

# Senior Tourism: Differential Features and Influence on An active and Healthy Ageing

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## Introduction

The senior market segment will be one of the largest (Esichaikul, 2012; Mayor and McLeay, 2013) because of its size and also because of the increasing disposable income of senior people to the consumer industries (Jang and Wu, 2006).

Seniors' motivation is shifting toward more active pursuits with a strong focus on health and fitness. Seniors constitute a prime market for the tourism industry both in number of trips and magnitude of expenditures.

The greatest impact of the senior segment will not just be its volume, if it is not accompanied by a different form of consumption, or by a different propensity for tourism consumption, the total market will have the same volume but a higher age.

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 affect the demands that are placed on these resources as people age (Yoon Cole and Lee, 2009).

## Research Aims

The overall aim is to enter the senior segment and strategic understanding of their different characteristics, and also the variables that affect depending on the different countries of origin of the senior tourist. Understanding the common denominators and differences that will articulate a global tourism market, and analyzing whether tourism may contribute to a more active and healthy ageing.

1. To enter the senior segment and strategic understanding of their different characteristics
2. To explore the triple role that health can have on tourism consumption in the segment of seniors: health as motivation, as determinant and as result

## Specific Objectives

● Health ● Cohorts ● Consumers ● Denominators ● Origin

1. To determine to what extent health is an important driving force in senior tourism.
2. To find in which type of variables the senior market presents strategically relevant differences.
3. To develop and provide a conceptual framework capable of identifying whether the senior tourism segment consumes differently
4. To identify the common denominators that will articulate a global tourism market and the variables in which major differences emerge.
5. To discern the different variables depending on the different countries of origin of the senior tourist.



## Method

Conceptual analysis. A multi-theoretical, multi level and approach to different conceptual models is required.

Three integrated sequences



## Research Questions

- Q1. Do seniors have the same needs and preferences as to other age cohorts?
- Q2. Do seniors consume differently from other age cohorts?
- Q3. In which type of variables does the senior market present strategically relevant differences? Is health one of them?
- Q4. What are the common denominators that will articulate a global tourism market and the variables in which major differences emerge?
- Q5. Which are the different variables depending on the different countries of origin of the senior tourist?
- Q6. Can Tourism contribute to a more active and healthier Ageing?
- Q7. Is it possible to identify the main variables and breaking points that will differentiate future seniors from their parents?