the country of origin on senior tourism demand.

In-depth and semi structured interviews were carried out which were designed to gather opinions and gain information on motivations, determinants and travel behaviour so as to not only test the conceptual model developed, but also to find variables that may determine the demand for senior tourism in other countries and regions, and to determine the way that seniors may consume tourism in the future. This study designed then a first survey procedure that focused on the depth and richness of interview data to conceptualize motivations, determinants decision processes and behaviour underlying the phenomenon of senior tourism. A total of 20 personal interviews were conducted in Oxfordshire (United Kingdom) and 62 in Basque Country (Spain) The two cities were selected following the

tenet of open sampling, which was described by Strauss and Corbin (1990, p. 181) as “sampling those persons, places, situations that will provide the greatest opportunity to gather the most relevant data about the phenomenon under investigation.”

1.2.4.1. In-depth Interviews

Focusing specifically upon the role that tourism play within senior tourism consumption, and the way seniors consume, face-to-face in-depth interviews were conducted over a 3-month period during the summer of 2015 in Oxfordshire, United Kingdom. Two research parameters were established. First, the sample population was to consist of those aged 55 years and over (55+ preseniors; 66 + seniors) an age range targeted in related research which was instrumental in the development of the interview schedule (Zimmer et al., 1995; Fleischer and Pizam, 2002; Huang and Tsai, 2003; Hunter Jones and Blackburn, 2007). Second, the travel was to be specifically leisure travel.

Snowball sampling techniques were applied and 20 informants accessed. No claims are made that this provides representative data, but rather that a first step was key in order to improve and develop a questionnaire for semistructured interviews in Bilbao, Basque Country. A pre-designed interview record sheet containing questions was used. The questions are both semi-structured and open-ended to encourage free expressions of interviewees’ thoughts and feelings. The interviewer applied probing and paraphrasing to facilitate recalls and allow delayed responses.

The interview schedule included some basic demographic information as age, gender, family member, employment status; besides questions on leisure activities, travel propensity, motivation, constraints, a subjective assessment of health (based on how healthy individuals perceive themselves to be) and their actual travel behaviour /trips characteristics. Most of the interview sessions took around 50 to 60 minutes, with a few lasting more than one hour.

Once piloted and the question wording altered accordingly, the interviews were conducted in a location convenient to the informant (usually home), tape-recorded (with permission) and analysed manually (for flexibility and additional insight).

Organizing the data through variables in the model itself and subcategories, enabled relevant and recurring themes to emerge and a first achievement of open answers.

These themes were then categorized and assigned labels, often using direct text from the data. Categories emerge as a result. It is from these categories and themes that propositions are introduced and developed.

Thus, after analysing results, there is a first clasification depending on the modalities of the different answers which has allowed the design of guidelines for semistructured interviews.

1.2.4.2. Semi Structured Interviews

After the analysis of the interviews, a guide was built for preseniors and senior travellers in order to conduct next interviews in an attempt to provide a platform for further research. Semi structured interviews were conducted in Bilbao – Basque Country to seniors and preseniors. Each interview has a guide in order to facilitate interviewees who helped conduct these interviews, bachelor students of research methodologies at Bilbao Chamber of Commerce University College. All of the participants were trained and followed the same methodology.

A total of 62 interviews were conducted to preseniors (55 +) and seniors (66 +) from March to May 2016 .

The analysis of the data involves disaggregating the mass of text into meaningful and related parts or categories, which allowed the researcher to rearrange and analyze this data systematically. Guided by the structure of the interviews, data were categorized into main themes and subthemes. Thus, in order to answer the research questions about the global-local dimension of the senior market segment and also the evolutionary trends that will affect more its decisions in the future, a final sample close to 90 individuals, in order to identify differences among 2 regions (Oxfordshire and Basque Country) and 2 age cohorts (pre-seniors and seniors).

A data base has been built following a process:

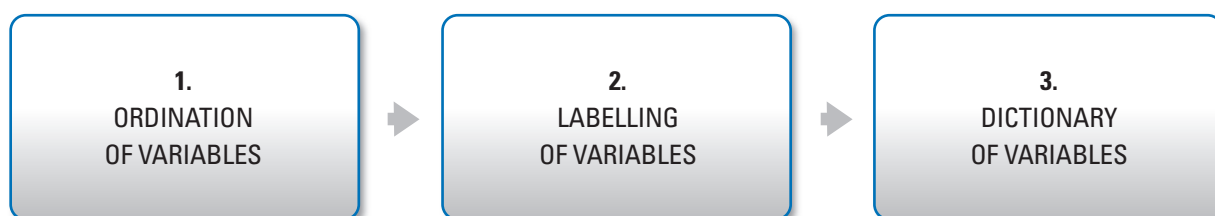


Figure I. 2. Data Base Process

Variables were classified and a dictionary was built according to the model proposed, categorising them into personal determinants (PD), external determinants of destination (EDD), motivations (M): decisions, criteria and priorities (DCP) and behaviour (B). New categories emerged from the interviews, and thus are added in the dictionary of variables: phobias (PHO) and philiias (PHI) when travelling for leisure and Past Experiences (PD EX).

1.2.4.3. Sampling and Setting up Interviews

Not all researchers have defined seniors in the same way. Some consider that 55 years and older should be regarded as a senior group (Fleischer and Pizam, 2002; Hong et al., 1999); whereas others state that those 65 years or older are seniors (Abdel and Sharpe, 1997). In the present study the eligibility criteria was: those who were aged 55 to 65 were

Table I. 2. Dictionary of Variables

KEY	MEANING
PD	Personal Determinant
PD EX	Past Experiences
PHO	Phobia
PHI	Philia
ED	External Determinant
EDD	External Determinant of Destination
EDO	External Determinant Origin
DCP	Decision, Criteria, Preferences
B	Behaviour
M	Motivation

classified in the preseniors group, male or female, different statuses and different education levels from Bilbao (Basque Country, Spain; and Oxford (United Kingdom). While those who were aged 66 + years and older were placed in the seniors group. Due to convenient reasons, participants were chosen from Oxfordshire (United Kingdom) and Basque Country (Spain). It was of course taken into consideration that in both regions there is a high number of medium to high-class economy level seniors with medium to high education level.

Snowball sampling, or 'sampling by referral' (Welch, 1975) was used as an additional data collection strategy. This refers to yielding samples through "referrals made by people who share or know of others who possess some characteristics that are research interest" (Biernecki and Waldoff, 1981, p.141). At the end of the semi structured interviews, each participant was asked to circulate information about this research to any potentially interested friends or contacts. To overcome possible difficulties in recruiting, a range of strategies recommended in the literature was also considered:

- Recruit through informal networks of colleagues, community organizations, community agencies, and the target group plus the use of advertising (Hawe et al., 1990).
- Recruit through existing organizations and networks, enlisting the assistance of a contact person to gain entree (Glesne and Peshkin, 1992).

1.2.4.4. Treatment and Codification of Interviews

The conversation and topics to include were designed as both as open interview to encourage free expression of the semi structured interviewees' thoughts and feelings and afterwards, semi-structured.

The interviews were digitally recorded, transcribed and analysed immediately after they are conducted, and sampling continued until no new information was obtained (Baum, 1998). The digital recordings of the in-depth interviews were transcribed into text for data analysis. Data analysis was done using the constant comparison technique (Glaser and

Strauss, 1967), which is a systematic method for recording, coding, and analysing data. The analysis of the data involved disaggregating the mass of text into meaningful and related parts or categories, which allows rearranging and analysing this data in a systematic manner.

An in-depth semi structured interview is often described as a form of conversation (Burgess, 1982, 1984; Lofland and Lofland, 1995). Indeed Sidney and Beatrice Webb described the method as being 'a conversation with a purpose' (Webb and Webb, 1932: 130). Minichiello, Aroni, Timewell and Alexander (1990) have defined in-depth semi structured interviews as "repeated face-to-face encounters between the researcher and informants directed toward understanding informants' perspectives on their lives, experiences or situations as expressed in their own words" (p. 19).

Once the doctoral candidate finalized the first 20 interviews, their analysis and codification process, a structured procedure was defined to transcript next interviews. Appendix 1 and 2 shows the guide for the transcription of the seniors and pre-senior interviews.

As we will detail in the corresponding Chapters (Chapter 4 for senior interviews, and Chapter 6 for pre-seniors) this guide has been developed consistently with the components of the conceptual model in which we wanted to go in depth, giving also space for new ideas, topics and variables to emerge. In fact they did in a very natural and powerful way. This procedure was defined to allow the collaboration of different interviewers into the project without deteriorating the quality of the process and thanks to it we could achieve 82 people to take part in the research.

The role of qualitative methods is to seek and provide explanation and is widely recognised within a range of different epistemological approaches (Giddens, 1984; Layder, 1993; Lofland and Lofland, 1995; Miles and Huberman, 1994). Corbin and Strauss (1990) stated that the aim of grounded theory is not to generalize findings to a broader population per se, and the sampling "proceeds not in terms of drawing samples of specific groups of individuals, units of time, and so on, but in terms of concepts, their properties, dimensions, and variations". Grounded theory is a form of qualitative research developed by Glaser and Strauss (1967) for the purpose of constructing theory grounded data (Corbin and Strauss, 2014).

In this thesis, the researcher is also looking at subjective statements at several points (such as experiences, feelings, perceptions and trends) in order to help understand the behaviour of senior tourists. Now, the question that needs to be answered is 'How to test or maximize the validity and as a result, the reliability of a qualitative study? The researcher has decided to follow the advice of Golafshani (2003) when he stated that engaging in multiple methods such as observation, semi structured interviews and recordings will lead to more valid, reliable and diverse construction of realities.

1.2.4.5. Data Analysis

A systematic method for recording, coding, and analysing data will be conducted, that will involve disaggregating the mass of text into meaningful and related parts or categories which will allow the rearranging and analysing this data in a systematic approach. However, there is still much diversity among authors about the meaning attached to this term and whether qualitative research findings are capable of supporting a wider inference. This is largely because perspectives of generalisation are strongly influenced by the epistemological and ontological orientations of the contributors (Seale, 1999).

To order the semi structured interviews and the main answers obtained we have used the conceptual model. This effort has allowed us also to undertake an interesting statistical analysis of the sample of semi structured interviewed. As we will develop the structure and content of this conceptual model in Chapter 3, we will also present the classification strategy once the main components of the model have been sufficiently explained.

Based on the findings from Ritchie et al., (2013) it is the researcher's view that qualitative research studies can contribute to social theories when they have something to tell about the underlying social processes and structures that form part of the context of, and the explanation for, individual behaviours or beliefs. The particular value of qualitative research lies in its ability to explore issues in depth and from the perspectives of different participants, with concepts, meanings and explanations developed inductively from the data. Qualitative research is the content or 'map' of the range of views, experiences, outcomes or other phenomena under study and the factors and circumstances that shape and influence them, that can be inferred to the researched population (Ritchie et al. 2013).

The following Chapter aims to provide a critical review of the previous research studies that have analysed the determinants, motivations or preferences and behaviours of the senior tourism field.



CHAPTER 2.

The growing importance of the senior market segment

This Chapter reviews the relevant literature regarding the growing senior market segment and its potential for the tourism industry, and especially highlights the relevance of tourist travel of seniors in a global context.

2.1. Introduction

The world's population is ageing with virtually every country in the world experiencing growth in the number and proportion of older people in the population. Population ageing is poised to become one of the most significant social transformations of the 21st century, with implications for nearly all sectors of society. These sectors include labour and financial markets, housing, transportation and social protection, as well as changes in family structures and inter-generational ties (UN, 2015a).

This rapid increase in population ageing across the globe signals one of the most important demographic changes in human history (Powell and Khan, 2014).

Furthermore, the demand for leisure and tourism activities has grown steadily in our society, and these are now regarded as important aspects of life for enhancing psychological and physical well-being (Janke, Davey, and Kleiber, 2006), and to assist in the achievement of a successful retirement (Silverstein and Parker, 2002).

Golik (1999, p. 65) stated that, "one of the outcomes of this increase in life expectancy is that it will allow seniors to travel more, travel longer and travel later in life." As more and more people move into an advanced stage of their life, more people of this group will still want to travel (Möller, Weiermair and Wintersberger, 2007). In this context and travel related, most researchers are in agreement that older adults will prefer to take leisure trips. Indeed Capella and Greco (1987) found that 50% of those aged 65 years and over took a vacation at least once a year, and Blazey (1992) pointed out that the number one thing that people wanted to do when they retired was to travel (Dann, 2008). Travel seems to be one of the most common and pleasant activity associated with retirement (Moschis and Unal, 2008). These researchers stated in their study that when people were asked to indicate whether they currently participated or planned to participate in various forms of leisure travel, almost all retirees (96%) indicated that they wanted to participate in domestic travel (Moschis and Unal, 2008).

The scholarly literature has extensively examined older tourists and their travel behaviour, especially their travel-related activities, socio-demographic characteristics, preferences, and motivations (Anderson and Langmeyer, 1982; Bai et al., 2001; Daniels, McGuire, and Norman, 2001; Guinn, 1980; Hsu, Cai, and Wong, 2007; Javalgi, Thoma and Rao, 1992; Jang, Bai, Hu, and Wu, 2009; Lee, and Tideswell, 2005; Lefrancois, Leclerc, and Poulin, 1997; Milman, 1998; Nimrod, 2008; Nimrod and Rotem, 2012; Norman, Kim, Woo, and Uysal, 2015; Patterson, 2006; Shoemaker, 1989).

Studies have also noted that older cohort groups are diverse with respect to their sociodemographic characteristics, lifestyles, interests, attitudes, and consumption patterns

(Carter, Wei and Ruys, 2002; You and O'Leary, 1999). The travel industry has been criticized in the past for failing to recognize the diversity of travel preferences among the senior travel market (Javalgi, Thomas, and Rao, 1992).

Traditionally the tendency of tourism marketers and product developers has been: (1) to focus their attention on younger consumers ignoring those over the age of 50 (Carrigan and Szmigin, 1998; Long, 1998; Marrin, 1998; Silvers, 1997; Szmigin and Carrigan, 2001); (2) and to treat senior consumers as one homogeneous segment (Cleaver et al., 1999; Horneman, Carter, Wei, and Ruys, 2002; Lehto et al., 2002; Moschis, Lee, and Mathur 1997; Moschis and Unal, 2008). Nevertheless, more recent studies have reached clear agreement that the senior market segment is heterogeneous. In numerous studies of consumers, the heterogeneity of the older consumer has been addressed (Lehto et al., 2002; Moschis, 1997; Nimrod, 2008). As the result of poorly developed and marketed products this has created a cycle of disinterest on the part of many older people towards many services and products (Semon, 1995; Szmigin and Carrigan, 2001). Research in the study of gerontographics has clearly indicated that older consumers are not "all alike" (Lehto et al., 2002). Senior travellers differ from younger travellers across many dimensions, including their reasons for travel, or their destination choices (Reece, 2004). You and O'Leary (2000) found that senior travellers from different generation cohorts differed in terms of their travel propensity, destination activity participation and travel philosophy.

42 Changes are also occurring in the socio-demographic characteristics of seniors. These changes, together with an ageing society have resulted in the way seniors consume in general, and tourism in particular, justify an increasing interest in this sector of the market. According to Meiners and Seeberger (2010), marketing to seniors now means that the objectives and measures of a company must be adjusted to the specific current and potential requirements and needs of the senior market (Grosskopf, 1998; Nieschlag, Dichtl and Hörschgen, 2002).

Therefore, understanding senior behaviour, preferences and trends are absolutely essential so as to offer innovative, efficient and appropriate services adapted to their requirements, expectations and needs. When considering the complexity and lack of comprehensive knowledge of the potential requirements and needs of the senior market, this thesis aims to develop a more robust theoretical description of existent theory.

2.2. Seniors Definition and New Ageing Reality

This increasing interest in the senior target market has become a worldwide phenomenon (Jang and Wu, 2006; Sellick 2004). Older people have been drawing increasing attention from tourism researchers as well as from service providers, and governments because they are becoming more prominent in our society (Glover and Prideaux, 2009). For the tourism industry, seniors constitute a prime market both in the number of trips and magnitude of expenditure (Fleischer and Pizam, 2002).

The United Nations (2010) described population ageing as the most profound demographic change in history. In its introductory presentation made by the Population Division United Nations Expert Group Meeting on the Post-2015 Era: Implications for the Global Research Agenda on Population and Development, the following five key trends were highlighted:

1. Population ageing is one of the most important demographic trends of our time
2. The cohort of older people is growing faster than any other age group
3. Low- and middle-income countries will experience the most rapid and dramatic demographic change in the proportion of their populations over the age of 60
4. The older population itself is ageing
5. Population ageing raises a number of issues, including the economic security of older people, the allocation of health and social care spending within a society, and the changing nature and direction of intergenerational support over the course of development.

But, who are seniors? A lack of consensus has been noted when it comes to a definition of "seniors" and how they have been described. When it comes to the "old" or "senior" population, the criteria for this population may vary depending on the literature (Jang and Ham, 2009). Le Serre (2008) and Chen (2009) stated that there is a dearth of a description on this concept, as there is no clear definition or agreement among authors. According to González (2010), their heterogeneity is so extensive that there is not even any consensus as to how to describe them in the marketing literature.

There have been various terms used for referring to this group, the most frequent in the last ten years or so being the: "older market" (Carrigan et al., 2004; Sherman et al., 2001); "mature market" (Moschis et al., 2004; Shoemaker, 2000; Wang et al., 2005); "50-plus market" (Silvers, 1997); "senior market" (Reece, 2004); and "maturing market" (Whitford, 1998).

Möller et al (2004) stated that "seniors" can be subdivided into the following life stages

- Empty nesters (age group 55-64 years): those who are still working but their children have left home and are not dependent on their parents anymore. People without children who

are in this age group are included in this cohort as well. They have few financial debts and sufficient funds to finance their needs. Luxury goods are affordable due to relatively high and stable income. They take shorter trips but travel more often (Collins, 2002).

- Young seniors (age group 65-79 years): those who are retired and who have entered the time-rich group. They use their past savings to cope with current expenses. This group's health awareness is high, and if they have no serious health problems, they like to travel and spend more on quality goods and services (Collins, 2002; Lawson, 2004).
- Seniors (age group 80+ years): those in their late retirement phase. Health status is declining and the need for health care or retirement homes is increasing. This group travels less or little and prefers domestic destinations (Lawson, 2004).

Various cut-off ages have been used (from 50 to 65 years and older), and over time increasingly younger age groups have been considered in the research samples as seniors, whereas other research fields such as gerontology seem to have been more consistent, considering "retirement age of 65 years and older" (Patterson, 2006:13).

Le Serre (2008) considered that there is still a lack of consensus on a proper and unique definition of these consumers considered as:

- People aged 50 and over (Anderson and Langmeyer, 1982; Lavery, 1999)
- People aged 55 and over (Javalgi et al., 1992; Shim et al., 2005)
- People aged 60 and over (Cleaver and Muller, 1998; Muller and Polle, 2001)
- People aged 65 and over (Bernhardt and Kinnear, 1976; Heslop, 1987)
- People who are retired (Tamaro-Hans, 1999)
- People experiencing biological, psychological and social ageing (Belk, Smith and Moschis, 1989).

Several authors have also stated that the older population are typically treated as two or more age groups comprising 50 to 65 years and post-retirement 65 years+, the former being the most travelled age group (Dann, 2008; Hong et al., 1999). In any case, the current perception of 'old' is not as it was perceived as previously which was related to a person's chronological age, and has now been found to be an unreliable predictor of consumer behaviour or a person's physical health (Ruys and Wei, 2001). Some endeavours have suggested that there are substantial differences between the mind-set age and the actual birth certificate date or chronological age, which might be misleading in interpreting consumer decisions (Faranda and Schmidt, 2000). The concepts of 'felt age' or 'subjective age' were first introduced by Barak and Schiffman (1981) in their Cognitive Theory of Ageing. The self-perceived age or 'cognitive age' is generally lower than chronological age (Meiners and Seeberger, 2010). Cognitive ageing is based on how people 'feel they are', 'think they look', 'act' and 'show their interests' (Sie et al., 2015). Several researchers have concluded that many older adults today feel from seven to 15 years younger than their actual age (Meiners and Seeberger, 2010; Patterson, 2006) and is seen as a much more

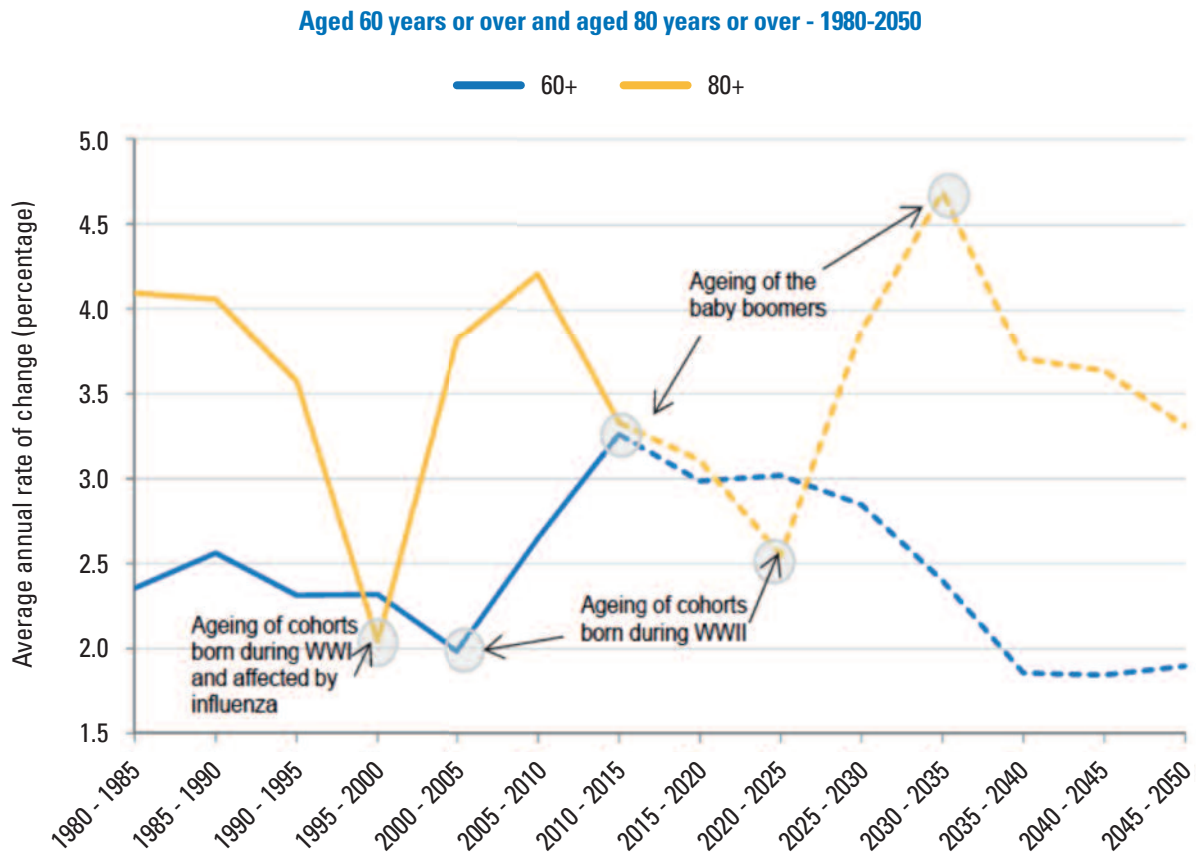
appropriate term that should be used in studies of older adult's behaviours and motivations (González et al., 2009).

Based on the study by Kazeminia et al. (2015), this idea has been reinforced by the growing number of older individuals who, because of better health and financial circumstances, perceive themselves as younger and behave in similar ways as in their youth (Sellick 2004). Thus, when it comes to analysing and proposing strategies for more mature consumers, people are increasingly accepting that self-perceived age should replace chronological age (González et al, 2009). This age is a component of the self-image people have, and as a construct authors have named it "cognitive age" (Barak and Stern, 1986; Dychtwald and Flower, 1989; Moschis et al., 1993). Self-perceived age then may be more useful than chronological age when studying older adults because ageing does not always occur in the same way for all individuals (Bell, 1972; Jarvik, 1975) Because of this, homogeneity in individual lifestyles and conditions among people of the same age cannot be assumed. That is, the number of years lived is often a poor indicator of a person's attitudes and behaviour (Sudbury-Riley et al., 2015).

Therefore, the issue of the use of cognitive age – whether subjective or self-perceived – to assess the buying behaviour of the older consumer as an alternative to chronological age arises (Barak and Schiffman, 1981; González et al., 2009; Patterson, 2006). Yet, chronological age is still widely used in the consumer research, despite self-perceived age being a potentially more important psychological influence on the way a person behaves in the market place (Barak and Gould, 1985; Chua et al., 1990).

As a result, there has been confusion which has been derived from the multiplicity of definitions and descriptions offered by authors, marketers and researchers. However, in light of the discussion above, it can be accepted as a hypothesis that seniors covers a age spectrum from 50 to 80 years+, who are not at all homogeneous as self-perceived age may play a key role.

Researchers also point to the baby boomer generation (Figure II.1.) as one that will introduce profound changes in the composition of markets in the coming decades (Prideaux et al., 2001). As the baby boomers enter the senior market, the potential for growth on a global scale is significant (Horneman et al., 2002). Baby boomers include people born in the years 1946-1966 (Foot, 2004; AARP, 2004) when fertility rates increased dramatically after World War II. Baby boomers represent an important market segment or potential target market because of the sheer size of their generation They are generally regarded as healthier, financially well off, more independent, better educated and with a greater desire for involvement in self-fulfilling outdoor adventure activities than previous cohorts of older people (Patterson, 2006). They are becoming the fastest growing and the most powerful consumer segment in the Western World (Camden and McColl-Kennedy, 1991) and as stated by Patterson and Pegg (2009) "there is little doubt that baby boomers are increasingly placing travel as a higher priority in their retirement years" (p.255).



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Figure II.1. Average annual rate of change of the global population
 Source: UN (2015b), World Population Prospects: The 2015 Revision

The sharp fluctuations observed in the growth rate of the population of older persons points to the historical events that produced significant demographic shocks during the early-to mid-20th century. The peaks in the growth rate shown for the population aged 60 years or over in 2010-2015 and aged 80 years or over in 2030-2035 mark the periods during which those born during the post-World War II baby boom have reached older ages. Worldwide, there were 901 million people aged 60 years or over in 2015, an increase of 48 per cent over the 607 million older persons globally in 2000 (UN, 2015 a).

Cleaver, Green, and Muller (2000) focussed on consumer behaviour research to better classify three prime target baby boomer lifestyle segments in Australia. They were identified on the basis of their propensity for pleasure travel, and the three groups were profiled by their travel motivations, risk perceptions, and patterns. The following segments that were identified by the researchers were:

1. The *Socially Aware* segment of baby boomers. They represent the best potential market. These tourists are highly educated, financially well-off, experiential travellers and are the most discovery oriented of the three segments. Thus, tourism and hospitality products that offer new and different experiences and emphasize learning and knowledge enrichment will be particularly appealing to these baby boomers. At the same time, the

Socially Aware tourist will be discriminating, quite demanding, and very value-for-money conscious. It is important to keep in mind that they have an aversion to the risk of becoming ill while on vacation and being put in danger, or getting hurt.

2. The *Visible Achievement* group of baby boomers are also financially upscale and demanding. However, their mode of tourism emphasizes conspicuous consumption, being highly visible, and travelling with others, either friends or family members. The Visible Achievement tourist is less concerned about the risks of illness, danger, and the possibility of not getting good value for money, and is the least likely of the three to travel for self-betterment. These baby boomers want to experience discovery, and are prime targets for luxury tourism products that offer soft adventure. Travel to brand-name destinations (e.g., Cairo, Rio de Janeiro, Seychelles, Sydney, Tahiti, The Great Barrier Reef) would appeal to these tourists, especially if the product contained exotic and unique elements.
3. The *Something Better* baby boomers appear to be the least risk averse of the three tourist segments. They are the smallest segment of the three and tend to be less financially secure, but they stand out as spenders (and borrowers) in typical, dual-income households with young children. Being upwardly mobile, ambitious, and career driven, this segment's motive for vacation travel is self-betterment to a larger degree than the other two segments. Their reasons for travel tend to be self-expression, acquiring spiritual experiences, staying informed, challenging themselves physically, broadening their awareness, and staying in practice as travellers.

To what extent do seniors consume in a different way from younger consumers? The empirical research into older consumers is sparse in comparison to younger samples, with older respondents frequently being ignored in studies of consumer behaviour (Lippert, 2011; Sudbury-Riley and Edgar, 2013; Sudbury-Riley et al, 2015). Yet, a body of evidence from cognitive psychology and cognitive and affective neuroscience supports the contention that older adults have different information processing strategies than their younger counterparts (Gutchess, 2010). Consequently, older consumers have different decision-making processes (Peters, 2010), all of which impact on their attitudes toward possessions (Folkman, Curasi et al., 2010), comprehension of marketing communications (Bonifield and Cole, 2010) and brand choice (Lambert-Pandraud and Laurent, 2010). Many marketing theories and concepts have been designed predominantly for younger samples, and are not particularly conducive to attracting older segments (Sudbury-Riley et al., 2015). How to successfully reach the Baby Boomers is still high on speculation and conjecture and low on valid and reliable empirical studies that are underpinned by relevant theoretical perspectives.

Although a number of researchers have asserted that present and future senior travellers are wealthier, healthier, more active and have more time than their predecessors (Horneman et al., 2002; Kim et al., 2003; Shoemaker, 2000), very little empirical evidence is actually available on the characteristics that distinguish senior travellers from other age groups. Many studies do not actually provide comparisons between age groups, but merely profile senior travellers (Moscardo, 2005). However, several studies in the travel and tourism literature have

compared the older traveller segment with other age segments in order to understand and identify significant differences between the younger and older age groups in their travel style, product preferences and trip characteristics (Anderson and Langmeyer, 1982; Blazey, 1987; Cai, Gong Soog, and Morrison, 1995; Jang and Ham, 2009; Sund and Boksberger, 2007). Fleischer and Pizam (2002) concluded that not all senior tourists are alike; and are their tourism motivations and behaviour different from their non-senior counterparts? Several studies which were conducted in the last two decades have tried to answer this question. Table II.1. shows the results of these studies that compared older and younger travellers.

Table II. 1. Findings in the Literature on comparisons between older and younger tourist

RESEARCHER	YEAR	FINDINGS
Esichaikul	2012	Perceived importance of safety tends to increase as tourists grow older
Benckendorff, Moscardo, and Pendergast, (Eds.),	2010	Differences in travel behaviours among these three groups of people. Generation Y's Travel Behaviours: a Comparison with Baby Boomers and Generation X. Generational values, attitudes and beliefs and the ensuing demand characteristics need to be evaluated carefully, since the exclusive consideration of generations may lead to misjudgement of the range and diversity of market segments within each generation.
Jang and Ham	2009	<ul style="list-style-type: none"> • Age and age squared were significant in both the baby boomer and older senior models. Marital status in both models was significant and positive, indicating married senior couples were more likely to travel than seniors without spouses. • Highly educated seniors, with college and graduate education, were more likely to travel suggesting that the more income seniors earn, the more likely they are to travel. More baby boomer senior households participated in leisure travels than older senior households. • Among those households that chose to travel, the mean expenditure of the older senior group was higher than for baby boomers.
Hsu, Cai, and Wong	2007	Purpose of learning through leisure of seniors in general
Peterson	2007	Uniformity across three age groups covering a 40-year age range from 35 to 75 years. Notably, this age range included Baby Boomers, as well as two groups of Seniors.
Sund and Boksberger	2007	Both pre-seniors and seniors tended to be willing to spend less money on holiday rentals. Furthermore, Swiss seniors appreciated the convenience and safety of travel within Switzerland.
Tretheway and Mak	2006	The older tourist will seek a different experience than the younger tourist
Reece	2004	Senior travellers may differ from younger travellers. The differences are surprisingly few, being confined to the effects of two variables: housing type and distance.
Fleischer and Pizam	2002	Important to distinguish between the age cohorts. For the tourism industry, the most important group is the one between 60 and 70 years. Their proportion of the elderly population is high and their vacations the longest. The effect of the constraints on the number of vacation days changes with the age cycle.
Gibson, and Yiannakis	2002	Examining tourist role preference over the life course, the authors found that while some roles decreased in frequency, others increased or demonstrated variability.
Hsu	2001	Safety concerns are of critical importance to senior travelers
Shoemaker	2000	The older adult segment is very heterogeneous, and that there is significant variability among subgroups within the older age cohorts

These studies analysed travellers based on their differences or variations between different cohorts. It is important to highlight that most of the studies came to the same conclusion, that there is a pronounced heterogeneity within the senior segment (Cleaver, Muller, Ruys and Wei, 1999; Huang and Tsai, 2003; Hunter-Jones and Blackburn, 2007; Jang and Ham, 2009; Moscardo, 2005; Shoemaker, 1989; Yoon et al., 2009).

You, O'Leary, Morrison, and Hong	2000	Tourists' behaviour changed over time in terms of travel propensity, destination activity participation and travel philosophy, and that both the age and generation cohort had an effect.
Backman et al.	1999	Identified differences and similarities between younger (55 to 64) and older seniors (65 or older). Younger senior travelers were more interested in relaxation and leisure activities while older seniors were interested in educational or natural attractions.
Cai, Gongsoog, and Morrison	1995	Senior consumers' spending patterns varied with age.
Ryan	1995	Older tourists regarded the influence of a partner as being more important than younger ones when choosing a destination, rated past holiday experience as more important when choosing, were more sensitive to issues of price, and considered brochures as more influential in determining the destination attractiveness
Shank and Nahhas	1994	<ul style="list-style-type: none"> • Older restaurant consumers (55+) were less price sensitive than their younger counterparts. • Older consumers considered friendly service and individualized attention more important, were less concerned with timeliness of service, were more likely to rate convenient location as important, and were more impeded by transportation limitations than younger consumers.
Ananth, DeMicco, Moreo, and Howey	1992	<ul style="list-style-type: none"> • Significant differences between the preferences of older (59 years of age or older) versus younger participants. Services, conveniences, legible signs and "attitude for guests" (p. 23) were more important for senior travellers.
Javalgi, Thomas, and Rao	1992	Seniors were more price sensitive and preferred package tours; were more likely to take a cruise or touring vacation; were more likely to travel by bus or airplane; and were more likely to use travel agents than non-seniors.
Romsa and Blenman	1989	With the exception of strenuous physical activities, seniors did not show any significant differences in their preferred activities from non-seniors.
Blazey	1987	Retirees were more likely to travel for longer durations, with a larger number of persons in the travel party than those who were still working. They were more frequently involved in package tours, less involved in a few travel related activities, and reported somewhat different constraints on traveling than non-retirees.
Rosenfeld	1986	Seniors travelled more frequently, and for longer distances, stayed away longer, spent more money, and relied more on travel agents than their non-senior counterparts.
Anderson, and Langmeyer	1982	Those under 50 were likely to take pleasure trips for rest and relaxation, to visit relatives, participate in outdoor recreation, or visit built attractions. The over 50 group also traveled for rest and relaxation, or to visit friends and relatives and historic sites, but were not inclined to participate in outdoor recreation or visit built attractions. They preferred non-hectic, pre-planned, group based trips and were more likely than under 50s to travel by air.

Based on the studies reviewed and analyzed over the different decades, several aspects can be highlighted:

- 1.** 2000-2012: There seems to be a common aspect mentioned which are safety concerns not mentioned in previous decades (Esickaikul, 2012; Hsu, 2001; Sund and Boksberger, 2007). It is an aspect that is definitely important for senior tourists.
- 2.** 1990-2000. Issues in regard to sensitivity to prices seems to be an important finding in regard to the behavior of the senior market (Javalgi, Thomas, and Rao, 1992; Ryan, 1995); nevertheless Shank and Nahhas (1994) found that the senior segment were not sensitive to restaurant prices.
- 3.** 1980-1990. It was in the early 80s when the older tourist market became of increasing interest to researchers in the field of tourism marketing studies (Blazey, 1992; Javalgi et al., 1992; Nielsen, 2014; Shoemaker, 1989). Studies have shown a general perspective on seniors and their leisure travels in general in comparison to other cohorts in particular.

The senior segment target has become all the more difficult for practitioners to comprehend as currently, baby boomer travellers behave differently from what we used to call 'older people' (Bone, 1991; Davies, 2005; Moschis, 1991; Moschis and Unal, 2008; Patterson, 2002).

Cleaver, Green, and Muller (2000) stated that the tourism and hospitality marketer will need to tailor offerings to each senior cohort group because they all have different psychological needs, values, and concerns, that drive consumer behaviour in the tourism marketplace. Therefore, it seems obvious that understanding their needs is more than essential in order to be able to offer services that are tailored to this senior segment.

These global population changes, have formed one of the principal demographic trends that is now affecting the tourism industry. Furthermore, this increasing interest in the older tourist is justifying interest in this sector of the market, as senior citizens are now leading a very active life (González et al., 2010).

2.3. Seniors: Demography, Evolution, Ageing Process and Consequences foreseen

According to UN (2015a), globally, in 2015 there were 901 million people aged 60 years or over. This was an increase of 48 % over the number of 607 million older persons who were living globally in 2000 (Figure II.1). By 2030 the number of people in the world aged 60 years or over is projected to grow by 56%, to 1.4 billion, and by 2050 the global population of older persons is projected to more than double its size to reach nearly 2.1 billion (UN, 2015a).

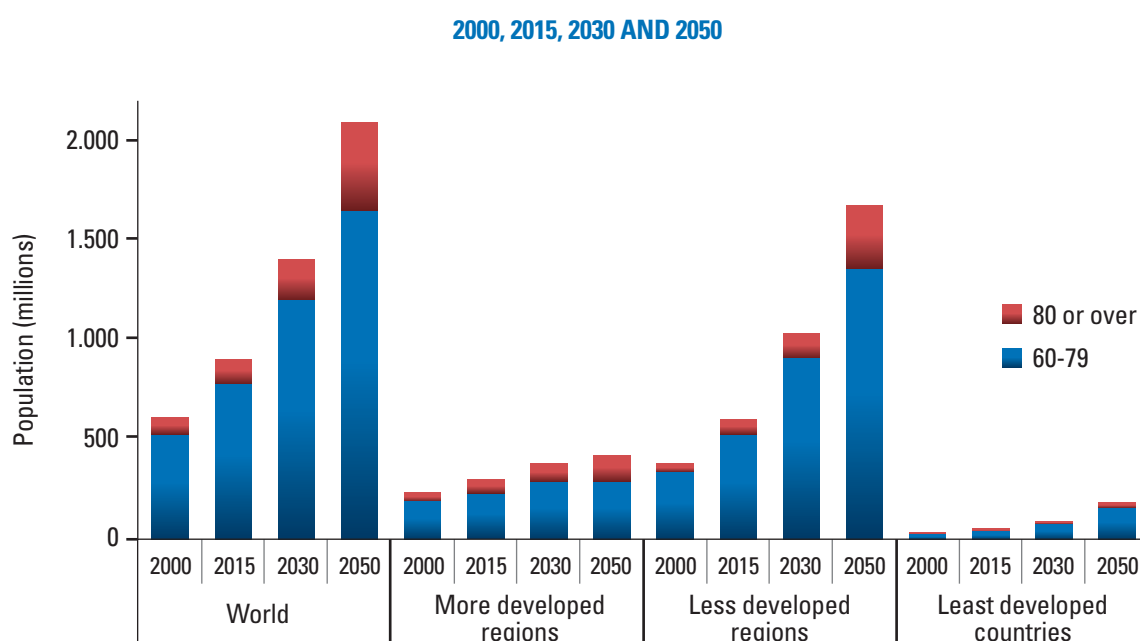


Figure II. 2. Population aged 60-79 years and aged 80 years or over by development group
Source United Nations (2015 b). World Population Prospects: The 2015 Revision

This phenomenon of population ageing is not uniform across countries (Figure II.2) and also varies between developed and the developing countries and across regions.

Most developed countries already have large older cohorts. Presently 20% of the population of developed countries are aged over 60, and according to current forecasts this proportion will rise to over 30% in the next four decades. In the developing world, less than 10 per cent of the population is aged over 60, but this will soon change: by 2050, the proportion is expected to more than double; and the 60 years and over age group will make up 20% of India's population, and 31% of China's by the middle of this century and constitute a total of over 750 million people (Bloom et al., 2013). Europe has the highest percentage of the population aged 60 or over (24%), but rapid ageing will occur in other parts of the world as well (Figure II.3). All major areas of the world, except for Africa, will have nearly a quarter or more of their population aged 60 or over by 2050 (UN, 2015b).

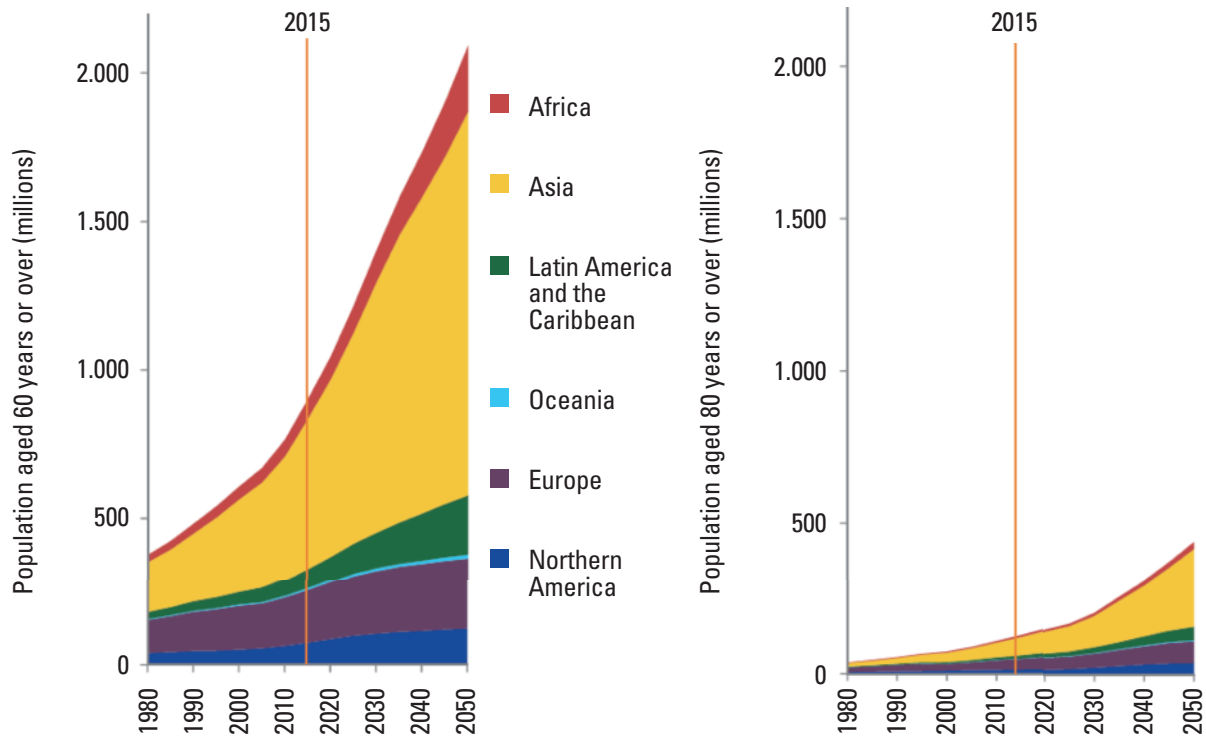


Figure II. 3. Population aged 60 years or over and aged 80 years and over
 Source: United Nations (2015 b). World Population Prospects: The 2015 Revision

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This increased rate of population ageing as shown in Figure II.3 illustrates how fast age structures are shifting in most parts of the world. The scale of ageing -both at the population and individual levels across the globe- is truly dramatic as more and more people live longer, enjoying relatively healthy lives. However, this success does not come without some concerns and challenges (Leeson, 2014; Powell and Khan, 2014). It has long been recognized that population ageing has implications for societies and economies (Harper, 2014). It affects labor markets, patterns of saving and consumption, families and households, networks and social interaction, health and welfare services, housing and transport, and leisure and community behaviour. In addition, the knowledge gained about living longer lives and the ageing of the population, influences not only social and economic policy and political decisions, but also the attitudes and behaviour of individuals (Harper, 2008, 2012, 2014a).

There are good reasons for regarding the emergence of societies that have to grapple with the challenges of demographic maturity as evidence of successful development (Howse, 2014). Because older people are often stereotyped as part of the past, they can be overlooked in the surge towards the future (WHO, 2015). Much of the concern over population ageing is based on assumptions developed from the characteristics of current older populations. Nevertheless, Harper (2014b, p.2) stated that it is likely that “future generations of older adults will have higher levels of human capital – in terms of education, skills, and abilities- and better health profiles, and this will enable them to remain active, productive and contributory for far longer”

Understanding this reality, anticipating the forthcoming demographic changes and developing appropriate and proactive policies to address these shifts and challenges must be recognised as major issues. Harper (2014b) concluded in her introductory Chapter in the International Handbook on Ageing and Public Policy that:

“It should be recognised that mayor concerns-public spending on pensions; high dependency ratios between workers and non-workers; increases in healthcare costs: declining availability of family-based care; and a slowdown in consumption due to an increase in older people and a decrease in younger people -are dynamics of current cohorts and current behaviours; they are not fixed. In addition, they are all phenomena that can be addressed by policy, given the political and economic will” (p.9).

2.4. The Promise of Senior Tourists: which Variables make them VIP Consumers.

Many scholars state that this generation of seniors will become the most significant consumer group of the coming decades, as they are considered the richest generation in the world (Peterz, 2003; Meiners and Seeberger, 2010). The importance of the senior citizen segment is determined by the process of aging (Norman et al., 2001; Szmigin and Carrigan, 2001), which is linked to improvements in the economic status and the health conditions of this group (Gunter, 1998). Older people are not only growing rapidly in absolute numbers, but have also become substantially healthier. In a phenomenon referred to by demographers and health specialists as the 'compression of morbidity', the length of healthy old-age appears to be increasing. Part of this trend can be attributed to increases in the length of life, and part to shorter and later periods of illness. The net effect is an increase in the number of years lived at old age without major health problems (Bloom et al., 2010).

Living longer, healthier and wealthier than previous generations makes this group one of the largest prospective market segments for the hospitality and travel industries, industries which are contributing significantly to the leisure sector (Chen and Wu, 2008; Horneman et al., 2002; Huang and Tsai, 2003; Jang and Wu, 2006; Pederson, 1994; Prayag, 2012; Reece, 2004; Shoemaker, 1989; Wang, Chen and Chou, 2007). The increasing attention from this market is a worldwide phenomenon (Jang and Wu, 2006; Sellick, 2004). As a direct consequence of these global ageing patterns, senior travellers are increasingly accounting for a larger share of all vacation spending globally (Littrell, Paige and Song 2004; Sangpikul 2008; Wang, Chen and Chou, 2007). In 1999, over 593 million international travellers were aged 60 years and over. This level of tourism activity accounted for approximately a third of the total amount spent on holidays in that year. By 2050 this figure is projected to grow to exceed two billion trips per annum (World Tourism Organisation, 2001). This increased propensity to travel will increase much more in the future due to a more active generation of seniors that will benefit from higher life expectancy, higher disposable income; improved health standards; a higher number of seniors that are used to travelling; and a change in attitude towards lifetime savings, disposable time and what it should be used for (Möller, Weiermair and Wintersberger, 2007).

The senior segment is now becoming the 'growth engine' of the tourism industry (Alén, Nicolau, Losada and Dominguez 2014; Hunter, Jones and Blackburn, 2007; Schröder and Widmann, 2007). It is not surprising that the tourism industry has begun to recognize the potential of this market, and a growing body of research has explored various aspects of senior needs and expectations, mainly over the past two decades (Fleischer and Pizam, 2002; Kazeminia, Del Chiappa, and Jafari, 2015; Nimrod, 2008; Nyaupane, McCabe, and Andereck, 2008; Sedgley, Pritchard, and Morgan, 2011).

These future population projections suggest that becoming older does not necessarily restrict people's desire to travel; in fact the opposite is occurring and will have a great impact to the tourism industry (Acebedo, 2011; Alén, Domínguez and Fraíz, 2010; Boksberger and Laesser 2009; Chen and Wu, 2009; Esichaikul, 2012; Mayor and McLeay, 2013; Möller, Weiermair and Wintersberger 2007; Nimrod 2008; Patterson and Pegg, 2009; Reece 2004; Wang et al., 2007).

Over time, the senior market have undergone considerable changes; from considering older people as a homogeneous market during the 80s, to the 90s with the acceptance of its diversity and complexity which have been emphasised in the consumer marketing literature (Moschis, 2003). Moschis stated that it had been less than 30 years since businesses began to recognise mature consumers as a market segment. Since the early 1980s, the older tourist market has been of increasing interest to researchers in the field of tourism marketing (Blazey, 1992; Javalgi et al., 1992; Nielsen, 2014; Shoemaker, 1989).

Products and services that were developed by companies often focused on consumers under the age of 50 years (Jang and Ham, 2009), but in the 1980s, mature consumers were finally seen as a significant segment by the first credible academic publication (Bartos, 1980), based on the population size and purchasing power of mature consumers (Moschis, 2003). Nevertheless to this day, one of the biggest challenges that industries face is the lack of information or knowledge as to who their older customers are, and what their customers need (Jang and Ham, 2009). These remarks and the studies backing them have raised an awareness among academic and business communities of the growing power of the 'silver' (or baby boomer) market, the population segment whose growing size is recognised in the ageing and demographic trends (Nimrod, 2008).

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Why are Seniors VIP Consumers?

The senior target market shows great potential, not only because of its considerable population size, but also because of their great contribution to the tourism economy (Chen and Wu, 2008). Nimrod and Rotem (2010) stated that the older adult segment is attractive not only because of its current size and purchasing power, but also as a result of demographic and social forecasts (Hossain et al., 2003; Lohmann and Danielsson, 2001; Sakai et al., 2000; Schröder and Widmann, 2007), that contends that it is going to continue to grow rapidly in the next decade or two.

Seniors are having a great impact on the tourism industry (Alén, Domínguez and Fraíz, 2010; Acebedo, 2011; Boksberger and Laesser, 2008; Chen and Wu, 2008; Chen et al., 2013; Esichaikul, 2012; Fleischer and Pizam, 2002; Horneman, Carter, Wei and Ruys, 2002; Huang and Tsai, 2003; Hunter Jones and Blackburn, 2007; Jang and Wu, 2006; Mathur, Sherman and Shiffman 1998; Mayor and McLeay, 2013; Möller, Weiermair, and Wintersberger, 2007; Nimrod, 2008; Pederson, 1994; Reece, 2004) because of its size and also because of the increasing disposable income of senior people to spend on the consumer industries (Bai, Jang, Cai, and O'Leary, 2001; Faranda and Schmidt, 1999; Jang and Wu, 2006; Kazeminia, Del Chiappa and Jafari, 2015; Lehto, O'leary and Lee, 2002; Marvel, 1999; Nimrod, 2008).

Many seniors are active, enjoy flexible schedules, take frequent and longer holidays, and outspend the youth market on leisure activities (Baloglu and Shoemaker 2001; Huang and Tsai, 2003; Nimrod and Rotem, 2013). Many have the time to travel and are willing to spend a significant amount of their savings doing so (Fleischer and Pizam, 2002), and will demand products and services that cater to their needs, preferences and insights.

According to Sniadek (2006) there are many reasons why the tourist and leisure industry need to consider the senior citizens market, with the following deserving particular attention:

- 1.** It is the market with an unusual dynamics of growth (statistically every 6 seconds someone in the world becomes a senior). Currently, the number of people above the age of 60 is estimated to be over 670 million, and by 2050 it will have grown to 2 billion worldwide. It will be the first time in the history of mankind that the number of senior citizens will be greater than the number of children in the 0-14 year old age bracket. The number of seniors and their participation in the population structure varies depending on the region. Presently, in developed countries seniors constitute 1/5 of population and by 2050 it will increase to be 1/3. In developing countries the number of older people is smaller, today they make only for 8% of population, but by 2050 it will have reached 20%.
- 2.** It is the market with the greatest budget of free time.
- 3.** It is a relatively affluent market.
- 4.** They enjoy good health and physical conditioning for longer and, what is most important, they want to maintain their good state of health.
- 5.** Seniors, especially those in the baby-boomers category, will become more interested in self-education, fun and entertainment, and will treat tourism and recreation as the prize they deserve for their busy work life which was full of sacrifices.
- 6.** Seniors are not seen as targets for travel during the tourist season as they prefer to go on trips that are outside the busy season.

In the coming decades ahead, we will see major shifts in the leisure and tourism environment reflecting changing consumer values, political forces, environmental changes and the explosive growth of information and communication technology (Dwyer et al., 2009).

There is a clear need to grasp an understanding of this potential market segment. Besides, there is increasing competition in the tourism and hospitality industries – between destinations worldwide (between established markets and from new markets), between destinations domestically, and between firms within a particular destination. The greater the knowledge of these trends relating to tourism development in general, and the senior market segment in particular, the greater the capacity of all stakeholders to formulate strategies, contribute to new and innovative services and to achieve competitive advantage for their organizations and their regions.

2.5. Threats to Senior Tourism

According to the World Population Ageing Report (UN, 2015a), population ageing is in many ways a demographic success story, driven by changes in fertility and mortality associated with economic and social development. Progress in reducing child mortality, improving access to education and employment opportunities, advancing gender equality, and promoting reproductive health and access to family planning have contributed to reductions in birth rates. Moreover, advancements in public health and medical technologies, along with improvements in living conditions, mean that people are living longer and, in many cases, healthier lives than ever before, particularly at advanced ages (UN, 2015a). These changes are producing substantial shifts and challenges. Demographic changes will have unprecedented effects on the age structure of all societies, with a reversal in the proportion of younger and older persons, and will require far reaching economic and social adjustments in many countries. At the heart of this unparalleled change is the decline in fertility reinforced by increasing longevity, presenting opportunities as well as challenges for all societies (Kuilboer, 2010).

Based on the findings of Harper (2014, p.13), the shift from predominantly young to predominantly older populations raises several concerns:

- 1.** The ability of nations to finance social security, long term health and social care.
- 2.** The ability to reconfigure health and long-term care provision.
- 3.** The reconfiguration of social institutions to address issues of intergenerational fairness dealing with accessing to economic, health and social resources.

While global ageing represents a triumph through medical, social, and economic advances, it also presents tremendous challenges for many regions of the world (Powell and Khan, 2014). Population ageing strains social insurance and pension systems and challenges existing models of social support traditionally provided by family structures (Leeson and Khan 2013; Powell and Khan 2013). Phillipson (2013) argued that the rise of globalisation exerts unequal and highly stratified effects on the lives of older people in different nation-states.

More broadly, this ageing population will require increased support of various types, including income security and greater access to health care. While families have traditionally provided such support in many developing countries, increasingly this support is less reliable - particularly with women entering the workforce in larger numbers. Lower birth rates, the tendency of children to move away from their parents, widespread rural to urban migration, and new cultural norms regarding filial obligations are increasingly leaving the elderly bereft of the security they once had (Bloom et al., 2010).

Behind the statistics lies the complexity of social and economic behaviour, and the ability of societies and individuals to adapt to changing circumstances. New cohorts enter adulthood with different characteristics, and this is reflected in their ability to remain healthier and more productive over their life course (Harper, 2014b). A deeper understanding of older populations and the need to avoid outdated stereotypes as frail, out of touch, burdensome or dependent is vital (Cook, 2011).

Nowadays seniors are better educated healthier and more independent compared to their counterparts in the past (Martin and Preston, 1994; Woo et al., 2014) and are demanding different services and activities that deal with leisure and tourism. Accordingly, the demand for leisure and tourism activities has grown steadily in our society, and these are becoming important aspects of life for enhancing psychological and physical well-being (Janke, Davey, and Kleiber, 2006), and in achieving a successful retirement (Silverstein and Parker, 2002).

The 2002 Madrid International Plan of Action on Ageing (MIPAA) which was adopted during the Second World Assembly on Ageing, highlighted the need to consider older people in development planning. That is, to participate in, and benefit equitably from the fruits of development to advance their health and well-being, and that societies should provide enabling environments for them to achieve these goals. As populations become increasingly aged, it is more important than ever that governments design innovative policies and public services specifically targeting older people, including those addressing, housing, employment, health care, infrastructure and social protection (UN, 2015).

Woo et al (2014) found in their study of measures of quality of life that the travel experiences of older tourists influence satisfaction not only with the leisure-life domain but also with other life domains, such as social engagement, love, culture, family, and physical well-being. A number of leisure studies have found that increased participation in leisure activities increases life expectancy, improve health conditions, and enhance quality of life in old age (Lu, 2011; Teaff, 1985). Recently, attention has also been given to tourism as a way to improve the level of a person's well-being (Mactavish et al., 2007; Neal et al., 2007).

Consequently, engagement in leisure and tourism activities are very important aspects of later life for many individuals (Woo et al., 2014).

Issues associated with longevity, population ageing and decreasing fertility need to be seriously considered by future governments. There is an urgent need to consider different points of view, to identify the risks and consider the limitations, and to transform these changes by implementing adjustments and appropriate policies..

Much of the policy debate about population changes over past 20 years or so have succeeded in staking very robust claims on behalf of developing effective policies (Howse, 2014). An improved understanding of seniors, by identifying sustainable and effective policy adjustments and to develop appropriate frameworks to address these changes and threats are vital steps that are necessary to offer to new generations of older people, with different profiles, with new experiences, habits, expectations and characteristics.

2.6. Synopsis of the Chapter

Tourism preferences as well as patterns of consumption and consumer needs will continue to change in the future. While senior travellers are already relatively active, the new generations of seniors to come are more likely to surpass them (Lohmann and Danielsson, 2001). As a population group, older people are heterogeneous in many ways and they live in a wide variety of circumstances in different geographical settings (Khan, 2014).

One of the biggest challenges that tourism industries face is the lack of information or knowledge to help understand what the future seniors will require and need. Being informed about this senior market segment is critical for consumer marketers, because senior consumers are heterogeneous and diverse in their needs and preferences as they experience various events throughout their lives (Moschis, 2003; Mathur, Lee, and Moschis, 2006).



CHAPTER 3.

Conceptual model

This Chapter refers to the definition which has been devised of a structural analytical model to gain a deeper understanding of the categories and variables that help provide a better understanding of senior tourism.

3.1. Introduction

On a global scale, the world is becoming increasingly aware of the significant impact that older adults (and particularly baby boomers) are having on the tourism industry now, and in the decades ahead (Goeldner, 1992). Baby boomers include people born between the years 1946-1966 (Foot, 2004; AARP, 2004) when fertility rates increased dramatically after World War II. The direct consequence of this ageing pattern is that in the future, seniors will be responsible for a larger share of all holiday spending (Patterson, 2007 a).

In this context, many facets of the senior market have been extensively studied, such as travel motivations (Anderson and Langmeyer, 1982; Blazey, 1987; Esichaikul, 2012; Guinn, 1980; Huang and Tsai, 2003; Iso-Ahola and Crowley, 1991; Prayag, 2012; Romsa and Blenman, 1989; Sangpikul, 2008; Shoemaker, 1989; 2000; Ward, 2014), travel constraints (Fleischer and Pizam, 2002; Hong et al., 1999; Huang and Tsai, 2003; Romsa and Blenman, 1989), market segmentation (Horneman et al.; Hsu and Lee, 2002; Lieux, Weaver and McCleary 1994; Mathur et al., 1998; 2002; Shoemaker, 1989; 2000), the effects of various senior citizens' destination choices (Zimmer et al., 1995), different travel modes (Baloglu and Shoemaker, 2001) and vacation behaviours (Romsa and Blenman, 1989; Sund and Boksberger, 2007).

In this thesis, studies of motivations, determinants and behaviour that focus on senior travellers have been discussed. According to the literature which has been surveyed, theoretical considerations lead to a rich pool of indicators and variables. Understanding what motivates people's travel behaviour and destination selection is crucial to predicting their travel decisions and future travel patterns (Cha et al., 1995; Jang and Cai, 2002; Klenosky, 2002; Jang and Wu, 2006). Furthermore, knowing what are the variables and determinants that influence them is the key to better understand their motivations and to effectively tailor tourism products and services to better satisfy travellers' needs and preferences (Jang and Wu, 2006; Sangpikul, 2008).

Policy makers, planners, and industrial practitioners have responded to the challenge by attempting to develop more insightful models of tourism behaviour, which have especially focused on holiday destination and travel modes. Not only do these models predict where individuals travel on holiday, and what travel mode they use to get there, but they also seek to understand how and why these decisions are made (LaMondia et al., 2008).

With the aim of providing a solid foundation for this research, studies of motivations, determinants and behaviour that are focussed on senior travellers have been identified, retrieved and analysed in an attempt to develop a classification scheme that would assist us to better understand each of the categories and group variables that fit into each category. Adopting a ground theory approach, a conceptual model relating to the above concepts has been proposed in order to help understand the behaviour of senior tourists, the variables that may determine and affect their demand, and the different variables that may emerge.

3.2. The Conceptual Model

In order to address the senior tourism market segment to gain a deeper understanding, a theoretical model has been developed which is based on the research literature. Firstly, there has been an intensive review of the state of the art through an iterative search of multiple literature databases. From this search a number of research studies on senior tourism, tourist behaviour and travel motivations were identified, retrieved and analyzed.

In the second stage, a total number of 56 papers of different studies looking at older tourism (both qualitative and quantitative) were analysed in-depth. After a review of the state of the art, the main variables that emerged as being relevant were identified and classified into different categories.

The approach allowed a conceptual model to be delineated through an intense scrutiny of the literature. This took into consideration the diversity and heterogeneity of the older market (Jang and Ham, 2009; Shoemaker, 2000; Nimrod, 2008; Sudbury and Simcock, 2009; Yoon, Cole and Lee, 2009). This process involved being guided by the literature, with relevant and diverse variables being highlighted and then divided into main categories.

The resultant model showed that there was a cause-effect relationship between tourism motivation and consumer behaviour for the senior market segment, that consisted of five major components. The model considered: personal determinants, external determinants (of origin and destination), motivations, decisions (priorities and preferences) and behaviour. In order to discover (1) the end consumer's decision in regard to the trip in terms of selection criteria, priorities and specific aspects of tourism, the decision will be taken following a process that will be based on (2) individual motivations, (3) external determinants, the place of origin and context, (4) and internal or personal determinants which can be both enhancers or constraints such as health, family situation, aspects that directly influence the decision process. A series of (5) external determinants regarding destination can influence, as personal determinants do, directly the decisions that are taken.

The model itself has evolved and improved along the research process. From the beginning it has shown the capability to adapt to the diversity of variables that have emerged from a review of the literature. Based on related literature, the model was classified into the following categories.

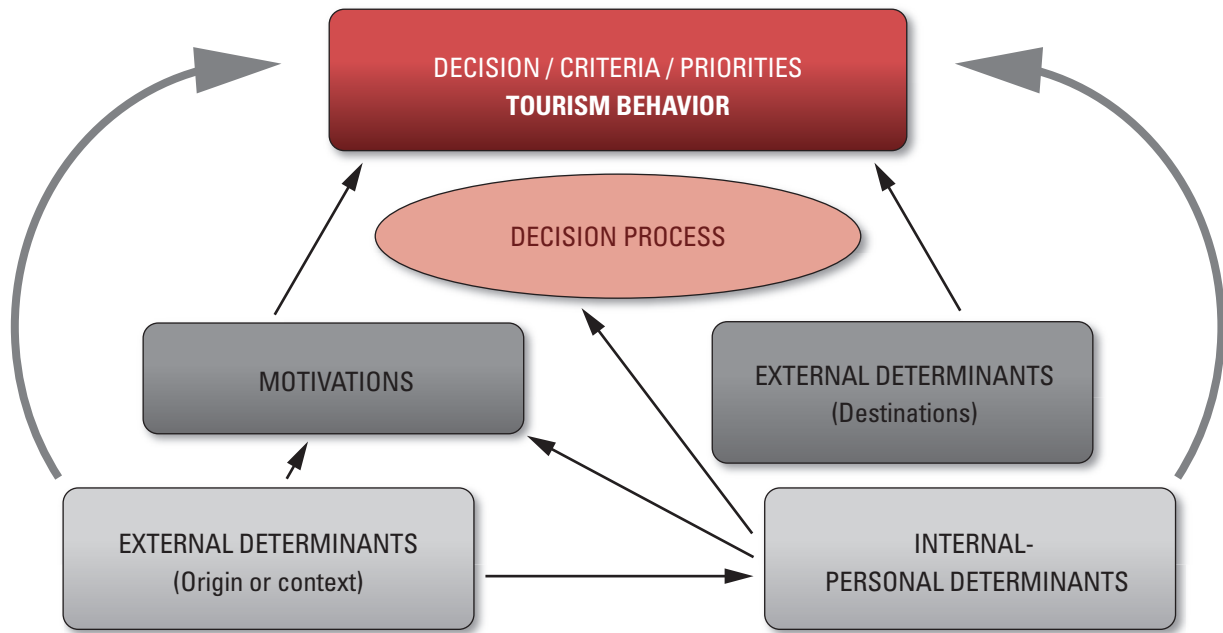


Figure III. 1. First conceptual model developed

The model has been structured using variables that have been identified and classified into the different categories to allow: (1) a better understanding of the senior tourism market and sources of heterogeneity; (2) a deeper analysis of the evolution of senior tourists, through the interrelations among motivations, determinants and travel behaviour (3) an understanding of their possible drivers of diversity. It is key to highlight that the model also seeks a new understanding on different variables that may be emerging and their future influence on seniors behaviour and preferences for tourism.

With the aim of developing a more comprehensive structured analytical model so as to make it even more adaptable to the variety of current variables and variables that may emerge, the model has evolved based on the research process as follows:

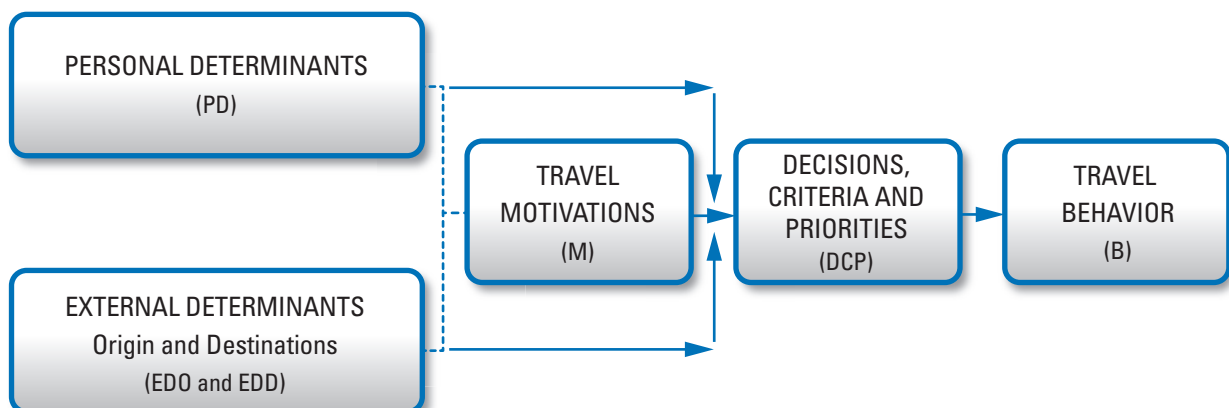


Figure III. 2. Conceptual model

External determinants relate to the country of origin and destinations are presented as only one category (instead of dividing it in two parts as previously) in an attempt to clarify the model and make it more comprehensive.

The conceptual model has been constructed to gain a better understanding of the senior market segment, and to define to what extent the model and the variables which have been identified and classified can help in the design of a more innovative tourism supply system.

It is a key artifact to strengthen the research method since it has been used as a basis to:

- Systematically sort through the different variables that emerge in each paper which has been studied, depending on the role that they occupied.
- Codify the 82 in-depth semi-structured interviews which were conducted, and to identify new groupings of variables and new variables that did not appear in the literature.
- Identify the sources of the major differences between seniors from different countries and between pre-seniors and seniors.

This study aims to better understand senior's tourist behavior and how the decision to travel occurs; what variables further determine this travel behaviour; if there are any new variables that may determine demand in the future, and if motivations and determinants show commonalities or differences at an international level. As Jang and Wu (2006) suggested destination marketers need to keep abreast of motivational changes and trends and enhance their understanding of senior travelers so that they can be a 'leading edge' in the competitive travel industry.

According to the research literature which has been surveyed, theoretical considerations lead to a rich pool of indicators and variables. Understanding what motivates people's travel behaviour and destination selection is crucial when predicting their travel decisions and future travel patterns (Cha et al., 1995; Jang and Cai, 2002; Jang and Wu, 2006; Klenosky, 2002). Furthermore, knowing what these variables are, and the determinants that influence them are the key to better understand their motivations and to effectively tailor tourism products and services for the market to better satisfy senior travellers' needs and preferences (Jang and Wu, 2006; Sangpikul, 2008).

Policy makers, planners, and industrial practitioners have responded to the challenge by attempting to develop more insightful models of tourism behaviour, especially focussing on holiday destination and travel modes. Not only do these models predict where individuals travel on holiday and what travel modes they use to get there, but they also seek to understand how and why these decisions are made (LaMondia, et al., 2008).

3.2.1. Determinants

Determinants as one of the categories of the model that have been divided in two main categories: those variables which determine whether or not someone will be able to go on a holiday, and those factors which determine the type of vacation, providing that the first set of determinants allows a holiday to actually take place. Swarbrooke and Horner (2003) stated that determinants can be subdivided into: those that are personal to the tourist and those that are external to the tourist.

During the travel decision-making process, travellers face constraint factors that impact on the decision of whether or not to take an actual trip. Instead of employing the term perceived constraint, some researchers have used terms such as “perceived risks” (Moutinho, 1987; Sonmez and Graefe, 1998), “perceived inhibitors” (Um and Crompton, 1992), and “perceived barriers” (Hsu and Lam, 2003), but the underlying meanings of these terms are identical or very similar.

Unlike motivations that serve as energizers, constraints towards travelling function as filters for tourism demand, prevents travel decision making to occur even though the motivation may exist (Page and Hall, 2003). Researchers have agreed that constraints do not always prevent or reduce participation; rather, an individual tries to overcome or negotiate the constraints (Crawford, Jackson, and Godbey 1991; Hubbard and Mannell, 2001). Huang (2007) stated that tourism researchers can learn and borrow from conceptualizations of leisure constraints and adapt them to tourism studies.

A leisure constraints model which was originally proposed by Crawford and Godbey (1987), and further elaborated on by Crawford, Jackson, and Godbey (1991), has made a significant contribution. The model explains that an individual’s desire to participate in leisure-related activities is inhibited by three dimensions of constraints: (1) intrapersonal, (2) interpersonal, and (3) structural. According to this model, constraints are aligned in a sequential manner such that “participation depends upon the successful confrontation of each constraint level in turn” (Crawford, Jackson, and Godbey 1991: 314).

1. Intrapersonal constraints are individual psychological states and attributes that affect preference, rather than intervening between preference and participation, and lead to nonparticipation.
2. Interpersonal constraints occur because of the unavailability of other people, which prevents an individual from participating in activities that require at least one partner or in which there is a strong preference for a co-participant. Unlike intrapersonal constraints, interpersonal constraints interact with both preferences and participation.
3. Structural constraints are the intervening factors between leisure preference and participation.

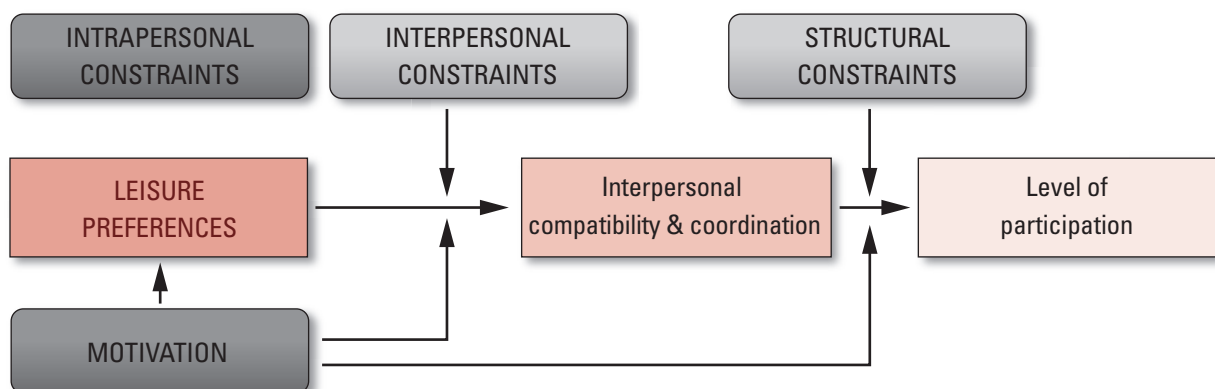


Figure III. 3. Leisure Constraints Model

According to this model, constraints are aligned in a sequential manner so that “participation depends upon the successful confrontation of each constraint level in turn” (Crawford, Jackson, and Godbey 1991: 314). Based on the model, the most powerful constraints are intrapersonal because they shape individuals’ leisure preferences and also account for their “will to act.”

Virtually all past leisure constraints research has been based on a conception of constraints as insurmountable obstacles to leisure participation. It has typically been assumed that if an individual encounters a constraint, the outcome will be non participation. Jackson et al., (1993) stated that leisure participation is dependent not on the absence of constraints but on the ability to negotiate through them. Such negotiation may modify participation rather than excluding it. Negotiation theory as developed by Jackson et al. (1993) argues that instead of reacting passively to leisure constraints by not participating, people tend to negotiate through them and thereby succeed in initiating or continuing leisure participation (Jackson et al., 1993). Negotiation strategies include time management, skill acquisition, interpersonal coordination, and financial resources management and strategies (Hubbard and Mannell, 2001).

Focusing on travel constraints of seniors, Kazeminia et al. (2015) stated that the most prominent travel constraint to seniors, are relationship-driven or interpersonal constraints. Individual characteristics such as age, health status and cohort influence the abilities and resources that a consumer brings to bear on a decision, and that task and contextual factors affects the demands that are placed on these resources as people age (Yoon et al., 2009).

Tourist behaviour is driven by its own personal determinants or external determinants, depending on a person’s personality and lifestyle. It is important to understand in greater detail the internal and external variables (which may be facilitators and energizers or constraints) to the senior segment and if there are any future variables that may affect the way seniors consume tourism which could represent a market opportunity for the tourism industry so as to help design more appropriate services.

3.2.2. Motivation

Motivation is another of the categories of the model as tourist motivations are considered a critical variable and a driving force behind tourist behaviour (Crompton, 1979). Motivation is believed to be an intrinsic property that comes from the inner part of a human, so it has a psychological origin (Heckhausen, 1980). The term motivation in psychology is a global concept that is used for a variety of processes and effects and whose common core is the realization that an organism selects a particular behaviour because of expected consequences and then implements it with some measure of energy along a particular path (Heckhausen, 1980).

As a critical explanatory factor of tourist behaviour, motivation has been regarded as an important topic in tourism research. However, it is not easy to study tourist motivations. Although it is possible to describe the ‘who,’ ‘when,’ ‘where,’ and ‘how’ in the field of

tourism, it is much more difficult to answer the question 'why' (Crompton, 1979). The study of motivation is to ask the "why" of actions (Hsu et al., 2007). It is an attempt to eventually influence one's behaviour; and, "...from many perspectives, it is an effort to minimize discomfort...a hallmark of modern societies is the effort to improve people's lives, including the debilities of advanced age" (Furchtgott and Furchtgott, 1999: 2).

Theories relating to motivation are abundant; and their definitions vary so much so that McReynolds (1991) concluded that it is difficult to articulate a rigorous definition of motivation. The root definition can be traced to the term motive "...to denote excitement, cause, desire, want, drive, and other similar concepts, each of which is related to activity or a disposition to act" (Furchtgott and Furchtgott, 1999: 2). Vallerand (2012) defines motivation as the inner or outer energy that initiates, directs, and/or sustains behaviour. According to Moutinho (2000), motivation is a state of need or a condition that drives an individual toward certain types of action that are seen as likely to bring satisfaction. Esichikul (2012) further stated that motivation has also been defined as a force within an individual that causes him or her to do something to fulfil a biological need or psychological desire (Fridgen, 1966). Motivation is also defined as the 'driving force behind all behaviour' (Fodness, 1994). From the perspective of a traveller's decision-making process, travel motivations are seen as the energizers of demand that promote an individual to decide on a holiday (Page and Hall, 2003). Blackwell et al. (2007) stated that motivations can be determined when there is a gap between the desired and existing needs and are considered to be an essential part of learning, leisure, and travel experiences.

Studies of older adult travel motivations have been conducted for more than three decades with many different motivations being identified. Furthermore, different socio-psychological factors or psychographics which include travel lifestyle, experiences sought, and travel benefits have been used to identify more than 30 different segments that help to categorise older travellers. Since 1999, a number of studies have been conducted in the UK, Australia, Taiwan, Japan, Ireland, Spain, Switzerland, Israel, France, Portugal, and China (Sie et al., 2015). The attempt to understand the "why" of senior tourism is precisely a part of this effort with the goal to improve the quality of their lives through leisure travel (Hsu et al., 2007).

The theoretical frameworks of travel motivation studies are primarily rooted in the disciplines of sociology and social psychology. Many tourism researchers have based their theoretical analyses on Maslow's hierarchy of needs theory (Jang and Cai, 2002). Working on the theory of human motivation and esteem needs, Maslow (1954) stated that all people in society have a desire for self-respect and self-esteem. Maslow's hierarchical theory of motivation was one of those most applied in the tourism literature (Hsu et al., 2007). The theory was modelled as a pyramid whose base consists of the physiological needs, followed by higher levels of the psychological needs and topped by the need for self-actualization. Maslow classified these needs into two subsidiary sets. These are, first, the desire for strength, achievement, adequacy, mastery, and competence; second, the desire for reputation or prestige, status, dominance, recognition, attention, importance, and appreciation. These satisfactions play a very important role in the motivations for tourism participation.

Following Hsu et al. (2007) numerous tourism scholars have attempted to modify the model empirically with the notable exemption of Pearce (1982), who proposed a tourism motivation model that mirrors the model of Maslow. Pearce (1982) applied Maslow's hierarchy to tourist motivations and behaviour, and argued that tourists were attracted to destinations because of the possibility of fulfilling their self-actualization, love and belongingness, and psychological needs.

A more common and useful theory that has been used to examine tourist motivations is the theory of push and pull motivations (Crompton, 1979; Dann, 1977; Kim and Lee, 2002; Klenosky, 2002; Yuan and McDonald, 1990). Crompton (1979) classified tourist motivations into push and pull factors, a classification now commonly applied in tourism research. Push factors are considered as intrinsic motivations; whereas, pull factors are thought of as extrinsic motivations. Thus, a review of the literature on motivation reveals that people travel because they are "pushed" into making travel decisions by internal, psychological forces, and "pulled" by the external forces of the destination attributes (Crompton, 1979; Dann, 1977; Uysal and Jurowski, 1994; Yoon and Uysal, 2005). Since Crompton's initial empirical work, many studies have attempted to identify push and pull motivational factors in different settings such as relating to nationalities, destinations and events (Jang and Wu, 2006). Push motivation is the energy to an individual and increases the desire for people to travel, whereas pull motivation is a force external to an individual and influences where people travel, given the initial desire to travel (Dann, 1977).

Lazarus (1991) proposed a cognitive-motivational theory that posits that motivation is both a personality trait that describes an individual's striving to achieve certain goals, and a reaction to certain environmental conditions. Seeking and escaping as concepts of motivation have also found in Iso-Ahola's Social Psychological Model of Tourism Motivation, which has influenced numerous empirical investigations since its inception, but have only been tested in two of them (Wolfe and Hsu, 2004). The model is dichotomous by motivation (seeking and escaping) and by social orientation (personal or interpersonal) (Hsu et al., 2006).

Following the study by Hsu et al. (2006), one of the recent modifications of traditional motivation theories is a two-dimensional model by Subbotsky (1995). One dimension is concerned with pragmatic motives based on biological needs, largely independent of social and cultural factors. The other dimension consists of non-pragmatic motives, such as those based on self-esteem, empathy, and moral values. Subbotsky's model is distinct in that it allows a considerable overlap between the two: non-pragmatic motives can be developed from the activities pursued through the satisfaction of biological needs (Hsu et al, 2006).

There is a need to better understand and match tourists' motivations and expectations (Horneman et al., 2002). Analysing the way the senior market segment consume tourism, understanding the different motivation variables that emerge from the literature will help gain a better understanding of this 'silver' segment.

3.2.3. Decisions, Criteria and Priorities

There seems to be a common approach by researchers relating to behaviour and decisions, criteria and priorities about choosing a particular travel destination. Nielsen (2014) concluded that common to these reviews is the emphasis that research on seniors' tourist behaviour needs to use a variety of approaches and concepts, which can be related to the different views of the concept of an older person.

In this sense, this model was developed to consider two different categories, on the one hand decisions, travel patterns and preferences of senior travellers, that is to say, decisions, criteria and priorities; and on the other, travel behaviour. This division is made in an attempt to better comprehend the insights and the process by which the senior segment market decides how to travel, and their criteria and priorities, as they are essential aspects in order to understand how to address this market segment.

Generational analysis suggests that senior tourist patterns and preferences are changing from the current cohort of seniors (Lohmann and Danielsson, 2001; Möller et al., 2007; Oppermann, 1995; You and O'Leary, 2000). Understanding seniors' travel decisions is a crucial issue to travel marketers who compete for this important market (Chen and Wu, 2008). Besides, analysing all the variables and trends that influence the decision making process will contribute to help design and adapt strategies for the future.

It is important to present a comprehensive picture of what is important to senior travellers and how general holiday travel preferences influence holiday destination and mode of travel choice. The effects of travel preferences and perceptions on destination choice are accommodated by interacting preferences/perceptions with the destination and trip characteristics (LaMondia et al., 2008).

3.2.4. Behaviour

Specific tourism studies on seniors' behaviour include a number of wide-ranging aspects. Nielsen (2014) stated that very few works have attempted an overview of the wide-ranging scope of literature on seniors' tourist behaviour. A major reference is Patterson's (2006) book, in which older persons' tourism and leisure needs and wants are examined, and the dimensions of the older market are described. Another major study is by Faranda and Schmidt's (1999) who reviews segmentation studies and highlights the dynamic nature of seniors' behaviour.

According to Chen and Wu (2008), travel behaviour can be predicted by their underlying motivations (Pearce and Caltabiano, 1983). Hence, those senior travellers who are more highly motivated may be those who are most likely to have the ability to overcome constraints and participate in a wider variety of leisure activities (Fredman and Heberlein, 2005).

3.3. Synopsis of the Chapter

This Chapter has described the development of a conceptual model of senior behaviour related to their tourism consumption, drawing upon the literature relating to motivations, determinants and behaviour. Previous studies on leisure constraints as a research focus were also reviewed. Several determinants, such as negotiation theory and different strategies relating to this theory were also discussed. The research literature on leisure constraints were also cited in this section because of their relevance to the present study as an important research concept in both leisure and tourism sciences.

Several prominent conceptual schemes relating to tourist motivation that emerged from past studies were also reviewed. Finally several studies on senior tourism behaviour were also included. In the next Chapter, an application of the conceptual model to an analysis of the senior segment will be provided.



CHAPTER 4.

The senior segment: application of the conceptual model to an analysis of senior's tourism consumption

This Chapter provides a review of literature of the state of art about how the senior segment consumes leisure and tourism through the application of a conceptual model which has been previously discussed in Chapter 3.

4.1. Introduction

The following headings: Determinants, Motivations, Decisions Criteria and Behaviour will now be used to analyse the variables that have been based on the literature review. These variables have been identified, reviewed and analysed, and then listed, numbered, and prioritised, to gain a better understanding of the way that seniors consume tourism.

Many authors have stated that demographic changes influence people's consumption of goods and services, including travel, education, health, beauty, wellness, technology, entertainment, products for home, and insurance. These goods and services will all potentially experience significant growth in the immediate future so as to meet age-specific markets, particularly for an ageing population (Meiners and Seeberger, 2010). Meiners, et al (2010) agreed that an ageing population is likely to create changes in the demand for activities and destinations, and as a consequence, tourism demand is likely to change over time (Glover and Prideaux, 2009).

In addition, this list and its priorities offer a unique opportunity to explore why differences are emerging, and this depends on the individual senior's situation, the trip that is being considered, and also depends on the trends that emerge that can determine changes in the way seniors consume tourism in the future.

During this process we will be able to start answering our first research question:

RQ1: Is it possible to establish a conceptual model that structures comprehensively the different variables that explain today's seniors behaviour and which is flexible enough to integrate the new variables that would appear in the future?

This Chapter would demonstrate the first hypothesis derived from this first research question:

- H1. It is possible to set this model openly through the analysis of the existing literature on this group, its demographic evolution, and an in depth analysis of the main features shown by preseniors compared with seniors.

A reflection about the capability of the conceptual model to integrate the new variables that might appear in the future will be conducted in Chapter 6.

We will confirm these features of the model through an analysis of the literature compared to the main differences that emerge in the interviews of pre seniors compared with seniors. In that way we will address one of the gaps that has been identified in the literature. As Lohmann and Danielsson (2001) stated, a change in the travel behaviour of

seniors cannot be attributed to a change in the travel behaviour of a special generation. The travel behaviour of today's senior citizens is different from that of people belonging to this age group ten years previously, future senior generations will also behave differently (Lohmann and Danielsson, 2001).

In this Chapter we will also begin to answer the second Research Question:

RO2: What are the main variables that determine the behavior of the senior tourist? Which are the ones leading to a heterogeneous behavior in senior tourism? Can we speak of a single segment or a heterogeneous segment.

As previously stated in Chapter 3, the literature suggests that there is a high level of variability within the senior segment (Cleaver, Muller, Ruys and Wei, 1999; Huang and Tsai 2003; Hunter-Jones and Blackburn 2007; Jang and Ham 2009; Patterson, 2006; Shoemaker 1989, 2000; Yoon et al., 2009). However, there is no agreement about the key variables that determine the travel behaviour of senior tourists, and what variables are important to consider the senior segment as a valid meta-segment.

The analysis of the literature has provided a broad array of variables in each of the analysis block which is being considered, and as a result we will try to confirm or reject, first in a conceptual way, and secondly from an analysis of the in-depth interviews of seniors- the following hypotheses:

- H2. All senior tourists -regardless of their differences in relevant determinants variables depending on the model identified- will have some common patterns of tourism consumption in relation to certain variables.
- H3. Senior tourists will present different consumption patterns depending on certain key variables that we would determine.
- H4. Derived from the two previous hypotheses, senior tourism is expected to be an homogeneous concept considering certain variables and heterogeneous in others, with a corresponding impact on the strategies to be followed by organizations and destinations in order to address them properly.

Our main concern will be providing a corresponding impact on the strategies that will be followed by organizations and destinations in order to address them properly.

4.2. Methodology

As it has already been discussed in Chapter 1, we will only mention two different methodologies used in the development of this Chapter.

As a first step, in order to understand the state of the art and variables that emerge in the study of the senior tourism segment, an intensive literature review of theoretical and empirical studies from 1980 to 2016 with a fundamental focus on motivations, determinants and tourism consumption behaviour of seniors was conducted. Following the structure of the methodology of this thesis, the results of the meta analysis will be explained in detail in this Chapter, with the application of the conceptual model as previously discussed in Chapter 3. This meta-analysis has been used in order to provide an intense scrutiny of the literature identifying specific variables in particular categories of the conceptual model which has been developed, deepening our understanding of the variables that have emerged and their separation into categories and sub-categories.

It is important to note that the methodology allows the researcher to not only obtain a complete list of variables, but also to assign a relative weight to each of them, depending on the percentage of papers in which they have been cited as an important one. This rating can be considered as an approach to a Relative Importance Index (RII). The position of each sub-category has been established considering the variable that has launched as a higher RII.

As previously mentioned in the introduction to this Chapter, this methodology allows a powerful way for testing the hypotheses established in this research, which should be considered as possible changes over different generations or between different countries. As we will see in the next Chapter, the impact of the country or generation can result in the adding of new categories, or sub-categories, and of course, to transform the RII obtained in a global analysis of the segment.

The researcher is conscious of the limitations of this methodology - that the measures that are included in the RII, that the research not only refers to the senior segment, but we can also argue that when we undertake a comprehensive review of the literature published by experts in this field over a long period time, it is difficult to ascertain whether important variables are lacking. Anyway, we will reflect upon this at the end of this Chapter.

To complement the findings from the research papers on senior tourism, in-depth interviews were also conducted. In fact, these in-depth and semi-structured interviews with seniors have been conducted in an attempt to shed further light on the variables where the meta-analysis is not conclusive.

4.3. Meta Analysis Results

We will present the results of the meta-analysis using each one of the categories used in the conceptual model as presented in Chapter 3. A total number of 78 variables have been identified, classified and ordered into five different categories of the analytical model. The results which have been classified according to the different components of the analysis model that are presented below. We have named variables using similar names as the authors, and creating sub-categories to classify similar variables in order to provide better comprehension and deeper understanding. The order of the intra-categories, and the variables are according to the Relative Importance Index.

4.3.1. Personal Determinants

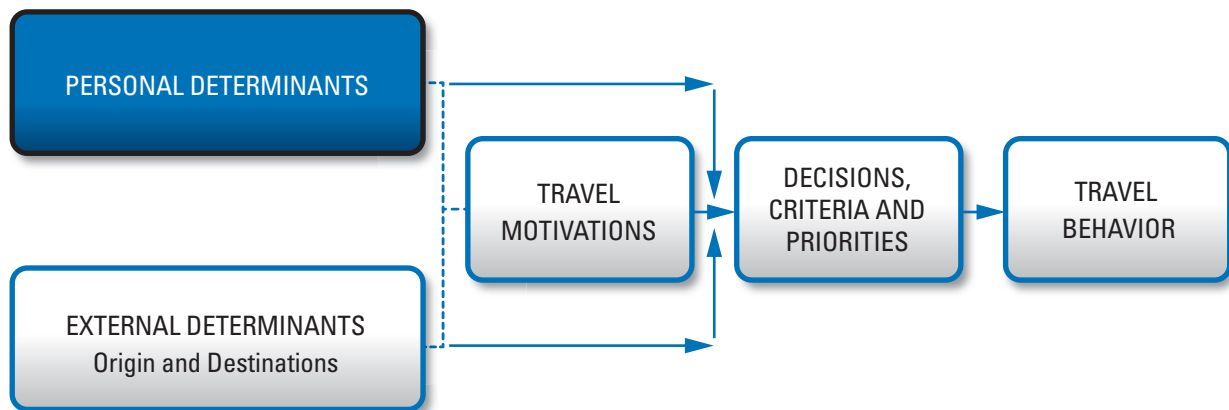


Figure IV. 1 . Conceptual Model: Personal Determinants Category

Besides being classified into the analysis model, the personal determinants have also been sub-classified into six different sub-categories (1) state of physical and mental health; (2) socioeconomical status; (3) age; (4) professional status (5) emotional, personal, familiar and social status and (6) previous experiences.

A total of 20 variables have emerged and were classified into the different categories. The state of a person's physical and mental health was the most important personal determinant (57.14% importance) which appears in the papers that were analysed. Income, age, time and family responsibilities are variables that also were ranked very highly. Further studies have found additional aspects such as a person's emotional state and life events, and the increasing importance of past vacations and previous experiences.

These variables have allowed us to respond to RQ 1: Is it possible to establish a conceptual model that structures comprehensively the different variables that explain seniors' tourism behavior? and to confirm that it is possible to establish a conceptual model that structures the different variables which have emerged in a comprehensive way.

Table IV. 1. Senior Tourism Personal Determinants

SUBCLASSIFICATION	TYPE	RELATIVE IMPORTANCE INDEX (Average RII)	VARIABLES
State of physical and mental health	PD	57.14%	Personal health (psychological and physical; perceived and actual)
	PD	12.50%	Mobility restrictions
	PD	8.93%	Cognitive restrictions
Socio-economical Status	PD	48.21%	Money / Income
	PD	25.00%	Education (+)
	PD	12.50%	Cultural Level
	PD	12.50%	Increasing Purchasing Power
	PD	10.71%	Retirement: Opportunity to travel
	PD	8.93%	Status- Prestige
Age	PD	37.50%	Age (-)
Professional status	PD	33.93%	Time
	PD	8.93%	Occupation
Emotional, personal, familiar and social status	PD	21.43%	Family situation and responsibility (-)
	PD	12.50%	Affect (emotional state: life events)
	PD	10.71%	Approval (fear/disapproval of others)
	PD	10.71%	Lack of companion to travel with
	PD	7.14%	Marital status (+)
	PD	7.14%	Emotional connection
Previous experiences	PD	3.57%	Feel guilty about travelling
	PD	14.29%	Past vacations/travel experience

As for the hypothesis derived:

- H1. It is possible to set this model openly through the analysis of the existing literature on this group, its demographic evolution, and an in depth analysis of the main features shown by preseniors compared with seniors.

As mentioned previously, a reflexion about the capability of the conceptual model to integrate the new variables that could appear in the future will be discussed in Chapter 6, when the analysis of the second part of the hypothesis derived from RQ1 will be undertaken.

Some of the variables that provide a general picture of senior have emerged: seniors have poorer health that increases with age (they will need more support, comfort etc.), they have more free time because they do not work, many have no family obligations, and generally have more money and savings to spend on travel.

As for the evolution of an ageing society , as discussed by Harper and Leeson (2008: 5) the questions are numerous. "How will societal structure and organisation change to keep up with the new demographic reality? How will social and economic behaviour adapt? Consumption will vary between age groups and generations and will not be the same as previous generations. How will future generations adjust their savings and consumption

behaviour across the life course?” What will be the new forms of intergenerational solidarity as intergenerational transfers and justice move to the fore of policy concern? Will influence the new ethics of our societies? How will this affect the inter-generational contract? (Harper and Leeson, 2008).

Some issues need to be highlighted regarding senior tourists:

- Free time can change depending on having to support family, and personally assume family commitments with off spring or elderly relatives.
- Savings can also undergo a change depending on whether pensions can afford to continue to be paid by governments.

On the basis of the above points, it is interesting to note that most of these variables are of fundamental importance to explain why there is great variability in senior tourism. If as the literature shows these variables are important, variations in seniors´ health status, money and available time, age, family situation etc. lead to important changes in the way they travel and the destinations they choose.

4.3.2. External Determinants

78

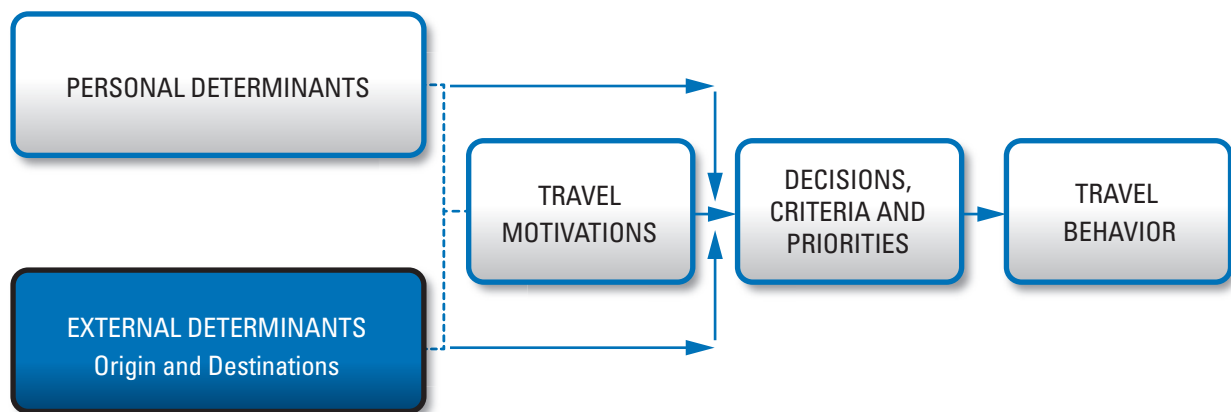


Figure IV. 2. Conceptual Model: External Determinants Category

As previously stated, these studies have resulted in an increasing awareness among academic and business communities about the growing power of the senior (or silver) market, the population segment whose size is assisted by demographic trends (Nimrod, 2008). No country in the world can hide from the (inevitable) greying of its population (Leeson, 2002). Nevertheless, although the increasing attention to this senior market segment is a worldwide phenomenon, there have not been any previous studies that have discussed an international approach to the senior tourism market, and very few have tried to ascertain any substantial differences according to the country of origin of these senior tourists.

To determine if an international strategy is possible, it is important to know if the tourism behaviour of seniors and their motivations and determinants are common internationally; or are there substantial differences that require a strategic adaptation, depending on the country of origin. External determinants have focussed on what seniors look for in destinations depending on the country of origin (very little comparison because countries of origin have been conducted and no international comparisons has been made).

Table IV. 2. Senior Tourism External Determinants

SUBCLASSIFICATION	TYPE	RELATIVE IMPORTANCE INDEX (Average RII)	VARIABLES
Regional environment determinants	EDD	28.57%	Safety and security
	EDD	17.86%	Geographic beauty / natural attractions
	EDD	17.86%	Special events, festivals and leisure activities
	EDD	14.29%	Good hygiene and cleaning conditions
	EDD	12.50%	Climate
	EDD	10.71%	Accessibility / proximity
	EDD	8.93%	Race / region identify culturally
	ED	3.57%	Insurance
	EDO	1.79%	Government travel programs for senior citizens
Travel determinants	EDD	23.21%	Cost / pricing
	EDD	14.29%	Transportation (easy and seamless)
	EDD	8.93%	Means of transport: car, followed by plane. Train
	ED	8.93%	Too much planning
	EDD	1.79%	Visa requirements
General issues	EDD	17.86%	Accommodation
	EDD	10.71%	Travel and services not tailored to seniors
Hotel determinants	EDD	16.07%	Special facilities (transfers, lodging facilities..)
	EDD	10.71%	Importance of no lack of information and equipment
	EDD	3.57%	Warm and friendly contact hotel staff
	EDD	3.57%	No guests under 16

External determinants (destination and origin) have been classified into four different sub-categories: (1) regional environment determinants; (2) travel determinants; (3) general issues and (4) hotel determinants, with 20 variables emerging from the literature analysis.

Safety and security was the most important variable, increasing its position over the decades. It is a very important factor among seniors in their decision-making about where to take a holiday. Cost and pricing, special events and natural attractions were also important determinants. As for external determinants of origin, the only variable that emerged was government travel programs for citizens, however this was not highly ranked but mentioned in several of the papers which were reviewed.

As general external determinants, it is interesting to note that the importance of accommodation was placed higher than special facilities in hotels. The variable 'No guests under 16' was mentioned as a variable in several papers that were analysed.

In regard to answering the second RQ this analysis does not really allow us to respond to RQ2: What are the main variables that determine the behavior of the senior tourist? Which are the ones leading to a heterogeneous behavior in senior tourism? Can we speak of a single segment or a heterogeneous segment.

It is not possible to define a common behaviour of the senior tourist that is different from other segments. Nevertheless 'safety' in the senior market segment plays a more important role than in other market segments, which supported the findings of Esichaikul (2012) who stated that perceived importance of safety tends to increase as tourists grow older. In addition, sub-segments cannot be differentiated in senior travel. As for the country of origin, which may affect the external determinants of origin, the analysis will be completed in Chapter 5.

4.3.3. Senior Tourism and Motivations

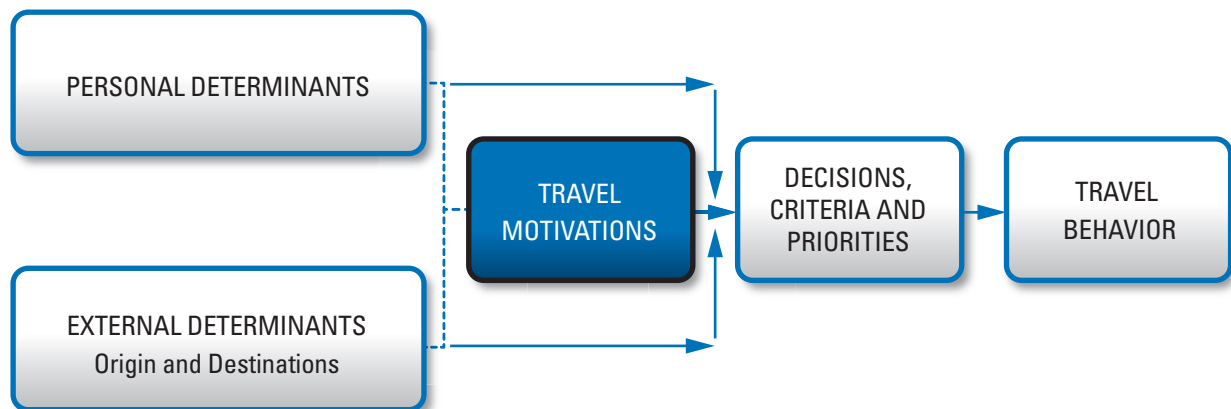


Figure IV. 3. Conceptual Model. Travel Motivations Category

From a theoretical perspective, experts in the field of motivation have stated that motivation refers to the reasons for our behaviour; and therefore an understanding of motivations is essential to our understanding of the decision-making process of travellers and are fundamental in assessing their satisfaction with their tourism experience (Pearce, 1982; Snepenger, King, Marshall and Uysal, 2006).

In our analysis of the papers classified and listed, motivations have been sub-classified into 10 different categories: (1) socialising; (2) feel and look better; (3) improving health, physical and intellectual capacity; (4) new experiences; (5) education and skills; (6) family and friends; (7) revive previous experience; (8) fun; (9) reward; and (10) membership.

A total of 23 variables have emerged from the literature that was reviewed. Attempting to explain the occurrence of the 10 sub-categories and the 23 variables, it is interesting to emphasise the increasing importance of socialising and social interaction as the highest ranking. Feeling and looking better (with 4 variables: relaxation, well being, rest and beauty)

Table IV. 3. Senior Tourism Motivations

SUBCLASSIFICATION	TYPE	RELATIVE IMPORTANCE INDEX (Average RII)	VARIABLES
Socializing	M	39.29%	Social interaction
	M	14.29%	Companionship
Feel & look better	M	35.71%	Relaxation
	M	30.36%	Wellbeing
	M	26.79%	Rest
	M	5.36%	Beauty
Improving health, physical & intellectual capacity	M	33.93%	Health benefits
	M	33.93%	Physical challenges and exercises. fitness
New experiences	M	33.93%	New experiences
	M	30.36%	Relieve boredom / escaping daily routine
	M	17.86%	Self fulfillment
	M	14.29%	Active engagement to life
Education & skills	M	30.36%	Learning
	M	23.21%	Sightseeing/historical sites
	M	17.86%	Cultural experiences
	M	16.07%	Knowledge seeking
	M	3.57%	Improve language skills
Family & friends	M	28.57%	Visit relatives (or friends)
Revive / elongate previous experience	M	21.43%	Nostalgia
	M	7.14%	Need for continuity
Fun	M	16.07%	Fun, enjoyment, pleasure entertainment
Reward	M	3.57%	Personal reward after hard work
Membership	M	1.79%	Pride and patriotism

was ranked second in the sub-categories. Motivations for health benefits were related to medical care as well as an increasing importance of more active forms of tourism related to health in a different way as in the case of feeling and looking better.

Furthermore, motivations that include social interaction, learning, and to escape from routine and to enjoy new experiences is increasingly appearing in the research literature. It should be emphasised that there is such a variety of motivations that occur in all other age segments. The great discovery is that perhaps RII appears very evenly matched with most of them, and this might be possibly specific to seniors. It can also be noted that health does not emerge as the main motivation. The variability of the segment is based on the priorities of the individual, as well as the purposes for each trip (for instance if there are two leisure trips, one might be to visit relatives while the other to learn or discover new things).

4.3.4. Decisions, criteria and priorities

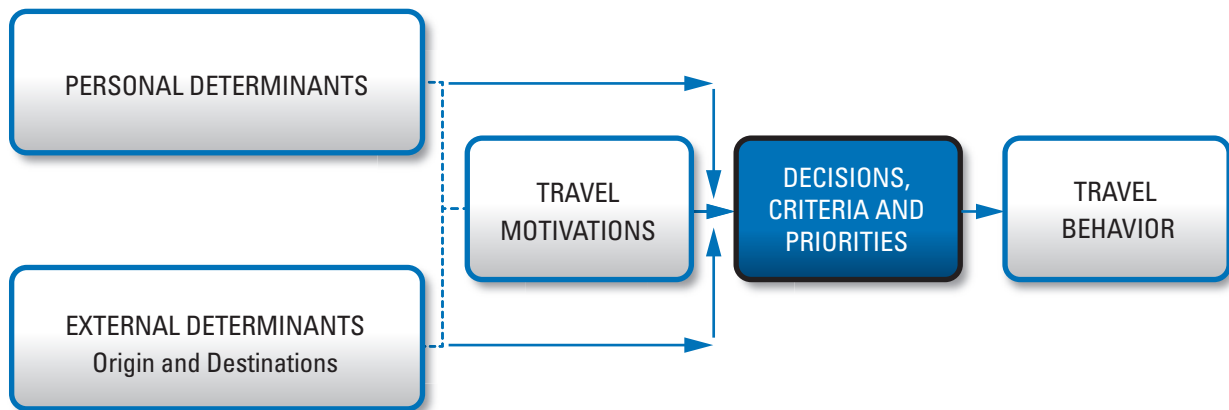


Figure IV. 4. Conceptual Model: Decisions, Criteria and Priorities Category

Table IV. 4. Senior Tourism Decisions, Criteria and Priorities

SUBCLASSIFICATION	TYPE	RELATIVE IMPORTANCE INDEX (Average RII)	VARIABLES
Decisions, criteria and priorities	DCP	25.00%	Package tours (or hotel packages)
	DCP	19.64%	Rely more on travel agents
	DCP	16.07%	Gender: females (dominant role, more active)
	DCP	16.07%	Sensible to promotions
	DCP	16.07%	Word of mouth
	DCP	14.29%	Heterogeneous type of accommodation
	DCP	7.14%	Loyalty
	DCP	7.14%	Effective means to reach seniors: press and radio

As observed, not many papers have analysed the decision process and criteria that seniors undertake when deciding to take their trips. Thus, only several variables (only 8) have emerged concerning the part of the conceptual model related to decisions, criteria and setting priorities. Most of the variables have mainly focused on the marketing variables related to the trip such as package tours, promotions and communication with seniors. It is important to highlight that the percentages are similar for each variable. A preference for package tours and reliance on travel agents are the most important variables found in the literature review. Consequently, it is vital to emphasise the importance of this field and its relevance to gain a greater understanding of seniors' travel decisions. To this end, this Chapter has attempted to provide a synthesis of the variables which have been prioritised, reviewed and analysed. Nevertheless, additional research is needed to provide a better understanding of the different aspects of seniors' tourist behaviour and to deepen our understanding of the complexity of the topic.

4.3.5. The Senior Segment and Travel Behaviour

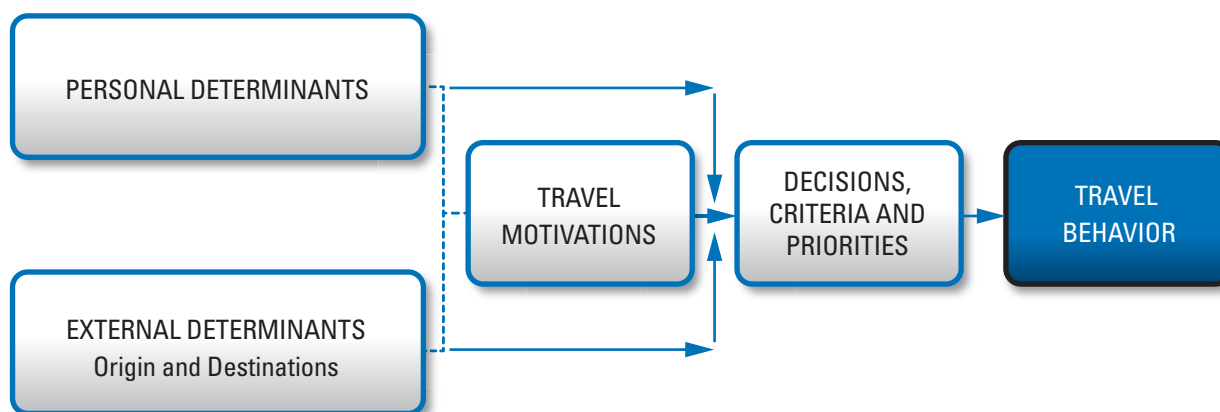


Figure IV. 5. Conceptual Model: Categories of Travel Behaviour

As we have seen in the previous category, very few papers have focussed on an analysis of the travel behaviour of seniors, which has a surprise to the researcher. Because of this gap we have include questions in the in depth interviews to seniors.

Table IV. 5. Senior Tourism Travel Behavior

SUBCLASSIFICATION	TYPE	RELATIVE IMPORTANCE INDEX (Average RII)	VARIABLES
Seniors behaviour	B	30.36%	Travel off peak season
	B	19.64%	Travel more frequently
	B	19.64%	Spend more money on tourism, trips, entertainment and meals
	B	19.64%	Length of the trip/stay longer
	B	16.07%	Number of vacation days change with age cycle
	B	14.29%	Travel greater- longer distances
	B	1.79%	Less sensible to price at restaurants

In this category, seven variables have been highlighted: (1) travel in the off peak season; (2) travel more frequently; (3) spend more money on tourism, trips, entertainment and meals; (4) length of the trip (stay longer); (5) number of vacation days that change with the age cycle; (6) travel greater or longer distances and (7) less sensible to price at restaurants.

It is interesting to note that variable 1 (travel in the off peak season) is the most important variable with almost a third of the papers (30.36%) mentioning it .Thus, according to Blazey (1991); Horneman et al., (2002); Pearce (1999) and Shoemaker (1989) senior travellers tend to travel greater distances and stay away longer than any other age cohort

It can be observed that variables 2, 3 and 4 -seniors travel more frequently; spend more money on tourism, trips, entertainment and meals and travel on longer trips- have the same percentage, 19.64%. It is interesting to note that seniors are sensitive to the prices of food in restaurants.

It is important to emphasise that the percentages of the different variables are not high and not many have emerged relating to travel behavior. Because motivations and determinants are so different, there is no form of homogeneous behavior. That is there is no unique senior who, according to some determinants, behaves in a certain way. There are many other factors that may directly influence the behavior of seniors. With this in mind, being able to deepen into the behavior in this context of senior market segment is the key to filling the gap in contributions to senior travel behavior.

RQ2: What are the main variables that determine the behaviour of the senior tourist? Can some of them lead to a heterogeneous behavior in senior tourism? Can we speak of a single segment or a heterogeneous segment?

- H2. All senior tourists -regardless of their differences in relevant determinants variables depending on the model identified- will have some common patterns of tourism consumption in relation to certain variables.
- H3. Senior tourists will present different consumption patterns depending on certain key variables that we would determine.
- H4. Derived from the two previous hypotheses, senior tourism is expected to be an homogeneous concept considering certain variables and heterogeneous in others, with a corresponding impact on the strategies to be followed by organizations and destinations in order to address them properly.

Research indicates that the typical senior tourist: travels off peak season, and is less price sensitive. It is important to state that this defines the behavior of the general population of senior tourists, however the Relative Importance Index (RII) may increase in certain segments (eg. lower price sensitivity depending on a person's income level is). Consequently, it will be key to better analyse this behaviour after the in-depth interviews are conducted that will provide a clearer perspective as to whether to confirm or reject the hypotheses derived from RQ2.

4.4. In-depth and Semi Structured Interviews

In order to have a clearer understanding of those variables of which further research is needed, or the literature does not provide strong conclusions, interviews were conducted. Interesting factors have emerged from the in-depth and semi-structured interviews of seniors. As previously mentioned in Chapter 1, in-depth and semi structured interviews were carried out to gather opinions and gain information on motivations, determinants and travel behaviour so as to not only test the conceptual model, but also to discover variables that may help determine the demand for senior tourism in other countries and regions, and to ascertain the way that seniors may consume tourism currently and in the future.

Several aspects are important to mention regarding RQ2 and the variables that are common among seniors. In an attempt to gather further information that goes beyond the literature analysis, some interesting aspects especially in regards to older people's motivations, decision process and behaviour has emerged.

As for personal determinants, it is essential to highlight that two new intra-categories have emerged from the respondents answers and themes: (1) past or previous travel experiences, which can trigger (2) phobias and phobias.

These intra-categories are important to note as they may influence not only current but how seniors travel and choose their destinations in the future.

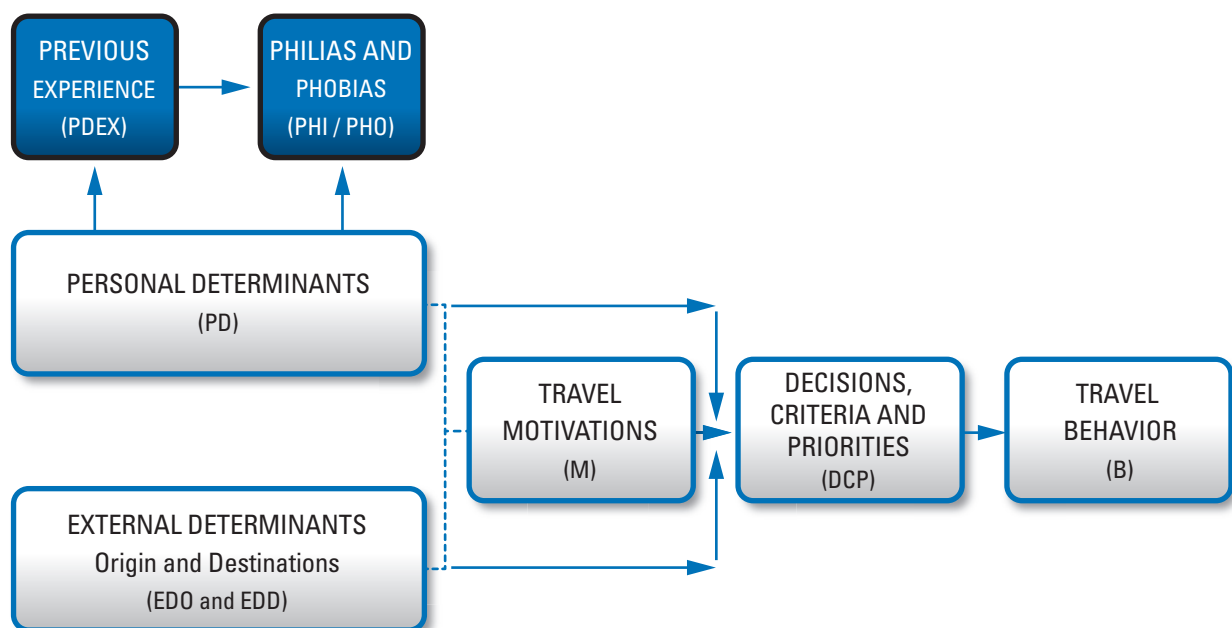


Figure IV. 6. Conceptual Model: New Categories which have Emerged

These aspects relate to the way that seniors travel in the past and provide further information about the way seniors travel in the future and phobias and philiias that may emerge as shown below:

Table IV. 6. Personal Determinants. Previous Experience Percentage

TYPE	VARIABLE	TOTAL
PDEX	Past Frequency of travel for work reasons. Less than one a month	64.86%
PDEX	Past frequency of travel for work reasons. Between once and twice a month	13.51%
PDEX	Past Frequency of travel for work reasons. More than twice a month	10.81%
PDEX	Past frequency of travel for work reasons. Not travelled	0.00%
PDEX	Past frequency of travel for work reasons. Very rare	0.00%
PDEX	Days spent away from home for work reasons. Less than 2 weeks a year	67.57%
PDEX	Days spent away from home for work reasons. More than a month	13.51%
PDEX	Days spent away from home for work reasons. More than 2 weeks and less than a month	13.51%
PDEX	Days spent away from home for work reasons. Not travelled	2.70%
PDEX	Days spent away from home for work reasons . Very rare	2.70%
PDEX	Past frequency of travel for leisure. More than two weeks and less than a month	43.24%
PDEX	Past frequency of travel for leisure. More than a month	18.92%
PDEX	Past frequency of travel for leisure. Twice a year	18.92%
PDEX	Past frequency of travel for leisure. Less than 2 weeks a year	8.11%
PDEX	Past frequency of travel for leisure. Once a year	8.11%

A total of 13.51% seniors travelled for work reasons between once and twice a month and 10.81% more than twice a month. Most seniors have travelled more than twice a month. As for the frequency of travel for leisure 43.24% of seniors have travelled for more than two weeks and less than a month.

Seniors past travel experiences may trigger phobias or philiias, that is to say, preferences and live to some aspects relating to their travel experience and the opposite. Thus, it is important to consider past experiences in order to understand future behaviours. One important aspect of past experience is the means of transport as it may help to determine the choice of a destination and affect the decision making process.

Table IV. 7. Personal Determinants. Phobias Percentage

TYPE	VARIABLE	TOTAL
PHO	Stressful Means of transport which no longer wish to use (plane)	29.73%
PHO	Stressful Means of transport (journeys more than 2 stop-overs)	13.51%
PHO	Stressful Means of transport (journeys over 5 hours)	10.81%
PHO	Stressful Means of transport (car)	2.70%
PHO	Stressful Means of transport (train)	0.00%
PHO	Stressful Means of transport (boat)	0.81%
PHO	Stressful Means of transport (others)	0.00%
PHO	Stressful Means of transport (nothing)	21.62%

Journeys with more than two stop overs and journeys over five hours were also considered as stressful. Overall, 29.73% seniors found that planes were a really stressful means of transport. As one of the respondents stated,

“I think with elderly people, things like airports now it is not flying, it is all the hassle of security, and, you know, you have to be there three hours before...that sort of thing. That puts you off really. It does tire you, you know? All that hassle, walking around, getting to the airport, and collecting your luggage” (Michael, 68).

As for the external determinants and motivations when choosing destinations some important data emerged.

Table IV. 8. External Determinants and Motivators when choosing destinations

Variation Scale 1 to 5		
TYPE	VARIABLE	TOTAL
EDD	Choice Leisure Trips (climate)	4.0
EDD	Choice Leisure Trips (nature)	3.5
EDD	Choice Leisure Trips (cultural offer)	3.3
EDD	Choice Leisure Trips (educative offer)	1.9
EDD	Choice Leisure Trips (sports offer)	1.5
M	Choice Leisure Trips (social interaction)	3.4
M	Choice Leisure Trips (possibility of feeling useful)	2.4

It is interesting to note regarding external determinants that climate, nature and cultural offerings are important variables. As for motivators, definitely social interaction emerges a key motivator for seniors.

Regarding trip decision, criteria and priorities on (1) how they choose their destination and (2) the organization of the trip some variables are highlighted:

Table IV. 9. Decision, criteria and priorities

Variation Scale 1 to 5		
TYPE	VARIABLE	TOTAL
DCP	Way to choose destination (Suggestions from friends and / or relatives)	3.9
DCP	Way to choose destination (Previous experience)	3.5
DCP	Way to choose destination (Travel agencies)	3.3
DCP	Way to choose destination (Internet)	2.0
DCP	Way to choose destination (Films)	1.3
DCP	Way to choose destination (Press)	1.2
DCP	Way to choose destination (Celebrities)	0.9

Most seniors chose their destination after considering suggestions from friends or relatives. Besides, it is important to note that previous experiences may influence the decision making process. As for travel agencies, it is also considered as an important aspect. Internet was also considered as important and was highly ranked.

Table IV. 10. Decision, criteria and priorities

TYPE	VARIABLE	Percentage	TOTAL
DCP	Trip Organization (Travel agencies)		43.24%
DCP	Trip Organization (someone else does it for me)		21.62%
DCP	Trip Organization (depending on the trip)		13.51%
DCP	Trip Organization (internet)		10.81%
DCP	Trip Organization (by myself)		10.81%

Almost half (43.24 %) of seniors organised their trips through a travel agency. On the other hand, it is interesting to note that 21.62% of seniors organised their trip with someone else's help.

Table IV. 11. Behaviour

TYPE	VARIABLE	Variation Scale 1 to 5	TOTAL
B	Person to travel with (partner)		4.1
B	Person to travel with (family)		3.6
B	Person to travel with (friends)		3.2
B	Person to travel with (package tours)		1.9
B	Person to travel with (alone)		1.8
B	Season to travel (Spring)		4.3
B	Season to travel (Autumn)		3.1
B	Season to travel (Summer)		3.0
B	Season to travel (Winter)		2.9
B	Season to travel (Holidays (Christmas, Easter))		2.0

Most seniors travelled with their partner, their family or friends or on a package tours. As for time of the year they choose to travel, they preferred spring and autumn.

4.5. Interaction among Determinants- Motivations- Behaviour

The conceptual model which has been developed shows a cause and effect relationship between tourism motivations and consumption for the senior market segment. Thus, in order to understand what is the final seniors' decision in regard to the trip in terms of selection criteria, their decision needs to take into consideration that it is a process. Motivations, external determinants and internal or personal determinants (which can be both enhancers or constraints) will influence the decision making process. Within the senior segment, each individual is going to display a different tourist behaviour depending on the different determinants that may influence the motivations as either enhancers or inhibitors. Bad health for instance may be a constraint to travel or a motivator - as travellers may decide to travel to a destination in order to improve their health.

Based on a comprehensive review of the literature and the application of the conceptual model, it is essential to emphasise that it is a complex model. In addition, the model is flexible enough so as to include and validate further research. It is important to add and provide to the existing literature by providing recent results on elderly's travel behavior and offer a more detailed analysis of travel behavior of the elderly (Yang et al., 2013). It has been argued that more attention should be given to differences in travel behavior of the elderly in terms of context and also socio-demographic variables (Schwanen et al., 2001).

Consequently, there is a broad field of research and there is much to explore about behavior how the different variables interact. Future research will be completed in this field so there is a need to to continue to explore determinants, motivations and behaviour, considering carefully their different and diverse interactions.

4.6. Synopsis of the Chapter

There is an agreement among scholars that the senior market segment is heterogeneous and diverse in their needs, preferences, decisions and criteria. It is obvious that the increasing importance of senior tourism calls for an improvement in understanding that diversity. This Chapter provides a clearer understanding on the reasons why this emerging market segment is so diverse, providing answers and confirming research question RQ 1.

A total of 78 variables have emerged from the literature that have been listed, numbered and classified into different categories derived from the conceptual model which has been established. The variables have been validated through interviews so as to better understand those that require further research. Besides, two new categories have emerged that have been integrated into the model, showing its flexibility and adaptability to validate further research.

Derived from RQ1, H1 “It is possible to set this model openly through an analysis of the existing literature on this group, and an in-depth analysis of the main features of pre- seniors compared with seniors” is partly answered. Thus, it can be affirmed that it is possible to set this model openly through an analysis of the existing literature on this group, and its evolutionary analysis. Nevertheless, the second part of the hypothesis in regard to providing an in depth analysis of the main features of preseniors compared with seniors will be answered in Chapter 6.

As for research question 2 RQ2: “What are the main variables that determine the behaviour of the senior tourist? Which are the variables leading to heterogeneous behavior of senior tourists? Can we speak of a single segment or a heterogeneous segment?”

Some of the main variables have been highlighted. Nevertheless it is essential to highlight and focus on the variability of the senior market segment which makes it difficult to define variables that determine heterogeneous behaviour. Motivations, personal determinants, external determinants influence behaviour and criteria, albeit the different life events the senior is going through or the different life stages. Nevertheless understanding the way that senior tourists may differ across countries through an international exploration according to the country of origin will help us to understand variables that may determine the behaviour of senior tourists from a broader perspective. Chapter 5 will focus on an understanding and systematically analyse and identify potential differences in the travel motivations of seniors from different countries or continents.

The challenge lies in finding different approaches to this diversity and variability with the aim to fill the gap in knowledge about the interaction of determinants and motivations that may directly affect the way seniors behave dealing with their leisure and how they consume tourism.



CHAPTER 5.

Senior tourism and country of origin: characteristics and differential features

This Chapter of the dissertation will focus on gaining an understanding of the global-local dimension of the senior travel market and the evolutionary trends that will affect travel decisions in the future.

5.1. Introduction

There has been a great deal of academic attention devoted to seniors' tourist behaviour across a number of continents and countries which have been affected by population ageing, such as North America, Europe, Japan and Australia (Nielsen, 2014). Nevertheless an international examination based on the country of origin and the way that senior tourists may differ across countries has not yet been undertaken. This Chapter will focus on gaining an understanding of the senior tourism market through an exploration of the global-local dimension of international strategies that firms and destinations can implement in order to cater for this high growing demand segment. Understanding global consumer behaviour is the first step in corporate learning about how to compete in the world market (Craig and Douglas, 1996). Thus, the effect of country of origin on consumer perceptions and purchasing intentions has long been of interest for marketing researchers (Aiello et al, 2008). However this has not been the case for the effect of country of origin as it relates to senior tourism.

Jang and Wu (2006) suggested that the motivations of senior visitors' should be explored in greater depth so that other nationalities can cross-validate the findings of these studies. Patuelli and Nijkamp (2015:8) stated that "no study has attempted to systematically analyse and identify potential differences in the travel motivations of seniors from different countries or continents" and they added "maybe this is for understandable reasons related to budget constraints". The exceptions are Bai et al. (2001), who compared three samples from Japan, the UK and Germany. Le Serre et al. (2013), also analysed two samples of older individuals from France and China, and Chen et al. (2015) who focussed on cruise preferences in four Asian markets: Mainland China, Hong Kong, Taiwan, and Japan. In this study, the researchers analysed both the age of tourists and their country of origin.

All researchers highlighted the importance of the comparison between countries and the way that it contributes for the various stakeholders. Thus, according to Bai et al (2001) the findings of their study should assist package tour marketers and wholesalers in the U.S., as well as in the three originating countries to better target and serve the needs of senior travellers from the UK, Germany, and Japan.

Le Serre et al. (2013) pointed out the importance of international comparisons, showing in their findings that there were significant differences between Chinese and French senior consumers in terms of their motivations and risks perceptions. They concluded in their findings that there were significant differences between Chinese and French senior consumers in terms of their motivations and risk perceptions. Chinese seniors in particular were described by a past-oriented motivation that differentiated them from the Western seniors (Le Serre et al., 2013).

Chen et al. (2015) compared four Asian markets so as to investigate the characteristics of cruise tourists' demand determinants in terms of their motivations, preferences, and intentions. They hoped that this will help other researchers and cruise companies to better understand

the growing cruise market in Asia. The researchers concluded that the core cruise competitive advantages in growing Asian markets related to the possibility of offering group-specific activities that satisfied the need to spend more time together in dedicated social groups.

The effect of country of origin on consumer perceptions and purchasing intentions has long been of interest to marketing researchers (Aiello et al, 2008). On the other hand, not as much attention has been paid to the global-local dimension, and the importance of international comparisons and their contribution to different stakeholders. Therefore, country of origin is a variable which is a very important dimension. It is essential to note that this may affect all the variables analysed in our conceptual model (personal determinants, motivations, decision criteria and behaviour) which has been developed and presented in Chapter 3. This Chapter will provide a deeper understanding of the global-local dimension in regard to senior travellers. Furthermore, a greater emphasis will be placed on comparisons between regions so as to gain a greater comprehension of motivations depending on the country or territory of origin and the differences in the consumption of tourism in order to identify: (1) the common denominators that will help articulate a global tourism market and (2) the variables that will hopefully enable major differences to emerge depending on the country of origin of senior tourists.

In an increasingly competitive global market, it is becoming more and more difficult to establish a sustainable competitive advantage (Baker and Ballington, 2002). In this context and in times of rapid change regarding the market in general and the tourism industry in particular, achieving a competitive advantage requires tourism stakeholders to have a clear understanding of the direction of change, the trends and their implications for business and/or destination management (Dwyer, Edwards, Mistilis, Roman and Scott, 2009). Those regions or geographical locations which have a better understanding of this segment and adapt to new trends and needs of seniors will be the ones that will take advantage of its great potential in regards to demand and will be able to innovate and cater for the needs and expectations of this travel market segment.

With this goal in mind, this Chapter provides an understanding of senior tourism from an international perspective and aims to answer RQ3: "Is the senior market segment a global one, or are there any significant differences in the tourism consumption of seniors depending on their country of origin?" and to the two hypothesis derived (H5 and H6) from the research question:

H5. There are differences motivated by the country of origin that may affect the way tourism for the senior segment market should be offered to each nationality leading to a multi-domestic strategy.

H6. At the same time, there will be coincidences in the senior's behaviours that are not dependent from on their country of origin allowing a global strategy.

As mentioned in Chapter 1, two different methodologies have been used: on the one hand, a number of research papers were selected and a meta- analysis was conducted on them and, on the other hand qualitative research which were based on in-depth interview schedule was developed and pilot tested to develop a semi-structured interview questionnaire. A sample size of 82 older individuals was used to identify differences between two regions (Oxfordshire in UK and Basque Country in Spain). The next section goes into greater depth about each one of those two research processes.

5.2. Meta-analysis

5.2.1. Methodology

As mentioned previously, studies that have focussed on an international approach to senior tourism market have been really scarce. Our analytical model which has been described in Chapter 3 and 4 outlines a complete list of variables for each constituent block, allowing us to identify that there are determinants that can have a different level for each country (e.g., level of education, or economic level of seniors will be determined by the general economic development of their country) and also motivations (e.g. health, can be very influenced by the health system that a country provides to their seniors) causing that behaviour to vary in different ways depending on the country of origin.

The first step was to classify the research literature on senior tourism from each country/region, and to classify the (Relative Importance Index) RII of the different variables that emerged that was regarded as important for each country/region. The 56 studies that were reviewed and analysed as previously discussed in Chapter 1, had been published over a period of more than 35 years from 1980 to 2016. The literature search was limited to peer-reviewed journals and was based on the following keywords:

1. To address the focus market segments: "senior tourism ", "senior travellers", "baby boomers", "senior tourism demand", "senior consumers", "older travellers".
2. To address the components of the Analysis Model with an international dimension: "senior motivations", "determinants ", "senior tourism behaviour" "senior tourism demand", "seniors" and "country of origin", "country", "continent".

The next step was to classify the articles according to their central focus, aim/s and perspective/s. Although the subjective nature of the classification process might give rise to validity concerns, it did not pose a threat to the adequacy of the content provided in the literature review. The purpose of the classification was to provide an organized conceptual framework of the senior tourism literature that was linked to each country/ continent of origin, and highlighted the areas of interest for different researchers.

The main results were presented and classified according to the different components of the analytical model. Each of the variables was classified according to their order of importance, defined by the percentage of papers in which they appeared and also coded (see Appendix 3). Variables that were single and showed a specific feature, were linked to the particular country of origin. In order to build a relative importance index (RII) most of the regions chosen were continents with the exception of UK. The division of papers according to their geographical area was as follows: USA 18; Canada 3; UK 3; Europe 14; Australia 4; Asia 7; Other 7 (no specific country).

5.2.2. Meta-Analysis Results

It is interesting to note that only one variable was related to the country of origin, showing the difficulty that was faced in undertaking an international comparison. It was also important to note that countries based on their continent were grouped in order to have enough observations to obtain the percentages for classification purposes. Each of the tables compared senior tourism across the following countries/ continents: United Kingdom, Europe, Asia (mainly focusing on China, Japan, Korea and Taiwan), North America (mainly USA), Australia and other countries.

The main results are presented below in a number of tables which were classified by each of the components of the analysis model, so that they established intra-category groups.

5.2.2.1. Senior Tourism, Country of Origin and Personal Determinants

Table V. 1. Senior Tourism Personal Determinants related to Country of Origin

SUB-CLASSIFICATION	TYPE	VARIABLES	AVERAGE RII	UK	EUR.	ASIA	USA/ CAN.	AUS.	GEN.
State of physical and mental health	PD	Personal health (psychological and physical perceived and actual)	57.14%	100.00%	50.00%	87.50%	47.62%	25.00%	57.14%
	PD	Mobility Restrictions	12.50%	33.33%	14.29%	12.50%	14.29%	0.00%	0.00%
	PD	Cognitive Restrictions	8.93%	0.00%	14.29%	0.00%	14.29%	0.00%	0.00%
Socio-economical status	PD	Money/ Income	48.21%	100.00%	50.00%	87.50%	28.57%	0.00%	57.14%
	PD	Education (+)	25.00%	0.00%	50.00%	25.00%	14.29%	0.00%	28.57%
	PD	Cultural Level	12.50%	0.00%	7.14%	25.00%	14.29%	0.00%	14.29%
	PD	Increasing Purchasing Power	12.50%	0.00%	14.29%	25.00%	4.76%	0.00%	28.57%
	PD	Retirement: Opportunity to travel and differently	10.71%	0.00%	14.29%	25.00%	4.76%	0.00%	14.29%
	PD	Status- Prestige	8.93%	0.00%	21.43%	12.50%	0.00%	25.00%	0.00%
Age	PD	Age (-)	37.50%	66.67%	50.00%	62.50%	23.81%	25.00%	14.29%
Professional Status	PD	Time	33.93%	33.33%	28.57%	62.50%	33.33%	0.00%	28.57%
	PD	Occupation	8.93%	33.33%	14.29%	12.50%	4.76%	0.00%	0.00%
Emotional, Personal, Familiar and Social Status	PD	Family situation and responsibility (-)	21.43%	33.33%	28.57%	37.50%	14.29%	0.00%	14.29%
	PD	Affect (Emotional State: Life Events)	12.50%	33.33%	28.57%	25.00%	0.00%	0.00%	0.00%
	PD	Approval (fear / disapproval of others)	10.71%	33.33%	0.00%	62.50%	0.00%	0.00%	0.00%
	PD	Lack of companion to travel with	10.71%	0.00%	0.00%	25.00%	14.29%	0.00%	14.29%
	PD	Marital status (+)	7.14%	33.33%	0.00%	25.00%	4.76%	0.00%	0.00%
	PD	Emotional connection	7.14%	0.00%	7.14%	25.00%	4.76%	0.00%	0.00%
Previous Experiences	PD	Feel guilty about travelling	3.57%	0.00%	0.00%	12.50%	4.76%	0.00%	0.00%
	PD	Past Vacations / Travel Experience	14.29%	33.33%	14.29%	37.50%	4.76%	0.00%	14.29%

Personal determinants were classified in a symmetrical way as the motivations were identified, because some of these motivations can be justified by the seniors' current situation, and we wanted to define a model with the capability to explore those links at a later date.

As was expected, the main personal determinants in every country and region was: health situation, economic situation, available time and familiar responsibilities. Age appears as a grounded variable that in our view will be correlated with most of the previous ones.

It is interesting to note that the remainder of the determinants were not ranked as high, probably because they conformed to other criteria for the segment's definition that was not related in a straightforward way with their country of origin. Nevertheless, interesting and specific personal determinants were found:

- The lack of a companion to travel with, especially in Asia. In Asia approval (or disapproval of others) was an important personal determinant.
- Status and prestige was an important personal determinant as shown in the academic studies originating from Australia and also from Europe and Asia.
- Previous experiences were also important to highlight especially in the UK and Asia.

5.2.2.2. Senior Tourism and External Determinants

Table V.2 shows the most important variables that seniors look for in tourism destinations and facilities. Some of them are as follows:

- In every country and /or continent, safety was an important variable, except for the UK and Australia.
- Special events were important determinants that were considered to be important for choosing a destinations.
- A good climate was a very highly ranked variable for the UK.
- The comfort and having specific facilities are taken into account for choosing a hotel, mainly in the UK and Asia.
- Easy and seamless transportation was an important variable for all countries and continents with the exception of Australia.
- No guests under 16 years of age were permitted and is an emerging variable in the UK and USA.
- The existence of government programs for promoting senior tourism was seen as an important determinant only for Europe

5.2.2.3. Seniors, Country of Origin and Tourism Motivations

Table V.3 shows the five main common motivations for senior tourists: social interaction (important to note that is ranked higher than health); feeling and looking better (also dealing with health but from a perspective not relating to medical care), improving health, new experiences and education and skills.

Table V. 2. Senior Tourism External Determinants related to Country of Destination

SUB-CLASSIFICATION	TYPE	VARIABLES	AVERAGE RII	UK	EUR.	ASIA	USA / CAN.	AUS.	GEN.
Regional Environment Determinants	EDD	Safety and security	28.57%	66.67%	28.57%	37.50%	14.29%	50.00%	28.57%
	EDD	Climate	12.50%	66.67%	14.29%	12.50%	4.76%	0.00%	14.29%
	EDD	Geographic beauty / Natural Attractions	17.86%	0.00%	14.29%	50.00%	9.52%	0.00%	28.57%
	EDD	Special events, festivals and leisure activities	17.86%	33.33%	21.43%	25.00%	9.52%	25.00%	14.29%
	EDD	Race / Region Identify Culturally	8.93%	0.00%	7.14%	25.00%	4.76%	0.00%	14.29%
	EDD	Accessibility / Proximity	10.71%	0.00%	14.29%	12.50%	9.52%	0.00%	14.29%
	EDD	Good hygiene and cleaning conditions	14.29%	0.00%	21.43%	25.00%	9.52%	0.00%	14.29%
	ED	Insurance	3.57%	33.33%	7.14%	0.00%	0.00%	0.00%	0.00%
	EDO	Government travel programs for seniors	1.79%	0.00%	7.14%	0.00%	0.00%	0.00%	0.00%
Travel Determinants	EDD	Cost / Pricing	23.21%	66.67%	14.29%	62.50%	14.29%	0.00%	14.29%
	EDD	Transportation (easy and seamless)	14.29%	66.67%	14.29%	25.00%	9.52%	0.00%	0.00%
	EDD	Means of transport: car, followed by plane, train	8.93%	0.00%	21.43%	12.50%	4.76%	0.00%	0.00%
	ED	Too much planning	8.93%	0.00%	14.29%	12.50%	9.52%	0.00%	0.00%
	EDD	Visa requirements	1.79%	0.00%	0.00%	0.00%	0.00%	0.00%	14.29%
General issues	EDD	Accommodation	17.86%	66.67%	28.57%	25.00%	4.76%	25.00%	0.00%
	EDD	Travel and services not tailored to seniors	10.71%	0.00%	7.14%	37.50%	9.52%	0.00%	0.00%
Hotel Determinants	EDD	Special facilities (transfers, lodging facilities)	16.07%	66.67%	7.14%	50.00%	9.52%	0.00%	0.00%
	EDD	Warm and friendly contact hotel staff	3.57%	33.33%	0.00%	0.00%	4.76%	0.00%	0.00%
	EDD	No guests under 16	3.57%	33.33%	0.00%	0.00%	4.76%	0.00%	0.00%
	EDD	Importance of no lack of information and / or equipment	10.71%	0.00%	21.43%	37.50%	0.00%	0.00%	0.00%

Learning and relaxation were found to be important motivators with some exceptions:

- Learning was not found to be an important motivation in the UK while in all the remainder of the geographical areas it was a very important variable, especially in Asia.
- Relaxation did not appear as a motivator in Australia, while it was the most important one in Asia and a very important motivator in Europe.

Self fulfilment was a really important motivator in Australia and visiting relatives or friends was found to be very important in most countries/continents with the exception of the UK.

Table V. 3. Senior Tourism Motivations related to Country of Origin

SUB-CLASSIFICATION	TYPE	VARIABLES	AVERAGE RII	UK	EUR.	ASIA	USA / CAN.	AUS.	GEN.
Socializing	M	Social interaction	39.29%	66.67%	35.71%	50.00%	23.81%	75.00%	42.86%
	M	Companionship	14.29%	0.00%	28.57%	12.50%	4.76%	25.00%	14.29%
Feel & look better	M	Relaxation	35.71%	33.33%	42.86%	62.50%	28.57%	0.00%	28.57%
	M	Wellbeing	30.36%	33.33%	42.86%	37.50%	19.05%	25.00%	28.57%
	M	Rest	26.79%	33.33%	42.86%	50.00%	19.05%	0.00%	0.00%
	M	Beauty	5.36%	0.00%	14.29%	0.00%	4.76%	0.00%	0.00%
Improving health, physical and intellectual capacity	M	Health benefits	33.93%	33.33%	57.14%	62.50%	14.29%	25.00%	14.29%
	M	Physical challenges and exercises. Fitness	33.93%	0.00%	42.86%	50.00%	19.05%	50.00%	42.86%
New experiences	M	Relieve boredom / Escaping daily routine	30.36%	0.00%	35.71%	62.50%	9.52%	75.00%	28.57%
	M	New experiences	33.93%	33.33%	42.86%	25.00%	14.29%	75.00%	57.14%
	M	Active engagement to life	14.29%	0.00%	14.29%	25.00%	0.00%	25.00%	42.86%
	M	Self fulfillment	17.86%	0.00%	7.14%	12.50%	9.52%	75.00%	42.86%
Education & Skills	M	Learning	30.36%	0.00%	28.57%	62.50%	19.05%	50.00%	28.57%
	M	Sightseeing / Historical Sites	23.21%	0.00%	21.43%	37.50%	23.81%	0.00%	28.57%
	M	Cultural experiences	17.86%	0.00%	14.29%	25.00%	14.29%	25.00%	28.57%
	M	Knowledge seeking	16.07%	0.00%	14.29%	12.50%	14.29%	25.00%	28.57%
	M	Improve language skills	3.57%	0.00%	7.14%	0.00%	4.76%	0.00%	0.00%
Family & Friends	M	Visit relatives (or friends)	28.57%	0.00%	28.57%	37.50%	33.33%	25.00%	14.29%
Revive / elonge previous experience	M	Nostalgia	21.43%	0.00%	7.14%	62.50%	9.52%	75.00%	14.29%
	M	Need for continuity	7.14%	0.00%	0.00%	12.50%	4.76%	25.00%	14.29%
Fun	M	Fun, enjoyment, pleasure and entertainment	16.07%	33.33%	14.29%	0.00%	9.52%	50.00%	28.57%
Reward	M	Personal reward after hard work	3.57%	0.00%	7.14%	12.50%	0.00%	0.00%	0.00%
Membership	M	Pride and patriotism	1.79%	0.00%	0.00%	12.50%	0.00%	0.00%	0.00%

On the other hand, nostalgia was more highly ranked in Australia (75%) and Asia (62.5%), and mentioned in most other countries/continents with the exception of the UK. As for physical challenge and exercise, this motivator emerged as an important variable especially in Asia, Australia and Europe. Escaping the daily routine was highly ranked in Australia. Wanting new experiences was highly ranked in all countries/ continents, specially in Australia and Europe.

We also found specific motivations in some areas that did not appear in others. For example, in Europe and USA the emphasis was on observing beauty and improving language skills as important motivations, whereas in Asia patriotism and pride emerged as important motivators.

5.2.2.4. Country of Origin and Decisions, Criteria and Priorities

In this Table, package tours was highly ranked, especially in the UK and Europe but was very low demand in USA. The exception was Australia where it is was not mentioned in any papers that were reviewed.

Table V. 4. Senior Tourism Decision, Criteria and Priorities related to Country of Origin

SUB-CLASSIFICATION	TYPE	VARIABLES	AVERAGE RII	UK	EUR.	ASIA	USA/ CAN.	AUS.	GEN.
Decision Criteria Priorities	DCP	Package Tours (or hotel packages)	25.00%	66.67%	42.86%	25.00%	4.6%	0.00%	42.86%
	DCP	Rely more on Travel Agents	19.64%	0.00%	21.43%	37.50%	23.81%	0.00%	0.00%
	DCP	Gender: females (dominant role, more active)	16.07%	0.00%	28.57%	50.00%	0.00%	0.00%	14.29%
	DCP	Sensible to promotions	16.07%	33.33%	14.29%	25.00%	19.05%	0.00%	0.00%
	DCP	Word of mouth	16.07%	33.33%	21.43%	25.00%	14.29%	0.00%	0.00%
	DCP	Heterogeneous in type of accommodation	14.29%	33.33%	14.29%	12.50%	9.52%	0.00%	28.57%
	DCP	Loyalty	7.14%	33.33%	7.14%	12.50%	0.00%	0.00%	14.29%
	DCP	Effective means to reach seniors: press and radio	7.14%	0.00%	14.29%	0.00%	9.52%	0.00%	0.00%

There was a reliance on the use of travel agencies especially in Asia. Seniors were sensitive to marketing and promotions, with the exception of Australia where it is not mentioned by researchers, where word of mouth was more important, especially in the UK. It was interesting to note the importance of the variable 'loyalty' in studies from the UK.

5.2.2.5 Country of Origin and Travel Behaviour

As we can see from Table V.4, senior tourism behaviour shows a number of common features in every country and continent which has been analysed (with the exception of Australia and the papers analysed which did not mention these variables). Senior tourists mainly travel in the off peak season, and more frequently, especially in Asia. There were other specific variables such as the length of the trip and staying for longer as a very important variable especially for the UK and Asia, while sensitivity to prices in restaurants was a variable that only ranked highly in Europe.

This meta-analysis also showed that differences by the country/region emerged. Nevertheless, data considered cannot respond entirely to the country of origin effect.

The country of origin was a very relevant variable that may effect all the variables analyzed in our conceptual model, and takes into consideration the relevance of the global-

Table V. 5. Senior Tourism Travel Behaviour related to Country / Continent of Origin

SUB-CLASSIFICATION	TYPE	VARIABLES	AVERAGE RII	UK	EUR.	ASIA	USA / CAN.	AUS.	GEN.
Seniors Behaviour	B	Travel off peak season	30.36%	66.67%	42.86%	37.50%	23.81%	0.00%	14.29%
	B	Travel more frequently	19.64%	0.00%	21.43%	62.50%	14.29%	0.00%	0.00%
	B	Spend more money on tourism, trips, entertainment and meals	19.64%	66.67%	7.14%	37.50%	19.05%	0.00%	14.29%
	B	Length of the trip / Stay longer	19.64%	66.67%	7.14%	25.00%	23.81%	0.00%	14.29%
	B	Number of vacation days change with age cycle	16.07%	33.33%	28.57%	25.00%	9.52%	0.00%	0.00%
	B	Travel greater - longer distances	14.29%	0.00%	21.43%	25.00%	14.29%	0.00%	0.00%
	B	Less sensible to price at restaurants	1.79%	0.00%	7.14%	0.00%	0.00%	0.00%	0.00%

local dimension in traveller's consumption patterns. Therefore it is important to select and compare two countries to see if significant differences will emerge. It is precisely for that reason that a deeper analysis was conducted and the process will be explained below.

5.3. In-depth and Semi structured Interviews

5.3.1 Methodology

In depth structured interviews were conducted in two different countries, Oxfordshire (UK) and the Basque Country (Spain) to gather opinions and explore insights, preferences and needs of senior travellers (Appendix 1). The selected sample was a convenience one, as Oxfordshire was the region where the researcher stayed as a visiting academic, and Basque Country is where the researcher lives. Nevertheless, it is essential to note that both regions were different enough and also had some similarities in regard to their economic and cultural aspects. Both regions have a higher average income compared to their country in addition to a higher education level. Nevertheless, as mentioned, some differences emerged. There is a long tradition of travelling further and more frequently in the UK; the UK is a country that generates tourism whereas Spain is a popular destination which, according to the World Economic Forum (2015) leads the rankings for the first time as the world's most competitive tourism industry, and it is the third most visited country in the world with approximately 60.6 million arrivals.

In regard to the interviewing of respondents, the sample population consisted of individuals who were aged 65 years and older (seniors). Firstly, face-to-face open interviews were conducted over a three-month period during the summer of 2015 in Oxfordshire. Snowball sampling techniques were used and 20 respondents agreed to be interviewed. Although it was not a statistically representative sample, it was the first pilot study to test the semi-structured interviews that were to be used in the Basque Country. The interview schedule which was developed for seniors and presented in Appendix 1, and was used by a several trained interviewers who were employed in order to achieve a relevant number of interviews in an affordable time. Several bachelor students at the Bilbao Chamber of Commerce University College were also used to interview parents and grandparents. All of the participants were previously trained and followed the same methodology.

To organise the interview schedule we used the conceptual model as the basis and codified the different topics (see Appendix 5). This allowed the researcher also to undertake a statistical analysis of the sample of semi-structured interviews in order to answer in a more rigorous way the research questions and test the hypotheses derived in this study.

Firstly a descriptive statistical analysis was conducted to check if relevant differences emerged in the samples of both countries, classifying their presentation in the same blocks of the conceptual model (personal determinants, external determinants, motivations, decision criteria and behaviour) and with the same order used previously in the meta-analysis.

Secondly, a principal component analysis (PCA) with the origin of the interviewee as illustrative variable was conducted.

Figure V.1 shows the classification of variables considered in the interviews that were conducted (in depth and semi-structured) according to the conceptual model presented in the previous meta-analysis.

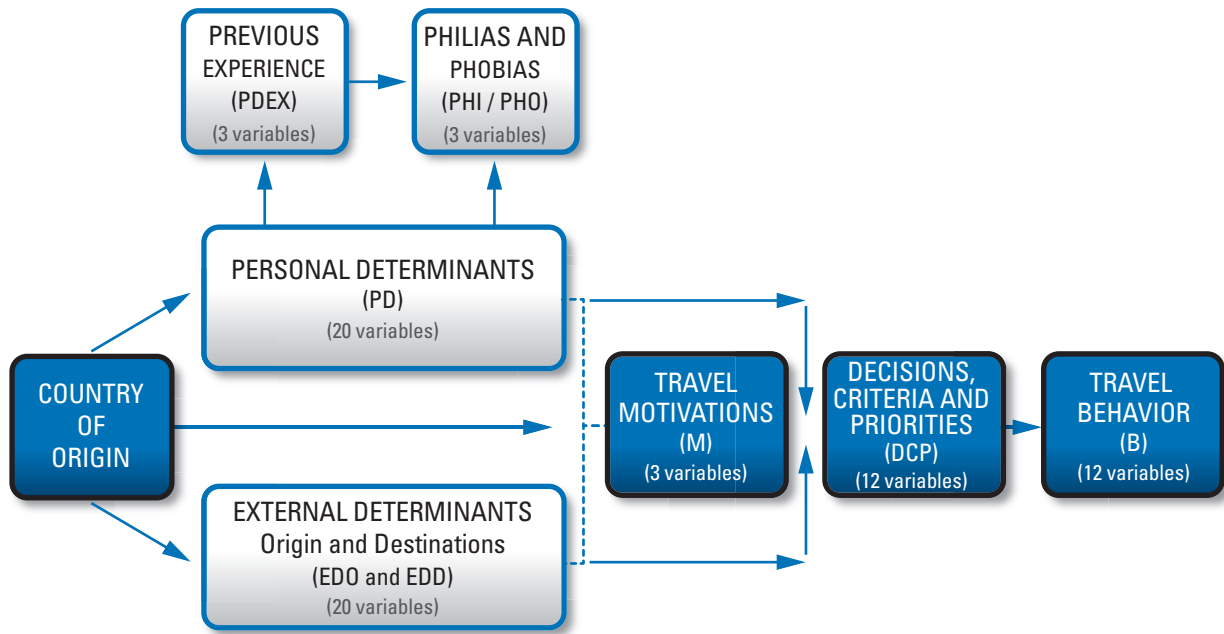


Figure V. 1. Number of variables for each part of the model for the semi-structured interviews

The descriptive analysis will consider the total number of variables that emerged in the interviews; the principal components analysis (PCA) will only focus on the blue ones.

As the country of origin can have a major impact on the personal determinants – this is why in the sample that we have tried to minimize their choosing a similar group of seniors who are well educated and from middle to upper class. The external variables would have been redundant for the purposes of this PCA analysis, therefore they were not considered in this study.

The principal component analysis used as active variables all those starting with M (motivation), DCP (decision, criteria, priorities) and B (behaviour) and an additional qualitative variable that indicates the origin of the interviewee. Each principal component was conceptually explained by motivations (M), decision, criteria, priorities (DCP) and behaviour (B) that defined them, resuming these variables in a reduced number of factors. To perform this data analysis, the software package R and FactoMiner was used. The number of variables considered from the interviews was 26.

Table V. 6. Eigenvalue Percentage of Variance Cumulative Percentage

comp 1	3.78970418	14.57578529	14.57579
comp 2	3.27374142	12.59131314	27.16710
comp 3	2.57467818	9.90260839	37.06971
comp 4	2.40994715	9.26902749	46.33873
comp 5	2.00479146	7.71073637	54.04947
comp 6	1.82542443	7.02086319	61.07033
comp 7	1.45252704	5.58664247	66.65698
comp 8	1.22710515	4.71963520	71.37661
comp 9	1.10379218	4.24535453	75.62197
comp 10	1.05165964	4.04484479	79.66681
comp 11	0.83159806	3.19845408	82.86526
comp 12	0.82483726	3.17245100	86.03772
comp 13	0.61445128	2.36327416	88.40099
comp 14	0.52789917	2.03038142	90.43137
comp 15	0.51608104	1.98492706	92.41630
comp 16	0.39618260	1.52377922	93.94008
comp 17	0.35786425	1.37640096	95.31648
comp 18	0.30906988	1.18873031	96.50521
comp 19	0.21699340	0.83459001	97.33980
comp 20	0.19964435	0.76786287	98.10766
comp 21	0.13110105	0.50423482	98.61190
comp 22	0.11717808	0.45068491	99.06258
comp 23	0.10750783	0.41349166	99.47607
comp 24	0.07039336	0.27074368	99.74682
comp 25	0.04292893	0.16511128	99.91193
comp 26	0.02289864	0.08807171	100.00000

A total of 10 main components with an eigenvalue superior to 1 was obtained. These were the dimensions that accumulate more variability and therefore should be a priori given attention. However, in order to simplify the analysis, we were left with the first five principal components, which accounted for more than half of the total inertia (in particular 54.05%). Then we conceptually made our interpretations of each of those five dimensions that concentrated on the senior tourism market, and finally, we measured which of the individuals from each country showed relevant differences or a coincident positioning to better represent those results, a map was presented showing how individuals depended on their nationality with respect to where the main components were placed.

This methodology has limitations as the sample that was used did not allow us to generalize conclusions to the whole tourism senior market, nor the UK or Spanish one, not even to the Basque Country and Oxfordshire. Nevertheless it allows us to explore what happens in two European countries based on the research questions that were formulated, and to take into account the real voice of seniors, and to provide answers to a methodological challenge in order to build international research that in the future allows us to overcome analysis that is only based on one-country research.

We would like to stress that if differences appeared among those two regions from our convenience sample, however it would be more likely that differences would have have

occurred if the countries were more distant (culturally and socially), and with a broader representation of socio-professional groups of seniors.

Accordingly, it is likely that further research will shed light on this topic. These findings will have practical implications for public policy managers, private organizations, and marketers in different regions or geographical locations so as to help formulate strategies to achieve competitive advantage for their organizations and fulfil senior traveller's expectations.

5.3.2 Descriptive Statistical Analysis

With the aim to have a better perspective on the differences in behaviour that may emerge when comparing both regions (Basque Country and Oxfordshire) it is important to have a clearer view of those variables which have not been clearly defined in the research literature. Interviews were conducted and the descriptive statistical analysis of the most relevant variables are shown below, using the categories coded which were based on the conceptual model.

5.3.2.1 Personal Determinants.

As personal determinants regarding aspects such as educational level, or professional situation were very similar, it will only highlight those personal determinants where differences emerged. Phobias and previous experiences will be also shown.

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Table V. 7. Personal Determinants. Basque Country- Oxfordshire Percentages

TYPE	VARIABLE	BASQUE COUNTRY	OXFORD-SHIRE	TOTAL
PD10	Do you have any kind of obligation or social commitment (volunteer) or other?	4.17%	53.85%	216%
PD12	How often do you meet up with friends / family ..? not regularly	16.67%	0%	10.81%
	How often do you meet up with friends / family ...? more than once per week	45.83%	46.15%	45.95%
	How often do you meet up with friends / family ...? more than once per month	8.33%	46.15%	21.62%
	How often do you stay with friends / family ..? everyday	29.17%	7.69%	21.62%
PD13	What hobbies do you do regularly? (reading)	54.17%	61.54%	56.76%
	What hobbies do you do regularly? (cultural activities)	45.83%	30.77%	40.54%
	What hobbies do you do regularly? (writing)	8.33%	23.08%	13.51%
	What hobbies do you do regularly? (excursions)	62.5%	0%	40.54%
	What hobbies do you do regularly? (travelling)	62.5%	0%	40.54%
	What hobbies do you do regularly? (crafts)	8.33%	0%	5.41%
	What hobbies do you do regularly? (sports)	16.67%	0%	10.81%
	What hobbies do you do regularly? (TV)	79.17%	7.69%	54.05%
	What hobbies do you do regularly? (meals with friends)	4.17%	0%	2.7%
	What hobbies do you do regularly? (fishing and hiking)	4.17%	0%	2.7%
	What hobbies do you do regularly? (Courses and training)	8.33%	0%	5.41%
	PD14	How do you rate your health? (variation scale 1-5)	3.6	4.3

It is interesting to note a higher percentage of seniors who have a social commitment in Oxfordshire (53.85%) in comparison with seniors from the Basque Country. As for social connections, seniors from Basque Country met their family or friends everyday with a percentage of 29.17%, compared to only 7.69% of seniors from Oxfordshire. Nevertheless it is important to highlight that 16.67% of seniors from the Basque Country did not meet their friends or relatives on a regular basis.

In regard to hobbies, watching tv was the highest ranked hobby for respondents from the Basque Country. It is interesting to note that seniors from Oxford did not mention travelling as a hobby, probably because they may not consider it as a “hobby” or not something they do “regularly.” Reading was the hobby with the highest percentage (54.17% Basque Country respondents and 61.54% Oxfordshire respondents).

In regard to the the question about rating their health, it was really interesting to to note the high ratings for this question for both groups as they both scored higher than 3.5 on a 4-point scale, with Basque Country seniors scoring 3.6. and 4.3 for Oxfordshire seniors.

Table V. 8. Phobias Basque Country - Oxfordshire Percentages

TYPE	VARIABLE	BASQUE COUNTRY	OXFORD-SHIRE	TOTAL
PH01	Stressful means of transport (plane)	25.00%	38.46%	29.73%
	Stressful means of transport (car)	4.17%	0.00%	2.70%
	Stressful means of transport (train)	0.00%	0.00%	0.00%
	Stressful means of transport (boat)	16.67%	0.00%	10.81%
	Stressful means of transport (journeys over 5 hours)	16.67%	0.00%	10.81%
	Stressful means of transport (journeys with more than 2 stop-overs)	20.83%	0.00%	13.51%
	Stressful means of transport (others)	0.00%	0.00%	0.00%
	Stressful means of transport (nothing)	0.00%	61.54%	21.62%

Table V. 9. Previous Experiences Basque Country - Oxfordshire Percentages

TYPE	VARIABLE	BASQUE COUNTRY	OXFORD-SHIRE	TOTAL
PDEX1	Frequency of travel for work reasons. Less than once a month	70.83%	53.85%	64.86%
	Frequency of travel for work reasons. More than twice a month	12.5%	7.69%	10.81%
	Frequency of travel for work reasons. 1 or 2 a month	16.67%	7.69%	13.51%
	Frequency of travel for work reasons. Not travelled	0.00%	15.38%	0.00%
	Frequency of travel for work reasons. Very rare	0.00%	15.38%	0.00%
PDEX2	How long spend away from home for work? Less than 2 weeks a year	70.83%	61.54%	67.57%
	How long spend away from home for work? More than a month	12.50%	15.38%	13.51%
	How long spend away from home for work? More than 2 weeks and less than a month	16.67%	7.69%	13.51%
	How long spend away from home for work? Not travelled	0.00%	7.69%	2.70%
	How long spend away from home for work? Very rare	0.00%	7.69%	2.70%
PDEX3	Frequency of travel for leisure. Less than 2 weeks a year	12.50%	0.00%	8.11%
	Frequency of travel for leisure. More than a month	29.17%	0.00%	18.92%
	Frequency of travel for leisure. More than 2 weeks and less than a month	54.17%	23.08%	43.24%
	Frequency of travel for leisure. Once a year	0.00%	23.08%	8.11%
	Frequency of travel for leisure. Twice a year	0.00%	53.85%	18.92%

Travelling to work or spending long periods away from home was not common for both regions. Most respondents travelled to work less than once a month and spent time away from home less than two weeks a year.

In regard to travelling for leisure, it is interesting to highlight the differences that emerged between the two regions. A total of 53.85% seniors from Oxfordshire travelled twice a year, contrasting with 0% from the Basque Country. Conversely, 54.17% seniors from the Basque Country travelled for more than two weeks and less than a month, with 29.17% travelling for more than a month, that is they travelled for longer periods.

Table V. 10. External determinants. Basque Country - Oxfordshire

TYPE	VARIABLE	Variation Scale 1-5		
		BASQUE COUNTRY	OXFORD-SHIRE	TOTAL
EDD1	Choice of leisure trip (climate)	4.2	3.9	4.0
	Choice of leisure trip (cultural offer)	3.2	3.4	3.3
	Choice of leisure trip (educative offer)	1.8	2.0	1.9
	Choice of leisure trip (sports offer)	1.5	1.4	1.5
	Choice of leisure trip (nature)	3.7	3.3	3.5
	Choice of leisure trip (social interaction)	3.2	3.5	3.4
	Choice of leisure trip (possibility of feeling useful)	2.0	2.8	2.4
EDD3	Means of transport used most frequently when traveling? (car)	3.6	3.1	3.4
	Means of transport used most frequently when traveling? (train)	2.1	4.0	3.0
	Means of transport used most frequently when traveling? (bus)	2.3	2.6	2.5
	Means of transport used most frequently when traveling? (boat)	1.4	1.4	1.4
	Means of transport used most frequently when traveling? (plane)	3.4	4.3	3.9

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The climate for both regions was found to be the most important external determinant when choosing a destination. Basque Country seniors also valued nature, cultural offerings and social interaction. As for seniors from Oxfordshire, they valued social interaction and cultural offerings the most. As for the most common form of transport, plane travel was the most frequently used in Oxfordshire in spite of being also considered to be the most stressful.

5.3.2.3. Motivations

Table V.1 1. Motivations Basque Country- Oxfordshire

TYPE	VARIABLE	Variation Scale 1-5		
		BASQUE COUNTRY	OXFORD-SHIRE	TOTAL
M1	Choice of leisure trip (social interaction)	3.2	3.5	3.4
M2	Choice of leisure trip (possibility of feeling useful)	2.0	2.8	2.4

Social interaction was an important variable for both regions and more relevant for Oxfordshire respondents.

5.3.2.4. Decision, criteria, priorities

Table V. 12. Decision, criteria, priorities Basque Country - Oxfordshire

TYPE	VARIABLE	Variation Scale 1-5 and Percentages		
		BASQUE COUNTRY	OXFORD-SHIRE	TOTAL
DCP1	How do you choose destinations? [recommendations from friends and / or relatives]	3.4	4.3	3.9
	How do you choose destinations? [Press]	1.2	1.2	1.2
	How do you choose destinations? [Internet]	1.4	2.6	2.0
	How do you choose destinations? [recommendations of travel agencies]	2.5	4.0	3.3
	How do you choose destinations? [celebrities]	1.0	0.8	0.9
	How do you choose destinations?[Films]	1.5	1.0	1.3
	How do you choose destinations?[Previous experience]	3.6	3.4	3.5
DCP2	How do you usually organize your travels? (travel agencies)	25.00%	76.92%	43.24%
	How do you usually organize your travels? (depending on the trip)	20.83%	0.00%	13.51%
	How do you usually organize your travels? (internet)	4.17%	23.08%	10.81%
	How do you usually organize your travels? (someone else does it for me)	33.33%	0.00%	21.62%
	How do you usually organize your travels? (myself)	16.67%	0.00%	10.81%

Suggestions from friends or relatives was found to be important for seniors from Oxfordshire when choosing destination, comparing to seniors from the Basque Country, who considered previous experience as the most important variable. The internet is also more important for seniors from Oxfordshire in contrast with respondents from the Basque Country. Travel agencies was by far the most important means of organising travel for seniors who lived in Oxfordshire (76.92%), compared to 25 % of respondents from the Basque Country. It is also interesting to note that more than 33% respondents from the Basque Country did not organize their trips themselves but someone did it for them.

5.3.2.5. Behaviour

Table V. 13. Travelling Behaviour Basque Country - Oxfordshire

TYPE	VARIABLE	Variation Scale 1-5		
		BASQUE COUNTRY	OXFORD-SHIRE	TOTAL
B1	Companionship when travelling (alone)	1.5	2.1	1.8
	Companionship when travelling (partner)	3.2	5.0	4.1
	Companionship when travelling (relatives)	3.5	3.7	3.6
	Companionship when travelling (friends)	3.0	3.4	3.2
	Companionship when travelling (other people on package tours)	2.0	1.8	1.9
B4	When do you usually travel? (Summer)	3.9	2.2	3.0
	When do you usually travel? (Spring)	4.0	4.6	4.3
	When do you usually travel? (Winter)	1.9	3.8	2.9
	When do you usually travel? (Autumn)	3.0	3.2	3.1
	When do you usually travel? (Holidays (Christmas, Easter))	2.6	1.5	2.0

Travelling with a partner was most important for respondents from Oxfordshire, followed by travelling with relatives. As for seniors from the Basque Country, travelling with relatives and then their partner was the most highly ranked variables. Spring time seemed to be the best time of the year to travel for respondents from both regions, followed next by summer for Basque Country respondents and winter for Oxfordshire respondents.

5.3.3. Open Questions

Open Questions were used in the questionnaires for both regions. In regard to senior respondents, the first open question dealt with the importance of regular physical activities. It is interesting to highlight that most seniors participated in physical activity, mainly walking. Another theme emerged that related to nutrition and the importance of diet. Furthermore, when physical activity and hobbies were mentioned, the importance of social interaction also emerged as well, as Kate (68) from Oxfordshire stated:

"I think diet is quite important. The change in diet from when I was brought up, was quite different, you know? I mean lots of meat and fatty diet while now we eat a lot of vegetarian and fish...Exercise I suppose, but it is keeping your mind interested I think that is important. I think having interests, keeping your mind busy. I think having family, you know? Friends, and contact with people is probably one of the biggestit is very easy to become isolated, you know? I think people are the most important thing, contact with people, having an interest in other people. I think that is an important thing in life to be close, near to people that you share things with. When you get old you can be very isolated when people die, you know?"

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Thus, there was agreement that walking was the most common physical activity. Watching TV and reading also emerged as the most common hobbies for seniors from the Basque Country while going to the cinema, volunteering and reading were activities that emerged from Oxford respondents.

5.3.4. Results of Principal Components

It was important to note that of 54.05% of the explanatory power of the first five principal components, the country of origin appeared as a relevant variable in three of them, which accounted for more than 30%. This shows that the variable 'country of origin' in our sample, will show important differences in the ways of travelling, criteria, motivations and sources of differential decision showing the need to adapt offers to seniors from different countries; but also 24.04% of the two other components, country will not be a relevant source of difference. The two hypothesis in this Chapter can be answered positively and we can even establish a proportion between the global and local approaches: 30 local, 24 global among two samples as the ones presented in previous descriptive analyses. This a high rate of adaptation that the senior tourist will require to undertake depending on their country of origin.

The principal components and the variables that show a high significance (contribution) on the positive or negative side of these components will be explained. This study has only considered those variables whose contribution to the inertia of the main component exceeds approximately 4%, –more than the average that would result in dividing 100 between the 26 variables that have been considered.

The coordinates of the variables with positive or negative signs- over each principal component (Appendix 9) and the contributions of the variables, with the the percentages of explanation for each dimension (Appendix 10) are summarized in the table below:

Table V. 14. Percentages and Sign Coordinates and Contributions

TYPE	VARIABLE	DIM1		DIM2		DIM3		DIM4		DIM5	
		%	SIGN	%	SIGN	%	SIGN	%	SIGN	%	SIGN
DCP1.1	Choice: family	4.51	+	0.39	-	2.64	-	0.07	-	4.27	+
DCP1.2	Press	1.46	+	2.66	-	0.00	-	9.11	-	5.42	-
DCP1.3	Internet	10.04	+	9.81	-	0.29	-	0.39	-	2.31	+
DCP1.4	Travel Agency	5.71	+	14.73	+	1.11	-	2.44	-	0.01	+
DCP1.5	Celebrities	1.42	+	2.43	+	1.23	-	8.17	+	5.36	-
DCP1.6	Films	0.01	+	1.40	-	0.24	+	9.09	-	0.38	-
DCP1.7	Previous experience	5.48	-	1.77	+	2.19	-	4.11	+	0.06	+
DCP2.1	Organization Travel Agency	5.68	+	14.80	+	2.80	-	0.01	-	0.99	-
DCP2.2	Internet	3.02	+	5.50	-	0.06	-	0.12	+	16.76	+
DCP2.3	Oneself	0.35	+	5.87	-	1.55	+	0.01	-	12.77	-
DCP2.4	Another person	6.74	-	2.00	-	0.02	+	6.55	+	0.21	-
DCP2.5	Depending	5.41	-	0.05	-	1.31	+	5.87	-	0.43	+
B1.1.	Companionship: alone	0.23	+	2.99	-	2.96	+	10.88	+	5.33	-
B1.2	With partner	1.34	+	0.63	-	9.67	-	5.40	-	10.75	+
B1.3	Relatives	7.70	-	0.01	-	16.30	-	0.41	+	0.01	+
B1.4	Friends	0.08	+	8.05	+	10.60	+	3.23	-	0.24	+
B1.5	Package tours	0.05	-	12.71	+	6.12	+	0.94	-	0.08	+
B2	Trip length	1.21	+	0.01	-	1.13	+	8.43	+	0.86	+
B3	Travel frequency	6.74	-	0.30	-	6.37	+	2.43	+	4.97	+
B4	Peak season	4.72	-	0.03	+	1.19	-	1.12	-	7.86	-
M1	Social interaction	6.84	+	3.91	+	7.45	+	0.85	+	0.06	-
M2	Feeling useful	0.74	+	0.32	-	0.91	-	4.65	+	0.68	+
B5.1	Next destination : nearby	4.22	+	7.37	-	5.09	+	1.81	-	5.58	-
B5.2	Family based	5.07	+	1.15	+	4.69	-	7.91	+	0.48	-
B5.3	Sun and beach	10.09	-	0.87	+	0.01	-	3.35	-	0.78	+
B5.4	Discovery and experience	0.00	+	0.11	+	13.80	+	2.55	+	13.22	+

5.3.4.1. Principal Component 1. Need to vary destination to find comfort

The first principal component used 14.6% of the total variability, and is a dimension of tourism that can be conceptualized as the need to vary the destination to find comfort.

This dimension reflects traveling as a comfort consumption that separates individuals who travel to find comfort into two groups with different attitudes towards the destination. On the positive side we find:

1. Positive: individuals that look for new “comfortable” destinations. They look for inspiration from the internet, trust travel agencies to organize the trip and look for social interaction. Due to their need for change, they prefer to go to family based and nearby destinations.
2. Negative: are senior travellers who choose to travel with relatives looking for a good climate and preferring destinations that they already know and are repeat travellers with only small variations. Due to the repeat aspect of their trip they do not need professional advice to organize their leisure trip.

Table V. 15. Percentages and Sign Coordinates and Contributions PC1

TYPE	VARIABLE	%	SIGN
DCP1.3	Internet	10.49	+
M1	Social Interaction	6.84	+
DCP1.4	Travel Agency	5.71	+
DCP2.1	Organization Travel Agency	5.68	+
B5.2	Family Based	5.07	+
DCP1.1	Choice: Family	4.51	+
B5.1	Next destination: nearby	4.22	+
DCP2.2	Internet	3.02	+
DCP1.2	Press	1.46	+
DCP1.5	Celebrities	1.42	+
B1.2	With partner	1.34	+
B2	Trip length	1.21	+
M2	Feeling useful	0.74	+
DCP2.3	Oneself	0.35	+
B1.1.	Companionship: alone	0.23	+
B1.4	Friends	0.09	+
DCP1.6	Films	0.01	+
B5.4	Discovery and Experience	0.00	+
B5.3	Sun and beach	10.95	-
B1.3	Relatives	7.70	-
B3	Travel Frequency	6.74	-
DCP2.4	Another person	6.46	-
DCP1.7	Previous experience	5.48	-
DCP2.5	Depending	5.41	-
B4	Peak Season	4.72	-
B1.5	Package tours	0.05	-
	Weigth -	47.46	
	Weigth +	42.52	

The variables are presented in order of importance with those that have the highest significance (contribution) on the positive side of this first component:

- DCP1.3 Degree of relevance of the Internet for choosing a destination
- M1 Social Interaction as an important motivator
- DCP1.4 Degree of relevance of travel agency recommendations for choosing destination
- DCP2.1 Preferred trip organization with a travel agency
- B5.2 Family based destinations.
- DCP1.1 Degree of relevance of family in choosing destination
- B5.1. Nearby destinations, with no stress

By contrast, the variables that stood out in order of importance on the negative axis of the first principal component were:

- Next trip B 5.3 sun and beach
- Frequency B1.3 travel with relatives
- Preferred DCP2.4 trip organization: another person does it for me
- B3 Frequency of travelling
- DCP1.7: Previous experience as relevant variable for choosing destination
- Preferred DCP2.5 trip organization depending on the trip
- B4 Travel on peak season

5.3.4.2. Principal Component 2. Need for professional support for the travel organization

The second principal component uses 12.59% of the total variability. This separates individuals into two groups in regard to the way they organize and plan their trips. This dimension divides individuals into two main groups:

1. On the positive side, individuals who organize their trip through a travel agency and trust on their suggestions and recommendations and want to connect with new people. Because of this, we find a positive contribution for package tours.
2. On the negative side, those who prefer to organize their trips by themselves, through the internet, or choosing nearby destinations.

The variables shown in order of importance that have a higher significance (contribution) on the positive side of this second principal component were:

Table V. 16. Percentages and Sign Coordinates and Contributions PC2

TYPE	VARIABLE	%	SIGN
DCP2.1	Organization Travel Agency	14.80	+
DCP1.4	Travel Agency	14.73	+
B1.5	Package tours	12.71	+
B1.4	Friends	8.05	+
M1	Social interaction	3.91	+
DCP1.5	Celebrities	2.43	+
DCP1.7	Previous experience	1.77	+
B5.2	Family based	1.15	+
B5.3	Sun and beach	0.87	+
B5.4	Discovery and experience	0.11	+
B4	Peak season	0.03	+
DCP1.3	Internet	9.81	-
B5.1	Next destination: nearby	7.37	-
DCP2.3	Oneself	5.87	-
DCP2.2	Internet	5.50	-
B1.1.	Companionship: alone	2.99	-
DCP1.2	Press	2.66	-
DCP2.4	Another person	2.00	-
DCP1.6	Films	1.40	-
B1.2	With partner	0.63	-
DCP1.1	Choice: family	0.39	-
M2	Feeling useful	0.32	-
B3	Travel frequency	0.30	-
DCP2.5	Depending	0.05	-
B2	Trip length	0.01	-
B1.3	Relatives	0.01	-
	Weigth -	28.55	
	Weigth +	50.29	
		78.84	

- DCP 2.1 Preferred trip of organization travel agency
- DCP1.4: Degree of relevance of travel agency recommendations for choosing a destination
- B1.5 Preference of travelling in package tours
- B1.4 Preference of travelling with friends
- M1 Social Interaction as an important motivator

By contrast, the variables that stand out for their importance on the negative axis of the second principal component were:

- DCP1.3 Degree of relevance of the Internet for choosing a destination
- B 5.1. Future destination nearby
- DCP 2.3 Preferred trip organization by oneself
- DCP 2.2 Preferred trip organization with internet

5.3.4.3. Principal Component 3. Need for discovery and novelty

The third principal component accumulated 9.9% of the total variability. This separates individuals into two categories:

1. On the positive side, individuals that conceive travelling as a completely new experience that will connect them with current and new friends
2. On the negative side, individuals that conceive travelling as a family and familiar experience.

The variables presented in order that have a higher significance (contribution) on the positive side of this third principal component were:

Table V. 17. Percentages and Sign Coordinates and Contributions PC3

TYPE	VARIABLE	%	SIGN
B5.4	Discovery and experience	13.80	+
B1.4	Friends	10.60	+
M1	Social interaction	7.45	+
B3	Travel frequency	6.37	+
B1.5	Package Tours	6.12	+
B5.1	Next destination: nearby	5.09	+
B1.1.	Companionship: alone	2.96	+
DCP2.3	Oneself	1.55	+
DCP2.5	Depending	1.31	+
B2	Trip length	1.13	+
DCP1.6	Films	0.24	+
DCP2.4	Another person	0.02	+
B1.3	Relatives	16.30	-
B1.2	With partner	9.67	-
B5.2	Family based	4.69	-
DCP2.1	Organization Travel Agency	2.80	-
DCP1.1	Choice: family	2.64	-
DCP1.7	Previous experience	2.19	-
DCP1.5	Celebrities	1.23	-
B4	Peak Season	1.19	-
DCP1.4	Travel Agency	1.11	-
M2	Feeling useful	0.91	-
DCP1.3	Internet	0.29	-
DCP2.2	Internet	0.06	-
B5.3	Sun and beach	0.01	-
DCP1.2	Press	0.00	-
	Weight -	30.66	
	Weight +	49.43	
		80.09	

- B5.4 Future destination discovery and experience
- B1.4 Travelling with friends
- M1 Social interaction as important aspect when choosing leisure trips
- B3 Frequency of travelling
- B1.5 Travelling with other people in package tours
- B5.1 Nearby destinations, with no stress

Regarding the variables that stand out for their importance in the negative axis of the third principal component were:

- B1.3 Travel with relatives
- B1.2 Travel with partner
- B5.2 Destination family based

The fourth principal component accumulates 9.2% of the total variability. This principal component differentiates 2 types of travels:

1. Longer trips to be undertaken alone that allow diverse ways of choosing destinations (e.g. family based destination, celebrities choices or self fulfillment)
2. Trips to be undertaken by a couple, which are short and clearly influenced by films or the press.

The variables that have a higher significance (contribution) on the positive side of this fourth principal component were:

Table V. 18. Percentages and Sign Coordinates and Contributions PC4

TYPE	VARIABLE	%	SIGN
B1.1.	Companionship: alone	10.88	+
B2	Trip length	8.43	+
DCP1.5	Celebrities	8.17	+
B5.2	Family Based	7.91	+
DCP2.4	Another person	6.55	+
M2	Feeling useful	4.65	+
DCP1.7	Previous experience	4.11	+
B5.4	Discovery and experience	2.55	+
B3	Travel frequency	2.43	+
M1	Social interaction	0.85	+
B1.3	Relatives	0.41	+
DCP2.2	Internet	0.12	+
DCP1.2	Press	9.11	-
DCP1.6	Films	9.09	-
DCP2.5	Depending	5.87	-
B1.2	With partner	5.40	-
B5.3	Sun and beach	3.35	-
B1.4	Friends	3.23	-
DCP1.4	Travel Agency	2.44	-
B5.1	Next destination : nearby	1.81	-
B4	Peak Season	1.12	-
B1.5	Package Tours	0.94	-
DCP1.3	Internet	0.39	-
DCP1.1	Choice: family	0.07	-
DCP2.3	Oneself	0.01	-
DCP2.1	Organization Travel Agency	0.01	-
	Weight -	29.47	
	Weight +	50.70	
		80.17	

- B 1.1 Companionship: preferred travel alone
- B.2. Trip length
- DCP 1.5 Degree of relevance of celebrities for choosing destination
- B5.2. Destination family based
- DCP 2.4 Trip organization by another person

The variables that stood out for their importance on the negative axis of the fourth principal component were:

- DCP 1.2. Degree of relevance of the press for choosing destination
- DCP 1.6 Degree of relevance of the firms for choosing destination
- DCP2.5 Organization of the trip depending on the travel
- B1.2. Companionship : preferred with partner

5.3.4.5. Principal Component 5. Preparation and Reflection

The fifth main component explained 7.7% of the total variability of the data set. Principal component five divides individuals into those who:

1. Like to prepare for their trips and see this travel preparation time as part of the travel experience. This is why it is positively correlated with an intensive use of the internet and as an important preference for trips for discovery and experiences.
2. Those who do not devote time to think about their trip and make their decision in a more impulsive mood.

The variables that stand out for their importance on the positive side of this principal component were:

Table V. 19. Percentages and Sign Coordinates and Contributions PC5

TYPE	VARIABLE	%	SIGN
DCP2.2	Internet	16.76	+
B5.4	Discovery and experience	13.22	+
B1.2	With partner	10.75	+
B3	Travel frequency	4.97	+
DCP1.1	Choice: family	4.27	+
DCP1.3	INternet	2.31	+
B2	Trip Length	0.86	+
B5.3	Sun and beach	0.78	+
M2	Feeling useful	0.68	+
DCP2.5	Depending	0.43	+
B1.4	Friends	0.24	+
B1.5	Package Tours	0.08	+
DCP1.7	Previous experience	0.06	+
DCP1.4	Travel Agency	0.01	+
B1.3	Relatives	0.01	+
DCP2.3	Oneself	12.77	-
B4	Peak season	7.86	-
B5.1	Next destination : nearby	5.58	-
DCP1.2	Press	5.42	-
DCP1.5	Celebrities	5.36	-
B1.1.	Companionship: alone	5.33	-
DCP2.1	Organization Travel Agency	0.99	-
B5.2	Family based	0.48	-
DCP1.6	Films	0.38	-
DCP2.4	Another person	0.21	-
M1	Social interaction	0.06	-
	Weight -	42.32	
	Weight +	49.97	
		92.29	

- DCP2.2 Preferred trip organization internet
- B5.4 Discovery and experience
- B1.2 Companionship: preferred with partner
- B3 Frequency of travelling
- DCP1.1 Degree of relevance of family for choosing destination

In regard to the variables that stand out for their importance on the negative axis of the fourth principal component were:

- DCP2.3 Organization of the trip by oneself
- B4 Trips in peak season
- B5.1 Near by, no travel stress
- DCP1.2. Degree of relevance of the press for choosing destination
- DCP1.5 Degree of relevance of celebrities for choosing destination

5.4. Country of Origin Effect

When taking into consideration this important dimension as previously stated, results on the principal components were as follow:

Principal Component 1. Need to vary destination to find comfort

Since respondents from the Basque Country are on average placed in positive values of the first principal component, we can state that they are statistically associated with high values of the variables DCP1.1, DCP1.3, DCP1.4, DCP2.1 , M1, B5.1 and B5.2 and low values of DCP1.7, DCP2.4, DCP2.5, B1.3, B3, B4 and B5.3 variables. The opposite occurs with individuals whose origin is 1 (Oxfordshire).

Principal Component 2. Need of professional support for the travel organization

Since respondents from the Basque Country are on average placed on positive values of the first principal component, we can state that they are statistically associated with high values for the variables DCP1.4 , DCP 2.1, B1.4 and B1.5 and low values in DCP1.3, DCP 2.2, DCP 2.3, DCP 2.5, and B 5.1. variables. The opposite occurs with individuals whose origin is 1.

Principal Component 3. Need for discovery and novelty

Individuals from the Basque Country were positively associated with the most important variables on the negative axis and negatively with the most important variables on the positive axis. In short, respondents who origin is 0 are statistically significant with higher values in the B1.4, B1.5, B3, B 5.1, B5.4 and M1 and negatively with variables B 1.2, B1.3, and B5.2. The opposite occurs with respondents from origin 1.

Principal Component 4. Length and companionship

Respondents from the Basque Country were positively associated with the most important variables in the negative axis, and negatively with the most important variables in the positive axis. In short, respondents who origin was 0 were statistically associated with high values in the DCP 1.5, DCP 2.4 4, B 1.1, B 2 and B5.2 and negatively with variables DCP 1.2, DCP 1.6, DCP2.5 and B1.2. The opposite occurs with respondents from Oxfordshire.

Principal Component 5. Preparation and Reflection

Respondents from Basque Country were associated with the positive side of the principal component and therefore statistically associated with high values in the variables DCP1.1, DCP2.2, B1.2, B3 and B5.4 and low values in DCP1.2, DCP1.5, DCP 2.3, B1.1, B4 and B5.1 variables. Just the opposite occurs with respondents whose origin was from Oxfordshire.

Regarding the country of origin effect, starting with the additional qualitative variable, the results are as follow:

Table V. 20. Country of Origin Effect. Additional qualitative variable

Score					
	PC 1	PC 2	PC 3	PC 4	PC 5
0	1.5989955	0.1027309	-0.8842616	0.3938511	0.7034402
1	-0.7167911	-0.0460518	0.3963931	-0.1765539	-0.3153353

\$v.test					
	PC 1	PC 2	PC 3	PC 4	PC 5
0	3.52135	0.243413	-2.362566	1.087659	2.12989
1	-3.52135	-0.243413	2.362566	-1.087659	-2.12989

It can be deduced that the only additional qualitative variable involved substantial differences (test values superior to 2) in principal components 1, 3 and 5, which was similar for both groups for the remaining principal components. That is, respondents from both origins showed substantially different behaviours on those variables that determine the main components 1, 3 and 5 and did not have substantially different behaviours on the variables that determined the principal components 2 and 4.

In particular, individuals who take the value 0 in the variable origin (those from the Basque country) had positive values for principal components 1 and 5, and negative for the variable 3. These signs will allow us to determine which variables are associated with individuals that are similar for both groups.

Individual factor maps will also show important aspects on principal components 1, 3 and 5.

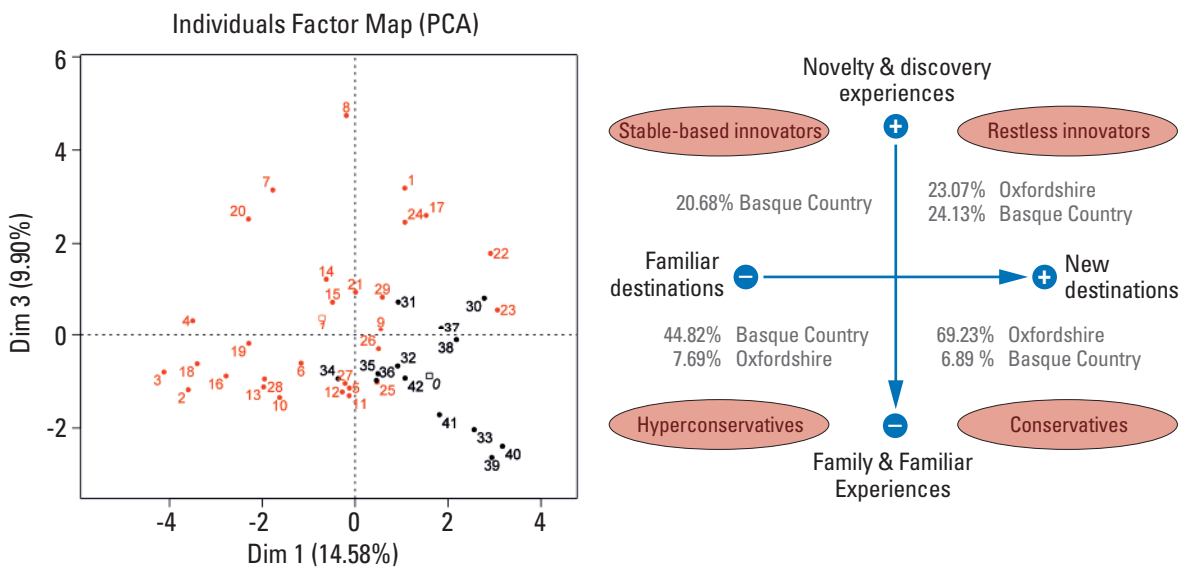


Figure V. 2. Individuals Factor Map. Principal Components 1-3 / Figure V. 3. Individuals Factor Map Percentages from Regions

Diversity and heterogeneity was shown among individuals from the Basque Country (black colour is for individuals from Oxfordshire and red from the Basque Country) in figure V4.

These four quadrants represent four different segments:

1. **Hyperconservatives.** Individuals located on the left bottom quadrant consisted of the majority quadrant for Basque Country individuals. They see no need to change destination, and see the leisure trip as a familiar experience. Consequently they are happy to keep repeating the same destination. Organization with support from professionals is not required and they do not need professional advice or suggestions from travel agencies or the internet to organize their leisure trip.
2. **Conservatives.** This majority quadrant is on the right bottom, consisting of nearly 100% of individuals from Oxfordshire. They love diversity, choose their trips and destination though the internet or travel agencies, they visit their relatives at their destination and search for social interaction, comfort and relaxation. They change destinations but consider leisure travel to be a familiar experience.
3. **Stable innovators.** This is viewed at the upper left quadrant, will all individuals from the Basque Country. They prefer not to change destinations but enjoy novelty and new experiences on their leisure trips.
4. **Restless innovators.** These individuals who are placed in the upper right quadrant, seek new comfortable destinations and experiences, listen to suggestions from travel agencies and search for information into the internet.
5. **Intermediate category:** This category represents individuals who are equi-distant between categories, being in this case one individual from Basque Country placed between two categories, upper left /upper right quadrant.

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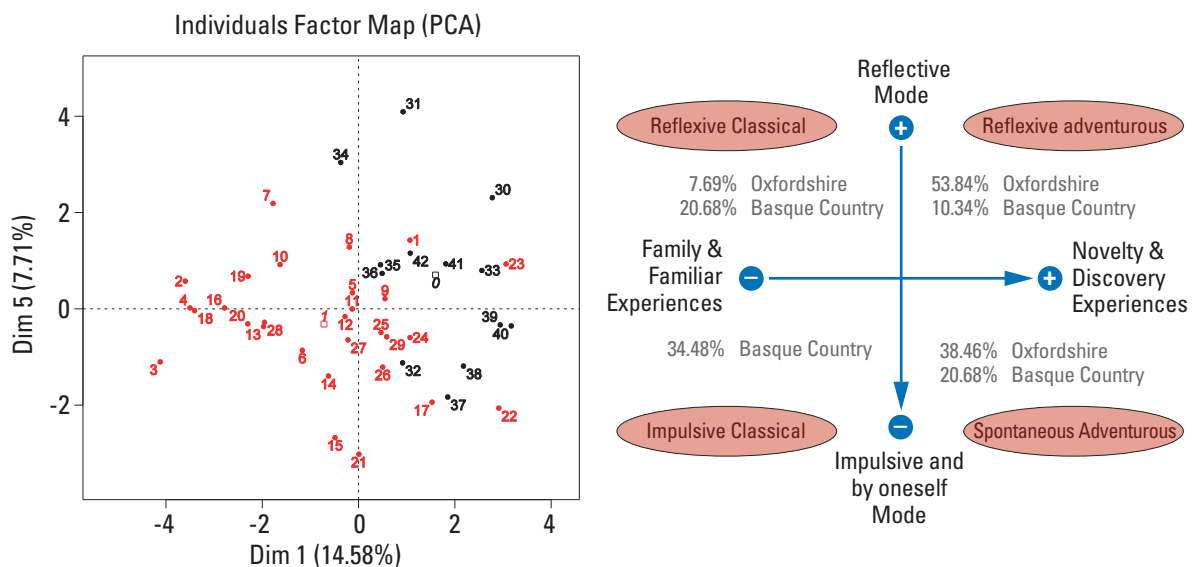


Figure V. 4. Individuals Factor Map. Principal Components 1-5 / Figure V. 5. Individuals Factor Map Percentage

These four quadrants represent 4 different segments.

1. **Impulsive Classical.** Individuals are located in the left bottom quadrant of which 100% are from the Basque Country. These are individuals who do not need any special preparation when organising their trips as they prefer to travel to already known places with their family and organise their journey by themselves in a more impulsive mode.
2. **Spontaneous Adventurous.** These are individuals located in the right bottom quadrant, and are from from both regions. They prefer impulsive self-organised trips and are open to professional suggestions for a more experiential trip.
3. **Reflective Classical.** These individuals are placed in the upper left quadrant. They stated that travel preparation is important to them, and seek discovery and different experiences although they may do the same trip again to the same destination.
4. **Reflective Adventurous.** These individuals are mainly from Oxfordshire, and are placed in the upper right quadrant. They are thoghful, enjoy organising their trip, prepare every detail, and obtain information and suggestions from travel agencies, friends, family and the internet.
5. **Intermediate category.** This category represents individuals who are equi-distant between categories, and consist of three individuals from the Basque Country (10, 34% from Basque Country individuals) and are placed between two categories, the upper left / bottom left quadrant.

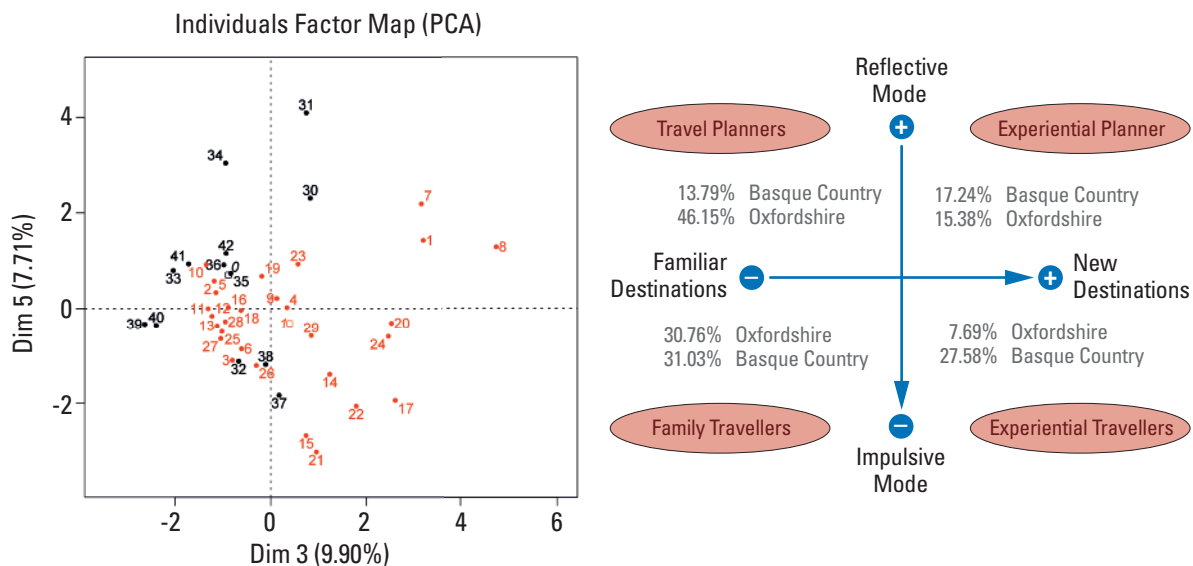


Figure V. 6. Individuals factor map. Principal components 3-5 / Figure V. 7. Individuals Factor Map Percentage

These four quadrants represent 4 categories.

1. **Family Travellers.** These individuals are located in the left bottom quadrant, with a similar percentage of individuals from both regions. They are individuals who travel to

enjoy family experiences without committing much time to preparation, and are in a more routine manner. More than 30 % of individuals from the Basque Country are placed in this quadrant.

2. **Experiential travellers.** These individuals are placed in the bottom right quadrant, and they look for experiences and new destinations, plan their trips themselves or are strongly influenced by what they read or see.
3. **Travel Planner.** These individuals are placed in the upper left quadrant, are reflective in their planning on any occasion and any trip, even if it is to the same destination. There is a high percentage of individuals from Oxfordshire, nearly 50%.
4. **Experiential Planner.** These are individuals who carefully organise their leisure trip, searching for new destinations, and to discover new memorable experiences
5. **Intermediate category.** This category represents individuals who are equi-distant between categories, being in this case 10.34% Basque Country individuals, who are placed between two categories, the upper and bottom quadrant.

5.5. Synopsis of the Chapter

The aim of this Chapter has been to provide a deeper understanding of senior tourism from an international perspective, as well as providing improved knowledge about the reasons why this emerging market segment is so diverse.

The evidence shows that the tourism industry must be more attentive to the senior market because of the rapid increase in its market's size, and to genuinely understand the needs, preferences, wants and behaviour of this segment. This study has also emphasised the importance of understanding its heterogeneity, and the need to adapt to the capabilities and characteristics of the country/ region / offer or receptors.

Senior tourism shows many global features that are strategically relevant to understand older adult's behaviour and decision making processes, their motivations, and determinants at the personal level, but also externally that relate to destination characteristics. Many researchers have agreed, for the need to take into consideration the country of origin effect and the global local dimension (Bai et al., 2001; Chen et al. (2015); Le Serre et al., 2013; Patuelli et al., 2015) and the researcher attempted to shed some light on this issue Huang and Tsai (2003: 571) supported the need to develop this new area of research when they stated, "Senior travellers may show some significant differences due to cultural differences and perhaps this should be explored further"

As previously stated two different types of methodologies have been used in this study: a meta-analysis and qualitative research of which in-depth interviews were conducted using a sample of 82 individuals from two different regions and countries. The results were presented and categorised according to the different components of the analysis model. In order to build a relative importance index (RII) most of the regions chosen were continents with the exception of the UK. The division of papers according to their geographical area were: (1) USA 18 papers ;(2) Canada 3; (3) UK 3; (4) Europe 14; (5) Australia 4; (6) Asia 7; and (7) Other 7 (no specific country). Each of the tables compared senior tourism from the the countries/ continents.

The findings and conclusions from the meta-analysis and presented in the conceptual model were as follows:

1. **Personal determinants:** the main variables in every country and region that were analysed in the meta-analysis were: health situation, economic situation, available time and familiar responsibilities. Age appeared as a grounded variable which was correlated with most of the previously stated variables. It is interesting to note that specific personal determinants emerged such as the importance of approval or disapproval from others as an important determinant in Asia, while the relevance of previous experience was important in the UK.

2. **External determinants:** safety was found to be an increasingly important variable, as well as special events and easy and seamless transportation. Specific external determinants also emerged such as the importance of climate for UK senior travellers, the relevance of comfort and special facilities for UK and Asian seniors, and the increasingly emerging variable of discouraging guests under 16 in the UK and USA.
3. The **common motivations** for senior tourists were: (1) social interaction; (2) to feel and look better (3) improve their health, (4) new experiences, and education and skills. It was interesting to note the relevance of social interaction which was ranked higher (39.29%) and ahead of feeling better (35.71%) and health (33.93%). Learning and relaxation were also important motivators for most countries in our meta analysis, with some exceptions: learning was not an important motivation in the UK while for all other geographical areas it is a very important variable, especially in Asia. Relaxation did not appear as a motivator for travel in Australian studies, while it was the most important one for Asia and a very important motivator for Europeans. Visiting relatives or friends was found to be very important in most countries/continents with the exception of the UK. It was worthy to note the relevance of nostalgia which was highly ranked in Australia (75%) and Asia (62.50%), and mentioned in the remainder of countries / continents with the exception of the UK. It was also important to highlight specific motivations for some geographical areas such as self-fulfilment in Australia; in Europe and USA beauty and scenery, as well as improving language skills were important motivations whereas for senior Asians, patriotism and pride were important motivators.
4. As for **decision making, criteria and priorities**, the importance of package tours was highly ranked, especially in the UK and Europe. Seniors were responsive to marketing and promotions, with the exception of Australia where it was not discussed by researchers. Word of mouth and loyalty were also important in the UK.
5. **Senior tourist behaviour** displays common features in every country and continent which was analysed (with the exception of Australia as the articles that were analysed did not mention these variables): These common features include travelling in the off peak season, and more regularly, which was specially mentioned in some of the Asian studies. Other variables also emerged such as the length of the trip and spending longer time away from home was a very important variable for the UK and Asia. Sensibility to prices in restaurants was a variable that was only ranked highly in European studies.

This meta-analysis has indicated that there are differences and similarities between countries/regions that clearly affect the way that tourism products and services are offered by each nationality. Nevertheless, the data that was considered was not able to respond entirely to the effect of country of origin but it generally supported research question RQ 3.

The qualitative research which was based on in-depth interviews using a sample of 82 individuals from two different regions and countries has supported the findings from the meta analysis. A descriptive statistical analysis was conducted to assess whether there were

relevant differences between both countries, and allowed their presentation classified in the same blocks of our conceptual model and with the same order used previously in the meta-analysis: personal determinants, external determinants, motivations, decision criteria and behaviour. The main findings are presented below:

1. In regard to **personal determinants**, there was a high percentage of married seniors (82.93%) who have a social commitment in Oxfordshire (53.85%) in contrast with seniors from the Basque Country (4.17). With the question of their perceived health status, both sample groups of respondents gave high responses (rankings of more than 3.5 on a scale from 1 (poor health to 5 excellent health), with being 3.6 for the Basque Country and 4.3 for Oxfordshire. When considering the phobias or fears, respondents from both countries ranked airline travel as the most stressful means of transport.
2. In regard to **external determinants**, the climate was found to be the most important external determinant when choosing destination for both groups of respondents (in a variation scale 1-5, Basque Country 4.2 and Oxfordshire 3.9). Senior respondents from the Basque Country seniors also ranked nature (3.7), cultural offerings (3.2) and social interaction (3.2) for external determinants. Senior respondents from Oxfordshire valued social interaction (3.5) and cultural offerings (3.4) the most. In contrast, sports offerings were ranked 1.5 for the Basque Country and 1.4 for Oxfordshire.
3. In Regard **motivations**, social interaction was found to be important for both regions (Basque Country 3.2 and Oxfordshire 3.5) of the need to feel useful was ranked higher ranked for senior respondents from Oxfordshire (2.8) compared to 2 from the Basque Country respondents.
4. With **decision making, criteria and priorities**, the suggestions from friends or relatives were found to be most important for seniors from Oxfordshire (4.3) when choosing a destination, compared to seniors from the Basque Country (3.4), who regarded previous experience as the most important variable (3.6). The use of the Internet was also more important for seniors from Oxfordshire (23.08%), and had a higher degree of importance for travel agencies in Oxfordshire (76.92%). This was in contrast with the low use of the internet by senior respondents from the Basque Country (4.17) or 25%. It was also interesting to note that more than 33% respondents from the Basque Country did not organize their own trips but used travel agents or someone else to help them.
5. **Travelling with a partner** had a higher rating for respondents from Oxfordshire (5), followed next by travelling with relatives (3.7). In regard to seniors from the Basque Country, travelling with relatives (3.5) was more important than with a partner (3.2) as the highest ranked variables. Spring time was seen as the best time of the year to travel for respondents from both regions, the next popular was summer for Basque Country respondents while winter was popular for Oxfordshire respondents.

The findings from the descriptive statistical analysis have shown that there are clear differences between the travel behaviour of senior respondents in the Basque Country, Spain and Oxfordshire in the UK, especially in regard to: determinants, motivations, decision making criteria and tourist behaviour. In an attempt to provide deeper analysis, a principal component analysis (PCA) with the origin of the interviewee as the illustrative variable was conducted.

The analysis found a total of 10 main components with an eigenvalue superior to 1 were obtained. The explanatory power of the first five principal components explained 54.05% of the variance, which suggests that country of origin appeared as a relevant variable in three of them, and which accounted for more than 30%. This suggests that the country of origin motivated significant differences in the ways that senior tourists travel, the criteria that they use for choosing a holiday, the motivations and sources of differential decision making. These results suggest that there is a need to alter marketing strategies for seniors from different countries.

The 2 hypothesis of this Chapter can be answered positive:

H5. There are differences motivated by the country of origin that may affect the way tourism for the senior segment market should be offered to each nationality leading to a multi-domestic strategy.

H6. At the same time, there will be coincidences in the senior's behaviours that are not dependent from on their country of origin allowing a global strategy.

Furthermore, a proportion between the global and local approach: 30 local, 24 global between two samples as the ones presented in previous descriptive analysis can be established. This a high rate of adaptation that senior tourists will require depending on their country of origin, that may increase when considering other countries.

Conceptually, each of the five dimensions have been analysed in regard to their effects on the senior tourism market. The five principal components or dimensions (PC) were:

- PC 1. The need to vary the destination to discover comfort, which accumulates 14.6% of the total variability. It separates individuals into two groups with different attitudes towards the destination dimension of tourism related that can be conceptualized as need of vary destination to find comfort
- PC 2. The need for professional support to help organise the trip, which accumulates 12.59% of the total variability. This separates individuals into two groups in regard to the way that they organize and plan their trips, either through a travel agency and professional suggestions or independently through word of mouth or using the internet.
- PC 3. The need for discovery and novelty, that accumulated 9.9% of the total variability. This separates individuals into two categories: seniors that conceive travelling as a

completely new experience, contrasting with seniors that conceive travelling with a family, to a familiar destination.

- PC 4. The length of the trip and the need for companionship, that accumulated 9,2% of the total variability. This is separated into taking longer trips alone that allows diverse ways of choosing destinations, and shorter trips that are taken as a couple, and which is influenced by the print media or watching movies.
- PC 5. Preparation and reflection explains 7.7% of the total variability of the data set. Principal component five divides individuals into those who like to prepare their own trips and see this travel preparation time as a part of the travel experience itself, and individuals who do not devote a great deal of time thinking and planning their trip and make their decision in a more impulsive state.

Finally, this Chapter has presented important findings through an examination of individual factor maps which have shown relevant aspects of principal components 1, 3 and 5 in regard to the importance of a senior person's nationality with respect to how these main components were placed. These findings have demonstrated the heterogeneity of this segment which has been addressed by numerous researchers such as Moschis, (1997), Lehto et al., (2002) and Nimrod, (2008). This study was also able to highlight the sub segments that have emerged.

Based on the Individual Factor Map Principal Component 1-3, four main quadrants emerged that represented four different segments and an intermediate category.

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1. **Hyperconservatives.** Individuals who see no need to change their destination each year, and see their leisure trip as a familiar experience and are happy to visit the same destination every year. The organization and support from professionals or to use the internet are not required.
2. **Conservatives.** Individuals who like to experience diversity, choose their own trips and destinations though the internet or travel agencies, visit their relatives at their destination, but also search for social interaction, comfort and relaxation. They change destinations but still consider leisure travel as a familiar experience.
3. **Stable innovators.** Individuals from Basque Country are mainly in this quadrant. They prefer not to change their destination but enjoy novelty and new experiences on their leisure trips.
4. **Restless innovators.** Individuals who seek out new comfortable destinations and experiences, listen to suggestions from travel agencies and search for information on the Internet.
5. **Intermediate category:** individuals who are equi-distant between categories, such as one senior individual from Basque Country who was placed between two categories, the upper left/upper right quadrant.

From the Individual Factor Map Principal Component 1-5 four quadrants emerged that represented four different segments (and an intermediate category).

1. **Impulsive Classical.** Individuals are located in the left bottom quadrant of which 100% are from the Basque Country. These are individuals who do not need any special preparation when organising their trips as they prefer to travel to already known places with their family and organise their journey by themselves in a more impulsive mode.
2. **Spontaneous Adventurous.** These are individuals located in the right bottom quadrant, and are from from both regions. They prefer impulsive self-organised trips and are open to professional suggestions for a more experiential trip.
3. **Reflective Classical.** These individuals are placed in the upper right quadrant. They stated that travel preparation is important to them, and seek discovery and different experiences although they may do the same trip again to the same destination.
4. **Reflective adventurous.** These individuals are mainly from Oxfordshire, and are placed in the upper left quadrant. They are thoghful, enjoy organising their trip, prepare every detail, and obtain information and suggestions from travel agencies, friends, family and the internet.
5. **Intermediate category.** This category represents individuals who are equidistant between categories, being in this case 3 individuals from the Basque Country (10.34% from Basque Country individuals).

Finally, from the Individual Factor Map Principal Component 3-5, four quadrants also emerged that represent four different segments:

1. **Family Travellers.** Individuals who travel to enjoy family experiences without committing much time to preparation, and are in a more routine manner. More than 30 % of individuals from the Basque Country are placed in this quadrant.
2. **Experiential travellers.** Individuals who look for experiences and new destinations, plan their trips themselves or are strongly influenced by what they read or see.
3. **Travel Planner.** Individuals reflective in their planning on any occasion and any trip, even if it is to the same destination. There is a high percentage of individuals from Oxfordshire, nearly 50%.
4. **Experiential Planner.** Individuals who carefully organise their leisure trip, searching for new destinations, and to discover new memorable experiences.

Heterogeneity and diversity are important aspects to highlight. Seniors do not behave and consume in similar ways as it depends on different situations, personal determinants and life events. However, sub-segments have emerged which provide a deeper understanding of the

heterogeneity and main sources of this market segment. Besides, as previously mentioned, the country of origin plays an important part in the differences that have emerged in regards to motivations, decision making criteria and behaviour of older tourists.

In conclusion, the country of origin has proved to be an important variable that may affect all variables which have been analysed in our conceptual model, as it takes into consideration the relevance of the global-local dimension in the traveller's consumption. As a result it was important to select and compare two countries to see if significant differences emerged. Thus, Chapter 5 has systematically analysed and identified potential differences and similarities in the motivations, decision criteria and behaviour of senior tourists from different countries or continents, providing some answers and confirming research question RQ 3.

Chapter 6 will focus on senior travellers, identifying the main trends that have emerged from an analysis of the research literature, as well as an examination of the results of the semi-structured interviews of pre-seniors.



CHAPTER 6.

The future senior travel market: continuing and emerging trends.

This chapter provides an extensive historical analysis so as to gain a better understanding of emerging trends and global forces that will have an effect on senior travellers, and how this market will perform in the future.

This will offer a deeper understanding through an analysis across different time periods that will compare the tourist behaviour of preseniors and senior as they relate to a number of specific variables.

6.1. Introduction

An historical analysis of the past was considered important so as to project the future. According to several authors, as people age, their needs and patterns of consumption will change significantly (Cleaver, Green, and Muller, 2000; Meiners and Seeberger, 2010; Witt and Witt, 1995). These changes will affect tourism and consequently a comprehensive understanding of this market segment and the way it will change patterns of consumption is warranted. The literature review provided general patterns however they did not provide enough detail. Besides, several researchers have noted that because of an ageing population, there has been a lack of evidence of the importance of the senior travel market. This has resulted in many travel businesses generally operating with a lack of understanding of the characteristics and concerns of senior travellers (Huang and Tsai, 2003; Oh, Parks and DeMicco, 2002; West, Tas and Emenheiser, 1996) and the way that seniors will consume tourism in the future. Therefore, an in-depth analysis comparing two different cohorts (preseniors and seniors) who are relatively close in age, with the interest that if significant differences between them emerge, it might conduct to a longer-term projective analysis.

Sedgley, et al. (2011) stated that it is time for tourism researchers to explore new ways of understanding tourism in later life that go beyond traditional qualitative approaches to give older people an integral role in the research process. Other critical tourism scholars have called for further research that considers the meanings that people bring to tourism (Ateljevic et al., 2007; Phillimore and Goodson, 2004), while critical gerontological researchers have argued for insider perspectives derived from narratives that are, 'the self's primary means of negotiation (Ray, 2007a)

Conscious of the importance of better understanding the 'silver' aged segment and their trends it has been found that research into older consumers is generally sparse in comparison to younger samples, with older respondents frequently being ignored in studies of consumer behaviour (Lippert, 2011; Sudbury-Riley and Edgar, 2013; Sudbury-Riley et al, 2015).

Following the previous researcher's suggestions, an historical study which compares seniors and pre-seniors from two different regions has been conducted with the aim of analyzing past trends to gain a deeper understanding of how they are different, and how will seniors behave, and projections of change for the future.

The findings from Chapter 4 have confirmed the heterogeneity of this market segment as many authors have agreed on this (Cleaver, Muller, Ruys and Wei, 1999; Huang and Tsai, 2003; Hunter-Jones and Blackburn, 2007; Jang and Ham, 2009; Moscardo, 2005; Patuelli et al., 2015; Shoemaker, 1989; Yoon et al., 2009) as well as exploring the reasons of this heterogeneity. A total of 78 variables resulted from the meta-analysis and new categories emerging from it, previous experiences (PEX) and phobias and phobias. Variability in the senior market was highlighted and the fact that personal and external determinants, as well as motivations that influence the decision making criteria and behaviour albeit the different life events seniors are

going through which is dependent on their specific life stage. An interesting question that arises is whether these variables and new categories which have emerged will continue to be important in the future for seniors. Researchers agree on confirming that baby boomer travellers behave differently from what we used to call 'older people' (Bone, 1991; Cleaver et al., 2000; Davies, 2005; Moschis, 1991; Moschis and Unal, 2008; Patterson, 2002). It is well accepted that younger generations behave and consume differently to older generations (Cleaver, Green, and Muller, 2000). Therefore, an interesting issue to explore would be how differently will future seniors behave. Chapter 4 explored the need for a better understanding not only of senior tourists, as well as the changing and evolving future as it relates to senior tourism. In addition, it has shown how senior tourists may differ across countries through an international exploration according to their country of origin. In Chapter 5 we used a Principal Component Analysis to identify five main dimensions of the 78 relevant variables which were identified in the meta-analysis (28 of the 38 that consisted of the Motivations, Behaviour and Decision Making Process Constructs of our Conceptual Model. This has helped to provide an understanding of the key variables that may determine the behaviour of senior tourists from a broader perspective, and to identify important segments with different features to those constructs. Furthermore, it was confirmed and even quantified- that the country of origin plays a crucial role as differences emerged regarding senior tourist's motivations, decision making criteria and behaviour, and sub-segment also emerged from this heterogeneous market segment.

130 Based on the literature review and meta-analysis, there is a clear need not only to better understand senior tourists, but also to comprehend the way that seniors in the future will behave and consume tourism. A deeper comprehension of the future senior market segment from the pre-seniors perspective, including insights, needs and priorities can be achieved by measuring the current motivations, decision making processes and behaviour of senior travellers. The increasing relevance of the tourism industry calls for an improvement in knowledge about this highly important senior market segment. The effects of age on tourism behaviour are increasingly becoming a focal point of research now that the signs of an ageing society become more visible (Patuelli et al., 2015).

This chapter will focus on future senior trends in an attempt to better understand this market segment and also to comprehend if the previous findings will to be maintained in future years, and for the next generations of seniors, or will they experience large variations.

During this process we attempt to answer **RQ4**, that is, will future senior tourists behave the same way as current ones? Which new features will emerge that the industry should take into account? This is based on the seventh hypothesis which is derived from this fourth research question:

H7. Future senior tourists will introduce significant changes in some of the variables that most impact on their tourism behaviour.

6.2. Meta-analysis

As previously discussed in Chapter 1, two different methodologies will be used. Firstly, a selection of papers and a meta-analysis of them was conducted and, secondly, qualitative and quantitative research was used which was based on in depth and semi-structured interviews which were conducted. The aim of this research was to identify differences between the two cohorts preseniors and seniors. The interviews were conducted with 82 individuals (42 seniors, and 40 preseniors) in the two different countries: in the Basque Country and Oxfordshire.

6.2.1. Methodology

This chapter used the same conceptual model which was developed to gain a deeper understanding of the variables that emerged from the literature that provided comprehension of senior tourism market.

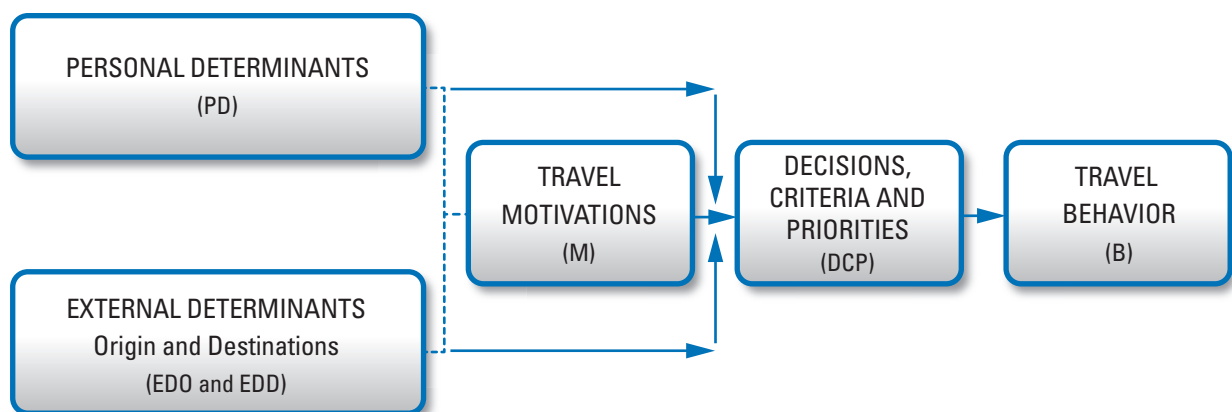


Figure VI. 1. Conceptual Model

The meta-analysis which was conducted on the literature on senior tourism from a global perspective was analysed and rated (using a Relative Importance Index) using the specific variables that the academic studies had identified to understand this segment. These studies had been published over a long period of time, with the first published in the year 1980 (Guin, 1980) and the last one published in 2016 (Eusébio et al., 2016).

During these years authors have studied and analysed different generations of seniors, and in very different temporary contexts. This is why an historical meta-analysis of the literature is an important tool to identify when some variables have emerged (or disappeared) and to check how the RII for each variable has changed over time. If we can identify several consistent trends in the literature in the past, we can also discover if they will continue into the future. This is why this study has been based on the past decades when the articles were published, and an analysis of the different trends based on these different periods has been conducted.

The results from the analysis of papers have been split into three distinct time periods. These periods have been chosen because they provide meaningful contributions to the senior tourism literature, but also taking into account that it is important that there was enough papers per time period to analyze, as well as a good representation of different researchers and nationalities, so as to not focus only on specific countries or regions. Thus, the three time periods are stated as follows:

1. **Pioneer Period:** from 1980 to 1996. This was the longest time period, the one in which returned soldiers from the 2nd World War approached retirement age. This is the reason why there was a majority of papers from the USA and Canada as they were the first researchers who became interested in focussing on the senior segment.
2. **Growth Period :** from 1997 to 2008 . These were the years in which demographic changes and the “silver tsunami” start to be seen as a major driver in most countries, and particularly its impact on tourism. A number of different countries and continents began to emerge, especially from Asia, as researchers begin to pay greater attention to the potential of this market segment.
3. **Crisis Period:** from 2009 to 2016. The global financial crisis motivated a reconsideration of previous paradigms and assumptions about senior tourism. Lots of different questions begin to emerge about the seniors capability for maintaining their level of economic power and good health care. This was also a period where there was a need to better understand the potential market segments in order to attract different or greater demand. This period was also a time when researchers acknowledged the need to update and gain greater knowledge about senior travellers. Furthermore, there was an increase in the number of Europe scholars who became more interested in this topic.

The results of the meta-analysis will be explained below.

6.2.2. Meta-Analysis Results

The meta-analysis allowed the researcher to rate the importance of the variables which were identified and compared using the RII. This was completed for the three periods which were previously defined, so as to identify major historical trends over time.

Results from the analysis of the academic studies from the three periods were analysed in order to have an evolutionary analysis across the three different periods presented. The evolution divided into the different parts of our analysis model and conclusions on changes and trends that have emerged from the literature analysis will be shown.

It is important to underline that during the first period titled the Pioneers (1980-1996), American researchers showed the greatest amount of interest in senior tourism, and there was a clear predominance of research on this topic. Canadian researchers also showed some

interest in senior tourism and began to analyse and understand this market segment. The second period, titled the Growth Period (1997-2008) saw the emergence of scholars from other continents interested in this topic (Australia, Asia and Europe). Finally, the third period titled the Crisis Period found a greater number of European scholars becoming interested and publishing on the topic of senior tourism. The crisis period generated some uncertainty; consequently a deeper understanding was important so as to be able to understand how to address this potential market segment.

6.2.2.1 Personal Determinants

In addition to the type (according to conceptual model) and the relative importance index (Average RII), trends were also shown in which signs of evolution are shown:

- + when RII increases
- when RII decreases
- ≈ when it does not show a constant trend but it fluctuates

Table VI. 1. Personal Determinants. Evolutionary Analysis

SUB-CLASSIFICATION	TYPE	AVERAGE RII	VARIABLES	PERIOD 1 Pioneers (13) 1980-1996	PERIOD 2 Growth (25) 1997-2008	PERIOD 3 Crisis (18) 2009-2016	TREND
State of physical and mental health	PD	57.14%	Personal health (perceived and actual)	53.85%	60.00%	66.67%	+
	PD	12.50%	Mobility Restrictions	23.08%	16.00%	11.11%	-
	PD	8.93%	Cognitive Restrictions	15.38%	4.00%	16.67%	+
	PD	48.21%	Money / Income	30.77%	64.00%	50.00%	-
Age	PD	37.50%	Age	15.38%	52.00%	38.89%	≈
Professional Status	PD	33.93%	Time	38.46%	44.00%	22.22%	-
	PD	8.93%	Occupation	0.00%	8.00%	16.67%	+
Socio-Economical Status	PD	25.00%	Education (+)	15.38%	28.00%	33.33%	+
	PD	12.50%	Cultural Level	15.38%	16.00%	11.11%	-
	PD	12.50%	Increasing Purchasing Power	15.38%	8.00%	22.22%	+
	PD	10.71%	Retirement: opportunity to travel and differently	0.00%	12.00%	16.67%	+
	PD	8.93%	Status- Prestige	7.69%	16.00%	5.56%	-
Emotional, personal, familiar and social status	PD	21.43%	Family situation and responsibility (-)	7.69%	32.00%	16.67%	≈
	PD	12.50%	Affect (Emotional State: Life Events)	0.00%	24.00%	5.56%	-
	PD	10.71%	Approval (fear/disapproval of others)	0.00%	24.00%	0.00%	-
	PD	10.71%	Lack of companion to travel with	7.69%	16.00%	5.56%	-
	PD	7.14%	Marital Status (+)	0.00%	8.00%	11.11%	+
	PD	7.14%	Emotional connection	0.00%	8.00%	11.11%	+
	PD	3.57%	Feel guilty about travelling	7.69%	4.00%	0.00%	-
Previous experiences	PD	14.29%	Previous Vacations / Travel Experience	7.69%	12.00%	22.22%	+

The importance of personal health was found to be an important variable throughout the three periods and began to increase in importance. It is interesting to note a decrease in importance of mobility restrictions and the increase of the importance of cognitive restrictions. Money was also found to be an important issue throughout the three periods, especially in the second period. In the third period, in which there was an increase in European research on the topic, it is interesting to highlight the impact in the literature of the 'increasing purchasing power of seniors' and 'retirement' as an opportunity to travel. Even though this third period was seen as a crisis one, European seniors still felt secure because of the public health systems in their countries.

In regard to increasing age as it correlates with poorer health, an increase in life expectancy relates with greater access to health care as well as a healthier ageing of seniors. On the other hand, it is interesting to highlight the increasing importance of previous experience as an important determinant of tourism behaviour throughout the three time periods.

6.2.2.2. External Determinants

Table VI. 2. External Determinants. Evolutionary Analysis

SUB-CLASSIFICATION	TYPE	AVERAGE RII	VARIABLES	PERIOD 1 Pioneers (13) 1980-1996	PERIOD 2 Growth (25) 1997-2008	PERIOD 3 Crisis (18) 2009-2016	TREND
Regional Environment Determinants	EDD	28.57%	Safety and security	15.38%	28.00%	38.89%	+
	EDD	17.86%	Geographic Beauty/ Natural Attractions	7.69%	16.00%	27.78%	+
	EDD	17.86%	Special events, festivals and leisure activities	15.38%	12.00%	27.78%	+
	EDD	14.29%	Good hygiene and cleaning conditions	7.69%	8.00%	27.78%	+
	EDD	12.50%	Climate	7.69%	12.00%	16.67%	+
	EDD	10.71%	Accessibility / Proximity	0.00%	16.00%	11.11%	-
	EDD	8.93%	Race / Region identify culturally	0.00%	16.00%	5.56%	-
	EDD	3.57%	Insurance	0.00%	4.00%	5.56%	+
	EDO	1.79%	Government travel programs for senior citizens	0.00%	0.00%	5.56%	+
Travel Determinants	EDD	23.21%	Cost / Pricing	23.08%	20.00%	27.78%	+
	EDD	14.29%	Transportation (easy and seamless)	0.00%	16.00%	22.22%	+
	EDD	8.93%	Means of transport: car, followed by plane, train	7.69%	16.00%	0.00%	-
	ED	8.93%	Too much planning	15.38%	4.00%	11.11%	-
	EDD	1.79%	Visa Requirements	0.00%	4.00%	0.00%	-
Hotel Determinants	EDD	16.07%	Special facilities (Transfers, lodging facilities)	7.69%	20.00%	11.11%	≈
	EDO	10.71%	Importance of no lack of information / Equipment	0.00%	12.00%	16.67%	+
	EDD	3.57%	Warm and friendly contact hotel staff	7.69%	0.00%	5.56%	≈
	EDD	3.57%	No guests under 16	7.69%	0.00%	5.56%	≈
General issues	EDD	10.71%	Travel and services not tailored to seniors	15.38%	12.00%	5.56%	-
	EDD	17.86%	Accommodation	7.69%	16.00%	27.78%	+

The regional environment and trip were found to be the main external determinants of a destination, that was ranked higher than hotel determinants, although in this category good information and comfort were highly valued and showed a clear increase in RII. Several external determinants showed a variations and increased during the different periods: these were safety and special events and also climate.

In addition to comfort, good hygiene and clean conditions, easy and seamless transportation and accommodation were important increased in importance.. It was interesting to note that there was a decrease in variables that had to do with issues relating to special services that were tailored to seniors or special facilities. They generally demanded comfort, which was not specific to the senior segment. Climate and geographic beauty moderately increased, and the cost associated with travel also increased in importance during the Crisis Period.

6.2.2.3. Motivations

Table VI. 3. Motivations. Evolutionary Analysis

SUB-CLASSIFICATION	TYPE	AVERAGE RII	VARIABLES	PERIOD 1 Pioneers (13) 1980-1996	PERIOD 2 Growth (25) 1997-2008	PERIOD 3 Crisis (18) 2009-2016	TREND
Socializing	M	39.29%	Social Interaction	30.77%	44.00%	44.44%	+
	M	14.29%	Companionship	7.69%	8.00%	27.78%	+
Feel & look better	M	35.71%	Relaxation	38.46%	36.00%	38.89%	≈
	M	30.36%	Wellbeing	7.69%	40.00%	33.33%	≈
	M	26.79%	Rest	38.46%	28.00%	22.22%	-
	M	5.36%	Beauty	0.00%	8.00%	5.56%	≈
Improving health. physical & intellectual capacity	M	33.93%	Health Benefits	7.69%	52.00%	27.78%	≈
	M	33.93%	Physical challenges and exercises. Fitness	38.46%	44.00%	22.22%	≈
New experiences	M	33.93%	New experiences	23.08%	36.00%	38.89%	+
	M	30.36%	Relieve boredom / escaping daily routine	15.38%	44.00%	22.22%	≈
	M	17.86%	Self Fulfillment	7.69%	20.00%	22.22%	+
	M	14.29%	Active engagement to life	0.00%	16.00%	22.22%	+
Education & Skills	M	30.36%	Learning	15.38%	36.00%	33.33%	≈
	M	23.21%	Sightseeing / Historical sites	38.46%	24.00%	16.67%	-
	M	17.86%	Cultural Experiences	7.69%	20.00%	27.78%	+
	M	16.07%	Knowledge Seeking	7.69%	8.00%	33.33%	+
	M	3.57%	Improve language skills	0.00%	4.00%	5.56%	+
Family & Friends	M	28.57%	Visit relatives (or friends)	46.15%	20.00%	27.78%	≈
Revive / Elonge previous experience	M	21.43%	Nostalgia	7.69%	36.00%	11.11%	≈
Fun	M	7.14%	Need for continuity	0.00%	12.00%	5.56%	≈
Reward	M	16.07%	Fun, enjoyment. pleasure and entertainment	15.38%	20.00%	11.11%	≈
Membership	M	3.57%	Personal reward after hard work	0.00%	8.00%	0.00%	-
	M	1.79%	Pride and patriotism	0.00%	4.00%	0.00%	-

In regard to travel motivations, it is important to emphasize the increasing importance in this historical analysis of socializing, relaxation, new experiences and the seeking of knowledge. In addition it was important to note the evolution of health benefits throughout all three periods. From a low of 7.69% in the Pioneers Period, to a high of 52% in the Growth Period was found to be the most important motivation analysed in the literature which then dropped to 27.78% in the Crisis Period. Overall, health was found to be a less important reason and motivator to travel, however when you added wellbeing and relaxation as indirect healthy drivers, this resulted in more “active” motivators such as the search for new experiences or social connections.

Some aspects as nostalgia, pride and patriotism are also mentioned in the Growth Period, especially by Asian researchers, who give more emphasis to the importance of the variable ‘country’.

6.2.2.4. Decision Process

Table VI. 4. Decision Process. Evolutionary Analysis

SUB-CLASSIFICATION	TYPE	AVERAGE RII	VARIABLES	PERIOD 1 Pioneers (13) 1980-1996	PERIOD 2 Growth (25) 1997-2008	PERIOD 3 Crisis (18) 2009-2016	TREND
Decision Criteria	DCP	25.00%	Package Tours	7.69%	20.00%	44.44%	+
	DCP	16.07%	Gender: females (dominant role, more active)	0.00%	24.00%	16.67%	≈
	DCP	19.64%	Rely more on Travel Agents	46.15%	16.00%	11.11%	-
	DCP	16.07%	Sensible to promotions	23.08%	8.00%	16.67%	≈
	DCP	14.29%	Heterogeneous in type of accommodation	0.00%	8.00%	27.78%	+
	DCP	16.07%	Word of mouth	23.08%	4.00%	27.78%	+
	DCP	7.14%	Loyalty	0.00%	0.00%	22.22%	+
	DCP	7.14%	Effective means: press and radio	15.38%	0.00%	11.11%	-

In regards to decision making, criteria and priorities, the package tours variable increased during the three periods from 7.7% in period 1, to 44.4% in period 3, which seems consistent with a crisis period. The data also showed an increase in the variable heterogeneity in relation to the type of accommodation provided. It was important to emphasize the appearance of loyalty as an important variable in the third time period, and the relevance of word of mouth communication. In times of crisis, seniors seem to take fewer risks when choosing destinations, trusting more in their friends and relatives and being more loyal to tourist destinations that they visited previously.

6.2.2.5 Behaviour

It was quite consistent across the different periods that seniors travelled in the off peak seasons. In the third period there is a decrease in the variable associated with more frequency of travel, spend more money on trips, longer trips and greater distances. Taking into consideration that it is a crisis period, these results seem to make sense because of the way that seniors respond in difficult times.

Tabla VI. 5. Behaviour. Evolutionary Analysis

SUB-CLASSIFICATION	TYPE	AVERAGE RII	VARIABLES	PERIOD 1 Pioneers (13) 1980-1996	PERIOD 2 Growth (25) 1997-2008	PERIOD 3 Crisis (18) 2009-2016	TREND
Seniors Behaviour	B	30.36%	Travel Off Peak Season	30.77%	24.00%	33.33%	+
	B	19.64%	Travel more frequently	23.08%	24.00%	11.11%	-
	B	19.64%	Spend more money on trips	15.38%	24.00%	16.67%	≈
	B	19.64%	Length of the trip	30.77%	16.00%	16.67%	≈
	B	16.07%	Number of vacation days change with age cycle	7.69%	20.00%	16.67%	≈
	B	14.29%	Travel greater- longer distances	15.38%	16.00%	11.11%	-
	B	1.79%	Less sensible to price at restaurants	0.00%	0.00%	5.56%	+

The variable sensibility to price at restaurants emerges slowly, and maybe this was because it was a period in which, in spite of the crisis – there still was an interest in good and healthy eating partly due to the media that promoted a general increase in gastronomy.

In summary, the literature review and historical analysis provided a very interesting perspective on the history and evolution of different themes across different time periods. This meta-analysis and historical analysis of the literature has provided interesting issues and perspectives on the differences and similarities of the interests of researchers in analysing senior tourism across different time dimensions. Evolutionary patterns have emerged in the historical analysis which has been developed. It is now important to consider and explore which of these trends will continue into the future. Therefore:

- New countries will begin to support the consumption of senior tourism, which entails changes according to the conclusions reached in Chapter 5.
- If terrorism incidents continue to occur, tourists' perception in regard to travelling and the risk associated with it will continue to be important. Consequently, safety in travel will continue to be an important external variable.
- If the economy remains stagnant or in recession, economic issues will be important determinants, and package tours will continue to be popular choice in the decision making process. In addition, loyalty may continue to be important so as not to take risks when making decisions to travel to a particular destination.
- If seniors from developed countries feel that they are in danger when travelling, there will be a tendency to travel less frequently and for shorter distances with more visits to relatives in an attempt to restrict travel expenses without sacrificing their travel behaviour.

Additionally, the future will depend on new trends that encourage seniors in the future to travel more, speak more languages, use new technologies, and have not lived during different world wars compared to previous generations.

In summary, the data cannot reliably forecast the way that seniors will behave in the future. As a result there is a need to conduct more in-depth analysis, comparing and investigating the two cohorts (pre-seniors and seniors) to learn their insights, preferences and behaviour as travellers.

6.3. In-depth and Semi structured Interviews

A qualitative research based on in depth interviews and semi-structured interviews were conducted with quantitative techniques included in order to facilitate the measurement of some results and also its subsequent comparability with other studies, As discussed previously, in depth interview structured interviews were conducted in two different countries, Oxfordshire (UK) and Basque Country (Spain) in order to gather opinions and to explore insights, preferences and needs of senior travellers (Appendix 3).

To gain a broader view and a better understanding of future senior travel, pre-seniors (55 years and older who had not retired) were interviewed so as to gather more information, insights and perceived differences with senior tourists (Appendix 4).

As stated in Chapter 5, the sample was a convenience one, selected from the two regions in which the research has been conducted and focusing on two cohorts, who were different enough but also with many similarities. The variables on which we have focussed the interviews with pre-seniors were developed from the conceptual model. Figure VI.2. displays the number of variables from each category of the conceptual model that have been collected. This analysis will focus more on the travel determinants and motivations that impact on the Decision Process and Tourism Behaviour, making a total of 28 variables.

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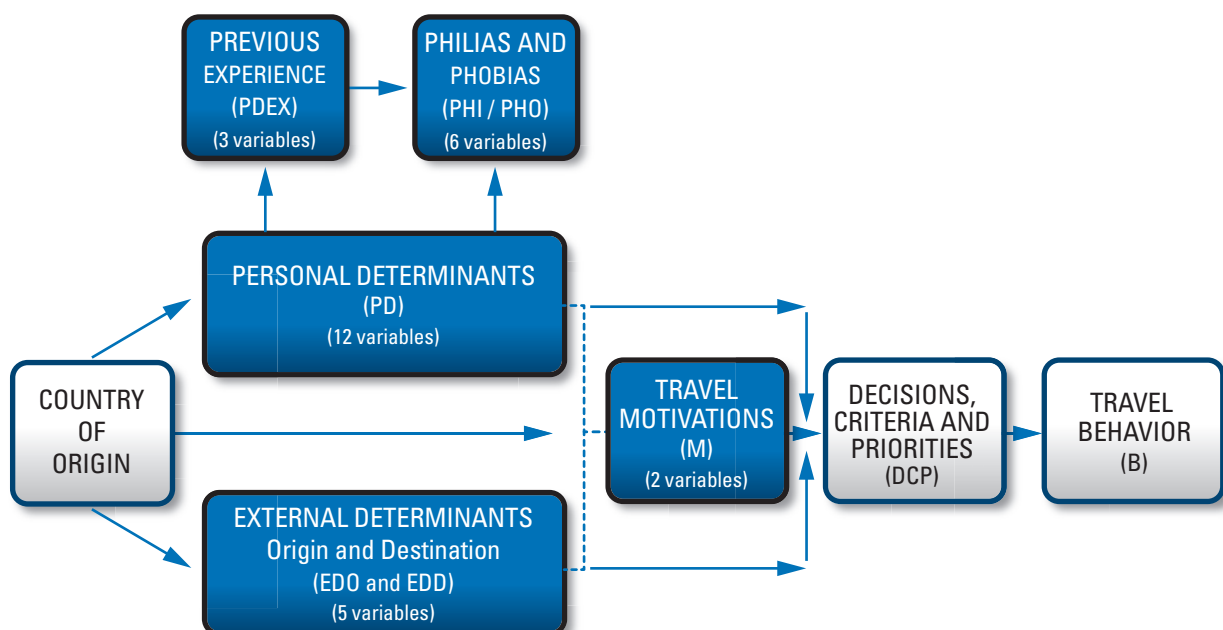


Figure VI. 2. Variables collected in each category of the conceptual model

The semi-structured interviews will be analysed using a quantitative and qualitative techniques in order to identify differences in the travelling behaviour of pre-seniors for leisure and to determine if there are any important trends that will affect their means of future travel. This will provide answers to the research questions that have been formulated about historical trends that will affect future travel decisions of senior travellers.

The quantitative analysis will focus on a descriptive analysis that compares the average for both groups of the variables that have been selected, and also, a principal component analysis on the dependent variables with the group of age of respondents (seniors or pre-seniors) used as an illustrative variable. The principal component analysis uses active variables that are all starting with PD (personal determinants), PDEX (previous experiences), PHO (phobias), EDD (external determinants of destination) and M (motivations). All these variables have common features for pre-seniors and seniors, and we also used an additional qualitative variable that indicated the origin of the interviewee.

The results of the statistical analysis of the data will be firstly presented showing a descriptive statistical analysis, which will be followed by a principal component analysis that explains the differences and similarities that emerged from interview questions.

6.3.1. Descriptive Statistical Analysis

With the aim to gain a better perspective on the differences between two different cohorts (pre-seniors and seniors) in two different regions (Basque Country and Oxfordshire) interviews were conducted and the descriptive statistical analysis for the most common variables are shown below, using the same categories that were coded in the conceptual model.

6.3.1.1 Personal Determinants

The descriptive statistical analysis of personal determinants was coded according to the same categories that were used in the conceptual model that compared pre-seniors and seniors from both countries and the analysis is presented below.

The analysis found similar results for marital status for both countries, as well as an increasing phobia regarding travelling in planes for both regions.

The descriptive statistical analysis of previous experiences was coded according to the categories used in the conceptual model, that compared pre-seniors and seniors from both countries analysed is presented below.

6.3.1.2. External Determinants of Destination

A descriptive statistical analysis of external determinants of a destination were coded according to the categories that were used in the conceptual model, that compared pre-seniors and seniors from both countries and is presented below.

Table VI. 6. Personal Determinants and Phobias. Preseniors Seniors Percentage

TYPE	VARIABLE	BASQUE COUNTRY		OXFORDSHIRE	
		Preseniors	Seniors	Preseniors	Seniors
PD5	Gender (male)	32.35%	54.17%	57.14%	38.46%
	Gender (female)	67.65%	45.83%	42.86%	61.54%
PD7	Marital status (married)	82.35%	37.50%	85.71%	69.33%
	Marital status (single)	17.65%	62.50%	14.29%	30.77%
PD4	Professional situation (active)	79.41%	8.33%	100.00%	
	Professional situation (pre-retired)	5.88%		0.00%	7.69%
	Professional situation (retired)	11.76%	91.67%	0.00%	92.31%
	Professional situation (unemployed)	2.94%		0.00%	
PH01	Stressful means of transport (plane)	20.59%	25.00%	28.57%	38.46%
	Means of transport (car)	11.76%	4.17%	0.00%	0.00%
	Means of transport (train)	0.00%	0.00%	0.00%	0.00%
	Means of transport (boat)	32.35%	16.67%	0.00%	0.00%
	Means of transport (journeys over 5 hours)	14.71%	16.67%	0.00%	0.00%
	Means of transport (journeys with more than 2 stop-overs)	41.18%	20.83%	0.00%	0.00%
	Means of transport (others)	0.00%	0.00%	0.00%	61.54%

Table VI. 7. Previous Experiences Preseniors and Seniors Percentage

TYPE	VARIABLE	BASQUE COUNTRY		OXFORDSHIRE	
		Preseniors	Seniors	Preseniors	Seniors
PDEX1	Frequency of travel for work reason (Less than 1 a month)	82.35%	70.83%	42.86%	84.61%
	Frequency of travel for work reasons (More than 2 a month)	11.76%	12.50%	0.00%	7.69%
	Frequency of travel work reasons (1 or 2 a month)	5.88%	16.67%	14.29%	7.69%
PDEX2	Time spent away from home for work (Less than 2 weeks a year)	79.41%	70.83%	28.57%	61.54%
	Time spent away from home for work (More than a month)	17.65%	12.50%	14.29%	15.38%
	Time spent away from home for work (More than 2 weeks and less than a month)	2.94%	16.67%	14.29%	7.69%
PDEX3	Frequency of travel for leisure (Less than 2 weeks a year)	17.65%	12.50%	28.57%	0.00%
	Frequency of travel for leisure (More than a month)	35.29%	29.17%	71.43%	0.00%
	Frequency of travel for leisure (More than 2 weeks and less than a month)	47.06%	54.17%	0.00%	23.08%
	Frequency of travel for leisure (Once a year)	0.00%	0.00%	0.00%	23.08%
	Frequency of travel for leisure (Twice a year)	0.00%	0.00%	0.00%	53.85%

It was interesting to highlight the relevance of the climate for pre-seniors and this increased in percentage for seniors. The cultural amenities and also very important variables for pre-senior travellers when choosing a destination.

Table VI. 8. External Determinants of Destination. Choice of Leisure Trips

Preseniors and Seniors. Validation Scale 1-5					
TYPE	VARIABLE	BASQUE COUNTRY		OXFORDSHIRE	
		Preseniors	Seniors	Preseniors	Seniors
EDD1	How to choose leisure trip (climate)	3.9	4.2	3.1	3.9
	How to choose leisure trip (cultural offer)	4.1	3.2	3.7	3.4
	How to choose leisure trip (educative offer)	2.8	1.8	1.3	2.0
	How to choose leisure trip (sports offer)	2.5	1.5	2.0	1.4
	How to choose leisure trip (nature)	4.0	3.7	3.6	3.3

6.3.1.3 Motivations

A descriptive statistical analysis of senior tourist motivations were coded according to the categories that were used in the conceptual model, that compared preseniors and seniors from both countries and is presented below:

Table VI. 9. Motivations Preseniors Seniors Percentage

TYPE	VARIABLE	BASQUE COUNTRY		OXFORDSHIRE	
		Preseniors	Seniors	Preseniors	Seniors
M1	Choice of leisure trip (social interaction)	3.7	3.2	4.0	3.5
M2	Choice of leisure trip (possibility of feeling useful)	3.3	2.0	4.3	2.8

Social interaction and connections were found to be the most important variable for both for pre-seniors and seniors in both regions. 'Social interaction' was most importance for pre-seniors from Oxfordshire. The variable 'possibility of feeling useful when choosing a destination' was found to be important for both preseniors from both regions, and especially for Oxfordshire.

6.3.2. Open Questions

All authors agreed on the the importance of gaining an understanding of the 'silver' segment and their trends (Lippert, 2011; Jang and Ham, 2009; Nimrod, 2008). Furthermore, it was found that research into older consumers was sparse in comparison to younger samples, with older respondents frequently being ignored in studies of consumer behaviour (Lippert, 2011; Sudbury-Riley and Edgar, 2013; Sudbury-Riley et al, 2015). Yet, there is a body of evidence from cognitive psychology and cognitive and affective neuroscience, that supports the contention that older adults have different information processing strategies than younger counterparts (Gutchess, 2010).

Thus, the same questions that were used in the interviews for both regions comparing preseniors and seniors have been designed as open in an attempt to allow themes to emerge.

6.3.2.1. Choosing destinations and variables affecting choice

Preseniors insisted that pricing and safety were the most important when choosing a destination for a leisure trip. Furthermore, themes soon emerged such as the importance of living different experiences, cultural experiences and amenities as well as events and traditions with a focus on gastronomy and wines. Pre-seniors also focussed on the importance of family preferences when choosing a destination. On the other hand, when choosing the type of leisure trip, pre-seniors and seniors both cohorts were similar, with an emphasis on family ties and commitment. As one respondent from the Basque Country said, “the health state of other relatives” was important and emerged in discussions on several occasions, for senior respondents from both countries.

Therefore, visiting relatives for health reasons were frequently mentioned in participant’s stories. Some respondents identified their caring responsibilities and its impact on patterns of tourism consumption or the way they felt, as one of the respondents from Oxfordshire mentioned:

“There has been occasions when I have been to visit my brother and father, when I returned I was feeling a bit depressed, my father is 92 and my brother has recently gone through a divorce so ...but, usually yes, I come back feeling sad” (John, 69).

In contrast with preseniors, seniors considered comfort when travelling and at the accommodation as a high priority. Besides, there is a coincidence on economic issues and concerns and pricing. It was a key to highlight that pre-seniors, when considering a leisure trip after retirement, commented that they were more interested in cultural offerings, although they also valued having a quiet holiday.

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6.3.2.2. Visualised trip

In respect to pre-senior travellers, many respondents insisted on the importance of travelling with no specific agenda. As one presenior from the Basque Country stated: *“leisure without stress, duties or timetables”* (Sara, 57).

However, although the need to relieve from stress and home duties emerged, pre-seniors visualised themselves as looking forward and to making the most of their time. Another pre-senior respondent stated:

“I will have more time, I will be quieter and so I will be able to have better knowledge of the places, the people, and the different cultures. I will be able to contribute and support them, and to help them to progress faster” (Mikel, 60).

Several other themes emerged from the interviews with preseniors who had not retired, and these were related to time, cultural experiences, and self-fulfillment as different ways to enjoy their leisure trip in their future.

6.3.2.3. Next generation

One of the open ended questions to pre-seniors dealt with changes they perceived in future generations when travelling. The answers were very interesting as they related to the economic situation and welfare issues also emerged, regarding their children's retirement and the benefits they will receive. Pre-seniors also considered that future seniors will have more experience, more social contacts in other countries and thus they will consider that the way seniors travel will be different, as technology will impact directly and so will previous experiences. As Mikel (58) from the Basque Country mentioned, *"Future seniors will demand shorter and more organised trips thanks to technology"*.

6.3.4. Results of Principal Components

The main advantage of this analysis is its capability to reduce the 28 single variables into a smaller number of dimensions, that has resulted a stronger conceptualization and integration of at least 50% of the variation in data. The table below shows us results of the percentage of variation that each dimension had been reduced into:

Table VI. 10. Eigenvalue percentage of variance cumulative percentage of variance

comp 1	3.986693e+00	1.476553e+01	14.76553
comp 2	3.131179e+00	1.159696e+01	26.36249
comp 3	2.502267e+00	9.267656e+00	35.63014
comp 4	1.934938e+00	7.166435e+00	42.79658
comp 5	1.836796e+00	6.802949e+00	49.59953
comp 6	1.439779e+00	5.332516e+00	54.93204
comp 7	1.335787e+00	4.947358e+00	59.87940
comp 8	1.216621e+00	4.506004e+00	64.38541
comp 9	1.189620e+00	4.406002e+00	68.79141
comp 10	1.068653e+00	3.957973e+00	72.74938
comp 11	9.702188e-01	3.593403e+00	76.34278
comp 12	8.961667e-01	3.319136e+00	79.66192
comp 13	8.288652e-01	3.069871e+00	82.73179
comp 14	7.740241e-01	2.866756e+00	85.59855
comp 15	6.783496e-01	2.512406e+00	88.11095
comp 16	6.080569e-01	2.252063e+00	90.36301
comp 17	5.157132e-01	1.910049e+00	92.27306
comp 18	4.539941e-01	1.681460e+00	93.95452
comp 19	4.113731e-01	1.523604e+00	95.47813
comp 20	3.255446e-01	1.205721e+00	96.68385
comp 21	3.175150e-01	1.175982e+00	97.85983
comp 22	2.852361e-01	1.056430e+00	98.91626
comp 23	1.682988e-01	6.233288e-01	99.53959
comp 24	1.243114e-01	4.604126e-01	100.00000
comp 25	8.058644e-31	2.984683e-30	100.00000
comp 26	3.895150e-32	1.442648e-31	100.00000
comp 27	1.733267e-32	6.419508e-32	100.00000
comp 28	5.148905e-33	1.907002e-32	100.00000

A total of 10 main components with a maximum eigenvalue to 1 were calculated. These were dimensions that accumulated variability and therefore should be a priori given attention. However, in order to simplify the analysis, we concentrated on the first five principal components, that accounted for nearly half of the total inertia (49.59%). It is important to note that of 49.5 % of the explanatory power of the first five principal components, the senior/presenior variable was relevant in principal components (pc) 1 and 2. With having 28 variables, all those who had a contribution higher than 3.6% were seen to be relevant in each of the major components.

Table VI. 11. Explanatory power of 5 PC

\$v.test	PC.1	PC.2	PC.3	PC.4	PC.5
0	4.089082	3.928036	-1.106966	2.161268	-1.019661
1	-4.089082	-3.928036	1.106966	-2.161268	1.019661

In this section each of the five components were defined; then each of the differences between the components for the pre-seniors and seniors was analysed, and the implications for main stakeholders in the Senior Tourism Industry was discussed. Finally, a map was presented showing how individuals are placed with respect to these principal components depending on the different cohort group. The findings will have practical implications for the different stakeholders that may plan the development of tourism products and services to meet specific preferences and needs, not only for current senior tourists, but also for future senior travelers who will have their own experiences and motivations.

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6.3.4.1. Principal Components Interpretation

The principal components have been explained and variables that show a high significance (contribution) on the positive or negative side of these components will be explained. It has been considered that only those variables whose contribution to the inertia of the main component exceeded 3.6%

The coordinates of the variables of the principal components (Appendix 11) has established what the most important variables are - with positive or negative signs- and their contributions (Appendix 12) showing the percentages explaining each dimension- The principal components are summarized in the table below. Variables that were symmetrical were eliminated (e.g., married versus unmarried, or male versus female) as they showed the same contribution but with opposite signs. Minority groups in our sample were not considered for the representation of variables.

Even if the country of origin was not a focus of this study, it should be emphasized that appears to have an influence in principal components 3 and 5, reinforcing the conclusions achieved in chapter V about the important role that the country of origin plays as a relevant dimension in the conceptual model.

Table VI. 12. Percentages and Sign Coordinates and Contributions

TYPE	VARIABLE	DIM1		DIM2		DIM3		DIM4		DIM5	
		%	SIGN	%	SIGN	%	SIGN	%	SIGN	%	SIGN
PD1.2	Place birth. Different from place residence	2.94	+	9.16	-	15.19	-	0.19	-	1.26	-
PD.2.2	Oxfordshire	0.08	-	0.62	-	5.94	+	0.05	+	18.14	-
PD3	Year of birth	4.52	+	8.48	+	2.42	-	2.42	+	1.89	-
PD4	Professional Level	5.43	+	0.33	-	0.01	-	9.80	+	0.70	+
PD5.1	Gender. Male	6.36	+	5.08	-	12.06	+	0.96	-	2.01	+
PD6	Education Level	10.66	+	0.05	+	0.08	-	5.55	+	0.06	-
PD7.2	Marital status: Single (Divorced. widow..)	9.36	-	0.38	-	0.00	-	18.96	+	6.86	+
PD8	Family Unit (Number of people)	0.21	+	0.32	-	2.17	+	0.83	-	18.93	+
PD9	Dependant family members	0.59	+	0.45	-	0.42	+	6.55	-	0.19	+
PDEX1	Travel for work reasons	4.59	+	9.99	-	2.41	+	3.64	+	14.12	+
PDEX2	Past frequency work travelling	7.06	+	9.55	-	0.00	+	1.19	+	0.00	-
PH01.1	Stressful means of transport: plane	0.05	+	0.13	+	5.52	+	0.77	+	2.49	-
PH01.2	Stressful means of transport: car	0.04	-	0.26	+	0.04	+	0.04	-	1.52	-
PH01.3	Stressful means of transport: train	0.00	+	0.00	-	0.00	-	0.00	+	0.00	+
PH01.4	Stressful means of transport: boat	0.01	-	2.00	+	0.96	-	4.27	-	6.92	+
PH01.5	Stressful means of transport: journey over 5 hours	0.28	-	0.60	-	0.88	+	0.59	-	0.51	+
PH01.6	Stressful means of transport: more than 2 stopovers	0.78	+	0.54	+	9.51	-	4.67	-	3.48	+
PDEX3	Frequency leisure trips	1.29	+	0.40	-	8.88	-	1.38	+	0.75	+
EDD1.1	Choice leisure trips: Climate	3.67	-	0.05	-	0.18	-	1.85	-	5.10	+
EDD1.2	Choice leisure trips: Cultural offer	5.43	+	1.72	+	0.67	-	7.13	+	3.08	+
EDD1.3	Choice leisure trips: Educational Amenities	5.09	+	7.72	+	0.28	-	1.01	-	5.55	+
EDD1.4	Choice leisure trips: Sports amenities	5.29	+	11.77	+	0.94	+	0.84	-	0.94	+
EDD1.5	Choice leisure trips: Nature	3.43	+	2.10	+	0.13	-	0.16	+	2.83	+
M1	Social Interaction	0.72	+	1.78	+	0.24	-	4.30	+	3.81	-
M2	Possibility feeling useful	3.35	+	11.75	+	3.72	+	2.64	+	1.31	-

Principal Components 1. Continuity of an active life

The first principal component 'continuity of an active life relating to tourism' accumulated 14.76% of the total variability. The following axis was defined by its positive contributions.

- On the positive side, destinations with activities which keep seniors physically and mentally active, aim to continue to keep their life busy.

Males have reached a higher professional and educational level as well as being married is positively related to this vision. This suggests that on the negative side are women, who in previous generations achieved lower educational and professional levels however, this situation will hopefully change in the future.

Principal Components 2. Potential for self-improvement and self fulfilment

The second principal component 'self realization' accumulated 11.59% of the total variability. Variables motivation to travel and the possibility of feeling useful, feelings of self- realization and improvement at a physical level due to sports amenities- to a mental one – educational activities.

Principal Components 3. Degree of travel stress

This component accumulated 9.27% of the total variability. It resumes a dimension relating stressful transportation.

- Airplane flights were found to be a stressful means of transport.
- Journeys with more than two stop overs were considered to be a stressful means of transport.

Principal Components 4. Cultural and social dimension

The fourth principal component 'cultural and social dimensions" accumulated 7.16% of the total variability.

- On the positive side, cultural activities and amenities emerge.

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Principal Components 5. Commitment dimension

This principal component 'commitment to activities when travelling 'accumulated 68% of the total variability. On the positive side a commitment with a clear self compromise to have some activity kind of activity when travelling, regarding work reasons or educational activities emerge.

Individual factor map has been presented below and will show some important aspects of principal components 1 and 2.

6.3.4.2. Trends of change for future Senior Tourism: Differences among pre-seniors and seniors

The two components that show an important evolution trend for senior tourism when comparing preseniors with seniors are those referred to the role that traveling will play for them in the future, that resume a 26.36% of variation of the data.

Principal component 1 is related to a a consideration of travelling as a way of maintaining an active life versus the vision of travelling as a mere relaxing, exotic or sedentary activity. This vision of travelling that already appears in current seniors, is much more frequent with pre-seniors, and it is part of a trend that will increase in the future.

Principal component 2 expresses the need to consider travelling as an activity for improving, exercising, learning and feeling useful. which also appears in current seniors although in pre-seniors in a higher proportion. It shows a trend that would increase in the future. And it is a dimension that requires a specific approach to the way that the destination communicates its possibilities, and the way tourist operators elaborates their packages, travel agencies chose and prioritize their offers, and hotels propose activities to their hosts. The way of integrating this trend would have an important strategic impact in market share they could achieve in the future Senior Segment.

6.3.4.3. Segments defined

The principal components that have emerged from this analysis will allow us to define specific segments on the senior and pre-senior tourism market. In order to do so, we will represent the individuals interviewed in two different maps.

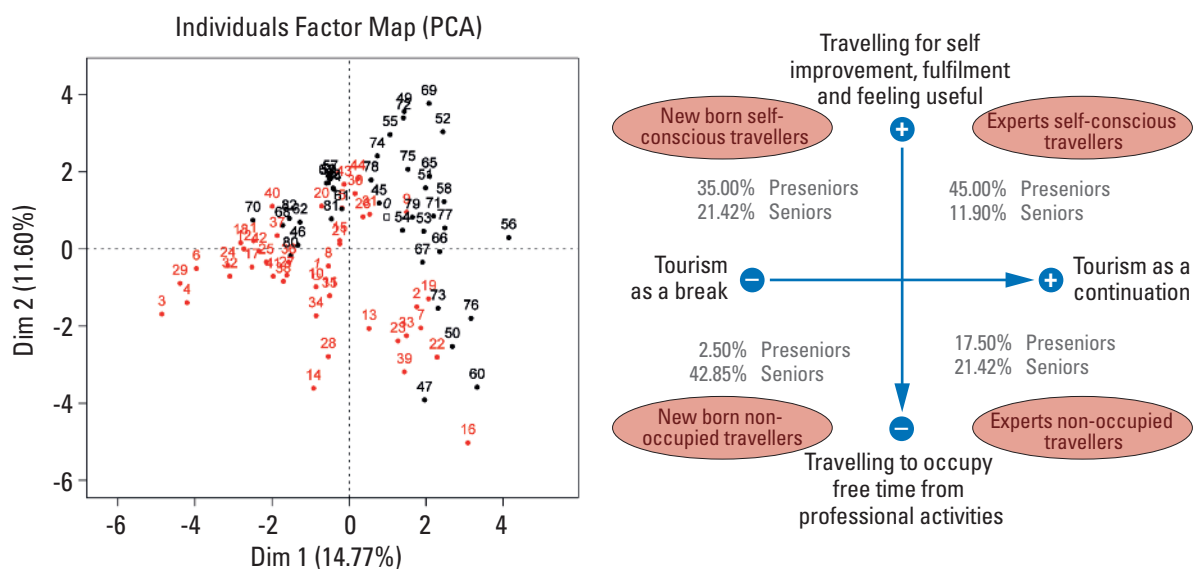


Figure VI. 3. Individuals Factor Map Principal Components 1-2 / Figure VI. 4. Individuals Factor Map PC 1-2 Percentages

These four quadrants represent four different segments:

1. **“New-born” not occupied travellers.** They envision travelling as an activity to “break” their daily lives– this is why they are new-borns to that, even if they have travelled a lot before and can help them to occupy their free time. Individuals located on the left bottom quadrant, majority quadrant for senior travellers and scarce presence of pre-seniors. This segment corresponds with many offers existing currently to seniors. In Spain is a paradigm of this with the Imserso trips offered to seniors.
2. **Expert not occupied travellers.** Individuals located here envision travelling as a continuous activity –using then mostly from their past experience- and want to travel to

occupy their free time. Those individuals will probably travel with very different goals, perspectives, and motivations. They would be a very dynamic consumer. On the one hand they are the most difficult segment to be addressed as their main driver for travelling is not so clear, but on the other hand they are a very interesting segment as they can be more sensible to promotions, recommendations, and new destinations if they are offered to them consistently with their previous experiences (17.5% preseniors and 21.2% seniors).

3. **Newborn Self-conscious travellers.** Individuals located on the upper left quadrant consider travel as part of a new stage in their lives and want to accomplish a self-improvement period. 35% of pre-seniors are located here, and 21.42% seniors are also located in this category. This segment requires changes in the product-services definition, integrating new attributes in the offer and communicating them properly, but the way of addressing the seniors is more traditional, as it has been done up to today considering that seniors have taken a break in their previous live.
4. **Expert Self-conscious travellers.** Individuals located on the upper right quadrant. Travellers who travel for leisure but search for something else, with an open vision and a desire for keeping an active life and self fulfilment, for strengthening their travel experience with active and special activities. This is the most important segment for pre-seniors and shows a minority in seniors. In our view it will correspond to a very sophisticated segment -as it was the 2- but with more recognizable motivations, and in that sense they are more keen to be loyal visitors than the previous one, and allows a long term strategy focusing on them.
5. **Intermediate traveller.** This category represents individuals who are equidistant between categories, being in this case 1 senior individual placed between upper and bottom quadrants on the left.

6.4. Synopsis of Chapter

The aim of this chapter has been to provide an evolutionary analysis aiming to gain a better comprehension on trends and forces of seniors travellers and how this emerging market will behave in the future.

As previously mentioned, a selection of papers and a meta-analysis of them was developed and a qualitative research has been conducted, based on in depth interviews defined and tested to develop the semi-structured interview questionnaire to achieve the final sample close to 90 individuals aiming to identify differences between 2 cohorts, preseniors and seniors from two different countries, Basque Country and Oxfordshire.

Regarding meta analysis, the 56 papers retrieved and analysed have been split into distinct periods, chosen taking into consideration (1) importance of having enough number of papers per period and (2) presence of many researchers and nationalities.

The meta-analysis has allowed to rate the importance of the variables identified (RII) and comparing the RII among the periods defined. An evolutionary analysis across the three different periods and evolutionary trends along time have been presentend and defined. The evolution has been divided into the different parts of our analysis model.

Thus, three periods have emerged and been named:

1. **Pioneer Period:** from 1980 to 1996. This was the longest time period, the one in which returned soldiers from the 2nd World War approached retirement age and the reason why there was a majority of papers from the USA and Canada as they were the first researchers who became interested in focussing on the senior segment.
2. **Growth Period:** from 1997 to 2008. These were the years in which demographic changes. A number of different countries and continents began to emerge, especially from Asia, as researchers begin to pay greater attention to the potential of this market segment.
3. **Crisis Period:** from 2009 to 2016. The global financial crisis motivated a reconsideration of previous paradigms and assumptions about senior tourism. This period was also a time when researchers acknowleged the need to update and gain greater knowledge about senior travellers. Furthermore, there was an increase in the number of Europe scholars who became more interested in this topic.

Literature and this historical and evolutionary analysis have given a very interesting perspective on history and evolution of the different themes across time. This meta-analysis and the evolutionary analysis of the literature have shown interesting issues and perspective on differences and similarities on the interests of researchers analysing senior

tourism along time. Evolutionary patterns that have emerged in the historical analysis developed. It is important to consider and explore which of these trends seem to continue in the future as follows:

- New countries will begin to support the consumption of senior tourism, which entails changes according to the conclusions reached in Chapter 5.
- If terrorism incidents continue to occur, tourists' perception in regard to travelling and the risk associated with it will continue to be important. Consequently, safety in travel will continue to be an important external variable.
- If the economy remains stagnant or in recession, economic issues will be important determinants, and package tours will continue to be popular choice in the decision making process. In addition, loyalty may continue to be important so as not to take risks when making decisions to travel to a particular destination.
- If seniors from developed countries feel that they are in danger when travelling, there will be a tendency to travel less frequently and for shorter distances with more visits to relatives in an attempt to restrict travel expenses without sacrificing their travel behaviour.

Besides, the future will depend on what new trends future seniors incorporate in terms of different generations, who have travelled more, speak more languages, use new technologies, have not lived world wars etc. The first few years of the new millennium have brought extraordinary change and transformation in destination planning and management. Most destination organizations have amended their traditional business models and will have to continue doing so in order to keep pace with the evolution of communication media, new technologies, innovative marketing strategies, changes in the consumer market and growing global competition (Formica and Kothari 2008).

Meta-analysis allowed consistently to raise **RQ4**. Will the future seniors tourists be the same way as current ones? Which new features emerge that they should take into account? And its hypothesis derived. H7. Future senior tourists will introduce significant changes in some of the variables that most impact on their tourism behaviour.

To accomplish the goals of this chapter, and to have a broader view and a better understanding of future seniors, preseniors (55+ and not retired yet) were also interviewed so as to gather information, insights and preferences not only from seniors but also from their descendant cohorts and future seniors. The in depth interviews and semi-structured interviews have been analysed in a quantitative approach and also in a qualitative one in order to identify differences in the preseniors way of travelling for leisure and important trends that will affect their future way of travelling. It will give some answers to the research questions formulated about the evolutionary trends that will affect more its decisions in the future. The quantitative analysis has focused on a descriptive analysis that compares the average of both groups in the variables selected, and also, a principal component analysis

on the dependent variables with the group of age of respondents (seniors or pre-seniors) as illustrative variable.

The results of statistical exploitation of these data have been shown firstly with a descriptive statistical analysis, then with a principal component analysis and also explaining which differences and similarities emerge from the open questions.

The descriptive analysis showed differences in determinants and motivations as presentors show pricing concerns but also a significant preference for cultural amenities and experiences and the possibility of feeling useful, comparing to seniors, more focused on the climate and nature. Presentors show a clear interest for social connection. This interest to a lowest degree coincides with senior travellers. Active travelling versus a more quiet way of travelling differentiates presentors from seniors. Interesting to note the importance of something beyond the leisure trip in itself, as interest in self-fulfilment clearly emerged.

Regarding open questions, several themes emerged as well as differences between presentors and seniors. Presentors showed clear concern not only on current prices but also related to next generations and an endangered welfare that might influence directly on their way of living and travelling. Concerning next generations, presentors also mentioned new trends on the way they consider seniors will travel in the future, as they will have broader experience and technology, which will influence on decisions criteria and behaviour.

Opportunities of living memorable experiences, cultural events and amenities and adventure have been important issues that have arisen. When mentioning their visualised trip when retired, the importance of no agenda and no stress were key themes, making the most out of their time.

Contrasting seniors demanded comfort in accommodation and transportation as key aspects.

Coincidences emerged as well as both cohorts mentioned the importance of family ties and commitments regarding their decision criteria as well as the relevance of safety, with a highest influence on seniors.

Going one step further concerning results of principal components, a total of 10 main components with a maximum eigenvalue to 1 has been obtained. These are dimensions that accumulate variability and therefore should be a priori given attention. However, in order to simplify the analysis, the first 5 principal components, which account for nearly half of the total inertia (in particular 49.59%) have been analyzed. It is important to note that of 49.5 % of the explanatory power of the first 5 principal components which will be presented below, senior/presentor variable was relevant in principal components (PC) 1 and 2:

PC1. Continuity of an active life. It accumulates 14.76% of the total variability and resumes a dimension of continuity of an active life related to tourism.

PC2. Potential for self-improvement and self-fulfilment. The second principal component accumulates 11.59% of the total variability and resumes a dimension of self realization.

PC3. Degree of travel stress. This component accumulates 9.27% of the total variability. It resumes a dimension relating stressful transportation.

PC4. Cultural and social dimension. Fourth principal component accumulates 7.16% of the total variability. It separates individuals into two groups regarding a cultural versus social dimension.

PC5. Commitment dimension. This principal component accumulates 6.80% of the total variability. It resumes a dimension of commitment to activities when travelling.

Individuals factor map showed some important aspects on principal components 1 and 2 and from those four quadrants, 4 different segments were represented.

These four quadrants represent 4 different segments:

1. **“New-born” not occupied travellers.** They envision travelling as a breaking activity.
2. **Expert not occupied travellers.** In this case the individuals located here envision travelling as a continuous activity –using then mostly from their past experience- and have a push to travel to occupy their free time.
3. **Newborn Self-conscious travellers.** Individuals who travel as part of a new stage in their lives and want to accomplish a self-improvement period.
4. **Expert Self-conscious travellers.** Travellers who travel for leisure but search for something else, with an open vision and a desire for keeping an active life and self fulfilment, for strengthening their travel experience with active and special activities.
5. **Intermediate traveller.** This category represents individuals who are equidistant between categories, being in this case 1 senior individual placed between upper and bottom quadrants on the left.

In conclusion, it seemed specially valuable to select and compare two cohorts and see if significant differences emerge. Thus, chapter 6 has systematically analysed and identified potential differences and similarities in motivations, decision criteria and behaviour of presenior compared to seniors giving negative answer to RQ 4, as future senior tourist will not be the same way as current ones, showing features that have emerged that stakeholders should take into account in order to be able to cater their needs, expectations and keep pace with changes and trends. Besides, H7 has been confirmed.

This chapter of the dissertation provides an evolutionary analysis aiming to gain a better comprehension on trends and forces of seniors travellers and how this emerging market

will behave in the future with evidence through an analysis across the different periods in the state of the art and a studio that analyses and compares preseniors and senior. A deeper comprehension of the future senior market segment from preseniors perspective, insights, needs and priorities will help understand future decision process and behaviour of senior travellers.

All the different stakeholders from the tourism industry need to update their understanding and knowledge not only of senior tourist but also seniors-to-be tourist, and emerging, changing and evolving market segment that will require and demand a more sophisticated and personalised way of offering them tourism proposals.

CHAPTER 7.

Summary and discussions

This final chapter will begin by summarising the methodological approach to the study and main findings and conclusions. It will then discuss the theoretical contributions and practical implications. Study limitations will also be examined as well as a discussion of future research opportunities before final comments are proposed.

7.1. Introduction

This thesis was based on the need to recognise the significance of a deeper and more strategic understanding of the senior tourism, as well as the determinants, motivations, decision processes and behaviour of this evolving and increasing market segment. Acknowledged the importance of seniors as a significant market segment of the tourism industry, it is essential to more deeply explore the growing power of this 'silver' market. The central contention is that it is important to understand the expectations, priorities, needs and wants of present and future senior travellers from a global and international perspective, so as to not only provide exciting opportunities for research but offer practical implications for all the relevant stakeholders.

In Chapter 2 a review of the literature on the growing importance of the senior market segment, its evolution and threats was conducted. This review provided an understanding of the potential of this market segment, and showed that there was a need to better understand this market segment in order to better comprehend the decision criteria and travelling behaviour of seniors. In addition there was a need to formulate key strategies and to offer services that cater for the needs, priorities and preferences of seniors, both now and in the future. Furthermore, this review also noted a gap in the literature on senior tourism as a global phenomenon as well as the global-local dimension and its impact on senior tourism from a country of origin perspective. This study was undertaken as a response to this need for greater knowledge about global tourism as it relates to the determinants, motivations, decision making criteria and behaviour of the senior market segment.

With the aim to investigate seniors in order to provide a strategic understanding and determine the key variables that relate to personal and internal determinants, a conceptual model was built. This model was created to enhance an understanding of the behaviour and preferences among of seniors and to provide a solid foundation for this study. This model was able to use a classification scheme that assisted in a greater understanding of their determinants, motivations, decision criteria preferences, and their behaviour of senior tourists.

In depth and semi-structured interviews were conducted with seniors and pre-seniors to support the empirical validation of the conceptual model. The purpose of the interviews were to determine what are the different variables that affect senior tourism consumption, and to analyse whether the tourism behaviour of seniors is common from a global and international perspective, or if not, to highlight any substantial differences.

The aim of this chapter is to evaluate whether the different elements of this thesis have been addressed. Therefore this chapter (1) reviews the methodological approach; (2) summarises the major findings which are drawn together through discussion; (3) discusses the theoretical contributions and practical implications for different stakeholders; and finally (4) outlines the main limitations of the study. In the next section there is a reflection on the limitations of the study as well as providing implications for further research. Finally, an overall conclusion is provided.

7.2. Summary of Methodological Approach to the Study

This study has aligned itself with qualitative research methodology: (1) a meta-analysis of selected research papers were conducted (2) a qualitative research based on in depth interviews defined and tested so as to develop a semi-structured interview schedule in order to undertake interviews with a sample of 82 individuals, with the aim to identify and differences between the two regions which had been selected (Oxfordshire in UK and Basque Country in Spain).

This methodology was selected so as to provide a broad understanding of the topic, as qualitative research approaches help us to understand the human dimensions of society, and especially the social and cultural implications as they relate to tourism. The emphasis in qualitative approaches is placed upon, “studying things in their natural settings, interpreting phenomena in terms of the meanings people bring to them, humanising problems and gaining an ‘emic’, or insider’s, perspective” (Phillimore and Goodson, 2004 p. 4).

Important aspects that need to be highlighted about the methodology are as follows:

- 1.** A structured analytic model was developed through an examination of the literature to provide a deeper understanding of the variables that help to explain specific differences in tourist behaviour. The resultant model shows that there is a cause and effect relationship between tourism motivation and consumption of the senior market segment. This contained five major components: personal determinants, external determinants (of origin and destination), motivations, decision criteria (decision, priorities and preferences) and behaviour. This model has evolved and been continually improved through an analysis of the research literature. From the beginning this model has shown its ability to adapt to the diversity of variables that has arisen from a revision of the literature, as well as showing its flexibility and adaptability.
- 2.** A meta-analysis of the state of art studies on senior tourism was also conducted. In order to understand the state of art studies and variables that emerged from the study of the senior tourism segment, a literature review of the theoretical and empirical studies that had been published between 1980 to 2016 was conducted, with an emphasison determinants, motivations, decision criteria and behaviour.

In an attempt to better understand the local-global dimension in regard to senior travellers, it can be concluded that the country of origin was a very important variable (Aiello et al., 2008; Bai et al., 2001; Chen et al., 2015; Le Serre et al., 2013;). The research literature for senior travellers was classified by country/region, and the RII as well as for each of the different

variables that emerged in each block of the analysis model which were regarded as important for each country/region.

Furthermore, in order to gain a better understanding of future trends and forces on senior travellers and how this emerging market will behave in the future, an analysis of the different time periods was conducted. With the aim of analysing the evolutionary trends, 56 papers were divided into different categories relating to their country of origin.

The meta-analysis allowed the researcher to rate the importance of the variables that were identified and validated and also their evolutionary trends over time. This provided a very interesting perspective on the history and evolution of the different themes over time that helped to answer the research questions.

- 3.** A qualitative research methodology which was based on in-depth interviews was developed and pilot tested. This interview schedule was used to interview a sample of approximately 90 individuals so as to identify any similarities or differences between the two countries (Oxfordshire In UK and Basque Country in Spain), Two different age cohorts were also interviewed (pre-seniors and seniors) in order to determine whether differences existed between the different cohort groups.
- 4.** A descriptive statistical analysis was conducted to determine whether differences occurred between both sample populations, classifying their presentation in the same blocks of the conceptual model, and with the same order that was used previously in the meta-analysis.
- 5.** Finally a principal component analysis (PCA) using the origin of the interviewee as an illustrative variable was conducted.

7.3. Summary of Main Findings and Discussions

The aim of this study is to identify, analyse and explore the main trends and forces driving change in regard to senior tourism. In addition, this research has attempted to determine the strategically relevant variables that have begun - and will most likely continue in the future, to affect the way that seniors consume tourism, both now and in the future. Furthermore, this study explores the potential impact of these trends on the senior market segment, as well as to determine the impact of the country of origin on senior tourism demand. This phenomenon elicited the following questions that have directed this study:

RO1. Is it possible to establish a conceptual model that structures comprehensively the different variables that explain today's seniors behaviour and which is flexible enough to integrate the new variables that would appear in the future?

And its hypothesis derived:

H1. It is possible to set this model openly through the analysis of the existing literature on this group, its demographic evolution, and an in depth analysis of the main features shown by preseniors compared with seniors.

RO2. What are the main variables that determine the behaviour of the senior tourists? Which are the ones leading to a heterogeneous behavior in senior tourism? Can we speak of a single segment or a heterogeneous segment?

From this question, three hypothesis have been developed:

H2. All senior tourists regardless of their differences in relevant determinants variables depending on the model identified- will have some common patterns of tourism consumption in relation to certain variables.

H3. Senior tourists will present different consumption patterns depending on certain key variables that we would determine.

H4. Derived from the two previous hypotheses, senior tourism is a homogeneous concept with a corresponding impact on the strategies to be followed by organizations and destinations in order to address them properly.

RO3. Is the senior market segment a global one or are there significant differences in the tourism consumption of seniors depending on their country of origin?

Two hypothesis have been further developed:

H5. There are differences motivated by the country of origin that may affect the way tourism for the senior segment market should be offered to each nationality leading to a multi-domestic strategy.

H6. At the same time, there will be coincidences in the senior's tourist behaviours that are not dependent from on their country of origin allowing a global strategy.

RQ4. Will the future seniors tourists be same way as current ones? Which new features emerge that the offer should take into account?

H7. Future senior tourists will introduce significant changes in some of the variables that most impact on their tourism behaviour.

The main findings of this study is presented in Chapters 3 to 6.

Chapter 2 highlighted the increasing interest in the senior target market which has become a worldwide phenomenon (Sellick 2004; Jang and Wu, 2006). This chapter provides a deeper understanding of an ageing population poised to become one of the most significant social transformations of the 21st century. This will have implications for most sectors of society (Powell and Khan, 2014; UN, 2015a) including the travel industry as there is a strong need to grasp a deeper knowledge of this market segment.

Chapter 3 -where the conceptual model is developed was presented- has affirmed that the senior market segment is heterogeneous and diverse in its determinants, motivations, decision making criteria and behaviour.

Chapter 4 provides a clear understanding of the reasons why the emerging market of senior tourists is so diverse, as well as discussing the main characteristics of this market segment using the conceptual model which has been developed and presented in Chapter 3. A total of 78 variables emerged from the literature, were listed, numbered and classified into different categories derived from the conceptual model that had been established. The variables were validated through interviews so as to better understand those that require further research. In addition, two new categories emerged and were integrated into the conceptual model showing its flexibility and adaptability to validate further research. RQ 1 was then followed by a discussion moved forward to chapter 6 in order to answer the second part of H1. An historical and evolutionary analysis was conducted and the model showed its flexibility as it confirmed H1. Therefore this suggests that it is possible to set this model openly through an analysis of the existing literature on this group, and its historical analysis.

For **RQ2**, some of the variables that helped to determine the behaviour of the senior tourist and which led to heterogeneous behaviour have been highlighted. As for personal determinants derived from in depth interviews, it was essential to highlight that two new sub-categories or themes emerged from the respondent's answers: (1) previous travel experiences, which can trigger (2) phobias and phobias, that is to say, preferences for some aspects of their travel

experience and the opposite. These sub categories were important as they may influence not only how seniors travel presently, but how they choose their destinations in the future. One important aspect of previous experience is the means of transport as it may help to determine the choice of a destination and affect the decision making process. Journeys with more than two stopovers and journeys over five hours were regarded as stressful.

In regard to external determinants, such as climate, nature and cultural offerings were considered to be important variables. As for the main motivators, social interaction emerged as a key motivator for seniors, according to not only the in-depth interviews but also to the meta analysis which had been developed. Concerning the decision making criteria, most seniors chose their destination after considering suggestions from friends or relatives. It is important to highlight the relevance of travel agencies as a way of choosing a destination based on the suggestions from professionals, which reinforces findings from the literature review where a preference for package tours and reliance on travel agents were the most important variables found. The internet was also considered as important and was highly ranked.

Nevertheless it is important to note the focus on the variability of the senior market segment that makes it difficult to define variables that determine heterogeneous behaviour. There is a need to emphasise that motivations, personal determinants, and external determinants influence behaviour and criteria, albeit the different life events that seniors are going through in the different life stages. Within the senior segment, each individual is going to display a different tourist behaviour depending on the different determinants that may influence the motivations as either enhancers or inhibitors.

This has enabled the ensuing discussion to move beyond what is common to much of the other literature on diversity and heterogeneity of the senior segment. Understanding the way that senior tourists may differ between countries through an international exploration based on the country of origin will help us to understand different variables that may help determine the behaviour of senior tourists from a broader perspective. In-depth semi-structured interviews were conducted in two regions with two different cohorts to help answer the research questions about the global-local dimension of the market segment through an historical analysis, that facilitated discussion in Chapter 5. Thus, chapter 5 has focussed on a systematic analysis to identify potential differences in the travel motivations of seniors from different countries or continents. For **RO3**, differences in tourism consumption emerged and RO3 was confirmed and for the hypothesis derived H5 and H6.

A total of 54.05% of the explanatory power for the first five principal components - the country of origin appears to be a relevant variable in 3 of them, which accounted for more than 30% of the variance. Therefore, the variable 'country of origin' will show important differences in the way of travelling, criteria, motivations and sources of differential decision making, showing the need to adapt offers to seniors from different countries. The two hypotheses were answered in the positive and we even established a proportion between the global and local approach: 30 local, and 24 global between the two samples which were

analysed. It is important to note that this high rate of adaptation that the senior tourist requires depends on their country of origin and that could probably increase when considering other countries.

Consequently, it was confirmed that there are differences in motivations, decision making criteria and behaviour which was motivated in the country of origin affecting the way that tourism will be offered to each nationality.

Chapter 4 and 5 provided an in-depth discussion about the challenges of providing future trends relating to seniors tourist behaviour. Accordingly, a deeper analysis was conducted in Chapter 6, which focused on future senior travellers, identifying the main trends that emerge from the study of the literature, and an evolutionary analysis of the results of the semi-structured interviews to pre-seniors compared to seniors was conducted. Research question **RQ4** and its hypothesis derived **H7** could be answered positive.

Senior tourism is changing. The unprecedented change in the demographic structure of the population is likely to see a shift in the market (Allen et al. 2012; Nedelea and State, 2008). Several authors point to the baby boomer generation as one that will introduce a profound change in the composition of markets in the decades ahead (Patterson et al. 2016 ; Prideaux et al. 2001:211).

Although a summary of the main findings from the data is provided above, it is also crucial to bring together the elements of this thesis, to demonstrate how these findings can be developed, and their convergence interpreted to respond across wider issues which have been identified for exploration. Based on the above findings of this study, we concluded that there are a number of theoretical contributions and practical implications as follows.

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7.3.1 Theoretical Contributions

Tung and Ritchie (2011) stated that the senior travel market is one of the most challenging for scholars to understand due to its inherent complexities. This thesis made several important contributions to theories, which will be presented below. These outputs are especially instructive to researchers and the tourism industry and have contributed to knowledge in the field. Thus, the results of this thesis – even with the limitations recognized- make important advances to the knowledge and theoretical approach of the senior tourism market because they have defined some conceptual artefacts that can help to cope with the complexities identified. Our work has shown that most of those complexities could remain unsolved due to the lack of a theoretical framework that arrives to comprehend them and after that, to better incorporate those explicit complexities in the research and decision processes.

In order to organize the main contributions achieved from a theoretical point of view we will come back to the main areas advanced during this research work: conceptual model, global-local dimension, heterogeneity of the senior tourism market, and evolutionary trends and main drivers of change.

7.3.1.1 A Conceptual Model to analyse the Senior Tourism segment and its change Drivers

The conceptual model proposed in this thesis was structured with the variables identified, reviewed, and categorized from the global literature with three main objectives: (1) a better understanding of the senior tourism market segment and its heterogeneity; (2) a deeper analysis of the evolution of senior tourists, through the interrelations between motivations, determinants and travel behaviour (3) an understanding of the possible drivers of diversity, especially the impact of the country of origin on senior tourism demand. Each of the variables was analysed in depth and a total of 78 variables emerged from the analysis of the literature. An outcome of this review was that a conceptual model was developed to provide a more in depth understanding of the behaviour and preferences of senior travellers and through the identification of variables and its categories, the probability of helping in the designing a more innovative supply system for senior tourism could be increased. Thus, 78 variables emerged and, in order to be able to gain a deeper understanding of the set of variables that came out, those variables have been grouped in a reasonable number of categories conceptually close. Having a model with a cause effect relationship between the different categories and the variables arranged in conceptually consistent groups is relevant not only to gain understanding but also to subsequently facilitate the senior market study.

These categories and subcategories are:

(1) **Personal determinants.** The numerous variables were grouped into 6 different sub categories: state of physical and mental health; socio-economical status; age; professional status; emotional, personal, familiar and social status; previous experiences. These categories comprehend and encompass the 20 variables that the studies identified and analysed take into account.

(2) **External determinants.** Variables were grouped and classified into 4 different sub categories: regional environment determinants; travel determinants; general issues; hotel determinants, which encompass the 20 categories analysed by the literature.

(3) **Travel motivations.** The 23 variables resulting from the literature analysed have been sub classified into 10 different categories: socializing; feel and look better; improving health and physical and intellectual capacity; new experiences; education and skills; family and friends; revive previous experiences; fun; reward; membership.

(4) **Decisions, criteria and priorities,** 8 variables emerged which have not been grouped into categories as they showed important differences that might add relevant and independent information

(5) **Travel behaviour,** in which 7 variables emerged.

These categories have remained practically unchanged throughout the time in spite of the increase of investigation in the area. Moreover, the categories and subcategories are broad

enough and comprehensive enough to include new specific variables that may emerge as important for future seniors. In an attempt to check and show the capability for adaptation of the model, it has been shown its flexibility because it has been able not only to integrate two new intra-categories which have emerged from the respondents answers and themes: (1) past or previous travel experiences, which can trigger (2) phobias and phobias, but also to integrate new trends. It is important to add that trends cannot be anticipated. Nevertheless, the flexibility of the conceptual model makes possible to include them if they occur. Finally, it is important to highlight that the model is valid in the definition of the categories of variables considered in the analysis.

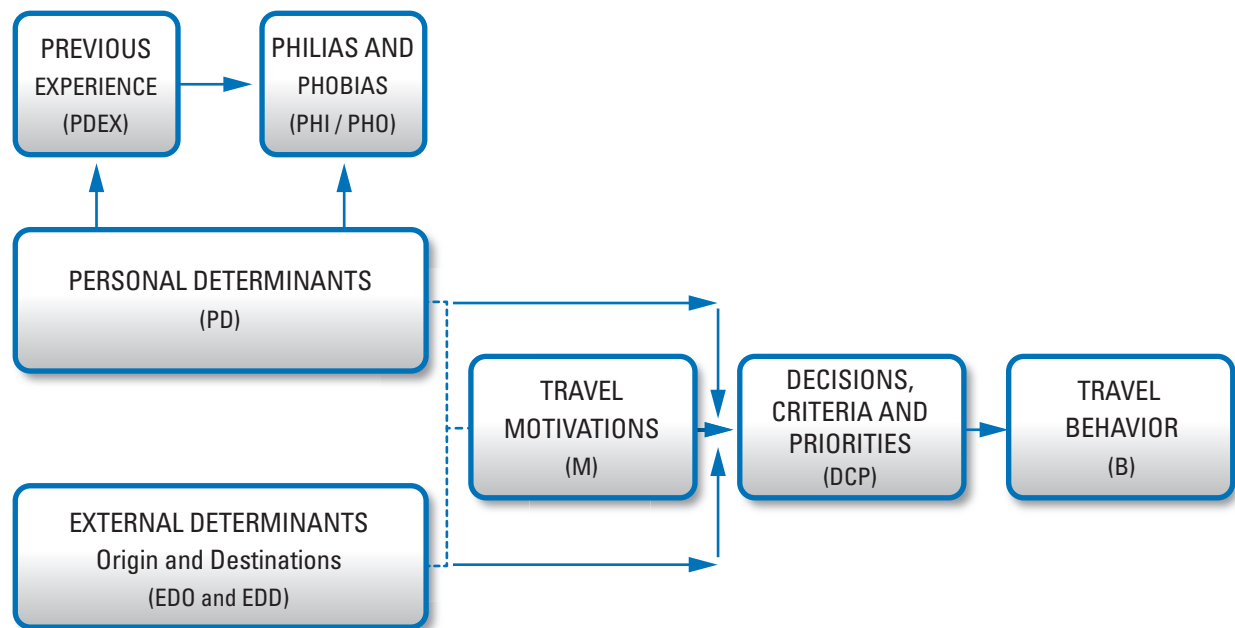


Figure VII. 1. Conceptual Model

Likewise, variables that show future trends also resulted from the analysis. Thus, some of these trends are environmental concerns, care for food and nutrition, importance of bio food, impact of social networks and individual public image. Obviously, the model is not able to anticipate the future and therefore cannot anticipate new variables that will emerge as relevant but it is able to include them.

In conclusion, the conceptual model showed a cause and effect relationship between tourism motivations and consumption for the senior market segment as well as between determinants and the form of consumption. Furthermore, it is flexible enough to include new variables grouped into the different categories mentioned to further facilitate the study of the senior market and the consequent decisions to be taken.

Personal determinants (which can be both enhancers or constraints), external determinants or motivations will influence the decision making process. Within the senior segment, each individual will display different tourist behaviour depending on the different determinants that may influence the motivations as either enhancers or inhibitors. Therefore, it is essential

to highlight the variability of the senior market segment, which makes it difficult to define variables that determine heterogeneous behaviour. Motivations, personal determinants, external determinants influence behaviour and criteria, albeit the different life events that seniors are going through.

7.3.1.2. Senior Tourism as a Global-Local Market

Researches highlight the importance of the comparison between countries in order to better target senior travellers and understand their behaviour and needs. Nevertheless, not so much attention has been drawn to the global-local dimension. Thus, in the literature about senior tourism, the global-multidomestic debate is not explicit. Many authors assume that seniors constitute a global market due to their demographic features, even if differences in economic development, education, culture or social welfare would create enormous differences among seniors tourism behaviour and consumption from different countries.

A deeper understanding of the senior tourism market through an exploration of the global-local dimension of international strategies could assist industries, destinations and the different stakeholders to boost and implement change and innovation with the aim to respond to this growing and changing demand segment of senior travellers. Besides, the practical considerations on this issue would condition if the strategic positioning and marketing strategies of the tourism and hospitality industry should be mostly globally defined for all the countries with minor adaptations, or if they should be mostly adapted to the specific features of each country seniors.

In this research work evidences about this debate have been tried to find by analyzing how different or similar act senior tourists from 2 countries/regions that do not differ much in some country dependent variables as economic development, social welfare or educational level. In this regard, it should be noted that the country of origin appears as a relevant variable in 3 of the 5 principal components (PC) that explain 54.05% of the data set inertia, having impact in more than 30% of the total variation. This shows that the variable country in our sample will motivate important differences in the ways of travelling, criteria, motivations and sources of differential decision showing the need to adapt offers to seniors from different countries; but also in the 24.04% of the two other components, country will not be a relevant source of difference. It also allows to stablish a proportion among the global an local approach in our sample: 30% local, 24% global which is a quite balanced score comparing two European -developed and educated- regions. This could be understood as a high rate of "country or origin adaptation need" in the senior market, percentage that probably will increase when considering other more diverse countries. So, looking to the practical implications, we should say that country of origin is a very strategic criteria for segmentation.

A different perspective to this question would be to measure if we can also apprehend this country contribution as a different relative weight (RW) of each senior tourism segment in each country senior tourism market. This RW has been calculated for each one of the

segments that can be identified crossing PC1&3 and also for the segments that emerge crossing PC3 & PC5, which are:

- **Impulsive Classical**, 34% are from Basque Country, none from Oxfordshire. These individuals who do not need any special preparation when organising their trips as they prefer to travel to already known places with their family and organise their journey by themselves in a more impulsive mode.
- **Spontaneous Adventurous**. 38,46% individuals are from Oxfordshire, 20.68% from Basque Country. They prefer impulsive trips to new and discovery experiences.
- **Reflexive adventurous**. Majority from Oxfordshire 53.84% compared to 10.34% from the Basque Country. Travel preparation is important for these individuals. They seek discovery and different experiences preparing them carefully and with an important preparation time
- **Reflexive classical**. 20.68% from the Basque Country compared to 7.69% from Oxfordshire. They are thoughtful, enjoy organising their trip, and prepare well every detail, even when they don't change destination.

Global segments have emerged (spontaneous adventurous, reflective classical). Nevertheless it is important to empathise that also local segments have emerged (impulsive classical and a clear majority of individuals from Oxfordshire in the segment reflexive adventurous), which sheds light on the issue. And it is that these segments and data effectively serve to discuss the possibility that there are indeed global segments (much more interesting for international chains because of their high potential for loyalty and market) and others that are only local (with less demand potential and only suitable for hotel chains in those areas and /or countries that want to specialize in their local demand.

Consequently, despite the growth in number of senior travellers, being this market trend is a global one with an increasing presence in all continents and countries from the most advanced to developing countries, it does not mean that the answer will always be a global strategy that aims to provide the same touristic product for all seniors in every single country. Moreover, to determine an international strategy it is important to know if the tourism behaviour of seniors, and their motivations and determinants are common internationally; or whether they show substantial differences that require a strategic adaptation, depending on the country of origin.

In summary, it is key to underline that a proportion between the global and local approach was 30 local, 24 global between the two samples emerged, and the conclusions obtained are relevant:

- The country component explains a very important part (and majority of the behaviour of the seniors) in 2 countries that share a same area of the world, historical tradition,

similar economic evolution, and equal socio-political variables. Taking into account that those 2 countries (Spain and UK, and their two areas analysed (Oxfordshire and Basque Country) are convenient sample and, as mentioned, share a same area of the world, it can be affirmed that this country component will therefore tend to be higher if this issue was posed in a global way.

- It is especially important to state and analyse the interpretations. The attention to the senior tourism must have an important adaptation according to the country of origin. Consequently, marketing and communication strategies must take into account this fact and must be tailored to the needs and requirements of each country of origin
- Furthermore, it must be admitted that there is an important common denominator between seniors in both countries and areas analysed and that is the fact of noting the existence of the same sub-segments of seniors in both areas. It is also important to stand out that these sub segments show different relative weight in each country (or rather, in the sample of each country). This fact might admit a global tourist design regarding those aspects, at least between the 2 countries / regions in which the study has been focused. This aspect - whose specific form of presentation and implications are dealt with in more detail in the following section- leads to a very important conclusion: the "country of origin" component is not specific enough to be used strategically in the proper definition of how to meet the senior demand. Our view is that this occurs because under the variable country of origin, other truly relevant differences are manifested. In other words, research should not only focus on the country of origin components regarding senior tourism but also on the importance of analysing the different sub segments and their insights. Thus, being a relevant variable to determine such crucial aspects in the marketing and design of the tourist supply - such as the language, time preferences because of climate and weather conditions issues- or even aspects such as the purchasing power and average price levels, an additional study on the sub-segments of senior existing in each country is required as well as its nature of sub-segment global or multi domestic.

7.3.1.3. Senior Tourism Segment as a Heterogeneous Segment

A number of researchers have stressed on the heterogeneity of senior tourists (González et al., 2010; Khan, 2014; Lehto et al., 2002; Mathur et al., 2006; Moschis, 1997; Nimrod, 2008; Reece, 2004; Shoemaker, 2000; Tung et al., 2011) . One of the aims of this thesis is to refine and expand the academic knowledge about the senior tourism segment towards a deeper understanding on the main dimensions that make this market segment a heterogeneous segment.

With this aim in mind, the heterogeneity of senior tourism and its sources have been further explored and analysed. Based on in-depth and semi-structured interviews conducted to seniors- inspired on the conceptual model presented in Chapter 3 in order to classify the main drivers of possible heterogeneity inside the senior tourism segment- and thanks to a rigorous codification process of these conversations, a multivariate analysis was achieved,

allowing the identification of 5 principal components that accumulate more than 50% of the data variability.

Those components are as follow:

1. Need to vary Destination

This first principal component accumulates 14.6% of the total variability, and reflects travelling as a comfort consumption that separates individuals into two groups with a different attitude towards destination:

- Individuals who travel looking for new destinations
- Those individuals who prefer well-known destinations and repeat their visits there frequently with very small variations.

2. Need of professional support for the travel organization

The second principal component accumulates 12.59% of the total variability. It separates individuals into two groups regarding the way they organize and plan their trips:

- Individuals who organize their trip through a travel agency with a preference for programmed trips and package tours.
- Those individuals who prefer to organize their trips by themselves, through internet.

3. Need for novelty and discovery experiences

The third principal component accumulates 9.9% of the total variability. It separates individuals into 2 categories:

- Individuals who understand travelling as a completely new experience which will connect them with current and new friends.
- Those individuals who conceive travelling as a family and familiar experience.

4. Length, companionship and motivation

The fourth principal component accumulates 9.2% of the total variability. This principal component differentiates 2 types of travels:

- Long trips to fulfil intrinsically motivations to travel and that emerge in a very individualistic way.
- Trips motivated by an immediate impulsion and that emerge in a capricious way, usually being realized as a short stay in couple.

5. Preparation and Reflection

Finally the fifth main component explains 7.7% of the total variability of the data set and defines 2 groups:

- Those individuals who prepare their trips and see this preparation time as a travel itself
- Those individuals who prefer to improvise, not dedicating time to think about the trip, and taking the travel decision in a more impulsive mode.

Consequently, 36 possible market segments could be defined inside the senior tourism market segment combining the 5 dimensions. It could also achieved an interesting

segmentation using the PC in pairs. Taking the two dimensions related with the innovation and variation need in senior travel (PC1 and PC3) and analysing the four segments that can be conceptualized and the different marketing strategic approach they require, four emergent segments have emerged. This fact is really relevant as it helps shed further light on the importance of heterogeneity, and the relevance of understanding the segment itself but also each sub segment. These sub segments are as follow:

1. **Hyper-conservatives** (32.98% of our sample)

They see no need to change destination, and see the leisure trip as a familiar experience. Consequently they are happy to keep repeating the same destination and having the same experiences. Hyper-conservatives should be addressed in a very classic way to maintain their interest. They prefer travel to consolidated destinations offering recognized experiences marketed in a traditional manner. This segment is not interesting about new destinations or new experiences; by contrast, it will be a “must” for destinations to achieve a high level of excellence. They are also very important for the hospitality industry because their loyalty.

2. **Conservatives** (26.18% of our sample)

They love diversity of destinations; they visit their relatives at their destination and search for social interaction, comfort and relaxation. They change destinations and also consider leisure travel to be a familiar experience. Conservatives play with a minor fidelity level to destinations: they change among destinations that offer similar experiences, based in reputed and well known services. They are the priority segment for hotel chains that are able to offer similar experiences all over the world.

3. **Stable innovators** (17.03% of our sample)

They prefer not to change destinations but enjoy novelty and new experiences on their leisure trips. Stable innovators represent a very demanding segment for destinations because they need new experiences and services. They are an important market segment in a region or country as they create an important drive for innovating in experiences and supply that can be translated to other countries or regions achieving an interesting competitive advantage in the hospitality industry.

4. **Restless innovators** (23.80% of our sample)

These individuals seek new comfortable destinations looking for novelty and new experiences. Restless innovators are the dream segment for new destinations that aspire to achieve a market share in the senior tourism with a differential proposition of experiences because they will be ready to buy this new proposal “by genetics”.

Regarding seniors and preseniors, with the aim to gain a better perspective on the differences between two different cohorts (preseniors and seniors) in two different regions (Basque Country and Oxfordshire) interviews were conducted and the descriptive statistical analysis for the most common variables developed, using the same categories that were coded in the conceptual model. 5 principal components that accumulate 49.5 % of the data variability were identified:

1. **Continuity of an active life.** It accumulates 14.76% of the total variability and resumes a dimension of continuity of an active life related to tourism. Destinations should aim to offer activities that keep seniors physically and mentally active. This dimension is related to a consideration of travelling as a way of maintaining an active life versus the vision of travelling as a mere relaxing, exotic or sedentary activity. This vision of travelling that already appears in current seniors, is much more frequent with pre-seniors, and it is part of a trend that will increase in the future.
2. **Potential for self-improvement and self-fulfilment.** The second principal component accumulates 11.59% of the total variability and resumes a dimension of self realization, the possibility of feeling useful, of self- realization and improvement from a physical level (sports amenities will be important) - to a mental one – (educational, cultural activities will play an important role). This dimensión expresses the need to consider travelling as an activity for improving, exercising, learning and feeling useful. It shows a trend that would increase in the future. And it is a dimension that requires a specific approach to the way that the destination communicates its possibilities, and the way tourist operators elaborates their packages, travel agencies chose and prioritize their offers, and hotels propose activities to their guests.
3. **Degree of travel stress.** This component accumulates 9.27% of the total variability. It resumes a dimension relating stressful transportation (flights, long journeys with more than two stopovers).
4. **Cultural and social dimension.** Fourth principal component accumulates 7.16% of total variability. It separates individuals into two groups regarding a cultural versus social dimension.
5. **Commitment dimension.** This principal component accumulates 6.80% of the total variability. It resumes a dimension of commitment to activities when travelling. On the positive side a commitment with a clear self-compromise to have some activity kind of activity when travelling, regarding work reasons or educational activities emerge.

It is also essential to empathize on the importance of the 4 sub segments emerged towards a greater understanding and knowledge of the heterogeneity of the segment:

1. **“New-born” not occupied travellers.** 2,5% of pre-seniors are located here contrasting with 42.8% seniors are also located in this category. They envision travelling as an activity to “break” and change their daily lives– this is why they are new-borns to that, even if they have travelled frequently before. This segment corresponds with many offers existing currently to seniors. In Spain is a paradigm of this with the Imserso trips offered to seniors.
2. **Expert not occupied travellers.** 21.42% seniors and 17.50% preseniors are located here. Individuals located here envision travelling as a continuous activity –using then

mostly from their past experience- and want to travel to occupy their free time. Those individuals will probably travel with very different goals, perspectives, and motivations. They would be a very dynamic consumer. Their main driver for travelling is not so clear. Nevertheless they are a very interesting segment as they can be more sensible to promotions, recommendations, and new destinations if they are offered to them consistently with their previous experiences.

3. **Newborn Self-conscious travellers.** 35% of pre-seniors are located here, and 21.42% seniors are located in this category. Individuals located here consider travel as part of a new stage in their lives and want to accomplish a self-improvement period. This segment requires changes in the product-services definition, integrating new attributes in services and supply and communicating them properly.
4. **Expert Self-conscious travellers.** 45% preseniors and 11.9 seniors are located here. They are travellers who travel for leisure but search for something else, with an open vision and a desire for keeping an active life and self fulfilment, for strengthening their travel experience with active and special activities. This is the most important segment for preseniors and shows a minority in seniors. In our view it will correspond to a very sophisticated segment -as it was the 2- but with more recognizable motivations, and in that sense they are more keen to be loyal visitors than the previous one, and allows a long term strategy focusing on them.

After the identification and analysis of the principal components and taking into account the relevance of the sub segments emerged, some conclusions should be highlighted:

1. The same senior segments in Oxfordshire and Basque Country appear, despite the fact that different relative weights exist. Also some segmentation criteria have the same relative importance in the two regions arising, which gives rise to keep a global action on senior tourism as long as it is always strategically adapted to the attention of the needs of a specific sub-segment. From this perspective, senior tourism clearly approves specialization strategies in the sense that was defined by Porter (1982).
2. It is essential to investigate, examine, analyse and understand the sub segments in each country, its weight and its relevance so as to define whether to specialize on that (or those) sub segments, and how to do it.
3. The presence of certain segments between seniors and pre-seniors group might augur that this sub segment might maintain an important relative weight in the future, and therefore, will have greater longevity than a segment with important presence in seniors that loses weight in the pre-seniors. Emergent segments are also identified (which are currently minority among current seniors, but that nevertheless present a high weight among preseniors (such as new born self- conscious travellers or experts self- conscious travellers).

Finally the role of personal variables in the international strategy is key, not only in order to observe seniors now but also to understand and anticipate future trends. It has an important weight in the definition of sub segments.

Thus, it is essential to highlight the variability and heterogeneity of the senior market segment, advancing and expanding in their knowledge, the differences in the various sub segments, so as to be able to understand the variables that might affect them which will help to anticipate the impact of those variables on their travel decision.

7.3.1.4. Main Drivers of Change

Responding to the rapid changes of the senior travellers as a globalized and evolving market segment is key to understand the future factors that will shape tourism and the forthcoming needs of elderly seniors.

Challenges and implications will require to be contemplated by the stakeholders, and identification of main drivers will be essential to be able to become strategic and forward thinking in order to propose solutions and innovation to prospective needs and expectations. More experienced and sophisticated senior travellers will definitely contribute to change not only the way they travel and choose their destinations but also the way destinations and products are communicated and offered. Variables from the conceptual model developed in this thesis will shed light on senior market segment and help understand current and future travel behaviours. In this way, the conceptual model allows to investigate the impact that different types of variables can have on the quantity and quality of senior tourists in the future. For instance, important changes in the personal determinants of the senior population (level of education, income...), in the external determinants that surround them (environmental conditions, climate change, transport cost, etc.), in the phobias and phobias developed by previous travelling will affect drastically the travel motivations and decisions of seniors. It also allows establishing from which levels of income and security of seniors it is possible to develop an important demand in this field.

The conceptual model allows to work with the trends of general evolution in a stronger way and with a higher potential and level of concretion. The common segments between seniors and presentors allow approaching their travel behaviour and determining and identifying important trends of change in the future demand.

It is essential to point out that the higher growth trends are those related to the segments that have greater relative weight in presentors than in the seniors (experts self conscious travellers and new born self conscious traveller). The trends that lose weight are those related to the segments that have a greater weight in seniors than in the presentors (new born non occupied travellers and experts non occupied travellers). These trends are only valid for seniors from advanced countries, that these may present different components

in countries that are subject to their own evolutions in economic, educational or social factors.

Therefore, more attention should be given to emerging sub segments which show a new perspective on decision making regarding travelling, not only from a senior perspective but for the current sub segments in the senior market segment.

7.3.2. Practical Implications

One of the key findings from this study is that there are several advantages to the gaining of knowledge about senior tourism, as it provides insight into the travel behaviour of senior tourists and has practical implications for destinations managers, industry practitioners, hotels and hospitality managers. Tung and Ritchie (2011) agreed that it is vital for tourism practitioners to recognize that travellers can experience a situation very differently even if similar services, events, and activities are provided. More so today than ever before, ageing has become a unique process. When achieving competitive advantage in times of rapid change requires tourism stakeholders to have a clear understanding of the direction of change and its implications for business or destination management (Dwyer et al., 2009).

Consequently, this study has contributed in terms of providing critical insights into the senior market segment. The challenge for the different stakeholders, either from a public or private tourism organization is to consider these trends and changes in a proactive way and to be able to innovate to create new strategic directions.

Issues which have been addressed in this study have practical implications for different stakeholder groups. Findings related to the implications on stakeholders can be classified under five main headings, which has been presented in regard to each stakeholder, and suggestions about how to develop new strategic directions will be outlined. The five headings are as follow:

1. The weight of the external determinants on a destination.
2. The importance of a global strategy to attract seniors from different countries.
3. The importance of a multi-domestic strategy adapted by each country
4. The practical importance for the identified market segments
5. The importance of future trends for seniors (pre-seniors)

7.3.2.1. Practical Implications to Destination Manager and Marketers

The key findings are important as they provide a critical comprehension into senior needs and preferences. Senior tourism shows many similar global features which are strategically relevant to the understand of their determinants, motivations, decision making criteria and behaviour at the personal level, and also externally, when referring to the destination characteristics. There is a need to highlight the differences and similarities in motivations, decision making criteria and behaviour of senior travel from different geographical areas.

- **The weight of the external determinants of destination.**

Conclusions relating to the external determinants of a destination and their relationship to trip comfort, showed a high weighting. This implies that destination managers need to be aware of their competitive advantages in order to properly communicate the strengths of their destination, being conscious as well of the need for greater knowledge of the segment market. A long-term perspective and vision is vital for this to be achieved.

- **The importance of a global strategy to attract seniors from different countries.**

Understanding the way that senior travellers consume may help develop marketing strategies able to attract this market segment. From our principal components analysis, it was important to emphasise that of 54.05% of the explanatory power of the first five principal components, the country of origin appeared as a relevant variable in three of them, which accounted for more than 30% of the variance. The other two principal components (PC 2 and 4) were the:

1. **PC 2.** The need for professional support for the travel organization that accumulated 12.59% of the total variability. This separated individuals into two groups in regard to the way that they organize and plan their trips.

- On the positive side, individuals who organized their trip through a travel agency and who trusted their suggestions and recommendations also want to connect with new people. Due to all this, we find a positive contribution of the package tours.
- On the negative side, those who prefer to organize their trips by themselves, and through Internet are looking to travel to destinations that are close to home.

2. **PC 4.** Length and companionship. This principal component accumulated 9.2% of the total variability. It differentiated two different types of travel:

- Longer trips to go on alone that show diverse ways of choosing a destination (e.g. family based destination, celebrities choice or for self-fulfilment)
- Trips to go with a partner, which are short and strongly influenced by films or the press.

A global strategy to attract seniors from different countries may be for destination managers to take into account the importance of the role of travel agencies and the type of trips that a heterogeneous market segment will choose. It might be interesting to identify market segments (or sub-segments) with the greatest potential for senior travellers and to develop an appropriate strategic position. Thus, although a global strategy might be used, the focus will be on potential sub-segments which may increase the possibilities for success.

- **The importance of a multi-domestic strategy adapted to each country**

The proportion between the global and local approach was 30 local, 24 global between the two samples which showed that it is vital for destination marketers to take into account the country of origin and the importance of adaptation to the senior tourists' needs and requirements.

In regard to the principal component analysis, 54.05% of the explanatory power explained the first five principal components. The country of origin was found to be a relevant variable in 3 of them (PC 1, 3 and 5), which accounted for more than 30%. These three PC explained the following travel characteristics:

Principal Component 1: Need to vary destination to find comfort

This accumulated 14.6% of the total variability, and was conceptualized as the need of vary the destination to find comfort. This dimension reflects traveling as a comfort consumption that separates individuals that travel to find comfort into two groups with a different attitude towards a destination.

1. On the positive side are individuals that look for new “comfortable” destinations. They look for inspiration from the Internet, and trust in travel agencies to organise their trip and are on the lookout for social interaction. Due to their need for change, they prefer to go to family based and close by destinations.
2. On the negative side are those that choose to travel with relatives looking for a good climate and preferring destinations that they already know and go to frequently with only a small variation. Due to the level of frequency they do not need any professional advice to organise their leisure trip.

Principal Component 3. Need for discovery and novelty

The third principal component accumulates 9.9% of the total variability. This separated individuals into two categories:

1. On the positive side, individuals that conceive travelling as a completely new experience that will connect them with their current and new friends.
2. On the negative side, individuals that conceive travelling as a family and prefer a familiar experience.

Principal Component 5. Preparation and Reflection

The fifth main component explained 7.7% of the total variability of the data set. This principal component divided individuals into:

1. Those who like to prepare their trips and see this travel preparation time as part of the travel itself. This is why there was a positive correlation with an intensive use of Internet, and a preference for trips of discovery and new experiences.
2. Those who do not devote time to thinking about their trip and make their decision in a more impulsive mode.

It is important to highlight that for destination managers , there is the need to consider the origin of the senior market in order to define what strategies are important as the parameters influencing each country significantly change in regard to some of the dimensions of the marketing mix (Product-Service, Price, Place and Promotion). This is because the different segments of the market of seniors can have different weights in some

countries compared to others (as it is the case Oxfordshire versus Basque country) and particular segments are important in one country and not in another can emerge. Consequently, each nationality must be able to define what they prioritise and strategically position themselves to cater for their needs.

In regard to how to make the best strategic decisions, the corporate strategy would be to focus on the choice of countries with the greatest potential to attract senior tourists.

- **The practical importance of the different market segments identified**

Because senior travellers are a heterogeneous market segment sub-segments have been identified that can help understand to what extent is this market segment heterogeneous and why, and secondly, to provide a deeper understanding of sub-segments that have created this heterogeneity.

Thus, hyper conservative seniors vary considerably from restless innovators resulting in countless differences to emerge. Hyper conservative travellers are individuals who see no need to change their destination, and view their leisure trip as a familiar experience. Consequently they tend to revisit the same destination. The trip requires little help from professionals and they generally do not need professional advice or suggestions from travel agencies or use of the Internet to organize their own leisure trip. In contrast, restless innovators are individuals who seek out new comfortable destinations and experiences, listen to suggestions from travel agencies and search for information from the Internet.

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These sub-segments may definitely affect the strategic positioning that destination managers can make and their decisions are dependent on the marketing mix (product-service, price, place and promotion).

- **The importance of changing trends that show future seniors (pre-seniors)**

As discussed in chapter, in the future, seniors will demand new and different products and services. The emphasis will be on new experiences, social interaction, cultural amenities, and self-fulfilment that will be important aspects for future seniors who will be more connected to technology, and have more frequent travel experiences. Destinations need to build trust, become intelligent providers that are accessible for all, and able to facilitate integration and interaction for their visitors. Furthermore, destinations should be able to generate greater knowledge and cooperation among their stakeholders in an attempt to improve the overall visitor experience.

Transactions will be the key and a real challenge that will provide a greater comprehension not only of the senior market segment but the new trends that emerge. The marketing mix will be crucial for destination managers to properly communicate with those seniors in the future, and to learn from their insights and feedback. Sub-segments of senior tourists are likely to emerge in the future and because of this, it will be vital, at the level of competitive strategy, to choose market segments with the greatest potential and the most strategic positioning.

In conclusion, three levels of strategic decision making need to be considered, which will affect the different approaches by destination marketers:

1. Corporate strategy. The importance of adopting a multi-domestic strategy that needs to be adapted by each country is important and thus, the choice for countries with the greatest potential will be essential.
2. Competitive strategy: identifying market segments (or sub-segments) for senior travellers with the greatest potential and the development of an appropriate strategic position for the destination will be a key factor.
3. The marketing mix will play a key role in communicating the importance of the external determinants of a destination to a market segment. The marketing strategy should emphasise values and consider them as being vital for the destination decision.

7.3.2.2. Practical Implications to Tour Operators

Based on the previous section, a number of practical implications for tour operators are discussed below:

1. The weight of the external determinants of destination

As mentioned previously, the conclusions relating to the external determinants of the destination themselves and the trip comfort, had the greatest weight. Tour operators may not be directly influenced by the external determinants of a destination but they must be conscious of the importance of these external determinants and focus on the strengths of their destinations.

2. The importance of a global strategy to attract seniors from different countries.

The two principal components that did not account for the country of origin as a relevant variable were:

- PC 2. The need for professional support from the travel organization and
- PC 4. The length of the trip and the need for companionship.

On the positive side were individuals who organized their trips through a travel agency and trusted in the suggestions and recommendations of professionals, which made a positive contribution for package tours. These findings provide direct support to tour operators offering opportunities for the development of programmes and packages targeted to an evolving silver market segment in the future. In contrast, the importance of travellers who use the Internet to buy, compare, and to communicate suggest that friendly Internet sites and technology can contribute in a positive way.

On the other hand, variability in the length of the trip shows on the negative side (longer trips to do alone that allow diverse ways of choosing a destination such as family based

destinations, celebrity choices or selffulfilment. However trips that are taken with a partner will generally will be of a short duration and be clearly influenced by films or the media) and the type of trip, and partner needs will also help influence the importance of developing new products and services.

3. The importance of a multi-domestic strategy adapted to each country

In a globalised world, it is important to take into account the senior's country of origin and, from a general perspective, to develop a more customer focus perspective. Tour operators must be aware of the relevant differences that emerge in the future and its importance in choosing a destination. Being able to market and offer products and services that cater for the needs of seniors from different cultures, languages, religions and behaviour By adapting and innovating the design of programmes and proposals will not only open their vision and understanding of each country of origin, but also will deal more effectively with the high level of diversity.

Thus, as previously presented there are three principal components that appears as a relevant variable in each of the country of origin (PC 1, 3 and 5), and account for more than 30% of the variance.

- PC 1. The need to vary the destination to find comfort
- PC 3. The need for discovery and novelty
- PC 5. The need for preparation and reflection

These three components show important differences ranging from finding a "comfortable" destination to discovery and novelty, and from improvisation in organising the trip to preparation in greater detail. Thus, tour operators should be able to understand each of these needs, to be able to adapt to them and provide the best travelling experience.

4. The practical importance of the different market segments identified

The subsegments that have emerged help us not only to understand the heterogeneity of this market segment but also provides support so as to market them properly. An experienced and demanding traveller will seek different options and tour operators should aim to achieve a high level of customer satisfaction. It is important that they create a sense of loyalty through engagement, providing memorable experiences and innovative programmes that are cooperatively worked out with different networks and strategic alliances with stakeholders who have direct contact with the customers and provide them with feedback.

5. The importance of changing trends that show future seniors (pre-seniors)

These changing trends will effect the way that preseniors will travel and attention should be paid to them by tour operators. In many occasions a short term approach will be used to provide with programmes, when a long-term vision is necessary not only to understand this market segment but also to create an environment of cooperation with travel agencies, the hospitality industry, destination managers and to better communicate with them for the benefit of all stakeholders.

In conclusion, the marketing mix will play a key role in guiding the strategic decisions for tour operators so as to be able to (1) develop innovative, creative and new programmes and packages, that are customer orientated and based on the needs and priorities of future seniors; (2) communicate in a consistent way the importance of external determinants of destinations to a market segment that values and considers them, and (3) be able to receive feedback and develop a network that is able to create loyalty and to increase customer satisfaction.

7.3.2.3. Practical Implications to Travel Agencies

The practical implications for travel agencies in regard to the five previous headings are briefly discussed below:

1. The weight of the external determinants of destination

Given the importance of external determinants of the destination and for trip comfort, travel agencies should be able to firstly understand the impact of the external determinants of each traveller so as to be able to offer them the most appropriate programme. Customer satisfaction must be a priority, and staff must be consistently aware of the importance of their role as suppliers of experiences, and professionals whose suggestions are highly appreciated.

2. The importance of a global strategy to attract seniors from different countries.

This highlights that there are two principal components which do not account for the country of origin as a relevant variable, and recommendations for travel agencies to directly address this are:

- PC 2. The need for professional support from the travel organization and
- PC 4. The length of the trip and the need for companionship.

Travel agencies play a key role and suggestions and recommendations are highly considered and valued. Being proactive in suggesting programmes, but also in providing new solutions, latest technology and customer attention will be key aspects to help create loyalty among seniors in regard to travel agencies. Innovations in services, activities and attractions as well as consistent communication will also be key aspects.

3. The importance of a multi-domestic strategy adapted to each country

The Internet and the technology revolution have completely changed tourism scenarios. Senior travellers in the future will not only be more demanding and experienced, but they have a voice through the Internet and social media which empowers them and travellers all over the world are eager to listen.

The direct role of travel agencies when suggesting a destinations will need to take into consideration the country of origin of the senior traveller which will be essential. Listening, communicating and researching traveller feedback will help them to improve and enhance their programs. Thus, it is vital to more deeply understand customer needs, generation differences and attitudes toward the destination itself.

4. The practical importance of the different market segments identified

There is a need to provide diversity in programs as well as to encourage sensitivity from qualified staff so as to better understand the needs and wants of future senior travellers. Young-at-heart travellers seek adventure, new experiences, learning and self-actualization and will often be experienced and demanding travellers who will require personalised attention. Thus, travel agencies should make every effort to innovate in their program development, to engage customers and be proactive so as to offer different experiences in order to have a competitive advantage in the senior market.

5. The importance of changing trends that show future seniors (pre-seniors)

Travel agencies have attempted to reinvent themselves in recent years. They are more dynamic and competitive, but new technologies, especially the Internet and iPhone apps are becoming their biggest and fastest competitors. In this context, being able to adapt to the changing trends of future seniors will be essential for the industry. Thus, it is essential that there is firstly, an awareness of the potential of this market segment, and secondly the ability to adapt and innovate through different types of programs, so as to be able to offer new experiences to different segments of seniors is important. The senior market segment has previously been treated as an homogeneous one, stereotyping it and providing products and services far from their real needs and expectations. Senior travellers in the future will have a clear vision about what they want, and are perfectly aware of the competition in the tourism market so as to receive the best value and price for their money. Because of this emerging trend, partnerships and cooperations with Internet providers will make travel agencies stronger, offering greater possibilities, diminishing the threats and taking advantage of better positioning in the market.

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In conclusion, it is, and will be most important in the future to identify market segments (or sub-segments) of the senior travel market with the greatest potential, and to develop marketing strategies to target them and to communicate with them consistently. Benchmarking will be a key tool to help to follow and understand future trends, to provide effective services, and to gain information using feedback from consumers with the aim to be more competitive.

7.3.2.4. Practical Implications to Hospitality Industry

There are a number of practical implications for hotels to implement under the following five headings which will be briefly discussed in turn:

1. The weight of the external determinants of destination

External determinants are not only important for hotels, but also need to be considered by tour operators and travel agencies. The key external determinants that need to be developed and explored by the hospitality industry include synergies, cooperation and the development of clusters with other stakeholders which may increase business efficiency and enhance the possibilities of competitive advantage. Thus as a cluster strategy or at a cooperative level, they can influence destinations manager is through their ability to attract tour operators and packages of travel offers to their destination by offering it as a more attractive and accessible destination.

2. The importance of a global strategy to attract seniors from different countries

In an attempt to attract senior tourists from different countries, hotels need to firstly understand the insights about this market segment and, secondly to be able to communicate to them the benefits and strengths of the destination. The key aspects that need to be implemented are a friendly internet site, together with cooperation with other key Internet providers, opinions from actual travellers and to provide consistent communication with potential clients.

3. The importance of a multi-domestic strategy that can be adopted by each country

Understanding the needs of senior travellers from other countries is not just a suggestion but essential for hotel management. Therefore, gastronomy, cultural understandings, speaking different languages and service skills will make a difference to service quality. Customers will remember these emotional experiences and therefore staff at a specific hotel need to be aware that they will play a key role in providing a memorable experience that may be shared through social media and to provide important positioning for the hotel. In this sense, the strategy should include not only good design features, comfortable rooms and facilities, but also a friendly and committed staff.

4. The practical importance of different market segments

Segments that were identified provided clear examples of the heterogeneity and the importance of customer orientation for older travellers. Travellers want to feel comfortable at their hotel and at specific destinations. From interesting architecture to interior design, excellent food, a wide range of leisure activities and well trained staff, everything must be provided to the guest so that they have a memorable experience. Patterson, Balderas-Cejudo and Rivera- Hernández (2016) stated that a hotel brand needs to create a framework that permits guests to achieve the experience that they are seeking, and for many, the hotel design needs to be inextricably linked to the place that they are visiting.

5. The importance of changing trends for future pre-seniors

Becoming aware of the potential of this market segment and their needs is the first step that is needed to adapt to the changing trends that are shown by preseniors. That is, they are generally more experienced, demanding, connected and sophisticated traveller that seeks more than merely a place to sleep. They want to receive value for their money and to also experience the destination through its gastronomy, authenticity and great staff. Social interaction is also an important motivator so that hotels must be able to offer social connection through activities, and a welcoming atmosphere. Furthermore, the hospitality industry should be regularly updated to use the latest technology, which generally helps to provide positive feedback on the guest experience.

Thus, as a result of these emerging trends in the consumption of senior tourism, the hotel and resort industry must respond quickly to the changing needs of seniors, and tailor them in order to cater for their needs and to also achieve competitive advantage. Products and services that can cater to sophisticated travel tastes and at the same time meet the sensitivities of older travellers, will be the winners in the first two decades of the 21st century

(McDougall, 1998). When considering how to make strategic decisions for the hospitality industry, the marketing mix needs to play a crucial role as communicating the benefits of staying at a particular hotel so as to attract the attention of the senior tourist.. A friendly internet site, attractive photos with a key message, a welcoming staff and a commitment to quality service will be key aspects that need to be developed.

7.3.2.5. Practical Implications to other Constituencies

Other constituencies such as restaurants, private businesses, transportation companies, etc. may also benefit from these findings. A major challenge for future researchers in this area is to examine the facilities and services that appeal to seniors so as not to create a sense of negative isolation (Moscardo, 2006). Consequently, understanding the needs and preferences of seniors is not only advisable to fully provide services that are tailored to meet a more demanding a mature customer in 21st century. Stakeholders from the travel and hospitality industry will be interested in this research as it provides knowledge about what senior tourists want to do in the future but also their future motivations, decision making criteria and leisure behaviour, as well as a consideration of the importance of country of origin, and also matching their changing needs in a proactive way. This approach will help to develop innovative ways to address this market segment from an international dimension, and actions that should be taken in order to cater for the increased demand by senior travellers.

In summary, similarities and differences have been found regarding seniors today and projections about future seniors. It is essential that stakeholders have a clear understanding of the changes, their impact and also the trends underpinning their development in a global and competitive tourism and hospitality industry. These findings and suggestions will be a valuable tool for tourism operators and destination managers and marketers, hospitality managers and other stakeholders who are not concentrating on the senior market segment, but they may have a positive impact on other market segments directly or with small adaptations in the future. This research will help them to plan and execute new marketing strategies, innovate new products and services as well as strategize future planning and development of new destinations so as to, achieve a competitive advantage for their organization.

Thus it is not only the way that customers consume tourism has changed, but the whole philosophy of customer loyalty. The tourism industry not only wants to retain and create new guests and customers, they want them to share and to inspire others through the social media. They are the main actors and the hospitality industry must be aware of these new trends to create strong customer loyalty.

It is important to acknowledge the relevance of the country of origin and the importance of a deeper understanding of seniors from their countries of origin in order to provide services and products tailored to meet their needs. Accordingly, important aspects on their personal determinants, external determinants, motivations, decision making criteria and

leisure behaviour can be improved and implemented based on their needs and preferences. There is an urgent need for the tourism industry to keep pace with global competition, understanding major shifts, and to address the forces of change with a clear direction.

7.3.2.6. Senior Tourists as Drivers of Change in the Future

In a world in which broad global trends can be identified, their influence on tourists, destinations and tourism organisations (both public and private) can be established (Dwyer et al., 2009). This study identified major major trends in our meta-analysis that was developed as well as from the qualitative research.

Demographic maturity and population ageing will have implications for societies and economies (Harper, 2008), and of course for tourism demand and supply. Baby boomers are now demanding products and services that are different from previous generations and as a result the hospitality industry will have to be able to offer services that are tailored to meet these changing needs. Based on the conceptual model, several drivers of change for the future emerged that will be presented in the same blocks.

From a personal and external determinant perspective, health, family responsibilities, money concerns, time consciousness and previous experiences will be important drivers. Health will continue to be an important driver in the future. Advancements in public health and medical technologies, along with improvements in living conditions, will mean that people will be living longer and, in many cases, healthier lives than ever before, particularly to advanced ages (UN, 2015a). Besides, family responsibilities appear as an important theme that has emerged. Although seniors may not have family responsibilities towards their children, they may have responsibilities towards their grandchildren. Economic concerns for the future of welfare state may have an impact on the senior market. In regard to increased free time, preseniors have stated that they want to be free of stress and not committed to any specific agendas.

In regard to previous travel experience, it is likely that seniors of the future will mainly be experienced travellers, in contrast to their parents and great grandparents. Thus, travellers will be experienced, with clear ideas of what they want, making it more difficult to surprise them, and they will demand " 'personalised' offerings to meet their travel needs.

All stakeholders with need to cater for senior's travel motivations, and the need for social interaction, special events, memorable experiences, cultural amenities, educational offerings and a desire for self-fulfilment. These will be important aspects to take into account in order to offer products and services that seniors seek and value. A more experiential senior traveller will seek authenticity, self-improvement and discovering new experiences.

As for decision making criteria in regard to leisure behaviour, changes through the evolution in communication and technology have been dramatic, creating opportunities as well as posing some threats (Buhalis, 2000). In this context, the hospitality industry should benefit from all the opportunities provided, and to use technology to enhance their products

and services. This will continue in the future as seniors become more confident and familiar with this new technology. The numbers of seniors who are using the Internet is increasing every day, and in the future seniors will become more connected and technologically advanced, as the Internet becomes a regular part of their lives.

7.4. Limitations

Although the significant theoretical and practical contributions to senior tourism have been previously discussed, this study is still subject to several limitations, and researchers need to be aware of them in their future research. The sample used for this study was a convenience one that was restricted to two geographical areas: the Basque Country in Spain and Oxfordshire in England. Although these two areas presented some similarities and also many differences that could limit the results of this research, and so future investigations need to provide greater geographical diversity when choosing appropriate sample populations.

However, while accepting the limitations of this study, it has been shown that the researcher has demonstrated the expertise to deliver a sound approach to this research study, and also to effectively control for the limitations in providing a transparent account of them. This researcher asserts that the findings of this study have relevance to this area of investigation, and are of a quality to add to overall knowledge of this research area.

These findings can be extended beyond the scope of this study to provide further recommendations for future research opportunities that have been presented in the final section.

7.5. Further Research Opportunities

The results of this study suggest that there are further avenues for research into senior tourism. In addition to the recommendations that have been presented when acknowledging the limitations of this research, a number of key recommendations have been made based on this study.

Thus, besides advocating the importance of expanding research beyond the geographical areas of this study, it is also recommended that there is a need to incorporate a larger sample size of respondents. Further research should also include more variables including the evolutionary results that emerged from the historical findings that related to senior travellers.

The recommendations for further research strongly argue that there is much to be gained from conducting in-depth and semi-structured interviews when comparing different regions and countries as well as between pre-senior and senior cohort groups.

7.6. Final Remarks

In summary, the overall aim of this study was to understand how seniors want to travel, and to determine the trends, forces in play and key preferences that may affect the way that seniors will consume tourism in the future, as well as the impact on their country of origin.. This study has addressed these issues by analysing the variables that affect senior tourists and the way that they wish to travel in the future.

This study states that the tourism industry must be attentive to the senior market because of the rapid increase in this market's size, the changes in the way they are consuming products in the future, the sophistication in senior demand and, finally to genuinely understand their needs, wants, preferences and insights of this heterogeneous segment of the population.

Therefore, sophistication should be further explored and opportunities provided to better anticipate and maximise the potential of the senior segment market. The first few years of the 21st millennium have brought extraordinary change and transformation in destination planning and management. Most destination managers have changed their traditional business models to keep pace with developments in communication media, new technologies, innovative marketing strategies, changes in the consumer market and growing global competition (Formica and Kothari 2008). Consequently, older consumers are developing new and different decision-making processes (Peters, 2010), which impact on their attitudes toward goods and services (Folkman, Curasi et al., 2010), a greater understanding of marketing communications (Bonifield and Cole, 2010), and brand choice (Lambert-Pandraud and Laurent, 2010). Today, many marketing theories and concepts have been designed predominantly for young samples, and are not particularly conducive to help attract older segments (Sudbury-Riley et al. 2015).

Tourism and hospitality marketers will need to tailor offerings to senior cohort groups because they all have different psychological needs, values, and concerns.

It is obvious that the increasing importance of the tourism industry needs an improvement in knowledge for this important market segment. The effects of age on tourism behaviour is increasingly becoming a focal point of research now as the signs of an ageing society become more visible (Patuelli et al., 2015).

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Appendices



Appendix 1: Guideline. Seniors

GUIDELINES B. Seniors

Senior tourism: Determinants, motivations and behaviour in a globalized and evolving market segment

Thank you very much for researching in a topic of so much future and impact for our seniors! Before starting the semi structured interview it is important that you know the different issues you will talk about , and that you may briefly expose to the interviewee. Try to make it a fun and friendly conversation. Note that the response modalities are established to facilitate the tabulation of what the interviewee will tell you. . Never read them literally to the respondent because you will create distance and instead of an interview you will be doing a questionnaire (which is another tool different research) ... It is best to always ask openly, take note of the appropriate response to the open question and seek clarification if necessary. Remember that everything that is not provided in response modalities created, you can add them in specific sections. Get ready for an intense learning experience: you will know better a lot of people with a huge experience. Finally, keep in mind that technology sometimes fails, and the computer or mobile in your hand will create distance with the interviewee. Thus, bring it printed. Thank you very much!

*Obligatorio

INTERVIEWEE DETAILS

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It is really important to get this variables. Nevertheless it is important to choose the order when and how to start in order to generate trust..

1. Place of Residence *

.....

2. Nationality/ Region of Origin *

.....

3. Year of birth (four figures. Example: 1950) *

.....

4. Professional level (if retired please indicate the last level obtained). *

Marca solo un óvalo.

- Director and / or Manager
- Profesionales científicos e intelectuales. Scientific and intellectual professionals
- Technical professionals (draughtsmen, electricians, mechanics, sales persons, estate agents, etc)
- Skilled workers
- Unskilled workers
- Labourers
- Independent professionals. Entrepreneurs
- Otro:

5. Gender *

Marca solo un óvalo.

- Male
- Female

6. Highest level of education completed *

Marca solo un óvalo.

- Basic education
- Upper secondary
- Short - cycle degree
- Long- cycle degree
- Master´s or PhD

7. Marital Status *

Marca solo un óvalo.

- Married or cohabiting
- Widowed
- Separated or divorced
- Single

8. Number of people in the family unit *

Marca solo un óvalo.

- Between 1 and 2
- Between 3 and 5
- More than 5

9. Composition of the family unit. *

Selecciona todos los que correspondan.

- Couple
- Dependent elderly relatives.
- Dependent offspring
- With other dependents.

10. Employment situation *

Marca solo un óvalo.

- In work
- Pre-retired
- Retired
- Unemployed

WAY OF TRAVELLING PRIOR TO YOUR RETIREMENT

Try to evoke that moment giving the interviewee a little time to remember. Say, for example: I'll now ask a series of questions about how you traveled just before retirement.. was it long ago? How did you travel?

11. How frequently did you travel for work reasons? *

Marca solo un óvalo.

- Less than once a month
- Between once and twice a month
- More than twice a month

12. How many days did you spend away from home for work reasons? *

Marca solo un óvalo.

- Less than two weeks a year
- More than 2 weeks and less than 1 month a year
- Over one month

13. Did any of the following means of transport cause you stress and which you no longer wish to use when travelling for pleasure?

Selecciona todos los que correspondan.

- Plane
- Car
- Train
- Boat
- Journeys over 5 hours
- Journeys with more than 2 stop-overs
- Otro:

14. How frequently did you travel for leisure or pleasure?

Marca solo un óvalo.

- Less than 2 weeks a year
- More than 2 weeks and less than 1 month a year
- Over one month

CURRENT EVERYDAY ACTIVITIES

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Now bring the interviewee in the present moment, and try to make him or her how his or her normal day is. It is important that you tell him/ her you would like to know how he/she spends his / her spare time once retired. Write down the answers to the following questions, asking new questions when you need to know in detail any of the issues.

15. Do you do some sort of physical activity every week?

Marca solo un óvalo.

- Under 30 minutes a day
- Between thirty minutes and an hour
- Over an hour
- Three times a week
- Every day
- Otro:

16. Which of these activities do you regularly do? Please select the ones or ones that apply

Selecciona todos los que correspondan.

- Walking
- Running
- Exercise in the gym
- Ballroom
- Others
- Otro:

17. How frequently do you meet up with friends / family, etc...? *

Marca solo un óvalo.

- Every day
- More than once a week
- More than once a month
- When the opportunity arises, but not regularly

18. Are you doing any type of course or training activity? If so, please give a brief description *

.....

.....

.....

.....

.....

19. What hobbies or pastimes do you do regularly? *

Selecciona todos los que correspondan.

- Reading
- Watching TV
- Writing
- Handcrafts
- Sport
- Cultural activities (music, theatre, different exhibitions...)
- Going on trips, travel.
- Courses and training
- Others
- Otro:

TRAVEL RESTRICTIONS

This is an aspect that should be introduced gently because nobody wants to be limited ... but we want to know if they live as a restriction in order to travel some of the situations mentioned in this section

20. **How would you rate your state of health? From 1 to 5, with 5 being excellent and 1 very poor ***

Marca solo un óvalo.

	1	2	3	4	5	
Very poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

21. **Does your state of health or mobility affect your usual type of journeys? If so, please briefly explain in which way ***

.....

22. **Do you have any type of family obligation or commitment (for example, caring for relatives?) ***

.....

23. **Do you have any type of social obligation or commitment (volunteering) or of any other type? ***

.....

CHARACTERISTICS OF YOUR CURRENT JOURNEYS

This is the basic purpose of the interview that you should communicate from the beginning. Here you should be more explicit in the way of asking, so as to make sure they can complete all the different sections

24. How do you usually choose your destinations? Please score from 1 to 5, with 1 being hardly ever and 5 very frequently *

Marca solo un óvalo por fila.

	1	2	3	4	5
Family and friends recommendations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Press	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel agency recommendation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in the public eye or celebrities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fims	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Previous experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. How do you usually organise your trips? *

Marca solo un óvalo.

- Travel agency
- Internet
- By yourself
- Another person does it for you
- Depending on the trip, I choose one of the above options
- Others
- Otro:

26. Which means of transport do you use most frequently when travelling? Please score from 1 to 5, with 1 being hardly ever and 5 very frequently *

Marca solo un óvalo por fila.

	1	2	3	4	5
Car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. **With whom do you usually travel most frequently? Please score from 1 to 5, with 1 being hardly ever and 5 very frequently ***

Marca solo un óvalo por fila.

	1	2	3	4	5
Alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With your partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With other people on package tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. **What is the average length of your trip usually? (please give the number of days)**

.....

29. **How often do you usually travel?**

Marca solo un óvalo.

- Once a year
- Twice a year
- Three or more times a year
- Others
- Otro:

30. **When do you usually travel? Please score from 1 to 5, with 1 being hardly ever and 5 very frequently**

Marca solo un óvalo por fila.

	1	2	3	4	5
Summer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Autumn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Holiday periods (Christmas, Easter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. **What aspects do you consider to be most important when you travel? Please rate the following options from 1 to 5, with 5 being very important and 1 not at all important**

Marca solo un óvalo por fila.

	1	2	3	4	5
Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport Amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sociallife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Possibility of feeling useful and contributing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. **Is there anything that you miss when you travel (in the type of facilities or amenities available)? ***

.....

33. **What is going to be your next destination?**

.....

34. **If you would like to add anything else, please do so here. Thank you for your cooperation**

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INTERVIEWER SPACE

Here we will include variables that relate to you, and how you value the interview that you did and what happened in it. Please try to be perceptive and sincere. Besides, it will help us clarify with you any questions that might raise from the interview.

35. **email contact ***

.....

36. If there are interesting issues that have arisen in the interview, not included in the answers options, please include them here.

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37. Mark your degree of agreement on the following issues relating to the interviewee (5 being strongly agree) *

Marca solo un óvalo por fila.

	1	2	3	4	5
The interviewee has felt comfortable at all times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The interviewee shows a lot of energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The interviewee is very optimistic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The interviewee has been very sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The interviewee has tried to give me a good impression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have had chemistry in the interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The interviewee understands my questions well and was prompt in replying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. Other issues that you have identified in the interview about the interviewee and you think should be emphasized.

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.....

39. Mark your degree of agreement on the following questions about yourself in the interview process (5 being strongly agree) *

Marca solo un óvalo por fila.

	1	2	3	4	5
I have felt comfortable at all times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The interview has allowed me to know better the person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have had chemistry along the interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I have left space and time for the person to express	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have learnt a lot in this process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

40. Other issues that you have identified about yourself and about the interview process itself that you might considerer relevant.

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THANKS FOR YOUR EFFORT AND COLLABORATION!

Appendix 2: Guideline. Preseniors

GUIDELINES A Preseniors

Senior tourism: Determinants, motivations and behaviour in a globalized and evolving market segment

Thank you very much for researching in a topic of so much future and impact for our seniors! Before starting the semi structured interview it is important that you know the different issues you will talk about , and that you may briefly expose to the interviewee. Try to make it a fun and friendly conversation. Note that the response modalities are established to facilitate the tabulation of what the interviewee will tell you. . Never read them literally to the respondent because you will create distance and instead of an interview you will be doing a questionnaire (which is another tool different research) ... It is best to always ask openly, take note of the appropriate response to the open question and seek clarification if necessary. Remember that everything that is not provided in response modalities created, you can add them in specific sections. Get ready for an intense learning experience: you will know better a lot of people with a huge experience. Finally, keep in mind that technology sometimes fails, and the computer or mobile in your hand will create distance with the interviewee. Thus, bring it printed. Thank you very much!

*Obligatorio

PERSONAL DETAILS

1. **Place of residence ***

.....

2. **Nationality. Nationality/Region of origin.**

*

.....

3. **Year of birth (four figures example:**

1950) *

.....

4. Professional level. *

Marca solo un óvalo.

- Director and /or Manager
- Scientific and intellectual professionals
- Technical professionals (electrician; state agents; mechanics...).
- Skilled worker
- Unskilled worker
- Labourer
- Independent professional. Entrepreneur
- Others
- Otro:

5. Gender *

Marca solo un óvalo.

- Male
- Female

6. Highest level of education completed.

Marca solo un óvalo.

- Basic Education
- Upper secondary
- Short-cycle degree Long-cycle degree
- Long- cycle degree
- Master's or PhD

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7. Marital Status *

Marca solo un óvalo.

- Married or cohabiting
- Widowed
- Divorced- Separated
- Single

8. Number of people in the family unit *

Marca solo un óvalo.

- Between 1 or 2
- Between 3 or 5
- More than 5

9. Composition of the family unit *

Selecciona todos los que correspondan.

- Couple
- Dependent elderly relatives
- Dependent offspring
- With other dependents

10. Employment situation *

Marca solo un óvalo.

- In work
- Pre retired
- Retired
- Unemployed

CURRENT LEISURE TRIPS

11. How frequently do you travel for work reasons? *

Marca solo un óvalo.

- Less than once a month
- Once or twice a month
- More than twice a month

12. How long do you spend away from home for work reasons? *

Marca solo un óvalo.

- Less than two weeks a year
- More than two weeks and less than a month
- More than a month

13. Does any of the following means of transport cause you stress and which you no longer wish to use when travelling for pleasure? *

Selecciona todos los que correspondan.

- Plane
- Car
- Train
- Boat
- Journeys over 5 hours
- Journeys with more than 2 stop-overs
- Others
- Otro:

14. How frequently do you travel for leisure? *

Marca solo un óvalo.

- Less than two weeks a year
- More than two weeks and less than a month a year
- More than a month

FUTURE TRIPS

15. Please rate from 1 to 5 the importance of leisure trips for you when you retire (5 very important- 1 not important) *

Marca solo un óvalo.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Whenever you retire and in order to choose your leisure trip, what aspects do you consider important ? Please rate 1 to 5 the following options (5 being very important and 1 not important) *

Marca solo un óvalo por fila.

	1	2	3	4	5
Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social interaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Possibility of feeling useful and contributing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. If there are any other aspects that you would take into account, please include them here. *

.....

18. From these variables considered, which would you consider that will affect more the way you travel ? Rate 1 to 5 the following options (5 being very important and 1 not important) *

Marca solo un óvalo por fila.

	1	2	3	4	5
Economic situation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivation to travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive places and destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. If there are other variables that you would take into account, please include them here.

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20. Could you describe as specifically as possible, what is the way to travel that you visualize when you retire? *

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21. What do you consider that will change and be different in the motivations and way of traveling when the generation of your children or nephews and nieces retire? What do you think they will value more? *

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DIFFERENCES REGARDING YOUR PARENTS

We are interested in getting to know what issues you think your way of traveling will be different from the generation of your parents when they were retired.

22. From the following variables that affect the way we travel for leisure, which do you consider that will be different for you? *

Selecciona todos los que correspondan.

- Economic situation
- State of Health
- Motivation to travel
- Attractive places and destinations
- Others

23. Do you think travel offers for people over 55 years aimed at your parents adjust to what you would like to do when you retire? *

Marca solo un óvalo.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	100%

24. Could you tell us how you would improve those proposals in order to be more appropriate to the ones you would like? *

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25. Should you have any other questions, comments or concerns please write them down here. Thank you very much for your cooperation

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26. Email contact (in order to send you results)

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Thank you so much for your support and cooperation!

Appendix 5. Conceptual Model Codification

Final Codification

	DENOMINATION	PRESENIORS	SENIORS	SCALE OF VARIATION
• Place of birth	Place of birth	PD1	PD1	
• Same as place of residence		PD1.1	PD1.1	0,1
• Different from place of residence		PD1.2	PD1.2	0,1
Nationality	Nationality	PD2	PD2	
• Basque Country		PD2.1	PD2.1	0,1
• Oxfordshire		PD2.2	PD2.2	0,1
• Year of birth	Year of birth	PD3	PD3	
• Professional level	Professional Level	PD4	PD4	From 1 to 7
• Gender	Gender	PD5	PD5	
• Male		PD5.1	PD5.1	0,1
• Female		PD5.2	PD5.2	0,1
• Highest level of education	Education level	PD6	PD6	From 1 to 5
• Marital status	Marital status	PD7	PD7	
• Married or cohabiting (1)		PD7.1	PD7.1	0,1
• Single (divorced, singles, separated) (2)		PD7.2	PD7.2	0,1
• Number of people in the family unit	Family unit	PD8	PD8	
• Composition of the family unit	Dependant Family Members	PD9	PD9	0, 1
• Social obligation / commitment (volunteering)	Commitment		PD10	
• Frequency of travelling for work reasons?	Work travelling	PDEX1	PDEX 1	1 to 3
• Days spend away from home for work reasons?	Time away home	PDEX2	PDEX2	1 to 3
• Does (Did) any of the following means transport cause you stress and which no longer wish to use when travelling for pleasure?	Stressful means of transport	PH01	PH01	
• Plane		PH01.1	PH01.1	0,1
• Car		PH01.2	PH01.2	0,1
• Train		PH01.3	PH01.3	0,1
• Boat		PH01.4	PH01.4	0,1
• Journeys over 5 hours		PH01.5	PH01.5	0,1
• Journeys with more than two stop overs		PH01.6	PH01.6	0,1
• Frequency of travelling for leisure	Frequency leisure trips	PDEX 3	PDEX 3	1 to 3
• Please rate from 1 to 5 the importance of leisure trips for you when you retire (5 very important- 1 not important)		PHI 1		
• Whenever you retire and in order to choose your (will and now) leisure trip, what aspects do you consider important?	Choice leisure trips	EDD1	EDD 1	1 to 5
• Climate		EDD1.1	EDD1.1	
• Cultural offer and leisure activities		EDD1.2	EDD 1.2	
• Educational amenities		EDD1.3	EDD 1.3	
• Sports amenities		EDD1.4	EDD 1.4	
• Nature		EDD1.5	EDD1.5	
• Social Interaction		M1	M1	
• Possibility of feeling useful		M2	M2	

<ul style="list-style-type: none"> If there are any other aspects that you would take into account, please include them here. <ul style="list-style-type: none"> Leisure activities Gastronomy, wines, tradition Family preferences Possibility of living different experiences Multigeneration tourism, not only senior tourism Pricing Safety Hotels Family contact 	Other aspects	EDD 2		
		DCP 1		
		M 3		
		DCP 2		
		EDD 3		
		EDD 4		
		EDD 5		
		EDD 6		
		M 4		
<ul style="list-style-type: none"> From these variables considered; which would you consider that will affect more the way you travel? <ul style="list-style-type: none"> Economic situation State of health Motivation to travel Attractive places 	Model variables	PD ECONOMIC 1		
		PD HEALTH 1		
		MOTIVATION 5		
		EDD 7		
<ul style="list-style-type: none"> Are there other variables that you would take into account? <ul style="list-style-type: none"> Family situation emotional personal familiar arriba Companionship Health state of other relatives Family ties Minority tourism 	Other variables	PD 10		
		PD 11		
		PD 12		
		PD 13		
		EDD 8		
<ul style="list-style-type: none"> What is the way to travel that you visualize when you retire? <ul style="list-style-type: none"> Long seasons at nice areas with good weather Travel round the world Caravan Get to know Spain and go back to the ones that we remember best. Visit regions which are not so popular. Comfortable hotels and cosy ones, not too demanding. No rush. Meeting more people, more culture, contributing and supporting them. Guided cultural trips Trips to visit special events Trips without children Sun and beach Stays over a month in apartments in Europe Short trips off season to enjoy landscape, weather and traditions Leisure without stress, duties or timetables Backpack trip with no return date 	Visualized trip	EDD 9		
		EDD 10		
		DCP 3		
		DCP 4		
		DCP 5		
		EDD 11		
		EDD 12		
		EDD 13		
		EDD 14		
		EDD 15		
		DCP 6		
		DCP 7		
		DCP 8		
		DCP 9		
		DCP 10		
<ul style="list-style-type: none"> What do you consider that will change and be different in the motivations and way of traveling when the generation of your children or nephews and nieces retire? What will they value most? 	Changes next generations	PD 14		

	DENOMINATION	PRESENIORS	SENIORS	SCALE OF VARIATION
<ul style="list-style-type: none"> Economic situation and retirement will be later 		PD 15		
<ul style="list-style-type: none"> Money and work ECONOMIC 		PD EX 4		
<ul style="list-style-type: none"> They will be used to travelling, there will be many more options: international.. 		DCP 11		
<ul style="list-style-type: none"> Destinations with immersion in traditions 		DCP 12		
<ul style="list-style-type: none"> Trip experience 		DCP 13		
<ul style="list-style-type: none"> More variety of destinations 		DCP 14		
<ul style="list-style-type: none"> Trips related to sport and health 		M 5		
<ul style="list-style-type: none"> Look for not polluted air 		DCP 15		
<ul style="list-style-type: none"> Shorter and more organised trips thanks to technology 		DCP 16		
<ul style="list-style-type: none"> Digital alternatives 		PD 16		
<ul style="list-style-type: none"> From the following variables that affect the way we travel for leisure, which do you consider that will be different for you? 	Differences from model variables	PD ECONOMIC 2 (DID)	PDECONOMIC 1	0,1
<ul style="list-style-type: none"> Economic situation 		PD HEALTH 2 (DID)	PD HEALTH 2	
<ul style="list-style-type: none"> State of health 		M 6	M 3	
<ul style="list-style-type: none"> Motivation to travel 		EDD 16	EDD 2	
<ul style="list-style-type: none"> Do you think travel offers for people over 55 years aimed at your parents adjust to what you would like to do when you retire? 	Travel proposals now and seniors	DCP 17		
<ul style="list-style-type: none"> Could you tell us how you would improve those proposals 	Future proposals	B 1		
<ul style="list-style-type: none"> All year long and different destinations 		EDD 17		
<ul style="list-style-type: none"> Cultural amenities and more quality in services 		DCP 18		
<ul style="list-style-type: none"> Prices should be appropriate for retired people 		DCP 19		
<ul style="list-style-type: none"> Smallest groups 		EDD 18		
<ul style="list-style-type: none"> More activity and energy, less focused on retired, more sophisticated. 		EDD 19		
<ul style="list-style-type: none"> Cultural and gastronomical itineraries 		EDD 20		
<ul style="list-style-type: none"> More diversity: combination of culture with other experiences (sport) 		EDD 21		
<ul style="list-style-type: none"> Do you do some sort of physical activity every week? 	Physical activity		PD11 (AHA) (1-5)	
<ul style="list-style-type: none"> How frequently do you meet up with friends/ family, etc? 	Social interaction		PD12 (1-4)	
<ul style="list-style-type: none"> Every day (4) 			PD12.4	
<ul style="list-style-type: none"> More than once a week (3) 			PD12.3	
<ul style="list-style-type: none"> More than once a month (2) 			PD12.2	
<ul style="list-style-type: none"> When the opportunity arises, but not regularly (1) 			PD12.1	
<ul style="list-style-type: none"> Are you doing any type of course or training activity? 	Course and training			
<ul style="list-style-type: none"> What hobbies or pastimes do you do regularly? 	Hobbies		PD13	
<ul style="list-style-type: none"> Individual Passive (reading, watching tv, writing, handcrafts) 			PD13.1	0,1
<ul style="list-style-type: none"> Cultural activities, courses and training 			PD13.2	0,1
<ul style="list-style-type: none"> Sport 			PD13.3	0,1
<ul style="list-style-type: none"> Going on trips, travel 			PD13.4	0,1

• How would you rate your state of health? (1 to 5 - 1 lowest)	Health rate		PD14	1 to 5
• Does your state of health of mobility affect your usual type of journeys?	Health affecting travelling		PD15	0,1
• How do you usually choose your destination?	Destinations choice		DCP1	1 to 5
• Family		DCP1.1		
• Press		DCP1.2		
• Internet		DCP1.3		
• Travel agency recommendation		DCP1.4		
• People in the public eye or celebrities		DCP1.5		
• Films		DCP1.6		
• Previous experience		DCP1.7		
• How do you usually organize your trips?	Preferred trip organization		DCP 2	
• Travel agency		DCP2.1	0,1	
• Internet		DCP2.2	0,1	
• By yourself		DCP2.3	0,1	
• Another person does it for you		DCP2.4	0,1	
• Depending on the trip I choose one of the above options		DCP2.5	0,1	
• Which means of transport do you use more frequently when travelling?	Means of transport		EDD3	
• Car (short distance: car, train, bus)		EDD3.1	edd 3.1+3.2+3.3	
• Train		EDD3.2		
• Bus		EDD3.3		
• Boat (long distance: bus, boat)		EDD3.4		
• Plane		EDD3.5	edd3.4+5.5	
• With whom do you usually travel most frequently?	Companionship		B1	
• Alone		B1.1		
• With your partner		B1.2		
• With relatives		B1.3		
• With friends		B1.4		
• With other people on package tours		B1.5		
• What is the average length of your trip usually?	Trip-length		B2	
• Less than a week (1)				from 1 to 5
• How often do you usually travel?	Travel frequency		B3	from 1 to 3
• When do you usually travel?	Season		B4	
• Summer				
• Is there anything you miss when you travel?	Things missed when travelling		EDD4	
• Nothing		EED 4.1	0,1	
		EDD 4.2	0,1	
• What is going to be your next destination?	Future destination		B5	
• Nearby destinations with no travel stress		B5.1	0,1	
• Family based		B5.2	0,1	
• Destinations looking for sun and beach		B5.3	0,1	
• Destinations of discovery and experience		B5.4	0,1	

Appendix 8. Database Total Seniors and Presenior

Coordinates on variables of principal components

	seniors	PD1.1	PD1.2	PD2.1	PD2.2	PD3	PD4	PD5.1	PD5.2	PD6	PD7.1	PD7.2	PD8	PD9
4/10/2016 11:28:43	1	1	0	1	0	1930	7	0	1	1	0	1	1	0
4/12/2016 16:00:32	1	1	0	1	0	1936	6	1	0	4	1	0	3	0
4/12/2016 16:49:30	1	1	0	1	0	1930	2	0	1	1	0	1	1	0
4/12/2016 17:10:41	1	1	0	1	0	1938	2	0	1	1	0	1	2	0
4/15/2016 14:37:43	1	1	0	1	0	1935	7	0	1	1	1	0	2	1
4/17/2016 15:44:40	1	1	0	1	0	1933	2	0	1	1	0	1	2	0
4/18/2016 17:06:52	1	1	0	1	0	1942	4	1	0	2	1	0	1	1
4/18/2016 17:14:59	1	1	0	1	0	1943	7	0	1	2	1	0	1	1
4/19/2016 18:21:16	1	1	0	1	0	1935	3	1	0	4	1	0	2	1
4/20/2016 13:59:48	1	1	0	1	0	1940	2	1	0	1	1	0	1	1
4/21/2016 19:59:09	1	1	0	1	0	1941	7	1	0	1	1	0	2	1
4/21/2016 20:08:07	1	1	0	1	0	1945	2	0	1	1	1	0	1	1
4/23/2016 18:09:40	1	1	0	1	0	1931	6	1	0	5	0	1	3	0
4/24/2016 17:41:59	1	1	0	1	0	1935	6	1	0	4	0	1	1	0
4/24/2016 23:42:51	1	1	0	1	0	1939	3	0	1	1	1	0	1	1
4/25/2016 17:50:01	1	0	1	1	0	1930	6	1	0	5	1	0	3	1
4/26/2016 17:33:55	1	1	0	1	0	1939	7	0	1	1	0	1	2	0
4/26/2016 20:34:50	1	1	0	1	0	1945	2	0	1	2	0	1	3	0
4/27/2016 21:34:24	1	1	0	1	0	1937	7	1	0	2	1	0	3	1
4/28/2016 19:30:10	1	1	0	1	0	1951	5	0	1	3	0	1	1	0
4/28/2016 20:05:55	1	1	0	1	0	1940	4	1	0	1	1	0	2	1
4/28/2016 20:17:43	1	0	1	1	0	1946	4	1	0	3	1	0	1	1
4/28/2016 20:25:00	1	0	1	1	0	1957	3	1	0	1	1	0	1	1
4/30/2016 13:35:39	1	1	0	1	0	1933	7	0	1	1	0	1	3	0
4/30/2016 13:40:26	1	1	0	1	0	1937	2	0	1	1	1	0	1	1
4/30/2016 18:41:11	1	1	0	1	0	1949	5	0	1	4	1	0	2	1
4/30/2016 19:16:06	1	1	0	1	0	1933	4	0	1	2	1	0	2	1
4/30/2016 19:23:54	1	1	0	1	0	1949	3	1	0	2	1	0	2	0
4/30/2016 21:04:33	1	1	0	1	0	1930	2	0	1	1	0	1	1	1
27/07/2015. 15..00/16.30	1	1	0	0	1	1944	3	0	1	2	1	0	2	1
6/08/2014--14.00/15.30	1	1	0	0	1	1949	5	0	1	4	1	0	2	0
7/8/2015 13.30- 15.00	1	1	0	0	1	1937	3	0	1	3	0	1	2	1
19/8/2015 15.00 - 16-00	1	1	0	0	1	1948	5	1	0	4	1	0	2	1
24/08/2015- 14.00/15.00	1	1	0	0	1	1947	3	1	0	3	1	0	1	1
26/08/201511-00- 12-30	1	1	0	0	1	1944	3	1	0	3	1	0	2	1
26/08/2015. 12.45- 13.30	1	1	0	0	1	1942	3	0	1	3	1	0	2	1
28/8/15	1	1	0	0	0	1946	3	0	1	3	0	1	2	1
10/09/2015 16.00- 17.00	1	1	0	0	1	1937	3	1	0	1	0	1	2	1
15/09/201510-00	1	1	0	0	1	1936	5	1	0	5	1	0	2	1
15/09/2015 11.00	1	1	0	0	1	1941	2	0	1	1	1	0	2	0
16/09/2015 11.30-13-00	1	1	0	0	1	1938	3	0	1	3	1	0	2	1
17/9/2015 13.00-14-00	1	1	0	0	1	1940	3	0	1	2	0	1	1	1
4/7/2016 9:44:33	1	1	0	1	0	1962	4	0	1	2	1	0	1	0
4/7/2016 10:22:18	1	1	0	1	0	1961	3	0	1	3	1	0	1	0
4/7/2016 10:43:41	0	1	0	1	0	1960	4	1	0	2	1	0	2	0
4/7/2016 13:39:29	0	1	0	1	0	1958	3	0	1	3	1	0	2	0
4/7/2016 14:08:38	0	0	1	0	1	1955	7	0	1	4	1	0	1	0
4/7/2016 15:07:29	0	1	0	1	0	1961	4	0	1	3	1	0	1	0
4/7/2016 15:43:14	0	1	0	1	0	1959	4	0	1	3	1	0	2	1
4/7/2016 15:50:55	0	0	1	1	0	1961	6	0	1	5	1	0	1	0
4/7/2016 16:23:15	0	1	0	1	0	1955	3	1	0	3	1	0	2	1
4/7/2016 17:25:15	0	1	0	1	0	1960	7	0	1	5	1	0	1	1
4/7/2016 21:09:17	0	1	0	1	0	1956	6	1	0	5	1	0	2	1
4/7/2016 22:46:46	0	1	0	1	0	1957	3	1	0	3	1	0	2	1
4/8/2016 10:03:31	0	1	0	1	0	1964	3	0	1	3	1	0	2	1
4/8/2016 11:43:25	0	1	0	0	0	1957	6	1	0	5	1	0	2	1
4/8/2016 11:59:24	0	1	0	1	0	1985	3	0	1	5	1	0	1	0
4/8/2016 13:43:52	0	1	0	1	0	1978	3	1	0	4	1	0	2	1
4/8/2016 14:06:55	0	1	0	1	0	1961	5	0	1	4	0	1	1	0
4/8/2016 20:27:47	0	0	1	1	0	1956	5	0	1	5	1	0	2	1
4/8/2016 23:21:37	0	1	0	1	0	1958	3	0	1	3	1	0	2	0
4/9/2016 7:21:46	0	1	0	1	0	1958	4	0	1	3	0	1	1	1
4/9/2016 10:01:17	0	1	0	1	0	1958	5	0	1	3	0	1	1	1
4/9/2016 10:46:05	0	1	0	1	0	1959	2	0	1	3	1	0	1	0
4/9/2016 12:51:22	0	1	0	1	0	1955	6	1	0	4	1	0	1	0
4/10/2016 14:23:38	0	1	0	1	0	1953	4	1	0	2	1	0	2	0
4/10/2016 19:08:29	0	1	0	1	0	1960	4	1	0	3	1	0	1	0
4/11/2016 14:39:53	0	1	0	1	0	1960	4	0	1	4	0	1	2	1
4/11/2016 20:04:09	0	1	0	1	0	1962	5	0	1	5	1	0	2	0
4/11/2016 23:20:43	0	1	0	1	0	1957	3	0	1	3	0	1	1	1
4/12/2016 11:18:13	0	1	0	1	0	1954	7	1	0	4	1	0	1	0
4/13/2016 23:05:40	0	1	0	1	0	1957	6	0	1	3	1	0	2	0
4/28/2016 8:51:25	0	1	0	1	0	1965	6	1	0	5	0	1	2	1
4/28/2016 21:32:17	0	1	0	1	0	1959	3	0	1	4	1	0	2	1
4/29/2016 9:10:48	0	1	0	1	0	1959	6	0	1	5	1	0	2	1
24-08-2015; 12.00	0	1	0	0	1	1958	6	1	0	4	1	0	1	1
7-8-2015 11-00	0	1	0	0	1	1954	6	1	0	4	1	0	1	1
14-9-2015. 10.00	0	1	0	0	1	1953	4	0	1	4	1	0	1	0
14/09/2015 12.00	0	1	0	0	1	1954	4	1	0	4	1	0	2	0
11/09/2015-13.00	0	1	0	0	1	1952	3	1	0	3	0	1	1	0
12-8-2015 13.00	0	1	0	0	1	1951	7	0	1	3	1	0	1	0
10/8/15	0	1	0	0	1	1953	3	0	1	2	1	0	1	0

PDEX1	PDEX2	PHO 1.1	PHO 1.2	PHO 1.3	PHO 1.4	PHO 1.5	PHO 1.6	PD EX3	EDD 1.1	EDD1.2	EDD1.3	EDD 1.4	EDD 1.5	M1	M2
1	1	1	0	0	0	0	0	2	5	3	1	1	5	5	4
2	2	0	0	0	0	0	0	1	2	4	4	1	3	5	1
1	1	0	0	0	0	0	0	0	2	4	1	1	1	1	1
1	1	0	0	0	0	0	0	0	3	5	3	1	1	1	2
1	1	1	0	0	0	0	0	2	5	4	3	3	4	4	3
1	1	1	0	0	1	0	0	2	4	1	1	1	4	4	1
3	3	1	0	0	0	0	0	0	2	3	3	1	5	4	2
1	1	0	0	0	0	0	0	2	1	5	1	1	1	5	1
1	1	0	0	0	0	0	0	1	2	5	4	4	5	3	5
1	1	1	0	0	0	0	0	2	5	5	1	1	3	3	2
1	1	0	0	0	0	0	0	2	5	1	1	1	4	2	4
1	1	0	1	0	0	0	0	1	5	1	1	1	4	3	2
3	1	0	0	0	0	1	0	3	4	4	1	2	5	3	3
3	2	0	0	0	0	0	0	3	5	3	1	1	1	3	1
1	3	0	0	0	1	0	3	2	4	3	2	2	4	3	2
2	3	0	0	0	0	1	0	1	4	4	3	1	4	2	1
1	1	0	0	0	0	0	0	2	5	5	1	1	4	5	1
1	1	1	0	0	0	0	0	2	5	4	2	1	3	1	4
2	2	0	0	0	0	1	0	3	4	4	3	3	5	3	2
1	1	0	0	0	0	0	1	3	3	5	3	1	5	4	3
1	1	0	0	0	1	0	1	1	3	1	1	1	4	5	5
1	1	0	0	0	0	0	1	3	3	3	3	1	5	4	1
1	1	0	0	0	1	0	0	3	5	3	3	1	5	4	1
1	1	0	0	0	0	0	0	2	5	2	1	2	4	3	1
1	1	0	0	0	0	0	1	1	3	5	3	1	4	1	3
1	1	0	0	0	0	0	1	2	5	4	1	1	3	3	1
3	1	0	0	0	0	0	0	3	3	1	1	1	1	3	1
1	1	0	0	0	1	0	0	1	4	2	1	1	2	3	1
1	1	1	0	0	0	0	0	2	1	2	2	4	5	3	4
1	1	0	0	0	0	0	0	3	5	3	3	1	5	4	1
1	1	0	0	0	0	0	0	2	5	2	1	1	5	5	1
1	1	0	0	0	0	0	0	2	4	2	1	2	4	3	1
1	1	0	0	0	0	0	1	1	3	5	3	1	4	1	3
1	1	0	0	0	0	0	0	2	5	2	2	1	3	4	2
3	1	0	0	0	0	0	0	3	3	1	1	1	1	3	1
1	1	0	0	0	1	0	0	1	4	2	1	1	2	3	1
1	1	1	0	0	0	0	0	2	1	2	2	4	5	3	4
1	1	1	0	0	0	0	0	2	2	5	3	1	4	3	3
1	1	0	0	0	0	0	0	1	5	2	2	2	5	3	2
2	3	1	0	0	0	0	0	2	5	4	1	2	3	3	2
1	1	1	0	0	0	4	0	2	4	2	1	1	3	3	2
1	1	0	0	0	0	0	0	2	5	2	2	1	3	4	2
1	1	0	0	0	0	0	0	2	5	2	2	1	3	4	2
1	1	1	0	0	0	0	0	2	4	5	2	1	3	4	3
1	1	0	0	0	0	0	0	1	4	5	2	1	3	4	3
1	1	0	0	0	0	0	0	1	4	5	2	1	3	3	4
3	3	0	0	0	0	0	0	2	5	2	1	1	3	4	3
1	0	0	0	0	0	0	0	2	4	2	3	1	3	5	4
1	1	0	0	0	0	0	0	1	5	3	1	1	3	2	2
1	1	0	0	0	0	0	0	2	3	5	2	2	2	4	2
1	1	0	0	0	0	0	1	3	5	4	2	2	4	4	4
1	1	0	0	0	0	0	0	1	3	4	4	2	3	4	3
1	1	0	0	0	1	0	0	2	4	3	3	4	3	3	3
1	1	0	0	0	1	1	1	2	4	4	1	1	3	1	1
2	3	0	0	0	0	0	1	3	4	3	1	1	3	4	1
1	1	1	0	0	0	0	0	2	5	3	3	2	3	5	3
1	1	0	0	0	1	0	1	2	5	5	5	4	4	4	5
1	3	0	0	0	0	0	0	3	2	4	1	1	4	3	3
1	1	0	0	0	0	0	0	2	4	5	4	3	5	3	5
1	1	0	0	0	0	0	1	2	3	5	5	4	3	3	5
1	1	0	0	0	0	0	1	2	5	4	3	2	4	4	3
1	1	0	0	0	0	0	1	3	5	5	3	3	4	3	2
1	1	0	0	0	0	0	1	3	5	3	3	5	4	5	5
3	3	0	1	0	1	0	0	2	3	5	4	4	3	4	4
1	1	0	1	0	0	0	0	1	5	3	1	2	3	4	3
1	1	0	0	0	0	1	1	3	2	4	1	3	5	5	4
1	1	0	0	0	0	0	0	3	5	5	1	1	5	5	4
3	3	0	0	0	0	0	1	3	4	5	1	1	4	5	2
1	1	0	0	0	1	1	1	3	4	5	3	2	4	1	1
1	1	0	0	0	0	0	1	3	4	4	2	2	4	4	2
1	1	0	0	0	0	1	1	2	4	4	3	3	5	5	3
1	1	0	0	0	0	0	0	2	4	4	3	2	4	3	3
1	1	0	0	0	1	0	0	1	3	4	3	4	5	3	4
3	2	1	0	0	0	0	0	1	3	5	3	2	5	3	5
2	3	0	0	0	0	0	0	1	4	4	3	3	3	4	3
1	1	0	0	0	1	0	0	2	4	3	2	2	3	3	2
1	1	1	0	0	1	0	0	2	3	3	3	5	5	3	4
1	1	0	1	0	0	0	0	1	4	2	2	1	4	4	3
1	1	0	0	0	0	0	0	2	2	4	2	3	5	3	4
1	1	0	0	0	1	0	0	2	5	5	5	3	5	5	5
3	3	0	0	0	0	0	0	2	3	5	3	1	4	3	4
1	1	1	0	0	1	0	0	2	4	4	4	3	4	4	3
1	1	0	0	0	0	0	0	2	4	4	3	2	5	5	4
3	3	1	0	0	0	0	0	2	2	5	2	1	4	4	3
1	2	1	0	0	0	0	0	2	2	3	1	4	4	5	5
1	1	0	0	0	0	0	0	2	2	4	1	3	4	5	5
1	1	1	0	0	0	0	0	2	3	5	2	3	3	5	4
1	1	0	0	0	0	0	0	1	5	3	1	2	4	4	4
1	1	0	0	0	0	0	0	2	4	3	1	2	2	4	5
1	1	0	0	0	0	0	0	1	5	3	1	2	4	2	4

Appendix 9. Seniors Coordinates of variables

Coordinates on variables of principal components

	Dim.1	Dim.2	Dim.3	Dim.4	Dim.5
DCP1.1	0.413567900	-0.11366182	-0.260822031	-0.04158484	0.29260217
DCP1.2	0.235989628	-0.29514972	-0.003573692	-0.46872865	-0.32989613
DCP1.3	0.630659069	-0.56678676	-0.086885876	-0.09703434	0.21533211
DCP1.4	0.465245780	0.69461679	-0.169226236	-0.24252632	0.01577264
DCP1.5	0.232306424	0.28241037	-0.178310725	0.44390368	-0.32793527
DCP1.6	0.022756882	-0.21440310	0.079216969	-0.46807639	-0.08733722
DCP1.7	-0.455984384	0.24116644	-0.237626209	0.31509467	0.03551853
DCP2.1	0.464117416	0.69620047	-0.268886228	-0.01420221	-0.14157506
DCP2.2	0.338354409	-0.42453736	-0.038455582	0.05544502	0.57971892
DCP2.3	0.115562006	-0.43844406	0.200249449	-0.01597284	-0.50603383
DCP2.4	-0.494808455	-0.25600651	0.022267863	0.39743296	-0.06592702
DCP2.5	-0.452906613	-0.04406745	0.183870744	-0.37628082	0.09310070
B1.1	0.095137322	-0.31288811	0.276444375	0.51214536	-0.32719119
B1.2	0.225523335	-0.14454718	-0.499054199	-0.36098412	0.46443096
B1.3	-0.540387722	-0.01892226	-0.649356807	0.09955873	0.01898233
B1.4	0.057977634	0.51359505	0.523994824	-0.27940225	0.06949478
B1.5	-0.044536207	0.64507369	0.396958415	-0.15094672	0.04202751
B2	0.214800784	-0.02373331	0.171256693	0.45081922	0.13162521
B3	-0.505563837	-0.10043507	0.405276779	0.24210396	0.31566083
B4	-0.422962118	0.03476785	-0.175280666	-0.16439497	-0.39718063
M1	0.509487039	0.35814265	0.438182016	0.14379870	-0.03717058
M2	0.168173427	-0.10318809	-0.153252025	0.33498788	0.11707834
B5.1	0.399918334	-0.49120982	0.362017372	-0.20900582	-0.33470552
B5.2	0.438648962	0.19426219	-0.347728186	0.43665421	-0.09873995
B5.3	-0.644256359	0.16932938	-0.013494106	-0.28424709	0.12525831
B5.4	0.001107725	0.06261672	0.597075786	0.24797223	0.51489100

Appendix 10. Seniors Contributions of variables

Contributions of variables on principal components

	Dim.1	Dim.2	Dim.3	Dim.4	Dim.5
DCP1.1	4.513239e+00	0.39462524	2.642199e+00	0.071756705	4.27057039
DCP1.2	1.469537e+00	2.66097242	4.960337e-04	9.116654314	5.42856742
DCP1.3	1.049504e+01	9.81284683	2.932077e-01	0.390700000	2.31285494
DCP1.4	5.711624e+00	14.73825875	1.112276e+00	2.440676505	0.01240908
DCP1.5	1.424023e+00	2.43622221	1.234901e+00	8.176547799	5.36422596
DCP1.6	1.366533e-02	1.40416376	2.437325e-01	9.091299225	0.38047795
DCP1.7	5.486490e+00	1.77659885	2.193137e+00	4.119785434	0.06292754
DCP2.1	5.683952e+00	14.80554007	2.808110e+00	0.008369593	0.99977962
DCP2.2	3.020914e+00	5.50538208	5.743754e-02	0.127560893	16.76354049
DCP2.3	3.523910e-01	5.87197233	1.557470e+00	0.010586607	12.77291144
DCP2.4	6.460541e+00	2.00197042	1.925902e-02	6.554208528	0.21679920
DCP2.5	5.412676e+00	0.05931868	1.313114e+00	5.875118556	0.43235122
B1.1	2.388342e-01	2.99043077	2.968196e+00	10.883760070	5.33991072
B1.2	1.342078e+00	0.63822655	9.673251e+00	5.407153088	10.75903008
B1.3	7.705585e+00	0.01093708	1.637736e+01	0.411292894	0.01797338
B1.4	8.869837e-02	8.05744372	1.066427e+01	3.239308362	0.24089907
B1.5	5.233848e-02	12.71084098	6.120221e+00	0.945452774	0.08810451
B2	1.217493e+00	0.01720570	1.139127e+00	8.433295684	0.86418945
B3	6.744452e+00	0.30812464	6.379410e+00	2.432183068	4.97018070
B4	4.720605e+00	0.03692422	1.193287e+00	1.121423213	7.86877103
M1	6.849533e+00	3.91802966	7.457378e+00	0.858029850	0.06891749
M2	7.462931e-01	0.32524811	9.121988e-01	4.656404237	0.68372887
B5.1	4.220242e+00	7.37037707	5.090212e+00	1.812630400	5.58800204
B5.2	5.077254e+00	1.15274221	4.696311e+00	7.911663150	0.48631384
B5.3	1.095247e+01	0.87583091	7.072375e-03	3.352621474	0.78260730
B5.4	3.237865e-05	0.11976673	1.384637e+01	2.551517580	13.22395626

Appendix 11. Seniors and preseniors Coordinates of variables

Coordinates on variables on principal components. Preseniors-seniors

	PC.1	PC2	PC.3	PC.4	PC.5
PD1.1	-3.425686e-01	5.356472e-01	6.166845e-01	6.115479e-02	1.525099e-01
PD1.2	3.425686e-01	-5.356472e-01	-6.166845e-01	-6.115479e-02	-1.525099e-01
PD2.2	-5.852086e-02	-1.403506e-01	3.857816e-01	3.075385e-02	-5.772432e-01
PD3	4.245215e-01	5.153754e-01	-2.464234e-01	2.167823e-01	-1.866604e-01
PD4	4.654758e-01	-1.025137e-01	-1.597015e-02	4.355081e-01	1.135916e-01
PD5.1	5.036562e-01	-3.991679e-01	5.493720e-01	-1.367886e-01	1.922584e-01
PD5.2	-5.036562e-01	3.991679e-01	-5.493720e-01	1.367886e-01	-1.922584e-01
PD6	6.520859e-01	3.863318e-02	-4.510874e-02	3.277624e-01	-3.405451e-02
PD7.1	6.109094e-01	1.095400e-01	3.550257e-03	-6.057027e-01	-3.550312e-01
PD7.2.	-6.109094e-01	-1.095400e-01	-3.550257e-03	6.057027e-01	3.550312e-01
PD8	9.183464e-02	-1.005868e-01	2.332987e-01	-1.272439e-01	5.898003e-01
PD9	1.533777e-01	-1.198876e-01	1.028948e-01	-3.561219e-01	5.959107e-02
PDEX.1	4.280505e-01	-5.595631e-01	2.460338e-01	2.656461e-01	1.610903e-01
PDEX.2	5.306187e-01	-5.470463e-01	3.447742e-03	1.517883e-01	-9.242461e-03
PHO.1.1	4.509459e-02	6.466530e-02	3.719398e-01	1.225956e-01	-2.139861e-01
PHO.1.2	-4.459615e-02	9.191559e-02	3.366774e-02	-2.670008e-02	-1.674164e-01
PHO.1.3	2.580636e-26	-1.463707e-24	-8.374274e-23	3.016294e-19	2.938805e-19
PHO.1.4	-2.004310e-02	2.508491e-01	-1.557033e-01	-2.876977e-01	3.567249e-01
PHO.1.5	-1.063376e-01	-1.375664e-01	1.485703e-01	-1.073056e-01	9.737887e-02
PHO.1.6	1.767958e-01	1.303395e-01	-4.878464e-01	-3.006519e-01	2.531119e-01
PD.EX3	2.274047e-01	-1.124893e-01	-4.710117e-01	1.636989e-01	1.174292e-01
EDD1.1	-3.829512e-01	-4.245221e-02	-6.761477e-02	-1.896153e-01	3.061810e-01
EDD1.2	4.656842e-01	2.323488e-01	-1.295379e-01	3.714724e-01	2.380254e-01
EDD1.3	4.505829e-01	4.917254e-01	-8.394257e-02	-1.397763e-01	3.195418e-01
EDD1.4	4.593160e-01	6.072907e-01	1.539920e-01	-1.275075e-01	1.315366e-01
EDD1.5	3.698639e-01	2.570303e-01	-5.826541e-02	5.722108e-02	2.282460e-01
M1	1.705610e-01	2.363653e-01	-7.873763e-02	2.885828e-01	-2.648419e-01
M2	3.658643e-01	6.066819e-01	3.054169e-01	2.260871e-01	1.556700e-01

Appendix 12. Seniors and preseniors Contributions of variables

Preseniors-Seniors Contributions of Variables Principal Components

	PC.1	PC2	PC.3	PC.4	PC.5
PD1.1	2.943624e+00	9.163255e+00	1.519821e+01	1.932831e-01	1.266296e+00
PD1.2	2.943624e+00	9.163255e+00	1.519821e+01	1.932831e-01	1.266296e+00
PD2.2	8.590307e-02	6.291018e-01	5.947705e+00	4.888010e-02	1.814081e+01
PD3	4.520501e+00	8.482804e+00	2.426779e+00	2.428739e+00	1.896896e+00
PD4	5.434772e+00	3.356262e-01	1.019259e-02	9.802246e+00	7.024757e-01
PD5.1	6.362908e+00	5.088658e+00	1.206145e+01	9.670137e-01	2.012378e+00
PD5.2	6.362908e+00	5.088658e+00	1.206145e+01	9.670137e-01	2.012378e+00
PD6	1.066588e+01	4.766648e-02	8.131820e-02	5.552023e+00	6.313764e-02
PD7.1	9.361400e+00	3.832107e-01	5.037163e-04	1.896060e+01	6.862339e+00
PD7.2.	9.361400e+00	3.832107e-01	5.037163e-04	1.896060e+01	6.862339e+00
PD8	2.115438e-01	3.231275e-01	2.175159e+00	8.367711e-01	1.893865e+01
PD9	5.900808e-01	4.590293e-01	4.231095e-01	6.554361e+00	1.933310e-01
PDEX.1	4.595972e+00	9.999775e+00	2.419111e+00	3.647035e+00	1.412792e+00
PDEX.2	7.062401e+00	9.557411e+00	4.750462e-04	1.190719e+00	4.650657e-03
PHO.1.1	5.100774e-02	1.335472e-01	5.528554e+00	7.767524e-01	2.492931e+00
PHO.1.2	4.988637e-02	2.698177e-01	4.529960e-02	3.684328e-02	1.525932e+00
PHO.1.3	1.670478e-50	6.842278e-47	2.802597e-43	4.701977e-36	4.701977e-36
PHO.1.4	1.007667e-02	2.009636e+00	9.688624e-01	4.277656e+00	6.927967e+00
PHO.1.5	2.836358e-01	6.043893e-01	8.821256e-01	5.950830e-01	5.162600e-01
PHO.1.6	7.840269e-01	5.425554e-01	9.511138e+00	4.671549e+00	3.487900e+00
PD.EX3	1.297138e+00	4.041237e-01	8.866041e+00	1.384919e+00	7.507425e-01
EDD1.1	3.678529e+00	5.755629e-02	1.827046e-01	1.858145e+00	5.103822e+00
EDD1.2	5.439640e+00	1.724142e+00	6.705948e-01	7.131585e+00	3.084507e+00
EDD1.3	5.092566e+00	7.722135e+00	2.815988e-01	1.009718e+00	5.558970e+00
EDD1.4	5.291884e+00	1.177838e+01	9.476816e-01	8.402428e-01	9.419599e-01
EDD1.5	3.431399e+00	2.109894e+00	1.356713e-01	1.692174e-01	2.836255e+00
M1	7.297039e-01	1.784266e+00	2.477599e-01	4.304018e+00	3.818672e+00
M2	3.357586e+00	1.175477e+01	3.727799e+00	2.641706e+00	1.319316e+00

