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**AN EXAMINATION OF SENIOR AND MATURE/SENIOR  
DIASPORA TOURISTS' TRAVEL MOTIVATIONS AND THEIR  
ROLES IN EXPLAINING TRAVEL PREFERENCES AND  
DESTINATION-RELATED ASSESSMENTS**

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PhD

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The Hong Kong Polytechnic University  
School of Hotel & Tourism Management

**An Examination of Senior and Mature/Senior Diaspora Tourists'  
Travel Motivations and their Roles in Explaining Travel  
Preferences and Destination-Related Assessments**

Felix Elvis Otoo

A thesis submitted in partial fulfilment of the requirements for the degree of  
Doctor of Philosophy

APRIL 2019

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**FELIX ELVIS OTOO**

## **DEDICATION**

To my family

*For their continuous prayers and commitment to my education as well the support they've given me throughout the years.*

## ABSTRACT

Over the decades, there have been increasing concerns about the welfare of the aged in society, with most of the discussions focusing on their psychological, physical, and social wellness. Central to the discussion has been the engagement of seniors in leisure and leisure-related travel. Suggestions from various reports project an increasing growth in the senior travel demand up to the year 2050 globally. The absence of scales to measure seniors' motivations for overseas travel has constrained understanding of the senior tourism market.

The study was informed by four objectives: first, to develop a scale to measure senior tourists' motivations; second, to examine the differences in preferences for travel types and destinations attributes across senior tourists' motivation clusters; third, to develop a scale to measure mature/senior diaspora tourists' motivations; finally, to test a model to explain the effects of mature/senior diaspora tourists' motivations on destination evaluation, satisfaction, place attachment, and future intention.

A rigorous and comprehensive process of scale development was followed for this study. Two sets of questionnaires were developed, pre-tested, and pilot-tested on the targeted samples. The main surveys included an online panel data collection for North American senior tourists, a field survey for Chinese senior tourists, and a field survey in Ghana for mature/senior diaspora tourists. The sample comprised 532 North American seniors, 496 Chinese seniors, and 419 mature/senior diaspora tourists.

Regarding senior tourists, eight motivation dimensions were extracted: seeking knowledge/learning, seeking once-in-a-lifetime experience, escaping, experiencing culture/nature, seeking self-esteem, achieving a sense of socialization, seeking time with family, and seeking nostalgia. Cluster analysis was conducted where five distinct motivation clusters were identified.

Marked differences were observed across clusters for both North American senior tourists and Chinese senior tourists.

For mature/senior diaspora tourists, five motivation factors were extracted: achieving a sense of pride and learning, escaping, seeking connectedness, attending diaspora events and exploring and spirituality, and seeking a memorable experience. All the factors with the exception of 'escaping' had a direct positive effect on destination evaluation. Destination evaluation positively affected satisfaction and place attachment while satisfaction positively affected place attachment and future intention. Place attachment also positively affected future intention.

Important differences were observed in both North American and Chinese senior tourists' preferences across the motivation clusters. The study on mature/senior diaspora tourists generated important implications for destinations that aim to promote diaspora tourism. Overall, participants have positive future intention if they attain a sense of satisfaction and place attachment.

Contribution to knowledge and practice of the senior and diaspora travel phenomena were identified. Essentially, eight motivation factors are consistent for both North American senior tourists and Chinese senior tourists' whereas five motivations inform mature/senior diaspora tourist travel. Important variations exist in sociodemographic and travel features across the five motivation clusters of North American and Chinese senior tourists. Similarly, diaspora tourists generate a set of interesting motivations that are different from mainstream tourism motivation theory.

In practice, important segments exist for both North American and Chinese senior tourism markets. The study sheds light on which segment of senior tourists is more attractive to destinations in terms of market positioning. For example, appealing to cluster 3 seniors will be more effective when targeting a more elderly clientele within the Chinese senior sample. Targeting a more

commercially viable cluster 1 is appropriate for the North American senior supply market. For mature/senior diaspora tourists, promoting place attachment and satisfaction boosters such as festivals and the enactment of historical events is suggested to destination managers and marketers.

**Keywords:** Senior tourism, diaspora, scale development, model test, structural equation modelling, cluster analysis

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## CHAPTER 1: INTRODUCTION

### 1.1 Background to the study

#### 1.1.1 The global senior tourism market

One of the important areas devoted to gerontology in recent years is the commitment of the elderly to leisure and tourism activities. Indeed, leisure activities have been ranked as the topmost quality of life optimizer potential among the elderly in the 21st century (Hsu, Cai, & Wong, 2007; Riley, 1993). The increasing participation and the number and frequency of travel among the elderly is attributed to a greater awareness of the need to enhance their psychological, physical, and social wellbeing (Cleaver, Muller, Ruys, & Wei, 1999; Lee & Tideswell, 2005; McGuire, Boyd, & Tedrick, 1996; Patterson, 2006; Reece, 2004; Śniadek, 2006; Tokarski, 1991; Wang, Norman, & McGuire, 2005). This comes against the backdrop that just about two decades ago, the senior tourism market was largely ignored by academics and researchers (Holloway, 2007).

The senior niche has recently proven to be topical in many global fora. Studies have also begun projecting the value and potential contributions of the senior tourism market towards global economic development. Schröder and Widmann (2007, p. 8), for example, project that within the next thirteen years (2030), the senior tourism market will be the “engine of growth” for tourism, substantially increasing to approximately 3.4 million annually. Likewise, Littrell, Paige, and Song (2004) describe senior tourists as becoming an important travel segment owing to their level of wealth, discretionary income, lower debt, and more free time. The authors also posit that there will be a tendency to travel long distances and to stay for long periods at destinations. The associated benefits expected to accrue from this segment have also been identified in the hospitality sector where senior tourists will soon be one of the largest prospective market segments for the hotel, restaurant, and shopping industries (Bai,

Jang, Cai, & O'Leary, 2001; Burritt, 2001; Caber & Albayrak, 2014; Chen, Liu, & Chang, 2013; Huang & Tsai, 2003; Kim, Raab, & Bergman, 2010).

In addition to the indications of a growing propensity among seniors to travel and spend, their consumption of tourism is often associated with shoulder and off-seasons, creating some stability within periods of peak and off-seasons for tourism suppliers and destinations (Hunter-Jones & Blackburn, 2007; Jang & Wu, 2006). In this regard, senior tourism can help to tackle the problem of seasonality in accordance with studies that have advocated for specific market niches like rural tourism, golf tourism, sports tourism, cycling tourism, and other special interest tourism. The niche can also contribute to prolonging the season of destinations and boost competitiveness (Erdogan, 2005). According to Garau-Vadell and de Borja-Solé (2008), special niche tourism, including senior tourism, are suitable substitutes that can compensate for the imbalance of destination tourist receipts that traditional sea-sun-sand resorts and destinations suffer.

With the expected growth of the senior tourism market in the coming years, this travel segment may become the most viable tourism market by the year 2050. Extending the view that the average tourist spends three to four times more than the non-traveler (Littrell et al., 2004), coupled with the projected contribution of the senior tourism market, the potential to benefit recipient markets is great. Meanwhile, the number of senior travelers is likely to increase substantially across the globe, and seniors are likely to earn more income by the time they retire. They will tend to travel more, spend relatively more, and stay longer at destinations. These facts, as expressed in the literature, highlight the potential of the senior tourism market to become a multibillion-dollar niche. With evidence from various socio-political and geo-spatial contexts, it is surprising that the potential contribution of the senior market to the tourism trade has not been extensively investigated.

Senior travel phenomenon has also become a cultural renaissance of learning and exploration in the developed world. With the volume of seniors who engage in both domestic and international travel increasing substantially, governments and destination marketing organizations are positioning themselves favorably in order to take advantage of this niche. In Singapore, the Council for Third Age [C3A] actively encourages oversea travel to Germany, Indonesia, and the Mediterranean coast, among other places, for seniors with the goal of promoting active aging (C3A, 2017). Some tour operators and tour agents through promotions across the internet have initiated specialized packages for the elderly market. Thomas Cook, for instance, has its ‘Silver Breaks’ for senior couples in India.

The global senior tourism product is characterized by needs and preferences different from younger tourism products (Feng, Liu, Guan, & Mor, 2012; Fleischer & Pizam, 2002; Getzen, 1992; Huffman & Lloyd-Jones, 2017; Lawton, 1993; Oh, Parks, & DeMicco, 2002; Śniadek, 2006; Wang, et al., 2005). As illustrated by Klimova (2017), the senior tourism product is uniquely characterized by a preference for safety, security, quality in destination and services rendered, accessibility, personalization, and professionalism.

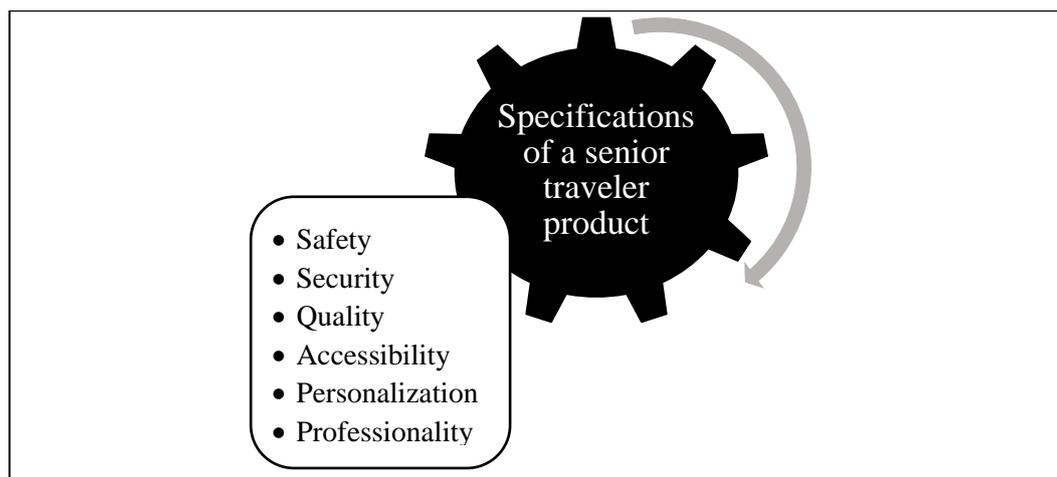


Figure 1.1 Specifications of the senior travel product

Source: Klimova, B. (2017). Tourism and information communication technology. In J. J. J. H. Park, S. C. Chen, & K. K. R. Choo (Eds.) (pp. 440-445). Advanced Multimedia and Ubiquitous Engineering: MUE/FutureTech 2017 (Vol. 448). Springer.

Nonetheless, the value of an expanding senior tourism niche is not limited to destinations and the supply trade alone. In fact, travelling among seniors also has valuable non-economic importance to the patrons of senior tourism. The supply of senior tourism can contribute both to social bonding and the psychological wellbeing of individuals' lives by providing an escape from years of service domination and daily routines. According to Hunter-Jones and Blackburn (2007), the senior tourism phenomenon offers a means of identity to seniors in an increasingly service-dominated environment. Some studies have also shown that the engagement in leisure and leisure-related travel by seniors provides fulfilment in old age (Tokarski, 1991), becomes an opportunity to gain new experience (McGuire et al., 1996), and improves quality of life (Dann, 2001; Javalgi, Thomas, & Rao, 1992). The emergence of senior tourism can also provide seniors with opportunities for the discovery of new hobbies and interests in later life. Ultimately, travelling among senior tourists can help to provide an avenue for re-living seniors' youthful dreams and achieving a sense of actualization.

#### 1.1.2 Factors contributing to the growth of the senior tourism niche

While other disciplines including, gerontology, healthcare, and economics, have long initiated scholarly interest in elderly citizens, tourism academia has only recently recognized the importance of this market. Its varied and potential contribution to the tourism sector is only now being given academic and research attention in tourism. The embryonic but burgeoning interest in this niche is attributed to three unique characteristics – higher income, higher expenditure, and available time – which distinguish seniors from other segments of the tourism market. The reasons for interest in the senior tourism niche have been discussed below.

Firstly, the senior travel segment is purported to have a higher disposable income (Gunter, 1998; Kohlbacher & Chéron, 2012; Prideaux, Wei, & Ruys, 2001; Śniadek, 2006). It is estimated that in developed countries, people who are 55 years and above possess a relatively

large share of discretionary income because they have investments, home, and family, while financial support for their children has been alleviated (Anderson & Langmeyer 1982; Chand & Tung, 2014; Chon & Singh 1995; Śniadek, 2006). In addition to their investments, seniors are passive recipients of pension and would have paid off their mortgage (Lassen & Moreira, 2014). Burritt (2001) reported that for 2001, the total income of people over 55 years accounted for 52% (\$2 trillion) of all per capita income in the United States. Thompson and Thompson (2009) also reported that in the United Kingdom, more than 80% of private financial wealth is held by persons over 50 years. By this estimate, seniors possess more than half of the per capita income in the developed world.

Secondly, in terms of expenditure, seniors are reported to spend more on outdoor and recreational services (Fleischer & Pizam, 2002; Fleischer & Seiler, 2002; Jang & Ham, 2009; Mitas, Yarnal, & Chick, 2012). In the United States, for example, the aged are noted to spend more money than their younger counterparts on tourism, entertainment, and restaurant meals (Fleischer & Pizam, 2002). In France, Śniadek (2006, p. 104) estimated that the buying potential of French seniors is €150 billion annually while among American seniors, a yearly \$30 billion expenditure on trips has been observed. In the United Kingdom, the expenditure of senior tourists on travel accounts for a greater share of household spending even above the housing and food consumption (Roberts, 2004), and in China, approximately ten million Chinese elderly between ages 55 and 65 embarked on international leisure related travel in 2014 (China Tourism Academy [CTA], 2014).

Thirdly, the availability of unrestricted time can play an important role in people's decision and ability to travel. Not surprisingly, besides their financial wherewithal to travel, seniors have available and ample discretionary time to travel and holiday within or away from home. Although time has seldom been investigated, there is a general sense of time value in tourism since tourists travel within their available and discretionary time. For seniors,

retirement and the fact that their children are no longer residing with them mean that there is a lot of time at their disposal (Chon & Singh, 1995; Jang & Wu, 2006; You & O’Leary, 2000). Moreover, the older consumer can spend longer time on making purchase decisions compared to the younger consumer (Lawton, 1993; Śniadek, 2006). The time available to an individual during old age presents one with an opportunity to reminiscence about the past while one plans for the future (Lu, Hung, Wang, Schuett, & Hu, 2016). Clearly, seniors have accumulated a wealth of experiences, missed opportunities, and memories worth re-living. Moreover, other seniors after a prolonged stay in the diaspora, are motivated to travel or seek their roots in their home regions. There is a strong nostalgic feeling among such cohorts.

The combined attributes of income, expenditure, and time should make the senior tourism niche a very critical and valuable segment to the tourism sector both now and in the future. Questions on how, why, and to what extent seniors are motivated in their decision to engage in tourism are, therefore, a unique set of questions to ponder as the sector grows. It is important to understand the issues surrounding the senior tourism market, particularly as the segment is dynamic, depicting a constantly evolving set of preferences, motivations, and challenges different from seniors of yesteryear. In addition, as persons in the diaspora have a need to travel back home, a careful examination of their motivation is worthwhile.

## **1.2 Problem statement**

As a burgeoning segment of the international tourism market, there are several challenges associated with the senior tourism market regarding the conceptualization and understanding of the motivation of seniors. First, there is a lack of agreement on the motivation of senior tourists in their overseas travel decisions. Previous research on the senior travel segments indicates that senior tourists’ motivations are both multi-faceted and inconclusive. For example, Sangpikul (2008a) adopted the pull-push theory and found seven motivations for

engagement among Japanese senior tourists to Thailand. Sangpikul identified novelty and knowledge-seeking, rest and relaxation, ego-enhancement, cultural and historical attractions, travel arrangements and facilities, shopping and leisure activities, and safety and cleanliness as motivations of senior samples in his study. In another study, Jang and Wu (2006) found ego-enhancement, knowledge-seeking, relaxation, and socialization as the key motivations. Moisey and Bichis (1999) discovered that senior nature tourists were motivated by nature, personal enrichment, and enhancement in physical fitness. Javalgi et al. (1992) also found that senior tourists were more motivated to go on a cruise or a tour or to visit family. The contrast in results of these and other studies provide evidence for a lack of consensus on the factors that motivate senior tourists. It also stands to reason that whenever motivations of tourists are collectivized on a global scale, there is a better tendency to develop applicable scales of measurement, albeit this is seldom done.

Secondly, the presence of leisure constraints among seniors means not every senior will be able to travel. For example, Moscardo (1996) states that seniors are limited by their inability to engage in physically demanding activities. Other studies have also identified a lack of interest and the presence of leisure constraints among seniors in overseas leisure activities (Fleischer & Pizam, 2002; Lee & Tideswell, 2005). Therefore, it is imperative to understand the psychological drivers for overseas leisure travel in this segment.

Thirdly, previous studies have not focused on the motivation of mature/senior diaspora tourists; a critical puzzle-piece to understanding why senior tourists travel to the diaspora despite the constraints they potentially face. Since many seniors today belong to the baby boomers generation (born within 1946 and 1964), they have connections with places and events in the past that continue into their later years. It has been suggested that the elderly travel to reconnect with their roots, a branch of tourism known as root tourism (Santos & Yan, 2010) or legacy tourism (McCain & Ray, 2003). Undoubtedly, the studies point to longing and affection

to connect to the past. Thus, diaspora tourism among seniors is only recently receiving some attention in tourism studies and remains a grey area in, perhaps, the more lucrative area of tourism, that is, senior tourism (Dann, 2005). More importantly, the connection between diaspora communities and their desire to engage in tourism remains underexplored because there is no scale with which to measure diaspora tourists' motivations. Moreover, specific investigations on how mature or senior diaspora tourists' motivations affect aspects of travel, including destination evaluation, satisfaction, place attachment, and future intention, are largely absent in the literature. An understanding of how the aforementioned constructs influence travel diaspora tourism will be meaningful for destination marketing, management, and governments of both senior tourism-generating and destination markets.

Fourthly, there is evidence to the effect that many facets of the senior tourism market remain unknown and uninvestigated. Various studies have highlighted the lack of knowledge about this segment among governments, tourism suppliers, and academics. Lu et al. (2016), for example, note the research gap on constructs for potential psychological predictors of senior tourists' travel behavior. Other studies have mentioned that the senior tourism market segment continues to be an underexplored research theme among stakeholders (Hall, 2011; Tiago, de Almeida Couto, Tiago, & Faria, 2016); neither are seniors' preferences and travel needs understood (Ananth, DeMicco, Moreo, & Howey, 1992; Prideaux et al., 2001). The identified research gaps point to a common issue: a lack of measurement constructs to assess the elements that motivate and constrain senior tourists.

Consequently, several questions concerning the senior tourism segment remain unanswered, or at best, partially attempted. Some researchers (Chen & Shoemaker, 2014; Sakai, Brown, & Mak, 2000) ask important questions regarding the tendency for psychological characteristics (motivations) and the tendency for travel behaviors of seniors to change overtime. They wonder whether a younger generation of tourists will have taste for travel and

behave differently in later years and whether a cohort effect will not result in decreased travel propensity for overseas travel. Although these researchers found some interesting results, the longitudinal nature of their studies limited their conclusions. Chen and Shoemaker (2014), therefore, highlighted the limitation of certain theoretical applications in explaining the senior tourism market. Even among industry, the characteristics and importance of the senior tourism market demand are yet to be harnessed. In view of the gaps, government policies towards leisure behavior have been scant.

### **1.3 Research questions**

The present study is informed by the following research questions:

1. How can we develop a scale to measure senior tourists' motivations?
2. What is the nature of the relationship between senior tourists' preferences for tourism across senior tourist motivation clusters?
3. How can we develop a scale to measure mature/senior diaspora tourists' motivations?
4. What are the relationships between mature/senior diaspora tourists' motivations, destination evaluation, place attachment, satisfaction, and future tourism intention?

### **1.4 Research objectives**

Based on the gaps identified, the research is driven by the following objectives:

1. To develop a reliable and valid scale to measure senior tourists' motivations,
2. To examine differences in preferences for travel types and destinations according to senior tourists' motivation clusters,
3. To develop a reliable and valid scale to measure mature/senior diaspora tourists' motivations,

4. To test a model to explain the effects of mature/senior diaspora tourists' motivations on destination evaluation, satisfaction, place attachment, and future intention.

### 1.5 Overall structure of the thesis

The study has two important foci: senior tourists' motivation and mature/senior diaspora tourists' motivation. Consequently, study 1 addresses the motivations of the mainstream senior tourism market and study 2 explores the motivations of the mature/senior diaspora tourism market. The overall structure of the thesis is depicted in Figure 1.2.

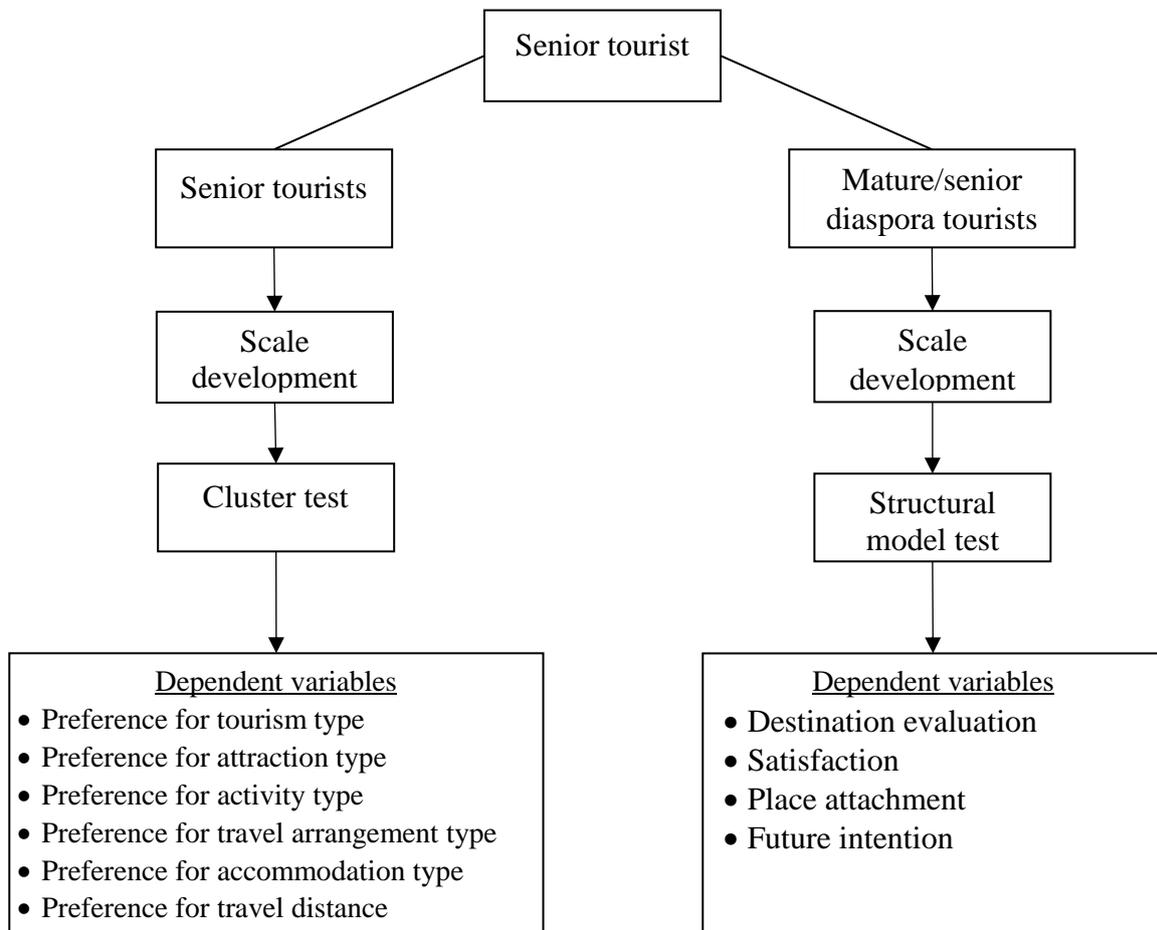


Figure 1.2 Structure of the dual focus of the study

### 1.5.1 Link between studies 1 and 2

The need to consider the dual focus of senior tourists and mature/senior diaspora tourists is three-fold. First, the mature/senior diaspora tourists segment has been considered as key patrons of the senior tourism market (Huang et al, 2013; Roberts, 2012; Sim & Leith, 2013). Hence, as the mature/senior diaspora tourism market has a meaningful contribution to the industry (Li & McKercher, 2016), it is important that its key patrons are investigated. Second, even though the mature/senior cohort in the diaspora are an important subset of the senior tourism market, they exhibit traits obverse to the mainstream senior tourism market. As Coles and Timothy (2004, p. 7) assert, the older diaspora community exists in multiple geographical boundaries, histories, cultural spaces, and loyalties. These attributes make them an important addition to the touristscape. Third, the mature or senior segment in diaspora communities have migrant and ancestral ties to their roots and, therefore, wish to revisit or to re-establish connections to their past. Thus, they wield the potential to become an important subsegment of the senior tourism market.

### 1.6 Significance of the study

The significance of the study is two-fold: theoretical and practical. First, the study contributes to theory development by providing important constructs on motivation among senior tourists and mature/senior diaspora tourists, the latter of which few empirical studies address. You and O'Leary (2000) have suggested that the study of psychological and behavioral characteristics is important for destination marketing organizations in targeting the senior tourists' niche. However, the lack of data has limited research response to the importance of these attributes because only one or two destinations are often considered by researchers. Even though You and O'Leary have initiated a response to the differing psychological impetus for travel, thereby suggesting that the older travel market is becoming more active as opposed

to earlier decades, limited evidence has constrained the exploration of why tourists are becoming more active in later years. In response to these unanswered questions, the current study's exploration of motivation among senior and diaspora tourists fills this research gap.

Secondly, this study proposes new scales to examine the multi-dimensional attributes of motivations among senior tourists and motivations of mature/senior diaspora tourists. Psychological and behavioral scales are necessary to make theoretical deductions about tourism. Meanwhile, a wholesale adaptation of pre-existing theories has proven problematic in practice.

Practically, the study is valuable to governments of tourist generating countries, destination marketers, the senior tourist supply trade, and to academia. In the first place, the study provides a basis for policy initiatives, especially for governments of generating regions. In an era where governments are supporting season-free forms of tourism (Erdogan, 2005; Garau-Vadell & de Borja-Solé, 2008), there is the need for an empirical understanding of the issues motivating and confronting the movement of tourists. Previous studies on leisure contribution to travel show that leisure is an important aspect of life, especially in old age (Alén, Losada, & Domínguez, 2012; McGuire et al., 1996; Patterson, 2006; Roberts, 2004; Śniadek, 2006; Tokarski, 1991; Wang et al., 2005). However, the studies were limited by their narrow focus on destination dimensions without consideration of pre-travel factors that impose greater constraint to seniors. From the results of empirical investigations, the government of originating countries can better provide leisure services internally to cater to the needs of the elderly.

Further, the study provides insights of relevance to destination marketers seeking to harness the benefits of the expanding senior tourism market. That is, by identifying the constructs motivating senior tourists, destination marketers will be better positioned to create a destination image that resonates with the expectations of senior travelers. Given that the

senior travel market is the new engine of growth for the tourism sector, destinations are expected to provide facilities that cater to the unique taste of seniors. Also, Dann (2002) submits that rapid aging in the developed world has necessitated a better understanding of mature adult tourists' experiences. Similarly, there is a pressing need within the tourism industry and society to improve destination competitiveness and prolong seasons. Given the rate of expansion, the senior tourism market may become the new luxury market for the travel industry so that targeting this market is now more important than ever.

In addition, this study contributes to an understanding of the social discussions surrounding the welfare of the elderly. Hsu et al. (2016) note that the elderly are considered "conservative and lagging behind the time" in a time of drastic socio-economic changes in society. Scheyvens (2007, p. 314) articulates this view that whereas the economic contributions of visit friends or relatives (VFR) related forms of tourism such as diaspora tourism have been identified by some researchers, the social significance of their visits and linkages with social connections and economic development is an area of research neglect. Therefore, the prospects of senior tourism may provide an avenue for seniors to 'catch-up' in being part of society through family and social travels (Iorio & Corsale, 2013; Shoemaker, 1989; You & O'Leary, 1999; Wang, Wu, Luo, & Lu, 2017). In this regard, the exploration of senior and mature/senior diaspora tourists travel decisions can contribute to improving the quality of life of the elderly.

Finally, the study is of value to suppliers and providers of senior tourism services. From the view point of expenditure, senior tourists' travel is very attractive to providers of tourism services such that researchers are advocating for value creation and awareness and for skilled and personalized quality services to be offered to senior tourists (Dwyer, 2005; Hsu et al., 2007; Vigolo & Confente, 2013). However, not many service providers understand the value associated with this market, resulting in discrimination and discouragement towards senior tourists. Hsu et al. (2007), in discussing the value of studies on the senior tourism market, posit

that apart from the effects of prevailing revenue models of tourism businesses, including tour operators, the reluctance to serve seniors and the failure to serve them adequately is because their motivations are not known. This study, therefore, contributes valuable knowledge to industry, society, and practitioners within the tourism field.

### **1.7 Definition of key terms**

**Senior:** Senior is a term used to describe an age group of 55 years and above –it also describes persons who have retired from active labor or from full-time work (Prideaux et al., 2001).

**Senior tourism:** Senior tourism is any tourism experience requiring a person of 55 years or above to travel outside his or her usual abode. It comprises touristic purposes, including medical, adventure, nostalgia, genealogical, and religious forms of tourism by persons above 55 years. In this study, the term includes other related concepts such as silver tourists, grey tourists, grey nomads, elderly tourists, and mature tourists.

**Tourist motivation:** This refers to the global integrating network of biological and cultural forces which give value and direction to travel choices, behavior, and experience (Pearce, Morrison, & Rutledge, 1998) or the inner drive that compels tourists to seek for experiences elsewhere.

**Nostalgia:** Nostalgia connotes a yearning or desire to relive or return to the past (Fairley, 2003; Fairley & Gammon, 2005) or a “positively toned evocation of a lived past in the context of some negative feeling toward present or impending circumstance” (Davis, 1973, p. 18).

**Mature/senior diaspora tourism:** Overseas travel to one’s hometown or region for tourism or nostalgic purposes by members of the diaspora community who are 45 years or above.

**Diaspora homeland/motherland:** A destination which receives persons who have their roots or heritage connection to this place or to the people resident in that destination. In this regard, the concept of place value is more important.

## **1.8 Organization of the study**

This study comprises eight chapters. The first chapter, Chapter 1, provides a general background to the research on senior tourism. It also states the problem by identifying research gaps associated with motivation among senior tourists and mature/senior diaspora tourists. In addition, the research questions and objectives are outlined in this chapter, followed by the significance of the research and the definition of key concepts.

Chapter 2 presents a review of relevant literature pertaining to definitions, evolution, and categorization of seniors in tourism. The chapter also reviews the senior tourism literature and narrows down to a discussion on diaspora tourism.

Chapter 3 discusses the conceptual and hypothesized relationship among the various constructs under investigation in the study. It introduces the theoretical and empirical foundations for the development of scales for the senior and the mature/senior diaspora tourism markets. The conceptual framework for the study for validating the senior travel market and the conceptual model for validating the hypothetical relationship among mature/senior diaspora measurement constructs are also illustrated in this chapter.

Chapter 4 discusses the methodological procedures of the research, including the scale development processes to be utilized, paradigm, sample selection, survey administration and translation, and other sampling issues. Data collection processes and research instrument are also discussed in this chapter, followed by the data processes and data analysis.

Chapter 5 presents the outcome of developing a scale to measure senior tourists' motivations. The chapter also examines the differences in senior tourists' preferences for tourism, attraction type, activities as well as selected sociodemographic and travel related features of seniors across the motivation clusters.

Chapter 6 presents the results of the survey on diaspora tourist motivation. The chapter commences with exploratory and confirmatory factor analyses to identify and validate

measurement items on mature/senior diaspora tourists. It also presents the results of a model test for the hypothesized relationship among mature/senior diaspora tourists' motivation, destination evaluation, satisfaction, place attachment, and future intention.

Chapter 7 presents a detailed discussion of the results in line with the objectives of the study and highlights the theoretical and practical implications of the study.

Finally, Chapter 8 concludes the study by presenting an overview of the study. The limitations and suggestions for future research are also presented here.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Chapter introduction**

The purpose of this chapter is to provide a review of the literature on senior tourism with specific emphasis on motivations of senior tourists and mature/senior diaspora tourists in order to better explore variables and constructs for inclusion in the scale development. However, to do this, it is important to understand the background of the senior travel segment so as to properly conceptualize the phenomenon of senior tourism. The background begins with a review of the literature on global trends in gerontology, the conceptualization of senior tourism market, an establishment of the nexus between aging and tourism, and previous attempts at segmenting the senior tourist market. Subsequently, a thorough review of previous senior tourists' literature on motivations with emphasis on mature/senior diaspora tourists is presented.

### **2.2 Global trends in gerontology**

#### **2.2.1 Cultural generations**

Cultural generation theories have been used to explain the distinctions between age cohorts based on certain cultural criteria, including events, economic, social or cultural delineations. Nonetheless, cultural generation theories have three fundamental flaws. Besides the Western bias, there is no agreement regarding the range of years delineating one generation from the other. Also, several terminologies have emerged (and continue to emerge), including the 9/11 generation, MTV generation, protest generation of the 1960s, New Silent Generation, and Millennials. As a result, there is a lack of consensus on an appropriate terminology. Even so, cultural generation theories are vital to understanding who contemporary seniors are. Based on several sources (e.g. Burritt, 2001; Jang & Ham, 2009; Pennington-Gray, Fridgen & Stynes, 2003; Warnick, 1993), Table 2.1

was generated to depict the common cultural generations identified in the literature and their ages if alive.

Table 2.1 Extension of cultural generations

Generation	Birth year	Age in 2018 if alive	Critical event in history
Lost Generation (Roaring Twenties)	1883-1900	103-135	Pre-war
Interbellum Generation	1901-1913	107-117	WW I
G.I. Generation (Greatest Generation)	1910-1924	94-108	Great depression
Silent Generation (Lucky Few)	1925-1945	73-93	WW II
Baby Boomer Generation	1946-1964	54-72	Rise in birth rates
Generation X (Baby Bust)	1965-1979	39-53	Cold War
Generation Y (Millennials)	1980-1995	24-38	Cable TV/ Mass media
Generation Z (Post-Millennials)	1996-2010	8-22	9/11
Generation Alpha	2011 onward	7 ≤	Increased social media

From Table 2.1, the senior tourists market is likely to constitute individuals born within the latter part of the Silent Generation and those within the Baby Boomer Generation. Within the next two decades, this segment of tourism demand will decrease and be replaced by those of Generation X (born between 1965 and 1979). That is, until about 2030, the number of seniors within the developed regions is expected to increase. In the past, Warnick (1993) reported that the rate of involvement in domestic tourism by the Baby Boomer Generation decreased and was lower than the total population change. At the time, there was a rise in domestic tourism participation by the Silent Generation. According to Warnick, while the Silent Generation cohort increased, the other generational cohorts were affected by greater decline rates of domestic travel. Building on Warnick's work, Pennington et al. (2003) discuss the importance of generational personalities in predicting future travel trends.

The Baby Boomer Generation is regarded as a strong ‘driven’ generation that effected significant changes in the socio-political history of the Western world with clear agendas and purpose (Benckendorff, Moscardo, & Pendergast, 2010, p. x). As the emerging generation soon after World War II, this generation was defined by civil, political, and economic challenges which set the pace for several civil rights movements, arms race, health and technology breakthroughs all of which paved the way for radical development over the world. The birth “boom” was a result of improved public health, vaccination, diet, and medical advances (Jang & Ham, 2009; Moschis, 2003). This age cohort is also described as conservatives who pay upfront (Pendergast, 2009); an attribute which can provide marketers with a sense of prediction towards their needs. This generation has caused a re-think of the definition of seniors as they tend to disassociate with products labeled for seniors and explicit marketing strategies targeting the elderly (Lohmann & Danielsson 2001; Pesonen, Komppula, & Riihinen, 2015; Reisenwitz & Iyer, 2007).

### 2.2.2 Reasons for interest in seniors

Since the turn of the 1980s, research and public attention have focused on the increasing number of senior members in society. In recognition of the cumulating number and interest of the elderly in society, many governments have enacted policies for the establishment of departments for the aged, elderly or seniors as variously termed. In the United States of America, for example, intra-state departments purposely instituted for the welfare of the elderly include the Florida Department of Elder Affairs, New York’s Department for the Aging, Connecticut’s State Department on Aging, Rhode Island Division of Elderly Affairs, New Hampshire’s Bureau of Elderly and Adult Services, Michigan’s Office of Services to the Aging, and California Department of Aging. In other jurisdictions, national programs and departments have been

instituted, among which are Sri Lanka's National Secretariat for Elders and Canada's National Seniors Council. Locally, the Hong Kong Special Administrative Region as of January 2017 had established 41 District Elderly Community Centers across the region (Hong Kong Social Welfare Department, 2017).

Indeed, the intergenerational disparity is a concern in many developed and fast developing societies, albeit it is more pronounced in countries with low birthrates. This concern is informed by three broad reasons: first, a rapidly increasing aged population has the potential to influence the economic affairs of a nation. On the one hand, the aged can contribute positively towards national growth through their tailored expenditure behaviors, a wealth of experience, or even supplement the workforce of a nation. At the same time, the aged can adversely affect economic growth through the reduction of the labor force and the cost of greater government expenditure facility and structure provisions. Regardless of the different views, it is expected that an aging population will consume more aggregate disposable income while having greater spending wherewithal (Chand & Tung, 2014; Lassen & Moreira, 2014; Masson & Tryon, 1990; Okamoto, 1992).

Secondly, the aged in society have unique and peculiar needs different from their younger counterparts, particularly in the areas of health (Feng et al., 2012; Getzen, 1992; Huffman & Lloyd-Jones, 2017; Wang, et al., 2005), income (Anderson & Langmeyer, 1982; Chon & Singh 1995; Lassen & Moreira, 2014; Littrell et al., 2004), and care-giving (Getzen, 1992; Schneider, & Guralnik, 1990). In illustrating these points, Getzen (1992) writes that in the United States of America as with other nations, the inescapable rise of per capita health costs is mainly attributed to the care and funding for the aged population. Moreover, the aged's taste, preference, and lifestyle are different from their younger counterparts and they are more accustomed to yesteryear experiences. Consequently, they tend to require more information and greater time in travel

decision making. Additionally, they are particularly demanding, even choosy in their consumption of services (Ananth et al., 1992; Śniadek, 2006).

Thirdly, in most countries, even among developing ones, the number of seniors is expected to increase exponentially. The United Nations projects that by the year 2050, adults in the developed world will constitute one-third (1/3) of the population structure from a current one-fifth (1/5) position. The United Nations further projects that for every 6 seconds, someone in the world will turn senior and by the year 2050, the global population of persons aged 60 and above will more than double (Śniadek, 2006; United Nations, 2004). Particular regions like Europe, Latin American and Asia are expected to have an increase in the aged population between 25% and 34% of current figures. This will be historically unprecedented as the first time the number of global adults exceeds the number of children below the age of 14 (United Nations, 2015). Also, there is a difference between developed and developing countries in their relative importance as generating markets. Though both groupings are important as destinations, the former is more influential as a generating market.

There is evidence to suggest that attention in the social science scholarship is paid to the emerging global trend of the rising number of elderly. Figure 2.1 depicts the top tourists generating countries as of 2016 and the percentage of seniors who are 65 years and above using figures from the Population Reference Bureau [PRB] (2017). As depicted in the bar graph, there is a fairly represented number of aged persons within each of these countries. As of 2016, nearly one-fifth of the elderly population in four of the top tourist generating countries was above the threshold set for considering one a senior (Chen et al., 2013; Caber & Albayrak, 2014; Hudson, 2010).

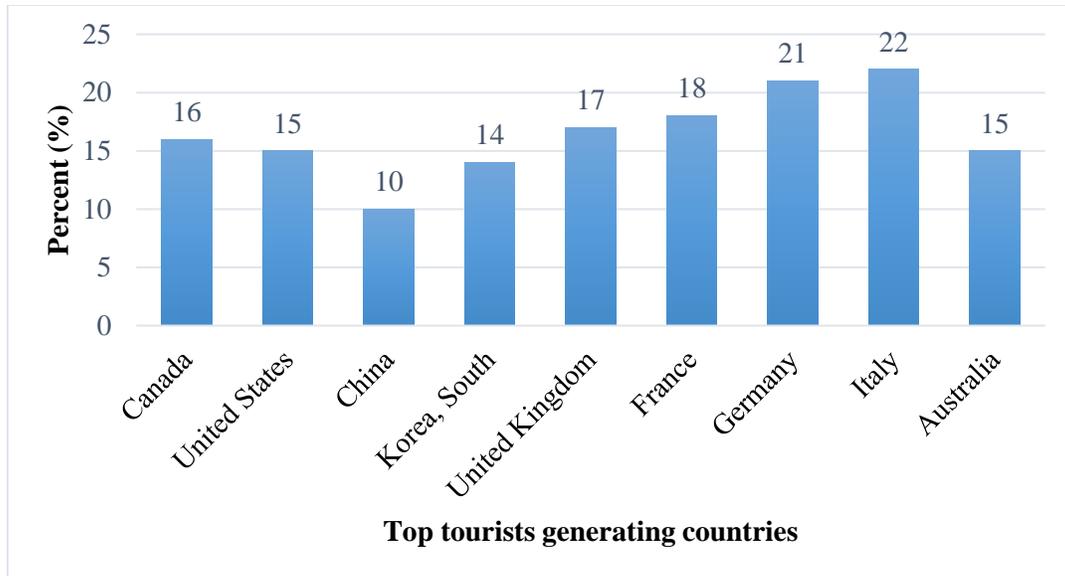


Figure 2.1 Percentage of seniors 65+ in top tourists' generating countries in 2016. Source: Author's construct based on data from Population Reference Bureau (2017) 2016 world population data sheet with a special focus on human needs and sustainable resources. Retrieved from: <http://www.prb.org/pdf16/prb-wpds2016-web-2016.pdf>

To further illustrate this point, data on the projection of adults aged 60 and above among the top tourists generating countries (from United Nations' Department of Economic and Social Affairs, 2015) for the years 2020, 2030, 2040 and 2050 are presented in Figure 2.2. The bar chart shows that for nearly all countries, the number of adults is expected to rise every decade, with the most exponential rise taking place in China and the United States of America. Given the improvement in personal, social, and economic wellbeing, a corresponding increase in travel among this segment is expected. According to Small (2003), it seems remarkable that among the traditional tourism generating nations, the population is aging, with the percentage of the elderly rising both in total numbers and in proportion to the total population.

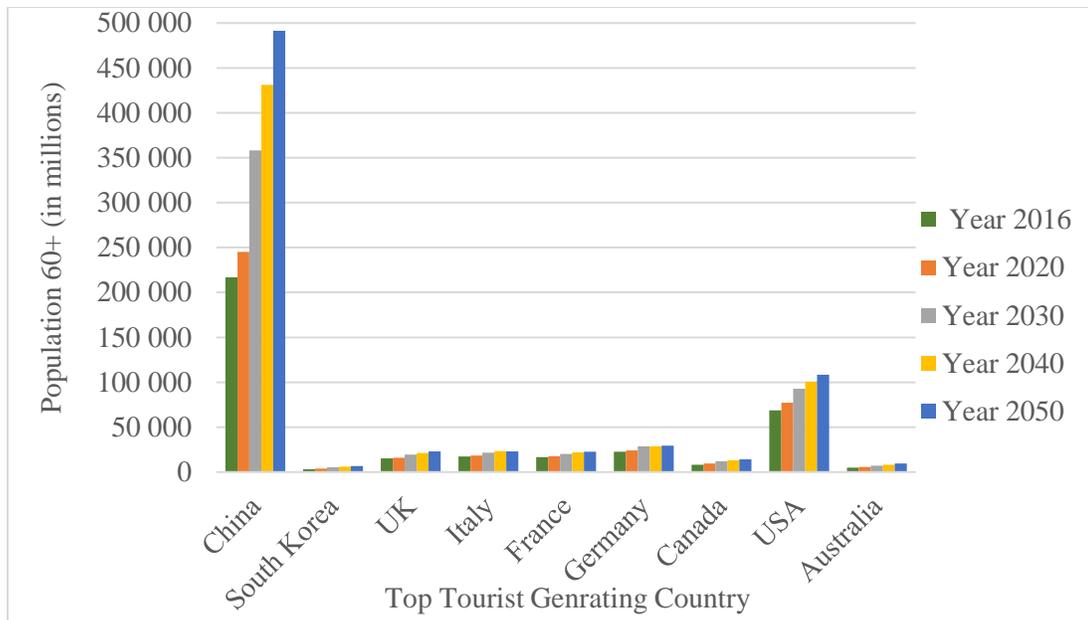


Figure 2.2 Projection of aging among top tourist generating countries

Source: Author's construct based on data from United Nations, Department of Economic and Social Affairs, Population Division (2015). World Population Prospects: The 2015 Revision, custom data acquired via <https://esa.un.org/unpd/wpp/DataQuery/>

In the particular case of China, some attention has already been drawn to the potential of this market to contribute substantially to the senior tourism market (CTA, 2014; Hsu et al., 2007). It has been stated that the country's aging structure is expanding faster than any other country (Economist, 2005, as cited in Hsu et al., 2007). Others have also noted that Chinese aged over 59 years already constitute a tenth of the world's population (Miao & Wu, 2004). This situation is not peculiar to China or to the developed Western world alone as can be observed in many other countries, including India, Thailand, South Africa, and other developing regions. Given the aforementioned evidence, researchers have questioned why the senior travel segment has failed to attract the attention of the travel sector (Hsu et al., 2007) or why research output does not seem to mirror the reported potential of this market (Small, 2003).

### 2.2.3 Reasons for the increase in senior population

Three issues have accounted for the increase in the number of elderly relative to the younger population in society. All over the world, the average number of children born per woman (fertility rate) has declined to 2.5 within a pace of five years (2010-2015). The World Health Organization (WHO, 2002) projects that in the nearest future, some 120 countries will have reached 2.1 children per woman, below replacement level. In the developed world, especially in Northern America, Europe, Oceania, and some East Asian countries (China, South Korea, and Japan), fertility rates have plummeted considerably, albeit economic conditions have improved (PRB, 2017; Vigolo, 2017).

Similarly, life expectancy in many countries continues to improve as a result of better overall quality of life. As of May 2017, the average life expectancy had increased from 50 years in 1950 to 71.4 globally. It is projected that by 2050, the average life expectancy will have reached 75 years (WHO, 2017). The improvement in life expectancy stems from a substantial improvement in health and health-related services, education and awareness, and an improvement in the standard of living. This has also resulted in a decline in infant mortality. The current trend implies that the number of aged will also exceed the number of young people in most parts of the world (Chand & Tung, 2014; Van Bavel & Reher, 2013).

Additionally, some studies (Cleaver & Muller, 2002; Truly, 2002; Vigolo, 2017) have attributed the expanding structure of the senior population to what Vigolo (2017) refers to as the 'baby-boom effect'. In the immediate years preceding the Second World War, a rapid recovery in fertility rates occurred in the developed countries between the mid-1940s and the late 1960s. Currently, the members of this age group are 65 years and above, well above the retirement age in most countries.

In another study, Opperman (1995) examined the travel patterns of German residents, sampling some 1,000 households. The study focused on respondents recalling their previous travel experiences with particular emphasis on the purpose, duration, and group size for trips lasting more than three nights. Opperman found that the use of international air travel increased among persons aged 34 years and above, compared with persons younger than 34 years. Also, age cohort membership displayed significant differences in their preferences for a destination or region. The two studies in the 90s on what is currently the Baby Boomer generation have indeed been observed to command greater travel propensity in later years (Cleaver & Muller, 2002; Hsu et al., 2007; Jang & Ham, 2009; Tiago, et al., 2016; Van Bavel & Reher, 2013) and continue to remain an important segment of tourism demand. These trends, in addition to the increasing number of other age cohorts such as the silent generation (Warnick, 1993) and the 13<sup>th</sup> generation, are expected to continue to rise.

## **2.3 Towards a definition of senior tourism**

### **2.3.1 Challenges in the definition of seniors**

A definition of senior tourism must first consider who those seniors are. Yet, Prideaux et al. (2001) attest that there is a lack of consensus regarding a precise definition of “seniors”. This lack of agreement stems from at least three factors: first, loose and non-exclusive terminologies have been used to describe seniors. Such terminologies as third-age, older market, mature market (Beritelli, Bieger, & Laesser, 2007; Lago & Poffey, 1993; Shoemaker, 2000; Wang et al., 2005), senior market (Javalgi, et al., 1992; Lieux, Weaver, & McCleary, 1994), grey market (Callan & Bowman, 2000; Gunter, 1998; Tiago, et al., 2016), silvers (Kohlbacher & Chéron, 2012; Zsarnoczky, David, Mukayev, & Baiburiev, 2016), among others, are variously applied. Even so,

the terminologies only describe segments of the senior market rather than give a holistic and representative description.

Second, the absence of a definite age grouping to properly delimit this market has contributed to a lack of proper conceptualization of the term. In several studies, the term ‘senior’ is associated with the age of voluntary retirement (Prideaux et al., 2001; Blazey, 1992). The age group 50 and above has also been mentioned in some few studies (Chen et al., 2013; Littrell et al., 2004; Sellick, 2004) while others use 55 years and above (Batra, 2009). Still, the age of 60 years and above appears to be common in a number of studies (Boldy, Horner, Crouchley, Davey, & Boylen, 2005). Lago and Poffey (1993) also place the minimum age for identifying senior tourists at 65 years.

Third, most institutional and organizational records of seniors are based on government or official statistics so that one’s age of compulsory retirement initiates the individual into senior citizenship. Blazey (1992) and Prideaux et al. (2001), for example, note that among Australia’s National Seniors Association, the term applies to individuals as young as 50 years who retire from active labor participation. Meanwhile, in every society, different retirement age sets are defined upon entry into mandatory retirement from active labor so that government definitions are inconsistent (Prideaux et al., 2001). Moreover, in certain countries like China, retirement age is different for men and women; 60 for men, 55 for women in civil work, and 50 for other female workers (Chen & Gassner, 2012; Hsu & Kang, 2009).

As a result of the definitional challenges, various studies have critiqued the use of chronological age as a criterion for determining the senior status (González, Rodríguez, Miranda, & Cervantes, 2009; Le Serre & Chevalier, 2012; Prideaux et al., 2001). The use of cognitive age is common among such scholars. Cognitive age implies a ‘personalization’ of one’s age so that the

individual is as old as he or she perceives to be regardless of one's year of birth. This point of reasoning is mainly adopted by scholars who postulate that prior delineations based on physis, chronological age and other 'quantifiable' measures no longer hold as seniors are now composed of accomplished, self-sufficient, and independent individuals not suffering from any serious limitations (González et al., 2009; Loveseed, 2000; Wang et al., 2005). These researchers propose the usage of cognitive age rather than chronological age. As argued by González et al. (2009, p. 149), seniors do not constitute a homogeneous subset of the population in terms of "demography, lifestyles and health, or psychological, social and behavioral patterns". Lassen and Moreira (2014) also note that the concept of aging is 'malleable', creating a new notion of 'the good late life'. In addition, a number of studies (e.g. Kohlbacher & Chéron, 2012) confirm that seniors identify themselves as younger than their chronological age suggests. Such seniors are purported to manifest behaviors different from what their birth certificates would imply. However, marketers are least aware of this and are, therefore, sensitive to how the concept of aging can be a basis for formulating marketing strategies for seniors (Faranda & Schmidt, 2000).

Even so, the use of cognitive age is imbued with conceptual and practical deficiencies when placed within the framework of senior tourism. In the first place, senior tourism encapsulates a wide spectrum of activities undertaken by heterogeneous subsets, including the elderly, the retired, the not retired, different income earners, varied educational levels as well as varied age groupings (Alén, Losada, & Domínguez, 2016; Argyle, 1991). Secondly, the use of the cognitive age approach has been critiqued as scales of measurement have been found to produce different results from study to study (González et al., 2009; Stephens, 1991). Likewise, the adverse social stereotype of seniority implies that people will avoid the label "aged". This is commonly observed

in the use of terms such as ‘young at heart’ (Muller & O’Cass, 2001) and ‘silvers’ (Zsarnoczky et al., 2016), perhaps, to avoid such stereotypes.

From the above, the definitions of seniors may be categorized into four non-mutual themes: socio-cultural, psychological/cognitive, statutory, and chronological.

1. Socio-cultural definition: Elderly status is imputed on persons based on the societal and cultural context so that one’s appearance (e.g. gray hair, wrinkle, or having a disability) becomes the basis for considering someone as elderly. Such a definition is, thus, based on the social and cultural context within which one finds oneself.
2. Psychological/ cognitive definition: This is intra-personal and based on the notion that “you are as old as you feel you are”. It is based on personal perceptions rather than on fact or society.
3. Statutory definition: This definition is often used for legal purposes such as statutory retirement or pension benefits. This is often set for all members of a particular country or state.
4. Chronological definition: This is based on an increase in one’s age rather than a definite age attainment. Here, aging is seen as an active and ongoing process independent of an individual’s health, jurisdiction, or cognitive processes.

### 2.3.2 Definition of senior tourists

Having set the basis for conceptualizing senior status, the next step is to examine how the term “senior tourism” has been used in the literature. This is vital in determining which variables to investigate in this study. Although various attempts have been made to define the concept, there is no specific definition in the literature to date. As a result, authors often adopt government or institutional age delineations (e.g. Hsu et al., 2007). Table 2.2 identifies some delineations and terminologies used for the senior market.

Table 2.2 Definition of senior tourists in the literature

Terminology	Age	Authors
Older tourists/ older travelers	50+	Anderson & Langmeyer (1982); Sellick (2004); Le Serre & Chevalier (2012); Chen et al. (2013); Vigolo & Confente (2013)
	65+	Small (2003); McGuire, Uysal, & McDonald (1988)
Senior travelers	50+	Littrell et al. (2004);
	55+	Javalgi et al. (1992); Reece (2004); Sangpikul (2008a, b)
	60+	Jang & Wu (2006)
Elderly tourists	50+	Alén, Losada, & de Carlos (2017)
	60+	Romsa & Blenman (1989); Hung et al. (2015)
	65+	Kim, Woo, & Uysal (2015); Woo, Kim, & Uysal (2016)
Young-old/ Old/ Very old (including young seniors older seniors)	55-64	Hong, Kim, & Lee (1999); Backman, Backman, & Silverberg (1999)
	65-74	
	75+	
Pre-seniors	50-64	Caber & Albayrak (2014); Hartman & Qu (2007)
Prospective seniors	50-64	Chen et al. (2013); Vigolo & Confente (2013)
Grey nomads/ grey tourists	50+	Onyx & Leonard (2005)
	55+	Patterson et al. (2011); Mahadevan (2014)
Senior tourists	50+	Littrell et al. (2004); Kim, Wei, & Ruys (2003); Le Serre & Chevalier (2012); Moisey & Bichis (1999); González et al. (2009); Hsu et al., 2007; Hunter-Jones & Blackburn (2007); Lindqvist & Björk (2000); Cai, Schwartz, & Cohen (2001); Boksberger & Laesser (2009)
	55+	
Seniors	55+	Fleischer & Pizam (2002)
	65+	Chen et al. (2013); Caber & Albayrak (2014); Vigolo & Confente (2013); Hartman & Qu (2007)
Mature tourists	45+	Mitas et al. (2012)
Neo-mature	50-64	Norman, Daniels, McGuire, & Norman (2001)
Veteran-mature market	65+	Norman et al. (2001)

Source: Summarized by the author.

The definitions of seniors seem to be subjective, without much emphasis on the touristic component that defines this niche. For instance, the use of such terms as older tourists, elderly tourists, and senior tourists (defined as persons above 50 years) all refer to the same cohort while varying terminologies have been applied. Similarly, cohort 50 and 65 years appear to be the dominant minimum age for the senior tourism market. On the contrary, 45 years (Mitas et al.,

2012) was the least. Again, the use of specific age groupings such as 55-64 years (young-old), 65-74 (old), and 75 plus (very old), as suggested in some studies (Caber & Albayrak, 2014; Hartman & Qu, 2007; Hong et al., 1999; Norman et al., 2001), is problematic as it limits the range of statistical and analytical tools possible for rigorous analysis. Besides, only a few studies employed such definitions. To accommodate for the differences, the age 55 and above is suitable for a definition of senior tourists and 45 for mature/senior diaspora tourists.

### 2.3.3 Implications of definitions for the study

While the definition of 'seniors' is to an extent a matter of semantics, Prideaux et al. (2001) submit that an appropriate definition of seniors has an overall importance in providing the benchmark for understanding the tailored needs of seniors, developing products and services with the needs of the target market in mind, and developing specific marketing campaigns to target this market. Thus, an appropriate definition of 'senior tourism' is needful even though there does not seem to be one in the extant literature. Furthermore, an adaptation of any of the delineations must consider a number of conceptual challenges. First, attention has been drawn from several tourism and non-tourism specific literature on the inconsistent and vague applications of the term 'senior' (Alén et al., 2016; González et al., 2009; Hudson, 2010; Lassen & Moreira, 2014; Littrell et al., 2004; Prideaux et al., 2001). As a result, definitions and segmentations of the senior tourism market have remained diverse as different age categories are used in nearly every study.

Secondly, since nearly all definitions are borrowed from other disciplines, including psychology and sociology, they do not emphasize the tourism content of senior tourism so that issues such as purpose, duration, distance, and scope of activities are often left to the researcher's discretion. From previous studies, however, it seems important that physical, social and

psychological factors relating to specific disciplines must be considered in any attempted conceptualization as definitions cannot exist in a vacuum. Given that senior tourism is a niche within the broader area of tourism, a definition should focus on the basic tenets of the tourism discipline. Indeed, many other special interest-based tourism, including education tourism, medical tourism, sports tourism, and pilgrimage tourism even though mirror their respective parent disciplines (education, health, sport, religion respectively), are defined with respect to tourism. By way of definition, Mathieson and Wall (1982) view tourism as:

The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Mathieson & Wall, 1982, p. 14)

Similarly, the classic UNWTO definition of tourism considers the phenomenon as:

The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (UNWTO, 1995).

Nonetheless, age (by default) should be an integral theoretical basis for conceptualization within any generational construction. It follows that in addition to age, any definition of senior tourism should recognize the spatiotemporal as well as experiential attributes of the broader tourism concept. Building on the definitions of tourism in the literature, the present study defines the term *senior tourism* as any tourism experience requiring a person above a minimum age of 55 to travel outside his or her usual residency for touristic purposes, including medical, adventure, nostalgia, genealogical and/or other forms purposes. This definition takes into account derivatives,

including mature tourism, elderly tourism, grey tourism, and silver tourism, all of which point to age (chronological or cognitive) and lifecycle attributes of the individual.

## **2.4 Tourism and aging nexus**

### **2.4.1 Aging and tourism: No more a paradox**

Economic theory suggests that discretionary time and discretionary income are the two determinants that must be optimized for successful travel; without which travel will be constrained (Blazey, 1992; Fleischer & Pizam, 2002; Nyaupane & Andereck, 2008; Otoo, 2014; You & O'leary, 2000). A number of approaches have been advanced in the literature to explain seniors' barriers to engagement in tourism or leisure pursuits. One that particularly addresses the relationship between leisure time and an individual's ability to afford tourism expenses is what has been referred to as the Traditional Leisure Paradox (TLP) propounded by Cooper, Fletcher, Gilbert, Shepherd, and Wanhill (1998). The TLP presents a perfect negative correlation between the symmetrical hyperbolic curves of discretionary time and discretionary income as well as a complete lack of correlation between travel frequency and both discretionary time and discretionary income. The inter-relation between aging (defined by stage in life) is indicated in three distinguishable stages typically delineated as young (20-39 years), middle-age (40-64 years), and old age (above 65 years).

In the first stage, individuals are characterized by maximum time and minimum income typically from the ages they become legally independent to about 39 years. Such young adults are more likely to be schooling, have low or no income, and have an abundant leisure time to travel. Travel pursuits among such individuals are mainly for adventure and cultural renaissance. Since they are not constrained by the demands of career and are more likely to be dependent on their

families, they have a lot of time to embark on travel. Distinctive clusters within tourism are backpackers, educational tourists, volunteer tourists, and other youth travel subgroups. Per the TLP, at a younger age when individuals are not constrained by time, they lack the income to embark on travel.

The second stage is characterized by minimum time and maximum income. As the individual reaches middle-age, the financial aspects of leisure traveling become less of a problem due to career and a more stable stream of income. However, time constraints imposed by family, social, and career commitments at this stage in life impede holiday taking.

The third stage is characterized by maximum time and minimum income. Upon retirement, the individual is able to recover the loss of free time imposed by the first two stages. This time is ample for traveling and other leisure pursuits. Meanwhile, poor personal and social welfare in the earlier years reflects a lack of discretionary income. In instances where travel is even possible (that is, where time and income are crudely available), little time is spent on leisure travel as a result of ill-health, high expenditure on health care, or the lack of leisure facilities and services tailored for the unique demands of this cohort. The graphical model of TLP is shown in Figure 2.3.

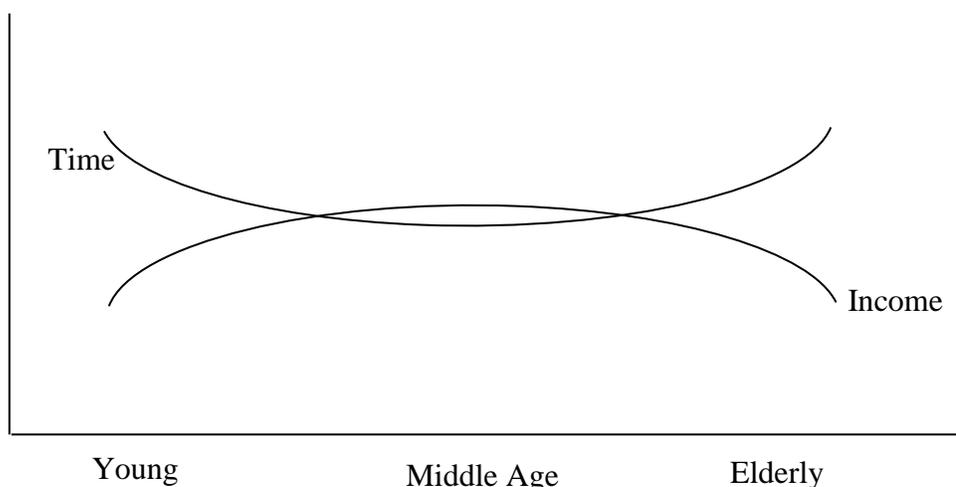


Figure 2.3 Traditional Leisure Paradox

Source: Cooper, C., Fletcher, J., Gilbert, D., Shepherd, D., & Wanhill, S. (1998). *Tourism principles and practices* (2nd Ed.). Harlow, Essex: Addison Wesley Longman.

The TLP illustrates earlier stereotypes about the elderly in a society where the aged are perceived to be of ill-health, frail, incapable of travel (Dychtwald & Gable, 1990; González, et al., 2009), and an unattractive market segment (Mumel & Prodnik, 2005). Achenbaum (1998) reported that in the past, medical researchers promoted a negative image of the elderly. The elderly were considered disorientated and declined in physical and psychological wellbeing. As a result, neologisms such as “geezer” were coined in the 1880s.

Over the years, however, the images and perceived frailty of seniors have improved along with economic and social changes (Achenbaum, 1998; Fleischer & Seiler, 2002; Szucs, Daniels & McGuire, 2002). In addition, the development of leisure research over the years has found the assumptions of the TLP to be inconsistent with modern leisure patterns among seniors. The modern senior tourist is healthier, has a longer lifespan, is wealthier, and capable of spending more time and income on travel. This has been made possible by a combination of factors, including better social welfare schemes and making future investments. Based on statistics presented by UNWTO, the World Bank, national bodies and recent studies, seniors are becoming a force to be reckoned with in the travel sector and are expected to dominate the sector in the future. It can, therefore, be said that the nexus between aging and tourism is no longer a paradox and the elderly are no longer a minority group (Alén et al., 2016).

There is evidence to support a changing travel propensity of seniors in their pursuit of tourism and leisure. Seekings (1997) found low travel propensity among seniors over 55 compared to those of other age groups. In contrast, Blazey (1992) report that although interest in travel is high amongst retirees, engagement in actual travel shows neither increase nor decrease in travel frequency after retirement. In support of the latter, You and O’leary (2000) report on the active engagement of older travel market in recent years.

#### 2.4.2 Studies on senior tourism

Since the 1980s, various researchers have approached the study of senior tourism from varied dimensions. To better understand the nature of research into the senior travel sub-sector, a detailed review of the literature on the subject is needed in order to identify emergent themes in the literature. Such an analysis of the literature will facilitate both research focus and design as well as aid in identifying aspects to be considered in future research. From a detailed review of research articles collated from three scholarly search engines, namely Google Scholar ([www.scholar.google.com](http://www.scholar.google.com)), Web of Science ([www.webofknowledge.com](http://www.webofknowledge.com)), and Scopus ([www.scopus.com](http://www.scopus.com)) using the terms ‘senior tourist’, ‘mature tourist’, ‘elderly tourist’, ‘older tourist’ among other variant terminologies, a total of 22 research themes were deduced from 109 research papers. When themes are defined by means of multiple appearances (as in multiple responses), they sum up to 143 in terms of total frequency. Table 2.3 summarizes the outcome.

Table 2.3 Main research themes in senior tourism literature

Main theme of study	Frequency	Percent (%)	Author(s) and year
Motivation	29	20.0	Baloglu & Shoemaker (2001); Boksberger & Laesser (2009); Carneiro et al. (2013); Cleaver et al. (1999); González et al. (2009); Guinn (1980); Horneman, Carter, Wei, & Ruys (2002); Huang & Tsai (2003); Hsu & Kang (2009); Hsu, Cai, & Wong (2007); Jang & Wu (2006); Jang et al., 2009); Kim, Weaver, & McCleary (1996); Kurtulmusoglu & Esiyok (2017); Lee et al. (2008); Lu et al. (2016); Moisey & Bichis (1999); Morrison, O'Leary, Chiang, Hsieh, & Lang (1997); Muller & O'Cass (2001); Musa & Sim (2010); Norman et al. (2001); Prayag (2012); Ryu, Hyun, & Shim (2015); Sangpikul (2008a, b); Sellick (2004); Stone & Nichol (1999); Tiago, et al. (2016); Wang et al., 2017); Ward (2014)
Segmentation	21	14.5	Boksberger & Laesser (2009); Carneiro et al. (2013); Chen et al. (2013); Cleaver et al. (1999); Eusébio, Carneiro, Kastenholz, & Alvelos (2017); Horneman et al. (2002); Huang & Tsai (2003); Hsu & Lee (2002); Kim, Wei, & Ruys (2003); Lehto, O'leary, & Lee (2002); Lieux et al. (1994); Littrell et al. (2004); Kim et al. (2003); Kuo & Lu (2013); Sangpikul (2008a, b); Sellick (2004); Shoemaker (1989); Shoemaker (2000); Vincent & De Los Santos, (1990); Ward (2014); You & O'Leary (1999)
Constraints	14	9.7	Blazey (1987); Fleischer & Pizam (2002); Fleischer & Seiler (2002); Gao & Kerstetter (2016); McGuire (1984); Hung, Bai, & Lu (2016); Huang & Tsai (2003); Hsu & Kang (2009); Kazeminia, Del Chiappa, & Jafari (2015); Lee & Tideswell (2005); McGuire (1984); Nyaupane, McCabe, & Andereck (2008); Sakai et al. (2000); Zimmer, Brayley, & Searle (1995)
Behavior	12	8.3	Backman et al. (1999); Batra (2009); Nielsen (2014); Nielsen (2016); Sund & Boksberger (2007); Han, Hwang & Kim (2015); Littrell, et al. (2004); Huber (2015); Huang & Tsai (2003); Musa & Sim (2010); Mahadevan (2014); Prayag (2012)
Comparison with other segments	11	7.6	Ananth et al. (1992); Anderson & Langmeyer (1982); Blazey (1987); Holloway, Green, & Holloway (2011); Javalgi et al. (1992); Reece (2004); Romsa & Blenman (1989); Ryan (1995); Wang, Chen, & Chou (2007); Lee, Graefe, & Obenour (2008); Moisey & Bichis (1999)
Supply led	10	6.9	Ananth et al. (1992); Caber & Albayrak (2014); Callan & Bowman (2000); Chen, Wang, Luoh, Shih, & You (2014); Chen, Chang, & Wu (2013); Cleaver et al.

			(1999); Hung & Petrick (2009); Kim, Kim, Kim, & Kim, (2016); Pritchard & Morgan (1997); Mungall, Schegg, & Courvoisier (2010); Viant (1993)
Reviews	7	4.8	Holloway (2007); Huber, Milne, & Hyde (2017); Hung & Lu (2016); Nielsen (2014); Patuelli & Nijkamp (2016); Pearce (1999); Sie, Patterson, & Pegg (2016)
Transport mode	6	4.1	Baloglu & Shoemaker (2001); Hung & Petrick (2009); Hsu (2001); Hsu & Lee (2002); Prideaux, Wei, & Ruys (2001); Scheiner (2006)
Experience	4	2.8	Batra (2009); Lehto et al. (2008); Milman (1998); Tung & Ritchie (2011)
Satisfaction	4	2.8	Chen et al. (2014); Lee (2016); Hsu (2003); Okata, Inui, Lankford, & Scholl (2007)
Wellness/quality of life	4	2.8	Chen et al (2013); Dann (2002); Milman (1998); Lee & Chen (2011)
Activities	3	2.1	Moscardo & Green (1999); Kim, Fidgeon, & Kim (2015); Nimrod & Rotem (2010)
Cohort effect	3	2.1	Chen & Shoemaker (2014); Lehto, Jang, Achana, & O'Leary (2008); You & O'leary (2000)
Expenditure	3	2.1	Jang & Ham (2009); Sun, Lee, & Chen (2015); Kuo & Lu (2013)
Gender/ sexual orientation	3	2.1	Gao & Kerstetter (2016); Hughes & Deutsch (2010); Small (2003)
Impact	3	2.1	Mak, Carlile, & Dai (2005); Eusébio et al., (2017); Milman (1998)
Characteristics	2	1.4	Baloglu & Shoemaker (2001); Chen & Gassner (2012)
Travel frequency	2	1.4	Lee (2016); Losada, Alén, Domínguez, & Nicolau (2016)
Attitude	1	0.7	Lee & Tideswell (2005)
Length of stay	1	0.7	Alén, Nicolau, Losada, & Domínguez (2014)
Purchasing decisions	1	0.7	Wang, Chen, & Chou (2007)
Revisit intention	1	0.7	Kim, Lee, & Bonn (2016)
TOTAL	143	100.0	

Source: Summarized by the author .

Among the topics, 29 papers accounted for motivation, 21 papers accounted for segmentation, and 14 papers accounted for constraints. These topics emerged as the most researched themes of senior tourism. Conversely, attitude and constraints, characteristics, length of stay, purchasing decisions, and revisit intentions were the least researched areas in the senior tourism literature.

## **2.5 Segmentation of the senior tourism market**

Typology plays an important role in the development of tourism research and for the tourism industry as it is valuable in dividing data attributes into subsets according to some similarities or differences (Osman, Hashim, Nezakati, Hussin, Abdul Aziz, & Raja Yusof, 2015). This is valuable information for identifying unique clusters within heterogeneous samples and it provides insight into variables to consider in scale development. Within the tourism literature, the development of tourist typologies is constructed based on demand and/or supply models. Using a demand model, researchers focus on destination choice, travel characteristics, travel motivations, and behavioral attributes while supply-led typologies consider destination characteristics and products or services that cater to tourists' needs.

A common method of developing typologies is by segmentation of a heterogeneous group on the basis of shared preferences, needs, or characteristics so as to predict potential behavior and direct specific marketing strategies towards that segment (Tkaczynski, Rundle-Thiele, & Beaumont, 2009). There is a general consensus in the tourism literature and the tourism industry on the importance of segmentation as a key prerequisite for developing effective marketing strategies. Although some aspects of the senior tourism literature have been developed, segmentation of the market remains underexplored as the market lacks homogeneity.

Typology studies in tourism commonly conclude that tourists can be segmented on a continuum based on the degree of activeness or engagement in leisure pursuit. Two of the earliest attempts at developing a typology-based model of tourists was by Cohen (1972) and Plog (1974, revised 2001). Cohen identifies four types of tourists depending on the degree of institutionalization: organized mass tourist, individual mass tourist, explorer, and drifter. Highly institution-dependent tourists (i.e. organized mass tourism) seeks little adventure and take solace in their “environmental bubble” throughout their trip. On the other end, drifters go beyond their “environmental bubble” and move away from accustomed ways of life. For this group, there is little to no reliance on a fixed itinerary or travel intermediaries. Similarly, Plog (1974) developed a typology based on tourists’ psychographics on a continuum of allocentrism and psychocentrism. Psychocentrics, like Cohen’s ‘organized mass tourists’, prefer the familiar settings of destinations and activities common to their experiences and seldom travel to unexplored places. In contrast, allocentric tourists prefer a high amount of novelty and adventure in their travel.

Concerning the senior travel market, age has been used as an implicit criterion for segmentation of seniors. Such age-based segmentation include cohort effect such as young seniors versus older seniors (Backman, et al., 1999; Hong et al. 1999; Jang & Ham, 2009), Generation Y (Benckendorff et al., 2010), and baby-boomers versus millennials (Chen & Choi, 2008; Oh et al., 2002). Scholars who use age-based segmentation argue that the process of aging varies from person to person because individuals age biologically, psychologically, and socially at different times during their lives (Vigolo, 2017; Ward, 2014). Meanwhile, in some cases, the use of age-based segmentation without corresponding psychographic investigations has posed a challenge to segmenting the senior tourism market. Some authors have, thus, questioned the effectiveness of an age-based segmentation approach to identifying typologies of seniors (Moschis, Lee, & Mathur,

1997; Moschis & Unal, 2008; Schewe, 1990). Such scholars contend that segmenting senior travelers on the basis of travel motivations produces more useful results than the use of age-based segmentation. Nevertheless, segmentation based on seniors' travel needs is seldom conducted albeit the need to know outweighs what is already known.

Employing segmentation, Shoemaker (1989) classified senior travelers as 'family travelers', 'active resters' and 'older set'. He defined "family travelers" as those who enjoyed short trips with family members and made repeat visits to a destination rather than visit a new one. "Active resters" are described as seniors who took holidays for spiritual and intellectual enrichment and to socialize, rest and relax, escape everyday routine, engage in physical activities and visit historical sites. The third group, "older set", preferred all-inclusive package tours and trips to resorts.

A decade after his initial publication, Shoemaker (2000) conducted another cluster analysis of seniors and found three seemingly varied response set. In the first cluster, Shoemaker identified an "escape and learn group" – members of this group traveled in order to visit new places, for rest and relaxation, to escape everyday routine, and to experience new things. The median age for this cluster was 65 and the members had an annual income of \$50000 or more. Shoemaker indicated that the escape and learn group was similar to his 1989 "active resters" cluster. The second cluster, "the retirees", was largely constituted by retired and unemployed seniors (median age 66 years) with an annual income of less than \$30000. This segment of seniors is more likely to be repeat visitors to the same destination than to first-timers to a new destination. However, their reasons for travelling are least known. The third cluster was described as "active storytellers". For this segment, the median age was approximately 62 years and was, therefore, younger than other segments. This group is characterized by active engagement in leisure pursuits though a smaller

number earn more than \$50000 annually. Shoemaker again indicated that this group can be compared with “active resters” of his 1989 study.

Littrell et al. (2004) also found that three segments of senior tourists exist based on travel activities. They are active outdoor/cultural tourists, cultural tourists, and moderate tourists. The authors found that these segments differed on the amount of importance attached to shopping during travel, the likelihood for shopping at retail venues, preferred shopping mall characteristics and sources of travel information about shopping. As with other studies, this study is limited by a small sample of seniors (final sample size = 146).

You and O’Leary (1999) also categorized older travelers in the United Kingdom into three different groups, namely passive visitors, enthusiastic go-getters, and culture hounds. The researchers argue that the most significant push motivation for passive visitors is visiting friends and relatives and the desire to be with family while the most important pull factors were effective public transportation, enhanced sanitation, personal safety, and opportunities to meet and socialize with people. Enthusiastic go-getters are purported to comprise 40% of senior travelers. For this segment, being together with family, novelty seeking, knowledge enhancement, and escape are significant push factors. Conversely, transportation, improved standard of hygiene and cleanliness, personal safety, and congenial weather were found to be pull-type motivations. Lastly, they found that culture hounds, accounting for the majority of the senior travel market, had an affinity with the arts, culture, and historical attractions. Similar to the passive visitors and enthusiastic go-getters, destination infrastructure and facilities such as personal safety or standards of hygiene and cleanliness seem to be equally important to this group.

Unlike previous studies on segmentation of senior tourists, Kim et al. (2003) approach segmentation of the senior travel market from a non-linear artificial neural network

methodological perspective. Their approach mathematically emulates the neuro-physical structure and decision making processes of the brain. The authors found that for their sample of 200 Australian senior tourists, four segments of tourists were identified: active learner, relaxed family body, careful participants, and elementary vacation. For the active learners, widows and females were the most dominant and the members of this group usually traveled with family members and friends and had low income. They were also strongly motivated by personal growth/learning and development, new experiences, and taking part in activities. In the “relaxed family body” group, individuals had characteristics similar to those of active learners with the exception of having a stronger motivation for rest and relaxation. “Careful participants” were mainly males with higher annual income. This group had a higher preference for travel with partner and spouse and were strongly motivated by the desire to gain new experiences, health, and well-being. Other motives included greater concerns for falling ill, doctor availability, theft, personal security and peace of mind, safety, and hygiene and sanitation. The last group, “elementary vacationers”, was similar to the “careful participants” group but the members of this group more concerned with basic needs during tours or travel to destinations. The authors, therefore, concluded that both linear and non-linear models arrive at a similar conclusion although non-linear models are not limited by the stringent assumptions of the concerning relationship between the independent and dependent variables.

The illustration of past senior tourism segmentation studies in Figure 2.4 suggests that studies on senior tourists’ segmentations may be arranged on a continuum depending on the degree of novelty or familiarity. While these studies vary on context and empirical grounds, they nonetheless point to some common conclusions. Generally, novelty, described as the desire for newness or uniqueness (Petrick, 2002) is observed among people who dare to break tradition, are

willing to stay off the beaten path, and are willing to interact with indigenous people at the destination during their solo-travel (Cohen, 1972). Senior tourists' segments that exhibit greater degrees of novelty are more active in travel and engagement, travel alone or with fewer people, and are more likely to be recent retirees. In contrast, familiarity, defined as the desire to stay close to the 'known' (Cohen, 1972) or stay within one's environmental bubble (Plog, 1974; 2001), is observed among senior tourists who have a preference for passivity, escape, conservativeness, and moderation in their travel. This group of senior tourists is likely to be younger than their novelty-seeking counterparts.

In general, the studies above provide valuable insights into understanding the view that the senior tourism niche is not homogeneous, differing on the basis of motivation, activities and some socio-demographic attributes. Nonetheless, underlying gaps and limitations may be found within their basic conclusions. For example, among some studies, the selection of samples such as Caucasian seniors (Littrell et al., 2004) and samples from limited jurisdictions (Horneman, Carter, Wei, & Ruys, 2002; Hsu & Lee, 2002) along with the use of non-representative samples creates problems of generalizability.

Additionally, the absence of diverse measurement constructs means that senior tourists can only be grouped by inadequate constructs. The need to include varied constructs or variables such as "gerontological" variables has been addressed (Moschis & Unal, 2008). In nine of the fourteen studies on senior tourists' segmentation, motivation was used as the only basis for clustering segments. Meanwhile, other studies have recommended the inclusion of multiple variables for effective segmentation (Moschis et al., 1997; Osman et al., 2005; Schewe, 1990). In addition, the absence of a theoretical underpinning for the inclusion of variables raises questions of reliability. It follows that since seniors' characteristics, motivation, and gerontology attributes today are likely

to vary from those of over two decades ago, a reconsideration of how these variables influence their typology is needful. Finally, the different terminologies have resulted in the absence of a 'common language' to describe variables on inclusion in future studies.

Nonetheless, the various segmentation studies on senior tourists provide meaningful tips for understanding the motivation of senior tourists. First, the studies provide some cues into scales to consider in measuring motivations of senior tourists. Given that among all samples, seniors display varying degrees of agreement or characteristics towards specific measurement constructs, it seems reasonable to introduce dimensions measured on a continuum rather than single-choice items. Secondly, it seems useful to consider that seniors are not homogeneous in their characteristics or decision making processes, but rather are a divergent and even polar subset. Thirdly, any attempt at developing a measurement scale for such themes should, therefore, examine the contrast in opinion among seniors using interval scales ranging from, for example, strongly agree to strongly disagree, or not at all important to very important. Finally, in many of the studies, recommendations were made for the development of a multi-applicable scale that confirms or disproves the findings of previous studies. At present, the study of senior tourism has been limited to singular or at most a comparison of two destinations. Consequently, the implications of these studies are limited to the destinations where the studies were conducted.

Figure 2.4 Prior senior tourists' segmentations based on the degree of novelty/familiarity

Segment criterion	Author(s)	Novelty	←—————→		Familiarity	Study setting/ Target		
Motivation	Ward (2014)	Enthusiastic travelers	—————	Cultural explorers	—————	Escapists and spiritual travelers	Mature Irish individuals	
Motivation	Sangpikul (2008b)	Cultural and historical seekers	—————		—————	Holiday and leisure seekers	U.S. senior travelers	
Motivation	Sellick (2004)	Discovery and self-enhancement	—————	Enthusiastic connectors	—————	Reluctant travelers	Nostalgic travelers	Australian senior travel market
Traveler attribute, motivation, concern	Kim et al. (2003)	Active learner	—————	Relaxed family body	—————	Careful participants	Elementary vacation	West Australian senior tourists
Motivation	You & O'Leary (1999)	Culture hounds	—————	Enthusiastic go-getters	—————		Passive visitors	Older UK travelers
Travel activity and travel philosophy	Lehto, O'Leary & Lee (2002)	Independent eco-tourists	—————	Enthusiastic female experiencers	—————		Budget conscious relaxation seekers	French travelers
Travel activities	Littrell et al. (2004)	Active outdoor/cultural tourists	—————	Cultural tourists	—————		Moderate tourists	U.S Caucasian seniors
Motivation	Shoemaker (1989)	Active resters	—————	Family travelers	—————		Older set	Pennsylvania senior residents
Motivation	Shoemaker (2000)	Active story tellers	—————	Escape and learn	—————		The retirees	Pennsylvania senior residents
Motivation	Lieux et al. (1994)	Novelty seekers	—————	Active enthusiasts	—————		Reluctant travelers	U.S. senior residents
Tour selection attributes, demographic and travel experience	Hsu & Lee (2002)	Independents	—————	Sociables	—————		Dependents	Kansas senior residents

Motivation	Carneiro, Eusébio, Kastenholz, & Alvelos, (2013)	Active seniors ————— Socio-cultural seniors ————— Passive seniors	Portuguese seniors
Motivation	Cleaver et al. (1999)	Physicals — Status — Thinkers — Escapists — Learners — Friendlies — Nostalgics seekers	Australian senior citizens
Holiday preference	Horneman et al. (2002)	Enthusiasts — Indulgents — Big spenders — Aussies — Pioneers — Conservatives	Queensland seniors
Motivation	Boksberger & Laesser (2009)	Grizzled explorers ————— Time-honoured bon vivants ————— Retro travelers	senior travel market, Switzerland
Vacation criteria and activities	Vincent & De Los Santos (1990)	Active resters ————— older set	Texas senior travel market, USA
Preferences and behaviors	Tiago et al. (2016)	Explorers — Livewires ————— Vacationers ————— Homebodies	European countries

Source: Summarized by the author.

## **2.6 Senior tourism travel motivations**

### **2.6.1 Importance of travel motivation in the tourism literature**

There is an important body of literature dealing with the motives and desires of tourists as well as their planning procedures although empirical examination of the impact of motivation on travel, travel behavior, and destination experiences has only gained attention in the last two decades. To tourism marketers, an empirical examination of tourists' motivation is significant as it fosters, among other things, the identification of specific segments of tourists and destination attributes that are to be promoted so as to match the right segments to those destination attributes (Dann, 2012; Kim & Lee, 2002; Kozak, 2001; Uysal & Hagan, 1993). Motivation also helps marketers determine why visitors are consuming a product or service and suggests the means by which tourists' desires can be met (Crompton, 1979; Laesser, 2011).

Similarly, the critical role of motivation in tourists' behavior has been suggested in the literature. As put by Moscardo, Morrison, Pearce, Lang, and O'Leary (1996), analyzing the motivation and activities of tourists is important in understanding choice destinations and behavior. Such an understanding will enable marketers to enhance the image of destinations (Beerli & Martin, 2004; Li, Cai, Lehto, & Huang, 2010; Trauer & Ryan, 2005), improve on tourists' satisfaction and loyalty (Yoon & Uysal, 2005), and foster revisit intention (Jang, Bai, Hu, & Wu, 2009). Motivation also plays a direct role in overcoming leisure constraints by directly increasing participation (Fleischer & Pizam, 2002; Otoo, 2014; Son, Mowen, & Kerstetter, 2008; White, 2008). Indeed, the study of motivations is important to discussions on the forms of tourism and the nature of tourists' behavior as motivations relate to the "what and why" of tourism demand (Goodrich, 1978; Hsu et al., 2007; Poria, Butler, & Airey, 2003a).

There have been pedagogical inquiries into the relevance of motivation as a psychotically determinant of demand in an attempt to explain the reasons behind the travel and non-travel behavior of people as well as why tourists choose certain destinations over others. Nevertheless, these studies have been affected by what Dann (1981) refers to as “definitional fuzziness”. Dann has argued about the near impossibility to measure travel motivations as tourists may be unwilling or unable to reflect on their actual travel motives. As a result, numerous factors, including approaches from multi-disciplinary perspectives and the very fact that motivations are intrinsic and involve subjective assessments (Dann, 2012), have led to numerous inquiries that suggest an absence of a conclusive response to the question “what motivates tourists to travel from the convenience of their homes and daily lifestyles overseas?” The resultant effect is that motivation among tourists has been difficult to measure or conceptualize. Some studies have suggested that to overcome this challenge, the use of past travel behavior may be useful (Nimrod & Rotem, 2010; Shoemaker, 1994).

It is traditionally understood that motivations are underlying psychological forces that drive a person to act in order to achieve the goal of travel to a destination or undertake some leisure related activities (Iso-Ahola, 1982; Tangeland, Vennessland, & Nybakk, 2013). Succinctly, Iso-Ahola (1980) posits that motives are mental preparations for human activities that are related to an individual’s level of optimal arousal. Moutinho (2000) also describes motivation as a state of need or conditions that drive an individual towards certain courses of action that are observed as likely to result in satisfaction. Fodness (1994), further, contends that motivation propels all forms of behavior and actions. In terms of travel decision making, motivation can be explained as the drivers of demand that influence an individual to decide whether to go on a holiday (Page & Hall, 2003).

### 2.6.2 Senior travel motivation

The motivation for leisure and tourism related travel has in the last decade received considerable research attention owing to the emerging value and significance of the senior tourism market. Prior to this, scholars sought to find answers to whether seniors display different travel motivations than the rest of the market (Boksberger & Laesser, 2009; González et al., 2009; Hsu & Kang, 2009; Hsu et al., 2007; Jang, et al. 2009; Jang & Wu, 2006; Laesser, 2011; Moisey & Bichis, 1999; Norman et al., 2001; Prayag, 2012; Sangpikul, 2008a, b). As iterated by Norman et al. (2001, p. 128), appealing to the mature market requires more than knowing the age of individuals because other influences such as income and retirement status variously affect seniors' demand for travel. The authors, therefore, cautioned that age is not a sufficient variable for understanding the complexities of the senior travel market as the mature market is elusive. Without dismissing the importance of age, they proposed an understanding of the multiple and complex processes of aging through “intensive and sophisticated approaches to develop an accurate model that incorporates age as one, among many, variables in understanding the mature market” (Norman, et al., 2001, p. 128). One of the ways to understand the senior travel market is to initiate a detailed review of the psychological determinants of their travel.

To gain better insight into the motivation of seniors in tourism, a detailed search of previous literature on the subject was conducted using the three prominent search engines (Google Scholar, Scopus, and Web of Science). A total of 27 research articles from 11 scholarly journals, including *Tourism Management*, *Annals of Tourism Research*, *Journal of Vacation Marketing*, *Journal of Travel Research*, *Asia Pacific Journal of Tourism Research*, and *Current Issues in Tourism*, were found to have addressed the issue of senior tourists' travel motivations. From these research articles, varied outcomes for senior tourists' travel motivations emerged. For purposes of clarity

and because motivations are multi-faceted, these outcomes were categorized based on common themes. To ensure succinctness, the maximum number of motivation per study was limited to ten because some studies, especially qualitative studies, had as many as 48 motivational items. Further, the study of Prayag (2012) was excluded because there were many overlapping factors. In all, 15 broad travel motivation factors were identified from a total of 157 travel motives (see Table 2.4). Previous reviews were limited in their use of factor analytical studies so that descriptive and qualitative outcomes were ignored.

Table 2.4 Themes emerging from senior tourists' motivation literature

No.	Pull/Push comparison	Motivations	Frequency	Percent (%)	Rank
1	Push	Socialization & belongingness	26	16.6	1
2	Push	Ego/esteem	19	12.1	2
3	Push	Escape	17	10.8	3.5
4	Pull	Nature & culture	17	10.8	3.5
5	Push	Knowledge/ Learning	12	7.6	5
6	Push	Mental & physical wellbeing	11	7.0	6
7	Push	Rest & relaxation	10	6.4	7.5
8	Pull	Take opportunity of time & cost	10	6.4	7.5
9	Push	Novelty/ exploration	8	5.1	9
10	Pull	Hedonism	7	4.5	10
11	Pull	Quality specification	6	3.8	11
12	Push	Nostalgia	5	3.2	12
13	Push	Reward self	4	2.5	13
14	Push	Spiritual	3	1.9	14.5
15	Push	Reflection	2	1.3	15
Total			157	100.0	

The identified themes were ranked from highest (1) to lowest (15). The highest ranked travel motivation factor, socialization and belongingness, was reported 26 times. Motivations that constituted socialization and belongingness included “spend time with friends and family” (Horneman et al., 2002; Huang & Tsai, 2003; Musa & Sim, 2010; You & O’Leary, 1999) and “socialization” (Backman et al., 1999; Carneiro et al., 2013; Jang & Wu, 2006; Jang et al., 2009; Lu et al., 2016). Others were “family focused”, “family ties”, “kinship”, “relationships”, and “camaraderie” (Cleaver et al., 1999; Kim et al. 1996; Muller & O’Cass, 2001; Ryu, et al., 2015; Tiago et al., 2016; Wang et al., 2017). These studies suggest that socialization and belongingness is the primary motivation for leisure related travel among senior tourists, accounting for 16.6% of their overall travel desires. Even though Patuelli and Nijkamp (2016) report that macro-factors such as socialization are not popular for senior tourists, the inclusion of study outcomes of different paradigms (quantitative and qualitative) suggests that this motivational theme may be considered a primary motivation for travelling among senior tourists. The point must also be made that Patuelli and Nijkamp (2016) restricted their study to only three motivational factors.

The second most important motivation addressed in the literature is ‘Ego/esteem’, appearing 19 times in the literature. Thus, senior travelers (have the) desire to undertake leisure related travel for their intrinsic gains such as for their beauty (Boksberger & Laesser, 2009), self-discovery (Muller & O’Cass, 2001; Sellick, 2004), status (Cleaver et al., 1999; Muller & O’Cass, 2001), self-esteem (Jang & Wu, 2006; Jang et al., 2009, Stone & Nichol, 1999), or ego-enhancement (Jang & Wu, 2006; Sangpikul, 2008b). Ego/esteem motivation refers to the desire among senior tourists to travel for the self. In their study, Jang and Wu (2006) found that ego enhancement and self-esteem account for the largest variance explaining the motivations of senior Taiwanese tourists (26.7% and 9.9% respectively). The authors reflect that:

Economic wealth is related to ego-enhancement and offering wealthy seniors unique places or experiences that they cannot have at home so that they will be able to talk to their friends and relatives and so achieve enhanced ego may be an effective marketing ploy (Jang & Wu, 2006, p. 313).

The third most important motivational theme in the literature is 'escape', which accounts for approximately 10.8% of senior tourists' travel decisions. 'Escape' has been reported in other leisure travel literature, including Dann's (1977) "get-away-from-it-all" and Iso-Ahola's (1983) "escape routines" or "escapism" (Cleaver et al., 1999; Crompton, 1979; Vespestad & Mehmetoglu, 2010). Such escapist motives emerge from the unique experiences sought by tourists and the desire to be away from their everyday demands as well as the search for harmony, personal growth, and renewal (Vespestad & Mehmetoglu, 2010). From the literature, senior travelers have been found to travel or desire to travel for escape (Boksberger & Laesser, 2009; Hsu & Kang, 2009; Hsu et al., 2007; Kim et al. 1996; Lu et al., 2016; Muller & O'Cass, 2001; Norman et al. 2001; Stone & Nichol, 1999; Ward, 2014; You & O'Leary, 1999). Other seniors were also motivated by the desire to get-away (Boksberger & Laesser, 2009), take a break (Horneman et al., 2002), and be away from kids (Ward, 2014).

Another important motivation for senior tourists' travel is to visit natural, cultural or heritage attractions. Thus, the fourth theme was used to reflect the desire among seniors to travel for natural and cultural scenery. This theme was observed among 17 results and included specific motivations such as travelling to enjoy natural sceneries and attractions (Backman et al., 1999; Baloglu & Shoemaker, 2001; Boksberger & Laesser, 2009; Guinn, 1980; Jang & Wu, 2006; Sangpikul, 2008b), cultural and historical sights (Carneiro et al., 2013; Huang & Tsai, 2003; Ward, 2014; You & O'Leary, 1999) and for climate (Horneman et al., 2002; Ward, 2014).

The fifth motivational theme observed in the literature connotes a desire for Knowledge or Learning among senior tourists. Knowledge or Learning motivations were reported in 12 out of the 157 specific travel motivations and was ranked fifth alongside mental and physical wellbeing (7.6% and 7% respectively). This broad category of motivation illustrates the desire among senior tourists to gain some form of enlightenment and understanding from the places they visit or desire to visit. Among the specific motivations addressed in the previous studies included knowledge seeking or enhancement (Lu et al., 2016; Kim et al. 1996; Wang et al., 2017). Others were learning (Cleaver et al., 1999; Guinn, 1980; Ryu et al., 2015; You & O’Leary, 1999), intellectual enlightenment (Huang & Tsai, 2003), and education (Backman et al., 1999; Norman et al., 2001). In China, Ya-fang (2009) cited in Lu et al. (2016) report that knowledge enhancement (and curiosity) constitute the most important push factor among Chinese senior travelers. Even though knowledge and learning is ranked fifth in the current review, it nonetheless validates Lu et al.’s claim to an extent.

The desire to improve mental and physical wellbeing among seniors is ranked sixth in order of importance from the results of previous studies. As suggested by many studies, the surge in travel among seniors can largely be attributed to improved medical services, increasing the likelihood to travel for wellness. The elderly not only seek to escape from the stressful milieu of the bland lifestyle symbolic of urban areas but also travel to seek an improvement in their physical and mental welfare as they advance into senior-hood. Kurtulmuşoğlu and Esiyok (2017) and Hallem and Barth (2011) have suggested that there is an increase in demand for health-related tourism across the globe, consisting of the medical, thermal and senior tourism subsectors. Recently, health has been addressed as the most important travel motive of the mature tourism market (Hsu et al., 2007; Jaapar, Musa, Moghavvemi, & Saub, 2017; Kurtulmuşoğlu & Esiyok,

2017; Lu et al., 2016). Among the studies reviewed, health motivations for engaging in senior tourism include wellbeing or wellness (Hsu & Kang, 2009; Tiago et al., 2016), physical stimulation or exercise (Cleaver et al., 1999; Guinn, 1980; Muller & O’Cass, 2001; Musa & Sim, 2010), and improving mental and physical wellbeing (Hsu et al., 2007), and sports (Tiago et al., 2016).

Rest and relaxation is ranked seventh in order of importance for senior tourists travel motivations. In his study of Texas seniors, Guinn (1980) found that as seniors increase in age and health status declines, the importance of rest and relaxation increases. His study further affirms that the senior segment traveled primarily for rest and relaxation. Typically, studies which identify rest and relaxation are twofold: first, studies which report rest and relaxation (Boksberger & Laesser, 2009; Huang & Tsai, 2003; Jang et al., 2009; Sangpikul, 2008a, b), and secondly, studies which only report relaxation (Backman et al., 1999; Jang & Wu, 2006; Musa & Sim, 2010; Norman et al., 2001; Wang et al., 2017).

Among the studies reviewed, it was found that senior tourists’ desire to take advantage of time and cost to travel for leisure related activities. This is particularly so for newly retired senior tourists. For some senior tourists, the entrance into retirement provides them with enough time for the pursuit of leisure. Other studies (e.g. Fleischer & Pizam, 2002) have suggested that as people reach maturity and assume senior status, they are faced with the reality of how much little time they have left and how much more they have missed. Hence among seniors, there is a sense of urgency to fulfill as many new activities and explorations with the number of pleasurable years remaining. In support of this, Horneman et al., (2002) report that seniors are willing “to go now while my health is good”. Others are further motivated by the overall cost of vacation (Baloglu & Shoemaker, 2001; Norman et al. 2001), travel opportunities such as city trips (Tiago et al., 2016), pre-arranged tours (Ward, 2014), and special events (Jang & Wu, 2006; Tiago et al., 2016).

Novelty-seeking is yet another theme emerging from past studies on senior tourists' motivation. Past studies have acknowledged the role of novelty-seeking and exploration on tourists' future behavior, suggesting a positive relationship between novelty seeking and exploratory behavior (Jang & Cai, 2002; Jeong & Park, 1997; Sangpikul, 2008a; Wong & Cheng, 2014). Jang et al. (2009) have also suggested that among the incentive for travel, not only do novelty-seeking motivations stimulate, but also arouse other travel intentions. Consequently, novelty and exploration compel tourists to travel for unique and authentic experiences that are often not available in their origin. Wong and Cheng (2014) suggest that the desire for such unique and authentic experiences increases when there are major cultural differences between the host and origin destinations. Novelty-seeking emerged as the most important factor to motivate Taiwanese seniors (Jang et al., 2009) and UK senior travelers (You & O'Leary, 1999). In another study, Sangpikul (2008a) examined the motivations of Asian and European tourists to Thailand and found that novelty-seeking was a principal motivation for both cohorts of senior travelers. In a qualitative study by Boksberger and Laesser (2009) in the German and French speaking part of Switzerland, senior travelers were found to travel to "see and experience something new". In a quantitative study of mature rich Irish individuals, Ward (2014) also found exploration as a key motivation for travelling.

The tenth ranked motivational theme is 'hedonism', referring to the desire for senior tourists to travel for some hedonic and sensation-seeking purposes. These include sensation seeking (Guinn, 1980; Lu et al., 2016), recreation (Ryu et al., 2015; Stone & Nichol, 1999), pleasure seeking (Lu et al., 2016), excitement (Guinn, 1980), and entertainment (Carneiro et al., 2013). This motivational theme, however, only appeared to be a major push factor for travel in Ryu et al.'s (2015) qualitative inquiry of older individuals in Japan.

Among other interesting outcomes, senior tourists were also motivated by the quality specification or assurance at destinations (Horneman et al., 2002; Jang & Wu, 2006; Norman et al., 2001; Sangpikul, 2008a) and nostalgia (Cleaver, et al., 1999; Guinn, 1980; Hsu et al., 2007; Muller & O’Cass, 2001; Sellick, 2004). The feeling of self-fulfillment, accomplishment, self-treat, and service-enjoyment were also indications of a desire to engage in travel as a means of reward after years of service to family and society (Guinn, 1980; Lu et al. 2016; Musa & Sim, 2010; Wang et al., 2017). Spirituality (and religious pursuit) was also noted in three studies (Huang & Tsai, 2003; Musa & Sim, 2010; Ward, 2014) while reflection was cited in the works of Cleaver et al. (1999) and Muller and O’Cass (2001).

A study of travel motivations provides important clues regarding themes that are important in influencing travel. It goes to suggest that any consideration of senior tourist motivation factors should consider the heterogeneity of senior tourists’ motivations. It should also consider that certain motivational items are more important in the literature. As evident from the collection of 26 studies from both quantitative and qualitative dimensions, there is the need for further explorations into the more deficient areas of senior tourists’ motivations with particular emphasis on how and why some segments of seniors undertake tourism. An important insight into the complexity of senior tourist motivation factors has been explored by Otoo and Kim (2018a).

While initial arguments have been in support of mental and physical wellbeing, the quality of quality specification at destinations, and safety issues, for example (Dwyer, 2005; Hsu et al., 2007; Klimova, 2017; Vigolo & Confente, 2013), it appears that the more neglected and less explored issues, including socialization and belongingness, ego or esteem enhancement, and escape, may provide useful insights to marketers and policymakers. Giving more attention to the

lesser known motivational issues such as nostalgia, self-reward, spirituality, and reflection is also necessary in order to provide better tailored services to senior tourists.

## **2.7 Characteristics of diaspora tourism**

### **2.7.1 Scope and definition of diaspora tourism**

This section explores the relationship between diaspora tourism and other types of tourism and makes a case for establishing existing connections with the senior tourism literature. First, diaspora tourism involves tourism produced, consumed and experienced by the diasporic community (Coles & Timothy, 2004) or the phenomenon of migrant ancestry traveling to their homeland (Huang, Ramshaw, & Norman, 2016). Among members of this community, there is a longing to remember and a desire for places from their past, be it their hometown, alma mater, or childhood home (Oxfeld & Long, 2004). As posited by Huang et al. (2016, p. 60), the travel associated with ancestral root and personal diasporic identity encompass a range of tourism products, including personal heritage tourism (Poria, Butler, & Airey, 2003b), ethnic tourism (King, 1994), ancestral tourism (Alexander, Bryce, & Murdy, 2017), dark tourism (Stone & Sharpley, 2008), genealogy tourism (Santos & Yan, 2010), legacy tourism (McCain & Ray, 2003), pilgrimage tourism (Collins-Kreiner, 2016; Shuo, Ryan, & Liu, 2009), roots-tourism (Barton, 2016; Pelliccia, 2016), memory tourism (Bartoletti, 2010; Godis & Nilsson, 2018), and diaspora tourism (see Figure 2.5). Hence, diaspora tourism is used as an umbrella term for such travel to the diaspora (Coles & Timothy, 2004; Huang et al., 2016; Iorio & Corsale, 2013; Smith & Jackson, 1999). Given varying applications, it is important that definitions of diaspora unify the various concepts, and avoid overlooking the multitude of experiences relating to diverse patterns of migration and settlement (Tsagarousianou, 2004, p. 64).

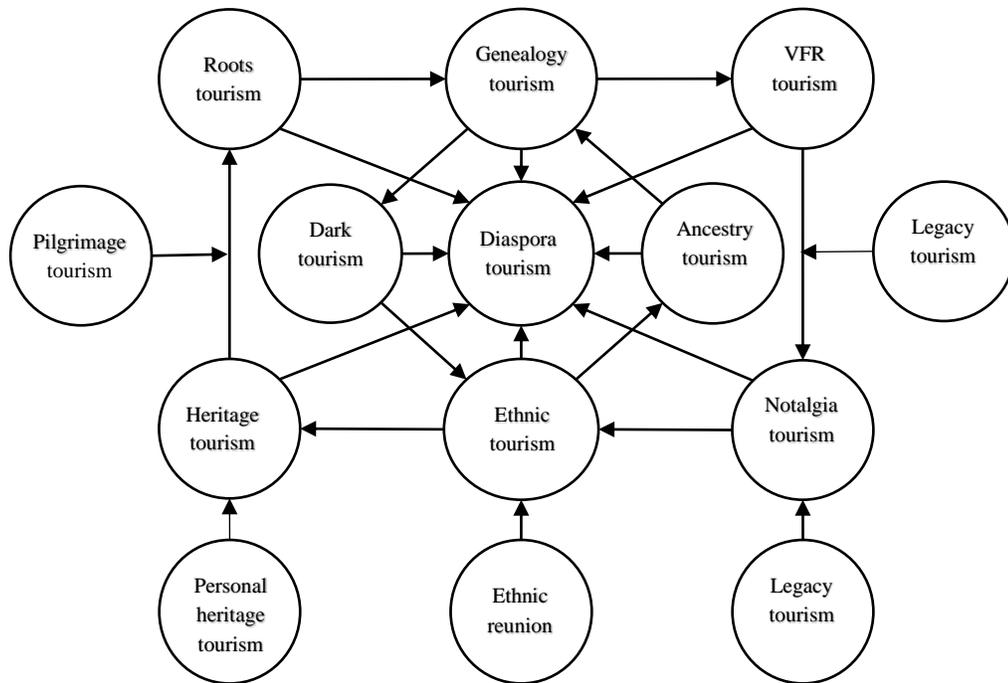


Figure 2.5 Diaspora tourism as a central focus for various forms of tourism

The concept of diaspora tourism has evolved over the years. Its intricate meaning has included ethnic minority or transnational groups who migrated to a foreign land. These groups are unable to fully associate with the foreign lands where they find themselves because of alienation and they have a strong sense of communal bonding and attachment to their own country of origin (Coles & Timothy, 2004; Huang et al., 2016; Oxfeld & Long, 2004; Shuval, 2000; Smith & Jackson, 1999). This results in a desire to return to their homelands, or at least the memory of it.

Related to the diaspora tourism phenomenon is the nascent niche in the tourism literature regarding the desire of individuals to re-live or enact past experiences, otherwise termed nostalgia tourism. Huang et al. (2016) suggest that the concept of ‘diaspora’ provokes emotions of nostalgia and homelessness. As individuals grow older, they find the need to both re-live, revisit, and even re-locate to places and times in the past. Nostalgia is regarded as a mechanism that enables individuals to maintain their identity despite the apparent evolution of major life transitions from

childhood into adulthood (Davis, 1973). Batcho (2013) also views nostalgia as some missing aspects of a personal past. Further, the term nostalgia is defined as a remembrance of the past that is imbued with positive feelings such as pleasure, joy, satisfaction, and goodness (Snyder, 1991). The concept of nostalgia among seniors and its relationship with the desire to visit migrant roots is useful to marketers in future product development and promotion.

The application of the concept of nostalgia has seen some evolutions regarding its past and present applications. In the past, nostalgia was associated and understood in terms of space by which the memory of a place reverberates in a person's mind (Meyers, 2009). Modern application of the concept is, however, understood in terms of time. Contemporary definitions of nostalgia relate to the longing to return to or relive the past (Fairley & Gammon, 2005); a past that was simpler, better, and even hopeful (Meyers, 2009); or a preference influenced by general liking, positive attitude or some favorable affect for objects, people, places, experiences or things from an earlier time (Fairley, 2003). However, Holbrook (1993) suggests that when an object has some particular cultural embodiment, nostalgia for the object can be learned although the individual would not have lived in that past time or event. According to Lowenthal (1988, p. 8):

Nostalgia is memory with the pain removed. The pain is today. We shed tears for the landscape we find no longer what it was, what we thought it was, or what we hoped it would be. Nostalgia is often for past thoughts rather than past things.

The concept of nostalgia has been explored in various disciplines, including gerontology (e.g., Synnes, 2015), pathology (e.g., Dey, 2016), advertising (e.g., Zhao, Muehling, & Kareklas, 2014), anthropology (e.g., Berliner, 2012), consumer behavior (e.g., Holbrook & Schindler, 1991), and media studies (e.g., Zaatari, 2015). It has been associated with motivational factors and experiences in seniors tourism (Hsu, et al., 2007; Sellick, 2004), cruise line tourism (Wang, Li, &

Chou, 2014), film tourism (Kim & Kim, 2017), heritage tourism (Bartoletti, 2010; Leong, Yeh, & Chang, 2015; Leong, Yeh, Hsiao, & Huan, 2015), wilderness tourism (Acharya, Paudel, & Hatch, 2009), patronage of restaurants (Chen, Yeh, & Huan, 2014; Hwang & Hyun, 2013), and sports tourism (e.g., Gordon, 2013; Gibson, 2003; Fairley & Gammon, 2005; Kulczycki & Hyatt, 2005; Ramshaw & Gammon, 2005).

Mature/senior diaspora tourism is defined as the overseas travel to one's hometown or a particular region for tourism or nostalgic purposes by members of the diaspora community who are 45 years and above. Three elements – (1) return to current residency after travel (2) travel purpose, and (3) origin or “home” factor – are vital to conceptualizing senior diaspora tourism. These may also be regarded as origin, destination, and motivation elements. The literature records two types of diaspora tourists. The first are residents in a country either by birth, by lawful permanent residency, or by temporary legal migration (Coles & Timothy, 2004; Hall & Duval, 2004; Scheyvens, 2007). In this regard, Scheyvens (2007) describes diaspora tourism as a variant of domestic tourism. There are people who work long-term in their country of residence as well as those who may hold multiple nationalities. Although the former is included within the scope of diaspora tourism, for an individual to be considered as diaspora tourist, the original descent of the individual such as country of birth is more useful than the country of second citizenship. In the United States, Israel, and Canada, for example, an immigrant whose citizenship is enshrined by law rather than birth can have his/her citizenship revoked by law (Herzog, 2010; Nyers, 2010). Second, there are those with historic or roots connection to the diaspora (Huang, Haller, & Ramshaw, 2013; Kasinitz, Mollenkopf, Waters, & Holdaway, 2008; Muller & O’Cass, 2001). Third, the purpose of travel should be such that the individual engages in leisure or tourism related

activities such as visiting attractions and VFR. Such individuals should also hold the intention of returning to their country of residence. This viewpoint is illustrated in Figure 2.6.

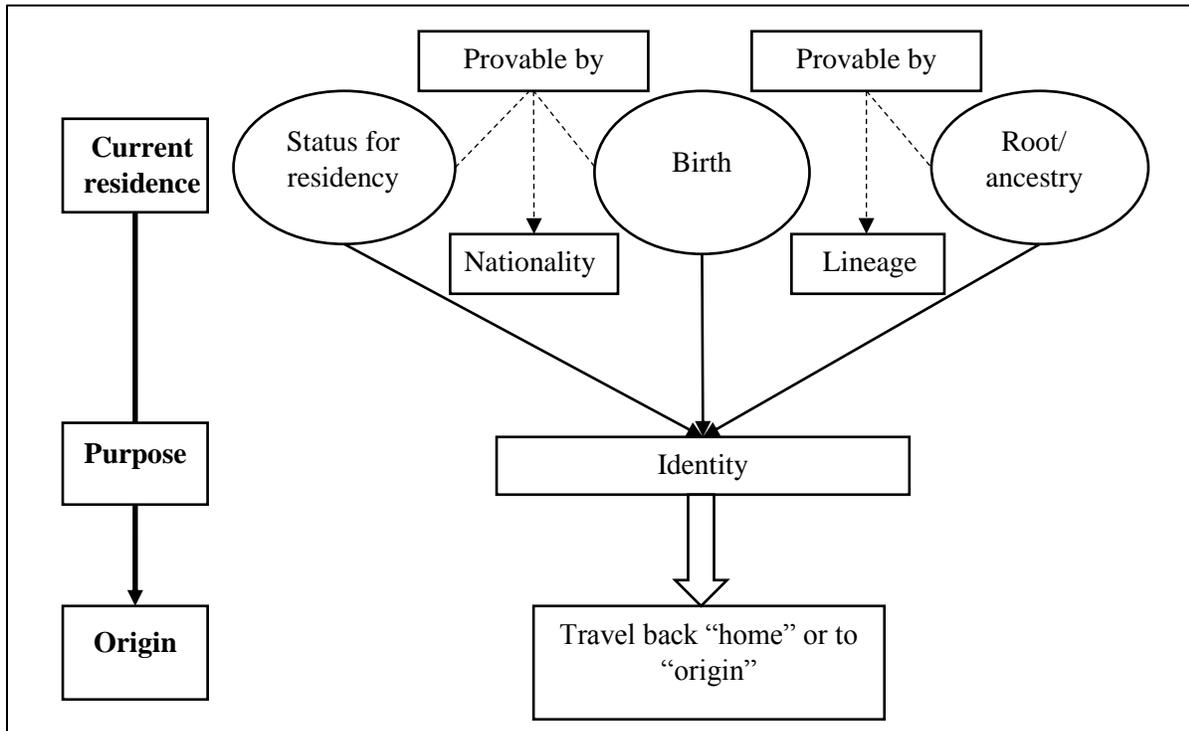


Figure 2.6 Diasporic identity in diaspora tourism

### 2.7.2 Reasons for mature/senior diaspora tourism

One of the obvious aspects of diaspora travel is the desire to relive or revisit the past. Previous studies have suggested that temporary constructs such as time and age provide a better understanding of nostalgia in a modern application (Lowenthal, 1988; Meyers, 2009). The study of diaspora tourism is valuable for a number of reasons.

First, unlike their younger counterparts, the elderly cohort has accumulated a wealth of memories from past years which they would want to re-live. In the study of Sellick (2004), the desire to re-live the past was found to constitute the most significant travel motivation for the

largest segment of senior travelers although it had low importance for those seeking discovery and self-enhancement. In addition, it has been argued that individuals cannot experience nostalgia for a period they have not had connections with (Holbrook, 1993). This means that nostalgia should be limited to a time and a place where subjects were a part.

Secondly, a number of studies have indicated that there is a stronger desire for seniors to revisit their ancestral homes (e.g., Hsu et al., 2007; Cleaver et al., 1999, Szucs et al., 2002). For example, among senior travel participants from the United States and some European countries, Szucs et al. (2002) found that the desire to visit ancestral homes motivated elderly hostel participants. Hsu et al. (2007, p. 1271) also stated that the “rich life experiences of Chinese seniors, albeit mostly bitter, give them a strong motive to travel for nostalgic purposes, and these travelers have much to reminisce”. These authors posit that Chinese senior tourists exhibit stronger emotional and nostalgic attachment towards their heritage. They would typically like to revisit the places where they grew up, experienced a significant life event, or encountered some historic events. The connection between senior tourism and mature/senior diaspora tourism is illustrated in Figure 2.7.

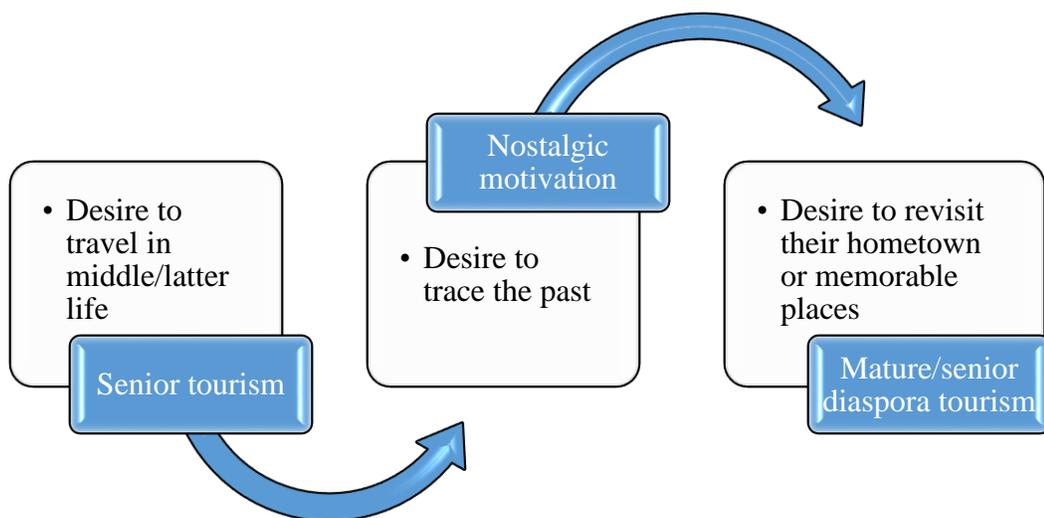


Figure 2.7 Inter-connection between senior tourism and diaspora tourism

Thirdly, diaspora tourism, the travel of people in the diaspora to their ancestral homelands in search of their roots or to feel connected to their personal heritage (Huang et al., 2013), is increasingly gaining research attention among social science scholars for various reasons, including its resilience to seasonality. However, despite the importance, this type of travel among the elderly (Bandyopadhyay, 2008; Gijanto, 2011; Hsu et al., 2007; Huang et al, 2013), the hospitality and tourism literature has yet to take advantage of this niche. As diaspora tourism represents the cultural embodiment of people's desire to connect to the past, there is the need to examine the influence of these motivations on seniors' decision to embark on travel.

Fourthly, many of the seniors above the age of 50 today would have experienced the immediate aftermath of post-WWII and other historically significant events such as the Vietnam War (November 1, 1955-April 30, 1975), the Korean War (June 25, 1950-July 27, 1953), and the Cuban Revolution (1953-1959) and would have witnessed other historically significant events such as the fall of the Berlin Wall in 1989. On the one hand, these historic events have become important landmarks for the baby-boom generation especially. On another hand, the huge displacement and resettlement of people as a result of these events could trigger emotions among these aged cohorts and a desire to revisit countries, monuments, and even join the commemoration of these dates. Some studies have already reported desires among war veterans and their relatives who travel to re-live past memories in Germany, South Korea, and Vietnam (Jordan, 1997; Marschall, 2012; Smith, 1998; Tai, 2001). Smith (1998) has, for example, stated that war-related tourism attractions are the largest single category known.

Moreover, diaspora tourism may provide some therapeutic value to the mature and seniors cohort. Studies have shown that the pursuit of leisure activities in later life enhances the quality of life. Hence, quality of life enhancement among seniors may have a relationship with embarking

on “nostalgic excursions into a selective past” (Dann, 2002, p. 10). Although there are limited studies in this area and the opportunities available for engaging in such leisure behavior are limited, this area may also benefit pre-modern tourism, especially those related to heritage tourism (Dann, 2002).

Finally, diaspora tourism provides memorability that is highly valuable for a mature or senior tourist. For instance, Marschall (2012) illustrates that a tourist may associate positive memories with destinations with low-standard facilities and services if those destinations provided memorable human interactions. The nexus between the diaspora and past events, whether historic, emotional or socio-cultural connections, means that diaspora tourism can bring memorable feelings among seniors. Memorable experiences can be promoted for the lesser known, the lesser visited, and remote or insular areas. Stating the importance of colonial nostalgia, Bandyopadhyay, Lin, and Lin (2008) reported that a desire for memorable colonial nostalgia was one of the foremost reasons among Taiwanese senior travelers for visiting Japan. To these travelers, diaspora tourism reinforced personal attachment to Japan and resulted in a better appreciation of culture and place bonding.

### 2.7.3 Nostalgia among senior tourists

Even though nostalgia has been found to be an integral part of the motivation for heritage tourism, emotional tourism, and film tourism, the subject is among the least researched in the senior tourism sub-sector. The review of literature presented in Table 2.5 shows that the topic has been investigated in only 3.2% of the studies on senior tourists’ motivation (Cleaver et al., 1999; Guinn, 1980; Hsu et al., 2007; Muller & O’Cass, 2001; Sellick, 2004).

Table 2.5 Nostalgic component in diaspora senior tourists' motivation

Author	Nostalgic element	Target	Age	Method
Cleaver et al. (1999)	Nostalgia	Australian retirees	55+	Descriptive
Guinn (1980)	Brings back good memories	Elderly tourists, USA	50+	Descriptive
Hsu et al. (2007)	Nostalgia	Chinese seniors	60+	Qualitative
Muller & O'Cass (2001)	Nostalgia	Australian young at heart	55+	Descriptive
Sellick (2004)	Nostalgia	Australian residents	50+	Quantitative

Among four clusters of senior Australian residents, Sellick (2004) discovered that nostalgia was motivated by four motivational items: the desire to travel for self-esteem, indulgent relaxation, generational kinship, and for spirit and solace seeking. Sellick suggests that nostalgia also explains why there is a high involvement in important events and destinations related to an individual's previous experiences with family and friends, otherwise referred to as "generational kinship". It is, therefore, expected that travel for the purposes of visiting family and friends will result in high motivation among senior travelers. By contrast, nostalgia was of little importance among senior travelers who sought discovery and self-enhancement motives.

In another study, Cleaver et al. (1999) demonstrated the vast importance of nostalgia in the segmentation of senior tourists. They found that nostalgia accounted for about 32% of the overall sample of 356 Australian retirees' motivation for engaging in leisure related travel and constituted the largest segment of senior travelers' motivation. For the members of this group of nostalgic senior tourists', they achieve satisfaction from their ability to renew and relive fond memories, achieve family bonding and make journeys to their pleasant past. For this segment, they fail to prioritize accomplishment in travel and exhibit the least interest in hedonic activities. The authors also reported that nostalgic senior travelers prefer to travel in the company of relatives or family members, and that relationships with others were not prioritized. Due to their rather intricate and

idiosyncratic demands which involve travel to and through insular roots to relive memories, Cleaver et al. (1999) suggest that it is rather challenging to tailor products to their needs. They recommended the development of specific products that recreate historical and commonly memorable events within particular destinations for nostalgic travelers.

In addition, although the term nostalgia was not explicitly mentioned in the study of Guinn (1980), the author noted that some senior tourists travel in order to “bring back good memories”. Unlike the previous studies discussed above, nostalgia was the least important, only second to the need to escape. Indeed, the author provided no further discussion on the subject in the remainder of the study. Given that Guinn’s (1980) study was one of the earliest to address the nuances of senior travel motivation, it can be assumed that the absence of knowledge on the subject in the early 1980s may be responsible for this outcome. Nonetheless, some 65% of the respondents identified this motivation as important albeit its importance, relative to others, was substantially low.

Similarly, even though Muller and O’Cass (2001) identified elements of diaspora motivations, including making pilgrimages to places, visiting places of family roots, and reliving good memories and times from past, the specific mention of nostalgia was absent. Like Guinn (1980), Muller and O’Cass did not elaborate on the importance of nostalgia in their study. Thus, the two studies were rather descriptive in nature.

In contrast, Hsu et al.’s (2007) qualitative in-depth interview of the travel motivation of Chinese seniors in Beijing and Shanghai found that nostalgia was important for two of the seniors. For these elderly Chinese, undertaking travel allowed them to relive past experiences and to recall fond memories. There was a strong desire among these seniors to travel back to places of their childhood or teenage years and to experience some important events. These seniors stressed the

value of historically significant events in their travel decisions. The results of the interview with these seniors also revealed that not only do seniors travel for fond memories, but also out of curiosity or to verify a past occurrence. As reported by Lowenthal (1988), pain constitutes nostalgia. Shaw (2002) reminds us that the practical memories of the past are “just as likely to consist of painful, difficult traces of those” years. A respondent in the study of Hsu et al. (2007) reported:

...when I was in my teens, I walked on the Xiaobei Road of Guangzhou. Some of the Liberation Army soldiers were killed there. Is it the same now like it was before? I want to have a look (Hsu et al., p. 1268)

#### 2.7.4 Social capital in destination attractiveness: People or places?

Many tourist studies investigating the subject of destination attractiveness often focus on supply attributes of destinations such as historical sites, accommodation facilities, and destination events (Formica & Uysal, 2006; Kozak & Rimmington, 1998). However, the travel of seniors in the diaspora to the home regions transcends supply attributes. Rather, the attractiveness of destinations may include attributes germane to certain personal connections, including but not limited to family linkage, migration history, or historical roots (Bandyopadhyay, 2008; Kasinitz et., 2008; Portes, 1999; Huang et al, 2016). For this segment, people may be more important than places. Therefore, accumulating social capital does not necessarily involve places. Under such circumstances, a study on the motivation of mature/senior diaspora tourists should consider the inclusion of such social capital items as family reunion and visits to friends and family as elements that may contribute to the attractiveness of destinations. For many in the diaspora, they may visit a place because of the people and the opportunity to re-unite with their family.

### 2.7.5 Theoretical perspectives on diaspora tourism

Two theoretical viewpoints are valuable in rationalizing the decision making processes and motivation for engagement in travel among mature/senior diaspora tourists – identity theory and social theory. For both theories, the concept of self is instinctive so that it can take on the role of an object (identification) or may be classified based on some social groupings (self-categorization) so that a self-identity or social identity is formed respectively (McCall & Simmons, 1978; Stets & Burke, 2000; Turner, Hogg, Oakes, Reicher, & Wetherell, 1987).

In social identity, a person has a sense of belonging and conformity to a social category or group with some common social identification. This group shares common knowledge or membership with the same social category (Turner et al., 1987). Each person is, therefore, a member of a unique combination of social categories, including race, nationality, ethnic, or family subset, which combine to form the individual's social identity. In the context of mature/senior diaspora tourists, a community of African-Americans or Chinese immigrants, for example, in the diaspora may view themselves as sharing a common heritage or root. The collective view of such individuals may be seen in their travel during some common historic or special events. Even among such groups, self-categorization and social comparison to other members leads to the formation of in-groups and out-groups (Stets & Burke, 2000, p. 225). Such groups may influence the decisions and behaviors of other members.

The outcome of the processes of social comparison results in selective application of the “accentuation effect”, leading to self-enhancement dimensions such as self-esteem (Stets & Burke, 2000). As with social identity theory, identity theory relates to the mechanisms of a structured society. A mature/senior diaspora tourist will, for example, take pride in membership of a community of others from the diaspora. Individuals invoke personal meaning and behavior to the

social groups or contexts to which they belong. Such an individual considers himself/herself as a member of the reference group and, hence, desires to be a part of such a group. Given that identity theorists have related the concept to resources (Burke, 1997), it is also possible to relate the concept to place, time, or heritage attachment with regard to mature/senior diaspora tourists.

Stets and Burke (2000) suggest that for social identity, uniformity of perception is viewed in three broad ways: cognitive, attitudinal, and behavioral. The authors also note uniformity in perception and action among people with a group-based identity.

In sum, the little attention given to mature/senior diaspora tourists' travel decisions in the tourism literature makes this area an important research gap worthy of exploration. This inquiry can help us better understand the gap between the senior travel market and those of Generations X/ Y as well as those of first generation migrants and those of other second or other generations. Secondly, the lack of studies on diaspora tourists' motivations means the loss of memorable experiences of a time where many of the historic events documented today occurred. Wars and their consequences (forced displacements, pain, separation of families, etc.) as well as fond memories deserve to be explored from the first-hand perspective of mature/senior diaspora tourists' nostalgic motivations. Thirdly, the baby-boom generation reaches its peak in the next few years as depicted in many statistical projections. There is a wealth of experience from this segment which marketers, destination developers, and governments have not fully harnessed. Therefore, understanding the motivation of senior tourists from the perspective of mature/senior diaspora tourists today is a valuable prelude to understanding the next generation of seniors.

## **CHAPTER 3: CONCEPTUAL FRAMEWORK AND HYPOTHESES**

### **3.1 Chapter introduction**

This chapter addresses the rationale for the development of a scale for the senior tourist market as well as the issues motivating senior tourists and mature/senior diaspora tourists. The conceptual framework and conceptual model for the study are illustrated in this chapter. They are derived from the hypotheses of the study.

### **3.2 Conceptual framework**

This study proposes to develop three streams of scales for motivations. The literature review in Chapter Two showed that it is not only important to address the motivations of senior tourists, but also to pay attention to motivation among mature/senior diaspora tourists. The review also showed that issues of motivation influence the choices of senior tourists. However, no previous study has empirically attempted to develop scales to elaborate on these issues. The present study, therefore, fills this gap. The conceptual framework shown in Figure 3.1 illustrates the overall sequence of study one.

Drawing on the extant literature, the current study investigates the relationship between senior tourist preferences and extracted motivation clusters. The preferences identified for investigation in this study include (1) preference for tourism type, (2) preference for attraction type, (3) preference for activity type, (4) preference for travel arrangement type, (5) preference for accommodation type, and (6) preferred travel distance. As shown in the framework illustrated in Figure 3.1, preferences are hypothesized to be different across the motivation clusters.

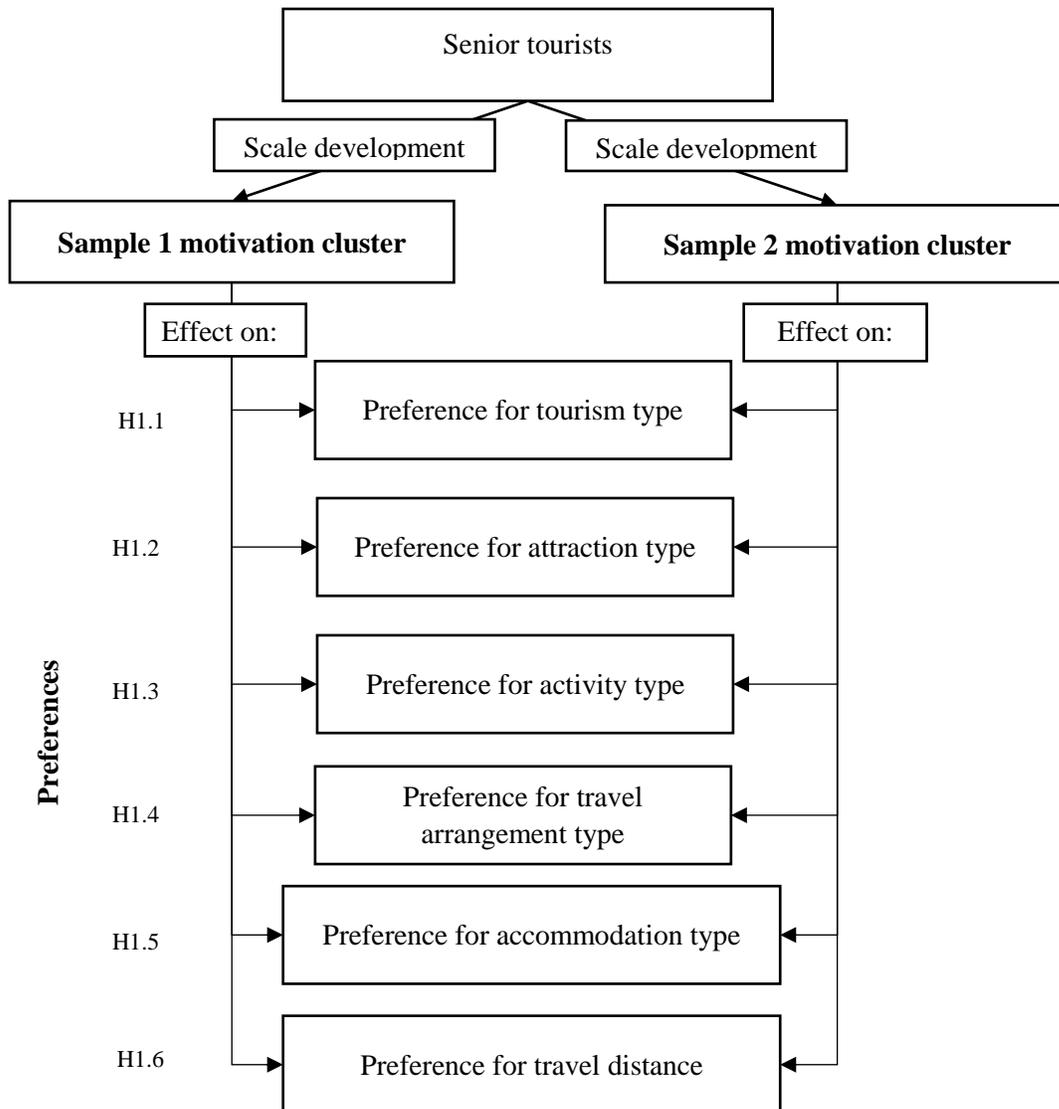


Figure 3.1 Conceptual framework for senior tourists

### 3.3 Development of hypotheses

#### 3.3.1 Senior tourists motivations and preferences

The motivation of tourists has an impact on their preferences and demand for tourism (Goodall, 1988; McClelland, 1985; McGuiggan, 2000). Drawing on McClelland's (1985) theory of human needs, Tran and Ralston (2006) suggest that motivational needs are salient in predicting important aspects of tourist preferences, including their transportation modes, destination choices, lodging choices, travel services, and travel companions. Other researchers have noted that

understanding the preferences of travelers can shape standards of performance and inform activities to be included in promotional devices or as aspects of tourist experiences (Goodrich, 1978; Holbrook, 1993; Kim et al., 2010; Kyle, Absher, & Graefe, 2003; Lieux et al., 1994; Moschis & Unal, 2008; Nvight, 1996). Tourist preferences are built from a selection of a type of tourism activity which corresponds with existing tourism products or type of services. In addition, preferences tend to be associated with one's extent of involvement and activity as well as environment (Tran & Ralston, 2006).

Based on its usage in the literature, the term 'preference' connotes choice selection based on the availability of options (Goodrich, 1978; Holbrook, 1993; Lieux, et al. 1994; Nvight, 1996; Tran & Ralston, 2006). In the words of Tran and Ralston (2006, p. 428), tourist preference is "the act of selecting from among a set of choices as influenced by one's motivations". Some tourism scholars advocate that tourist preferences should be examined for specific tourism niches. For example, they have researched on tourist preferences for ecotourism sites (Chaminuka, Groeneveld, Selomane, & Van Ierland, 2012; Hearne & Salinas, 2002), special accommodation types (Agyeiwaah, Akyeampong, Amenumey, & Boakye, 2014; Albaladejo-Pina & Díaz-Delfa, 2009), information needs (Cai, Feng, & Breiter, 2004), facility/service choice (Kim et al., 2010; Moschis & Unal, 2008) and spending behavior (Kyle et al., 2003).

As discussed, preferences are hypothesized to be influenced by motivations of senior tourists. Generally, studies have not focused on particular tour preferences even though it can be said that different tourists' motivation will impact differently on the tour package opted for by tourists. For example, a tourist motivated by the desire to seek the greenery is expected to be inclined towards such nature-based offerings as eco or nature-tours (Mehmetoglu, 2007; Nvight, 1996; Tran & Ralston, 2006) as opposed to pleasure driven tourists who are more inclined to utilize

urban/city tour. Lee and Tideswell (2005), for instance, reported that Korean senior tourists are limited by a lack of available travel packages. Respondents were willing to travel more based on the availability of diverse travel packages. Other studies have, therefore, recommended more personalized packages for seniors (Kazeminia et al., 2015; Wang, Chen, & Chou, 2007). The following hypothesis is, therefore, formulated:

*H<sub>1.1</sub> Preference for tourism type will be different across senior tourists' motivation clusters.*

Secondly, the study proposes to test the extent to which senior tourists' preference for attraction type differs across the motivation clusters. The enjoyment of attractions largely informs tourists' decision to travel (Smith, 1998). Among seniors, there are motivations to travel not only for family bonding, but also for sightseeing, heritage, climate among other pull elements (Baloglu & Shoemaker, 2001; Horneman et al., 2002; Jang & Wu, 2006; Sangpikul, 2008b; Ward, 2014; You & O'Leary, 1999). Yet to fully harness the market and experiential potentials of destinations, destination marketers must ensure they match tourists' intrinsic desires to destination offerings (March & Woodside, 2005). Richards (2002), for example, found empirical support for the hypothesis that tourists are "pushed" towards attractions by their motivations and that visitation to a destination is strongly related to motivation and attraction markers. Gunn (1988) has also submitted that attractions have been a magnetic "pulling power" throughout generations. In this regard, culturally motivated tourists, for example, will visit cultural attractions or at least cultural destinations. As well, the scope and complexity of issues confronting the tourists may determine their preference for a particular attraction type over another. Given that tourists have a perception of which attractions will satisfy their needs, the following hypothesis is formulated:

*H<sub>1.2</sub> Preference for attraction type will be different across senior tourists' motivation clusters.*

Thirdly, Moscardo et al. (1996) have asserted that activities are an important aspect of understanding tourists' motives and, therefore, constitute a critical link between travel motivations and travel destination choice. However, the relationship between traveler motivation and activities have yielded some varying results in the tourism literature. Dividing activities into three clusters (culture and pleasure activity oriented, nature activity oriented, and low activity oriented), Mehmetoglu (2007), for example, found that there were no significant differences between nature activity based cluster and nature activity motivation. Similarly, the "culture and pleasure activity oriented" cluster was more motivated ( $p < 0.001$ ) by "physical activity" motivation than an interest in low activity. By contrast, Moscardo et al. (1996) found a consistent positive relationship between motivations and activities. Shoemaker (1989) similarly found that among the 'active resters' segment of senior tourists, there was a greater tendency to undertake more intensive outdoor activities. Meanwhile, it is expected that because individuals possess varied travel philosophies, their preference for activities will be consistently aligned with their motivations. Hence, the following hypothesis is formulated:

*H<sub>1.3</sub> Preference for activity type will be different across senior tourists' motivation clusters.*

Fourthly, dependence on travel intermediaries is yet another important element in accessing the travel motivations of senior tourists. As with other grey domains of tourism, the influence of motivation on preference for travel arrangement type (type of tour package) is underexplored. Nonetheless, there are few studies that can inform the formulation of a theoretically

grounded hypothesis for this purpose. First, Thomson & Pearce (1980) illustrated that among tourists who were 45 years and above, there was a tendency to use package tours for reasons such as optimum utilization of trip, freedom from worrying about the trip organization, and the opportunity to socialize with others on the trip. Quiroga (1990) also noted that personal safety prompted the use of package tours among the oldest cohort of travelers whereas camaraderie or friendship was affiliated to younger cohorts. These studies suggest that where there is a need for social bonding and greater structure, a package tour may be more preferable; a finding which resonates with the social identity theory (Stets & Burke, 2000).

Regarding travel planning, previous studies (including Blazey, 1987; Lee & Tideswell, 2005; McGuire, 1984) identified the inability of senior tourists to engage in active planning limited their participation in leisure travel. Javalgi et al. (1992) also found that a greater percentage of senior tourists above 64 years (23.9%) relied more on packaged tours that offered transportation and accommodation as opposed to 11% of those below 55 years. Similarly, 26.1% of those above 64 relied on travel agents for their travel bookings as opposed to 14.4% their younger counterparts. This seems to suggest that senior tourists constrained by the inability to plan their travel will rely more exclusively on package tours than individual tours. Hence, the following hypothesis is formulated:

*H<sub>1.4</sub> Preference for travel arrangement options will be different across senior tourists' motivation clusters.*

Fifthly, various studies have suggested that there are different preferences for accommodation among any classification of tourists (Agyeiwaah et al., 2014; Chan & Baum, 2007; Lieux et al., 1994). Despite the little attention that has been given to the influence of motivation

on tourists' accommodation preference in the literature, it can be asserted that attention to specific accommodation choices is essential for determining the tourists' choices, needs, and behavior. Chan and Baum (2007), for example, found that eco-tourists are primarily attracted (pulled) to the location of eco-lodges. In contrast, the desire to escape the daily routine of normal life motivates others to visit eco-lodges. Lieux et al. (1994) also found significant differences for three motivation clusters – novelty active, reluctant seekers, and enthusiast travelers – among eight classes of accommodation (budget, bed & breakfast, economy, luxury budget, mid-price, upscale, luxury, family-owned independent). Therefore, the following hypothesis will be tested:

*H<sub>1.5</sub> Preference for accommodation types will be different across senior tourists' motivation clusters.*

Finally, travel distance can motivate people to travel or discourage them from traveling. (Ankomah, Crompton, & Baker, 1996; Cook & McCleary, 1983). However, the effect of motivation on distance seems to be underestimated. In Zhang, Wall, Du, Gan, and Nie's (1999) study, they reported that although the travel distance of tourists to a destination is related to demographic attributes such as age, occupation, educational attainment, and income, travel distance was not related to motivation. Muller (1996) has also stated that even though retirees are motivated by the desire to explore the world (travel longer distances), there is the limitation of physical ability. Distance, in this study, is conceptualized as travel duration against the backdrop that travel distance differs relative to one's point of departure (Otoo & Kim, 2018b). For example, an individual may travel over 5000 km within the same destination. In view of this, the following hypothesis is proposed:

*H<sub>1.6</sub> Preference for travel distance/duration will be different across senior tourists' motivation clusters.*

3.3.2 The effects of mature/senior diaspora tourists' motivations on destination evaluation, place attachment, and future tourism intention.

### *3.3.2.1 Destination evaluation*

The motivation of mature/senior diaspora tourists is expected to influence destination evaluation, the consequence of which is manifested in personal involvement and attachment. From the literature, the use of the term 'destination evaluation' has been complex, varied, subjective, and dynamic (Gallarza, Saura, & García, 2002; Kim, Choe, & Petrick, 2018). However, it is commonly understood that the creation of a positive image of a destination relates to an overall perception, mental depiction or evaluation held by a traveler about a place. In this regard, destination evaluation also relates to the assessment of destination attributes through the process of image creation and affirmed by destination experience (Baloglu & Brinberg, 1997). This is referred to as cognition destination evaluation and affective destination evaluation. Cognitive destination evaluation is defined as an objective knowledge, beliefs, ideas, or impressions regarding a place or the quality of the physical characteristics of the environment (Baloglu & McCleary, 1999; Crompton, 1979). Cognitive destination evaluations relate to the physical attributes of a place (Beerli & Martin, 2004; Echtner & Ritchie, 1993). Conversely, affective destination evaluation is defined as a set of feelings towards the destination (Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999). Essentially, affective destination evaluations assess the link between destinations and emotional image in a consumer's mind (Baloglu & Brinberg, 1997).

### 3.3.2.2 *Place attachment*

Hosany, Prayag, Van Der Veen, Huang, and Deesilatham (2017) define place attachment as an affective bond to a particular geographical area and the meaning attributed to that bond. According to them, the subjective life of an individual adult is the foremost source of inference about the quality of a person's social experience. In this regard, a positively affected experience of a place can be generalized into a subconscious internal process which subjectively affects the long-term positive bonding to a place (Hosany et al., 2017; Morgan, 2010). Thus, positive memory of a place produces bonding to the place. As used variously in previous studies, the concepts of community attachment (Kim, Kim, & Oh, 2017), place attachment (Gross & Brown, 2008; Gu & Ryan, 2008; Hwang, Lee, & Chen; 2005; Kyle et al., 2003; Prayag & Ryan, 2012; Williams & Vaske, 2003), place bonding (Hammit, Backlund, & Bixler, 2006), place dependence (Jorgensen & Stedman, 2001), or destination attachment (Yuksel, Yuksel, & Bilim, 2010) all show how individuals in the tourism chain have a sense of belonging to tourist communities or destinations.

Place attachment resonates with mature/senior diaspora tourists who have some ancestral or 'inherited' attachment for the destinations they visit. Apart from this, mature/senior diaspora tourists provide an interesting sample with which to examine attachment to destinations from a tourist-resident perspective. Against this background, the term *attachment* is preferable to other terminologies like 'community attachment' or 'destination bonding' which have often been attributed to residents or tourists respectively (Kim et al. 2017; McCool & Martin, 1994). According to Low and Altman, (1992, p. 5), place or destination attachment is "an interplay of affect and emotions, knowledge and beliefs, and behaviors and actions in reference to a place". Place attachment is considered in this study as the strength of a destination in achieving its goals

given an existing range of alternatives (Gross & Brown, 2008; Hwang et al., 2005; Jorgensen & Stedman, 2001).

### *3.3.2.3 Satisfaction*

Satisfaction has been widely regarded as a standard assessment of the level of the impression created about a destination, product, or service offered. Yet, a scholarly definition of the concept differs according to a study's context. Westbrook and Reilly (1983) also define the concept as an emotional appraisal of experiences associated with particular products or services or the overall market place. Oliver (1981), further, refers to the concept as a summation of the psychological aspects of an experience which ensues from the emotions surrounding a disconfirmation or expectations or some prior feelings about the experience.

Within the tourism and hospitality literature, satisfaction refers to an individual's sense of fulfillment with travel, travel related activities or services, or the consumption of tourism or service related product. For example, satisfaction is described as the summation of pre-travel expectations or motivation and experience (Agyeiwaah, Otoo, Suntikul, & Huang, 2019). Among other things, satisfaction can induce positive word-of-mouth among tourists (Lee, Lee, & Arcodia, 2014). On the contrary, where destination or travel goals are not achieved, dissatisfaction or negative satisfaction occurs (Agyeiwaah et al., 2019). Dissatisfied visitors are unlikely to exhibit loyal behavior required for the sustenance of tourism (Taplin, 2013).

### *3.3.2.4 Future intention*

Future behavioral intention has been identified as an important indicator of both tourists' satisfaction and destination loyalty (Chen & Tsai, 2007; Chi & Qu, 2008; Huang & Hsu, 2009;

Prayag, 2009; Um, Chon, & Ro, 2006). The various studies on consumption and post-consumption behaviors clarify the fact that future intention is critical for loyalty to a service, product, or destination experience. Studies on the subject apply four main dimensions: cognitive, affective, conative, and action. Even though all four dimensions refer to a sense of consumer loyalty via reasoned action, scholars typically use future behavioral intentions towards a service or an experience (Yuksel et al., 2010; Chen & Chen, 2010).

Future intention comprises the effect of tourists' motivation (Baloglu & McCleary, 1999; Lev Ari, & Mittelberg, 2008), overall satisfaction (Chen & Chen, 2010; Kim & Lee, 2013; Prayag, 2009), and tourists' sense of attachment to destinations (Hosany et al., 2017; Kim et al., 2018). Future intention is also considered as an effective measure of loyalty to a destination, especially when travel has been achieved and the destination has been experienced (Nghiem-Phú, 2015). Its indicators include repeat visitation intentions (Thapa & Lee, 2017; Webster & Sundaram, 1998) and intention to recommend (Chen, Lee, Chen, & Huang, 2011). In this study, future intention includes indicators of repeat visitation, recommendation, longer length of stay, and intention to bring others.

#### *3.3.2.5 Role of mature/senior tourists' motivation on destination evaluation.*

Various studies have alluded that motivations have a direct influence on tourists' evaluation of destinations (Baloglu & McCleary, 1999a; Baloglu, 1997; Beerli & Martin, 2004; Um & Crompton, 1990). However, Beerli and Martin (2004) found in their study that varying components of motivation have varying effects on affective overall image of destinations. This is particularly so where there is congruence between motivations and the destination offerings so that affective overall image is positively influenced (Baloglu & McCleary, 1999). Destination

evaluation is expected to be different across mature/senior diaspora tourists' motivation (Lev Ari, & Mittelberg, 2008). In this study, the hypothetical model breaks down the motivation of mature/senior diaspora tourists into four areas: nostalgia, discovery, roots/heritage, and reconnection to homeland. The hypothesis is stated as:

*H<sub>2.1</sub> Mature/senior diaspora tourists' motivation will influence destination evaluation.*

### *3.3.2.6 Effect of destination evaluation on satisfaction*

A number of studies have found that destination evaluation or image has a positive effect on tourists' satisfaction (Brown, Smith, and Assaker, 2016; Chi & Qu, 2008; Mohamad et al., 2012; Prayag & Ryan, 2012). In testing a theoretical model on a sample of 705 international visitors to Mauritius using structural equations modeling, Prayag (2009) found that destination evaluation had a direct and positive effect on overall satisfaction. Chen and Phou (2013) also used brand relationship theory and attitude theory to investigate the relationships between destination evaluation, personality, relationship and loyalty using a sample of 428 foreign tourists to Cambodia. They found that a positive evaluation of the Angkor temple area in Cambodia resulted in overall satisfaction. The findings of the aforementioned studies are consistent with those of other studies, including Chi and Qu (2008).

By contrast, Wang and Hsu (2010) found that among some 550 Chinese tourists, overall tourism destination evaluation had an indirect effect on behavioral intentions through satisfaction. Given these distinct empirical examinations, it was necessary to test these relationships in the hypothesis stated as:

*H<sub>2.2</sub> Destination evaluation has a positive influence on satisfaction.*

### *3.3.2.7 Influence of destination evaluation on place attachment*

Although the relationship between destination evaluation and attachment remains underexplored, some studies have demonstrated that destination evaluation has a tendency to positively affect individual's bond or attachment to a place or an event (Kim et al., 2018; Veasna, Wu, & Huang, 2013). Veasna et al. (2013) proposed that visitors gain attachment when the destination sources are viewed as reliable and credible, thereby promoting a positive destination evaluation. According to them, destination attachment positively affected destination evaluation and tourists' satisfaction and was positively affected by destination evaluation.

In a recent study by Kim et al. (2018), evaluation of a festival brand image was found to positively influence festival destination attachment. The above causal relationships between destination evaluation and attachment were also revealed in the study of Prayag and Ryan (2012), confirming their hypothesis that a positive relationship between destination evaluation and place attachment exists. Other studies share similar results (Chi & Qu, 2008; Mohamad, Abdullah, & Mokhlis, 2012; Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). This provides a theoretical basis for the hypothesis:

*H<sub>2.3</sub> Destination evaluation will positively influence place attachment.*

### *3.3.2.8 Role of satisfaction on place attachment*

Varying conclusions have been drawn regarding the effect of satisfaction on attachment. For example, Ramkinsoon (2015) and Hosany et al. (2017) both found that satisfaction with experience at a destination promoted attachment to that destination. Lee, Kyle, and Scott (2012) measured two aspects of attachment – place dependence and place identity/social bonding – and

found that a higher satisfaction level among visitors to a destination produces higher emotional attachment in terms of place dependence and place identity/social bonding.

In contrast, Ramkissoon and Mavondo (2015) found an inverse but significant relationship between satisfaction and attachment. In a separate study on the effect of relational satisfaction and style of attachment within an emotional communication paradigm, Guerrero, Farinelli, and McEwan (2009) found that the relationship between attachment and satisfaction are partially explained by emotional communication. Still, Chen and Phou (2013) observed that while satisfaction positively influenced aspects of destination evaluation, including the promotion of trust attributes, satisfaction did not influence place attachment to Cambodia. Therefore, to test the relationship between satisfaction and place attachment, the hypothesis is stated as:

*H<sub>2.4</sub> Satisfaction will have a positive influence on place attachment.*

#### *3.3.2.9 Influence of satisfaction on future intention*

Another important relationship worth investigating is the effect of satisfaction on future intention. According to some previous studies, satisfaction with destination produces a favorable disposition with a tourist destination (Ramkissoon, 2015; Xu & Zhang, 2016). Hosany et al. (2017) also found that satisfaction mediates the relationship between tourists' emotions and intention to recommend, indicating its relevance to future intention. In another study, Ramkissoon and Mavondo (2015) found a direct relationship between satisfaction and tourists' pro-environmental intentions.

However, satisfaction does not always translate into a favorable future intention. In the study of Brown et al. (2016), it was demonstrated that a non-significant direct influence of satisfaction on visitation intention occurs in event participation. The authors explained that

attendees to an event are more likely to be devoted to that particular event rather than the destination. Kaplanidou and Vogt's (2007) work also revealed a similar finding and they found no significant relationship between satisfaction and intention to revisit a destination or to participate in an event. Therefore, there is empirical evidence to formulate the following hypothesis:

*H<sub>2.5</sub> Satisfaction will positively influence future intention.*

### *3.3.2.10 Effect of place attachment on future intention*

Even though studies examining the interrelationships between tourists' destination or place attachment and other variables (e.g. Hwang, Lee, & Chen, 2005; Kyle et al., 2003; Prayag & Ryan, 2002; Prebensen, Woo, Chen, & Uysal, 2013; Moore & Graefe, 1994; Xu & Zhang, 2016) are now emerging, there is some indication of a positive influence of place attachment on tourists' future behavioral intentions (Kyle, Graefe, Manning, & Bacon, 2004; Kyle et al., 2003; Lee, Graefe, & Burns, 2007). Kil, Holland, Stein, and Ko (2012) reason that if visitors achieved benefits from destinations visited, their psychological emotions (place attachment) would be expected to increase, resulting in the likelihood of predicting future behavioral intentions. Investigating this view, Kil et al. (2012) found that place attachment partially mediates the relationship between benefits attained and future visit intentions. Brown et al. (2016), however, discovered a positive effect of venue attachment on visitation intention for spectators to the 2012 London Olympic Games. This relationship was found to be more direct than indirect through satisfaction.

Meanwhile, other studies have identified that different dimensions of attachment have varying effects on future intention of tourists. For example, Lee et al. (2012) in their study of agricultural festivals in Texas found that while place identity and social bonding positively influenced revisit intentions, place dependence negatively influenced revisit intentions. To

investigate the divergent theoretical and empirical findings of past studies, the hypothesis is stated as:

*H<sub>2.6</sub> Place attachment will have a positive influence on future tourism intention.*

To the best of my determination, no study has simultaneously examined the structural relationships between motivation, destination evaluation, satisfaction, place attachment, and future intention as it pertains to the diaspora tourism market. Such an investigation as proposed in this study (see Figure 3.2) is, however, important because the mature/senior diaspora tourism market has the potential to contribute to positively to diaspora communities and destinations as well as to the heritage of persons in generating and destination regions.

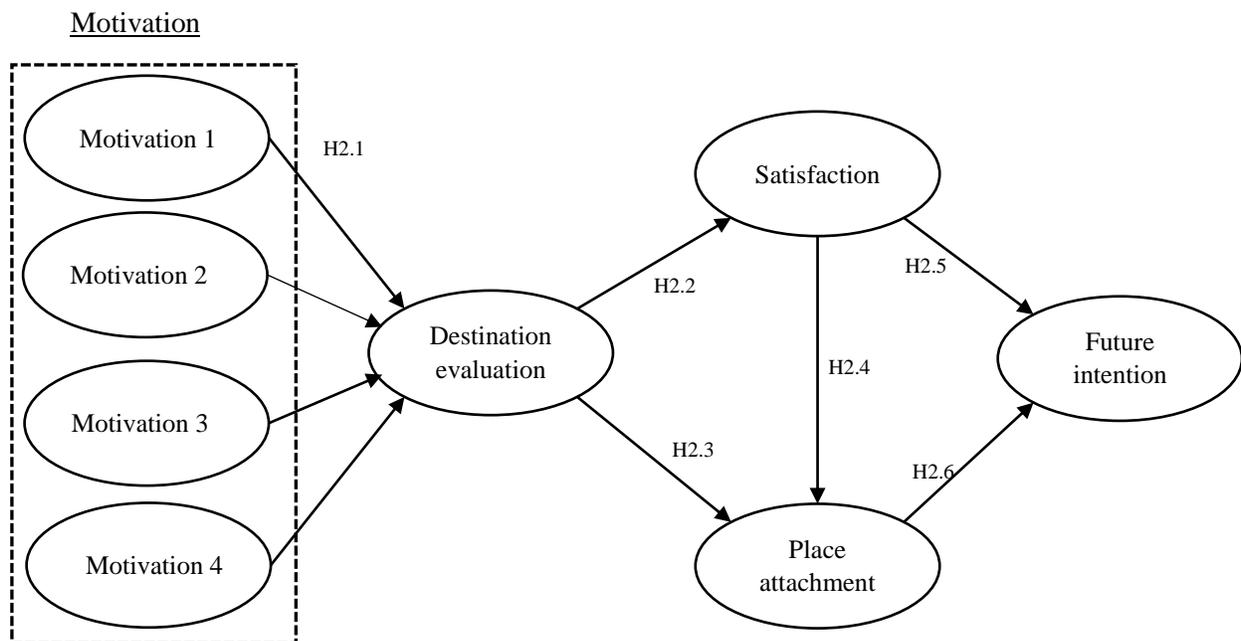


Figure 3.2 Conceptual model for mature/senior diaspora tourists

## **CHAPTER 4: RESEARCH METHODOLOGY**

### **4.1 Chapter introduction**

The previous chapter presented the theoretical background of the study, identifying the main motivation constructs utilized in previous studies. Considering the research objectives of the study, this chapter presents a discussion on the rationale for developing measurement scales for senior tourists' motivation and mature/senior diaspora tourists' motivation. It also outlines the methodological procedures, including the study design, sample frame, sample size, selection of measurements items, data collection approach, data analysis, the procedures for pilot and pre-testing, and the main survey.

### **4.2 Scale development for senior tourists**

#### **4.2.1 Problems of past scale development studies**

There are some pre-requisite indicators for the development of measurement scales in any discipline of study. First, Hinkin (1995) notes that a combination of inappropriate domain sampling, poor factor structure, consistency and reliability problems as well as poor reporting of newly developed scales confound the understanding of social phenomena. However, this challenge can be tackled by specifying rigorous procedures to ensure that appropriate dimensions have been captured by the constructs sought to be measured (Churchill, 1979).

Secondly, flawed procedures employed in previous studies have limited the applicability of scales developed in the past. This problem can be attributed to a lack of a properly established framework to guide the researcher's decisions through the various stages required for scale development (Hinkin, 1998; Price & Muella, 1998). To address this gap, the appropriate construction of measurement devices (procedures) is pertinent (Hinkin, 1998; Schoenfeldt, 1984).

Thirdly, Barrett (1972) cited in Hinkin (1998) suggests that the greatest challenge to the development of a research scale is the accuracy of the measurement of the constructs under study. As already noted in this thesis, previous studies have applied the polar approaches of either qualitative or quantitative studies in studying latent (unobserved) variables like motivation and have, therefore, generated varying results. According to Churchill (1979), using a qualitative approach results in measuring the attributes of objects rather than the objects themselves. Therefore, it is important that research constructs are developed using questionnaires that can be used to adequately measure the constructs (Hinkin, 1998, p. 105).

#### 4.2.2 Scale development for senior tourists' motivation

Some studies have focused on the factors motivating senior tourists in their pursuit of leisure and have found such dimensions as information needs, age, finance, and mental and physical wellbeing, distance, safety and security concerns, among others. However, no study has developed scales that measure these items and with results that can be replicated in other settings. Additionally, other important issues relevant to the senior tourism segment, including nostalgia, have not been adequately explored. As a result, these studies at best only partially corroborate those in other settings. This thesis, therefore, outlines a methodological approach that produces valid and reliable measurement scales for motivation among senior tourists, thereby responding to calls for a more robust and representative study of the senior tourism market. The approaches for scale development put forward in this study are based on previous studies (Choe & Kim, 2019; Choi & Sirakaya, 2005; Churchill, 1979; DeVellis, 2017; Hinkin, 1998; Kim, Ritchie, & McCormick, 2012; Lee, Lee, & Park, 2014).

In developing suitable scales for the measurement of issues affecting senior tourists' motivation, I reviewed previous work and found some common steps of scale development. For example, Hinkin (1998) identified the following processes to scale development: (1) Item generation, (2) questionnaire administration, (3) initial item reduction, (4) confirmatory factor analysis, (5) convergent/discriminant validity, and (6) replication.

Although researchers do not completely agree on the sequence of steps involved in scale development, it is common for scale development procedures to begin with the identification of items of measurement through a theoretical review of literature after which constructs are identified. This is followed by a series of content and construct validity checks, a pre-test of those items, a revision and pilot test of research instrument, a revision, and confirmation of validity and reliability of results of the constructs, and ultimately a main survey (Hinkin, 1998; Churchill, 1979; DeVellis, 2017).

This study follows the steps proposed by Churchill (1979) for developing measurement scales for motivation. Churchill developed the following seven steps for scale development: (1) specify the domain of construct, (2) generate a pool (sample) of items, (3) collect data (4) purify measure (5) collect data, (6) assess reliability, (7) assess validity and (8) develop norms. Figure 4.1 presents a summarized seven-step procedure for scale development from the original eight steps proposed by Churchill (1979). Even though these processes have been applied in the fields of marketing and psychology, they have not been rigorously applied in the domain of diaspora tourism research. For clarity, the procedures are divided for the two studies conducted in this thesis.

Figure 4.1 Scale development procedures for this study

Stage	Senior tourists' motivation	Mature/senior diaspora tourists' motivation
<p><u>Stage 1</u> Specification of the item &amp; domain of construct</p>	Literature review of studies on senior tourists' motivation	Literature review of studies on mature/senior diaspora tourists' motivation
<p><u>Stage 2</u> Generation of a pool of items and determination of the format for measurement</p>	Literature review of studies on senior tourists' motivation	Literature review of studies on mature/senior diaspora tourists' motivation
<p><u>Stage 3</u> Experts' review on items</p>	In-depth interview with experts; Analyses; Content validity check; Construct validity check	In-depth interview with experts; Analyses; Content validity check; Construct validity check
<p><u>Stage 4</u> Purification of the items</p>	Pre-testing using graduate 50 students; Analyses; Content validity check; Construct validity check	Pre-testing using 40 graduate students of African lineage; Analyses; Content validity check; Construct validity check
<p><u>Stage 5</u> Pilot test (Assessment of reliability)</p>	Pilot test using online panel survey and field survey; Sample of 180 seniors (North American = 100; Hong Kong = 80); Factor and structure analyses; EFA; Assessment of reliability and validity: Check for factor loadings, communalities, and reliability coefficients	Pilot test using 80 persons of African ancestry visiting Ghana; Factor and structure analyses; EFA; Assessment of reliability and validity Check for factor loadings, communalities, and reliability coefficients
<p><u>Stage 6</u> Main survey (Assessment of reliability and validity)</p>	Main survey using a proposed sample of 532 North American senior tourists, and 496 Chinese senior tourists; Factor and structure analyses; EFA; Confirmatory factor analysis (CFA); Check for data reliability coefficient, convergent and discriminant validity	Main survey using mature/senior diaspora tourists; 419 mature/senior diaspora tourists; Factor and structure analyses; EFA; CFA; Check for reliability coefficients, convergent validity, discriminant validity, and criterion validity
<p><u>Stage 7</u> Main survey (Testing hypotheses)</p>	Analyses: ANOVA; Cluster differences of socio-demographic, travel-related characteristics and preferences across motivation clusters	Analyses; Structural equation modelling

### **4.3 Specification of items and domains of constructs used in this study**

Churchill (1979) and Hinkin (1998) agree that the first stage in the development of a measurement scale is the creation or assessment of items to include in the creation of constructs. As iterated by Hinkin (1998), the key to developing a useful scale depends on researchers' ability to identify representative items for a construct. At this stage, it is important for researchers to ascertain which items to include or exclude. The aim of item and domain specification is for the researcher to determine clearly what s/he wishes to measure (DeVellis, 2017). Per the domain sampling theory, it is not possible to completely exhaust the items from the domain of interest. Therefore, it is important that the sample of items extracted from potential items adequately represent the constructs under examination (Ghiselli, Campbell, & Zedeck, 1981, as cited in Hinkin, 1998, p. 105). In view of this, items from both qualitative and quantitative studies were extracted.

#### **4.3.1 Senior tourists' motivation**

The senior tourists' motivation scale is developed in the current study to measure the intrinsic and extrinsic desires (pull and push motives) of persons aged 55 and above for engaging in tourism. While the tourism literature is marked with some motivation scale development (e.g. Fodness, 1994; Jeong & Park, 1997; Kim & Eves, 2012; Ryan & Glendon, 1998), no study has specifically attempted to develop a measurement scale for senior tourists' motivation. Yet, the senior market has a unique set of motivations. Indeed, fewer than 30 studies have examined the motivations of senior tourists in general. The literature review in Chapter Two identified 15 themes for the motivation of senior tourism market: Socialization and belongingness, ego/esteem, escape, nature and culture, knowledge/ learning, mental and physical wellbeing, rest and relaxation,

opportunity of time and cost, novelty/ exploration, hedonism, quality specification, nostalgia, reward self, spiritual, and reflection. The items have been revised and discussed below.

Socialization and belongingness motivation refers to the desire among seniors to travel for touristy experiences related to social engagement or for developing some social, kinship, or friendly ties with other parties. Ego and esteem motivation refers to the travel for self-development through cultural, nature, ego or other activities that meet a self-fulfilling need for the traveler. Escape motivation refers to the motivation to travel outside the constricted milieu of one's routine activities or daily life. Nature and cultural motivation refer to the perceived value derived from travelling to natural, cultural, or heritage attractions or destinations outside the home.

Knowledge and learning motivation refers to traveling to obtain new knowledge, skill, or information about a destination or activity outside what senior tourists are commonly used to. Mental and physical wellbeing motivation entails travel for the purpose of augmenting or preserving one's mental or physical health. Rest and relaxation involve the desire to travel to seek recuperation from physical and mental tension or stress.

Travel opportunity as a motivation factor refers to the desire to travel depending on the availability of suitable conditions such as time, money, transport or other conditions rather than the need for the destination or travel activity itself. Novelty and exploration motivation depicts the desire to travel for adventure or explore new things or simply out of curiosity. Hedonism and entertainment motivation refers to the desire among seniors to seek sensation, pleasure, and amusement during their leisure travel. Quality and specification refers to the desire to travel in expectation of quality facilities and services offered at the destination. Self-actualization and reflection refers to traveling in order to accomplish some intrinsic goal and/or to find meaning in life. Nostalgia refers to the travel to relive or reconnect to one's past.

#### **4.4 Generation of a pool of items and determination of format for measurement**

The generation of items to capture specified domains constitutes the second step in scale development. To ensure content validity and to retain a connection with in-depth interviews in the final scales, the deductive approach, also known as *logical partitioning* or *classification-from-above* (Hinkin, 1998, p. 106), was used for item generation. This involved the use of theoretical definitions of constructs derived from the literature review (DeVellis, 2017).

The items gathered for both senior tourists' and mature/senior diaspora tourists' motivation scales were derived from previous studies in the two domains. A total of 281 items were identified from 22 senior tourism motivation studies (see Table 4.1). In addition, the Likert scale measurement format was adopted for this study as it is widely used and offers a wider range of measuring respondents' extent of agreement on measurement items.

Table 4.1 Initial pool of senior tourists' motivation items

<b>Socialization &amp; belongingness</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	
1.	Make contact with new people		x																					
2.	Family																x							
3.	Make friends																					x		
4.	To meet new people and make new friends				x		x								x								x	
5.	I want to see and meet different groups of people																			x				
6.	I want to learn and meet new people																			x				
7.	Company with friends																					x		
8.	To meet new friends																			x				
9.	To be with the opposite sex																							x
10.	To interact with other people																			x				
11.	I like to meet new people while I'm travelling													x										
12.	Meet people and socialization									x	x	x												x
13.	To feel connected with other people and experience a sense of community				x										x									
14.	To become better friends with someone, by holiday-making together				x										x									
15.	Opportunity to meet and be with friends and family					x	x																	
16.	To travel together with a group of people who share my interests and values				x										x									
17.	To travel within a group that share my interests																							x
18.	I like to travel with like-minded friends														x									
19.	Because my partner likes to travel						x																	
20.	Time for partner		x																					
21.	Company with family																						x	
22.	To spend time with the spouse and kids																			x				
23.	To spend time with immediate family																							x
24.	Spend time with my family and grandchildren							x																
25.	I want to spend time with my family														x									
26.	To spend time with family																			x				
27.	Time for the family		x							x					x									
28.	Spend time with friends and family																				x			
29.	Spend time with family and friends on trip											x	x											





















#### 4.4.1 Mature/senior diaspora tourists' motivation

Unlike the motivations of senior tourists in general, no empirical study has examined the issue of motivation among mature/senior diaspora tourists. As a result, there are no empirically generated items from which a pool can be identified. Given this gap, it was important to first garner theoretical themes from the literature for the initial qualitative inquiry. Following this approach, 36 issues were identified as motivations for diaspora tourism (see Table 4.2) and they were categorized into six broad themes: homeland connection, roots/heritage drive, emotional drive, discovery/experiential drive, actualization/pride and family re-union. These themes can be applied to mature/senior diaspora tourists in general, and they include issues as the good old days (Huang et al., 2016), connect with one's homeland (Portes, 1999), undertake a once-in-a-life-time travel (Kasinitz et al., 2008), and make sense of the past (Huang, et al., 2016; Schramm, 2004).

For the endogenous variables (destination evaluation, place attachment, satisfaction, and future intention), items were extracted and modified from already existing dimensions. Destination evaluation included items extracted from previous studies (Baloglu & McCleary, 1999; Chen & Tsai, 2007; Veasna et al., 2013; Wong, Lee, & Lee, 2016). These items included "general level of service", "hospitable and friendly people", "attractive, with fine natural scenery", "education", and "overall image". Place attachment items were identified from previous studies of Lee et al. (2012), Prayag and Ryan (2012), Veasna et al. (2013), and Yuksel et al. (2010). They included items such as "Holidays in ... means a lot to me", "I identify strongly with ...", "... is a very special destination to me", "Holidays here is more important to me than holidays in other places", "... is the best place for what I like to do", "I am very attached to ...", and "I would not substitute any other trail for the type of recreation I do here". Satisfaction was constituted by three items, "I am satisfied with my decision to visit", "I feel good/delighted about my decision to visit" (Veasna et

al., 2013). Future intention included “intention to revisit”, “intention to recommend”, “intention to stay longer” as established in the literature (Chen & Tsai, 2007; Prayag, 2009).

Table 4.2 Initial list of selected items for mature/senior diaspora tourists’ motivation

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**Homeland connection**

1. To revisit places from the good old days (Huang et al., 2016)
2. I feel attached to parents’ homeland (Huang et al., 2016)
3. Develop a strong sense of homeland/destination loyalty (Huang et al., 2016)
4. Traveling back to the homeland was a lifelong desire (Huang et al., 2016)
5. To reinforce the connection between diasporic (Israel and Jewish) communities around the world (Di Giovine, 2009)
6. Establishing virtual and physical connections with my homeland (Portes, 1999)
7. Long to be in their hometown (Oxfeld & Long, 2004)
8. Opportunities to visit their country of origin (Kasinitz, et al., 2008)

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**Roots/heritage drive**

9. Once-in-a-lifetime trip is now often an annual event (Kasinitz et al., 2008)
10. To remain connected to one’s roots (Huang et al., 2016)
11. A strong desire to visit their ancestral home (Huang et al., 2016)
12. Take a trip back to the land of my ancestors (Huang et al., 2016)
13. Sense of loyalty towards the homeland/destination (Huang et al., 2016)
14. Gave access to personal history (Huang et al., 2016)

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**Emotional drive**

15. Search for a sense of belonging (Huang et al., 2016)
16. There is emotional attachment (Huang et al., 2016)
17. A rite-of-passage (Di Giovine, 2009)
18. There is sense of obligation (Huang et al., 2016)
19. Long for childhood home (Oxfeld & Long, 2004)
20. Long for alma mater (Oxfeld & Long, 2004)

---

**Discovery/experiential drive**

21. To discover my identity (Arnett, 2000; Huang et al., 2016)
22. To discover my roles in the greater society (Arnett, 2000)
23. To consider the issues of religion (Ioannides & Ioannides, 2004)
24. A once-in-a-lifetime experience (Shuval, 2000)
25. Search for authentic experiences (Huang et al., 2016)
26. To make sense of the past (Huang et al., 2013; Schramm, 2004)

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**Actualization/pride**

27. Alienation in the host country (Shuval, 2000)
28. To gain a sense of pride (Huang et al., 2016)
29. Instill a sense of nationalism (Louie, 2000)
30. Taking part in family rituals (Long, 2004)
31. To encourage material contributions (Louie, 2000)

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**Family re-union**

32. Visiting friends and relatives (Huang et al., 2016)
33. Return to family origin (Huang et al., 2016)
34. Visiting family and relatives (Uriely, 2010)
35. Participate in ethnic family reunion (Stephenson, 2002)
36. Visiting relatives is an important travel purpose (Huang et al., 2016)

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## 4.5 Experts' review on the initial pool of items

After generating the initial items, in-depth interviews were conducted for each stream of research – that is, senior tourists' motivation and mature/senior diaspora tourists' motivations. Here, a purposive sampling technique was useful as it requires collecting data from participants with specific expertise useful to the researcher and the research objectives at hand. Interview guides were developed based on the issues identified in the literature. It is important to note that Churchill (1979) recommends judgement (purposive) sample in such an experience-based survey. The sample should be constituted by persons who are knowledgeable about the phenomenon under investigation.

### 4.5.1 Experts' review on the initial pool of items for senior tourists' motivation construct

The first set which focuses on senior tourists' motivation was constituted by 10 senior residents in Hong Kong who were interviewed between February and May 2018. The interviewees were fluent in written and spoken English and their ages ranged from 50 years to 62 years. Two of the interviewees were retired while the rest were engaged in at least one type of occupation. All the interviewees had traveled outside Hong Kong at least once within the past year. The interview time ranged from 28 minutes to 40 minutes. The profile of the interviewees is shown in Table 4.3.

Table 4.3 Respondents' profiles for senior tourists' in-depth interviews

No.	Gender	Age	Occupation	Recent travel destination	Durantion (minutes)
1	Male	50	Professor	South Korea	30
2	Male	61	Retired	China	30
3	Female	55	Professional	Denmark	35
4	Female	56	Education	China	40
5	Female	55	Temporary resident	USA	30
6	Female	56	Temporary resident	Canada	30
7	Male	54	Temporary resident	Canada	35
8	Female	52	Housewife	Taiwan	28
9	Female	62	Retired	Singapore	30
10	Male	53	Professional	South Korea	35

The interviews began with questions on age and travel experience. Interviewees were asked to describe their general perception about leisure travel among the elderly, seniors, or mature travel market. Here, care was taken not to offend the sensitivity of interviewees. Thus, it became necessary to change terminologies occasionally. Interviewees were generally excited about a study on persons within their age cohort. They were then asked to recall and share their most recent and memorable leisure travel undertaken outside the country of current residence within the past year. Responses provided by interviewees were varied and included elements of family travel, time away from home, and the sharing of a pleasant occasion with partner. Others were motivated by the feeling of missing out on life experiences. All interviews were recorded in conformity with ethical standards such as informed consent. They were free to disengage in the interview at will.

Secondly, interviewees were provided with the list of items to ascertain the extent to which they agreed or disagreed with the items. The initial pool of items was, thus, evaluated by the participants. In this regard, content validity was examined in terms of item definition, meaning, and the extent to which items resonated with their experiences. Based on interviewees' feedback, the items were revised or excluded for lack of clarity, repetitiveness, or lack of resonance with their experiences.

After revising the initial list of items, the interviewees were invited to review and comment on the newly generated list of items (DeVellis, 2017). In total, 193 of the initial 280 list of items were removed. Overall, the remaining items were reflective of their motivations for travel. Furthermore, the items were modified in terms of wording and sentence structure, resulting in a total of 87 items for further evaluation.

#### 4.5.2 Experts' review on the initial pool of items for senior tourists' motivation construct

The second set of interviews were conducted between March and April 2018. The interviews focused on 10 mature African diaspora residents from a number of international diaspora associations. This set of interviews targeted persons of African descent who were 40 years and above. For inclusion, interviewees should have undertaken at least one travel to their homeland/motherland within the past year. The age of respondents ranged from 40 years to 52 years. The most recent travel to interviewees' homeland/motherland ranged from 3 months to a year. Participants were from different African countries, including Nigeria, Ghana, South Africa, and Liberia. The duration of the interview ranged from 25 to 35 minutes. The summary of diaspora interviewees' profile is shown in Table 4.4.

Table 4.4 Respondents' profiles for diaspora tourists' in-depth interviews

No.	Gender	Age	Occupation	Recent travel	Recent travel destination	Interview duration (minutes)
1	Male	43	DJ	1 year	Ghana	30
2	Male	45	Lecturer	6 months	Ghana	28
3	Female	45	Missionary	8 months	Liberia	30
4	Female	40	Restaurant manager	1 year	Ghana	30
5	Female	42	Housewife	7 months	South Africa	35
6	Female	40	Restaurant manager	1 year	Nigeria	30
7	Female	50	Banking professional	6 months	Nigeria	28
8	Male	49	Trader	6 months	South Africa	25
9	Female	47	Housewife	1 year	Nigeria	25
10	Male	43	Barber	3 months	Nigeria	28

The interviewees were asked to recall a trip to their motherland within the past year. Evidence of such travel, including photographs and/or other media, were enquired when available to probe further questions such as trip purpose and motivation. The interviewees were also asked to describe their most memorable experiences during the trip.

Secondly, the list of initial items from the literature on diaspora tourism was presented for evaluation by the interviewees. Where items were found to be repetitive or lacked clarity, they were modified. Third, respondents were asked to recall their experiences based on the evaluated scale items. This was done in order to identify new items which may not have been captured in the literature. Here again, the interviews were recorded to conform with ethical standards such as informed consent. Interviewees were advised prior to the interview that they could freely disengage in the interview process at any time. However, they were all willing to participate. The results of the interviews were then analyzed after which the interviewees were again invited to review the new list of items generated.

Based on the feedback from the interviewees, some items were revised. A final amendment was made to the items generated after reviews by the participants and affirmation from the researcher. In the end, 13 new items were added, 24 were revised or merged, 2 were retained, and 2 items were deleted, resulting in a total of 41 items for further exploration.

#### 4.5.3 Amendment of items for senior tourists' motivation

##### *4.5.3.1 Amendment of items on socialization and belongingness*

Based on inputs from experts, similar items were merged. For the domain “socialization and belongingness”, items related to the family were merged to (“to enjoy time with my family”). The merged items under this category include “family” (item 1), “company with family” (item 21), “to spend time with the spouse and kids” (item 22), “to spend time with immediate family” (item 23), “spend time with my family and grandchildren” (item 24), “I want to spend time with my family” (item 25), “to spend time with family” (item 26), “time for the family” (item 27), “I can spend more time with my couple or family members while traveling” (item 31), “to be together

as a family” (item 38), “to try to achieve family togetherness on a holiday” (item 39), and “to strengthen family ties” (item 46). Also, the item “for a family event” was modified to “to enjoy a family event”.

Similarly, items related to the desire to meet with friends were merged, including “make friends” (item 3), “company with friends” (item 7), “to meet new friends” (item 8), “to spend time with friends” (item 30), “to strengthen (promote) friendships” (item 45), and “I want to go to the places my friends want to go” (item 48), were merged to “to share my thoughts and feelings with others/friends”. Also, other items with more than one meaning, for example, “opportunity to meet and be with friends and family” (item 15), “spend time with family and friends on trip” (item 29), “visiting family/friends” (item 37) were deleted. Table 4.5 shows the amendments for the domain of socialization and belongingness.

Table 4.5 Modification of items to indicate socialization and belongingness

1.	Make contact with new people → To see and meet different people.
2.	Family → Merged to “To enjoy time with my family”
3.	Make friends → Merged to “To visit a place where my friends want to go”
4.	To meet new people and make new friends → Merged to “To see and meet different people”
5.	I want to see and meet different groups of people → Merged to “To see and meet different people”
6.	I want to learn and meet new people → Merged to “To see and meet different people”
7.	Company with friends → Merged to “To visit a place where my friends want to go”
8.	To meet new friends → Merged to “To see and meet different people”
9.	→ Retained “To be with the opposite sex”
10.	To interact with other people → Merged to “To interact with others”
11.	I like to meet new people while I'm travelling → Merged to “To see and meet different people”
12.	Meet people and socialization → Deleted

13.	To feel connected with other people and experience a sense of community → To feel connected with other people.
14.	To become better friends with someone, by holiday-making together → Merged to “To visit a place where my friends want to go”
15.	Opportunity to meet and be with friends and family → Merged to “To see and meet different people”
16.	To travel together with a group of people who share my interests and values → Merged to “To be with people who share my interests”
17.	To travel within a group that share my interests → Merged to “To be with people who share my interests”
18.	I like to travel with like-minded friends → Merged to “To visit a place where my friends want to go”
19.	Because my partner likes to travel → Merged to “To be with my partner”
20.	Time for partner → Merged to “To be with my partner”
21.	Company with family → Merged to “To enjoy time with my family”
22.	To spend time with the spouse and kids → Merged to “To enjoy time with my family”
23.	To spend time with immediate family → Merged to “To enjoy time with my family”
24.	Spend time with my family and grandchildren → Merged to “To enjoy time with my family”
25.	I want to spend time with my family → Merged to “To enjoy time with my family”
26.	To spend time with family → Merged to “To enjoy time with my family”
27.	Time for the family → Merged to “To enjoy time with my family”
28.	Spend time with friends and family → Deleted
29.	Spend time with family and friends on trip → Deleted
30.	To spend time with friends → Merged to “To visit a place where my friends want to go”
31.	I can spend more time with my couple or family members while traveling → Merged to “To enjoy time with my family”
32.	For a family event → To enjoy a family event
33.	To spend time with coworkers → Merged to “To visit a place where my friends want to go”
34.	Socialization → Merge to “To interact with others”
35.	Enjoy social interaction → Merge to “To interact with others”
36.	To visit a friend or relative → Deleted
37.	Visiting family/friends → Deleted

38.	To be together as a family → Merged to “To enjoy time with my family”
39.	To try to achieve family togetherness on a holiday → Merged to “To enjoy time with my family”
40.	To feel I am actively involved in the world around me → To feel involved in the world around me
41.	To share experiences with other tourists → Merged to “To share my thoughts and feelings with others/friends”
42.	Sharing the experiences → Merged to “To share my thoughts and feelings with others/friends”
43.	Share travel experience with others → Merged to “To share my thoughts and feelings with others/friends”
44.	To share my thoughts and feelings with my travelling companion → Merged to “To share my thoughts and feelings with others/friends”
45.	To strengthen (promote) friendships → Merged to “To visit a place where my friends want to go”
46.	To strengthen family ties → Merged to “To enjoy time with my family”
47.	To interact with local residents → Merged to “To interact with others”
48.	I want to go to the places my friends want to go → Merged to “To visit a place where my friends want to go”

#### 4.5.3.2 Amendment of items on ego and self-esteem

Fifteen items on “ego and self-esteem” were amended or deleted. Items depicting esteem, for example, were combined to reflect a common meaning. Item 5 “search for esteem” was combined with item 6 “to raise my self-esteem” and modified as “to gain self-esteem”. The new item “to tell others about my travel experiences” was also created from the following items: “to be able to tell stories of my holiday adventures and mishaps to my grandchildren” (item 9), “to be able to tell others about where I have been and what I have seen” (item 10), “I can talk about my travel experience with other people after returning home” (item 11), “I can talk about the places visited and the things I have seen in a foreign country” (item 12), “to be able to tell others where I have been”, “to have new things to tell friends” (item 13), “to have new things to tell friends” (item 14), “tell your friends about your trip” (item 15), “I like to be able to talk about the places I’ve visited and the things I’ve seen on trip” (item 16), “when I go home, I talk to everybody about my

trip” (item 17), “I like to talk about my vacation when get I home” (item 18) and “I like to be able to talk about my trips when I get home” (item 19).

Item 1 (“ego”) and item 4 (“to improve or renew my skills as a traveler”) were deleted because they were regarded as not meaningful by the experts. Similarly, item 2 (“do something for my beauty”) was deleted because it may not apply to a reasonable number of respondents. Item 20 (“I want to visit a country which most people value and appreciate”) was modified as “to enjoy a place others value and appreciate”. Item 3 (“prestigious character of trip”) was merged with item 21 (“travelling abroad makes me feel privileged”) and was described as “to feel privileged and/or important”. The information on the modified items is presented in Table 4.6.

Table 4.6 Modification of items to indicate ego/self-esteem

1.	Ego → Deleted
2.	Do something for my beauty → Deleted
3.	Prestigious character of trip → Merged to “To feel privileged and/or important”
4.	To improve or renew my skills as a traveler → Deleted
5.	Search for esteem → Merged to “To gain self-esteem”
6.	To raise my self-esteem → Merged to “To gain self-esteem”
7.	To enable me to go to places where my friends or rivals have not been → Deleted
8.	To gain the respect of others → Retained
9.	To be able to tell stories of my holiday adventures and mishaps to my grandchildren → Merged to “To tell others about my travel experiences”
10.	To be able to tell others about where I have been and what I have seen → Merged to “To tell others about my travel experiences”
11.	I can talk about my travel experience with other people after returning home → Merged to “To tell others about my travel experiences”
12.	I can talk about the places visited and the things I have seen in a foreign country → Merged to “To tell others about my travel experiences”
13.	To be able to tell others where I have been

	→ Merged to “To tell others about my travel experiences”
14.	To have new things to tell friends → Merged to “To tell others about my travel experiences”
15.	Tell your friends about your trip → Merged to “To tell others about my travel experiences”
16.	I like to be able to talk about the places I’ve visited and the things I’ve seen on trip → Merged to “To tell others about my travel experiences”
17.	When I go home, I talk to everybody about my trip → Merged to “To tell others about my travel experiences”
18.	I like to talk about my vacation when get I home → Merged to “To tell others about my travel experiences”
19.	I like to be able to talk about my trips when I get home → Merged to “To tell others about my travel experiences”
20.	I want to visit a country which most people value and appreciate → To enjoy a place others value and appreciate
21.	Travelling abroad makes me feel privileged → Merged to “To feel privileged and/or important”

#### 4.5.3.3 Amendment of items on escape

Items 5, 7, 8, 9, 10, 11, 12, and 13 were merged into “to escape from my routine” because they expressed the same meaning. Also, items 3 and 19 were deleted because they lacked clarity. Further, items 1 and 2 were deleted because they were considered to be similar to other items in the domains. Table 4.7 shows amendments in the escape domain.

Table 4.7 Modification of items to indicate to escape from my routine

1.	To go to a place where I can feel safe again → Deleted
2.	To feel comfortable and secure at a familiar location → Deleted
3.	Escape → Deleted
4.	This is the time I can escape from stress in daily life → To escape from the stress of daily life
5.	This is the time I can escape from the ordinary or routine environment at home → Merged to “To escape from my routine”
6.	To escape from the ordinary → To experience a change
7.	Get away from it all (daily routine) → Merged to “To escape from my routine”

8.	To enjoy a break from my routine → Merged to “To escape from my routine”
9.	Escape daily routine → Merged to “To escape from my routine”
10.	To escape routine → Merged to “To escape from my routine”
11.	I want to escape the routine of my life → Merged to “To escape from my routine”
12.	To get away from the demands at home and in daily life → Merged to “To escape from my routine”
13.	Liberation from obligations → Merged to “To escape from my routine”
14.	Time for oneself → To have time for myself
15.	To get away from doing too much thinking → To get away from doing a lot of thinking
16.	To change my surroundings for the sake of change → Merged to “To get away from the crowds”
17.	Because I sometimes like to be alone → Merged to “To avoid loneliness”
18.	Allows me to get away from the crowds → Merged to “To get away from the crowds”
19.	There should be no deadlines while on trip → Deleted
20.	I want to ease my feelings of loneliness → Merged to “To avoid loneliness”
21.	Reduce loneliness → Merged to “To avoid loneliness”

#### 4.5.3.4 Amendment of items on nature and culture

Items with meanings related to cultural sites were merged to “to experience cultural sites”. These included items 4, 8, and 18. The items pertinent to natural sites were merged to point out “to experience natural sites”. They included items 2, 6, 15 and 16. Also, items related to the experience of scenery were modified as “to experience beautiful scenery”. They included items 7 and 33. Items related to festival and events were merged to “to enjoy festivals and/or special events”. Items included in this domain are 21, 22, 23, and 24. As well, climate and weather motivation items, including items 9, 10, 11, 12 and 13, were merged to “to seek pleasant weather”. The details of the modifications are shown in Table 4.8.

Table 4.8 Modification of items to indicate nature and culture

1.	Historic sights → Merged to “To see historical sites”
2.	Nature → Merged to “To experience natural sites”
3.	Culture → Deleted
4.	Cultural and historical attractions → Merged to “To experience cultural sites”
5.	Manmade attractions → Deleted
6.	Natural Surroundings → Merged to “To experience natural sites”
7.	Beautiful scenery in final destination area → Merged to Merged to “To experience beautiful scenery”
8.	Visit and experience sights and culture → Merged to “To experience cultural sites”
9.	Good Weather → Merged to “To seek pleasant weather”
10.	Escape bad weather → Merged to “To seek pleasant weather”
11.	To escape cold weather → Merged to “To seek pleasant weather”
12.	To seek warm weather activities → Merged to “To seek pleasant weather”
13.	Climate (e.g., change of climate from your own) → Merged to “To seek pleasant weather”
14.	To escape the Irish climate → Merged to “To seek pleasant weather”
15.	Experience landscapes and nature → Merged to “To experience natural sites”
16.	Sun and beach → Merged to “To experience natural sites”
17.	To become a more cultured person → Merged to “To experience cultures different from mine”
18.	Helps me feel close to nature → Merged to “To experience natural sites”
19.	To visit historical sites → Merged to “To see historical sites”
20.	Visit museums and historical sights → Merged to “To see historical sites”
21.	Special events and attractions → Merged to “To enjoy festivals and/or special events”
22.	Specific events → Merged to “To enjoy festivals and/or special events”
23.	Visit festivals and or special events → Merged to “To enjoy festivals and/or special events”
24.	To attend festivals/special events

	→ Merged to “To enjoy festivals and/or special events”
25.	Engage in special activities → Merged to “To enjoy festivals and/or special events”
26.	I like to visit foreign cultures → Merged to “To experience cultures different from mine”
27.	It's important for me to experience different cultures and different ways of life → Merged to “To experience cultures different from mine”
28.	I want to experience cultures that are different from mine → Merged to “To experience cultures different from mine”
29.	I like to see how other people live → Merged to “To see how other people live”
30.	I want to see how other people live and their way of life → Merged to “To see how other people live”
31.	To do and see things that represent a destination’s unique identity → Merged to “To experience cultures different from mine”
32.	People → Deleted
33.	I want to visit distinctive scenery → Merged to Merged to “To experience beautiful scenery”
34.	I attend cultural events that I don’t have access to at home → Merged to “To experience cultures different from mine”
35.	To experience a different culture → Merged to “To experience cultures different from mine”

#### 4.5.3.5 Amendment of items on knowledge and/or learning

Out of the initial 17 items collated under the domain “knowledge and/or learning”, six were retained. Items with repeated meanings were merged, including item 2 “to keep me well informed and on top of what's going on”, item 3 “to expand knowledge” and item 17 “I want to enhance my knowledge about a foreign country”. The changes are shown in Table 4.9.

Table 4.9 Modification of items to indicate knowledge and/or learning

1.	Knowledge → Deleted
2.	To keep me well informed and on top of what's going on → Merged to “To expand my existing knowledge”
3.	To expand knowledge → Merged to “To expand my existing knowledge”
4.	Education → Deleted
5.	Improve skills

	→ Deleted
6.	To learn new things and enrich my life → Merged to “To gain a learning experience”
7.	To learn new things about different places, people and things → Merged to “To expand my existing knowledge”
8.	Provides a learning experience for me → Merged to “To gain a learning experience”
9.	Understand society and people’s life → Deleted
10.	Seek intellectual enrichment → Deleted
11.	I like to broaden my views. → To broaden my views
12.	I like to learn about foreign culture → Deleted
13.	Know about different culture → Deleted
14.	Know about the nature → Deleted
15.	I like to learn about wildlife and nature → Deleted
16.	Learning experience → Merged to “To gain a learning experience”
17.	I want to enhance my knowledge about a foreign country → Merged to “To expand my existing knowledge”

#### 4.5.3.6 Amendment of items on mental and physical wellbeing

The following statements were deleted for the domain “mental and physical wellbeing” because of unclear meaning: item 2 (“action”), item 5 (“challenge and stimulate oneself”), and item (“reduce pressure”). Also, items with similar meanings were merged. They included item 1 (“facilities for physical activities”), item 3 (“walking paths or other places to walk for exercise”), item 8 (“to obtain some form of physical invigoration”), and item 9 (“to engage in physical exercise”). In all, six items were retained. The details of the amended items are shown in Table 4.10.

Table 4.10 Modification of items to indicate mental and physical wellbeing

1.	Facilities for physical activities → Merged to “To engage in physical exercise”
2.	Action → Deleted
3.	Walking paths or other places to walk for exercise → Merged to “To engage in physical exercise”
4.	Availability of dietary meals → Merged to “To improve my psychological/mental health”
5.	Challenge and stimulate oneself → Deleted
6.	To challenge my mental abilities → Merged to “To improve my psychological/mental health”
7.	Sports (active) → Merged to “To enjoy a sport I like”
8.	To obtain some form of physical invigoration → Merged to “To engage in physical exercise”
9.	To engage in physical exercise → Merged to “To engage in physical exercise”
10.	Find a place to recuperate because of health problem → Merged to “To improve my psychological/mental health”
11.	Stay physically active and fit → Merged to “To engage in physical exercise”
12.	Improving mental and physical wellbeing → Merged to “To improve my psychological/mental health”
13.	Engage in physical activities → Merged to “To engage in physical exercise”
14.	To give me a chance to participate in a sport I am fond of → Merged to “To enjoy a sport I like”
15.	Sport-related activities → Merged to “To engage in physical exercise”
16.	To participate in a sport I enjoy at a different location → Merged to “To enjoy a sport I like”
17.	To relieve stress
18.	Get away from stress and worries → Merged to “To enjoy peace of mind and soul”
19.	Reduce pressure → Deleted
20.	To improve health problems → Merged to “To improve my psychological/mental health”
21.	Wellness/spa/health → Merged to “To improve my psychological/mental health”

#### 4.5.3.7 Amendment of items on rest and relaxation

The interaction with the experts revealed that some items under the domain “rest and relaxation” should be merged with others to unify meaning. They included the items 1, 2, 4, 5, 8, 9 and 11 which were merged to form the new item “to rest and relax”. Item 10 (“the main thing for me on trip is just to slow down”) was deleted because the experts noted that its meaning was vague. A new item (“to feel refreshed”) was created to express the meaning of item 9 (“a trip means being able to do nothing”) and item 12 (“I want to relieve the pressure of my life”). The changes have been presented in Table 4.11.

Table 4.11 Modification of items to indicate rest and relaxation

1.	Rest and relaxation → Merged to “To rest and relax”
2.	This is the time I can physically rest and relax → Merged to “To rest and relax”
3.	To get refreshed → To feel refreshed
4.	To relax → Merged to “To rest and relax”
5.	Relaxation → Merged to “To rest and relax”
6.	Regeneration from daily home routine and job → Merged to “To recharge away from my daily routine and/or job”
7.	To enjoy surroundings that are comforting and reassuring
8.	To relax and do nothing at all → Merged to “To rest and relax”
9.	A trip means being able to do nothing → Merged to “To feel refreshed”
10.	The main thing for me on trip is just to slow down → Deleted
11.	I want to experience the joy of relaxation → Merged to “To rest and relax”
12.	I want to relieve the pressure of my life → Merged to “To feel refreshed”

#### 4.5.3.8 Amendment of items on travel opportunity

A total of eight items were deleted from the domain “travel opportunity” as there was a general agreement among the experts that those items played little role among senior travelers. The items included item 1 (“price of roundtrip transportation”), item 2 (“price of accommodation”), item 3 (“price of meals”), item 4 (“senior discounts”), and item 5 (“to keep up with all the holiday travelling that I see others doing”). The following revisions were made: Item 7 was revised to “to enjoy my time while I can”; item 8 was revised to “it is a good way to spend my money while I can”; and item 11 was revised to “to seek outdoor recreation opportunities while I can”. Item 13 was newly added because it reflects seniors’ motivation to use their time for travel while they can. The item indicated “to enjoy my time while I can”. Table 4.12 shows the information on amendments.

Table 4.12 Modification of items to indicate travel opportunity

1.	Price of roundtrip transportation → Deleted
2.	Price of accommodations → Deleted
3.	Price of meals → Deleted
4.	Senior discounts → Deleted
5.	To keep up with all the holiday travelling that I see others doing → Deleted
6.	To go now while my health is good
7.	To make the most of my free time → To enjoy my time while I can
8.	It is a good way to spend my money → It is a good way to spend my money while I can
9.	I just want to travel, to go somewhere and do something in different environment → Deleted
10.	I just like to travel, to go somewhere and to do something → Deleted
11.	Outdoor recreation opportunities → To seek outdoor recreation opportunities while I can
12.	City trips → Deleted
13.	→ To enjoy my time while I can

#### 4.5.3.9 Amendment of items on novelty/exploration

After consultation with the experts, 11 of the 27 “novelty/exploration” senior tourist motivation items were amended. Some items, including item 2 (“enjoy nightlife”), item 5 (“diversion; see and experience something new”) and item 6 (“novelty”), were deleted because they applied only minimally to the senior cohort. The remaining items were revised and merged because they expressed a similar meaning. The following items were also newly added because they were found to be important based on the experiences of experts: “to visit a variety of restaurants”, “to visit somewhere fashionable” and “to enjoy a place where I have hoped to go”. The details of the changes can be found in Table 4.13.

Table 4.13 Modification of items to indicate novelty/ exploration

1.	Experience of exotic → To experience the exotic and/or glamorous
2.	Enjoy nightlife → Deleted
3.	Experience of nativeness → Merged to “To experience new things”
4.	To experience new things → Merged to “To experience new things”
5.	Diversion; see and experience something new → Deleted
6.	Novelty → Deleted
7.	To collect new and different experiences → Merged to “To experience new things”
8.	I want to be fully immersed in a travel experience to satisfy my curiosity → Merged to “To satisfy my curiosity”
9.	To satisfy my curiosity or increase my general knowledge → Merged to “To satisfy my curiosity”
10.	Curiosity → Merged to “To satisfy my curiosity”
11.	Experience of adventure and perhaps even risk → Merged to “To experience adventure”
12.	To be a little adventurous → Merged to “To experience adventure”

13.	Seek adventure → Merged to “To experience adventure”
14.	To be adventurous → Merged to “To experience adventure”
15.	To be adventurous and try new things → Merged to “To experience adventure”
16.	Visit places that I had never been to → Merged to “To enjoy a place I have never been”
17.	To go places I have never been before → Merged to “To enjoy a place I have never been”
18.	To go places my friends have not been → Merged to “To enjoy a place others have not been”
19.	Visit new places → Merged to “To enjoy a place I have never been”
20.	I want to see the things that I don’t normally see → Deleted
21.	I like to do the same things that the people there do → Deleted
22.	While on trip, I want to meet new people and socialize → Deleted
23.	I want to enjoy exotic food → Merged to “To enjoy exotic food”
24.	I want to see something new and exciting → To enjoy the fun of discovery
25.	I want to travel to a country that I have not visited before → Merged to “To enjoy a place I have never been”
26.	I want to see something different that I don’t normally see → Deleted
27.	→ To visit a variety of restaurants.
28.	→ To visit somewhere fashionable
29.	→ To enjoy a place where I have hoped to go

#### 4.5.3.10 Amendment of items on hedonism/entertainment

Six items for the domain “hedonism/entertainment” were deleted because they lacked a clear meaning. They were item 1 (“entertainment”), item 2 (“show-watching”), item 3 (“to experience the fun of discovery”), item 4 (“to avoid boredom”), item 5 (“to be entertained and looked after by others”), and item 11 (“I think the kind of entertainment you get on holiday is very important”). Further, items 6 and 9 were revised as “to find thrills or excitement”. Items 7 and 8

were also merged as “to have fun” whereas items 11 and 12 were merged as “to experience pleasure”. Other pleasure items (“to enjoy the sea, sand, and sun” and “to enjoy a health spa”) were newly added to manifest hedonic-related aspects of travel to overseas destinations. The details of the amendments have been presented in Table 4.14.

Table 4.14 Modification of items to indicate entertainment

1.	Entertainment → Deleted
2.	Show-watching → Deleted
3.	To experience the fun of discovery → Deleted
4.	To avoid boredom → Deleted
5.	To be entertained and looked after by others → Deleted
6.	To find thrills or excitement → Merged to “To find thrills or excitement”
7.	For fun and entertainment → Merged to “To have fun”
8.	To have fun and be entertained → Merged to “To have fun”
9.	I want to be excited → Merged to “To find thrills or excitement”
10.	I gain great pleasure from travelling → Merged to “To experience pleasure”
11.	I think the kind of entertainment you get on holiday is very important → Deleted
12.	I like the hedonic aspects of travelling abroad → Merged to “To experience pleasure”
13.	→ To enjoy the sea, sand, and sun
14.	→ To enjoy a health spa

#### 4.5.3.11 Amendment of items on quality/specification

All items under the domain “quality and specification” were deleted as the items were found to be ambiguous. Some of the items were also found to describe attributes of specific types

of destinations. Items deleted included item 4 (“tourism infrastructure”), item 5 (“upscale facilities”), item 6 (“facilities for golf”), item 7 (“facilities for golf”), and item 9 (“ability to make flexible, spontaneous decisions”). Others such as item 8 (“I travel to enjoy good food”) and item 10 (“enjoyment of comfort and pampering”) were deleted because they were found to be similar to other items within the domain. Table 4.15 shows the various changes to this domain.

Table 4.15 Modification of items to indicate quality/specification

1.	Availability of shopping facilities → Merged to “To travel for specialty shopping”
2.	Go shopping → Merged to “To travel for specialty shopping”
3.	I want to travel abroad for specialty shopping → Merged to “To travel for specialty shopping”
4.	Tourism Infrastructure → Deleted
5.	Upscale facilities → Deleted
6.	Facilities for golf → Deleted
7.	Variety of restaurants → Deleted
8.	I travel to enjoy good food. → Deleted
9.	Ability to make flexible, spontaneous decisions → Deleted
10.	Enjoyment of comfort and pampering → Deleted
11.	While on trip, I want luxury, nice food, and a comfortable place to stay → Deleted
12.	I want luxury and a comfortable place to stay → Deleted
13.	To indulge in a bit of luxury → Deleted
14.	To enjoy quality facilities and services → Deleted
15.	Enjoy different cuisines → Deleted
16.	The availability of good restaurant and good food is important in choosing a trip spot → Deleted
17.	To experience the region’s food → Deleted

18.	Special food → Deleted
19.	Budget Dining and accommodations → Deleted
20.	Comfortable lodging → Deleted
21.	I think that the kind of accommodations that you get on trip are real important → Deleted

#### 4.5.3.12 Amendment of items on self-actualization/ reflection

Six items were retained for the motivation domain “self-actualization and reflection”. The newly merged items included item 2 (“recognize myself”), item 3 (“conclusion of a phase of life by means of a trip”), and item 4 (“to enjoy life”) which were merged to refer to “to enjoy a particular phase of my life”. Items 9, 11, 12, 13, and 14 were also merged as “to make my dreams come true”. Items with meanings already discussed in previous sections were deleted. The details of the information regarding the amendment to self-actualization/reflection have been presented in Table 4.16.

Table 4.16 Modification of items to indicate self-actualization/ reflection

1.	It's important for me to go someplace fashionable on trip → Deleted
2.	Recognize myself → Merged to “To enjoy a particular phase of my life”
3.	Conclusion of a phase of life by means of a trip → Merged to “To enjoy a particular phase of my life”
4.	To enjoy life → Merged to “To enjoy a particular phase of my life”
5.	I want to enjoy and make myself happy while traveling → Deleted
6.	To help me think about who I am and what life means → To think about who I am and what my life means
7.	To find simplicity, certainty, or peace of mind and soul → Deleted
8.	Peacefulness → Deleted
9.	Gives me a feeling of self-fulfillment and accomplishment

	→ Merged to “To make my dreams come true”
10.	Fulfil my life → Merged to “To enjoy a particular phase of my life”
11.	I can fulfill my dream and self-curiosity about the country I want to visit → Merged to “To make my dreams come true”
12.	Make dreams come true → Merged to “To make my dreams come true”
13.	I have dreams about travelling all over the world → Merged to “To make my dreams come true”
14.	To visit places I have always wanted go → Merged to “To make my dreams come true”
15.	For personal growth and enrichment → Deleted
16.	Reward myself after the travail of work and earlier life → Merged to “To reward myself”
17.	Give self a treat → Merged to “To reward myself”
18.	Seek spiritual enrichment → Merged to “To seek spiritual enrichment”
19.	To experience spiritual enrichment (pilgrimages) → Merged to “To seek spiritual enrichment”
20.	Religious reasons → Merged to “To seek spiritual enrichment”
21.	I want to enrich my experience of life → Deleted
22.	I want to discover new sides of myself through travel → Merged to “To discover new sides of myself”
23.	To allow me define myself as an individual → Merged to “To think about who I am and what my life means”
24.	Pride and Patriotism → Deleted

#### 4.5.3.13 Amendment of items on nostalgia

Under the domain of “nostalgia”, items related to visiting family’s roots, including item 1 (“to make pilgrimages to places which have memories for me”) and item 6 (“revisit places that I had lived or visited”), were revised to “to visit a place where I have memories”. Item 1 (“to visit a place where my family's roots are”) and item 8 (“a trip means visiting places where my family came from”) were revised to “to trace my family’s roots”. Because the meaning of item 7 was

implicit in the other items, it was deleted. In addition, media sources such as films or photos can trigger nostalgia. Item 9 “to visit a place that has been featured on film or in photos or stories in the past” was newly created. The details of the changes can be found in Table 4.17.

Table 4.17 Modification of items to indicate nostalgia

1.	To make pilgrimages to places which have memories for me → Merged to “To visit a place where I have memories”
2.	To visit old friends → To meet old friends
3.	To visit a place where my family's roots are → Merged to “To trace my family’s roots”
4.	To be able to relive some of the good memories and good times from my past → Merged to “To reminiscence about memories and times from my past
5.	Brings back good memories → Merged to “To reminiscence about memories and times from my past”
6.	Revisit places that I had lived or visited → Merged to “To visit a place where I have memories”
7.	Nostalgia → Deleted
8.	A trip means visiting places where my family came from → Merged to “To trace my family’s roots”
9.	→ To visit a place that has been featured on film or in photos or stories in the past

#### 4.5.4 Amendment of items for mature/senior diaspora tourists’ motivation

##### 4.5.4.1 Amendment of items on diaspora tourists’ motivation

The viewpoint of the experts was valuable to the amendment and generation of measurement items for mature/senior diaspora tourists’ survey. The initial review of the literature produced 36 items. After three rounds of expert input, 41 items were identified. These items, including newly generated items, have been presented in Table 4.18. It was also necessary to consider the modification of labels for the categories of items. The new domain descriptions were “homeland connectedness”, “roots/heritage drive”, “discovery/experiential”, “pride”, “collective nostalgia”, and “escape”.

Items which shared similar meanings were merged. The newly generated items include “to visit relatives/friends in the African destinations”, “to have a sense of loyalty to the African destinations”, “to reinforce the connection to the African destination”, and “to gain a once-in-a-lifetime experience”. The revised items include “to feel attached to family homeland”, “to find an opportunity to visit country of my origin”, “to visit my childhood home”, “to remain connected to my roots”, “to take a trip back to the land of my ancestors”, “to gain access to personal history”, “to return to family origin in the African destination”, “to participate in ethnic family reunion in the African destination” and “to take part in an organized celebration/ ritual”. Other revised items include “to explore religion/ spirituality in an African destination”, “to search for authentic experiences in the African destination”, “to make sense of the past in the African destination”, “to gain a sense of pride as an African descendant”, “to gain a sense of nationalism/belonging to the African destination”, “to make contributions to the African community”, “to fulfil a sense of obligation as an African descendant”, “to revisit places from the good old days”, and “to escape alienation in my current society”.

Upon careful consideration, the following items were removed: “there is emotional attachment” and “a rite-of-passage”. Moreover, 11 new items garnered from the interaction with the experts were added to the pool of items as shown in Table 4.18. They include “to experience my home country in the African destination”, “to visit my hometown”, “to explore an African destination destination’s culture”, “to explore an African destination’s heritage (e.g. slave routes)”, “to experience cultural/ historical events I have watched/ read regarding African destination”, and “to experience something I have learned regarding the past”. Others are “to share my African heritage with family/friends”, “to escape from the stress of daily life in current society”, “to escape

from my routine in current society”, “to get away from the crowds (people or traffic)”, and “to have time for myself”.

Table 4.18 Modification of items to indicate mature/senior diaspora tourists’ motivation

<b>Homeland connectedness:</b>	
1.	I feel attached to parents’ homeland → Revised “To feel attached to family homeland”
2.	“Visiting friends and relatives”, “Visiting relatives is an important travel purpose” and “Visiting family and relatives” Merged to: → To visit relatives/friends in the African destination
3.	“Develop a strong sense of homeland/destination loyalty” and “Sense of loyalty towards the homeland/destination” merged to: → To have a sense of loyalty to the African destination
4.	To reinforce the connection between diasporic” and “Establishing virtual and physical connections with my homeland” Merged to: → To reinforce the connection to the African destination
5.	→ Added “To experience my home country in the African destination”
6.	Opportunities to visit their country of origin → Revised “To find an opportunity to visit country of my origin”
7.	Long for childhood home → Revised “To visit my childhood home”
8.	Long for alma mater → Revised “To visit my alma mater”
9.	→ Added “To visit my hometown”
<b>Roots/heritage drive:</b>	
10.	“Once-in-a-lifetime trip is now often an annual event” and “A once-in-a-lifetime experience” Merged to: → To gain a once-in-a-lifetime experience
11.	“Traveling back to the homeland was a lifelong desire” and “Long to be in their hometown” Merged to: → To travel to the African destination is a lifelong desire
12.	→ Added “To take part in an event/ festival (e.g. Emancipation Day)”
13.	To remain connected to one’s roots → Revised “To remain connected to my roots”
14.	Take a trip back to the land of my ancestors → Revised “To take a trip back to the land of my ancestors”
15.	Gave access to personal history → Revised “To gain access to personal history”
16.	Return to family origin → Revised “To return to family origin in the African destination”
17.	Participate in ethnic family reunion → Revised “To participate in ethnic family reunion in the African destination”
18.	Taking part in family rituals

	→ Revised “To take part in an organized celebration/ ritual”
<b>Discovery/experiential:</b>	
19.	→Retained “To discover my identity”
20.	To consider the issues of religion → Revised “To explore religion/ spirituality in an African destination”
21.	→ Added “To take part in a pilgrimage to the African destination”
22.	→ Added “To explore an African destination’s culture”
23.	→ Added “To explore an African destination’s heritage (e.g. slave routes)”
24.	Search for authentic experiences → Revised “To search for authentic experiences in the African destination”
25.	To make sense of the past → Revised “To make sense of the past in the African destination”
26.	There is emotional attachment → Deleted
27.	A rite-of-passage → Deleted
28.	→Retained “To discover my roles in the greater society”
<b>Pride:</b>	
29.	To gain a sense of pride → Revised “To gain a sense of pride as an African descendant”
30.	Search for a sense of belonging and “Instill a sense of nationalism” Merged to → → Revised “To gain a sense of nationalism/belonging to the African destination”
31.	To encourage material contributions → Revised “To make contributions to the African community”
<b>Collective nostalgia:</b>	
32.	There is sense of obligation → Revised “To fulfil a sense of obligation as an African descendant”
33.	→ Added “To visit a place where I have fond memories“
34.	To revisit places from the good old days → Revised “To revisit places from the good old days”
35.	→ Added “To experience cultural/ historical events I have watched/ read regarding African destination”
36.	→ Added “To experience something I have learned regarding the past”
37.	→ Added “To share my African heritage with family/friends”
<b>Escape:</b>	
38.	Alienation in the host country → Revised “To escape alienation in my current society”
39.	→ Added “To escape from the stress of daily life in current society”
40.	→ Added “To escape from my routine in current society”
41.	→ Added “To get away from the crowds (people or traffic)”
42.	→ Added “To experience a change”
43.	→ Added “To have time for myself”

#### *4.5.4.2 Amendment of items on destination evaluation, satisfaction, place attachment, and future intention constructs*

Following the input of experts, further amendments were made to the endogenous variables, including destination evaluation, place attachment, satisfaction, and future intention, as shown in Table 4.19. Destination evaluation consisted of seven items modified from previous studies. The modifications were “African destinations offer good service”, “African destinations are pleasurable places”, “African destinations are attractive places”, “African destinations are interesting”, “African destinations offer education value”, “people in the African destination are hospitable and friendly” and “overall, I have a good image of African destinations”. Place attachment comprised seven items and they included “visiting African destinations say a lot about who I am”, “African destinations are special to me”, “African destinations are more important to me than elsewhere”, “African destinations are good places to visit for holiday”, “African destinations cannot be substituted with any other”, “I have special interest in visiting the African destination”, and “I attach special meaning to African destinations”. On the other hand, satisfaction consisted of three items, including “I feel/felt satisfied about the African destination”, “I feel/felt delighted about the African destination”, and newly added “I like/liked the African destination”. Future intention was measured using four items: “I intend to recommend travel to African destinations”, “I intend to revisit African destinations”, “I intend to stay longer at an African destination”, and newly added “I intend to bring my family/children to visit the African destination”.

Table 4.19 Modification of items to indicate destination evaluation, satisfaction, place attachment, and future intention

<b>Destination evaluation:</b>	
1	General level of service → African destinations offer good service
2	Pleasure → African destinations are pleasurable places
3	Attractive → African destinations are attractive places
4	Interest → African destinations are interesting
5	Education → African destinations offer education value
6	Hospitable and friendly people → People in the African destination are hospitable and friendly
7	Overall image → Overall, I have a good image of African destinations
<b>Place attachment:</b>	
1	Visiting ... says a lot about who I am → Visiting African destinations say a lot about who I am
2	... is very special to me → African destinations are special to me
3	Holidaying here is more important to me than holidaying in other places → African destinations are more important to me than elsewhere
4	... is the best place for what I like to do → African destinations are good places to visit for holiday
5	I would not substitute any other ... for the type of recreation I do here → African destinations cannot be substituted with any other
6	I identify strongly with ... → I have special interest in visiting the African destination
7	I am very attached to ... → I attach special meaning to African destinations
<b>Satisfaction:</b>	
1	I am satisfied with my decision to visit → I feel/felt satisfied about the African destination
2	I feel good/delighted about my decision to visit → I feel/felt delighted about the African destination
3	Added → I like/liked the African destination
<b>Future intention:</b>	
1	Intention to recommend → I intend to recommend travel to African destinations
2	Intention to revisit → I intend to revisit African destinations
3	Intention to stay longer → I intend to stay longer at an African destination
4	Added → I intend to bring my family/children to visit the African destination

#### **4.6 Purification of items**

The next step after ... was purification of the newly generated items. According to Churchill (1979), the process of purification involves pre-testing, analyses, and validity checks. The aim of this process is to streamline the number of measurement items and to check the validity and applicability of the items generated. Fifty international doctoral students were asked to evaluate the research instrument on senior tourists. The doctoral students had majored in tourism and were knowledgeable about the senior travel phenomenon. Also, 40 doctoral students of African descent with membership in an international African students' union were contacted to evaluate the research instrument on mature/senior diaspora tourists. The African doctoral students were knowledgeable in diaspora related travel to the African continent. Five-point Likert type scales were employed to determine respondents' extent of agreement on the items. A number of justifications informed the use of a 5-point Likert-type scale as opposed to a 7-point Likert-type scale. First, a 5-point Likert-type scale increases response rate and quality (Babakus & Mangold, 1992). Second, a 5-point Likert-type scale reduces participants' frustration level and particularly useful where large number of items are investigated (Brooke, 1996). Third, it is simple to read out the entire list of scale descriptors with a 5-point Likert-type scale (Dawes, 2008). Fourth, a 5-point Likert-type scale enabled comparison with other studies as many motivation studies adopt this type of measurement scale (Otoo & Kim, 2018a). Questionnaires were mailed or hand-delivered to respondents.

Given that all the items were not used, adequate sampling of the domain items was helpful in minimizing measurement error (Churchill, 1979; Hinkin, 1998). However, the items showed some amount of distinctiveness (Churchill, 1979, p. 68). To ensure the internal consistency in items within a certain domain, Cronbach's coefficient was tested. A factor analysis was also

conducted to determine the number of dimensions (Hair et al., 2010; Kline, 2016). For reliability alpha, a minimum of 0.70 for a newly developed measure should be satisfied (Hinkin, 1998).

#### 4.6.1 Summary of items after purification for senior tourists

All items to measure the motivation of senior tourists were taken through a proofreading process using a language proofreading service. This process ensured that all items were logically coherent and understandable. Domain labels were also revised based on the opinions of experts. The items were then pretested and necessary changes were made. As shown in Table 4.20, the domain specifying “socialization and belongingness” comprised 13 items. The domain “ego and self-esteem” comprised six items: “escape” and “nature and culture” comprised eight items each. Others were “knowledge and/or learning” (6 items), “mental and physical wellbeing” (5 items), “rest and relaxation” (4 items), “meaningful use of opportunity” (4 items), “seeking care” (4 items), “novelty/exploration”, “hedonism” (4 items), “reflection and self-experience” (6 items), and “nostalgia” (5 items). In all, 87 senior motivation items were considered for investigation.

Table 4.20 Revision of measurement items to measure senior tourists’ motivations

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<b>Socialization and belongingness:</b>	
Mot1	To see and meet different people.
Mot2	To feel connected with other people.
Mot3	To share my thoughts and feelings with others.
Mot4	To interact with others
Mot5	To make contact with new people.
Mot6	To be with people who share my interests.
Mot7	To be with the opposite sex
Mot8	To be with my partner.
Mot9	To enjoy time with my family.
Mot10	To enjoy a family event.
Mot11	To feel involved in the world around me.
Mot12	To visit a place where my friends want to go
Mot13	To see my relatives.

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| **Ego and esteem:** | |

- 
- Mot14 To gain self-esteem.  
Mot15 To gain the respect from others.  
Mot16 To tell others about my travel experiences.  
Mot17 To enjoy a place where others value and appreciate.  
Mot18 To gain a sense of achievement or accomplishment.  
Mot19 To feel privileged or important.
- 

**Escape:**

- Mot20 To escape from the stress of daily life.  
Mot21 To escape from my routine.  
Mot22 To get away from the crowds (people or traffic).  
Mot23 To get away from doing a lot of thinking.  
Mot24 To avoid boredom.  
Mot25 To be alone  
Mot26 To experience a change.  
Mot27 To avoid loneliness.  
Mot28 To have time for myself.
- 

**Nature and culture:**

- Mot29 To experience beautiful scenery.  
Mot30 To experience natural sites.  
Mot31 To see historical sites.  
Mot32 To experience cultural sites.  
Mot33 To experience cultures different from mine.  
Mot34 To enjoy festivals and/or special events.  
Mot35 To see how other people live.  
Mot36 To seek pleasant weather.
- 

**Knowledge and/or learning:**

- Mot37 To keep myself well informed.  
Mot38 To expand my existing knowledge.  
Mot39 To learn new things and enrich my life.  
Mot40 To gain a learning experience.  
Mot41 To seek intellectual enrichment.  
Mot42 To broaden my views.
- 

**Mental and physical wellbeing:**

- Mot43 To improve my psychological/mental wellbeing.  
Mot44 To engage in physical exercise (e.g., hiking, golfing).  
Mot45 To recover/recuperate from a health problem.  
Mot46 To enjoy a sport I like  
Mot47 To relieve stress.  
Mot48 To enjoy peace of mind and soul.
- 

**Rest and relaxation:**

- Mot49 To rest and relax.  
Mot50 To recharge away from my daily routine and/or job.  
Mot51 To enjoy comforting and reassuring surroundings.  
Mot52 To feel refreshed.
- 

**Meaningful use of opportunity:**

- Mot53 To make the most of my free time while I can.
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- 
- Mot54 To seek outdoor recreation opportunities while I can.  
Mot55 It is a good way to spend my money while I can.  
Mot56 To enjoy my time while I can.

**Seeking care:**

- Mot57 To give myself a treat.  
Mot58 To enjoy some comfort and pampering.  
Mot59 To be looked after by others.  
Mot60 To be entertained by others.
- 

**Novelty/exploration:**

- Mot61 To experience new things.  
Mot62 To experience the exotic and/or glamorous.  
Mot63 To satisfy my curiosity.  
Mot64 To experience adventure.  
Mot65 To enjoy a place where I have never been.
- 
- Mot66 To enjoy the fun of discovery.  
Mot67 To enjoy exotic food.  
Mot68 To enjoy a place where others have not been.  
Mot69 To visit a variety of restaurants.  
Mot70 To visit somewhere fashionable.  
Mot71 To enjoy a place where I have hoped to go
- 

**Hedonism:**

- Mot72 To find thrills or excitement.  
Mot73 To have fun.  
Mot74 To enjoy the sea, sand, and sun.  
Mot75 To experience pleasure.  
Mot76 To enjoy a health spa
- 

**Reflection and self-experience:**

- Mot77 To think about who I am and what my life means.  
Mot78 To enjoy a particular phase of my life.  
Mot79 To reward myself.  
Mot80 To seek spiritual enrichment.  
Mot81 To make my dreams come true.  
Mot82 To discover new sides of myself.
- 

**Nostalgia:**

- Mot83 To visit a place where I have memories.  
Mot84 To meet old friends.  
Mot85 To trace my family's roots.  
Mot86 To remember times from my past.  
Mot87 To visit a place where it has been featured on film or in photos or past stories.
- 

The abbreviation 'Mot' denotes motivation.

#### 4.6.2 Summary of items after purification for mature/senior diaspora tourists

The items to measure the motivation of mature/senior diaspora tourists were also proof-read using a language editing company. Domain descriptors were revised to generate better meaning to respondents. As shown in Table 4.21, the domain measuring “homeland connectedness” comprised eight items, the domain “roots/heritage drive” comprised nine items, and the domain “discovery/experiential” comprised seven items. Others were “pride” (3 items), “collective nostalgia” (6 items), and “escape” (6 items). Altogether, 41 mature/senior diaspora tourists’ motivation items were considered for investigation.

Table 4.21 Revision of measurement items to measure mature/senior diaspora tourists’ motivations

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<b>Homeland connectedness: <i>I am motivated to travel to the African destination...</i></b>	
Mot1	To feel attached to family homeland
Mot2	To visit relatives/friends in the African destination
Mot3	To have a sense of loyalty to the African destination
Mot4	To reinforce the connection to the African destination
Mot5	To experience my home country in the African destination
Mot6	To find an opportunity to visit country of my origin
Mot7	To visit my childhood home
Mot8	To visit my alma mater
Mot9	To visit my hometown

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<b>Roots/heritage drive: <i>I am motivated to travel to the African destination...</i></b>	
Mot10	To gain a once-in-a-lifetime experience
Mot11	To travel to the African destination is a lifelong desire
Mot12	To take part in an event/ festival (e.g. Emancipation Day)
Mot13	To remain connected to my roots
Mot14	To take a trip back to the land of my ancestors
Mot15	To gain access to personal history
Mot16	To return to family origin in the African destination
Mot17	To participate in ethnic family reunion in the African destination
Mot18	To take part in an organized celebration/ ritual

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<b>Discovery/experiential: <i>I am motivated to travel to the African destination...</i></b>	
Mot19	To discover my identity
Mot20	To explore religion/ spirituality in an African destination
Mot21	To take part in a pilgrimage to the African destination
Mot22	To discover my role in the greater society
Mot23	To explore an African destination’s culture

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Mot24	To explore an African destination's heritage (e.g. slave routes)
Mot25	To search for authentic experiences in the African destination
Mot26	To make sense of the past in the African destination

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**Pride: *I am motivated to travel to the African destination...***

Mot27	To gain a sense of pride as an African descendant
Mot28	To gain a sense of nationalism/belonging to the African destination
Mot29	To make contributions to the African destination community

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**Collective nostalgia: *I am motivated to travel to the African destination...***

Mot30	To fulfil a sense of obligation as an African descendant
Mot31	To visit a place where I have fond memories
Mot32	To revisit places from the good old days
Mot33	To experience cultural/ historical events I have watched/ read regarding African destination
Mot34	To experience something I have learned regarding the past
Mot35	To share my African heritage with family/friends

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**Escape: *I am motivated to travel to the African destination...***

Mot36	To escape alienation in my current society
Mot37	To escape from the stress of daily life in current society
Mot38	To escape from my routine in current society
Mot39	To get away from the crowds (people or traffic)
Mot40	To experience a change
Mot41	To have time for myself

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The abbreviation 'Mot' denotes motivation.

#### 4.7 Pilot test

After revising the generated items, a pilot study was conducted to ensure the generalizability of the scale. The aim of the pilot study was to confirm and validate the content of the research instrument and to identify challenges related to the design of the instrument and the methods applied to the data collection. To do this, two sets of pilot studies were conducted for North American and Mainland Chinese senior tourists (hereafter Chinese senior tourists) and for mature/senior diaspora tourists.

For the North American subset, an online pilot study was conducted using a global online survey company based in the USA. A sample of 100 North Americans was involved in this pilot test. For Chinese senior travelers, an onsite data collection involving 80 Chinese/Hong Kong

seniors at the Hong Kong Avenue of Stars and the Victoria Harbor was used. Altogether, the total sample for senior tourists' pilot data was 180. The measurement of North American tourist motivations was stated in English because the sample was typically dominated by tourists from Canada and the USA. The measurement of Chinese senior tourists' motivation was stated in Cantonese and Mandarin since Cantonese and Mandarin are the dominant languages for members of this sample group.

The measurement of mature/senior diaspora tourists' motivation was also stated in English. Persons of African descent resident in the diaspora who visited Ghana in May 2018 were sampled for the test. In total, 80 persons participated in the pilot test. The mean scores of the collected data were carefully screened and relevant amendments to the questionnaire were made for the main survey.

#### 4.7.1 Result of senior tourists in the pilot test

##### *4.7.1.1 Data screening for senior tourists in the pilot test*

The data were screened for outliers, missing values, and normality. According to Kline (2016), the process of data screening entails three indicators: identification of outliers, detection of missing data, as well as check for normality of data. Higher levels of missing data require larger sample sizes in order to compensate for the loss of information. Descriptive analysis and boxplots are useful in detecting potential issues in the early stages of data analysis (Huan, Beaman, Chang, & Hsu, 2008). The Statistical Product for Service Solution (IBM SPSS) was useful in doing these checks.

Areas of particular concern included those respondents who provided the same level of responses across the items. Another area of concern was respondents who failed to respond to

salient questions, provided inconsistent information pertaining to their age, nationality or other screening questions such as interest in overseas travel. Normality tests were also performed to check skewness and kurtosis variations. Although most of the items were negatively skewed, the univariate institutionalized kurtosis suggested a normal distribution across the set of senior samples. The descriptive analysis has been presented in Table 4.22.

Table 4.22 Descriptive analysis using samples of senior tourists in the pilot test

Items	Mean	Standard Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	SE	Statistic	SE
To see and meet different people.	4.00	0.73	-0.36	0.18	-0.08	0.36
To feel connected with other people.	3.81	0.88	-0.18	0.18	-0.80	0.36
To share my thoughts and feelings with others.	3.58	1.06	-0.30	0.18	-0.60	0.36
To interact with others	2.97	1.46	0.11	0.18	-1.33	0.36
To make contact with new people.	3.94	0.79	-0.29	0.18	-0.48	0.36
To be with people who share my interests.	3.78	1.03	-0.49	0.18	-0.49	0.36
To be with the opposite sex	3.20	1.32	-0.11	0.18	-1.12	0.36
To be with my partner.	4.00	1.08	-1.00	0.18	0.29	0.36
To enjoy time with my family.	4.13	1.06	-1.26	0.18	0.92	0.36
To enjoy a family event.	3.86	1.21	-0.91	0.18	-0.19	0.36
To feel involved in the world around me.	4.09	0.88	-0.99	0.18	1.03	0.36
To visit a place where my friends want to go	3.46	1.11	-0.35	0.18	-0.48	0.36
To see my relatives.	3.10	1.35	-0.15	0.18	-1.12	0.36
To gain self-esteem.	3.16	1.44	-0.13	0.18	-1.31	0.36
To gain the respect from others.	2.97	1.46	0.11	0.18	-1.33	0.36
To tell others about my travel experiences.	3.49	1.19	-0.54	0.18	-0.59	0.36
To enjoy a place where others value and appreciate.	3.92	0.95	-0.87	0.18	0.68	0.36
To gain a sense of achievement or accomplishment.	3.79	1.12	-0.83	0.18	-0.06	0.36
To feel privileged or important.	3.04	1.38	-0.07	0.18	-1.31	0.36
To escape from the stress of daily life.	3.83	1.11	-0.61	0.18	-0.61	0.36
To escape from my routine.	3.94	0.99	-0.78	0.18	0.07	0.36
To get away from the crowds (people or traffic).	3.35	1.26	-0.30	0.18	-0.97	0.36
To get away from doing a lot of thinking.	3.22	1.30	-0.11	0.18	-1.10	0.36
To avoid boredom.	3.52	1.24	-0.51	0.18	-0.70	0.36
To be alone	2.89	1.39	-0.01	0.18	-1.34	0.36
To experience a change.	4.16	0.76	-0.66	0.18	0.12	0.36
To avoid loneliness.	3.15	1.36	-0.07	0.18	-1.25	0.36
To have time for myself.	3.56	1.25	-0.52	0.18	-0.70	0.36
To experience beautiful scenery.	4.40	0.66	-1.11	0.18	2.85	0.36
To experience natural sites.	4.32	0.71	-1.32	0.18	3.72	0.36
To see historical sites.	4.25	0.65	-0.56	0.18	0.47	0.36
To experience cultural sites.	4.26	0.60	-0.34	0.18	0.28	0.36
To experience cultures different from mine.	4.24	0.71	-0.68	0.18	0.22	0.36
To enjoy festivals and/or special events.	4.06	0.82	-0.79	0.18	1.03	0.36
To see how other people live.	4.15	0.67	-0.41	0.18	0.09	0.36
To seek pleasant weather.	3.81	0.97	-0.84	0.18	0.39	0.36
To keep myself well informed.	3.92	0.88	-0.95	0.18	1.18	0.36

Items	Mean	Standard Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	SE	Statistic	SE
To expand my existing knowledge.	4.19	0.73	-0.92	0.18	1.73	0.36
To learn new things and enrich my life.	4.28	0.71	-0.84	0.18	0.78	0.36
To gain a learning experience.	4.28	0.66	-0.60	0.18	0.37	0.36
To seek intellectual enrichment.	4.09	0.80	-0.75	0.18	0.37	0.36
To broaden my views.	4.20	0.78	-1.16	0.18	2.00	0.36
To improve my psychological/mental wellbeing.	3.86	1.00	-0.78	0.18	0.19	0.36
To engage in physical exercise (e.g., hiking, golfing).	3.48	1.08	-0.57	0.18	-0.25	0.36
To recover/recuperate from a health problem.	2.89	1.39	-0.01	0.18	-1.34	0.36
To enjoy a sport I like	3.10	1.35	-0.15	0.18	-1.12	0.36
To relieve stress.	3.65	1.11	-0.76	0.18	0.00	0.36
To enjoy peace of mind and soul.	4.05	0.90	-1.13	0.18	1.66	0.36
To rest and relax.	4.13	0.90	-1.24	0.18	1.94	0.36
To recharge away from my daily routine and/or job.	4.16	0.85	-1.10	0.18	1.50	0.36
To enjoy comforting and reassuring surroundings.	3.93	0.97	-0.97	0.18	0.85	0.36
To feel refreshed.	4.17	0.82	-1.29	0.18	2.39	0.36
To make the most of my free time while I can.	4.07	0.86	-1.00	0.18	1.46	0.36
To seek outdoor recreation opportunities while I can.	3.86	0.93	-1.11	0.18	1.53	0.36
It is a good way to spend my money while I can.	3.78	1.03	-0.94	0.18	0.48	0.36
To enjoy my time while I can.	4.26	0.77	-1.30	0.18	2.88	0.36
To give myself a treat.	4.21	0.82	-1.09	0.18	1.63	0.36
To enjoy some comfort and pampering.	3.77	1.09	-0.62	0.18	-0.30	0.36
To be looked after by others.	3.33	1.27	-0.20	0.18	-1.06	0.36
To be entertained by others.	3.48	1.21	-0.37	0.18	-0.92	0.36
To experience new things.	4.28	0.73	-1.10	0.18	2.09	0.36
To experience the exotic and/or glamorous.	3.85	0.91	-1.02	0.18	1.39	0.36
To satisfy my curiosity.	4.09	0.72	-0.59	0.18	0.45	0.36
To experience adventure.	3.76	1.00	-0.69	0.18	0.27	0.36
To enjoy a place where I have never been.	4.31	0.66	-0.91	0.18	1.59	0.36
To enjoy the fun of discovery.	4.28	0.65	-0.60	0.18	0.55	0.36
To enjoy exotic food.	3.94	0.87	-0.82	0.18	0.53	0.36
To enjoy a place where others have not been.	3.55	1.06	-0.77	0.18	0.05	0.36
To visit a variety of restaurants.	3.72	0.95	-0.77	0.18	0.36	0.36
To visit somewhere fashionable.	3.27	1.17	-0.45	0.18	-0.59	0.36
To enjoy a place where I have hoped to go	2.99	1.26	-0.08	0.18	-1.11	0.36
To find thrills or excitement.	3.18	1.04	-0.12	0.18	-0.48	0.36
To have fun.	4.09	0.74	-0.57	0.18	0.75	0.36
To enjoy the sea, sand, and sun.	3.84	0.94	-0.72	0.18	0.61	0.36
To experience pleasure.	4.07	0.83	-1.14	0.18	2.45	0.36
To enjoy a health spa	3.39	1.07	-0.55	0.18	-0.35	0.36
To think about who I am and what my life means.	3.52	1.08	-0.49	0.18	-0.29	0.36
To enjoy a particular phase of my life.	4.04	0.82	-0.95	0.18	1.49	0.36
To reward myself.	4.08	0.86	-0.90	0.18	0.98	0.36
To seek spiritual enrichment.	3.53	1.15	-0.46	0.18	-0.53	0.36
To make my dreams come true.	3.79	1.07	-0.61	0.18	-0.35	0.36
To discover new sides of myself.	3.71	0.96	-0.54	0.18	0.05	0.36
To visit a place where I have memories.	3.39	1.07	-0.55	0.18	-0.35	0.36
To meet old friends.	2.93	1.22	-0.12	0.18	-1.09	0.36
To trace my family's roots.	3.06	1.24	-0.25	0.18	-0.97	0.36
To remember times from my past.	2.99	1.26	-0.08	0.18	-1.11	0.36
To visit a place where it has been featured on film or in photos or past stories.	3.41	1.07	-0.51	0.18	-0.19	0.36

SE= Standard Error.

#### 4.7.1.2 Demographic characteristics of senior tourists in the pilot study

Table 4.23 shows the features of the respondents in the pilot study. The category of responses includes age, gender, marital status, education level, occupation, nationality/origin, ethnic background, and annual household income. The results show that 40% of the respondents were aged 55 years to 59 years. Approximately 57% of the respondents were females whereas 43% identified as males. Regarding marital status, about two-thirds (66.1%) were married and nearly half had obtained college level education (48.9%). For occupation, 27.8% of the respondents were either engaged as company employees or were retired. Also, 47.8% of the respondents were of Chinese descent whereas 46.7% were Caucasians. The income group US\$20,000 to US\$39,999 was also noted among 29.4% of the respondents.

Table 4.23 Demographic profile of senior tourists in the pilot study

Variable	Category	Frequency	Percent
Age	55-59	72	40.0
	60-64	61	33.9
	65-69	36	20.0
	70 years and above	11	6.1
Gender	Female	102	56.7
	Male	78	43.3
Marital status	Single	50	27.8
	Married	119	66.1
	Others	11	6.1
Highest educational level	Primary school or less	15	8.3
	High School graduate	68	37.8
	College graduate	88	48.9
	Others	9	5.0
Occupation	Company employee	50	27.8
	Own business	13	7.2
	Civil servant	4	2.2
	Agricultural/fishery	2	1.1
	Professional	17	9.4
	Housewife	17	9.4
	Technician	9	5.0
	Sales	4	2.2
	Education	5	2.8
	Retired	50	27.8
	Other	9	5.0

Variable	Category	Frequency	Percent
Nationality/Origin	North America (USA, Canada)	100	95.5
	China	80	1.3
Ethnic background	Caucasian	84	46.7
	African American	5	2.8
	Asian	86	47.8
	Hispanic	4	2.2
	Mixed	1	0.6
Annual household income (before tax)	Less than US\$ 20,000	19	10.6
	US\$ 20,000-39,999	53	29.4
	US\$ 40,000-59,999	44	24.4
	US\$ 60,000-79,999	27	15.0
	US\$ 80,000-99,999	19	10.6
	US\$ 100,000-119,999	8	4.4
	US\$ 120,000-139,999	5	2.8
	US\$ 140,000 or above	5	2.8

#### 4.7.1.3 Exploratory factor analysis of senior tourists' motivation in the pilot study

Exploratory factor analysis was applied to identify the underlying dimensionality in order to measure the motivations of senior tourists. Exploratory factor analysis is suitable for reducing the number of items under investigation and detecting the composition of factors suitable for subsequent analysis (Hair et al., 2010; Otoo, Gyebi, & Wireko-Gyebi, 2017). There are a number of indications to detect which factor loadings are suitable and which dimensions are acceptable for factorability. First, items should be correlated (Hair et al., 2010). A significant Bartlett's test of sphericity is valuable for this. Also, the measure of sample adequacy should be greater than 0.5 for the overall test. The eigenvalues of each derived factor should also be equal to or greater than 1. Factor loadings equal to or greater than 0.32 are also recommended (Tabachnick & Fidell, 2001). Communalities, which indicates the proportion of total shared variance, is also significant at 0.40 (Stevens, 2002). Internal reliability is also attained when Cronbach's alpha is equal to or above 0.7.

Communalities also ranged from 0.41 to 0.83, thereby explaining 41% to 83% of the variance. After numerous computations of EFA, 43 items remained with satisfactory indicators.

As shown in Table 4.24, the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) of 0.859 was significantly higher than the recommended minimum of 0.7 (Tabachnick & Fidell, 2001). Kaiser-Meyer-Olkin indicates the ratio of the squared correlation between variables to the squared partial correlations between variables (Field & Miles, 2010, p. 685). Bartlett's test of sphericity was significant at the 0.001 significance level ( $\chi^2= 5282.477$ ). The eigenvalues were all greater than 1.0, ranging from 1.14 to 12.12. All factor loadings ranged from 0.38 to 0.96. Mean values also ranged from 2.97 to 4.40, indicating a general agreement to the measurement items.

Altogether, eight domains were extracted from the EFA procedure and accounted for 72.75% of the total variance. Domain 1, "seeking knowledge/learning" explained 31.88% of the variance with a reliability coefficient of 0.91. The factor comprised six items broadly relating to the need for knowledge and intellectual enrichment. Domain 2 "seeking nostalgia" explained 14.29% of the variance with a reliability coefficient of 0.85. The factor comprised three items relating to some connection to the past. The third factor "seeking once-in-a-lifetime experience", explained 7.09% of the variance with a reliability coefficient of 0.84. Domain 3 consisted of six items. Factor 4 "achieving a sense of socialization" explained 4.75% of the variance with Cronbach's alpha of 0.87. This dimension included five items which encapsulated the need for inter-personal and social engagements among seniors in the pilot study. Domain 5 "experiencing culture/nature" entailed five items on seniors' motivation to engage in cultural and natural heritage travel. The dimension explained 4.6% of the variance and was considered reliable with 0.85 reliability coefficient. Domain 6 "seeking time with family" was constituted by three items which reveal the motivation to engage in family-related travel. This explained 3.81% of the variance and reliability coefficient of 0.86. Four items comprised Domain 7 "escaping" and reflected the motivation to travel away from one's milieu. The domain explained 3.33% of the variance on

senior motivation, reliable at 0.86 Cronbach's alpha level. The final factor, Domain 8 "Seeking self-esteem" explained 3.01% of the variance with a reliability coefficient of 0.91.

Table 4.24 Exploratory factor analysis of senior tourists' motivation in the pilot study

Domains and items	Communalities	Factor loadings	Mean
<b>Domain 1: Seeking knowledge/learning</b> (Eigenvalue= 12.12, Variance explained= 31.88, Cronbach's $\alpha$ = .91, Grand mean= 4.16)			
To keep myself well informed.	0.60	0.62	3.92
To expand my existing knowledge.	0.70	0.80	4.19
To learn new things and enrich my life.	0.79	0.91	4.28
To gain a learning experience.	0.65	0.78	4.28
To seek intellectual enrichment.	0.76	0.84	4.09
To broaden my views.	0.60	0.79	4.20
<b>Domain 2: Seeking nostalgia</b> (Eigenvalue= 5.43, Variance explained= 14.29, Cronbach's $\alpha$ = .85, Grand mean= 3.10)			
To visit a place where I have memories.	0.44	0.54	3.39
To meet old friends.	0.71	0.92	2.93
To remember times from my past.	0.66	0.87	2.99
<b>Domain 3: Seeking once-in-a-lifetime experience</b> (Eigenvalue= 2.69, Variance explained= 7.09, Cronbach's $\alpha$ = .84, Grand mean= 4.06)			
To feel refreshed.	0.52	0.38	4.17
To make the most of my free time while I can.	0.60	0.63	4.07
To seek outdoor recreation opportunities while I can.	0.47	0.57	3.86
It is a good way to spend my money while I can.	0.55	0.69	3.78
To enjoy my time while I can.	0.72	0.77	4.26
To give myself a treat.	0.50	0.41	4.21
<b>Domain 4: Achieving sense of socialization</b> (Eigenvalue= 1.80, Variance explained= 4.75, Cronbach's $\alpha$ = .87, Grand mean= 3.82)			
To see and meet different people.	0.67	0.96	4.00
To make contact with new people.	0.74	0.88	3.81
To feel connected with other people.	0.72	0.77	3.58
To share my thoughts and feelings with others.	0.65	0.47	3.94
To be with people who share my interests.	0.67	0.34	3.78
<b>Domain 5: Experiencing culture/nature</b> (Eigenvalue= 1.75, Variance explained= 4.60, Cronbach's $\alpha$ = .85, Grand mean= 4.30)			
To experience beautiful scenery.	0.65	0.70	4.40
To experience natural sites.	0.66	0.76	4.32
To see historical sites.	0.81	0.92	4.25
To experience cultural sites.	0.73	0.80	4.26
To experience cultures different from mine.	0.41	0.41	4.24
<b>Domain 6: Seeking time with family</b> (Eigenvalue= 1.45, Variance explained= 3.81, Cronbach's $\alpha$ = .86, Grand mean= 4.00)			
To be with my partner.	0.46	0.72	4.00
To enjoy time with my family.	0.83	0.90	4.13
To enjoy a family event.	0.77	0.80	3.86

<b>Domain 7: <i>Escaping</i></b> (Eigenvalue= 1.26, Variance explained= 3.33, Cronbach's $\alpha$ = .86, Grand mean= 3.59)			
To escape from the stress of daily life.	0.82	0.91	3.83
To escape from my routine.	0.61	0.75	3.94
To get away from the crowds (people or traffic).	0.70	0.66	3.35
To get away from doing a lot of thinking.	0.70	0.71	3.22
<b>Domain 8: <i>Seeking self-esteem</i></b> (Eigenvalue= 1.14, Variance explained= 3.01, Cronbach's $\alpha$ = .91, Grand mean= 3.40)			
To gain self-esteem.	0.71	0.43	3.16
To gain the respect from others.	0.75	0.39	2.97
To tell others about my travel experiences.	0.64	0.58	3.49
To enjoy a place where others value and appreciate.	0.56	0.71	3.92
To gain a sense of achievement or accomplishment.	0.72	0.82	3.79
To feel privileged or important.	0.76	0.43	3.04

#### 4.7.1.4 Revision of questionnaire for the main survey on senior tourists

The pilot study conducted for senior tourists ensured that problems regarding research instrument design and method of data collection were adequately addressed prior to the main survey. It was also important in determining issues of cost and duration of the survey. The pilot test compelled a reconsideration of the items tested for senior tourists' motivations. Among these, it was identified that seven items were particularly not related to the motivation of senior tourists.

Two items for socialization and belongingness "to interact with others" and "to be with the opposite sex" were removed. Under escape domain, one item "to be alone" was removed. Another item under the domain mental and physical wellbeing "to enjoy a sport I like" was removed given its lack of applicability to seniors involved in the pilot study. One item under the domain novelty/exploration "to enjoy a place where I have hoped to go" was deleted as it expressed the meaning conveyed in other items such as "to enjoy a place I have never been". An item under the domain hedonism, "to enjoy a health spa" was also excluded because although it highlights the motive of senior spa goers and fails to capture the motive of other types of seniors.

Furthermore, the approach to data collection was revised because of issues arising from the pilot study. For Chinese tourists, four research assistants were trained to assist with data collection

in Chinese provinces. They were also trained to provide assistance to persons who may be constrained in filling out the questionnaires. For North American seniors, it became apparent to limit the scope of respondents to the USA and Canada because most of the respondents were from these countries, with few numbers from European countries. The fact that the online panel data collection company employed for this study was based in the USA further informed this decision. The final revision of items for the main survey on senior tourists' motivations is shown in Table 4.25.

**Table 4.25** Items for the main survey for senior tourist

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<b>Socialization and belongingness:</b>	
1	To see and meet different people.
2	To feel connected with other people.
3	To share my thoughts and feelings with others.
4	To make contact with new people.
5	To be with people who share my interests.
6	To be with my partner.
7	To enjoy time with my family.
8	To enjoy a family event.
9	To feel involved in the world around me.
10	To visit a place where my friends want to go.
11	To see my relatives/friends.

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<b>Ego and esteem:</b>	
1	To gain self-esteem.
2	To gain the respect from others.
3	To tell others about my travel experiences.
4	To enjoy a place where others value and appreciate.
5	To gain a sense of achievement or accomplishment.
6	To feel privileged or important.

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<b>Escape:</b>	
1	To escape from the stress of daily life.
2	To escape from my routine.
3	To get away from the crowds (people or traffic).
4	To get away from doing a lot of thinking.
5	To avoid boredom.
6	To experience a change.
7	To avoid loneliness.
8	To have time for myself.

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<b>Nature and culture:</b>	
1	To experience beautiful scenery.
2	To experience natural sites.

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- 
- 3 To see historical sites.
  - 4 To experience cultural sites.
  - 5 To experience cultures different from mine.
  - 6 To enjoy festivals and/or special events.
  - 7 To see how other people live.
  - 8 To seek pleasant weather.
- 

**Knowledge and/or learning:**

- 1 To keep myself well informed.
  - 2 To expand my existing knowledge.
  - 3 To learn new things and enrich my life.
  - 4 To gain a learning experience.
  - 5 To seek intellectual enrichment.
  - 6 To broaden my views.
- 

**Mental and physical wellbeing:**

- 1 To improve my psychological/mental wellbeing.
  - 2 To engage in physical exercise (e.g., hiking, golfing).
  - 3 To recover/recuperate from a health problem.
  - 4 To relieve stress.
  - 5 To enjoy peace of mind and soul.
- 

**Rest and relaxation:**

- 1 To rest and relax.
  - 2 To recharge away from my daily routine and/or job.
  - 3 To enjoy comforting and reassuring surroundings.
  - 4 To feel refreshed.
- 

**Meaningful use of opportunity:**

- 1 To make the most of my free time while I can.
  - 2 To seek outdoor recreation opportunities while I can.
  - 3 It is a good way to spend my money while I can.
  - 4 To enjoy my time while I can.
- 

**Seeking care:**

- 1 To give myself a treat.
  - 2 To enjoy some comfort and pampering.
  - 3 To be looked after by others.
  - 4 To be entertained by others.
- 

**Novelty/exploration:**

- 1 To experience new things.
  - 2 To experience the exotic and/or glamorous.
  - 3 To satisfy my curiosity.
  - 4 To experience adventure.
  - 5 To enjoy a place where I have never been.
  - 6 To enjoy the fun of discovery.
  - 7 To enjoy exotic food.
  - 8 To enjoy a place where others have not been.
  - 9 To visit a variety of restaurants.
  - 10 To visit somewhere fashionable.
- 

**Hedonism:**

- 1 To find thrills or excitement.
  - 2 To have fun.
-

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3	To enjoy the sea, sand, and sun.
4	To experience pleasure.

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**Reflection and self-experience:**

1	To think about who I am and what my life means.
2	To enjoy a particular phase of my life.
3	To reward myself.
4	To seek spiritual enrichment.
5	To make my dreams come true.
6	To discover new sides of myself.

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**Nostalgia:**

1	To visit a place where I have memories.
2	To meet old friends.
3	To trace my family's roots.
4	To remember times from my past.
5	To visit a place where it has been featured on film or in photos or past stories.

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#### 4.7.2 Result on mature/senior diaspora tourists in the pilot test

##### 4.7.2.1 Descriptive and normality test for mature/senior diaspora tourists (pilot study)

A preliminary investigation of diaspora tourists was conducted at the Centre for National Culture and the Kwame Nkrumah Mausoleum both in Accra, Ghana, in May 2018. The aim of this investigation was to identify the nature of responses from an actual sample of diaspora tourists and make revisions where necessary.

Once again, the data were screened for outliers and missing values and normality test was conducted. Cases which contained significant outliers and missing data were excluded from the analysis. A normality test was conducted to inform the skewness and kurtosis variations in the pilot study. The result, as reported in Table 4.26, indicate that all items were within the acceptable range for skewness from -0.38 to 1.91 (Hair et al., 2010). The univariate institutionalized kurtosis generally indicated a normal distribution across the data although the item “Mot23” showed a value greater than 3 (Brown, 2006).

Table 4.26 Descriptive analysis using samples of mature/senior diaspora tourists in the pilot test

Items	Standard		Skewness		Kurtosis	
	Mean Statistic	deviation Statistic	Statistic	SE	Statistic	SE
To feel attached to family homeland	4.05	1.04	-0.86	0.27	-0.16	0.53
To visit relatives/friends in the African destination	3.93	1.07	-0.73	0.27	-0.19	0.53
To have a sense of loyalty to the African destination	4.24	0.81	-0.91	0.27	0.33	0.53
To reinforce the connection to the African destination	4.39	0.66	-0.65	0.27	-0.56	0.53
To experience my home country in the African destination	4.26	0.92	-1.44	0.27	2.36	0.53
To find an opportunity to visit country of my origin	4.24	0.94	-1.44	0.27	2.20	0.53
To visit my childhood home	3.41	1.48	-0.38	0.27	-1.25	0.53
To visit my alma mater	3.47	1.49	-0.40	0.27	-1.26	0.53
To visit my hometown	3.76	1.35	-0.70	0.27	-0.75	0.53
To gain a once-in-a-lifetime experience	4.15	1.11	-1.20	0.27	0.66	0.53
To travel to the African destination is a lifelong desire	4.36	0.89	-1.45	0.27	1.97	0.53
To take part in an event/ festival (e.g. Emancipation Day)	3.97	1.23	-1.15	0.27	0.39	0.53
To remain connected to my roots	4.23	0.99	-1.27	0.27	0.92	0.53
To take a trip back to the land of my ancestors	4.32	1.00	-1.62	0.27	2.19	0.53
To gain access to personal history	3.93	1.20	-0.85	0.27	-0.39	0.53
To return to family origin in the African destination	4.00	1.22	-0.97	0.27	-0.28	0.53
To participate in ethnic family reunion in the African destination	3.80	1.31	-0.79	0.27	-0.59	0.53
To take part in an organized celebration/ ritual	3.77	1.24	-0.69	0.27	-0.39	0.53
To discover my identity	4.15	0.92	-0.71	0.27	-0.55	0.53
To explore religion/ spirituality in an African destination	3.75	1.34	-0.69	0.27	-0.74	0.53
To take part in a pilgrimage to the African destination	4.13	1.07	-1.01	0.27	-0.02	0.53
To discover my role in the greater society	4.09	1.21	-1.13	0.27	0.19	0.53
To explore an African destination's culture	4.38	0.88	-1.53	0.27	2.32	0.53
To explore an African destination's heritage (e.g. slave routes)	4.42	0.84	-1.60	0.27	2.84	0.53
To search for authentic experiences in the African destination	4.49	0.81	-1.91	0.27	4.23	0.53
To make sense of the past in the African destination	4.48	0.76	-1.23	0.27	0.50	0.53
To gain a sense of pride as an African descendant	4.50	0.73	-1.51	0.27	2.10	0.53
To gain a sense of nationalism/belonging to the African destination	4.48	0.71	-1.01	0.27	-0.30	0.53
To make contributions to the African destination community	4.45	0.69	-1.13	0.27	0.99	0.53
To fulfil a sense of obligation as an African descendant	4.25	0.93	-1.10	0.27	0.27	0.53
To visit a place where I have fond memories	3.93	1.16	-0.91	0.27	-0.12	0.53
To revisit places from the good old days	3.91	1.21	-0.84	0.27	-0.46	0.53
To experience cultural/ historical events I have watched/read regarding African destination	4.40	0.79	-1.34	0.27	1.46	0.53
To experience something I have learned regarding the past	4.45	0.73	-1.34	0.27	1.73	0.53
To share my African heritage with family/friends	4.42	0.79	-1.21	0.27	0.75	0.53
To escape alienation in my current society	3.93	1.27	-0.90	0.27	-0.44	0.53
To escape from the stress of daily life in current society	4.01	1.21	-1.03	0.27	0.04	0.53
To escape from my routine in current society	4.07	1.17	-1.07	0.27	0.13	0.53
To get away from the crowds (people or traffic)	3.77	1.36	-0.71	0.27	-0.76	0.53
To experience a change	4.33	1.03	-1.63	0.27	2.00	0.53
To have time for myself	4.24	1.06	-1.22	0.27	0.41	0.53

SE= Standard Error.

#### 4.7.2.2 Demographic characteristics of mature/senior diaspora tourists in the pilot study

Table 4.27 presents the sociodemographic profile of respondents in the pilot study. Age, gender, marital status, education level, occupation, nationality/origin, and annual household income were included. The results show that 51.3% of the respondents were aged 45 years to 50 years. There were also more females (56.3%) than males (43.7%). Regarding marital status, 56.3% were married while 40% were unmarried. Also, 43.8% of the sample in the pilot study had obtained a college level education and 37.5% were employed as professionals. Meanwhile, slightly more than half of the respondents (53.8%) were from the USA, followed by Jamaica (15%), and the UK (6.3%). Nearly half of the respondents (48.8%) had their ancestral roots in Africa. Also, 26.3% of the respondents earned between US\$79,000 and US\$89,999 and between US\$90,000 and US\$109,999 each. Based on the issues emerging from the field, an age criterion of 45 years and above was agreed upon to account for this market as reported in some previous studies (e.g., Mitas et al. 2012; Taylor & Prideaux, 2008). Second, initial field investigations revealed that the segment above 54 years were particularly difficult to reach.

Table 4.27 Demographics of mature/senior diaspora tourists in the pilot study

Variable	Category	Frequency	Percent
Age	45-50 years	41	51.3
	51-55 years	18	22.5
	56-60 years	12	15.0
	Above 60 years	9	11.2
Gender	Female	45	56.3
	Male	35	43.7
Marital status	Single	32	40.0
	Married	45	56.3
	Others	3	3.7
Highest educational level	Primary/ Middle school degree	3	3.7
	High School degree	11	13.7
	College graduate	35	43.8
	Others	31	38.8
Occupation	Company employee	5	6.3
	Own business	15	18.8
	Civil servant	7	8.8

	Agricultural/ fishery	1	1.3
	Professional	22	27.5
	Housewife	2	2.5
	Technician	19	23.8
	Sales service	5	6.3
	Education	4	5.0
	Retired	5	6.3
	Others	15	18.8
Country of origin/Nationality	USA	43	53.8
	Jamaica	12	15.0
	UK	5	6.3
	Canada	4	5.0
	Belgium	3	3.8
	Cuba	2	2.5
	German	2	2.5
	Others (Bermuda, Bahamas, Guyana, etc.)	9	11.3
Ancestry/ Roots	My ancestry was from Africa	39	48.8
	My grandparents were from Africa	12	15.0
	My great grandparents were from Africa	11	13.8
	My parents were from Africa	10	12.5
	Others	8	10.0
Annual household income (before tax)	Less than US\$10,000	7	8.8
	US\$ 10,000-29,999	2	2.5
	US\$ 30,000-49,999	6	7.5
	US\$ 50,000-69,999	6	7.5
	US\$ 70,000-89,999	21	26.3
	US\$ 90,000-109,999	21	26.3
	US\$ 110,000 or above	7	8.8
	Other	10	12.5

#### 4.7.2.3 Exploratory factor analysis of diaspora tourists' motivation in the pilot study

EFA was also conducted using the items on mature diaspora tourists' motivation scale. This was done to pre-identify dimensions for the main survey and to reduce the number of items for the scale. Principal axis factoring and oblique rotation were utilized as the factors correlated with each other (Field, 2013; Hair et al., 2010). Indicators discussed earlier (including factor loading, communalities, eigenvalues) were applied in this section as well. First, only factors with eigenvalues equal to or higher than one (1) were retained for analysis. Second, only items with communalities greater than 0.4 were retained. Third, items with factor loadings lower than 0.32

were excluded at this stage. Consequently, 11 items were excluded while 28 items remained for further exploration.

Table 4.28 shows the results of the EFA with item, factor loadings, and communality, variance extracted, mean scores, and reliability indicators. Overall, the result accounted for 77.29% of the variance on the motivation of mature/senior diaspora tourists. Communalities ranged from 0.52 to 0.93, indicating that the factors accounted for 52% to 93% of the variance. KMO measure of sampling adequacy also supported the factorability of the data (0.839). Bartlett's test of sphericity also indicated a suitable data for factor analysis ( $\chi^2= 2313.659, p= 0.000$ ). All reliability coefficients were above the suggested 0.7 threshold (Hair et al., 2010).

Overall, five distinct domains were extracted from the exploratory process. Factor 1 "Achieving a sense of pride and learning" explained 47.76% of the variance with a reliability coefficient of 0.94. This factor comprised eight items which related to gaining a sense of pride and some intellectual enrichment at the destination. Factor 2 "Escaping" consisted of six items, measuring the need to draw away from one's environment or routine. The factor accounted for 10.36% of the variance and recorded reliability coefficient of 0.93. Factor 3 "Seeking connectedness" suggested a sense of seeking to establish a sense of affiliation to the African homeland/motherland. The factor included five items and explained 7.59% of the variance. The Cronbach's alpha measure of reliability (0.89) indicated the factor was reliable. Factor 4 was given the description "Attending diaspora events and exploring and spirituality" and consisted of five items related to the desire to be part of a ceremonial, historic, or spiritual event. Factor 4 explained 6.4% of the variance with a reliability coefficient of 0.92). Factor 5 "Seeking memorable experience" reflected the desire to seek an unforgettable or memorable experience in the African

motherland/homeland. This factor also explained 5.18% of the overall variance with Cronbach's alpha value of 0.85.

Table 4.28 EFA of mature/senior diaspora tourists' motivation in the pilot study

Dimensions and items	Factor		
	Communality	loading	Mean
<b>Dimension 1:</b> Achieving a sense of pride and learning (Eigenvalue= 13.37, Variance explained= 47.76, Cronbach's $\alpha$ = .94, Grand mean= 4.43)			
To make sense of the past in the African motherland/ homeland	0.81	0.75	4.48
To gain a sense of pride as an African descendant	0.92	0.94	4.50
To gain a sense of nationalism/belonging to the African motherland/ homeland	0.90	0.85	4.48
To make contributions to the African motherland/ homeland community	0.90	0.94	4.45
To fulfil a sense of obligation as an African descendant	0.87	0.77	4.25
To experience cultural/ historical events I have watched/ read regarding African motherland/ homeland	0.84	0.61	4.40
To experience something I have learned regarding the past	0.75	0.44	4.45
To share my African heritage with family/friends	0.84	0.75	4.42
<b>Dimension 2:</b> Escaping (Eigenvalue= 2.90, Variance explained= 10.36, Cronbach's $\alpha$ = .93, Grand mean= 4.06)			
To escape alienation in my current society	0.78	0.76	3.93
To escape from the stress of daily life in current society	0.79	0.85	4.01
To escape from my routine in current society	0.93	0.98	4.07
To get away from the crowds (people or traffic)	0.87	0.90	3.77
To experience a change	0.57	0.70	4.33
To have time for myself	0.60	0.57	4.24
<b>Dimension 3:</b> Seeking connectedness (Eigenvalue= 2.13, Variance explained= 7.59, Cronbach's $\alpha$ = .89, Grand mean= 4.17)			
To feel attached to family homeland	0.60	0.82	4.05
To visit relatives/friends in the African motherland/ homeland	0.91	0.90	3.93
To have a sense of loyalty to the African motherland/ homeland	0.80	0.74	4.24
To reinforce the connection to the African motherland/ homeland	0.70	0.56	4.39
To experience my home country in the African motherland/ homeland	0.52	0.59	4.26
<b>Dimension 4:</b> Attending diaspora events and exploring and spirituality (Eigenvalue= 1.79, Variance explained= 6.40, Cronbach's $\alpha$ = .92, Grand mean= 3.95)			
To take part in an event/ festival (e.g. Emancipation Day)	0.73	0.75	3.97
To participate in ethnic family reunion in the African motherland/ homeland	0.73	0.68	3.80
To take part in an organized celebration/ ritual	0.70	0.67	3.77
To explore religion/ spirituality in an African motherland/ homeland	0.72	0.39	4.13
To take part in a pilgrimage to the African motherland/ homeland	0.77	0.56	4.09
<b>Dimension 5:</b> Seeking memorable experience (Eigenvalue= 1.45, Variance explained= 5.18, Cronbach's $\alpha$ = .85, Grand mean= 4.26)			
To gain a once-in-a-lifetime experience	0.61	0.92	4.15
To travel to the African motherland/ homeland is a lifelong desire	0.64	0.77	4.36
To remain connected to my roots	0.72	0.69	4.23
To take a trip back to the land of my ancestors	0.68	0.54	4.32

EFA was also conducted on the constructs destination evaluation, place attachment, satisfaction, and future intention as reported in Table 4.29. For the analysis, only factors with eigenvalues less than one were excluded. Only items with communalities greater than 0.40 were considered as recommended in previous studies (Stevens, 2002). A Cronbach's alpha greater than 0.7 also indicates the internal consistency of the data.

The extraction of items on destination evaluation generated a single-factor solution where the eigenvalue was 4.88. The factor explained 69.7% of the variance. KMO measure of sampling adequacy was 0.85 and Bartlett's test of sphericity was significant ( $\chi^2= 446.42, p= 0.000$ ). Communalities for this dimension explained approximately 57.7% to 78% of the variance in the dimension. Cronbach's alpha coefficient of 0.92 indicated the reliability of the dimension.

The extraction of seven items on place attachment also generated a single-factor solution where the eigenvalue was 5.33. The factor accounted for 76.1% of the variance in the variable. KMO value (0.85) and a significant Bartlett's test of sphericity ( $\chi^2= 557.74, p= 0.000$ ) support the factorability of the data. The variable is also reliable with a reliability coefficient of 0.95. The communality scores further indicate that 72% to 82% of the variance was accounted for by the factor.

The factor analysis using four items to measure future intention also generated a single-factor solution where the eigenvalue of 3.31 was recorded. The extracted factor explained approximately 82.6% of the variance in the variable. The KMO measure of sampling adequacy of 0.74 and Bartlett's test of sphericity ( $\chi^2= 273.45, p= 0.000$ ) also indicate the suitability of the data for factor analysis. In addition, the Cronbach's alpha value of 0.92 indicated reliability for the data. Communalities of each item ranged from 0.78 to 0.85, indicating that the factor accounted for 78% to 85% of the variance in the variables.

The factor indicating satisfaction consisted of three items and generated a single-factor solution. The eigenvalue recorded was 2.7 and explained 89.9% of the variance. KMO measure of sampling adequacy value of 0.74 and Bartlett's test of sphericity ( $\chi^2= 224.99, p= 0.000$ ) support the factorability of the data. The reliability coefficient of 0.94 also supports the internal consistency of the variable. The communalities of each item ranged from 0.93 to 0.97, indicating that the factor accounted for 93% to 97% of the variance in the satisfaction domain.

Table 4.29 EFA of mature/senior diaspora tourists' destination evaluation, place attachment, satisfaction, and future intention in the pilot study

Dimensions and items	Factor		Mean
	Community	loading	
<b>Dimension 1: Destination evaluation (Eigenvalue= 4.88, Variance explained= 69.70, Cronbach's <math>\alpha= .92</math>, Grand mean= 4.57)</b>			
African destinations offer good service	0.58	0.76	4.37
African destinations are pleasurable places	0.65	0.81	4.50
African destinations are attractive places	0.78	0.88	4.56
African destinations are interesting	0.70	0.84	4.67
African destinations offer education value	0.65	0.80	4.61
People in the African destinations are hospitable and friendly	0.75	0.86	4.69
Overall, I have a good image of African destinations	0.77	0.88	4.66
<b>Dimension 1: Place attachment (Eigenvalue= 5.33, Variance explained= 76.07, Cronbach's <math>\alpha= .95</math>, Grand mean= 4.40)</b>			
Visiting African destinations say a lot about who I am	0.77	0.88	4.38
African destinations are special to me	0.82	0.90	4.42
African destinations are more important to me than elsewhere	0.72	0.85	4.24
African destinations are good places to visit for holiday	0.72	0.85	4.37
African destinations cannot be substituted with any other	0.74	0.86	4.41
I have special interest in visiting the African destinations	0.82	0.91	4.50
I attach special meaning to African destinations	0.75	0.86	4.48
<b>Dimension 1: Future intention (Eigenvalue= 3.31, Variance explained= 82.63, Cronbach's <math>\alpha= .92</math>, Grand mean= 4.57)</b>			
I intend to recommend visit to African motherland/ homeland destinations	0.85	0.92	4.63
I intend to revisit African motherland/ homeland destinations	0.85	0.92	4.60
I intend to stay longer at an African motherland/ homeland destination	0.83	0.91	4.50
I intend to bring my family/children to visit the African motherland/ homeland	0.78	0.88	4.56

<b>Dimension 1: Satisfaction (Eigenvalue= 2.70, Variance explained= 89.89, Cronbach's <math>\alpha</math>= .94, Grand mean= 4.46)</b>			
I feel/felt satisfied about the African homeland/motherland destination	0.97	0.94	4.37
I feel/felt delighted about the African homeland/motherland destination	0.94	0.97	4.48
I like/ liked the African homeland/motherland destination	0.93	0.93	4.54

#### 4.7.2.4 Revision of questionnaire for the main survey on mature/senior diaspora tourists

A pilot study involving 80 mature/senior diaspora tourists was conducted after which the research instrument was revised prior to the main survey in Ghana. In all, 39 items were retained because they adequately reflected the motivations of diaspora tourists. The final revision of items on mature/senior diaspora tourists' motivation, destination evaluation, satisfaction, place attachment, and future intention is shown in Table 4.30.

Two items "to visit my alma mater" and "to discover my roles in the greater society" were deleted because they were unrelated to the target of the study. The first item "to visit my alma mater" was removed because it failed to reflect the criteria for the motivation of persons who are core diaspora tourists. Persons who visit for this motive were more likely to be Ghanaians living abroad rather than diaspora tourists. The second item "to discover my roles in the greater society" was removed because it was ambiguous.

The questionnaire was also revised to convey a clearer meaning to the respondents. For instance, rather than using terms such as "diaspora destination" which imply the origin of the diaspora tourist, this was revised to "African homeland/motherland destination". As well, several sentences were revised to convey a clearer meaning to respondents.

After the pilot study, it was also identified that data collection at the Kwame Nkrumah Mausoleum in Accra was problematic as the tourist site received fewer tourists on the average. Information gathered from tour guides during the pilot study suggested that the period of June to

September was more suitable for the data collection on the target population. The pilot study was also an opportunity for the researcher to acquaint himself with potential challenges during the onsite survey. For instance, issues of proper timing and incentives to tour guides at attraction sites were noted. This information was valuable during the main field survey.

Table 4.30 Major items retained for the main study on mature/senior diaspora tourist survey

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**Homeland connectedness:**

- 1 To feel attached to family homeland
- 2 To visit relatives/friends in the African homeland/ motherland
- 3 To have a sense of loyalty to the African homeland/ motherland
- 4 To reinforce the connection to the African homeland/ motherland
- 5 To experience my home country in the African homeland/ motherland
- 6 To find an opportunity to visit country of my origin
- 7 To visit my childhood home
- 8 To visit my hometown

---

**Roots/heritage drive:**

- 1 To gain a once-in-a-lifetime experience
- 2 To travel to the African homeland/ motherland is a lifelong desire
- 3 To take part in an event/ festival (e.g. Emancipation Day)
- 4 To remain connected to my roots
- 5 To take a trip back to the land of my ancestors
- 6 To gain access to personal history
- 7 To return to family origin in the African homeland/ motherland
- 8 To participate in ethnic family reunion in the African homeland/ motherland
- 9 To take part in an organized celebration/ ritual

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**Discovery/experiential:**

- 1 To discover my identity
- 2 To explore religion/ spirituality in an African homeland/ motherland
- 3 To take part in a pilgrimage to the African homeland/ motherland
- 4 To explore an African homeland/ motherland destination's culture
- 5 To explore an African homeland/ motherland's heritage (e.g. slave routes)
- 6 To search for authentic experiences in the African homeland/ motherland
- 7 To make sense of the past in the African homeland/ motherland

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**Pride:**

- 1 To gain a sense of pride as an African descendant
- 2 To gain a sense of nationalism/belonging to the African homeland/ motherland
- 3 To make contributions to the African homeland/ motherland community

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**Collective nostalgia:**

- 1 To fulfil a sense of obligation as an African descendant
- 2 To visit a place where I have fond memories
- 3 To revisit places from the good old days

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4	To experience cultural/ historical events I have watched/ read regarding African homeland/ motherland
5	To experience something I have learned regarding the past
6	To share my African heritage with family/friends

---

**Escape:**

- |   |  |
|---|--|
| 1 | To escape alienation in my current society                 |
| 2 | To escape from the stress of daily life in current society |
| 3 | To escape from my routine in current society               |
| 4 | To get away from the crowds (people or traffic)            |
| 5 | To experience a change                                     |
| 6 | To have time for myself                                    |
- 

**Destination evaluation:**

- |   |   |
|---|---|
| 1 | African homeland/ motherland destinations offer good service              |
| 2 | African homeland/ motherland destinations are pleasurable places          |
| 3 | African homeland/ motherland destinations are attractive places           |
| 4 | African homeland/ motherland destinations are interesting                 |
| 5 | African homeland/ motherland destinations offer education value           |
| 6 | People in the African homeland/ motherland are hospitable and friendly    |
| 7 | Overall, I have a good image of African homeland/ motherland destinations |
- 

**Place attachment:**

- |   |   |
|---|---|
| 1 | Visiting African homeland/ motherland destinations say a lot about who I am       |
| 2 | African homeland/ motherland destinations are special to me                       |
| 3 | African homeland/ motherland destinations are more important to me than elsewhere |
| 4 | African homeland/ motherland destinations are good places to visit for holiday    |
| 5 | African homeland/ motherland destinations cannot be substituted with any other    |
| 6 | I have special interest in visiting the African homeland/ motherland              |
| 7 | I attach special meaning to African homeland/ motherland destinations             |
- 

**Satisfaction:**

- |   |   |
|---|---|
| 1 | I feel/felt satisfied about the African homeland/motherland destination |
| 2 | I feel/felt delighted about the African homeland/motherland destination |
| 3 | I like/liked the African homeland/motherland destination                |
- 

**Future intentions:**

- |   |  |
|---|--|
| 1 | I intend to recommend travel to African homeland/ motherland destinations      |
| 2 | I intend to revisit African homeland/ motherland destinations                  |
| 3 | I intend to stay longer at an African homeland/ motherland destination         |
| 4 | I intend to bring my family/children to visit the African homeland/ motherland |
- 

## 4.8 Main survey

The main survey was conducted in two ways: first, by using an online survey company for senior travelers from the USA and Canada. For this study, Canada and USA were considered as

“North American” senior tourists. This approach ensured that the final output was reliable and it also made it possible to collect data from different settings.

Data for the mature/senior diaspora tourists were collected in Ghana between July and September 2018. This date also coincides with the annual Pan-African Historical Festival (PANAFEST) and Emancipation Day. The government of Ghana host this event and the Ministry of Tourism is the main organizer. The event targets the largest gathering of people of African roots in the diaspora to the African motherland. The data were collected at the Cape Coast and Elmina Castles in the Central Region of Ghana. Both castles are former slave holding points where slaves were held as captives before transported to the diaspora until the abolishment of the slave trade in 1865.

#### 4.8.1 Sample frame

To define the sample frame for the main study on senior tourists, senior tourists were sampled in line with the following screening criteria:

1. Persons aged 55 or above for senior tourists. To ensure this, respondents were required to state their age.
2. As applied in the existing literature, the study employed a three-year past travel experience to qualify persons in this study as senior tourists (Kim et al., 2016; Oppermann, 2000). This study considers that a time later than three years greatly hinders one’s ability to adequately remember one’s memorable experiences.
3. The samples for this study must also have an intention to travel for leisure within the next three years.

4. The samples should reside in America or Canada for North American seniors and China for Chinese seniors.

To define the sample frame for the main survey on mature/senior diaspora tourists, the study adopted the following screening criteria:

1. Visitors to the study site who have their roots in the African homeland/motherland were considered as diaspora tourists.
2. Persons who satisfied the first criteria and who were aged 45 years or above were considered.
3. The purpose for visit included interest in an African heritage or culture and interest in visiting friends and relatives in the African homeland/motherland destination.
4. As a caution elaborated in the literature review, persons resident in Ghana were not considered for this study. Therefore, all nationalities outside the African continent were included in the sample insofar as they met the inclusion criteria.

#### 4.8.2 Sample size

In a scale development process, adequate representation in the sample is important for ensuring validity. Cohen (1988) suggests that as sample size increases, there is a greater likelihood of obtaining statistical significance. While there is no agreement on the adequacy of sample size, Hinkin (1998, p. 111) writes that the use of larger samples is helpful in obtaining stable estimates that ensure that factor loadings are accurate representations of the true population. Some studies also suggest that for a 30-item scale developed for three measures, a data size of at least 300 participants is needed while others recommend 300 to 500 (Guadagnoli & Velicer, 1988; Roscoe, 1975).

For the studies on North American and Chinese senior tourists, a minimum sample size of 400 was collected for each of the two regional groups. The reasons for the sample size decision are as follows: first, a sample size above 400 for each group is considered large enough to make statistical inference about the population of seniors. Second, a recent review by Otoo and Kim (2018a) shows that a collective sample size of 583 is typically observed for most senior tourist studies. Third, previous studies on senior tourists' motivations adopted sample sizes ranging from 400 to 600 senior tourists (Carneiro et al., 2013; González et al., 2009; Sangpikul, 2008a; You & O'leary, 1999).

For the study on mature/senior diaspora tourists, a sample size of 500 was decided for the following reasons: first, the sample should be large enough to generalize for the population of diaspora tourists to the destination. Second, the sample should be large enough to be split into two halves during the process of cross-validation (Kline, 2016). Third, a sample size less than 200 could generate potential problems when conducting SEM (Hair et al., 2010). Roscoe (1975) states that as a criterion, an appropriate sample size should be larger than 30 and lower than 500.

#### 4.8.3 Sample selection

For the main survey of North American senior tourists, an online panel survey was adopted. The merits of this procedure are as follows: first, financial and geographical limitations in reaching potential respondents from North America via face-to-face interactions were dealt with. According to Grönlund and Strandberg (2014), and Van Selm and Jankowski (2006), an online panel survey approach is useful in reaching particular age cohorts or samples who are otherwise difficult to reach via other survey methods. Second, given the increasing use of modern telecommunication technology, particularly the internet, among seniors (Beritelli, et al., 2007; Pesonen, et al., 2015;

Vigolo, 2017), it is feasible to adopt this approach. Third, Grönlund and Strandberg (2014) suggested that online panels have comparable cost advantages, are easy to conduct, quicker to disseminate, and save time during data entry because survey replies are entered electronically. The challenge, however, is that online panel surveys are prone to methodological and practical challenges as they rely on nonprobability based recruitment (Grönlund & Strandberg, 2014; Van Selm & Jankowski, 2006).

For the main survey of Chinese senior tourists, a convenience sampling approach was adopted. It is generally preferred that a procedure for sampling offers an equal chance of selection for all members of a population as this helps to control bias (Balnaves & Caputti, 2006; Tabachnick & Fidell, 2001). However, this is often impracticable in the real world, especially when dealing with a large population. This is the case for many tourism research where probability techniques are often not feasible (Veal, 2017). The use of non-probability sampling is also supported by the fact that it is impossible to build the sampling frame of all online population because of a lack of reliable registers of the online population (Baker et al., 2010; Groves, 2006).

Also, for the main survey of diaspora tourist, a non-probability approach to sampling was adopted. First, this approach was necessitated by the absence of an statistical record on the number of diaspora tourists who visit Ghana. Currently, there is no official record of the number of diaspora tourists that arrive in Ghana. Secondly, the nature of visitor arrival to the study sites made it impracticable to adopt a probability approach to sampling. Third, the study specifically focused on a subset of diaspora tourists to Ghana – the mature/senior segment.

#### 4.8.4 Data collection

For North American senior tourist motivation, an online panel data collection company was employed to carry out the data collection process with specific instructions. The online panel data collection approach ensured that a large set of the audience was reached. Specifically, an online panel data collection company, Mechanical Turk (MTurk), was used. The research instrument was designed using Qualtrics, an online survey design tool which allows for effective visual presentation and ease-of-use.

For the main of the survey on Chinese senior tourists, an on-site survey was conducted. For this senior sample, the research instrument was translated into two languages (Cantonese and Mandarin). Five research assistants were trained over a period of two weeks. These assistants were resident in Fujian, Guangdong, Jiangsu, Nanjing, Wuhu-Anhui, and Zhejiang. The need to consider these Chinese provinces was to diversify the scope of Chinese seniors sampled. Experts in linguistics or persons highly proficient in the listed languages were approached to facilitate the translation from English to Cantonese and Mandarin. A rigorous process of scrutiny was also employed to ensure that questionnaires were easy to understand, relatable and succinct.

Regarding mature/senior diaspora tourists, data were collected at the Cape Coast and Elmina Castles in the Central Region of Ghana. These two historical monuments are marked UNESCO World Heritage sites and receive the bulk of visitors to Ghana (Otoo, Badu-Baiden, Kim, 2019). The data collection process lasted four months (from June to September 2018). This timeframe was chosen based on discussions with onsite tour guides during the pilot phase as recording the highest inflow of diaspora tourists to Ghana. The timeframe also coincided with two important African diaspora events in Ghana – the Pan African Historical Festival (25 July to 2 August) and Emancipation Day (1 August). These African diaspora events are held annually,

making it timely and imperative for the data to be collected within this period. Figure 4.2 shows photographs of diaspora tourism.



Figure 4.2 Aspects of diaspora tourism in Ghana

#### 4.9 Data analysis

The process of data screening as illustrated in section 4.7.1 was undertaken after the main survey had been conducted. In analyzing the data to arrive at meaningful results, a number of analytical tools, techniques, and procedures were used.

##### 4.9.1 Exploratory factor analysis

The aim of conducting a factor analysis is to determine the dimensions accounting for the structure of the correlations for study variables. Studies have suggested that exploratory factor analysis (EFA) is more suitable to represent multiple measured variables in the analysis as opposed

to principal component analysis (PCA) (Fabrigar, Wegener, MacCallum, & Strahan, 1999; Velicer & Fava, 1998). Accordingly, EFA was conducted using the items generated from the pilot study on senior tourists' motivations and mature/senior diaspora tourists' motivation scales. Principal factors axis factoring using the oblique rotation was the extraction method used to ascertain the underlying dimensions (Fabrigar et al., 1999; Field, 2013). Items with factor loadings and communalities below 0.4 were considered for removal (Fabrigar et al., 1999). The KMO measure of sampling adequacy and Bartlett's test of sphericity were also assessed.

#### 4.9.2 Confirmatory factor analysis

Apart from its strength in dealing with multiple relationships simultaneously, confirmatory factor analysis (CFA) is essential in confirming whether the measurement model is correct in SEM (Hair, Black, Babin, & Anderson, 2010; Kline, 2016). CFA is also important to confirm the underlying dimensions and items extracted as well as guide the re-specification of the model (Hair et al., 2010; Gerbing & Anderson, 1988). To do this, the estimates of the parameters of the model or the factor loadings, the variance explained and covariance of the generated factor dimensions, and the residual error variance of the observed variables were checked. To examine the model fit, chi-square statistic, Goodness-of-fit index (GFI), root mean square error approximation (RMSEA), comparative fit index (CFI) and Tucker-Lewis index (TLI) were reported (Brown, 2006; Hair et al., 2010; Harrington, 2009; Kline, 2016).

#### 4.9.3 Validity and reliability checks

Validity check was applied to identify whether newly developed scales, including senior tourists' motivations and mature/senior diaspora tourists' motivations, guarantee validity.

Different forms of validity were examined. Validity consists of content validity, criterion validity, construct validity, discriminant validity and convergent validity. Through confirmatory factor analysis, convergent validity and discriminant validity was assessed. For example, convergent validity is supported if all average variance extracted (AVE) exceed 0.5 threshold and supported by the confirmatory factor analysis (Anderson & Gerbing, 1988; Bagozzi, 1981; Fornell & Larcker, 1981a). As indicated by Anderson and Gerbing (1988), CFA results support convergent validity where the factor loadings for indicators are significant. When the average variance extracted (AVE) for the constructs is greater than the squared correlation coefficients for the corresponding inter-constructs, this outcome supports discriminant validity (Brown, 2006; Fornell & Larcker, 1981b; Kim & Lee, 2013).

To secure reliability of items within each domain, the composite reliability of the multi-item scales using the Cronbach's alpha was conducted. Only alpha coefficients with alpha values above 0.7 were retained for further analysis (Churchill, 1979; Nunnally, 1978; Tabachnick & Fidell, 2001).

#### 4.9.4 Cluster analysis

Because the study also aimed to determine how certain tourism and destination preferences were different across the senior tourists' motivation groups, cluster analysis was performed to determine the best composition of clusters for the data. Two sets of K-means cluster analyses were performed on the motivation of the American and Chinese datasets. The K-means cluster approach facilitates the formation of clusters into mutually exclusive groups using the nearest centroid sorting (Aldenderfer & Blashfield, 1984; Kim & Petrick, 2004; Littrel et al., 2004). The decision on the number of clusters was determined on the basis of ease of interpretation and the number of

observations within each cluster as proposed by Kim and Petrick (2004). The clusters were then compared using one-way analysis of variance (ANOVA) tests on the preference variables. A 0.05 level of significance was set for a decision on hypotheses. Chi-square tests were undertaken on sociodemographic and travel-related variables. For post-hoc, Duncan's multiple range test was used to determine the source of differences across the subgroups.

#### 4.9.5 Structural equation modelling

Structural equation modeling (SEM) was conducted to empirically test and evaluate the hypothesized model, which explains the causal relationship between motivation, destination evaluation, satisfaction, place attachment, and future intention constructs for the study on mature/senior diaspora tourists. Structural equation modelling involves the combination of factor analysis and regression analysis and it establishes the casual relationship between endogenous (dependent) and exogenous (independent) variables (Reisinger & Turner, 1999). The use of SEM is appropriate because analyzing the multiple-layer causal relationship between dependent and independent variables is often problematic (Kline, 2016). The IBM SPSS version 25 and AMOS version 25 statistical softwares were used in this analysis. To establish cut-off points for the overall model fit of the hypothesized model, fit indices such as AVE, GFI, RMSEA, CFI, and TLI were examined.

## **CHAPTER 5: RESULTS ON SENIOR TOURIST MOTIVATION**

### **5.1 Chapter introduction**

The purpose of this chapter is to develop a scale to measure senior tourist motivations and to examine differences in preferences for tourism across the motivation clusters. The results are divided into two broad sections: the first section addresses the motivation of North American seniors and presents the results of the cluster analysis of preferences, sociodemographic, and travel-related features across the motivation clusters. The second section addresses the motivation of Chinese senior tourists and assesses the variations of Chinese senior preferences, sociodemographic, and travel-related features across the motivation clusters. Each section commences with the data screening process, descriptive analysis, and cross-validation of datasets. Issues bordering on validity and reliability are also discussed. Further, the results of the exploratory and confirmatory factor analyses are presented.

### **5.2 Data screening**

For both American and Chinese samples, the data were screened to detect outliers, missing data, and normality rank (Kline, 2011). Three screening questions related to age, interest in overseas travel in the next three years or within the past three years and nationality were applied. First, the default age criterion for a respondent to be described as a senior was at least 55 years. Therefore, if a respondent's age was lower than 55 years, s/he was excluded. Second, a respondent should have engaged in an overseas leisure travel within the past three years. As highlighted by some scholars, a past travel experience within one to five years can be valuable in choosing a population of respondents who may otherwise be unreachable while at the same time ensuring an amount of travel knowledge or expertise from respondents (Awaritefe, 2004; Yoo & Sohn, 2003). In

addition, persons who had traveled within this period tend to have a higher propensity to travel (Fakeye & Crompton, 1991). Therefore, cases where respondents had travel experiences over three years were removed. Third, only respondents whose origins were North America or Mainland China were considered for the study. Hence, cases which failed to meet these criteria were excluded.

### 5.2.1 Missing data and outliers

The presence of missing or incomplete data in a multivariate analysis can potentially affect the sample size requirements for research as well as the outcome of a survey (Kline, 2016). In the event where significant data were missing (above 20% per indicator), such cases were considered for deletion to avoid a situation where the default maximum likelihood estimation fails to handle incomplete raw data files. In all, 54 of the cases were found to have significant missing data and were excluded from the analysis. Also, boxplot analysis in SPSS was utilized to detect outliers within each item. Altogether, 31 potential outliers were detected across the entire senior tourist dataset and were deleted. The final sample for further analysis comprised 532 North American cases and 496 Chinese senior cases.

### 5.2.2 Normality test

Prior to further analysis of the data, a normality test was conducted to confirm the normality of the dataset (Hair et al., 2010). According to Hair et al., test for normality is a pre-requisite for an SEM analysis and requires the use of skewness and kurtosis. Skewness results around an absolute value of  $\pm 1$  indicate that a data distribution is normal (Field, 2000; Gravetter & Wallnau, 2014) although in some cases, indices within the range of  $\pm 2$  are considered acceptable limits of

normality (Trochim & Donnelly, 2006; Field, 2000; Gravetter & Wallnau, 2014). Further, Brown (2006) recommends that for SEM, acceptable scores of skewness fall between  $-3$  and  $+3$  and for kurtosis, a range within  $-10$  to  $+10$  is appropriate (Brown, 2006). Negative skewness values show that much of the data are greater than the relative mean scores whereas positive scores indicate that scores are lower than mean values. Absolute skewness values greater than 3 are considered greatly skewed (Kline, 2011). For the kurtosis index, an absolute value of 8.0 is considered appropriate (Kline, 2011, p. 63).

All skewness and kurtosis values within this dataset were between  $-2$  and  $+2$  and in accordance with Hair et al.'s (2010) cutoff point. From Table 5.1, absolute values of skewness were within the range  $-1.23$  and  $0.17$ . Kurtosis index ranged from  $-1.00$  and  $2.24$ . Therefore, the data demonstrate little evidence of bias with respect to the normality of the data. Also presented are the descriptive statistics, including standard deviation, standard error (SE), and mean values.

Table 5.1 Descriptive statistics for measurement items within all senior dataset (N=1028)

Items	Mean	Sandard deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	SE	Statistic	SE
To see and meet different people.	3.80	0.88	-0.79	0.08	0.67	0.15
To feel connected with other people.	3.55	0.93	-0.40	0.08	-0.15	0.15
To share my thoughts and feelings with others.	3.42	1.02	-0.32	0.08	-0.37	0.15
To make contact with new people.	3.70	0.92	-0.65	0.08	0.36	0.15
To be with people who share my interests.	3.58	1.00	-0.50	0.08	-0.13	0.15
To be with my partner.	3.88	1.12	-0.89	0.08	0.02	0.15
To enjoy time with my family.	3.99	1.07	-1.05	0.08	0.49	0.15
To enjoy a family event.	3.76	1.15	-0.75	0.08	-0.27	0.15
To feel involved in the world around me.	4.04	0.90	-1.03	0.08	1.20	0.15
To visit a place where my friends want to go.	3.36	1.10	-0.36	0.08	-0.58	0.15
To see my relatives/friends.	2.87	1.25	0.09	0.08	-1.00	0.15
To gain self-esteem.	2.99	1.22	-0.13	0.08	-0.94	0.15
To gain the respect from others.	2.84	1.22	0.02	0.08	-0.97	0.15
To tell others about my travel experiences.	3.35	1.16	-0.48	0.08	-0.57	0.15
To enjoy a place where others value and appreciate.	3.82	0.98	-0.86	0.08	0.49	0.15
To gain a sense of achievement or accomplishment.	3.60	1.06	-0.66	0.08	-0.06	0.15
To feel privileged or important.	2.75	1.23	0.15	0.08	-0.99	0.15
To escape from the stress of daily life.	3.45	1.17	-0.37	0.08	-0.78	0.15
To escape from my routine.	3.59	1.13	-0.58	0.08	-0.50	0.15

Items	Mean	Sandard deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	SE	Statistic	SE
To get away from the crowds (people or traffic).	3.08	1.16	-0.05	0.08	-0.82	0.15
To get away from doing a lot of thinking.	3.05	1.17	-0.05	0.08	-0.86	0.15
To avoid boredom.	3.38	1.16	-0.41	0.08	-0.66	0.15
To experience a change.	4.02	0.87	-0.89	0.08	0.86	0.15
To avoid loneliness.	2.79	1.21	0.14	0.08	-0.94	0.15
To have time for myself.	3.34	1.13	-0.35	0.08	-0.58	0.15
To experience beautiful scenery.	4.34	0.72	-1.16	0.08	2.17	0.15
To experience natural sites.	4.31	0.75	-1.10	0.08	1.79	0.15
To see historical sites.	4.24	0.79	-0.99	0.08	1.14	0.15
To experience cultural sites.	4.25	0.78	-0.98	0.08	1.08	0.15
To experience cultures different from mine.	4.27	0.80	-1.14	0.08	1.65	0.15
To enjoy festivals and/or special events.	3.94	0.91	-0.70	0.08	0.27	0.15
To see how other people live.	4.10	0.82	-0.90	0.08	1.07	0.15
To seek pleasant weather.	3.66	1.03	-0.58	0.08	-0.09	0.15
To keep myself well informed.	3.80	0.91	-0.70	0.08	0.57	0.15
To expand my existing knowledge.	4.06	0.86	-0.97	0.08	1.19	0.15
To learn new things and enrich my life.	4.15	0.81	-0.83	0.08	0.77	0.15
To gain a learning experience.	4.01	0.88	-0.78	0.08	0.61	0.15
To seek intellectual enrichment.	3.92	0.92	-0.83	0.08	0.71	0.15
To broaden my views.	4.14	0.87	-1.08	0.08	1.36	0.15
To improve my psychological/mental wellbeing.	3.78	1.01	-0.76	0.08	0.23	0.15
To engage in physical exercise (e.g., hiking, golfing).	3.30	1.09	-0.33	0.08	-0.49	0.15
To recover/recuperate from a health problem.	2.72	1.24	0.17	0.08	-0.99	0.15
To relieve stress.	3.45	1.13	-0.47	0.08	-0.46	0.15
To enjoy peace of mind and soul.	3.89	0.92	-0.86	0.08	0.92	0.15
To rest and relax.	4.01	0.92	-1.05	0.08	1.29	0.15
To recharge away from my daily routine and/or job.	3.86	1.00	-0.83	0.08	0.42	0.15
To enjoy comforting and reassuring surroundings.	3.86	0.98	-0.86	0.08	0.60	0.15
To feel refreshed.	4.00	0.89	-1.01	0.08	1.32	0.15
To make the most of my free time while I can.	3.96	0.93	-0.96	0.08	0.98	0.15
To seek outdoor recreation opportunities while I can.	3.70	1.00	-0.73	0.08	0.25	0.15
It is a good way to spend my money while I can.	3.67	1.04	-0.68	0.08	0.00	0.15
To enjoy my time while I can.	4.10	0.86	-1.02	0.08	1.31	0.15
To give myself a treat.	4.00	0.93	-0.91	0.08	0.75	0.15
To enjoy some comfort and pampering.	3.59	1.09	-0.50	0.08	-0.42	0.15
To be looked after by others.	2.96	1.19	0.09	0.08	-0.85	0.15
To be entertained by others.	3.25	1.20	-0.25	0.08	-0.84	0.15
To experience new things.	4.18	0.76	-0.92	0.08	1.46	0.15
To experience the exotic and/or glamorous.	3.82	0.98	-0.89	0.08	0.63	0.15
To satisfy my curiosity.	4.02	0.84	-0.82	0.08	0.79	0.15
To experience adventure.	3.68	1.03	-0.58	0.08	-0.23	0.15
To enjoy a place where I have never been.	4.19	0.82	-1.23	0.08	2.24	0.15
To enjoy the fun of discovery.	4.15	0.79	-0.98	0.08	1.52	0.15
To enjoy exotic food.	3.83	1.01	-0.83	0.08	0.33	0.15
To enjoy a place where others have not been.	3.42	1.11	-0.45	0.08	-0.49	0.15
To visit a variety of restaurants.	3.63	1.02	-0.72	0.08	0.13	0.15
To visit somewhere fashionable.	3.25	1.18	-0.34	0.08	-0.71	0.15
To find thrills or excitement.	3.02	1.07	-0.05	0.08	-0.69	0.15
To have fun.	4.01	0.82	-0.77	0.08	0.87	0.15
To enjoy the sea, sand, and sun.	3.83	0.96	-0.74	0.08	0.51	0.15

Items	Mean	Sandard deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	SE	Statistic	SE
To experience pleasure.	4.11	0.80	-0.91	0.08	1.36	0.15
To think about who I am and what my life means.	3.37	1.04	-0.32	0.08	-0.42	0.15
To enjoy a particular phase of my life.	3.82	0.93	-0.81	0.08	0.66	0.15
To reward myself.	3.84	0.96	-0.77	0.08	0.44	0.15
To seek spiritual enrichment.	3.46	1.12	-0.40	0.08	-0.54	0.15
To make my dreams come true.	3.59	1.06	-0.47	0.08	-0.33	0.15
To discover new sides of myself.	3.48	1.04	-0.44	0.08	-0.23	0.15
To visit a place where I have memories.	3.11	1.19	-0.13	0.08	-0.90	0.15
To meet old friends.	2.73	1.17	0.09	0.08	-0.96	0.15
To trace my family's roots.	2.77	1.21	0.10	0.08	-0.96	0.15
To remember times from my past.	2.76	1.20	0.06	0.08	-0.99	0.15
To visit a place where it has been featured on film or in photos or past stories.	3.31	1.14	-0.38	0.08	-0.59	0.15

SE= Standard Error.

### 5.3 Descriptive results of North American senior tourist profile

#### 5.3.1 Demographic profiles of North American senior tourists

Altogether, 532 respondents were involved in the study on North American senior tourists. The descriptive statistics of North American seniors are depicted in Table 5.2. Eight socio-demographic attributes of North American respondents were examined: age, gender, marital status, educational level, occupation, nationality/origin, ethnic background, and annual household income. The results show that 35% of the respondents were between the ages of 60 to 64 years. Approximately 60 percent of the respondents were females. Also, about 61% were married and about 70% were college graduates and 39.1% were retired; closely followed by approximately 30% who were company employees. Regarding their current residency, the majority of the respondents resided in the USA (97.2%), and for ethnic identity, 81.8% identified as Caucasians. The highest percentages of household income earning was observed in a category of US\$20,000 and US\$39,999 (24.1%), followed by US\$40,000- US\$59,999 (21.1%).

Table 5.2 Demographics of North American senior tourists

Variable	Category	Frequency	Percent
Age	55-59	168	31.6
	60-64	186	35.0
	65-69	141	26.5
	70 years and above	37	7.0
Gender	Female	321	60.3
	Male	211	39.7
Marital status	Single	163	30.6
	Married	323	60.7
	Others	46	8.6
Highest educational level	High School graduate	141	26.5
	College graduate	373	70.1
	Others	18	3.4
Occupation	Company employee	157	29.5
	Own business	75	14.1
	Civil servant	3	0.6
	Agricultural/fishery	3	0.6
	Professional	21	3.9
	Housewife	14	2.6
	Technician	10	1.9
	Sales	9	1.7
	Education	28	5.3
	Retired	208	39.1
Nationality/Origin	Other	4	0.8
	USA	519	97.2
Ethnic background	Canadian	15	2.8
	Caucasian	435	81.8
Annual household income (before tax)	African American	47	8.8
	Asian	23	4.3
	Hispanic	13	2.4
	Mixed	7	1.3
	Native American	6	1.1
	Middle East	1	0.2
	Less than US\$ 20,000	48	9.0
US\$ 20,000-39,999	128	24.1	
US\$ 40,000-59,999	112	21.1	
US\$ 60,000-79,999	103	19.4	
US\$ 80,000-99,999	71	13.3	
US\$ 100,000-119,999	29	5.5	
US\$ 120,000-139,999	14	2.6	
US\$ 140,000 or above	27	5.1	

### 5.3.2 Travel-related characteristics of North American senior tourists

Five travel-related attributes of North American senior tourists were investigated: preferred travel duration by flight, preferred length of stay by nights, preferred travel partner, preferred travel

arrangement type and preferred travel accommodation type. Approximately 47.9% of the North American senior sample preferred to travel to a destination within 7 and 10 flight hours. A little over half of the respondents (52.4%) preferred to spend nine nights or above for overseas travel. Nearly half of the respondents (49.8%) preferred to travel with their spouses. Regarding travel arrangement type preference, 45.5% of respondents preferred to make their travel arrangement whereas a mid-priced accommodation was preferred by 71.6%. Regarding the acceptance of information technology, dominant responses ranged from neutral (47%) to fast acceptance (35%). The result is shown in Table 5.3.

Table 5.3 Travel related characteristics of North American samples

Variable	Category	Frequency	Percent
Preferred travel duration (by flight)	Less than 3	23	4.3
	3-6 hours	119	22.4
	7-10 hours	255	47.9
	11-14 hours	85	16.0
	15 hours or above	50	9.4
Preferred length of stay (nights)	1 night	17	3.2
	2 nights	4	0.8
	3 nights	17	3.2
	4 nights	12	2.3
	5 nights	46	8.6
	6 nights	23	4.3
	7 nights	114	21.4
	8 nights	20	3.8
	9 nights or above	279	52.4
Preferred travel partner	Alone	54	10.2
	Spouse	265	49.8
	Friend	83	15.6
	Family	116	21.8
	Others	14	2.6
Preferred travel arrangement type	Make my own travel arrangement	242	45.5
	Package tour	80	15.0
	Own + Package tour	210	39.5
Preferred accommodation type	Budget/economy accommodation	102	19.2
	Mid-priced accommodation	381	71.6
	Upscale/ Luxury accommodation	49	9.2
Information technology acceptance	Very slow acceptance	24	4.5
	Slow acceptance	72	13.5
	Neutral	250	47.0
	Fast acceptance	186	35.0
	Very fast acceptance	24	4.5

## **5.4 EFA, CFA, and cluster analysis of North American senior tourists' motivation**

This section presents the results of the exploratory factor analysis, confirmatory factor analysis, and cluster analysis for the North American dataset. Also presented are descriptive outcomes of sociodemographic characteristics and travel-related characteristics of North American senior tourists. Further, variations among travel motivation domains, tourism preferences, sociodemographic features, and travel attributes across the motivation clusters are investigated.

### **5.4.1 EFA of the measurement model on North American senior tourists**

Using principal axis factoring with promax rotation, EFA of the measurement model was conducted on the North American senior dataset. Although previous studies commonly recommend factor loadings above the 0.40 threshold (Stevens, 2002; Blunch, 2008), it is also acceptable for factor loadings above 0.32 to be interpreted (Comrey & Lee, 1992; Tabachnick & Fidell, 2001). As a standard rule of thumb, only factors with eigenvalues of 1.0 or higher were retained (Tabachnick & Fidell, 2001).

In all, 43 items failed to meet the aforementioned criteria and were, therefore, removed. The excluded items include the following: “to visit a place where my friends want to go”, “to avoid loneliness”, “to experience a change”, “to enjoy festivals and/or other special events”, “to see how other people live”, “to improve my psychological/mental wellbeing”, “to relieve stress”, “to enjoy peace of mind and soul” and “to rest and relax”. Generally, the items considered related to the broad themes of “novelty/exploration”, “mental and physical wellbeing”, “reflection and self-experience”, and “hedonism”. Altogether, 38 items were retained for further analysis. Table 5.4 shows the results of the rerun of the EFA on North American senior tourists' motivation.

Communalities ranged from 0.33 to 0.88 and accounted for 33% to 88% of the variance. Two items, “to enjoy a place where others value and appreciate” and “to be with my partner”, were observed to have relatively low communalities. The factor model accounted for 61.16% of the variance on North American senior tourists’ travel motivation. Additionally, KMO measure of sampling adequacy was 0.91 ( $\chi^2= 12835.65$ ,  $df= 703$ ,  $p=0.000$ ), which is above the 0.70 threshold (Tabachnick & Fidell, 2001). Thus, a high factorability of the data was achieved. The eight domains extracted were named “seeking knowledge/learning”, “seeking once-in-a-lifetime experience”, “escaping”, “experiencing culture/nature”, “seeking self-esteem”, “achieving a sense of socialization”, “seeking time with family” and “seeking nostalgia”.

Each of the dimensions indicated reliable alphas above the recommended 0.7 threshold. They are “seeking knowledge/learning” ( $\alpha= 0.91$ , mean= 4.10), “seeking once-in-a-lifetime experience” ( $\alpha= 0.87$ , mean= 3.84), “escaping”, ( $\alpha= 0.81$ , grand mean= 3.73), “experiencing culture/nature” ( $\alpha= 0.90$ , grand mean= 4.55), “seeking self-esteem” ( $\alpha= 0.85$ , grand mean= 2.93), “achieving sense of socialization” ( $\alpha= 0.86$ , grand mean= 3.53), “seeking time with family” ( $\alpha= .80$ , grand mean= 3.57), and “seeking nostalgia” ( $\alpha= .86$ , grand mean= 2.63). Cronbach’s alpha reliability test is recommended at a minimum threshold of 0.70.

Table 5.4 EFA result on the motivation of North American senior tourists

Domains and items	Communalities	Factor loadings	Mean
<b>Domain 1: Seeking knowledge/learning</b> (Eigenvalue= 11.33, Variance explained= 29.81, Cronbach’s $\alpha= .91$ , Grand mean= 4.10)			
To broaden my views.	0.60	0.72	4.08
To seek intellectual enrichment.	0.69	0.90	4.02
To gain a learning experience.	0.72	0.79	4.26
To learn new things and enrich my life.	0.79	0.80	4.29
To expand my existing knowledge.	0.71	0.83	4.20
To keep myself well informed.	0.54	0.66	3.76
<b>Domain 2: Seeking once-in-a-lifetime experience</b> (Eigenvalue= 2.01, Variance explained= 5.28, Cronbach’s $\alpha= .87$ , Grand mean= 3.84)			
To give myself a treat.	0.52	0.58	4.13
To enjoy my time while I can.	0.71	0.88	4.12
To seek outdoor recreation opportunities while I can.	0.40	0.60	3.58

It is a good way to spend my money while I can.	0.40	0.51	3.56
To make the most of my free time while I can.	0.64	0.79	4.00
To feel refreshed.	0.55	0.45	3.92
<b>Domain 3: Escaping</b> (Eigenvalue= 1.42, Variance explained= 3.73, Cronbach's $\alpha$ = .81, Grand mean= 3.73)			
To get away from doing a lot of thinking.	0.59	0.73	2.82
To get away from the crowds (people or traffic).	0.49	0.68	2.96
To escape from my routine.	0.57	0.65	3.81
To escape from the stress of daily life.	0.62	0.68	3.64
<b>Domain 4: Experiencing culture/nature</b> (Eigenvalue= 4.93, Variance explained= 12.97, Cronbach's $\alpha$ = .90, Grand mean= 4.55)			
To experience cultures different from mine.	0.61	0.48	2.82
To experience cultural sites.	0.75	0.88	2.96
To see historical sites.	0.72	0.94	3.81
To experience natural sites.	0.71	0.75	3.64
To experience beautiful scenery.	0.66	0.72	2.82
<b>Domain 5: Seeking self-esteem</b> (Eigenvalue= 2.45, Variance explained= 6.45, Cronbach's $\alpha$ = .85, Grand mean= 2.93)			
To feel privileged or important.	0.59	0.67	2.37
To gain a sense of achievement or accomplishment.	0.49	0.65	3.60
To enjoy a place where others value and appreciate.	0.38	0.49	3.75
To tell others about my travel experiences.	0.54	0.74	2.97
To gain the respect from others.	0.72	0.81	2.35
To gain self-esteem.	0.66	0.72	2.54
<b>Domain 6: Achieving a sense of socialization</b> (Eigenvalue= 1.68, Variance explained= 4.41, Cronbach's $\alpha$ = .86, Grand mean= 3.53)			
To be with people who share my interests.	0.53	0.50	3.33
To make contact with new people.	0.71	0.91	3.74
To share my thoughts and feelings with others.	0.57	0.57	3.12
To feel connected with other people.	0.70	0.84	3.54
To see and meet different people.	0.61	0.83	3.89
<b>Domain 7: Seeking time with family</b> (Eigenvalue= 1.16, Variance explained= 3.06, Cronbach's $\alpha$ = .80, Grand mean= 3.57)			
To enjoy a family event.	0.65	0.77	3.30
To enjoy time with my family.	0.88	0.97	3.69
To be with my partner.	0.33	0.56	3.71
<b>Domain 8: Seeking nostalgia</b> (Eigenvalue= 1.26, Variance explained= 3.31, Cronbach's $\alpha$ = .86, Grand mean= 2.63)			
To remember times from my past.	0.77	0.92	2.47
To meet old friends.	0.72	0.85	2.41
To visit a place where I have memories.	0.52	0.68	3.03

#### 5.4.2 CFA of the measurement model on North American senior tourists

To further verify the factor model extracted from the EFA stage, CFA was used to analyze the measurement model. The fit indices include normed chi-square ( $\chi^2/df$  statistic) between 1 and 5, CFI equal or higher than 0.8, RMSEA lower than 0.8, TLI equal or higher than 0.8, and GFI equal or higher than 0.8 (Baumgartner & Homburg, 1996; Browne & Cudeck, 1993; Hair et al.,

2010; Kline 2011; Tanaka, 1993; Wheaton, et al., 1977). As shown in Table 5.5, there is statistical evidence for the fit indices used for this sample except for chi-square ( $\chi^2=1721.65$ ,  $p=0.000$ ). Meanwhile, normed chi-square was within the acceptable threshold ( $\chi^2/df=2.77$ ). In addition, CFI (0.91), TLI (0.90), RMSEA (0.058) and GFI (0.84) all reveal a generally acceptable model fit for the measurement model.

Table 5.5 CFA results of the measurement model on North American senior tourists

Constructs	Items	Estimate	S.E.	Critical ratio	p-value	Standardized factor loading	AVE	CR
Seeking knowledge/learning	Mot39	1.00				0.72	0.65	0.92
	Mot38	1.08	0.05	20.79	***	0.77		
	Mot37	1.00	0.05	18.56	***	0.85		
	Mot36	1.01	0.05	19.51	***	0.89		
	Mot35	1.08	0.06	19.38	***	0.85		
	Mot34	1.05	0.07	15.96	***	0.73		
Seeking once-in-a-lifetime experience	Mot53	1.00				0.69	0.50	0.86
	Mot52	1.14	0.06	18.06	***	0.79		
	Mot51	1.13	0.09	12.37	***	0.60		
	Mot50	1.15	0.10	12.00	***	0.63		
	Mot49	1.30	0.08	15.70	***	0.79		
	Mot48	1.18	0.08	14.93	***	0.75		
Seeking self-esteem	Mot17	1.00				0.76	0.49	0.84
	Mot16	0.66	0.05	12.09	***	0.54		
	Mot15	0.44	0.05	8.41	***	0.40		
	Mot14	0.89	0.06	15.51	***	0.68		
	Mot13	1.08	0.05	19.98	***	0.86		
	Mot12	1.09	0.06	19.49	***	0.84		
Experiencing culture/nature	Mot30	1.00				0.76	0.64	0.90
	Mot29	1.02	0.05	20.89	***	0.90		
	Mot28	1.00	0.05	19.17	***	0.88		
	Mot27	0.92	0.05	17.37	***	0.75		
	Mot26	0.78	0.05	16.12	***	0.70		
Achieving a sense of socialization	Mot5	1.00				0.84	0.50	0.83
	Mot4	0.64	0.05	12.11	***	0.61		
	Mot3	1.00	0.06	17.88	***	0.85		
	Mot2	0.76	0.06	13.42	***	0.69		
	Mot1	0.47	0.05	9.95	***	0.49		
Escaping	Mot21	1.00				0.56	0.51	0.80
	Mot20	0.88	0.07	13.35	***	0.51		
	Mot19	1.30	0.10	12.99	***	0.83		
	Mot18	1.45	0.11	13.18	***	0.89		
Seeking nostalgia	Mot80	1.00				0.89	0.68	0.87
	Mot78	0.94	0.04	22.86	***	0.85		

Constructs	Items	Estimate	S.E.	Critical ratio	p-value	Standardized factor loading	AVE	CR
	Mot77	0.90	0.05	18.97	***	0.73		
	Mot8	1.00				0.79		
Seeking time with family	Mot7	1.18	0.07	17.07	***	0.95	0.61	0.82
	Mot6	0.71	0.05	13.27	***	0.57		

Mot denotes motivation; S.E.= standard error, C.R.= composite reliability.

Convergent and discriminant validities were also assessed. For convergent validity, items with a standardized factor loading of 0.4 or higher were retained for further analysis. The result indicates that standardized factor loadings ranged from 0.40 to 0.95. Also, AVE equal to or above 0.5 and construct/composite reliability (CR) above 0.7 are deemed suitable for inclusion (Stevens, 2002; Hair et al., 2010). The results of the CFA are shown in Table 5.5 and Table 5.6.

The average variance extracted values were generally acceptable and were within the range of 0.49 to 0.68. Although AVE values of 0.5 are desirable, in some cases, AVE values up to 0.40 are considered passable given their centrality to the model (Chin, Marcolin, & Newsted, 2003; Hatcher, 1994). The square root of all AVE values were also higher than the squared multiple correlation coefficient. Further, composite reliability values ranged from 0.80 to 0.92. Thus, discriminant validity was satisfied using the above criteria.

Table 5.6 AVE, CR, MSV, and Correlation on North American senior tourists

	AVE	CR	MSV	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1)	0.65	0.92	0.44	<b>0.81</b>							
(2)	0.50	0.86	0.43	0.61**	<b>0.71</b>						
(3)	0.49	0.84	0.36	0.27**	0.36**	<b>0.7</b>					
(4)	0.64	0.90	0.44	0.67**	0.58**	0.03	<b>0.8</b>				
(5)	0.50	0.83	0.36	0.41**	0.44**	0.60**	0.19**	<b>0.71</b>			
(6)	0.51	0.80	0.43	0.34**	0.66**	0.46**	0.32**	0.32**	<b>0.72</b>		
(7)	0.68	0.87	0.33	0.18**	0.32**	0.57**	0.04	0.50**	0.34**	<b>0.83</b>	
(8)	0.61	0.82	0.11	0.18**	0.25**	0.26**	0.16**	0.33**	0.19**	0.31**	<b>0.78</b>

(1) Seeking knowledge/learning, (2) Seeking once-in-a-lifetime experience, (3) Seeking self-esteem, (4) Experiencing culture/nature, (5) Achieving a sense of socialization, (6) Escaping, (7) Seeking nostalgia, and (8) Seeking time with family.

\*\* Correlation is significant at  $p < 0.001$

### 5.4.3 Cluster analysis of North American dataset

Cluster analysis was conducted to determine the best numbers of clusters for the North American dataset. Hierarchical cluster analysis procedure using Ward’s method and Squared Euclidean distance was performed on the eight motivation dimensions of senior tourists’ motivation for overseas travel. The results yielded five distinct clusters of motivation. A non-hierarchical procedure using K-means cluster analysis was conducted to determine the best cluster. The distribution of the motivation clusters is presented in Figure 5.1 and Table 5.7.

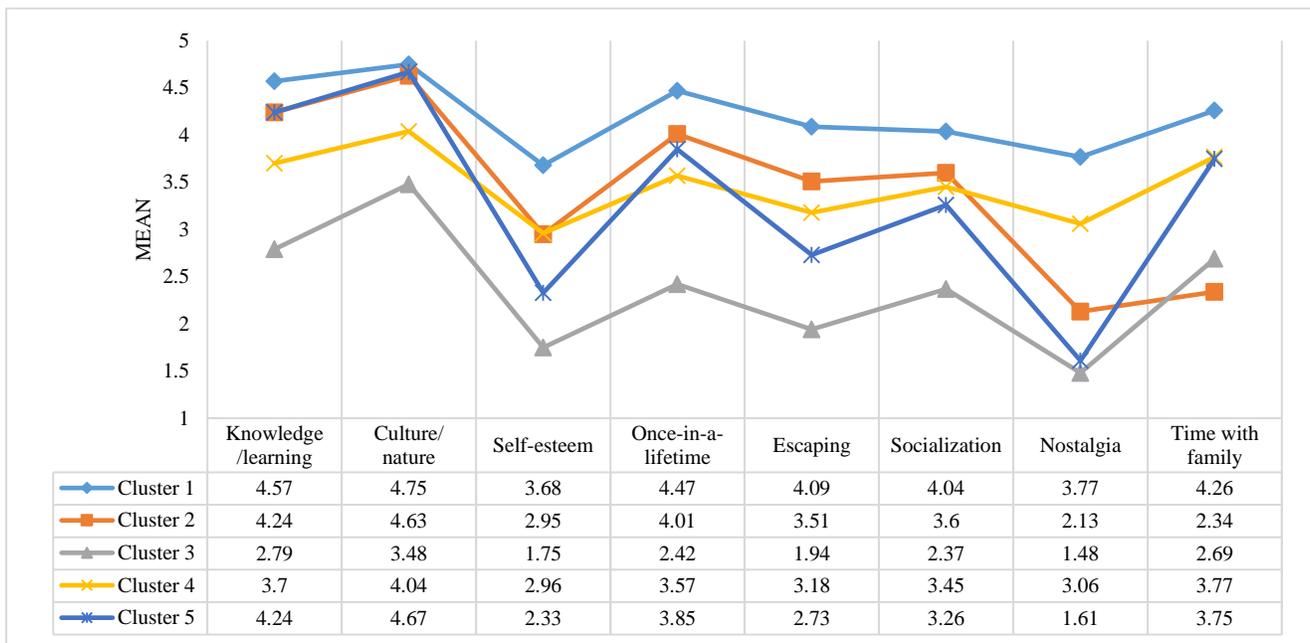


Figure 5.1 Line graph depicting North American senior motivation domains across clusters

#### 5.4.3.1 Comparison of North American seniors’ travel motivations across clusters

As shown in Figure 5.1, each of the five clusters demonstrates unique properties. For example, cluster 1 showed high motivation across all the eight motivation subsets. Cluster 2 consisted of seniors with low family motivation and relatively low nostalgia. Seniors in cluster 3 showed low motivation in seeking self-esteem, once-in-a-lifetime experience, socialization,

escape, and nostalgia. Cluster 4 was made up of seniors who, although exhibited low nostalgia, reported medium level motivation for other motivation subsets. Cluster 5 comprised seniors with low motivation in nostalgia and relative low motivation in escaping and self-esteem as well as relatively high motivation in seeking time with family. Thus, seniors in cluster 1 were more motivated to pursue oversea travel as compared to other clusters. Cluster 1 contained 26.9% of the sample while cluster 2 included 19.7%. Cluster 3 comprised 6.6%, cluster 4 included 24.2% of the sample and cluster 5 included 22.6%. A series of ANOVA tests presented in Table 5.7 indicate that the five clusters extracted are significantly different in terms of the averages across all the eight motivation clusters.

Table 5.7 Comparison of North American seniors' motivations domains across clusters

Motivation domains	Cluster 1 (n=143)	Cluster 2 (n=105)	Cluster 3 (n=35)	Cluster 4 (n=129)	Cluster 5 (n=120)	F-value	p-value
Knowledge/learning	4.57a	4.24b	2.79d	3.70c	4.24b	86.87	.000
Culture/nature	4.75a	4.63a	3.48c	4.04b	4.67a	74.18	.000
Self-esteem	3.68a	2.95b	1.75d	2.96b	2.33c	97.93	.000
Once-in-a-lifetime	4.47a	4.01b	2.42d	3.57c	3.85b	123.83	.000
Escaping	4.09a	3.51b	1.94e	3.18c	2.73d	95.60	.000
Socialization	4.04a	3.60b	2.37d	3.45b	3.26c	61.22	.000
Nostalgia	3.77a	2.13c	1.48d	3.06b	1.61d	193.01	.000
Time with family	4.26a	2.34d	2.69c	3.77b	3.75b	117.49	.000

Note: a, b, c, d, and e indicate the source of significant differences ( $a > b > c > d > e$ ,  $p < 0.001$ ).

#### 5.4.3.2 Comparison of North American seniors' tourism preferences across clusters

To ascertain the differences in North American senior tourists' motivation clusters across the three broad categories of travel preference (preference for tourism type, preference for attraction type, and preference for activity type), a series of ANOVA tests are reported in Table 5.8. Significant differences ( $p < 0.001$ ) were identified across the motivation clusters and the broad categories of preferences – preference for tourism type, preference for attraction type, and

preference for activity type. Specifically, all items listed for preferences produced statistically significant differences ( $p < 0.001$ ) across the five motivation clusters.

For post-hoc analysis, Duncan's multiple range test was conducted to determine specific points of significant differences. In terms of preference for urban tourism, clusters 1 (mean=3.57) and 4 (mean=3.34) seniors were significantly different ( $p < 0.001$ ) from those in clusters 2 (mean=3.27) and 5 (mean=3.13). However, North American seniors in cluster 3 (mean=2.87) were the least likely to prefer urban tourism and eco-tourism. In addition, clusters 1 (mean=3.44), 2 (mean=3.20) and 4 (mean=3.14) were significantly different ( $p < 0.001$ ) from cluster 3 (mean=2.29) and cluster 5 (mean=3.03). Meanwhile, cluster 1 was the most likely cluster to prefer eco-tourism.

Similar to the above, clusters 1 (mean=3.19) and 4 (mean=2.92) seniors were significantly different ( $p < 0.001$ ) from those in clusters 2 (mean=2.70) and cluster 5 (mean=2.43) in terms of preference for health tourism. Cluster 3 seniors were, however, less likely to prefer health tourism (mean=2.26) and cruise tourism (mean=2.14). Cluster 3 (mean=3.46) was the least likely to prefer historical attractions while cluster 1 (mean=4.50) and cluster 5 (mean=4.37) demonstrated a high preference for historical attractions.

In terms of preference for natural scenery, significant differences ( $p < 0.001$ ) existed for cluster 1 (mean=4.67), cluster 2 (mean=4.49), and cluster 5 (mean=4.53) on one hand and cluster 3 (mean=3.80) and cluster 4 (mean=3.96) on the other hand. Also, cultural attractions were less likely to be preferred among North American senior tourists belonging to cluster 3 (mean=3.23).

Regarding North American senior tourists' preference for activity type, cluster 1 seniors demonstrated significant differences across all the other clusters. In terms of preference for outdoor activities, cluster 1 (mean= 4.09) was significantly different ( $p < 0.001$ ) from clusters 2

(mean=3.64), 4 (mean=3.47), and 5 (mean=3.63). The latter clusters (2, 4, and 5) were also significantly different from cluster 3 (mean=3.09) in terms of preference for outdoor activities. Thus, seniors in the cluster 3 category were less likely to prefer outdoor activities at an overseas destination. A similar pattern exists for responses to preference for dining at a destination. Meanwhile, seniors in cluster 3 (mean=2.14) and cluster 5 (mean=2.73) were also less likely to prefer shopping at an overseas destination. Individuals in cluster 1 were found to be significantly different ( $p<0.001$ ) from those in cluster 2 (mean=3.95), cluster 4 (mean=3.73), and cluster 5 (mean=3.89), and cluster 3 (mean=2.77).

Table 5.8 Comparison of North American seniors' travel-related preferences across clusters

Travel preference	Clusters					F- value	p- value
	1	2	3	4	5		
<b><i>Preference for tourism type</i></b>							
I prefer to engage in urban tourism.	3.57a	3.27b	2.87c	3.34ab	3.13bc	6.57	.000
I prefer to engage in eco-tourism.	3.44a	3.20ab	2.29c	3.14ab	3.03b	10.77	.000
I prefer to engage in health tourism.	3.19a	2.70bc	2.26d	2.92ab	2.43cd	13.27	.000
I prefer to engage in cruise tourism.	3.45a	2.73b	2.14c	3.11ab	2.74b	12.16	.000
<b><i>Preference for attraction type</i></b>							
I prefer to visit historical attractions.	4.50a	4.25b	3.66d	3.95c	4.37ab	15.35	.000
I prefer to visit attractions of natural scenery.	4.67a	4.49a	3.80b	3.96b	4.53a	30.31	.000
I prefer to visit cultural attractions.	4.61a	4.30b	3.23d	3.90c	4.33b	31.06	.000
<b><i>Preference for activity type</i></b>							
I prefer outdoor activities at a destination.	4.09a	3.64b	3.09c	3.47b	3.63b	12.36	.000
I prefer shopping at a destination.	3.77a	3.03bc	2.14d	3.12b	2.73c	22.33	.000
I prefer dining at a destination.	4.28a	3.95b	2.77c	3.73b	3.89b	22.82	.000

Note: a, b, and c indicate the source of significant differences ( $a > b > c > d$ ,  $p < 0.001$ ).

#### 5.4.3.3 Difference in sociodemographic features across motivation clusters of North American seniors

A series of chi-square tests were conducted to examine whether there were significant levels of association between North American seniors' sociodemographic variables and the

motivation clusters (in Table 5.9). Significant differences were found for gender across the five clusters at the 0.05 level and for marital status at the 0.001 level. With the exception of cluster 3 (57.1%) which had more males, all clusters comprised more females, especially for cluster 5 (66.7%). In terms of marital status, all clusters except cluster 2 (54.3%) comprised North American married senior tourists. The most notable variations regarding marital status were observed in cluster 5 (70.8%) and cluster 4 (69.8%). On the contrary, no significant differences ( $p < 0.05$ ) were found for clusters concerning age, educational level and annual household income.

Table 5.9 Comparison of North American seniors' sociodemographic features across clusters

Sociodemographic variables	Clusters					Chi-Square	p-value
	1	2	3	4	5		
<b>Gender</b>							
Female	62.2	65.7	42.9	52.7	66.7	11.10	.026
Male	37.8	34.3	57.1	47.3	33.3		
<b>Age</b>							
55-59 years	37.8	30.5	22.9	33.3	25.8		
60-64 years	35.7	38.1	40.0	28.7	36.7	12.85	.380
65-69 years	22.4	22.9	25.7	29.5	31.7		
70 years or above	4.2	8.6	11.4	8.5	5.8		
<b>Marital status</b>							
Single	28.0	54.3	28.6	22.5	22.5		
Married	64.3	31.4	65.7	69.8	70.8	49.01	.000
Others	7.7	14.3	5.7	7.8	6.7		
<b>Educational level</b>							
Secondary/High school degree	21.7	24.8	14.3	34.1	29.2		
College degree or above	76.9	72.4	80.0	60.5	67.5	26.68	.320
Others	1.4	2.9	5.7	5.4	3.3		
<b>Annual household income (before tax)</b>							
Less than US\$ 20,000	5.6	12.4	14.3	12.4	5.0		
US\$ 20,000-39,999	24.5	28.6	17.1	20.2	25.8		
US\$ 40,000-59,999	21.7	24.8	17.1	20.2	19.2	30.95	.056
US\$ 60,000-79,999	23.1	16.2	20.0	23.3	13.3		
US\$ 80,000-99,999	15.4	11.4	8.6	10.9	16.7		
US\$ 100,000 or above	9.8	6.7	22.9	13.2	20.0		

5.4.3.4 *Difference in travel-related characteristics across motivation clusters of North American seniors*

To determine the level of a significant association between the selected travel-related characteristics and motivation clusters, chi-square tests were conducted and the results are presented in Table 5.10. The travel related characteristics such as preferred travel duration, preferred travel partner, preferred accommodation type, preferred travel arrangement option, and information technology acceptance were examined across the five motivation clusters.

The results show that significances existed at the 0.001 level for the variable “preferred travel partner” and at 0.05 level for preferred accommodation type and information technology acceptance. Regarding preference for a travel partner, all clusters comprised spouse as travel partners, especially cluster 5 (62.5%). Regarding the preferred accommodation type, all clusters comprised a mid-priced accommodation. The highest percentage of respondents within this category was noticed in cluster 5 (80%). With respect to travel information technology acceptance, 45.5% of those in cluster 1 and 40% of those in cluster 3 reported fast acceptance whereas respondents in clusters 2, 4, and 5 reported neutral responses.

Table 5.10 Comparison of North American seniors’ travel-related features across clusters

Travel variables	Clusters					Chi-Square	p-value
	1	2	3	4	5		
<b><i>Preferred travel duration (by flight)</i></b>							
Less than 3	4.9	1.9	17.1	4.7	1.7		
3-6 hours	19.6	25.7	20.0	23.3	22.5		
7-10 hours	45.5	49.5	40.0	44.2	55.8	26.01	.054
11-14 hours	18.9	14.3	14.3	15.5	15.0		
15 hours or above	11.2	8.6	8.6	12.4	5.0		
<b><i>Preferred travel partner</i></b>							
Alone	7.7	24.8	14.3	4.7	5.0		
Spouse	47.6	27.6	57.1	56.6	62.5		
Friend	13.3	25.7	11.4	14.7	11.7	64.51	.000

Family	28.7	18.1	11.4	21.7	20.0		
Others	2.8	3.8	5.7	2.3	0.8		
<b><i>Preferred accommodation type</i></b>							
Budget/economy accommodation	15.4	20.0	31.4	24.8	13.3		
Mid-priced accommodation	72.0	68.6	57.1	69.8	80.0	15.89	.044
Upscale/ Luxury accommodation	12.6	11.4	11.4	5.4	6.7		
<b><i>Preferred travel arrangement type</i></b>							
Make my own travel arrangement	44.8	47.6	54.3	45.0	42.5		
Package tour	18.2	10.5	20.0	18.6	10.0	11.35	.183
Own + Package tour	37.1	41.9	25.7	36.4	47.5		
<b><i>Information technology acceptance</i></b>							
Very slow acceptance	2.1	4.8	5.7	8.5	2.5		
Slow acceptance	9.1	10.5	22.9	17.1	15.0		
Neutral	43.4	45.7	31.4	51.2	52.5	28.75	.004
Fast acceptance	45.5	39.0	40.0	23.3	30.0		
Very fast acceptance	2.1	4.8	5.7	8.5	2.5		

#### *5.4.3.5 Interpretation and summary of results on North American seniors' motivation*

From the cluster analysis, some emerging patterns can be observed. Clusters 2, 4, and 5, for example, recorded relatively high socialization motivation. The patterns in these clusters were typically similar with regard to showing preference for urban tourism. Likewise, clusters 2, 4, and 5 demonstrated similarity in terms of preferring ecotourism as a tourism type. These clusters were also notable for the relatively high motivation for seeking culture/nature. In addition, escaping as a motivation was consistent among individuals who preferred health tourism. Thus, cluster 4 exhibited a higher mean score for health tourism preference. This indicates that seniors who want to typically escape from the stress and routines of daily life had a motivation for health tourism. This result is supported by Lieux et al.'s (1994) study in which escape was found to be an important motivation for seniors. Similarly, since those who belong to clusters 2 and 5 showed coherence in seeking a once-in-a-lifetime experience, they were likely to prefer cruise tourism.

In terms of preference for attraction type, cluster 4 recorded a relatively higher mean score for historical attractions and natural scenery. Thus, this cluster was characterized by a relatively

high motivation for nostalgia but the relatively low motivation for culture/nature. Comparatively, clusters 2 and 5 consisted of seniors with a high preference for natural scenery and cultural attractions. As expected, those in clusters 2 and 5 exhibited a high motivation for culture/nature.

Preference for outdoor activities at the destination was also commonly found among North American seniors who are motivated by culture and nature as an outdoor activity. Further, self-esteem as motivation was found among seniors who showed important interest in shopping (clusters 2 and 5). Additionally, once-in-a-lifetime experience was highlighted among those in clusters 2, 4, and 5 who exhibited a preference for dining at a destination.

Unlike other clusters, seniors in cluster 3 largely comprised males. Cluster 2 also constituted single seniors while cluster 5 comprised married seniors. Further, members in cluster 2 preferred to travel alone. This cluster also had the lowest mean score for motivation in family travel. Preference for mid-priced accommodation was high among those in cluster 5. This cluster recorded relatively high motivation for family and once-in-a-lifetime experience. Preference for upscale/luxury accommodation was found to be high for those in cluster 1 who indicated high motivation. Regarding information technology acceptance, cluster 3 generally showed slow acceptance, cluster 5 showed neutral acceptance, and cluster 1 showed fast acceptance. Table 5.11 presents a summary of the results showing an association of travel preference, sociodemographic, and travel-related variables to extracted clusters.

Table 5.11 Summary of results of cluster analysis for North American senior tourists

<b>Criteria</b>	<b>Cluster 1</b>	<b>Cluster 2</b>	<b>Cluster 3</b>	<b>Cluster 4</b>	<b>Cluster 5</b>
Motivation scale	Highest level on the motivation domains (mean=4.20)	High level on the motivation domains (mean=3.43)	Lowest level on the motivation domains (mean=2.37)	High to highest level on the motivation domains (mean=3.47)	Low to lowest level on the motivation domains (mean=3.31)
Motivation trait of cluster	High motivation	High culture/nature, middle self-esteem, low nostalgia	Relatively high culture/nature and family but low others	High culture/nature and family, and middle self-esteem	High culture/nature and family, and low self-esteem and family
Preference for tourism type	Highest level on the preference for tourism type items (mean=3.41)	High level on the preference for tourism type items (mean=2.98)	Lowest level on the preference for tourism type items (mean=2.29)	High to highest level on the preference for tourism type items (mean=3.13)	Low to lowest level on the preference for tourism type items (mean=2.83)
Preference for attraction type	Highest level on the preference for attraction type items (mean=4.59)	High level on the preference attraction type items (mean=4.35)	Lowest level on the preference attraction type items (mean=4.59)	Low to lowest level on the preference attraction type items (mean=3.94)	High to highest level on the preference for attraction type items (mean=4.41)
Preference for activity type	Highest level on the preference for activity type items (mean=4.05)	High to highest on the preference for activity type items (mean=3.54)	Lowest level on the preference for activity type items (mean=2.67)	High on the preference for activity type items (mean=3.44)	Low to lowest on the preference for activity type (mean=3.42)
Gender	Female	Female	Male	Female	Female
Marital status	Married	Single	Married	Married	Married
Preferred travel partner	More likely to travel with family	More likely to travel alone or with friend	Likely to travel with spouse	Likely to travel with spouse	More likely to travel with spouse
Preferred accommodation type	More likely to prefer upscale/luxury accommodation	More likely to prefer mid-priced accommodation	More likely to prefer budget/economy accommodation	More likely to prefer mid-priced accommodation	Most likely to prefer mid-priced accommodation
Information technology acceptance	Fast acceptance	Neutral acceptance	Slow to fast acceptance	Neutral acceptance	Neutral acceptance

## 5.5 Descriptive results of Chinese senior tourist profile

### 5.5.1 Demographic profiles of Chinese senior tourists

In total, 496 Chinese seniors were involved in this stream of research and seven socio-demographic characteristics were examined – age, gender, marital status, educational level, occupation, province, and annual household income (see Table 5.12). The descriptive analysis revealed that 45.6% of the Chinese seniors sampled were within the age of 55 to 59 years, 54.4% were females. A large number of the respondents were married (81.6%), 47.6% had attained high school education, 35.3% were retired, approximately 30% were resident in Guangdong, 28% were from Nanjing, and 26.0% had household incomes from US\$ 20,000 to US\$ 39,999.

Table 5.12 Demographics of Chinese senior tourists

Variable	Category	Frequency	Percent
Age	55-59	226	45.6
	60-64	142	28.6
	65-69	72	14.5
	70 years and above	56	11.3
Gender	Female	270	54.4
	Male	226	45.6
Marital status	Single	35	7.1
	Married	405	81.6
	Others	56	11.3
Highest educational level	Primary school graduate	99	20.0
	High School graduate	236	47.6
	College graduate	147	29.6
	Others	14	2.8
Occupation	Company employee	48	9.7
	Own business	37	7.5
	Civil servant	32	6.5
	Agricultural/fishery	7	1.4
	Professional	37	7.5
	Housewife	71	14.3
	Technician	21	4.2
	Sales	10	2.0
	Education	22	4.4
	Retired	175	35.3
	Other	36	7.3
Province	Fujian	23	4.6

	Guangdong	147	29.6
	Jiangsu	21	4.2
	Nanjing	139	28.0
	Wuhu-Anhui	67	13.5
	Zhejiang	99	20.0
Annual household income (before tax)	Less than US\$ 20,000	34	6.9
	US\$ 20,000-39,999	129	26.0
	US\$ 40,000-59,999	111	22.4
	US\$ 60,000-79,999	93	18.8
	US\$ 80,000-99,999	78	15.7
	US\$ 100,000-119,999	33	6.7
	US\$ 120,000-139,999	4	0.8
	US\$ 140,000 or above	7	1.4
	No response	7	1.4

### 5.5.2 Travel-related characteristics of Chinese seniors

As illustrated in Table 5.13, five travel-related characteristics were investigated for the senior tourist survey: preferred travel distance or duration by flight, preferred length of stay by nights, preferred travel partner, preferred travel arrangement type, and preferred travel accommodation type. A little over half (54.6%) of the Chinese respondents preferred to travel between 3 and 6 hours while 24.8% of the respondents preferred to spend above 8 nights for overseas travel. More than half of the respondents (58.9%) preferred to travel with their families. Package tours were the preferred travel arrangement option among 39.3% of the Chinese respondents whereas mid-priced accommodation was preferred among 54.6%. Acceptance of travel information technology ranged from neutral (36.3%) to acceptance (29.6%).

Table 5.13 Travel related characteristics of the Chinese samples

Variable	Category	Frequency	Percent
Preferred travel duration (by flight)	Less than 3	47	9.5
	3-6 hours	271	54.6
	7-10 hours	139	28.0
	11-14 hours	22	4.5
	15- or above	17	3.4
Preferred length of stay	1 night	34	6.85
	2 nights	12	2.4

	3 nights	25	5.0
	4 nights	53	10.7
	5 nights	95	19.2
	6 nights	49	9.9
	7 nights	78	15.7
	8 nights	27	5.4
	9 nights or above	123	24.8
Preferred travel partner	Alone	14	2.8
	Spouse	84	16.9
	Friend	82	16.5
	Family	291	58.7
	Others	25	5.0
Preferred travel arrangement type	Make my own travel arrangement	116	23.4
	Package tour	195	39.3
	Own + Package tour	185	37.3
Preferred accommodation type	Budget/economy accommodation	160	32.3
	Mid-priced accommodation	271	54.6
	Upscale/ Luxury accommodation	65	13.1
Information technology acceptance	Very slow acceptance	41	8.3
	Slow acceptance	94	18.9
	Neutral	180	36.3
	Fast acceptance	147	29.6
	Very fast acceptance	34	6.9

## 5.6 EFA, CFA, and cluster analysis of Chinese senior tourists' motivation

This section presents the findings of the exploratory factor analysis, confirmatory factor analysis, and cluster analysis for the Chinese senior tourists. Descriptive outcomes of sociodemographic and travel-related characteristics of Chinese senior tourists are also presented. Further, differences among travel motivation domains, tourism-related preferences, sociodemographic characteristics, and travel-related characteristics across the motivation clusters are investigated.

### 5.6.1 EFA of the measurement model on Chinese senior tourists

Principal axis factoring using promax rotation was used to conduct EFA on the Chinese senior dataset. The analysis adopts the 0.40 threshold for factor loading proposed by Stevens

(2002) and Blunch (2008). Factors with eigenvalues of 1.0 or higher were retained for further analysis (Tabachnick & Fidell, 2001). In keeping with Field (2013) and Stevens (2002), items with factor loadings lower than 0.45 and communalities lower than 0.40 were deleted.

Thirty-eight (38) items determined at the first stage of the analysis using North American senior tourists were investigated for the 496 Chinese senior samples. Table 5.14 presents the results of the rerun of the EFA on Chinese senior tourists' motivation for overseas travel using the remaining 38 items. Eight domains were extracted and described "seeking knowledge/learning", "seeking once-in-a-lifetime experience", "escaping", "experiencing culture/nature", "seeking self-esteem", "achieving a sense of socialization", "seeking time with family" and "seeking nostalgia".

The factor model accounted for 62.32% of the variance on diaspora tourists' travel motivation. Further, the KMO measure of sampling adequacy was 0.91 ( $\chi^2 = 12622.88$ ,  $df = 703$ ,  $p = 0.000$ ), and was, thus, above the 0.70 threshold (Tabachnick & Fidell, 2001). These indices indicate a high suitability or factorability of the data. Further, the communalities ranged from 0.47 to 0.92 and accounted for 47% to 92% of the variance. Each of the domains indicated reliable alphas: "seeking knowledge/learning" ( $\alpha = 0.91$ , mean = 3.92), "seeking once-in-a-lifetime experience" ( $\alpha = 0.88$ , mean = 3.93), "escaping", ( $\alpha = 0.91$ , grand mean = 3.28), "experiencing culture/nature" ( $\alpha = 0.87$ , grand mean = 4.09), "seeking self-esteem" ( $\alpha = 0.88$ , grand mean = 4.39), "achieving sense of socialization" ( $\alpha = 0.87$ , grand mean = 3.70), "seeking time with family/partner" ( $\alpha = 0.88$ , grand mean = 4.23), and "seeking nostalgia" ( $\alpha = .81$ , grand mean = 3.12). Cronbach's alpha reliability test is recommended at a minimum threshold of 0.70 (Hair et al., 2010; Tabachnick & Fidell, 2001).

Table 5.14 EFA result on the motivation of Chinese senior tourists

Domains and items	Communalities	Factor loadings	Mean
<b>Domain 1: Seeking knowledge/learning</b> (Eigenvalue= 12.61, Variance explained= 33.19, Cronbach's $\alpha$ = .91, Grand mean= 3.92)			
To expand my existing knowledge.	0.77	0.90	3.91
To keep myself well informed.	0.67	0.84	3.84
To seek intellectual enrichment.	0.67	0.78	3.81
To learn new things and enrich my life.	0.63	0.76	3.99
To gain a learning experience.	0.62	0.74	3.74
To broaden my views.	0.48	0.63	4.21
<b>Domain 2: Seeking once-in-a-lifetime experience</b> (Eigenvalue= 3.63, Variance explained= 9.55 Cronbach's $\alpha$ = .88, Grand mean= 3.93)			
To enjoy my time while I can.	0.62	0.82	4.07
To make the most of my free time while I can.	0.60	0.82	3.92
To seek outdoor recreation opportunities while I can.	0.58	0.78	3.85
It is a good way to spend my money while I can.	0.60	0.76	3.77
To feel refreshed.	0.54	0.53	4.08
To give myself a treat.	0.49	0.48	3.86
<b>Domain 3: Escaping</b> (Eigenvalue= 2.28, Variance explained= 6.00, Cronbach's $\alpha$ = .91, Grand mean= 3.28)			
To escape from the stress of daily life.	0.82	0.95	3.25
To escape from my routine.	0.77	0.92	3.35
To get away from the crowds (people or traffic).	0.64	0.78	3.20
To get away from doing a lot of thinking.	0.64	0.76	3.30
<b>Domain 4: Experiencing culture/nature</b> (Eigenvalue= 2.08, Variance explained= 5.47, Cronbach's $\alpha$ = .87, Grand mean= 4.09)			
To see historical sites.	0.70	0.85	3.99
To experience cultural sites.	0.61	0.80	4.00
To experience natural sites.	0.65	0.77	4.18
To experience beautiful scenery.	0.66	0.74	4.17
To experience cultures different from mine.	0.47	0.58	4.12
<b>Domain 5: Seeking self-esteem</b> (Eigenvalue= 1.67, Variance explained= 4.39, Cronbach's $\alpha$ = .88, Grand mean= 4.39)			
To tell others about my travel experiences.	0.63	0.84	3.76
To gain the respect from others.	0.67	0.71	3.38
To gain a sense of achievement or accomplishment.	0.67	0.71	3.60
To enjoy a place where others value and appreciate.	0.49	0.65	3.89
To gain self-esteem.	0.63	0.61	3.47
To feel privileged or important.	0.51	0.56	3.17
<b>Domain 6: Achieving sense of socialization</b> (Eigenvalue= 1.59, Variance explained= 4.18, Cronbach's $\alpha$ = .87, Grand mean= 3.70)			
To see and meet different people.	0.63	0.83	3.70
To make contact with new people.	0.62	0.76	3.67
To feel connected with other people.	0.66	0.75	3.56
To share my thoughts and feelings with others.	0.57	0.67	3.75
To be with people who share my interests.	0.48	0.52	3.84
<b>Domain 7: Seeking time with family</b> (Eigenvalue= 1.48, Variance explained= 3.89, Cronbach's $\alpha$ = .88, Grand mean= 4.23)			
To enjoy time with my family.	0.92	0.98	4.32
To enjoy a family event.	0.73	0.86	4.25

To be with my partner.	0.55	0.71	4.12
<b>Domain 8: Seeking nostalgia</b> (Eigenvalue= 1.22, Variance explained= 3.22, Cronbach's $\alpha$ = .81, Grand mean= 3.12)			
To meet old friends.	0.60	0.78	3.07
To remember times from my past.	0.60	0.73	3.08
To visit a place where I have memories.	0.54	0.70	3.20

### 5.6.2 CFA of the measurement model on Chinese senior tourists

To verify the factor structure of the extracted domains identified in the EFA, CFA was used to analyze the measurement model using the Chinese dataset (N=496). As discussed earlier, fit indices, including normed chi-square ( $\chi^2/df$  statistic) between 1 and 5, CFI equal or higher than 0.8, RMSEA lower than 0.8, and TLI equal or higher than 0.8, are tested to determine the fitness of the measurement model (Hair et al., 2010; Kline 2011; Tanaka, 1993; Wheaton, Muth en, Alvin, & Summers, 1977). In addition, goodness-of-fit index of 0.8 is considered acceptable (Baumgartner & Homburg, 1996; Browne & Cudeck, 1993; Kline, 2011). As presented in Table 5.15, there is adequate statistical evidence for the fit indices used for this sample except for chi-square ( $\chi^2=1571.154$ ,  $p=0.000$ ). Normed chi-square was within the acceptable threshold ( $\chi^2/df = 2.502$ ). Also, CFI (0.92), TLI (0.91), RMSEA (0.055) and GFI (0.86) all indicated a generally acceptable model fit for the measurement model.

Table 5.15 CFA results of the measurement model on Chinese senior tourists

Constructs	Items	Estimate	S.E.	C.R.	p-value	Standardized factor loading	AVE	CR
Seeking knowledge/learning	Mot39	1.00				0.66		
	Mot38	1.35	0.09	15.14	***	0.79		
	Mot37	1.35	0.09	15.00	***	0.78	0.61	0.90
	Mot36	1.27	0.08	15.27	***	0.80		
	Mot35	1.42	0.09	15.99	***	0.85		
	Mot34	1.30	0.09	14.95	***	0.78		
Seeking once-in-a-lifetime experience	Mot53	1.00				0.70		
	Mot52	0.99	0.06	15.82	***	0.78		
	Mot51	1.05	0.07	15.54	***	0.76	0.54	0.87
	Mot50	0.91	0.06	14.53	***	0.71		

Constructs	Items	Estimate	S.E.	C.R.	<i>p</i> -value	Standardized factor loading	AVE	CR
	Mot49	0.93	0.06	14.63	***	0.72		
	Mot48	0.88	0.06	14.79	***	0.72		
Seeking self-esteem	Mot17	1.00				0.74		
	Mot16	0.99	0.06	17.71	***	0.82		
	Mot15	0.63	0.06	11.21	***	0.59	0.54	0.88
	Mot14	0.85	0.06	15.52	***	0.72		
	Mot13	1.00	0.06	16.70	***	0.78		
	Mot12	0.98	0.06	16.23	***	0.76		
Experiencing culture/nature	Mot30	1.00				0.73		
	Mot29	0.93	0.08	12.37	***	0.65		
	Mot28	1.05	0.08	13.61	***	0.72	0.52	0.84
	Mot27	0.94	0.07	13.54	***	0.74		
	Mot26	0.97	0.07	13.73	***	0.75		
Achieving a sense of socialization	Mot5	1.00				0.69		
	Mot4	1.14	0.08	15.20	***	0.76		
	Mot3	1.12	0.07	15.07	***	0.76	0.57	0.87
	Mot2	1.19	0.08	15.82	***	0.80		
	Mot1	1.14	0.08	15.26	***	0.77		
Escaping	Mot21	1.00				0.79		
	Mot20	1.07	0.06	19.20	***	0.80	0.71	0.91
	Mot19	1.22	0.06	21.96	***	0.89		
	Mot18	1.29	0.06	22.20	***	0.89		
Seeking nostalgia	Mot80	1.00				0.79		
	Mot78	0.92	0.06	15.11	***	0.76	0.58	0.81
	Mot77	0.86	0.06	14.83	***	0.74		
Seeking time with family	Mot8	1.00				0.86		
	Mot7	1.10	0.0	24.9	***	0.96	0.73	0.89
	Mot6	0.90	0.0	19.2	***	0.73		

To examine the convergent validity, items with a standardized factor loading of 0.4 or higher were considered. For this dataset, standardized factor loadings ranged from 0.59 to 0.96. AVE equal or above 0.5 and construct/composite reliability (CR) above 0.7 were considered suitable for inclusion (Stevens, 2002; Hair et al., 2010). As shown in Table 5.15 and Table 5.16, all AVE values were found to be acceptable and within the range of 0.54 to 0.73. Composite reliability values also ranged from 0.81 to 0.90. Further, all AVE values for all dimensions were

higher than the squared multiple correlation coefficient. Thus, discriminant validity was satisfied using the above criteria.

Table 5.16 AVE, CR, MSV, and correlation on Chinese senior tourists

	AVE	CR	MSV	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1)	0.61	0.90	0.37	<b>0.78</b>							
(2)	0.54	0.87	0.53	0.61***	<b>0.73</b>						
(3)	0.54	0.88	0.53	0.53***	0.73***	<b>0.74</b>					
(4)	0.52	0.84	0.30	0.54***	0.35***	0.30***	<b>0.72</b>				
(5)	0.57	0.87	0.52	0.58***	0.63***	0.72***	0.42***	<b>0.76</b>			
(6)	0.71	0.91	0.36	0.36***	0.55***	0.60***	0.17**	0.57***	<b>0.84</b>		
(7)	0.58	0.81	0.24	0.38***	0.44***	0.49***	0.09	0.39***	0.36***	<b>0.76</b>	
(8)	0.73	0.89	0.08	0.23***	0.25***	0.18***	0.28***	0.23***	0.21***	0.21***	<b>0.85</b>

(1) Seeking knowledge/learning, (2) Seeking once-in-a-lifetime experience, (3) Seeking self-esteem, (4) Experiencing culture/nature, (5) Achieving a sense of socialization, (6) Escaping, (7) Seeking nostalgia, and (8) Seeking time with family.

\*\* Correlation is significant at  $p < 0.010$

\*\*\* Correlation is significant at  $p < 0.001$

### 5.6.3 Cluster analysis of Chinese dataset

After establishing the dimensionality of senior tourists' motivation using factor analysis and confirming these dimensions using CFA, cluster analysis was performed to determine the best numbers of clusters for the Chinese dataset. To do this, a hierarchical cluster analysis procedure using Ward's method and Squared Euclidean distance was performed on the eight identified domains (seeking knowledge/learning, seeking once-in-a-lifetime experience, seeking self-esteem, experiencing culture/nature, achieving a sense of socialization, escaping, seeking nostalgia, and seeking time with family). Next, a non-hierarchical procedure using K-means cluster analysis was performed to determine the best clusters for the data. The results indicate that the most substantial change started in cluster 5. To determine the best cluster, however, K-means clustering procedures were performed for these clusters.

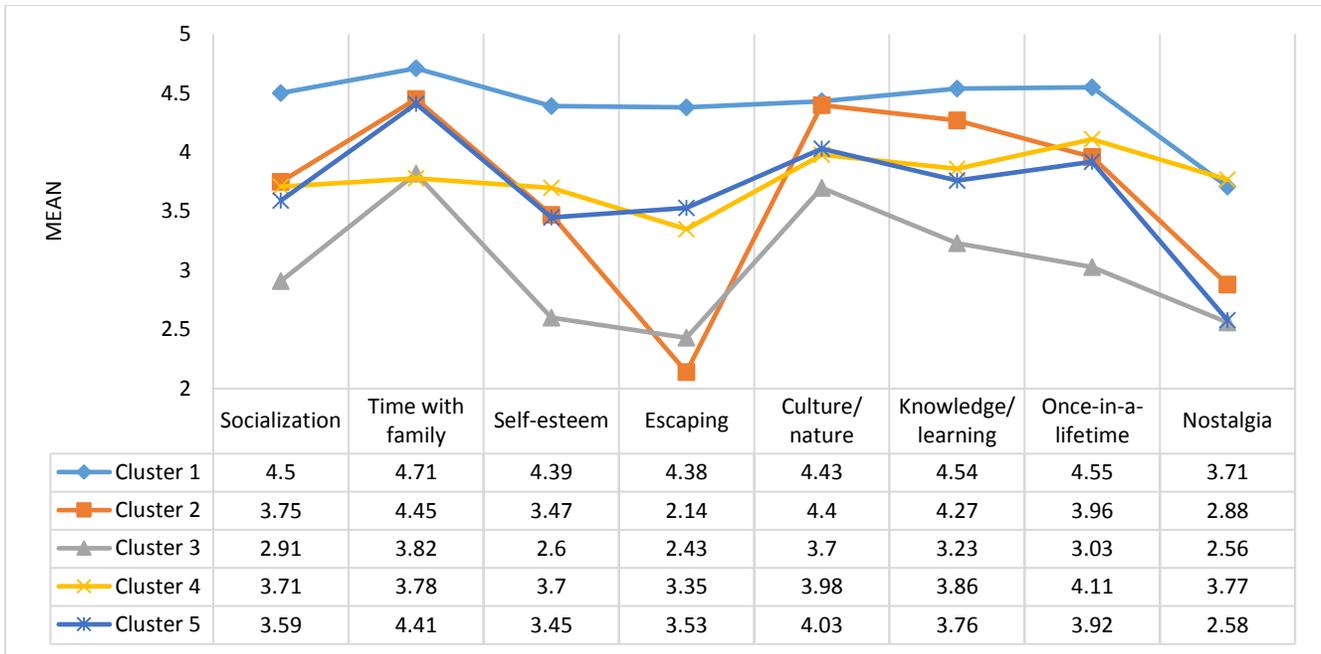


Figure 5.2 Line graph depicting Chinese senior motivation domains across cluster

### 5.6.3.1 Comparison of Chinese seniors' motivation domains across motivation clusters

Figure 5.2 is a line graph that depicts the variation of senior tourists' motivation across the clusters. Cluster 1 was constituted by Chinese seniors with generally high motivation across all of the eight motivation domains. Cluster 2 consisted of lowest escape motivation, relatively low nostalgia, but relatively high family, culture/nature motivation. Cluster 3 comprised middle level motivations for family and culture/nature but low motivations across the other motivation domains. This cluster (cluster 3) particularly exhibited an overall low motivation relative to other clusters. Cluster 4 comprised seniors with relatively middle motivation for escape but the relatively high motivation for nostalgia, pride/learning, and culture/nature. Cluster 5 consisted of low nostalgia, relatively middle level motivation for self-esteem and escape, but a high motivation for family. As depicted in Table 5.17, the series of ANOVA tests reveal that all eight motivation domains are significantly different across the five generated clusters ( $p < 0.001$ ).

Altogether, respondents in cluster 1 were more likely to pursue overseas leisure travel as compared to other clusters. By contrast, cluster 3 Chinese seniors demonstrated relatively low interest in overseas leisure travel. Cluster 1 contained 22.8% of the sample while cluster 2 included 13.1%. Clusters 3 and 4 included 20.6% and 20.5% of the sample respectively while cluster 5 included 23%.

Table 5.17 Comparison of Chinese senior travel motivation domains across clusters

Domains	Cluster 1 (n=113)	Cluster 2 (n=65)	Cluster 3 (n=102)	Cluster 4 (n=102)	Cluster 5 (n=114)	F-value	p-value
Socialization	4.50a	3.75b	2.91d	3.71bc	3.59c	121.86	.000
Family	4.71a	4.45b	3.82c	3.78c	4.41b	42.64	.000
Self-esteem	4.39a	3.47c	2.60d	3.70b	3.45c	150.74	.000
Escaping	4.38a	2.14e	2.43d	3.35c	3.53b	237.83	.000
Culture/nature	4.43a	4.40a	3.70c	3.98b	4.03b	32.14	.000
Knowledge	4.54a	4.27d	3.23b	3.86c	3.76c	98.75	.000
Once-in-a-lifetime	4.55a	3.96c	3.03d	4.11b	3.92c	135.25	.000
Nostalgia	3.71a	2.88b	2.56c	3.77a	2.58c	92.04	.000

Note: a, b, c, d, and e indicate the source of significant differences ( $a > b > c > d > e$ ,  $p < 0.001$ ).

### 5.6.3.2 Comparison of Chinese seniors' tourism preferences across motivation clusters

Another important objective of this study was to determine variations of different travel-related preferences across the motivation clusters. A series of ANOVA tests were undertaken for this task as shown in Table 5.18. The tests demonstrated significant differences ( $p < 0.001$ ) between travel-related preferences, including preference for tourism type, preference for attraction type, and preference for activity type across all the motivation clusters.

To detect where significant differences occurred, Duncan's multiple range post-hoc analysis test was conducted. With regard to preference for urban tourism, cluster 1 (mean=3.95) was significantly different ( $p < 0.001$ ) from clusters 2 (mean=3.27), 4 (mean=3.55), and 5 (mean=3.49). Cluster 3 (mean=3.46) was the least likely to prefer eco-tourism. In relation to health

tourism, clusters 1 (mean=4.23) and 2 (mean=4.21) were significantly different ( $p < 0.001$ ) from the other clusters. Also, cluster 3 was less likely to prefer cruise tourism (mean=2.93).

With respect to Chinese seniors' preference for attraction type, seniors in clusters 1 (mean=4.15), 2 (mean=4.05) and 4 (mean=4.03) showed significantly ( $p < 0.001$ ) higher preference for historical attractions. Also, clusters 1 (mean=4.31) and 2 (mean=4.27) felt that natural scenery was significantly more preferred activity than other clusters ( $p < 0.001$ ). In contrast, clusters 3 (mean=3.47) and 5 (mean=4.25) were significantly ( $p < 0.001$ ) less likely to prefer cultural attractions at an overseas destination while clusters 1 (mean=4.27) and 2 (mean=4.25) were more likely to prefer cultural attractions.

Regarding the preference for activity type, Chinese seniors in cluster 3 (mean=3.28) were significantly different from others, demonstrating the least preference for outdoor activities at a destination. Clusters 1 (mean=3.74) and 4 (mean=3.47) were also significantly different ( $p < 0.001$ ) from clusters 2 (mean=3.14) and 5 (mean=3.19), and also from cluster 3 (mean=2.43) regarding preference for shopping. Clusters 1 (mean=4.02) and 5 (mean=3.83) reported significantly ( $p < 0.001$ ) higher mean scores than those of the other three clusters with regard to preference for dining at a destination. Cluster 3 (mean=3.07) reported the least preference for dining at a destination.

Table 5.18 Comparison of Chinese seniors' travel-related preferences across clusters

Travel preference	Clusters					F-value	p-value
	1	2	3	4	5		
<b><i>Preference for tourism type</i></b>							
I prefer to engage in urban tourism.	3.95a	3.72b	3.17c	3.55b	3.49b	14.43	.000
I prefer to engage in eco-tourism.	4.19a	4.09a	3.46b	3.66b	3.66b	21.15	.000
I prefer to engage in health tourism.	4.23a	4.21a	3.72b	3.92b	3.84b	10.17	.000
I prefer to engage in cruise tourism.	4.05a	3.50b	2.93c	3.51b	3.36b	19.08	.000
<b><i>Preference for attraction type</i></b>							
I prefer to visit historical attractions.	4.15a	4.05a	3.44b	4.03a	3.61b	19.13	.000
I prefer to visit attractions of natural scenery.	4.31a	4.27a	3.70b	4.01b	3.85bc	15.36	.000
I prefer to visit cultural attractions.	4.27a	4.25a	3.47c	3.94b	3.65c	24.35	.000

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**Preference for activity type**

I prefer outdoor activities at a destination.	4.03a	3.72bc	3.28d	3.75b	3.52c	15.09	.000
I prefer shopping at a destination.	3.74a	3.14b	2.43c	3.47a	3.19b	28.33	.000
I prefer dining at a destination.	4.02a	3.66b	3.07c	3.68b	3.83ab	19.60	.000

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Note: a, b, c, and d indicate the source of significant differences ( $a > b > c > d$ ,  $p < 0.001$ ).

### 5.6.3.3 Difference in Chinese seniors' sociodemographic characteristics profile across motivation

It was also important to conduct a series of chi-square tests to examine whether there were significant associations between selected sociodemographic characteristics and motivation clusters. The results are presented in Table 5.19. Significant associations were observed at the 0.001 level on age and annual household income and at the 0.05 level on marital status and educational level.

Specifically, significant associations were noticed for seniors aged 55 years to 59 years across all the motivation clusters. Clusters 1, 4, and 5 consisted of 55 to 59 year olds and 60 to 64 year olds whereas clusters 2 and 3 comprised 55 to 59 year olds and 65 to 69 year olds. While younger Chinese seniors (55-59 years) were more likely to be found in cluster 1 (56.6%), the more elderly seniors (70 years and above) were noticed in cluster 4 (7.8%). Also, significant associations ( $p < 0.05$ ) existed among married respondents across all the clusters – this was particularly dominant in cluster 2 (92.3%). Single (unmarried) Chinese seniors were, however, more likely found in cluster 1 (12.4%). Primary level education was also noted in cluster 2 (32.4%) whereas cluster 2 recorded the highest educational level (36.9%).

Moreover, cluster 1 consisted of seniors with annual household income ranging from US\$ 40,000 to US\$59,999 equivalent (25%). Cluster 2 (33.8%) and cluster 3 (39.6%) was made up of respondents with annual household income ranging from US\$ 20,000 to US\$ 39,999 equivalent.

Cluster 4 (26.7%) and cluster 5 (24.6%) comprised respondents who earned from US\$ 60,000 to US\$ 79,999 equivalent.

Table 5.19 Chi-square comparison of Chinese seniors' sociodemographic features across motivation clusters

Sociodemographic	Clusters					Chi-Square	p-value
	1	2	3	4	5		
<b>Gender</b>							
Female	49.6	52.3	52.0	55.9	61.4	3.77	.438
Male	50.4	47.7	48.0	44.1	38.6		
<b>Age</b>							
55-59 years	56.6	44.6	35.3	41.2	48.2		
60-64 years	31.0	18.5	23.5	34.3	31.6	38.70	.000
65-69 years	11.5	35.4	33.3	19.6	18.4		
70 years or above	0.9	1.5	7.8	4.9	1.8		
<b>Marital status</b>							
Single	12.4	0.0	5.9	9.8	4.4		
Married	77.0	92.3	85.3	73.5	84.2	17.82	.023
Others	10.6	7.7	8.8	16.7	11.4		
<b>Educational level</b>							
Primary school graduate	16.8	15.4	32.4	15.7	18.4		
Secondary/High school degree	46.9	47.7	34.3	57.8	50.9	21.87	.039
College degree or above	32.7	36.9	29.4	23.5	28.1		
Others	3.5	0.0	3.9	2.9	2.6		
<b>Annual household income (before tax)</b>							
Less than US\$ 20,000	5.6	9.2	9.9	9.9	1.8		
US\$ 20,000-39,999	19.4	33.8	39.6	18.8	23.7		
US\$ 40,000-59,999	25.0	29.2	27.7	16.8	17.5	66.05	.000
US\$ 60,000-79,999	16.7	9.2	13.9	26.7	24.6		
US\$ 80,000-99,999	15.7	9.2	5.0	22.8	23.7		
US\$ 100,000 or above	17.6	9.2	4.0	5.0	8.8		

#### 5.6.3.4 Difference in Chinese seniors' travel characteristics across motivation clusters.

This section examines whether there were significant levels of association between the motivation clusters and selected travel characteristics. The results reported in Table 5.20 show that significant differences exist at the 0.001 level on preferred travel partner, preferred

accommodation type, preferred accommodation type, and information technology acceptance. Preference for family as travel partner was significantly different across all the clusters ( $p=0.001$ ). Regarding preference for accommodation type, cluster 3 (51%) comprised respondents who preferred budget/economy accommodation. Cluster 1 (40.7%) and cluster 3 (48%) differed from the other clusters in terms of Chinese seniors' preference for package tour. In terms of information technology acceptance, cluster 3 was characterized by a fast acceptance of travel information technology (44.6%).

Table 5.20 Chi-square comparison of Chinese seniors' travel-related features across motivation clusters

Travel variables	Clusters					Chi-Square	p-value
	1	2	3	4	5		
<b><i>Preferred travel duration (by flight)</i></b>							
Less than 3	6.7	14.3	12.5	6.6	7.9		
3-6 hours	8.0	7.1	7.8	4.9	7.9		
7-10 hours	25.3	10.7	12.5	11.5	7.9	17.92	.329
11-14 hours	24.0	10.7	18.8	21.3	22.2		
15 hours or above	36.0	57.1	48.4	55.7	54.0		
<b><i>Preferred travel partner</i></b>							
Alone	2.7	3.1	1.0	6.9	0.9		
Spouse	15.0	30.8	14.7	18.6	11.4		
Friend	24.8	10.8	10.8	20.6	13.2	38.75	.001
Family	50.4	50.8	66.7	51.0	71.1		
Others	7.1	4.6	6.9	2.9	3.5		
<b><i>Preferred accommodation type</i></b>							
Budget/economy accommodation	11.5	35.4	51.0	24.5	41.2		
Mid-priced accommodation	67.3	49.2	44.1	60.8	49.1	50.60	.000
Upscale/ Luxury accommodation	21.2	15.4	4.9	14.7	9.6		
<b><i>Preferred accommodation type</i></b>							
Make my own travel arrangement	33.6	18.5	5.9	30.4	25.4		
Package tour	40.7	38.5	48.0	32.4	36.8	31.73	.000
Own + Package tour	25.7	43.1	46.1	37.3	37.7		
<b><i>Information technology acceptance</i></b>							
Very slow acceptance	1.9	9.2	16.2	5.0	4.4		
Slow acceptance	13.0	15.4	26.3	15.8	24.8		
Neutral	38.0	27.7	33.3	45.5	37.2	54.027	.000
Fast acceptance	32.4	44.6	19.2	29.7	30.1		
Very fast acceptance	14.8	3.1	5.1	4.0	3.5		

#### *5.6.3.5 Interpretation and summary of results on Chinese seniors' motivation*

Further examination of the results showed that clusters 2, 4, and 5 were consistent in terms of preference for urban tourism. The clusters exhibited a relatively high motivation for a once-in-a-lifetime experience. Motivations for culture/nature and knowledge/learning were also high for clusters 1 and 2. These clusters were similar in terms of preference for eco-tourism and health tourism. There is, therefore, evidence to posit that clusters 1 and 2 are more likely to be motivated by culture/nature and knowledge/learning with a high preference for eco-tourism and health tourism. Clusters 2 and 5 were also similar with respect to preference for cruise tourism as these clusters exhibited a relatively high motivation for once-in-a-lifetime experience and family.

Clusters 1, 2, and 4 comprised Chinese seniors who preferred historical attractions. The clusters were found to have a high to a relatively high motivation for nostalgia. This finding confirms that of previous studies, including Hsu, Cai, and Wong (2007) and Hao and Ryan (2013) who identified nostalgia in visiting classical places of the past as a significant factor for travel (to be) undertaken by Chinese seniors. Regarding Chinese seniors' preference for natural scenery and cultural attractions, clusters 1 and 2 were found to have the highest culture/nature motivations.

Preference for shopping at a destination was noted for clusters 1 and 4. These clusters recorded the highest mean values for self-esteem as a motivation. Although clusters 1 and 2 showed a high to a relatively high motivation for dining at a destination, they also showed a relatively high motivation for escape and had lowest mean scores for nostalgia.

In terms of selected sociodemographic variables, clusters 1 and 5 comprised individuals aged 55 years to 59 years. Likewise, cluster 2 was constituted by seniors aged 65 years to 69 years. Those seniors aged 70 years or above also dominated cluster 3. This cluster of seniors was particularly high in family motivation despite low their level of motivation in general. Cluster 4

was made up of individuals between 60 and 64 years. For marital status, single (unmarried) seniors constituted cluster 1 while married seniors largely constituted cluster 2. In terms of educational level, cluster 3 comprised seniors with primary school level education. Secondary/high school graduates were also dominant in cluster 4 while college graduates were mainly found in cluster 2.

Moreover, cluster 4 seniors tended to prefer travelling alone. This cluster was also noted to have the lowest motivation for family travel. Preference for spouse as travel partner was dominant among cluster 2 whereas the preference to travel with friends was common in cluster 1. Thus, cluster 1 recorded the highest motivation for socialization while family travel was more preferred among cluster 5 seniors.

Preference for mid-priced and upscale/luxury accommodation was consistent for the seniors in cluster 1. Preference for budget/economy accommodation was also high for cluster 3 seniors. Responses for Chinese seniors' acceptance of travel information technology in cluster 3 ranged from very slow to slow acceptance. Cluster 4 seniors were neutral in their acceptance of travel information technology whereas clusters 2 and 1 seniors were consistent in adopting fast to very fast acceptance respectively. Table 5.21 presents the summary of the results, and it shows an association between Chinese seniors' travel preference, sociodemographic, and travel-related variables and extracted clusters.

Table 5.21 Summary of results of cluster analysis for Chinese senior tourists

<b>Criteria</b>	<b>Cluster 1</b>	<b>Cluster 2</b>	<b>Cluster 3</b>	<b>Cluster 4</b>	<b>Cluster 5</b>
Motivation scale	Highest level on the motivation domains (mean=4.40)	High level on the motivation domains (mean=3.67)	Lowest level on the motivation domains (mean=3.04)	High to highest level on the motivation domains (mean=3.78)	Low to lowest level on the motivation domains (mean=3.66)
Motivation trait of cluster	High motivation	Lowest escape, relatively low nostalgia & relatively high family and culture/nature	Relatively high family and culture/nature but others low	Relatively medium escape, relatively high others	Low nostalgia, medium self-esteem, high family
Preference for tourism type	Highest level on the preference for tourism type items (mean=4.11)	High to highest level on the preference for tourism type items (mean=3.88)	Lowest level on the preference for tourism type items (mean=3.32)	High level on the preference for tourism type items (mean=3.66)	Low to lowest level on the preference for tourism type items (mean=3.70)
Preference for attraction type	Highest level on the preference for attraction type items (mean=4.24)	High level on the preference attraction type items (mean=4.19)	Lowest level on the preference attraction type items (mean=3.54)	Low to lowest level on the preference attraction type items (mean=3.99)	High to highest level on the preference for attraction type items (mean=4.41)
Preference for activity type	Highest level on the preference for activity type items (mean=3.93)	Low to lowest level on the preference for activity type items (mean=3.51)	Lowest level on the preference for activity type items (mean=2.93)	High level on the preference for activity type items (mean=3.63)	Low to lowest on the preference for activity type items (mean=3.51)
Age	More likely aged 55 and 59 years	More likely aged 65 and 69 years	More likely aged 70 years or above	More likely aged 60 and 64 years	More likely aged 55 and 59 years
Marital status	More likely to be single	More likely to be married	More likely to be married	More likely to be in the 'other' category	More likely to be married
Educational level	More likely secondary school graduates	More likely college graduates	More likely primary school graduates	More likely secondary school graduates	More likely secondary school graduates
Annual household income	US\$ 100,000 or above	US\$ 40,000-59,000	US\$ 20,000-39,000	US\$ 60,000-79,000	US\$ 80,000-99,000
Preferred travel partner	More likely prefer friends	More likely prefer spouse	More likely prefer family	More likely prefer alone	More likely prefer family
Preferred accommodation type	More likely prefer upscale/luxury accommodation	More likely prefer mid-priced accommodation	More likely prefer budget/economy accommodation	More likely prefer mid-priced accommodation	Most likely prefer mid-priced accommodation
Information technology acceptance	Very fast acceptance	Fast acceptance	Slow to fast acceptance	Neutral acceptance	Neutral acceptance

## **CHAPTER 6: RESULTS ON DIASPORA TOURIST MOTIVATION**

### **6.1 Chapter introduction**

This chapter presents the results of the survey on diaspora tourist motivation. The results are divided into two sections: the first section addresses the motivation of mature/senior diaspora tourists and the second section presents the results of the senior tourists' motivation. The chapter begins with the data screening process, descriptive analysis and cross-validation of data. Issues concerning validity and reliability are also discussed. Further, the results of the exploratory and confirmatory factor analyses, as well as the structural model, are presented. Finally, all relevant hypotheses are tested in relation to the structural model.

### **6.2 Data screening**

After the collection of data from field survey, the next important step is to screen the data for missing data, outliers, or other discrepancies. The target for the survey (mature/senior diaspora tourists) are respondents who indicated interest in diaspora related travel and met the minimum required age (45 years). To ensure this, three screening dimensions were used; the first being travel purpose. Here, only respondents who indicated "To visit friends/relatives" and "Interest in African culture/heritage" were included. For the question "How important is it for you to visit the African motherland/homeland?", only responses ranging from neutral to very important were included. Third, only respondents who were 45 years or above were included in the study.

#### **6.2.1 Missing data and outliers**

After data collection, 25 of the cases were found to have significant missing data and were, therefore, not suitable for further analysis. Also, boxplot analysis in SPSS was utilized to detect

outliers. Altogether, 43 potential outliers were detected and removed, and 419 cases remained for the SEM analysis.

### 6.2.2 Normality test

From Table 6.1, the absolute value of skewness was within the range of 0.35 and 1.89. Kurtosis index ranged from 0.00 and 4.77. Although three items – inte4 (I intend to bring my family/children to visit the African motherland/ homeland), ima5 (African motherland/ homeland destinations offer education value), and ima6 (People in the African motherland/ homeland are hospitable and friendly) – had kurtosis values that were slightly high, they were retained because of their importance to the study. Therefore, it is important to state that the findings for these items may be slightly biased.

Table 6.1 Descriptive statistics for measurement items in the main study

Item	Mean	Standard deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	SE	Statistic	SE
To feel attached to family homeland	4.28	0.80	-0.72	0.12	-0.53	0.24
To visit relatives/friends in the African homeland/ motherland	4.02	0.94	-0.81	0.12	0.34	0.24
To have a sense of loyalty to the African homeland/ motherland	4.34	0.73	-0.78	0.12	-0.21	0.24
To reinforce the connection to the African homeland/ motherland	4.46	0.69	-0.97	0.12	-0.16	0.24
To experience my home country in the African homeland/ motherland	4.35	0.81	-1.19	0.12	1.30	0.24
To find an opportunity to visit country of my origin	4.34	0.85	-1.09	0.12	0.38	0.24
To visit my childhood home	4.43	0.76	-1.10	0.12	0.16	0.24
To visit my hometown	3.92	1.11	-0.87	0.12	0.06	0.24
To gain a once-in-a-lifetime experience	4.39	0.80	-1.17	0.12	0.77	0.24
To travel to the African homeland/ motherland is a lifelong desire	4.50	0.73	-1.28	0.12	0.72	0.24
To take part in an event/ festival (e.g. Emancipation Day)	3.61	1.22	-0.52	0.12	-0.64	0.24
To remain connected to my roots	3.62	1.26	-0.57	0.12	-0.61	0.24
To take a trip back to the land of my ancestors	4.09	0.99	-0.96	0.12	0.39	0.24
To gain access to personal history	4.07	1.07	-1.06	0.12	0.42	0.24
To return to family origin in the African homeland/ motherland	4.13	1.06	-1.08	0.12	0.37	0.24
To participate in ethnic family reunion in the African homeland/ motherland	4.51	0.70	-1.16	0.12	0.32	0.24

Item	Mean	Standard deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	SE	Statistic	SE
To take part in an organized celebration/ ritual	4.45	0.76	-1.43	0.12	2.04	0.24
To discover my identity	4.28	0.97	-1.46	0.12	1.92	0.24
To explore religion/ spirituality in an African homeland/ motherland	4.38	0.79	-1.14	0.12	0.82	0.24
To take part in a pilgrimage to the African homeland/ motherland	4.23	0.95	-1.23	0.12	1.09	0.24
To explore an African homeland/ motherland destination's culture	4.32	0.88	-1.47	0.12	2.17	0.24
To explore an African homeland/ motherland's heritage (e.g. slave routes)	4.43	0.79	-1.67	0.12	3.34	0.24
To search for authentic experiences in the African homeland/ motherland	4.40	0.80	-1.27	0.12	1.33	0.24
To make sense of the past in the African homeland/ motherland	3.67	1.28	-0.62	0.12	-0.73	0.24
To gain a sense of pride as an African descendant	3.77	1.22	-0.72	0.12	-0.45	0.24
To gain a sense of nationalism/belonging to the African homeland/ motherland	3.83	1.21	-0.83	0.12	-0.24	0.24
To make contributions to the African homeland/ motherland community	3.46	1.33	-0.35	0.12	-1.00	0.24
To fulfil a sense of obligation as an African descendant	4.19	1.03	-1.31	0.12	1.13	0.24
To visit a place where I have fond memories	3.95	1.18	-1.00	0.12	0.17	0.24
I feel/felt satisfied about the African homeland/motherland destination	4.42	0.71	-1.42	0.12	3.24	0.24
I feel/felt delighted about the African homeland/motherland destination	4.50	0.64	-1.11	0.12	0.88	0.24
I like/liked the African homeland/motherland destination	4.58	0.57	-1.01	0.12	0.07	0.24
I intend to recommend travel to African homeland/ motherland destinations	4.69	0.52	-1.41	0.12	1.06	0.24
I intend to revisit African homeland/ motherland destinations	4.66	0.56	-1.57	0.12	1.93	0.24
I intend to stay longer at an African homeland/ motherland destination	4.38	0.90	-1.61	0.12	2.42	0.24
I intend to bring my family/children to visit the African homeland/ motherland	4.59	0.66	-1.80	0.12	4.14	0.24
Visiting African homeland/ motherland destinations say a lot about who I am	4.27	0.85	-1.07	0.12	0.83	0.24
African homeland/ motherland destinations are special to me	4.41	0.77	-1.35	0.12	2.00	0.24
African homeland/ motherland destinations are more important to me than elsewhere	4.25	0.88	-0.95	0.12	0.15	0.24
I attach special meaning to African homeland/ motherland destinations	4.51	0.65	-1.06	0.12	0.00	0.24
African homeland/ motherland destinations are pleasurable places	4.42	0.68	-0.90	0.12	0.21	0.24
African homeland/ motherland destinations are attractive places	4.45	0.66	-0.92	0.12	0.19	0.24
African homeland/ motherland destinations are interesting	4.62	0.57	-1.33	0.12	1.24	0.24
African homeland/ motherland destinations offer education value	4.56	0.69	-1.77	0.12	3.85	0.24
People in the African homeland/ motherland are hospitable and friendly	4.60	0.65	-1.89	0.12	4.77	0.24

SE= Standard Error.

### 6.3 Descriptive results of mature/senior diaspora tourist profile

#### 6.3.1 Demographic profiles of the respondents (mature/senior diaspora, N=419)

Seven socio-demographic attributes of respondents were ascertained for diaspora tourists: age, gender, marital status, educational level, occupation, nationality, and annual household income (see Table 6.2). The results of the descriptive analysis show that 43.4% of the respondents were between ages 45 and 50 and 57.8% were females. Approximately half of the respondents (50.1%) were married and 48.4% had attained college or university education. For occupation, 21.7% of the respondents were in the education sector whereas 19.1% were professionals in other fields. More than half of the respondents traveled from the USA to Ghana (61.1%) while 64.4% indicated their ancestry was from Africa. The income category US\$70,000 to US\$ 89,999 was also noted among 20.5% of the respondents.

Table 6.2 Demographics of mature/senior diaspora tourists

Variable	Category	Frequency	Percent
Age	45-50 years	182	43.4
	51-55 years	94	22.4
	56-60 years	78	18.6
	Above 60 years	65	15.5
Gender	Female	242	57.8
	Male	168	40.1
	Others	9	2.1
Marital status	Single	158	37.7
	Married	210	50.1
	Others	51	12.2
Highest educational level	No formal education	1	0.2
	Primary/ Middle school degree	10	2.4
	High School degree	39	9.3
	College graduate	203	48.4
	Graduate school or above	150	35.8
	Others	16	3.8
Occupation	Company employee	38	9.1
	Own business	49	11.7
	Civil servant	39	9.3
	Agricultural/ fishery	7	1.7

	Professional	80	19.1
	Housewife	1	0.2
	Technician	3	0.7
	Sales service	14	3.3
	Education	91	21.7
	Retired	27	6.4
	Others	70	16.7
Country of origin/Nationality	USA	256	61.1
	Jamaica	46	11.0
	Caribbean	25	6.0
	U.K.	26	6.2
	Trinidad & Tobago	9	2.1
	Others (e.g. Guyana, Barbados, Dominican Republic, Haiti, Bahamas).	46	11.0
	<i>Dual nationality</i>	11	2.6
Ancestry/ Roots	My parents were from Africa	50	11.9
	My grandparents were from Africa	30	7.2
	My great grandparents were from Africa	55	13.1
	My ancestry was from Africa	270	64.4
	Others	14	3.3
Annual household income (before tax)	Less than US\$10,000	44	10.5
	US\$ 10,000-29,999	12	2.9
	US\$ 30,000-49,999	44	10.5
	US\$ 50,000-69,999	46	11.0
	US\$ 70,000-89,999	86	20.5
	US\$ 90,000-109,999	70	16.7
	US\$ 110,000 or above	42	10.0
	No response	75	17.9

### 6.3.2 Travel-related characteristics of mature/senior diaspora tourists (N=419)

Three important travel-related characteristics – travel frequency to Ghana, number of nights expected to be spent in Ghana, and travel purpose – were examined (see Table 6.3). Overall, close to two-thirds (62.1%) of the respondents were first time visitors to Ghana. This was followed by respondents who spent between two to four days in Ghana (30.8%). Regarding the number of nights spent in Ghana, approximately 32% of the respondents indicated a travel period of 7 to 14 nights while close to one-fifth of the respondents (24.1%) reported travel periods ranging from 11

to 14 nights. For travel purpose, 80.7% of respondents indicated interest in African culture/heritage.

Table 6.3 Travel-related characteristics

Variable	Category	Frequency	Percent
Travel frequency to Ghana	1	260	62.1
	2-4	129	30.8
	5-7	16	3.8
	8-10	8	1.9
	11 or above	6	1.4
Number of nights	Less than 3 nights	23	5.5
	3-6 nights	75	17.9
	7-10 nights	132	31.5
	11-14 nights	101	24.1
	15-18 nights	8	1.9
	19-22 nights	28	6.7
	Above 23 nights	52	12.4
Travel purpose	Visit relatives/ friends in homeland	81	19.3
	Interest in African culture/ heritage	338	80.7

#### 6.4 Cross-validation of data

Kline (2016, p. 22) noted that most SEM studies are “one-shot” studies that do not involve cross-validation or a split sample approach. Indeed, the need for large samples in structural model analysis hinders researchers’ ability to replicate analyses. One approach to mitigating the above problem as suggested by Cudeck and Browne (1983) is to mirror cross-validation procedures for linear regressions. To do this, the data is split randomly into two halves followed by the estimation of factor models for the two data subsets. According to DeVellis (2017), replication of the factor solutions ensures the generalizability and reliability of the results. Using the split cases option in SPSS, the data were randomly split into two halves. The first part of the split data included a sample of 209 respondents while the second was constituted by the remaining 210 respondents.

EFA was conducted on the first sample to identify the primary factor structure and CFA for the second sample.

#### 6.4.1 EFA of the measurement model on mature/senior diaspora tourists (n=209)

To conduct EFA on diaspora tourists' motivation for visiting Ghana, principal axis factoring with promax rotation was used. Under moderate conditions, a sample size of at least 200 is needed (Fabrigar et al., 1999; MacCallum, Widaman, Zhang & Hong, 1999). Principal axis factoring is more suitable where there is a possible violation of normality (Bartholomew, 1980), as this method generates factors that account for the common variance in the primary data (Stevens, 2002). Also, Fields (2002) notes that promax is a factor analytic process suitable for large data. As a standard threshold, Stevens (2002) suggests that for a sample size of 50, a factor loading of 0.72 suffices; for a sample of 100, factor loading value of 0.512 is acceptable; for a sample of 200, factor loading should be greater than .364; for a sample of 300, loading greater than 0.298 suffices; for 600 sample size, loading of 0.210; and for sample size of 1000, factor loading greater than 0.162 is acceptable. However, Field (2013) argue that the significance of a loading reveals little information about the contribution of the item to the factor. To address this issue, Stevens (2002) and Blunch (2008) both proposed a loading value greater than 0.40 albeit some scholars opt for 0.3 (Field, 2013). In this study, only factors with eigenvalues of 1.0 or higher were considered. Using screen plot visualization, only factors above the elbow were retained (Tabachnick & Fidell, 2001).

Seven items failed to meet the aforementioned criteria and were removed: “to find an opportunity to visit country of my origin”, “to gain access to personal history”, “to return to family origin in the African motherland/homeland”, “to discover my identity”, “to explore an African

motherland/homeland destination’s culture”, “to explore an African motherland/homeland destination’s heritage”, and “to search for authentic experiences in the African motherland/homeland”. Further, diaspora motivation items with grand mean values below 3.0 were considered for deletion as they were of minimal relevance to respondents. Four items (“to visit my childhood home”, “to visit my hometown”, “to visit places where I have fond memories”, and “to revisit places from the good old days”) were, thus, excluded.

Table 6.4 shows the results of the rerun of the EFA on diaspora tourists’ motivation using the remaining 28 items. In all, five domains were extracted and were labeled “Seeking pride and learning”, “Seeking escape”, “Seeking connectedness”, “Event and spirituality”, and “Seeking memorable experience”. The factor model accounted for 59.01% of the variance on diaspora tourists’ travel motivation. Further, KMO was 0.89 ( $df= 378, p=0.000$ ), above the recommended 0.70 (Tabachnick & Fidell, 2001). In addition, the communalities were 0.43 to 0.89, meaning the domains accounted for 43% to 89% of the variance. Cronbach’s alpha reliability test is recommended at a minimum threshold of 0.70 (Hair et al., 2010; Tabachnick & Fidell, 2001). Each of the domains indicated reliable alphas: Seeking pride and learning ( $\alpha= 0.90$ , mean= 4.32), Escaping ( $\alpha= 0.92$ , mean= 3.80), Seeking connectedness ( $\alpha= 0.83$ , grand mean= 4.27), Event and spirituality ( $\alpha= 0.82$ , grand mean= 3.85), and Seeking memorable experience ( $\alpha= .83$ , grand mean= 4.36).

Table 6.4 EFA result on the motivation of mature/senior diaspora tourists (n=209)

Domains and items	Community	Factor loading	Mean
<b>Domain 1:</b> Achieving a sense of pride and learning (Eigenvalue= 9.97, Variance explained= 35.60, Cronbach’s $\alpha= .90$ , Grand mean= 4.32)			
To gain a sense of pride as an African descendant	0.78	0.98	4.42
To fulfil a sense of obligation as an African descendant	0.66	0.84	4.16
To gain a sense of nationalism/belonging to the African motherland/homeland	0.59	0.73	4.24

To experience something I have learned regarding the past	0.47	0.65	4.37
To experience cultural/ historical events I have watched/ read regarding African motherland/ homeland	0.50	0.64	4.29
To make contributions to the African motherland/ homeland community	0.61	0.77	4.33
To share my African heritage with family/friends	0.47	0.57	4.33
To make sense of the past in the African motherland/ homeland	0.50	0.53	4.43
<b>Domain 2:</b> Escaping (Eigenvalue= 3.35, Variance explained= 11.97, Cronbach's $\alpha$ = .92, Grand mean= 3.80)			
To escape from my routine in current society	0.89	0.98	3.83
To escape from the stress of daily life in current society	0.79	0.91	3.78
To get away from the crowds (people or traffic)	0.76	0.86	3.50
To have time for myself	0.54	0.69	3.89
To escape alienation in my current society	0.66	0.74	3.64
To experience a change	0.50	0.61	4.13
<b>Domain 3:</b> Seeking connectedness (Eigenvalue= 2.01, Variance explained= 7.16, Cronbach's $\alpha$ = .83, Grand mean= 4.27)			
To have a sense of loyalty to the African motherland/ homeland	0.65	0.69	4.32
To reinforce the connection to the African motherland/ homeland	0.69	0.63	4.39
To visit relatives/friends in the African motherland/ homeland	0.43	0.67	4.04
To experience my home country in the African motherland/ homeland	0.43	0.62	4.31
To feel attached to family homeland	0.61	0.62	4.30
<b>Domain 4:</b> Attending diaspora events and exploring and spirituality (Eigenvalue= 1.91, Variance explained= 6.82, Cronbach's $\alpha$ = .82, Grand mean= 3.85)			
To take part in an organized celebration/ ritual	0.73	0.90	3.63
To take part in an event/ festival (e.g. Emancipation Day)	0.43	0.64	3.86
To explore religion/ spirituality in an African motherland/ homeland	0.53	0.61	4.07
To participate in ethnic family reunion in the African motherland/ homeland	0.48	0.56	3.57
To take part in a pilgrimage to the African motherland/ homeland	0.54	0.55	4.12
<b>Domain 5:</b> Seeking memorable experience (Eigenvalue= 1.29, Variance explained= 4.60, Cronbach's $\alpha$ = .83, Grand mean= 4.36)			
To gain a once-in-a-lifetime experience	0.47	0.72	4.27
To travel to the African motherland/ homeland is a lifelong desire	0.61	0.71	4.38
To remain connected to my roots	0.58	0.50	4.31
To take a trip back to the land of my ancestors	0.67	0.73	4.49

Next, EFA was conducted for the four dependent variables: destination evaluation, place attachment, satisfaction, and future intention. Here, items with factor loadings lower than 0.45 and communalities lower than 0.40 were considered for deletion (Field, 2013; Stevens, 2002). Two items on destination evaluation: “African motherland/ homeland destinations offer good service” and “Overall, I have a good image of African motherland/ homeland destinations” were removed. Three items on place attachment: “African motherland/ homeland destinations are good places to

visit for holiday”, “African motherland/ homeland destinations cannot be substituted with any other”, and “I have special interest in visiting the African motherland/ homeland” were removed.

The result of each factor solution is depicted in Table 6.5. First, destination evaluation comprised five items. In terms of the suitability of the factor, KMO was 0.81 and Bartlett’s test of sphericity was 505.89 ( $df = 10, p=0.000$ ). Communalities ranged from 0.44 to 0.67, implying that the domains accounted for 44% to 67%. Mean values ranged from 4.41 to 4.58. The dimension recorded an alpha value of 0.86 and a mean value of 4.50, indicating data reliability and a strong concurrence for this factor respectively. The dimension explained 56.55% of the variance.

Second, place attachment was composed of four items which generated a single factor solution with eigenvalues greater than 1.0. The dimension was considered suitable based on KMO value of 0.83 and Bartlett’s test of sphericity was 484.11 ( $df = 6, p=0.000$ ). Further, Cronbach’s alpha reliability was 0.89. Extracted communalities ranged from 54% to 77%. This dimension explained 67.74 of the variance.

Third, the factor analysis using four items to measure mature diaspora tourists’ future intention generated a single factor solution with an eigenvalue greater than 1.0. The KMO value of 0.78 and Bartlett’s test of sphericity of 485.43 ( $df = 6, p=0.000$ ) indicated that the data were suitable for factor analysis. Communalities ranged from 47% to 83%. The dimension explained 65.09% of the variance on future intention. Cronbach’s alpha reliability was 0.85 with an overall mean score of 4.58.

Fourth, the factor analysis using three items to measure the satisfaction of mature diaspora tourists recorded eigenvalues above 1.0. KMO recorded was 0.73 while Bartlett’s test of sphericity was 550.00. The reliability alpha was 0.92 with a grand mean value of 4.50. Communalities ranged from 66% to 91%. Further, Cronbach’s alpha reliability was 0.92. With an eigenvalue of

eigenvalue 2.63, variance explained 87.64, the dimension accounted for 82.04% of the satisfaction of value diaspora tourists.

Table 6.5 EFA results on destination evaluation, place attachment, future intention, and satisfaction on mature/senior tourists (n=209)

Dimensions and items	Community	Factor loading	Mean
<b>Dimension 1: Destination evaluation (Eigenvalue= 3.25, Variance explained= 65.06, Cronbach's <math>\alpha</math>= .86, Grand mean= 4.50)</b>			
African motherland/ homeland destinations are pleasurable places	0.62	0.79	4.41
African motherland/ homeland destinations are attractive places	0.58	0.76	4.45
African motherland/ homeland destinations are interesting	0.67	0.82	4.58
African motherland/ homeland destinations offer education value	0.53	0.73	4.53
People in the African motherland/ homeland are hospitable and friendly	0.44	0.66	4.56
<b>Dimension 1: Place attachment (Eigenvalue= 3.02, Variance explained= 75.59, Cronbach's <math>\alpha</math>= .89, Grand mean= 4.35)</b>			
Visiting African motherland/homeland destinations say a lot about who I am	0.73	0.86	4.24
African motherland/ homeland destinations are special to me	0.77	0.88	4.41
African motherland/ homeland destinations are more important to me than elsewhere	0.67	0.82	4.26
I attach special meaning to African motherland/ homeland destinations	0.54	0.73	4.47
<b>Dimension 1: Future intention (Eigenvalue= 2.93, Variance explained= 73.31, Cronbach's <math>\alpha</math>= .85, Grand mean= 4.58)</b>			
I intend to recommend visit to African motherland/ homeland destinations	0.71	0.84	4.67
I intend to revisit African motherland/ homeland destinations	0.83	0.91	4.66
I intend to stay longer at an African motherland/ homeland destination	0.47	0.68	4.40
I intend to bring my family/children to visit the African motherland/ homeland	0.60	0.77	4.59
<b>Dimension 1: Satisfaction (Eigenvalue= 2.63, Variance explained= 87.64, Cronbach's <math>\alpha</math>= .92, Grand mean= 4.50)</b>			
I feel/felt satisfied about the African homeland/motherland destination	0.66	0.81	4.41
I feel/felt delighted about the African homeland/motherland destination	0.91	0.96	4.53
I like/ liked the African homeland/motherland destination	0.90	0.95	4.56

#### 6.4.2 CFA of the measurement model on mature/senior diaspora tourists (n=210)

Broadly, SEM is a causal model that combines factor analysis and regression model. This causal modeling technique comprises a measurement model and a structural or path model. CFA is used to analyze the measurement model with the second sample (n=210) to confirm the extracted dimensions in the first sample. To ascertain how well the measurement model fits the data, a

number of fit indices, including normed chi-square ( $\chi^2/df$  statistic) between 1 and 5, comparative fit index (CFI) equal or higher than 0.8, root mean square error approximation (RMSEA) lower than 0.8, and Tucker-Lewis Index (TLI) equal to or higher than 0.8, were examined (Hair et al., 2010; Kline 2011; Tanaka, 1993; Wheaton, Muth en, Alvin, & Summers, 1977). Goodness-of-fit index of 0.8 is considered acceptable (Baumgartner & Homburg, 1996; Browne & Cudeck, 1993; Kline, 2011). Values of some goodness-of-fit indexes ranged from 0 to 1.0 where a value of 1.0 indicates the best fit (Kline 2011, p. 195). The point must, however, be made that although test statistics and fit indices are relevant, they cannot be used to replace sound judgment and substantive expertise (Browne & Cudeck, 1993; Marsh & Hau, 1996).

In CFA, chi-square determines the degree to which the measurement and the structural model predicts the observed covariance matrix. Chi-square is, however, sensitive to sample size and number of indicators so that significance reduces with a larger sample size. Hair et al. (2010), therefore, proposed a sample size between 100 and 200 for a more reliable statistic. Generally, scholars recommend a  $\chi^2/df$  statistic between 1 to 3 (Hu & Bentler, 1999).

Measurement model in SEM also assesses the construct validity and reliability of the observed variables (Joreskog & Sorbom, 1989). Construct validity assesses the extent to which measured variables reflect relations implicit in the theory of the construct being assessed (Hair et al., 2010; Messick, 1995). Both convergent and discriminant validity are important to construct validation. Convergent validity is the measuring of a theoretically related construct. Convergent validity is achieved when measurement items share a high proportion of variance or their inter-correlations are at least moderate in magnitude (Kline, 2011).

By contrast, discriminant validity is the measuring of a theoretically unrelated construct (Hair et al., 2010). Convergent validity is achieved by when there is a standardized factor loading

higher than 0.4, average variance extracted (AVE) equal or above 0.5, and a construct/composite reliability above 0.7 (Stevens, 2002; Hair et al., 2010). Composite reliability (CR) draws on the standardized regression weights and measurement correlation errors for each item and is considered superior to traditional Cronbach's alpha (Shook, Ketchen, Hult, & Kacmar, 2004). Discriminant validity is obtained when AVE of a construct is higher than squared multiple correlation coefficient.

Table 6.6 depicts the results of the CFA in the second half of the data. From the Table, it is evident that there is overall statistical support for indices employed for this sample except for chi-square ( $\chi^2=1464.830$ ,  $p=0.000$ ). Also, normed chi-square was within the acceptable threshold ( $\chi^2/df = 1.71$ ). Further, other fit indices – CFI (0.91), TLI (0.90), RMSEA (0.05) and GFI (0.8) – indicated a generally acceptable model fit. All standardized factor loadings were above 0.40 threshold (Stevens, 2002). To further explore convergent and discriminant validity, AVE was computed. All AVE values for each construct exceeded the 0.50 threshold, indicating acceptable convergence.

Table 6.6 CFA results of the measurement model on mature/senior diaspora tourists (n=210)

Construct	Items	Estimate	Standard error	t-value	p-value	Standardized factor loading	AVE	C.R
Achieving a sense of pride and learning	Mot31	1				0.90	0.58	0.92
	Mot28	1.45	0.15	9.91	***	0.85		
	Mot27	1.08	0.12	9.14	***	0.76		
	Mot26	1.33	0.14	9.44	***	0.79		
	Mot25	1.12	0.12	9.44	***	0.79		
	Mot24	1.08	0.12	9.34	***	0.78		
	Mot32	1.13	0.13	8.74	***	0.71		
	Mot33	1.17	0.13	9.18	***	0.76		
Escaping	Mot39	1				0.64	0.66	0.92
	Mot38	0.80	0.08	9.73	***	0.61		
	Mot37	1.31	0.12	11.39	***	0.80		
	Mot36	1.41	0.13	11.31	***	0.95		
	Mot35	1.42	0.13	11.30	***	0.92		
	Mot34	1.42	0.13	10.59	***	0.87		
	Mot4	1				0.81		

Construct	Items	Estimate	Standard error	t-value	p-value	Standardized factor loading	AVE	C.R
Seeking connectedness	Mot3	1.17	0.08	14.61	***	0.90	0.53	0.92
	Mot2	0.88	0.12	7.51	***	0.52		
	Mot1	1.02	0.09	11.58	***	0.74		
	Mot5	0.89	0.10	8.66	***	0.58		
Seeking memorable experience	Mot12	1				0.86	0.55	0.82
	Mot10	0.84	0.07	12.22	***	0.74		
	Mot9	0.50	0.08	5.93	***	0.42		
	Mot13	0.98	0.07	14.94	***	0.86		
Attending diaspora event and exploring spirituality	Mot17	1				0.69	0.51	0.84
	Mot16	0.85	0.12	7.90	***	0.60		
	Mot11	0.90	0.11	8.59	***	0.70		
	Mot19	1.00	0.1	9.95	***	0.77		
Destination evaluation	Mot20	0.98	0.10	9.86	***	0.81	0.56	0.86
	Ima2	1				0.77		
	Ima3	0.92	0.07	12.85	***	0.71		
	Ima4	0.89	0.08	11.30	***	0.82		
	Ima5	1.11	0.12	9.57	***	0.80		
Place attachment	Ima6	0.82	0.09	9.02	***	0.65	0.68	0.89
	Att7	1				0.73		
	Att3	1.42	0.12	11.70	***	0.83		
	Att2	1.38	0.11	12.33	***	0.87		
Satisfaction	Att1	1.43	0.12	12.00	***	0.85	0.82	0.93
	Sat1	1				0.92		
	Sat2	0.97	0.04	22.73	***	0.94		
Intention	Sat3	0.74	0.04	18.67	***	0.86	0.67	0.89
	Inte1	1				0.90		
	Inte2	1.15	0.05	22.37	***	0.97		
	Inte3	1.08	0.12	9.97	***	0.60		
	Inte4	1.01	0.07	14.07	***	0.75		

**Note:** AVE =  $(\sum \text{standardized factor loading}^2) / [(\sum \text{standardized factor loading}^2) + \sum \text{measurement error}]$ .

\*\*\* $p < 0.001$

For discriminant validity, the square root of AVE values for each construct was greater than the inter-construct correlations, indicating discriminant validity as shown in Table 6.7 (Hair et al., 2010). Reliability of the data was also assured as construct/composite reliability values were higher than 0.7.

Table 6.7 AVE, CR, and correlation on mature/senior diaspora tourists (n=210)

	CR	AVE	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
(1)	0.92	0.66	<b>0.81</b>								
(2)	0.84	0.53	0.33***	<b>0.73</b>							
(3)	0.82	0.55	0.35***	0.72***	<b>0.74</b>						
(4)	0.89	0.68	0.38***	0.50***	0.58***	<b>0.82</b>					
(5)	0.93	0.82	0.16*	0.40***	0.42***	0.38***	<b>0.91</b>				
(6)	0.89	0.67	0.20**	0.31***	0.44***	0.43***	0.56***	<b>0.82</b>			
(7)	0.84	0.51	0.36***	0.43***	0.55***	0.51***	0.33***	0.27***	<b>0.71</b>		
(8)	0.92	0.58	0.44***	0.63***	0.67***	0.73***	0.46***	0.55***	0.61***	<b>0.76</b>	
(9)	0.86	0.56	0.34***	0.50***	0.60***	0.58***	0.51***	0.44***	0.47***	0.55***	<b>0.75</b>
Mean			3.80	4.25	4.40	4.34	4.46	4.57	3.84	4.39	4.42
Std. dev.			1.03	0.65	0.62	0.70	0.63	0.58	0.90	0.69	0.56

**Note:** (1) Escaping, (2) Seeking connectedness, (3) Seeking memorable experience, (4) Place attachment, (5) Satisfaction, (6) Future intention, (7) Attending diaspora event and exploring spirituality, (8) Achieving a sense of pride and learning, and (9) Destination evaluation. Correlation is significant at: \* $p < 0.05$ , \*\* $p < 0.010$ , \*\*\* $p < 0.001$

### 6.5 CFA of the measurement model on entire mature/senior diaspora dataset (N=419)

The third stage of the analysis was to conduct CFA for the whole dataset. Table 6.8 presents the results of the CFA. The CFA output indicates overall support for the measurement model with the exception of the chi-square statistic ( $\chi^2 = 1698.43$ ,  $df = 846$ ,  $p = 0.000$ ). Normed chi-square was also within an acceptable range at 2.01. As well, it was important to consider the fit of other indices other than chi-square. CFI was supported at 0.93 while TLI was supported at 0.92. In addition, RMSEA indicated a good fit at 0.05. In terms of overall fit, GFI was moderate at 0.84.

Table 6.8 CFA results of the measurement model on mature/senior diaspora tourists (N=419)

Construct	Items	Estimate	Standard error	t-value	p-value	Standardized factor loading	AVE	C.R
Achieving a sense of pride & learning	mot31	1				0.62		
	mot28	1.39	0.11	12.68	***	0.80	0.58	0.92
	mot27	1.05	0.09	12.04	***	0.73		
	mot26	1.20	0.11	11.40	***	0.68		
	mot25	1.04	0.09	12.24	***	0.75		
	mot24	0.96	0.08	11.80	***	0.76		
	mot33	1.01	0.09	11.02	***	0.69		
mot32	0.91	0.07	12.58	***	0.71			
Escaping	mot39	1				0.67		
	mot38	0.77	0.06	13.69	***	0.59		

Construct	Items	Estimate	Standard error	t-value	p-value	Standardized factor loading	AVE	C.R
	mot37	1.41	0.09	16.07	***	0.84	0.66	0.92
	mot36	1.41	0.08	16.70	***	0.92		
	mot35	1.46	0.09	16.96	***	0.95		
	mot34	1.37	0.09	15.51	***	0.84		
Seeking connectedness	mot4	1				0.85	0.53	0.85
	mot3	1.06	0.06	17.80	***	0.86		
	mot2	0.86	0.09	10.08	***	0.54		
	mot1	0.93	0.07	14.10	***	0.69		
	mot5	0.90	0.07	12.63	***	0.66		
Seeking memorable experience	mot12	1				0.80	0.53	0.81
	mot10	0.89	0.06	15.80	***	0.75		
	mot9	0.71	0.07	10.75	***	0.54		
	mot13	0.90	0.05	16.70	***	0.79		
Attending diaspora event and exploring spirituality	mot17	1				0.77	0.51	0.84
	mot16	0.87	0.07	13.04	***	0.69		
	mot11	0.73	0.06	11.95	***	0.64		
	mot19	0.82	0.06	13.97	***	0.74		
	mot20	0.77	0.06	13.29	***	0.70		
Destination evaluation	ima2	1				0.76	0.56	0.86
	ima3	0.94	0.05	18.12	***	0.74		
	ima4	0.86	0.06	14.78	***	0.77		
	ima5	1.05	0.08	13.81	***	0.78		
	ima6	0.88	0.07	13.38	***	0.69		
Place attachment	att7	1				0.71	0.63	0.87
	att3	1.55	0.10	15.14	***	0.81		
	att2	1.43	0.09	15.45	***	0.86		
	att1	1.48	0.10	14.56	***	0.80		
Satisfaction	sat1	1				0.85	0.78	0.91
	sat2	0.97	0.04	24.43	***	0.92		
	sat3	0.82	0.04	22.82	***	0.87		
Future intention	inte1	1				0.86	0.62	0.87
	inte2	1.13	0.05	21.53	***	0.90		
	inte3	1.35	0.10	13.32	***	0.67		
	inte4	1.03	0.07	15.79	***	0.70		

**Note:** AVE =  $(\sum \text{standardized factor loading}^2) / [(\sum \text{standardized factor loading}^2) + \sum \text{measurement error}]$ .

\*\*\* $p < 0.001$

Standardized factor loadings ranged from 0.54 to 0.92, indicating that all measurement items exceeded 0.5. In terms of discriminant validity, all AVE values were higher than inter-construct correlations with the exception of the construct “Escape” which was slightly lower than the correlation for memorable experience. However, all AVE values were equal or higher than 0.5,

indicating discriminant validity as shown in Table 6.9. For reliability, all construct/composite reliability scores were higher than 0.7. Overall, the data demonstrate sufficient fit, validity, and reliability to proceed with a structural model test.

Table 6.9 AVE, CR, and correlation mature/senior diaspora tourists (N=419)

	<b>CR</b>	<b>AVE</b>	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>	<b>(8)</b>	<b>(9)</b>
<b>(1)</b>	0.92	0.66	<b>0.81</b>								
<b>(2)</b>	0.85	0.53	0.34*	<b>0.73</b>							
<b>(3)</b>	0.81	0.53	0.35*	0.77*	<b>0.73</b>						
<b>(4)</b>	0.87	0.63	0.35*	0.48*	0.56*	<b>0.80</b>					
<b>(5)</b>	0.91	0.78	0.23*	0.39*	0.44*	0.45*	<b>0.88</b>				
<b>(6)</b>	0.87	0.62	0.24*	0.36*	0.47*	0.51*	0.64*	<b>0.79</b>			
<b>(7)</b>	0.83	0.50	0.49*	0.46*	0.46*	0.51*	0.31*	0.27*	<b>0.71</b>		
<b>(8)</b>	0.89	0.50	0.45*	0.59*	0.65*	0.71*	0.49*	0.55*	0.61*	<b>0.71</b>	
<b>(9)</b>	0.87	0.56	0.34*	0.57*	0.61*	0.57*	0.56*	0.44*	0.47*	0.52*	<b>0.75</b>
Mean			3.81	4.29	4.41	4.36	4.50	4.58	3.87	4.37	4.53
Std. dev.			1.02	0.61	0.63	0.68	0.59	0.55	0.89	0.63	0.52

**Note:** (1) Escaping, (2) Seeking connectedness, (3) Seeking memorable experience, (4) Place attachment, (5) Satisfaction, (6) Future intention, (7) Attending diaspora event and exploring spirituality, (8) Achieving a sense of pride and learning and (9) Destination evaluation.

\* Correlation is significant at  $p < 0.001$

## 6.6 Structural equation modelling on mature/senior tourists' motivation

After testing the measurement model with a supported model fit, validity and reliability, the next step was to undertake a structural model of the conceptual model. The parameters of a conceptual model were estimated using maximum likelihood estimation as default in AMOS. Prior to testing the hypothesis for the model, fit indices were assessed. The chi-square statistic ( $\chi^2=1847.50$ ,  $df=862$ ,  $p=0.000$ ) showed a poor fit as chi-square is sensitive to sample size. Normed chi-square was also within acceptable range at 2.14. It was also important to consider the fit of other indices other than chi-square. CFI was acceptable at 0.92 while TLI was supported at 0.91. In addition, RMSEA indicated a good fit at 0.05. In terms of overall fit, GFI was acceptable at 0.83 although this is a moderate fit.

## 6.7 Hypotheses testing

Broadly, five hypotheses were tested on the mature diaspora tourist sample. Hypothesis 2.1 was divided into five sub-hypotheses based on dimensions extracted at the exploratory stage and they examined the direct influences of mature diaspora tourists' motivation on destination evaluation. Collectively, 10 direct effects were examined as shown in Table 6.10 and Figure 6.1.

Hypothesis 2.1-1 postulates that achieving a sense of pride and learning motivation has a direct and positive effect on mature diaspora tourists' evaluation of Ghana as a destination. The hypothesis was tested by examining the coefficient between "achieving a sense of pride and learning" and "destination evaluation". The outcome reveals a statistically significant relationship between the two constructs ( $\beta=0.17$ ,  $t=2.58$ ,  $p < 0.010$ ). This means mature diaspora tourists who are motivated by pride and learning are likely to have a positive evaluation of the destination. Hence hypothesis 2.1-1 was supported.

Hypothesis 2.1-2 proposes that mature diaspora tourists who are motivated by "Escaping" will have a positive "destination evaluation". This was tested by examining the path coefficient between escape and destination evaluation. The result indicated that the path coefficient for this hypothesis was not statistically significant ( $\beta=0.02$ ,  $t=0.76$ ,  $p < 0.05$ ). Thus, mature diaspora tourists who are motivated by escape do not necessarily evaluate the destination positively. Consequently, hypothesis 2.1-2 is not statistically supported.

Hypothesis 2.1-3 states that the motivation "attending diaspora event and exploring spirituality" positively affects mature diaspora tourists' evaluation of the destination. This was tested by examining the path coefficient between attending diaspora event and exploring spirituality and destination evaluation. The result indicated that the path coefficient was statistically significant ( $\beta=0.08$ ,  $t=2.26$ ,  $p < 0.05$ ). Therefore, mature diaspora tourists who are

motivated by attending diaspora event and exploring spirituality are more likely to positively evaluate the destination. Thus, hypothesis 2.1-3 is statistically supported.

Hypothesis 2.1-4 proposes that seeking connectedness as a mature diaspora tourist motivation positively affects destination evaluation. This was tested by examining the path coefficient between seeking connectedness and destination evaluation. The result showed that the path coefficient was statistically significant ( $\beta=0.14$ ,  $t=2.02$ ,  $p< 0.05$ ). Therefore, mature diaspora tourists who are motivated to seek connectedness are more likely to positively evaluate the destination. Thus, there was statistical support for hypothesis 2.1-4.

Hypothesis 2.1-5 postulates that seeking memorable experience has a direct and positive effect on mature diaspora tourists' evaluation of Ghana as a destination. The hypothesis was tested by examining the coefficient between "seeking memorable experience" and "destination evaluation". The result revealed a statistically significant relationship between the two constructs ( $\beta=0.25$ ,  $t=3.49$ ,  $p< 0.001$ ). Thus, mature diaspora tourists who are motivated by the desire to seek memorable experience are likely to positively evaluate the destination. Thus, hypothesis 2.1-5 was supported.

Hypothesis 2.2 postulates that a positive evaluation of destination will result in satisfaction among mature diaspora tourists. This was tested by examining the path coefficient between destination evaluation and satisfaction. The result confirmed that the path coefficient was statistically significant ( $\beta=0.70$ ,  $t=10.31$ ,  $p< 0.001$ ). Consequently, mature diaspora tourists who positively evaluate Ghana as a destination are more likely to be satisfied with their travel. Therefore, hypothesis 2.2 is statistically supported.

Hypothesis 2.3 states that a favorable destination evaluation has a positive effect on mature diaspora tourists' place attachment to the destination. The hypothesis was tested by examining the

path of the coefficient between “destination evaluation” and “place attachment”. The result indicated a statistically significant relationship between destination evaluation and place attachment ( $\beta=0.50, t=7.65, p<0.001$ ). Thus, mature diaspora tourists who evaluate the destination favorably are likely to have a positive place attachment to the destination. Therefore, there was statistical support for hypothesis 2.3.

Hypothesis 2.4 states that satisfaction at diaspora destination will lead to positive place attachment to the destination among mature diaspora tourists. This was tested by examining the path coefficient between satisfaction and place attachment. The result confirmed that the path coefficient was statistically significant ( $\beta=0.10, t=2.17, p<0.05$ ). Thus, mature diaspora tourists who are satisfied with the diaspora destination experience will be more attached to the diaspora destination. Therefore, hypothesis 2.4 is statistically supported.

Hypothesis 2.5 proposes that satisfaction at diaspora destination will lead to positive future intention among mature diaspora tourists. This was tested by examining the path coefficient between satisfaction and future intention. The result confirmed that the path coefficient was statistically significant ( $\beta=0.38, t=9.87, p<0.001$ ). Thus, mature diaspora tourists who are satisfied with the diaspora destination experience will have more favorable future intention towards the diaspora destination. Therefore, hypothesis 2.5 is supported.

Hypothesis 2.6 proposes that an place attachment to diaspora destination will positively result in favorable future intention. The hypothesis was tested by examining the path coefficient between place attachment and future intention. The result indicated that the path coefficient was statistically significant ( $\beta=0.27, t=5.30, p<0.001$ ). Thus, mature diaspora tourists who feel attached to the destination will have more favorable future intention towards the diaspora destination. Therefore, hypothesis 2.6 is supported.

Table 6.10 Results of the direct path for the structural model (N=419)

Hypothesis	Path	Standard coefficient ( $\beta$ )	t-value	p-value	Decision
H2.1-1	Achieving sense of pride and learning → Destination evaluation	0.17	2.58**	0.010	<b>Supported</b>
H2.1-2	Escaping → Destination evaluation	0.02	0.76	0.447	Not supported
H2.1-3	Attending diaspora event and exploring spirituality → Destination evaluation	0.08	2.26*	0.024	<b>Supported</b>
H2.1-4	Seeking connectedness → Destination evaluation	0.14	2.02*	0.044	<b>Supported</b>
H2.1-5	Seeking memorable experience → Destination evaluation	0.25	3.49***	0.000	<b>Supported</b>
H2.2	Destination evaluation → Satisfaction	0.70	10.31***	0.000	<b>Supported</b>
H2.3	Destination evaluation → Place attachment	0.50	7.65***	0.000	<b>Supported</b>
H2.4	Satisfaction → Place attachment	0.10	2.17*	0.030	<b>Supported</b>
H2.5	Satisfaction → Future intention	0.38	9.87***	0.000	<b>Supported</b>
H2.6	Place attachment → Future intention	0.27	5.30***	0.000	<b>Supported</b>

$\chi^2=1698.43, p=0.000, CFI=0.92, TLI=0.91, RMSEA=0.52, GFI=0.83$

\* $p<0.05$ , \*\* $p<0.010$ , \*\*\* $p<0.001$

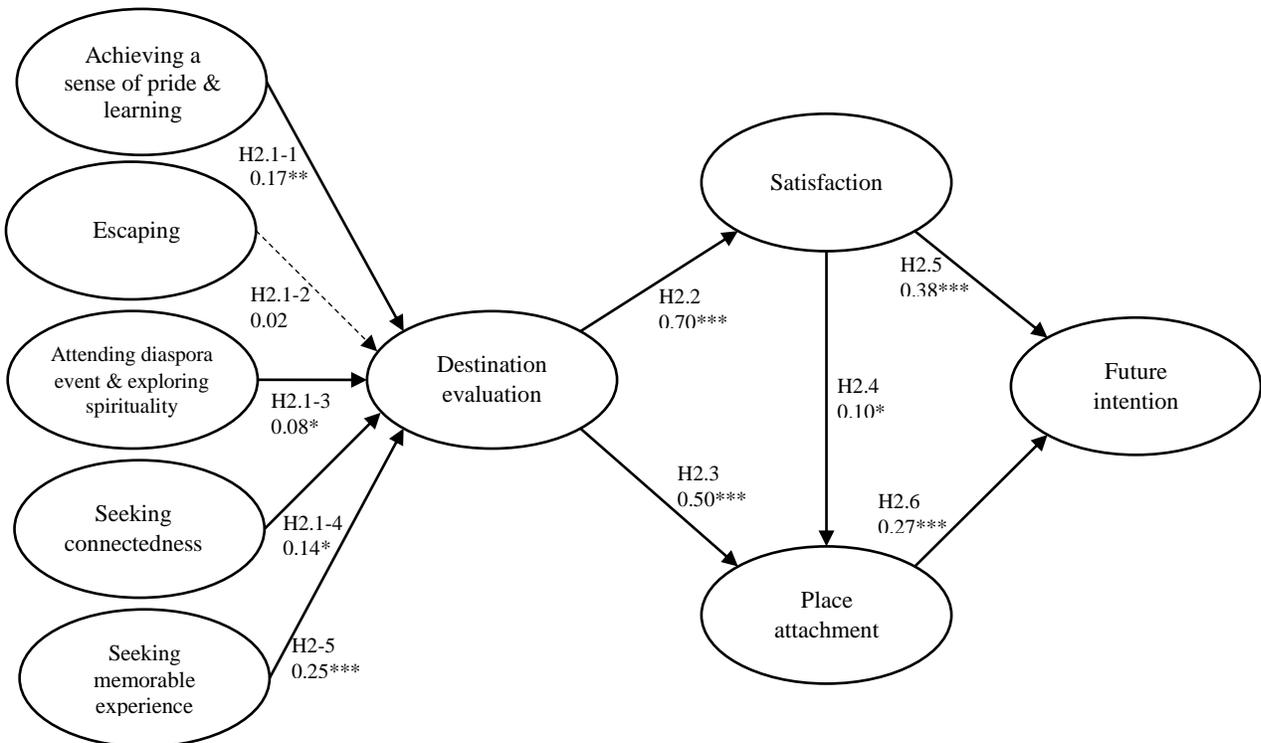


Figure 6.1 Results of the structural model to explore the roles of mature/diaspora motivations to explain destination evaluation, satisfaction, place attachment, future intention (N=419)

## **CHAPTER 7: DISCUSSION AND IMPLICATIONS**

### **7.1 Chapter introduction**

This chapter presents a discussion of the findings and the theoretical and practical implications of the study. The discussion is done in line with the research objectives – that is, identifying the differences in preferences for travel types and destinations according to senior tourists' motivation clusters and explaining the effects of mature/senior diaspora tourists' motivations on destination evaluation, place attachment, and future tourism intention.

### **7.2 Research objective 1: Development of a scale to measure senior tourists' motivations**

To develop a scale to measure the motivations of senior tourists, the study followed the steps outlined in previous studies of (Choe & Kim, 2019; Hinkin, 1998; Churchill, 1979; DeVellis, 2017). The processes commenced with a literature review of studies on senior tourists' motivation from which 13 thematic domains of senior motivations were identified. After a thorough filtering of the items, an exploratory and a confirmatory factor analyses were conducted using these items, and eight senior tourist motivation domains were extracted for the North American dataset. These motivations were confirmed when they were applied to the Chinese dataset. The derived domains were “seeking knowledge/learning”, “seeking once-in-a-lifetime experience”, “escaping”, “experiencing culture/nature”, “seeking self-esteem”, “achieving a sense of socialization”, “seeking time with family”, and “seeking nostalgia”.

“Seeking knowledge/learning” connotes senior tourists who travel to seek new information or learn about some destination attributes (Cleaver et al., 1999; Huang, & Tsai, 2003; Lu et al., 2016; Muller & O’Cass, 2001; Ryu et al., 2015). Although knowledge enhancement among seniors has only partly been addressed within the senior tourism literature, there are indications of its

importance to the senior travel segment. Jang and Wu (2006) identified this knowledge-seeking motivation as the most important push factor among Taiwanese seniors. Also, Otoo and Kim (2018a) in their recent review identified this type of motivation as the second most prominent among seniors. Thus, seeking knowledge/learning was empirically found to be the most important motivation among seniors.

“Seeking once-in-a-lifetime experience” describes senior tourists’ motivation related to travel as an indulgence in a rare event while one can. For seniors seeking a-once-in-a-lifetime experience, travel overseas is an exceptional opportunity to engage in something previously hoped for but now available. This group has desire to travel while they can and, therefore, put little emphasis on repeat trips (Sautter & Leisen, 1999). Fleischer (2000) also notes that tourists who seek once-in-a-lifetime visits are willing to spend a significant amount of money at their destinations. Thus, senior tourists who are motivated by once-in-a-lifetime experiences may be an economically viable segment for destination marketers.

Another motivation is described “Escaping” because seniors are motivated to travel away from the known or from the routine of daily life. Escape is one of the most common motivations of senior tourists who, for various reasons, move away from normal daily life (Chen & Gassner, 2012; Cleaver et al., 1999; Hsu, et al., 2007; Sangpikul, 2008a; Stone & Nichol, 1999; You & O’Leary, 1999). In this regard, seniors typically escape from stress, routine, crowds, and doing a lot of thinking.

“Experiencing culture/nature” is the expression used to describe seniors’ motivation for cultural or natural heritage. This has been found to be a key motivation in previous systematic reviews (Otoo & Kim, 2018a; Patuelli & Nijkamp, 2016). This motivation corresponds to the need to find a different milieu away from the urbanized settings. It must be noted that culture/nature as

used in this study includes visits to historical sites. This motivation was supported by the study of Sangpikul (2008a) who, upon examining North American senior tourists, found that cultural and historical attraction was the most important pull factor among his/her research participants.

“Seeking self-esteem” reflects an intrinsic need for recognition, pride, or even the desire to feel privileged (Otoo & Kim, 2018a). This motivation is consistent with previous studies, including Horneman et al. (2002), Lu et al. (2016), and Sangpikul (2008a). Accordingly, seniors typically desire to tell others about their experiences, gain the respect of others, achieve a sense of accomplishment, feel privileged, among others. Achieving a sense of self-esteem also corresponds with a sense of feeling important as seniors in later years feel lonely. Accordingly, holidaying as a leisure activity alleviates marginalization and low self-esteem among seniors in society (Morgan, Pritchard, & Sedgley, 2015; Sedgley, Pritchard, & Morgan, 2011).

Also, “Achieving a sense of socialization” relates to seniors’ desire to engage in social-related interactions as well as the need to bond with others (Otoo & Kim, 2018a). This finding confirms that of previous studies (Boksberger & Laesser, 2009; Ryu et al., 2015; Wang et al., 2017). Socialization as a senior tourist motivation encapsulates the desire to have inter-personal relations with others during oversea leisure travel. It stems from the desire of encountering the ‘other’. The focus of this motivation is on encountering and interacting with people of similar interests or feeling and to achieve social bonding among seniors.

Another important dimension identified is “Seeking time with family” because seniors travel to have a special moment with partners or relatives. Although specific items have been noted in previous studies for this domain (Tiago, et al., 2016; Ward, 2014), its uniqueness as a domain is realized in this study. While this motivation shares resemblance with the motivation “socialization” in seniors’ desire to connect with the other, “seeking time with family” depicts the

desire to establish a more personal relationship with one's own family or spouse away from home. Indeed, Shoemaker (1989) identified a specific profile of seniors referred to as 'family travelers'. Moscardo et al. (1996) also identified family relations as important to senior travelers.

The least explained domain of motivation for senior tourists is "Seeking nostalgia". Seeking nostalgia as a senior tourist motivation is described as the desire to relive or reconnect with the past. The literature generally attests that this type of motivation is becoming more apparent among senior (Chen & Gassner, 2012; Cleaver et al., 1999; Guinn, 1980; Otoo & Kim, 2018a). A large number of today's senior population were born during the silent generation era (1925-1945) and the baby boom era (1946-1964). Currently living in an era distinct from these generations, seniors have memories of their youth and places in the past. Hence, they have the desire to relive these past times, places, and even friends from the 'good old days' (Oxfeld & Long, 2004).

### **7.3 Research objective 2: To examine differences in preferences for travel types and destinations according to senior tourists' motivation clusters**

The study also examined the extent to which certain travel preferences differed across the senior tourist motivation clusters. Overall, five motivation clusters were derived for both North American and Chinese samples of senior tourists: 1) the highest level motivations across the motivation domains, 2) high level motivations across the motivation domains, 3) the lowest level motivations across the motivation domains, 4) high to the highest level motivations across the motivation domains, and 5) low to the lowest level motivations across the motivation domains.

The first hypothesis "Preference for tourism type will be different across the motivation clusters of senior tourists" was supported at the 0.001 significance level for both North American senior tourists and Chinese senior tourists across all the four tourism types. In general, there is a

paucity of studies on specific seniors travel preferences. However, the trend of preferences regarding motivation clusters has some support from the literature. For example, Mehmetoglu (2007) and Tran and Ralston (2006) both agree that the motivation to seek greenery is dominant among seniors who engage in eco or nature-based tours. Other studies also affirm the increase in preferences for ecotourism (Lawton, 2002; Mehmetoglu, 2007; Nvight, 1996), urban tourism (Wang, Wu, Luo, & Lu, 2017), and health (Connell, 2006). Indeed, Connell (2006) argues that the rise in the number of seniors who travel to maintain wellbeing is an important driver for the health tourism market. Supporting this hypothesis, ecotourism, for example, was commonly noted among seniors who reported high motivations to seek culture/nature.

The second hypothesis “Preference for tourism attraction type will be different across the motivation clusters of senior tourists” was supported for North American senior tourists across all the four tourism types at the 0.001 significance level. This result is consistent with other findings in the literature. For example, Law (1996) found that seniors who undertake more sightseeing and are more likely to appreciate cultural and historic heritage.

The third hypothesis “Preference for activity type will be different across the motivation clusters of senior tourists” was supported for a dataset of senior North American tourists across all the four tourism types at the 0.001 significant level. Indeed, Littrell et al. (2004) posit that tourism destinations are defined around a set of activities associated with their attractions. The authors further found that the importance of shopping during a vacation was significantly different across the three motivation clusters (active outdoor/cultural tourists, cultural tourists, and moderate tourists). The findings of the current study contrast the results of Mehmetoglu (2007) who found that no significant relationship exists between nature-based motivation and activity choice.

The fourth hypothesis “Preference for travel arrangement options will be different across the motivation clusters of senior tourists” was not supported for the dataset of North American and Chinese senior tourists across all the travel arrangement types. Thus, the suggestion in some previous studies that variations exist in travel arrangement plans of seniors was not found (Javalgi et al., 1992; Stets & Burke, 2000; Quiroga, 1990). This means that regardless of motivation clusters, the preference for seniors’ travel arrangement plans seems to be the same all things being equal.

The fifth hypothesis “Preference for accommodation arrangement types will be different across the motivation clusters of senior tourists” was supported at the 0.001 significant level for both datasets of North American and Chinese senior tourists across all the four tourism types. This result corroborates that of previous studies (Chan & Baum (2007; Lieux et al., 1994). The current study specifically identified upscale accommodation to be the most prevalent among high motivators (cluster 1) in both samples of North American and Chinese senior tourists. In both samples, a low motivation cluster (cluster 3) was more likely to prefer budget and mid-priced accommodation. It was, thus, apparent that the preference for accommodation types will be different according to the level of motivation of senior tourists.

The sixth hypothesis “Preference for travel distance will be different across the motivation clusters of senior tourists” was not supported for senior North American and Chinese tourists across all the four tourism types. This finding shows that distance and duration of travel do not play a significant role in the motivation of senior tourists, thereby contrasting the suggestion by Blazey (1992) that with increasing age, one’s travel duration increases as well.

In general, it was found that motivation plays an important role in the travel information acceptance behavior of senior tourists. Particularly, fast to very fast acceptance of travel

information was noted by seniors with high motivation as opposed to slow travel information acceptance by those seniors in low motivation clusters. This finding indicates that seniors differ in their acceptance of travel information technology regardless of their motivation levels.

There were some notable distinctions between North American and Chinese seniors regarding marital status, preferred travel partner, gender, educational status, and annual household income. For example, among North American seniors, the high motivation group was more likely to consist of individuals who were married whereas those of the Chinese group were more likely to be singles. Also for gender, significant differences were observed for North American seniors but not for Chinese senior motivation clusters. By contrast, age, educational status, and annual household income were significantly different across the North American senior motivation clusters but not for Chinese senior motivation clusters. Moreover, the high motivation group (cluster 1) of North American seniors were more likely to travel in the company of family whereas the high motivation group of Chinese seniors was more likely to travel with friends. For Chinese seniors, family preference for travel was more notable among clusters which exhibited low to the lowest motivations.

In summary, cluster 1 of North American senior tourists comprised females, family travel partner, upscale/luxury accommodation, and the highest motivations, preferences for tourism type, attraction, tourism activities, and fast acceptance of travel information technology. Cluster 3 was characterized by males, spouse as travel partners, the lowest preferences for tourism type, attraction, tourism activities, and preference for budget/economy accommodation. The Chinese senior tourists in cluster 1 were constituted by a younger generation of seniors (55 to 59 years old), more likely to be single, with secondary education level, general preference for friends as travel partners, the highest income earners, the highest overall motivation, the highest preferences for

tourism type, attraction type, tourism activities, upscale accommodation, and very fast acceptance of travel information technology. On the other hand, the lowest motivation group among Chinese seniors (cluster 3) were characterized by a more elderly age cohort (70 years or above), married, primary school graduates, lowest preferences for tourism type, attraction type, tourism activities, slow information technology acceptance, and lowest income earners and with preference for budget/economy accommodation.

#### **7.4 Research objective 3: Development of a scale to measure mature/senior diaspora tourists' motivations**

Among mature/senior diaspora tourists, five motivation dimensions were extracted out of six a priori contrived motivation factors. The extracted domains are “Achieving a sense of pride and learning”, “Escaping”, “Seeking connectedness”, “Attending diaspora events and exploring and spirituality”, and “Seeking memorable experience”. Given that previous studies have provided little explanation on the nature of mature/senior diaspora motivations, the ensuing discussion elaborates these domains.

First, achieving a sense of pride and learning was identified as the largest motivation factor compelling mature/senior tourists to visit Ghana. This factor was named “Achieving a sense of pride and learning”. This finding is consistent with previous studies that found that among people in the diaspora, traveling back to the motherland or homeland helps to make sense of the past as well as to gain a sense of pride (Ebron, 1999; Huang et al., 2016; Schramm, 2004). By contrast, Jewish diaspora tourists typically take educational tours to the Jewish homeland as a pilgrimage to their Jewish environment (Ioannides & Ioannides, 2004). For mature/senior diaspora tourists, the motivation “seek pride and learning” consists of the intrinsic desire to promote a sense of

obligation, nationalism, pride, or to have a first-hand experience of cultural or historical attributes of their ancestry.

The motivation to escape was also valuable to mature/senior diaspora tourists. The motivation was termed “Escaping”, and represents the desire to be temporarily away from a familiar environment. Even though escape as a travel motivation has been identified in the tourism literature, its applicability to diaspora tourism is non-existent. The motivation to escape includes the desire to escape alienation in one’s current society (Shuval, 2000). In recent times, greater awareness of social actions, including the “*#BlackLivesMatter*” campaign, has resulted in the formation of movements that seek to address the issue of alienation among the African diasporic community. In order to escape from such racial alienation and from general stress involved in everyday life, mature/senior diaspora tourists may travel to their ancestral roots as a better way of spending their holiday time.

“Seeking connectedness” as identified in this study refers to the motivation to create transnational ties with the African motherland or homeland. Thus, travel to the African ancestral land helps to create bonding with relatives/friends, home country, and family homeland. This motivation is also informed by the desire to reinforce a sense of loyalty as well as connection to the African motherland. According to Huang et al. (2016), a sense of loyalty among diaspora tourists has the tendency to promote multiple explorations of a destination.

“Attending diaspora events and exploring and spirituality” is the fourth extracted dimension on mature/senior diaspora tourism motivation. The motivation to attend events and explore spirituality were closely linked to an event organized at the African homeland for the African diaspora community. This result has been found in previous studies (Di Giovine, 2009; Huang et al. 2016; Ioannides & Ioannides, 2004). Ioannides and Ioannides (2004), for example,

found that North American Jews visit their homelands to consider the issues of their religion. In Ghana, two important festivals are held in honor of African descendants living in the African homeland: the Pan African Historical Theatre Festival and the Emancipation Day. The two festive occasions reflect the painful but veritable memories of the past and are devoted to the development of the ideals of Pan-Africanism as well as to promote the development of a Pan-African continent. During these events, rituals in honor of the dead and to cleanse the living are organized. The travel to the African homeland offers a life-changing experience that, among other things, which in turn encourages the host destination to acknowledge the arrival of the ‘sons and daughters of Africa’.

Memorable tourism experience is selectively constructed by tourists based on how they evaluate tourism experiences (Tsai, 2016). Memorable tourism experience is defined as a tourism experience that generates positive memories among tourists (Kim, 2010; Kim, Ritchie, & McCormick, 2012; Tsai, 2016). Accordingly, “Seeking memorable experience” refers to the motivation to seek a rare and meaningful experience generated during one’s travel. Diaspora tourists take part in a rare and meaningful experience in an ancestral land or homeland. For some diaspora tourists, they are motivated by the desire to indulge in a once-in-a-lifetime ritual while for others, the diaspora tourism experience offers the rare opportunity to visit the tragic past in an ancestral home (Lehrer, 2013). Cohen (2009 p. 172) states that among repeat visitors, a trip “is not viewed as a once-in-a-lifetime pilgrimage, nor as a stop in a world tour of exotic locations to be checked off the list once the tourist has ‘been there and done that’”. The study also confirms that diaspora travels are the fulfilment of a lifelong desire and the desire to connect to one’s roots and the land of one’s ancestors (Huang et al., 2016; Portes, 1999).

#### **7.5 Research objective 4: To test a model to explain the effects of mature/senior diaspora tourists' motivations on destination evaluation, place attachment, and future tourism intention**

The hypothesis to identify the influence of mature/senior diaspora tourists' motivation on destination evaluation was subdivided into five sub-hypotheses. The findings of the study indicated that mature/senior diaspora tourist motivation was constituted by five motivation domains: "Achieving a sense of pride and learning", "Escaping", "Attending diaspora event and exploring spirituality", "Seeking connectedness", and "Seeking memorable experience". Previous studies confirm that travel motivations are included in destination choice and image formation models because they guide the development of destination images (Um & Crompton, 1990; Stabler, 1990; Moutinho, 2000).

Hypothesis 2.1-1, stated as "Achieving a sense of pride and learning is likely to positively affect mature diaspora tourists' evaluation of Ghana as a destination", was supported ( $\beta=0.17$ ,  $t=2.58$ ,  $p< 0.010$ ). As mentioned earlier, the application evaluation reflects the assessment of destination specific images. Previous studies indicate that the motivation to gain a sense of pride is particularly common among African diaspora tourists (Ebron, 1999; Huang et al., 2016; Schramm, 2004). Other studies also indicate that among Jewish participants of diaspora ethnic reunion, there is a higher sense of pride than non-participants (Lev Ari & Mittelberg, 2008). Further, Huang et al. (2016) note that diaspora tourists show pride in learning about the cultural attributes of a destination, including a destination's language. This study indeed establishes that the desire to gain pride and learning from Ghana generates a positive evaluation of the destination among mature/senior diaspora tourists. Thus, pride and learning should be emphasized among the

African diasporic community as this will positively enhance the assessment of Ghana as a destination.

Hypothesis 2.1-2, mature diaspora tourists who are motivated by “Escaping” will have a positive “destination evaluation” ( $\beta=0.02$ ,  $t=0.76$ ,  $p< 0.05$ ), was not supported. This study contrasts previous notions that escape from the diaspora generate a positive evaluation of the destination. Although Arnone (2011, p. 446) submits that some diaspora tourists want to break off from routines in their society which results in pride, it seems the focus of escape from the diasporic community is more connected to leisure than a diaspora motivation. Indeed, the author notes that these diaspora tourists prefer the feeling of being “at home”. Given that this group of diasporic tourists is more likely to prefer leisure and consider their travel as vacation (Coles, 2004; Coles & Timothy, 2004), they are also more likely to pay closer attention to destination attributes.

Hypothesis 2.1-3, “attending diaspora event and exploring spirituality positively affects mature diaspora tourists’ evaluation of the destination” ( $\beta=0.08$ ,  $t=2.26$ ,  $p< 0.05$ ), was supported. Tourism scholars have begun to focus attention on issues of religion, pilgrimage, and spirituality among tourists. As shown in this study, attending events and seeking spirituality has a positive influence on the evaluation of destination attributes. According to Cohen (2011), attending cultural festivals in the host destination generates greater fulfilment when diaspora tourists do not feel compelled in their travel. This is so because people in the diasporic community are motivated to “initiate events that enable them to both give meaning to and practice their new status” (Cohen, 2011, p. 1145). Other scholars argue that cultural and spiritual events become the single most important avenue by which the diaspora community maintains a differentiated recognition (Young, 1989).

Hypothesis 2.1-4 was supported, indicating that “seeking connectedness a positively affects destination evaluation” ( $\beta=0.14, t=2.02, p< 0.05$ ). The motivation “seeking connectedness” has been found in previous studies (Huang et al., 2013; Huang et al., 2016; Portes, 1999). Cohen (2011) also note that failure to positively identify with diaspora festival events potentially leads to disconnection with the “flagship” or identity with the homeland. Further, Li and McKercher (2016) assert that because people migrate to the diaspora in spatially and temporarily different frames, they connect differently with the host society. The findings reveal that as diaspora tourists connect with the African motherland or homeland, they gain a more favorable attitude towards the destination’ attributes.

Hypothesis 2.1-5, stated as “seeking memorable experience has a positive effect on mature/senior diaspora tourists’ destination evaluation” ( $\beta=0.25, t=3.49, p< 0.001$ ), was supported. Within the diaspora tourism literature, there is indication of the need for diaspora tourists to seek a memorable experience (Huang et al., 2016). This entails the desire to gain a once-in-a-lifetime experience, a lifelong desire or to connect to one’s roots. Memorable experiences, according to Huang et al. (2016), are realized through “backstage” activities and events. Memorable experiences also produce a sense of personal engagement with the homeland. The outcome of this engagement is a positive evaluation of the host society. In Ghana, the Pan-African Historical Festival is an event specifically devoted to the re-establishment of connection to the African motherland. Some activities of this event include a memorable journey through the historic slave roots, slave markets, and slave castles which were used to house the African ancestors before being transported to Europe and the Americas. For mature/senior diaspora tourists, a trip which is motivated by the desire to visit an ancestral homeland is likely to result in a positive evaluation of

the destination. The opportunity to re-live and/or even experience the anguish of the past becomes a cherished memory for diaspora tourists.

Hypothesis 2.2, stated as “destination evaluation will positively affect satisfaction with the African motherland” ( $\beta=0.70$ ,  $t=10.31$ ,  $p< 0.001$ ), was supported. The findings agree with a number of previous studies in the general tourism literature albeit specific illustrations in the diaspora tourism literature are absent (Chi & Qu, 2008; Mohamad et al., 2012; Prayag & Ryan, 2012). These studies show that assessing a destination positively through a positive destination evaluation can help promote a destination favorably. The results of these studies also indicate the extent to which tourists will be satisfied with a destination or their visit. Consistent with these studies, the present study illustrates that a positive evaluation of Ghana as a place for mature/senior diaspora tourists will significantly affect their satisfaction.

Hypothesis 2.3, stated as “destination evaluation positively affects place attachment” ( $\beta=0.50$ ,  $t=7.65$ ,  $p< 0.001$ ), was supported. This finding confirms that of previous studies (Chi & Qu, 2008; Ramseook-Munhurrun et al., 2015; Veasna et al., 2013). Since previous studies on the diaspora tourist segment have not tested the relationship between destination evaluation and place attachment, this finding is relevant to understand the effect of destination evaluation on place attachment. Specifically, a positive assessment of destination attributes has been found to result in a stronger emotional attachment between the individual and the African motherland. According to Prayag and Ryan (2012), place attachment often translates to a more loyal customer-base. This is useful information to diaspora destination marketers given that people from the diaspora are more likely to travel to their homeland and, thus, are more likely to be more loyal.

Hypothesis 2.4 was supported so that satisfaction at diaspora destination positively affected place attachment ( $\beta=0.10$ ,  $t= 2.17$ ,  $p< 0.05$ ). Previous models of tourists’ satisfaction and place

attachment have not been conducted for the diaspora tourism market (Hosany, et al., 2017; Ramkinsson, 2015). Meanwhile, Ramkissoon and Mavondo (2015) found an inverse but significant relationship between satisfaction and place attachment. In this study, satisfaction with diaspora tourism experience in Ghana was positively correlated with attachment to the destination. As Suntikul and Jachna (2016, p. 276) assert, place attachment “denotes the suitability of a place to satisfy one’s functional needs and aims”. Thus, the more satisfied diaspora tourists are with the host society’s attributes, the stronger their sense of place attachment towards that society.

Hypothesis 2.5, stated as “satisfaction positively affects future intention”, was confirmed ( $\beta=0.38$ ,  $t=9.87$ ,  $p< 0.001$ ). This finding supports that of previous studies (Ramkinsson, 2015; Ramkissoon & Mavondo, 2015; Xu & Zhang, 2016). The present study discussed that satisfaction with the African motherland corresponds to greater destination loyalty, measured here as future intention. Consistent with the travel-related characteristics, more than half of the respondents were found to be repeat visitors. Therefore, it can be said that diaspora tourists who are satisfied with a destination will recommend, revisit, stay longer, or even travel with their families with the intention to revisit.

Finally, hypothesis 2.6 was stated as place attachment affects future intention to the diaspora destination ( $\beta=0.27$ ,  $t=5.30$ ,  $p< 0.001$ ). The more tourists feel emotionally attached to the diaspora destination, the more likely they are to have a positive future intention towards the African motherland destination. The integral role of place attachment, specifically place attachment, in the future decisions or behaviors of tourists has been demonstrated in previous studies (Kyle et al., 2004; Kyle et al., 2003; Lee et al., 2007).

In summary, the structural model of diaspora tourist motivation largely supported the research hypotheses with the exception of the effect of mature diaspora tourists’ motivation on

destination evaluation. The approach adopted in this study ensured that only core diaspora tourists were included in the study. For the motivation termed “escaping”, it can be inferred that diaspora tourists were motivated by leisure. Among diaspora tourists who reported leisure-type motivations such as escaping, a negative evaluation of the destination was revealed. On the other hand, the motivation types that were more related to diaspora ancestry seeking were found to positively influence destination evaluation.

## **7.6 Contributions of the study**

### **7.6.1 Academic contributions of the study on senior tourists’ motivations**

The academic contribution of the study on senior tourists’ motivation are as follows.

First, this study contributes to the body of literature and theories of motivations. Previous studies produced differing conclusions on the motivation of senior tourists in overseas leisure travel. Although these studies identify the importance of motivation among senior tourists, no research has attempted to develop a scale that measures the motivation of senior tourists. As most scales on tourist motivations are either too general to apply or frequently applied to other typology of tourists, they do not cover the diverse range of special interest tourists.

Second, the study promotes the rigorous development and validation of a multidimensional measurement scale to measure the motivation of senior tourists. The development of this scale required a rigorous instrument that measures the complex and multifaceted scope of the senior travel segment. The study, therefore, adopted Churchill’s (1979) seven-step process to scale development. The process involved item specification based on the extant literature, generation of items through a thorough literature review, experts’ review, purification or modification of items based on expert reviews, pretesting and pilot, and a systematic collection of data. The instrument

was tested on two distinct samples of North American and Chinese seniors. Validity measures were also conducted using confirmatory factor analysis.

Third, this study contributes to an identification of the aspects of motivations that are common to senior tourists. Essentially, eight domains were extracted through the aforementioned systematic process: seeking knowledge/learning, seeking once-in-a-lifetime experience, escaping, experiencing culture/nature, seeking self-esteem, achieving a sense of socialization, seeking time with family, and seeking nostalgia. Motivations differed between younger and senior generation tourists (Feng et al. & Mor, 2012; Fleischer & Pizam, 2002; Getzen, 1992; Huffman & Lloyd-Jones, 2017; Oh et al., 2002; Śniadek, 2006; Wang, et al., 2005) and from one generation to the other (Otoo & Kim, 2018a). This study, therefore, addresses the nature of the motivations of senior tourists.

Fourth, the study contributes to an understanding of the cluster of senior tourists. Previous studies on senior tourist motivations have generated clusters using single sample data so that their clusters only applied to one type of nationality (Hsu & Lee, 2002; Kim et al., 2003; Lee et al., 2002; Sangpikul, 2008b; Sellick, 2004; You & O'leary, 1999). In this study, two distinct samples were investigated and five motivation clusters were identified: senior tourists with the highest motivation, the lowest motivation, high to the highest motivation, and low to the lowest motivation clusters. Each of these clusters demonstrated distinct characteristics with the most dynamic segment being members of cluster 1 whereas the least viable segment was members of cluster 3. The cluster approach to the study of senior tourists is also distinct from previous studies as it examined a varied range of tourism preferences.

Fifth, the study asserts that there are distinct motivations of senior tourists. The extensive body of literature applied for the scale development process ensured that a wide range of items

was considered for respondents' evaluation. In addition, the eight motivation domains identified in this study reflect the dynamic psychological determinants of senior travel. These domains were consistent across the North American and Chinese senior tourists. The scale can be applied in various countries to identify whether the dimensionality of senior tourists' motivation is similar or dissimilar.

Sixth, the study sheds light on the most important motivations for senior travel. Recent studies have challenged earlier theories on the perception and involvement of the elderly with leisure travel-related activities. While earlier studies proposed that seniors are less capable, citing reasons of health and finance to engage in leisure, today's senior is relatively healthier and wealthier. Therefore, the need to promote active aging is also implied in this study. This study advances that the top four motivations for both North American and Chinese seniors include knowledge and learning, once-in-a-lifetime experience, escaping, experiencing culture and nature.

#### 7.6.2 Academic contributions of the study on mature/senior diaspora tourists' motivations

The academic contributions of the study on mature/senior diaspora tourists' motivation are as follows.

First, the study contributes to an understanding of the motivation of mature/senior diaspora tourists. Investigations of the motivations of diaspora tourists is almost non-existent in the tourism literature. Consequently, the intrinsic values of travel among the diaspora population is unexplored. This study is, therefore, significant as it represents one of the first attempts to develop a scale to measure the motivation of diaspora tourists, and specifically for mature/senior diaspora tourists.

Second, this study identifies five motivations that inform mature/senior diaspora tourists' decision to visit the African homeland/motherland: achieving a sense of pride and learning, escaping, seeking connectedness, attending diaspora event and exploring spirituality, and seeking a memorable experience. Essentially, the measurement scale used to identify the mature/senior diaspora tourists' motivations was validated and is applicable to other diaspora destinations.

Third, the study contributes to the methodology on scale development for diaspora tourists' motivation. As noted by Kline (2016), most SEM studies adopt a "one-shot" approach without adequate cross-validation. To address this within the context of mature/senior tourists' motivation, the rigorous seven-step process of scale development proposed by Churchill (1979) was applied. The result of the rigorous analytical procedure indicated that the five factor-structure was consistent between split samples of mature/senior diaspora tourists.

Fourth, most studies that have examined the psychological determinants of diaspora tourism utilized a qualitatively driven approach. Hence, a scale to understand diaspora tourists' motivations is largely non-existent. By developing a scale for diaspora tourist motivation, this study focuses on a core demand segment previously ignored in the literature. Importantly, the motivations discussed in this study may be generalized to the diaspora travel segment in general since the factors generated in this study can be applied to other diaspora destinations.

Fifth, by investigating the causal relationship between diaspora tourist motivation and destination evaluation, this study expands previous motivation theories and conceptualizations of diaspora tourism. The tourism literature is replete with evidence that demonstrate that different segments of tourists evaluate destinations differently. In this study, diaspora tourists are generally more likely to evaluate their ancestry homelands positively – except where they are motivated by

escape. They are also more likely to feel attached to ancestral homeland and be satisfied with destination attributes.

### 7.6.3 Practical implications of the study on senior tourists' motivations

The practical contributions of the study on oversea senior travel motivations of North American and Chinese senior tourists are as follows.

First, the study is valuable to destination marketing organizations in their bid to develop marketing campaigns for the senior tourism segment. The senior tourism market has been estimated to be one of the most important travel segments in the coming three decades. Hence, the identification of seniors' motivations to travel overseas is useful in developing appropriate products and services (e.g. types of tours, type of destination attractions, and types of activities) for senior consumption. For example, a sense of seeking knowledge and learning was prominent among North American seniors. For this segment, attributes of destination that promote intellectual enrichment such as museums and educational tours can be targeted by both destinations and travel companies. As sense of family travel was also noted among Chinese seniors, promoting family travel activities may be more meaningful to this segment.

Second, the study presents important clues for gaining competitive advantage by attracting a suitable senior travel segment. Among these, a younger cohort of seniors (55 years to 59 years) is more attractive to a travel company as they are more likely to be higher income earners and also more likely to prefer the use of upscale accommodation. This cohort is also more likely to adopt travel information technology. Thus, marketing campaigns via information technology are more likely to be accessed by this segment. To attract a more family driven senior segment of Chinese seniors, however, it may be prudent to target those seniors who are more elderly (70 years or

above). This cohort is also more likely to prefer less use of travel technology and less expensive accommodation arrangement as they are lower income earners.

Third, the need to consider not only the marketing significance of the senior travel segment but also the wellbeing of the senior cohort of society is amplified in this study. The findings of the study extend the argument that with increasing age, seniors demonstrate different motivations and preferences for travel. The motivation to travel overseas appears to be more pronounced in the early retirement age of seniors. At this stage, there seems to be a greater preference for more touristic attributes of a destination such as luxury, friendship, and spouse travel. With progression in age, however, travel motivation changes from more touristic reasons to more personal and intimacy reasons such as family or spouse. This information is particularly useful to governments and welfare institutions in providing care for the elderly.

#### 7.6.4 Practical implications of the study on mature/senior diaspora tourists' motivations

The practical implications of the study on mature/senior diaspora tourists' motivations to the African homeland/motherland are as follows.

First, the need for destination managers to consider diaspora tourism as an important segment of the travel industry is identified from the findings of this study. The findings indicate that more than half of the respondents sampled had previously visited Ghana. Comparing this data to previous studies on other travel segments, including volunteer tourists and general leisure tourists, diaspora tourists are more likely to revisit the motherland destination. The loyalty of the diaspora segment can be seen in their intention to (further) explore their ancestral heritage or to participant in a diaspora event in the motherland.

Second, the study reveals that diaspora tourists are more likely to positively evaluate destination attributes as opposed to those tourists with more leisure driven motivations. Given that word-of-mouth promotion is considered a more reliable destination image promotion, it is integral for destinations to focus on this segment, at least as an alternative travel segment. Specific findings of the study show that promoting a more diasporic based motivation will result in a positive assessment of the destination.

Third, the potential contribution of diaspora tourists to the wealth of a destination's tourism resources is highlighted in this study. Tourism plays an important role in effecting the different motivational drivers that exist for people to visit their home regions. The motivation domains identified in this study can, thus, be promoted in order to attract this important segment. As found in this study, the travel to the African diaspora promotes a sense of pride and learning about the motherland. Hence, marketing campaigns can identify and promote the dimensions explored in this study to the diaspora community.

Fourth, diaspora tourism can be used to address social and cultural gaps between the diaspora homeland and diasporic communities. According to some previous studies, the desire to return home is often constrained by a number of forces in the home region, including standard of living, social norms and politics, and the physical appearance of the places (Iorio & Corsale, 2013; Smith & Jackson, 1999). Therefore, diaspora tourism can be used to encourage a return to one's homeland given that diaspora tourists have a favorable evaluation of destinations. The sense of place attachment is a valuable emotion catalyst for this purpose.

Fifth, the study reveals that satisfaction and place attachment are integral to future intention towards destinations. Here, a sense of emotional fulfillment towards a visit to the motherland is an important antecedent to future intention. Thus, elements that promote satisfaction and place

attachment, including memorabilia, cultural enactments, historic reminders such as the slave castles and dungeons, among others, should be promoted by destinations. In Ghana, PANAFEST and Emancipation Day celebrations draw a large number of participants from the African diasporic communities in America, Jamaica, Guyana, and the Dominican Republic.

## **CHAPTER 8: CONCLUSION**

### **8.1 Chapter introduction**

This chapter presents an overview of the study on the motivations of senior tourists and mature/senior diaspora tourists and shows how the research objectives were achieved. The chapter also presents the limitations of the study and suggestions for future research.

### **8.2 Overview of the study**

The aim of this study was to develop a measurement scale that assesses the motivation of senior tourists and mature diaspora tourists and to validate this scale. Dependent variables for testing the measurement scale for senior tourist motivations included preferences for tourism type, attraction type, and tourism activities. The resultant variables from diaspora tourism motivation were destination evaluation, satisfaction, place attachment, and future intention.

Chapter 1 presented the background to the study and stated the problem, research questions, and research objectives. The rationale and organization of the study were also presented in this chapter. Initial discussions in this chapter focused on the emergence of the senior travel segment as an important aspect of the tourism industry. The need to focus on this segment was found in the literature and buttressed by current global developments. A link between the senior tourism and diaspora tourism markets was also found and a case for a study on mature diaspora tourists was made. Even though there is an increasing body of literature that has investigated the psychological determinants of the senior and mature travel segment, the results of these studies have varied conclusions regarding which factors are more meaningful in explaining the motivation of the senior travel patrons. Also, a scale that measures the motivation of senior tourists and mature diaspora tourists is non-existent in this body of work. To fill this research gap, four research

objectives were considered: (1) to develop a scale to measure senior tourists' motivations; (2) to examine differences in preferences for travel types and destinations according to senior tourists' motivation clusters; (3) to develop a scale to measure mature/senior diaspora tourists' motivations, and (4) to test a model that explains the effects of mature/senior diaspora tourists' motivations on destination evaluation, place attachment, and future intention.

Chapter 2 provided a review of the literature on senior tourism with specific emphasis on motivations of senior tourists and mature/senior diaspora tourists in order to better explore variables and constructs for inclusion in the scale development. An important aspect of this chapter was a review of the literature on global trends in gerontology. Various conceptualizations of the senior tourism market, including a categorization of seniors according to generation theory, national retirement ages, and theoretical arguments, were discussed. Also, the nexus between aging and tourism was discussed as well as the need to adopt the age cohort 55 years and above for seniors and 45 years and above for mature/senior diaspora tourists. Previous attempts at segmenting the senior tourist market were also discussed. Further, the literature on diaspora tourism discussed the valuable potential of the mature/senior diaspora tourist market to the tourism industry (Coles & Timothy, 2004; Huang et al., 2013, 2016; Sim & Leith, 2013).

Chapter 3 discussed the rationale for the development of a scale for the senior tourist market and mature/senior diaspora tourists. The theoretical and empirical arguments for postulating various hypotheses for the two streams of studies were also presented. Overall, six hypotheses were postulated for senior tourists' motivation and six hypotheses were postulated for mature/senior diaspora tourists' motivation, destination evaluation, satisfaction, place attachment, and future intention. Further, the conceptual frameworks for the study were illustrated in this chapter.

Chapter 4 presented a discussion on the rationale for developing measurement scales for senior tourists' motivation and for the motivation of mature/senior diaspora tourists. The seven-step scale development process proposed by Churchill (1979) was adopted. First, a definition of domains of senior tourists and diaspora tourists' domains was given. Second, items were generated based on a comprehensive review of the literature. Third, the views of experts were obtained regarding the generated items after which modifications were made. A pilot study was conducted to assess the reliability of the research instrument. The data on both senior tourists and mature/senior diaspora tourists were pretested on appropriate samples. Finally, the main surveys were conducted. North American senior tourists' respondents were derived from a reliable online panel data collection company, MTurk. Chinese senior tourists were sampled from various parts of China. Data on mature/senior diaspora tourists were obtained in a field survey conducted in Ghana.

In Chapter 5, the results of the survey on North American senior tourists were presented. After conducting necessary checks for missing data, outliers, and normality, the rigorous process of scale development was followed. Exploratory factor analysis was conducted for North American senior tourists and eight overarching motivational domains were extracted, namely seeking knowledge/learning, seeking once-in-a-lifetime experience, escaping, experiencing culture/nature, seeking self-esteem, achieving a sense of socialization, seeking time with family, and seeking nostalgia. A confirmatory factor analysis was also conducted and the factors extracted were confirmed with reliable goodness of fit indices, including GFI, TLI, RMSEA, normed chi square and appropriate discriminant and convergent validity tests. The same process was carried out for Chinese senior tourists and goodness of fit indices as well as convergent and discriminant validity measures were achieved. A cluster analysis was then conducted on the eight factors and

five clusters of senior tourist motivations were identified for both North American and Chinese senior samples. To test the hypothetical statements on senior tourists, tourism preferences and sociodemographic and travel-related attributes across the five motivation clusters were examined. Both differences and similarities were found with regard to North American and Chinese senior motivation clusters based on which a rigorous measurement scale for senior tourists' motivations was successfully developed.

Chapter 6 presented the results of the survey on diaspora tourist motivation. First, outlier, and normality tests were performed. Next, the data were split into two halves and exploratory factor analysis with principal axis factor extraction method and promax rotation method was applied to the first sample. Five motivational factors were extracted and they were labelled achieving a sense of pride and learning, escaping, seeking connectedness, attending diaspora events and exploring and spirituality, and seeking memorable experience. A confirmatory factor analysis was conducted on the second sample and results of the goodness of fit indices as well as convergent and discriminant validity tests were found to be reliable. SEM was then conducted to test the six hypotheses. With the exception of escaping as a motivation for mature/senior diaspora tourists, all motivation factors were found to have a positive effect on destination evaluation. The relationship between destination evaluation and satisfaction as well as with place attachment was found to be positive. Both satisfaction and place attachment were also found to positively affect future intention. Consequently, a rigorous and comprehensive measurement scale for senior tourists' motivations was successfully developed for mature/senior diaspora tourists' motivation, satisfaction, place attachment, and future intention.

Chapter 7 discussed the results of the study in line with the research objectives and the theoretical and practical implications of the study for governments, destination marketers, and

managers were highlighted. All relevant hypotheses were also discussed. Further, plausible explanations for the various relationships were discussed, including those with no significant relationship. The research successfully developed appropriate measurement scales for the motivation of senior tourists and mature/senior diaspora tourists' motivations and confirmed the hypothetical relationship in the validation of those scales. In addition, the chapter discussed the differences in preferences for travel types and destinations according to senior tourists' motivation clusters and explained the effects of mature/senior diaspora tourists' motivations on destination evaluation, place attachment, and future intention.

The final chapter, Chapter 8, presented an overview of the study and the limitations of the study. It also provided suggestions for future research.

### **8.3 Limitations and suggestions for future studies**

#### **8.3.1 Limitations and suggestions for future senior tourism studies**

The first limitation relates to the use of different data collection approaches for North American and Chinese senior tourists. For North American senior tourists, it was necessary to conduct an online panel data collection as this segment was geographically less accessible to the researcher. Although great effort was taken to conduct the online panel data collection, including defining the age of respondents, specifying the geographical location, and setting a number of screening criteria, the approach may be limited by a lack of adequate knowledge on research participants. On the other hand, Chinese senior tourists were approached in a field survey which is considered more reliable as the research assistants could easily identify some facial or aging markers.

The second limitation relates to the sampling approach applied to the senior tourists' stream of research. Convenience sampling was considered more appropriate for sampling Chinese senior tourists given the difficulty in accessing this sample. This sampling technique has, however, been critiqued for bias. Another critique of this sampling procedure relates to the representativeness of the data and whether such data can be used to generalize for the entire population. Owing to time and finance constraints, it was impossible to conduct the study in all provinces of China and to use random sampling procedure. To address this challenge, the data were collected from some principal provinces in China, namely Fujian, Guangdong, Jiangsu, Nanjing Wuhu-Anhui and Zhejiang. Future studies can, therefore, use probability sampling techniques.

Third, this study attempted to identify the psychological determinants of travel among senior tourists. However, not every senior has a motivation to travel overseas. The focus of the study on senior tourists meant that we were interested in respondents who had undertaken oversea travel within the last three years or intend to travel in the next three years. Seniors who failed to meet the essential criteria were excluded. Future studies on the constraints of the excluded target population sample should be desirable.

### 8.3.2 Limitations and suggestions for future diaspora tourism studies

The first limitation relates to the refinement of the mature/senior diaspora tourists' motivation scales. Although the items were refined many times prior to testing on the respective samples, there is a need for further validation in different destinations. Larger samples of data from, for example, Israel, Ethiopia, South Korea, Japan and China as well as European countries with large diaspora communities can be considered for future studies.

Second, this study examined the direct causal relationships of mature/senior diaspora tourists' motivations, satisfaction, place attachment, and future intention. Since the sample was split into two, another alternative will be to test the scale on a different sample such as a different group of diaspora tourists. Extending this study to a different age cohort and setting will contribute to external validity by demonstrating the extent to which the findings are applicable or can be generalized to other diaspora segments and destinations.

Third, a different approach to data analysis is suggested. For instance, future studies on diaspora tourists can test the mediating role of destination evaluation, satisfaction, and place attachment. Also, using SEM to test the causal relationship between motivation and other variables can be undertaken in future studies as this study focused on cluster variations for senior tourist motivations.

Fourth, there are other relationships that can be tested within the two streams of research undertaken in the current study. The causal relationship between mature/senior diaspora motivations and personality traits, emotional experiences, involvement, constraints, among other important variables, represents a worthwhile avenue of research for future studies. These relationships were not explored in the current study.

## APPENDICES

### Appendix 1

#### Proposed interview questions for senior tourists

Interview time:

Interviewee:

#### Screening questions

Are you 55 years or over? If yes, in which year were you born?

Have you traveled for leisure outside the country of your current residence within the past one year?

*If yes to both questions, the interview can proceed, otherwise terminated.*

#### Purpose of interview

Thank you very much for sparing your time to discuss this issue. The focus of this interview is to investigate the travel decisions for senior tourists. The constraints and motivations of senior tourists are of particular interest to this study. Your views concerning this topic are valuable towards this investigation. The interviews shall be recorded to capture all opinions given. Be ensured that the interview shall be confidential. Motivation pertains to the reasons for travel and constraints refer to the factors that inhibit travel.

#### Interview questions

##### Part 1

##### General perceptions travel among the elderly

- Please describe your general perception about leisure travel among the elderly.
- Kindly recall your most recent and memorable leisure travel undertaken outside the country of your current residence within the past year. What was memorable about the trip?

##### *Senior tourists' motivation*

- What issues motivated you to embark on the travel?
- Please explain why you took part in the leisure travel?

Please share your views on the importance of the following motivational factors

Socialization and belongingness issues

Ego and esteem issues

Escape issues

Nature and culture

Knowledge or learning issues

Mental and physical wellbeing

Rest and relaxation issues

Novelty and exploration issues

Hedonism or entertainment issues

Quality and specification issues

Self-actualization and reflection issues

Nostalgia issues

Travel opportunity issues

### **Preferences**

Please describe your preferences in relation to the following issues

Type of tour package

Travel distance

Attraction type

Activity type

Travel arrangement type

## **Appendix 2**

### **Proposed interview questions for mature/senior diaspora tourists' motivation**

Interview time:

Interviewee:

#### **Screening questions**

- Are you 45 years or over?
- Was leisure part of the purposes for your visit?
- How are you connected to this country? By birth, lineage, or immigration.

*If participant is connected to destination by birth, lineage (root), the individual is considered as a mature/senior diaspora tourist. The interview may proceed, otherwise terminated.*

#### **Purpose of interview**

Thank you very much for sparing your time to discuss this issue. The focus of this interview is to investigate the travel decisions for senior tourists. The constraints and motivations of mature/senior diaspora tourists are of particular interest to this study. Your views concerning this topic are valuable towards this investigation. The interview shall be recorded to capture all opinions given. Be ensured that the interview shall be confidential. Motivation pertains to the reasons for travel and constraints refer to the factors that inhibit travel.

#### **Part 1**

- Which describes you best? First generation diasporic/ Second generation diasporic/ other
- Kindly recall your most recent and memorable leisure travel undertaken to your home/root country within the past year. What was memorable about the trip?

#### **Part 2**

##### ***Mature/senior diaspora tourists' motivation***

- Please explain the reasons for the travel to your home/root country?

Please share your views on the importance of the following motivation factors

Homeland attachment issues

Roots/heritage attachment issues

Emotional attachment issues

Discovery or experiential issues

Actualization or pride

Family attachment or family re-union

### **Appendix 3**

The measurement items was be used in an online panel survey. The instrument was forwarded to seniors in China, USA, and Canada via an online panel data collection company. If tourists indicated that they have no desire or motivation to engage in a leisure related pursuit such as VFR, in the foreseeable future, they were be excluded from the survey.

#### **QUESTIONNAIRE REVIEW**

##### **For measurement items of senior tourists' motivation, preference for tourism and destination**

Dear Sir/Madam,

I would like to invite you to participate in this study concerning overseas leisure travel. Please complete the following set of questions. The questionnaire will be anonymous. I sincerely appreciate your willingness and the time you have taken to participate in this survey.

Researcher: Felix Elvis Otoo, PhD student

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Email: felix.e.otoo@

Tel.: (+852) 3400

**Part 1: Kindly respond to the following questions:**

1. Your Age? ( ) (Please state)
2. Your interest level in overseas travel? ① Very disinterested ② Disinterested ③ Neutral ④ Interested ⑤ Very interested
3. How many times have you traveled overseas within the past THREE (3) years? \_\_\_\_\_ times (Please state)  
=====
4. Gender? ① Female ② Male ③ Other
5. Marital status? ① Single ② Married ③ Other
6. Your highest educational status?  
① Primary school or less ② Secondary school ③ College degree or above
7. Your nationality? \_\_\_\_\_
8. Your ethnic background? ① Caucasian ② African-American ③ Asian ④ Hispanic ⑤ Other
9. Your current occupation?  
① Company employee ② Own business ③ Civil servant ④ Agricultural/fishery ⑤ Professional ⑥ Housewife ⑦ Technician ⑧ Sales ⑨ Education ⑩ Retired ⑪ Other
10. Which of the following best describes your annual household income (before tax):  
① Less than US\$ 20,000 ② US\$ 20,000-39,999 ③ US\$ 40,000-59,999 ④ US\$ 60,000-79,999 ⑤ US\$ 80,000-99,999 ⑥ US\$ 100,000-119,999 ⑦ US\$ 120,000-139,999 ⑧ US\$ 140,000-159,999 or more
11. Do you intend to travel overseas within next THERE (3) years?  
① Strongly Disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly Agree
12. Do you want to recommend overseas travel to friends/relatives?  
① Strongly Disagree ② Disagree ③ Neutral ④ Agree ⑤ Strongly Agree
13. Which countries do most want to travel overseas?  
1. \_\_\_\_\_ 2. \_\_\_\_\_

**Part 2:** Please indicate the extent to which you agree with the following overseas travel motivation statements, where 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral ; 4 = Agree ; 5 = Strongly Agree.

Motivation to travel overseas		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>(i) Socialization and belongingness: I'd like to travel overseas ...</b>						
1.	To see and meet different people.	1	2	3	4	5
2.	To feel connected with other people.	1	2	3	4	5
3.	To share my thoughts and feelings with others.	1	2	3	4	5
4.	To make contact with new people.	1	2	3	4	5
5.	To be with people who share my interests.	1	2	3	4	5
6.	To be with my partner.	1	2	3	4	5
7.	To enjoy time with my family.	1	2	3	4	5
8.	To enjoy a family event.	1	2	3	4	5

9.	To feel involved in the world around me.	1	2	3	4	5
10.	To visit a place where my friends want to go.	1	2	3	4	5
11.	To see my relatives/friends.	1	2	3	4	5
<b>(ii) Ego and esteem: <i>I'd like to travel overseas ...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To gain self-esteem.	1	2	3	4	5
2.	To gain the respect from others.	1	2	3	4	5
3.	To tell others about my travel experiences.	1	2	3	4	5
4.	To enjoy a place where others value and appreciate.	1	2	3	4	5
5.	To gain a sense of achievement or accomplishment.	1	2	3	4	5
6.	To feel privileged or important.	1	2	3	4	5
<b>(iii) Escape: <i>I'd like to travel overseas ...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To escape from the stress of daily life.	1	2	3	4	5
2.	To escape from my routine.	1	2	3	4	5
3.	To get away from the crowds (people or traffic).	1	2	3	4	5
4.	To get away from doing a lot of thinking.	1	2	3	4	5
5.	To avoid boredom.	1	2	3	4	5
6.	To experience a change.	1	2	3	4	5
7.	To avoid loneliness.	1	2	3	4	5
8.	To have time for myself.	1	2	3	4	5
<b>(iv) Nature and culture: <i>I'd like to travel overseas ...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To experience beautiful scenery.	1	2	3	4	5
2.	To experience natural sites.	1	2	3	4	5
3.	To see historical sites.	1	2	3	4	5
4.	To experience cultural sites.	1	2	3	4	5
5.	To experience cultures different from mine.	1	2	3	4	5
6.	To enjoy festivals and/or special events.	1	2	3	4	5
7.	To see how other people live.	1	2	3	4	5
8.	To seek pleasant weather.	1	2	3	4	5
<b>(v) Knowledge and/or learning: <i>I'd like to travel overseas...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To keep myself well informed.	1	2	3	4	5
2.	To expand my existing knowledge.	1	2	3	4	5
3.	To learn new things and enrich my life.	1	2	3	4	5
4.	To gain a learning experience.	1	2	3	4	5
5.	To seek intellectual enrichment.	1	2	3	4	5
6.	To broaden my views.	1	2	3	4	5
<b>(vi) Mental and physical wellbeing: <i>I'd like to travel overseas...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To improve my psychological/mental wellbeing.	1	2	3	4	5
2.	To engage in physical exercise (e.g., hiking, golfing).	1	2	3	4	5
3.	To recover/recuperate from a health problem.	1	2	3	4	5
4.	To relieve stress.	1	2	3	4	5
5.	To enjoy peace of mind and soul.	1	2	3	4	5

<b>(vii) Rest and relaxation: <i>I'd like to travel overseas...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To rest and relax.	1	2	3	4	5
2.	To recharge away from my daily routine and/or job.	1	2	3	4	5
3.	To enjoy comforting and reassuring surroundings.	1	2	3	4	5
4.	To feel refreshed.	1	2	3	4	5
<b>(viii) Opportunity: <i>I'd like to travel overseas ...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To make the most of my free time while I can.	1	2	3	4	5
2.	To seek outdoor recreation opportunities while I can.	1	2	3	4	5
3.	It is a good way to spend my money while I can.	1	2	3	4	5
4.	To enjoy my time while I can.	1	2	3	4	5
<b>(ix) Seeking care: <i>I'd like to travel overseas ...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To give myself a treat.	1	2	3	4	5
2.	To enjoy some comfort and pampering.	1	2	3	4	5
3.	To be looked after by others.	1	2	3	4	5
4.	To be entertained by others.	1	2	3	4	5
<b>(x) Novelty/exploration: <i>I'd like to travel overseas ...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To experience new things.	1	2	3	4	5
2.	To experience the exotic and/or glamorous.	1	2	3	4	5
3.	To satisfy my curiosity.	1	2	3	4	5
4.	To experience adventure.	1	2	3	4	5
5.	To enjoy a place where I have never been.	1	2	3	4	5
6.	To enjoy the fun of discovery.	1	2	3	4	5
7.	To enjoy exotic food.	1	2	3	4	5
8.	To enjoy a place where others have not been.	1	2	3	4	5
9.	To visit a variety of restaurants.	1	2	3	4	5
10.	To visit somewhere fashionable.	1	2	3	4	5
<b>(xi) Hedonism: <i>I'd like to travel overseas ...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To find thrills or excitement.	1	2	3	4	5
2.	To have fun.	1	2	3	4	5
3.	To enjoy the sea, sand, and sun.	1	2	3	4	5
4.	To experience pleasure.	1	2	3	4	5
<b>(xii) Reflection and self-experience: <i>I'd like to travel overseas ...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To think about who I am and what my life means.	1	2	3	4	5
2.	To enjoy a particular phase of my life.	1	2	3	4	5
3.	To reward myself.	1	2	3	4	5
4.	To seek spiritual enrichment.	1	2	3	4	5
5.	To make my dreams come true.	1	2	3	4	5
6.	To discover new sides of myself.	1	2	3	4	5
<b>(xiii) Nostalgia: <i>I'd like to travel overseas ...</i></b>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	To visit a place where I have memories.	1	2	3	4	5
2.	To meet old friends.	1	2	3	4	5
3.	To trace my family's roots.	1	2	3	4	5

4.	To remember times from my past.	1	2	3	4	5
5.	To visit a place where it has been featured on film or in photos or past stories.	1	2	3	4	5

**Part 3:** The next section addresses preferences for overseas tourism and destination engagements. Please indicate the extent to which you agree with the following statements, where 1 = Strongly Disagree; 2 = Disagree ; 3 = Neutral ; 4 = Agree ; 5 = Strongly Agree ..

Preference for overseas travel		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I prefer to engage in urban tourism.	1	2	3	4	5
2.	I prefer to engage in eco-tourism.	1	2	3	4	5
3.	I prefer to engage in health tourism.	1	2	3	4	5
4.	I prefer to engage in cruise tourism.	1	2	3	4	5
5.	I prefer to visit historical attractions.	1	2	3	4	5
6.	I prefer to visit attractions of natural scenery.	1	2	3	4	5
7.	I prefer to visit cultural attractions.	1	2	3	4	5
8.	I prefer outdoor activities at a destination.	1	2	3	4	5
9.	I prefer shopping at a destination.	1	2	3	4	5
10.	I prefer dining at a destination.	1	2	3	4	5

**Part 4: Please tick [✓] or write down appropriate responses to the following questions.**

1. What is your birth year? \_\_\_\_\_ (e.g. 1950).
2. Where is your residence? \_\_\_\_\_ (province) \_\_\_\_\_ (city).
3. How long do you prefer to travel overseas by flight? Within \_\_\_ hours from my country (Please state).
4. How long do you prefer to stay at an overseas destination? Within \_\_\_ nights (Please state).
5. With whom do you prefer to travel? ① Alone ② Spouse ③ Friend ④ Family ⑤ Others
6. Your most preferred travel arrangement option? ① Own travel arrangements ② Package tour ③ Own + package tours
7. Your most preferred overseas travel accommodation option? ① Budget/economy accommodation ② Mid-priced accommodation ③ Upscale/luxury accommodation
8. Please indicate your level of accepting information technology:  
① Very slow acceptance ② Slow acceptance ③ Neutral ④ Fast acceptance ⑤ Very fast acceptance.

## Appendix 4

### MANDARIN

#### 旅行的动机

尊敬的先生 / 女士：我们在进行一项有关55岁以上人士海外休闲旅游的研究。请回答以下问题并分享您的经验与对海外休闲旅游的意见。问卷将是匿名的。衷心感谢您的参与。

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1. 您的年龄: \_ \_ \_ 岁 (请说明)
2. 你对海外旅行有多大兴趣? ①从不感兴趣 ②没兴趣 ③中立 ④有兴趣 ⑤很感兴趣
3. 在过去三年内, 您去过多少次的海外旅行? \_ \_ \_ 次 (请说明)
- =====
4. 性别: ①女 ②男 ③其他
5. 婚姻状况: ①单身 ②已婚 ③其他
6. 您的教育程度: ①小学及以下 ②中学/高中 ③大专及以上
7. 您的目前职业: ①公司职员 ②自营 ③公务员 ④农民 ⑤专业人士 ⑥家庭主妇  
⑦技术人员 ⑧销售 ⑨教育 ⑩退休 ⑪其他
8. 包括第8题的不同收入来源, 您家庭年收入为?: ①少于50,000元 ②50,000-120,000元  
③121,000-240,000元 ④241,000-400,000元 ⑤401,000- 500,000元 ⑥ 501,000-  
720,000元 ⑦720,000- 800,000元 ⑧800,000元以上
9. 您在未来三年内打算到海外旅行吗? ①绝不会去 ②不会去 ③中立 ④会去  
⑤一定会去
10. 您想推荐海外旅行给朋友/亲戚吗? ①非常不愿意 ②不愿意 ③中立 ④愿意  
⑤非常愿意
11. 您最想去的海外目的地或国家为? 1. \_\_\_\_\_ 2. \_\_\_\_\_

**第一部分：**请回答您出国旅游的动机。请阅读每一条叙述并圈出对应数字以表示您的同意程度。

海外旅行动机		非常不同意	不同意	中立	同意	非常同意
<b>(i) 社交和归属感：我想去海外旅游是为了...</b>						
1.	见到不同的人	1	2	3	4	5
2.	得到我和别人联系在一起的感觉	1	2	3	4	5
3.	和其他人分享我的想法和感受。	1	2	3	4	5
4.	接触并认识新的人。	1	2	3	4	5
5.	和我有共同兴趣和价值观的人在一起。	1	2	3	4	5
6.	和我的伴侣在一起。	1	2	3	4	5
7.	与我的家人共度时光。	1	2	3	4	5
8.	去享受家庭活动。	1	2	3	4	5
9.	去感受我所在的（身边的）世界。	1	2	3	4	5
10.	前往一个我朋友也想去的地方。	1	2	3	4	5
11.	探亲访友。	1	2	3	4	5
<b>(ii) 自我和自尊心：我想去海外旅游是为了 ...</b>		非常不同意	不同意	中立	同意	非常同意
1.	获得自我尊重。	1	2	3	4	5
2.	获得他人的尊重。	1	2	3	4	5
3.	去告诉别人我的旅行体验。	1	2	3	4	5
4.	前往一个在别人眼中有价值/值得鉴赏的地方旅游。	1	2	3	4	5
5.	获得成就感。	1	2	3	4	5
6.	感觉到自己是享有特权(或，很重要)的人。	1	2	3	4	5
<b>(iii) 逃避：我想去海外旅游是为了...</b>		非常不同意	不同意	中立	同意	非常同意
1.	逃避日常生活的压力。	1	2	3	4	5
2.	逃避我的日常生活的惯例。	1	2	3	4	5
3.	避开人群/交通上的拥挤。	1	2	3	4	5

4.	避开过多的思维。	1	2	3	4	5
5.	避免枯燥的/无聊平凡的日常生活（解闷）	1	2	3	4	5
6.	尝试/体验一种变化	1	2	3	4	5
7.	透过旅游而避免孤独。	1	2	3	4	5
8.	给自己一些自我时间。	1	2	3	4	5
<b>(iv) 大自然和文化：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	体验美丽的风景。	1	2	3	4	5
2.	体验自然地/自然景观。	1	2	3	4	5
3.	看历史遗迹。	1	2	3	4	5
4.	体验文化遗产/遗址。	1	2	3	4	5
5.	体验与我不同的异国文化。	1	2	3	4	5
6.	享受当地节日/特殊活动。	1	2	3	4	5
7.	看看别人的生活。	1	2	3	4	5
8.	寻找宜人舒适的天气。	1	2	3	4	5
<b>(v) 知识/学习：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	让自己掌握新知（不与世界脱节）	1	2	3	4	5
2.	扩大我现有的知识。	1	2	3	4	5
3.	学习到新事物，以及丰富我的人生。	1	2	3	4	5
4.	获得一种学习的经验。	1	2	3	4	5
5.	更加丰富智慧（寻求智慧的源泉）	1	2	3	4	5
6.	拓宽我的视野。	1	2	3	4	5
<b>(vi) 身心幸福：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	提高我的心理健康（幸福感）	1	2	3	4	5

2.	锻炼身体（如爬山、打高尔夫球）。	1	2	3	4	5
3.	帮助我疗养或康复等健康原因。	1	2	3	4	5
4.	减轻压力。	1	2	3	4	5
5.	身心灵健康、宁静。	1	2	3	4	5
<b>(vii) 休息和放松：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	休息和放松。	1	2	3	4	5
2.	离开日常生活给自己再充电。	1	2	3	4	5
3.	享受舒适和安心的环境。	1	2	3	4	5
4.	使自己振奋精神。	1	2	3	4	5
<b>(viii) 机会：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	充分地利用我的空闲时间。	1	2	3	4	5
2.	寻求参与户外游憩活动的机会。	1	2	3	4	5
3.	我认为旅行是一个良好的消费方式。	1	2	3	4	5
4.	尽量享受我的时间。	1	2	3	4	5
<b>(ix) 关爱：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	给自己送一份礼物。	1	2	3	4	5
2.	享受舒适和娇宠。	1	2	3	4	5
3.	被别人照顾。	1	2	3	4	5
4.	被别人招待或获得愉悦。	1	2	3	4	5
<b>(x) 探索 / 寻求新奇：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	体验新事物。	1	2	3	4	5
2.	异国风情。	1	2	3	4	5
3.	满足我的好奇心。	1	2	3	4	5

4.	体验冒险。	1	2	3	4	5
5.	去享受自己没有去过的地方。	1	2	3	4	5
6.	享受发现新事物的乐趣。	1	2	3	4	5
7.	享受异国食物。	1	2	3	4	5
8.	去享受他人没有去过的地方。	1	2	3	4	5
9.	参观当地各种餐馆。	1	2	3	4	5
10.	参观一些流行的地方。	1	2	3	4	5
<b>(xi) 享乐主义：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	寻找惊险刺激。	1	2	3	4	5
2.	乐趣（好玩）。	1	2	3	4	5
3.	享受大海，沙滩和阳光。	1	2	3	4	5
4.	体验一种喜悦。	1	2	3	4	5
<b>(xii) 反思 / 自我探索：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	了解自己是谁和生命的意义。	1	2	3	4	5
2.	享受自己人生的某一阶段。	1	2	3	4	5
3.	奖励自己。	1	2	3	4	5
4.	寻求心灵上的富裕。	1	2	3	4	5
5.	让我的梦想成真。	1	2	3	4	5
6.	发现自己新的一面。	1	2	3	4	5
<b>(xiii) 怀旧：我想去海外旅游是为了...</b>		<b>非常不同意</b>	<b>不同意</b>	<b>中立</b>	<b>同意</b>	<b>非常同意</b>
1.	游览一个我有记忆的地方。	1	2	3	4	5
2.	探望老朋友。	1	2	3	4	5
3.	寻找我家族的根源。	1	2	3	4	5
4.	缅怀自己过去的记忆和时光。	1	2	3	4	5
5.	访问在电影、照片或故事里的地方。	1	2	3	4	5

**第三部分：**这一部分是为了了解老年人对海外旅游和目的地的偏好而设计的。根据您的同意程度，请回答以下问题，

偏好旅行		非常不同意	不同意	中立	同意	非常同意
<b>(i) 海外旅行偏好</b>						
1.	我更喜欢参与城市旅行	1	2	3	4	5
2.	我更喜欢参与生态旅行	1	2	3	4	5
3.	我更喜欢参与健康旅行	1	2	3	4	5
4.	我更喜欢参与邮轮旅行	1	2	3	4	5
5.	我更喜欢参观历史景点	1	2	3	4	5
6.	我更喜欢参观自然风景区	1	2	3	4	5
7.	我更喜欢参观文化景点	1	2	3	4	5
8.	我更喜欢在目的地内参与户外活动	1	2	3	4	5
9.	我更喜欢在目的地做购物	1	2	3	4	5
1	我在海外旅行时更喜欢外出就餐	1	2	3	4	5

#### 第四部分：请在恰当的答案上打钩✓或填写合适的答案

1. 您是哪一年出生的（阳历）？19\_\_\_\_\_年
2. 您的常住地是？\_\_\_\_\_市/省
3. 您倾向于选择坐飞机多长时间距离的海外旅游？离我国\_\_\_\_\_小时飞行距离（请说明）
4. 您在海外旅游目的地倾向于停留多少天？\_\_\_\_\_晚（请说明）
5. 您更喜欢和谁一起旅行？①独自 ②配偶 ③朋友 ④家人 ⑤其他
6. 你最喜欢的旅行安排的方式是？①自我安排 ②跟团旅游 ③自我+包办的结合方式
7. 在海外您的住宿偏好是？①经济型住宿 ②中档住宿 ③豪华住宿
8. 请说明您信息技术的接受水平？①非常慢地接受 ②比较慢地接受 ③代表中立 ④较快地接受 ⑤非常快速接受

## Appendix 5

### CANTONESE

尊敬的先生/女士，我們正在為55歲以上的人進行一項休閒旅遊研究。請回答以下問題，並分享您對參與海外休閒旅遊/旅遊的意見。問卷將是匿名的。感謝您的參與。

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1. 你的年齡: \_\_\_\_\_ 歲
2. 你對海外旅遊的興趣水平? ①從不感興趣 ②沒興趣 ③中立 ④有興趣 ⑤很感興趣
3. 在過去的三 (3) 年裡, 包括這次, 你有多少次是休閒的旅行? \_\_\_\_次 (請註明)。  
=====
4. 性別: ①女 ②男 ③其他
5. 婚姻狀況: ①單身 ②已婚 ③其他
6. 你的最高學歷: ①小學或更少 ②中學 ③大專以上學歷
7. 您的目前職業: ①公司職員 ②自營 ③公務員 ④農民 ⑤專業人員 ⑥家庭主婦 ⑦技術人員 ⑧銷售人員 ⑨教育 ⑩退休 ⑪其他
8. 以下哪項最能描述您的家庭年收入 (稅前):  
①少於156,000港元 ②156,000-312,999港元 ③313,000-469,999港元 ④470,000-625,999港元  
⑤626,000-781,999港元 ⑥782,000-937,999港元 ⑦938,000-1,109,999港元 ⑧更多1,110,000港元
9. 你打算在接下來的3年內去海外旅行嗎? ①非常不同意 ②不同意 ③中立 ④同意 ⑤非常贊同
10. 你想推薦海外旅行給朋友/親戚嗎? ①非常不同意 ②不同意 ③中立 ④同意 ⑤非常贊同
11. 那些`休閒目的地或國家喜歡去旅遊? 1. \_\_\_\_\_ 2. \_\_\_\_\_

**第二部分:** 請指出你的同意程度有關以下到海外旅遊的動機的陳述? 1 = 非常不同意 (SD); 2 = 不同意; 3 = 中立; 4 = 同意; 5 = 非常贊同

去海外旅行的動機		非常不同意	不同意	中立	同意	非常贊同
(i)	到海外旅遊尋求社交感和歸屬感: 我想通過旅行...					
12.	去看看和認識不同的人。	1	2	3	4	5
13.	去體驗與其他人的相處。	1	2	3	4	5
14.	去和其他人分享我的想法和感受。	1	2	3	4	5

15.	去接觸新的人。	1	2	3	4	5
16.	與和我有共同興趣的人在一起。	1	2	3	4	5
17.	與我的伴侶一起。	1	2	3	4	5
18.	享受與家人一起的時光。	1	2	3	4	5
19.	去享受家庭活動。	1	2	3	4	5
20.	去感受身邊的世界。	1	2	3	4	5
21.	去探訪一個我的朋友想去的地方。	1	2	3	4	5
22.	去探望我的親人。	1	2	3	4	5
<b>(ii) 尋求自尊：我想通過旅行...</b>		非常不同意	不同意	中立	同意	非常贊同
7.	去獲得自尊。	1	2	3	4	5
8.	去獲得其他人的尊重。	1	2	3	4	5
9.	去告訴他人關於我的旅行經歷。	1	2	3	4	5
10.	去一個受其他人重視和欣賞的地方。	1	2	3	4	5
11.	去獲得成功感和/或成就感。	1	2	3	4	5
12.	去獲得獨特和/或重要的感覺。	1	2	3	4	5
<b>(iii) 逃走：我想通過旅行...</b>		非常不同意	不同意	中立	同意	非常贊同
9.	逃避日常生活中的壓力。	1	2	3	4	5
10.	逃避我的日常生活。	1	2	3	4	5
11.	來遠離擁擠的感覺（由人和/或交通造成的）。	1	2	3	4	5
12.	遠離煩惱。	1	2	3	4	5
13.	避免苦悶。	1	2	3	4	5
14.	體驗一下生活上的變化。	1	2	3	4	5
15.	來避免孤獨的感覺。	1	2	3	4	5
16.	擁有屬於自己的時間。	1	2	3	4	5
<b>(iv) 體驗自然與文化：我想去旅行...</b>		非常不同意	不同意	中立	同意	非常贊同
9.	體驗美麗的風景。	1	2	3	4	5
10.	體驗大自然景觀。	1	2	3	4	5
11.	看歷史遺跡。	1	2	3	4	5
12.	體驗文化遺址。	1	2	3	4	5
13.	體驗與我不同的文化。	1	2	3	4	5
14.	享受節日和/或特別活動。	1	2	3	4	5
15.	看看別人的生活。	1	2	3	4	5
16.	尋找宜人的天氣。	1	2	3	4	5
<b>(v) 知識和/或學習：我想通過旅行...</b>		非常不同意	不同意	中立	同意	非常贊同
7.	給自己了解最新信息。	1	2	3	4	5
8.	擴大我現有的知識。	1	2	3	4	5
9.	學習新事物和豐富我的生命。	1	2	3	4	5

10.	獲得學習經驗。	1	2	3	4	5
11.	豐富我的知識。	1	2	3	4	5
12.	拓寬我的視野。	1	2	3	4	5
<b>(vi) 尋求精神和身體健康：我想通過旅行...</b>		非常不同意	不同意	中立	同意	非常贊同
6.	改善我的心理/精神健康。	1	2	3	4	5
7.	投入於體育運動（例如：遠足，打高爾夫球）。	1	2	3	4	5
8.	從健康問題上康復/恢復過來。	1	2	3	4	5
9.	減輕壓力。	1	2	3	4	5
10.	享受心靈和精神上的安寧。	1	2	3	4	5
<b>(vii) 到海外旅遊休息和放鬆：我想去旅行...</b>		非常不同意	不同意	中立	同意	非常贊同
5.	去休息和放鬆。	1	2	3	4	5
6.	去離開我的日常生活和/或為工作充電。	1	2	3	4	5
7.	去享受令人舒適和安心的環境。	1	2	3	4	5
8.	去恢復精神。	1	2	3	4	5
<b>(viii) 出國旅遊的機會：我想去旅行...</b>		非常不同意	不同意	中立	同意	非常贊同
5.	我想趁現在身體還健康去旅行。	1	2	3	4	5
6.	我想趁現在身體還健康去尋求戶外康樂的機會。	1	2	3	4	5
7.	這是一個在身體健康時運用金錢的好方法。	1	2	3	4	5
8.	我想趁現在身體還健康去旅行以充分利用我的空餘時間	1	2	3	4	5
<b>(ix) 到海外旅遊照料自己：我想去旅行，因為...</b>		非常不同意	不同意	中立	同意	非常贊同
5.	可以善待自己。	1	2	3	4	5
6.	可以享受舒適和受到呵護。	1	2	3	4	5
7.	可以被別人照顧。	1	2	3	4	5
8.	別人給我提供娛樂。	1	2	3	4	5
<b>(x) 到海外旅遊尋求新鮮感/探索：我想...</b>		非常不同意	不同意	中立	同意	非常贊同
11.	去體驗新事物。	1	2	3	4	5
12.	去體驗異域風情和/或魅力。	1	2	3	4	5
13.	去滿足我的好奇心。	1	2	3	4	5
14.	去體驗旅行冒險。	1	2	3	4	5
15.	去享受一個地方我從未去過的。	1	2	3	4	5
16.	去享受發現新事物的樂趣。	1	2	3	4	5
17.	去享受異國風味的食物。	1	2	3	4	5
18.	去享受一個別人沒有到過的地方。	1	2	3	4	5
19.	去嘗試各種餐廳。	1	2	3	4	5

20.	去一些時尚的地方旅行。	1	2	3	4	5
(xi)	到海外旅遊享樂：我想去旅行，因為...	非常不同意	不同意	中立	同意	非常贊同
5.	尋找驚險或刺激。	1	2	3	4	5
6.	尋找歡樂。	1	2	3	4	5
7.	享受陽光與海灘。	1	2	3	4	5
8.	體驗快樂。	1	2	3	4	5
(xii)	到海外旅遊反思和自我體驗：我想通過海外旅行...	非常不同意	不同意	中立	同意	非常贊同
7.	去思考我是誰和我的生活意義。	1	2	3	4	5
8.	去享受我生命中的某個階段。	1	2	3	4	5
9.	去獎勵自己。	1	2	3	4	5
10.	去尋求精神上的豐富。	1	2	3	4	5
11.	去實現我的夢想。	1	2	3	4	5
12.	去發現自己新的一面。	1	2	3	4	5
(xiii)	到海外旅遊懷緬：我想通過海外旅行...	非常不同意	不同意	中立	同意	非常贊同
6.	到一個我有回憶的地方旅行。	1	2	3	4	5
7.	去見一些老朋友。	1	2	3	4	5
8.	去追蹤我的家族根源。	1	2	3	4	5
9.	去緬懷過去的回憶和時光。	1	2	3	4	5
10.	去前往一個曾經在電影、照片或者故事中出現過的地方。	1	2	3	4	5

**第三部分**：下一部分討論對海外旅遊及目的地活動的偏好。請圈出您對以下句子的贊同程度。1 = 非常不同意；2 = 不同意；3 = 中立；4 = 同意；5 = 非常贊同

動機去海外旅行		非常不同意	不同意	中立	同意	非常贊同
(i) 海外旅遊產品的偏好：						
1.	我較喜歡投入城市旅遊。	1	2	3	4	5
2.	我較喜歡投入生態旅遊。	1	2	3	4	5
3.	我較喜歡投入健康旅遊。	1	2	3	4	5
4.	我較喜歡投入郵輪旅遊。	1	2	3	4	5
5.	我較喜歡參觀歷史景點。	1	2	3	4	5
6.	我較喜歡參觀有自然風光的景點。	1	2	3	4	5
7.	我較喜歡參觀文化景點。	1	2	3	4	5
8.	我較喜歡戶外活動於目的地。	1	2	3	4	5
9.	我較喜歡去購物於目的地。	1	2	3	4	5
10.	我較喜歡進行餐飲活動於目的地。	1	2	3	4	5

**第四部分**：請用[✓]或填寫適當的答案。

1. 您是哪一年出生的（陽曆）？ 19\_\_\_\_\_年
2. 您的常住地是？\_\_\_\_\_市/省
3. 你喜歡出外旅行多遠？從你的國家坐飛機關於\_\_\_\_小時（請註明）。
4. 你較喜歡在海外目的地逗留多久？關於\_\_\_\_晚（請註明）
5. 你較喜歡與誰出外旅遊？ ①獨自 ②伴侶 ③朋友 ④家庭 ⑤其他
6. 你最喜歡的旅行安排？ ①自己制定的旅行計劃 ②使用旅遊套票。 ③混合旅行套餐和我自己的安排。
7. 您最喜愛的海外旅行住宿選擇？ ①廉價/經濟的住宿設施 ②中等的價格住宿設施 ③高檔/豪華住宿設施。
8. 請說明您接受信息技術的水平？ ①接受程度非常慢 ②接受程度慢 ③中性  
④接受程度快速 ⑤接受程度非常快。

## Appendix 6

### Diaspora tourism: Visit to African diaspora

**Definition of diaspora tourism:** Visit to destinations related to one's root/ heritage during the travel.

We are conducting a study on motivation for diaspora tourism among people of African descent. Kindly complete the set of questions. I appreciate your time and willingness to participate.

Felix Elvis Otoo,

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#### Part 1: Kindly respond to the following questions:

1. Your purpose to visit this country (Select ALL that apply). ① To visit friends/ relatives ② Interest in African culture/ heritage ③ Business ④ Pleasure ⑤ Other  
\_\_\_\_\_
2. How important is it for you to visit the African homeland/ motherland? ① Not at all important ② Not important ③ Neutral ④ Important ⑤ Very important
3. Country of origin/ nationality: \_\_\_\_\_
4. Age range: ① Less than 45 years ② 45-50 years ③ 51-55 years ④ 56-60 years ⑤ Above 60 years
5. Which one of the following describes you best? ① African ② African-American ③ African-Caribbean ④ African-European ⑤ Other
6. Which one of the following describes your ancestry/root best? (Select ALL that apply): ① My parents were from Africa ② My grandparents were from Africa ③ My great grandparents were from Africa ④ My ancestry was from Africa ⑤ Other
7. How many times within **the recent FIVE (5) years** have you traveled to the Africa homeland/ motherland? \_\_\_\_\_ times
8. How are you connected to the African homeland/ motherland? (Select ALL that apply): ① By birth ② Family ③ Ancestry/ Root ④ Other \_\_\_\_\_

**Part 2: Please indicate the extent to which you agree with the following statements:**

<b>Homeland connectedness: <i>I am motivated to travel to the African homeland/ motherland...</i></b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1.	To feel attached to family homeland	1	2	3	4	5
2.	To visit relatives/friends in the African homeland/ motherland	1	2	3	4	5
3.	To have a sense of loyalty to the African homeland/ motherland	1	2	3	4	5
4.	To reinforce the connection to the African homeland/ motherland	1	2	3	4	5
5.	To experience my home country in the African homeland/ motherland	1	2	3	4	5
6.	To find an opportunity to visit country of my origin	1	2	3	4	5
7.	To visit my childhood home	1	2	3	4	5
8.	To visit my hometown	1	2	3	4	5
<b>Roots/heritage drive: <i>I am motivated to travel to the African homeland/ motherland...</i></b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
9.	To gain a once-in-a-lifetime experience	1	2	3	4	5
10.	To travel to the African homeland/ motherland is a lifelong desire	1	2	3	4	5
11.	To take part in an event/ festival (e.g. Emancipation Day)	1	2	3	4	5
12.	To remain connected to my roots	1	2	3	4	5
13.	To take a trip back to the land of my ancestors	1	2	3	4	5
14.	To gain access to personal history	1	2	3	4	5
15.	To return to family origin in the African homeland/ motherland	1	2	3	4	5
16.	To participate in ethnic family reunion in the African homeland/ motherland	1	2	3	4	5
17.	To take part in an organized celebration/ ritual	1	2	3	4	5
<b>Discovery/experiential: <i>I am motivated to travel to the African homeland/ motherland...</i></b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
18.	To discover my identity	1	2	3	4	5
19.	To explore religion/ spirituality in an African homeland/ motherland	1	2	3	4	5
20.	To take part in a pilgrimage to the African homeland/ motherland	1	2	3	4	5
21.	To explore an African homeland/ motherland destination's culture	1	2	3	4	5
22.	To explore an African homeland/ motherland's heritage (e.g. slave routes)	1	2	3	4	5
23.	To search for authentic experiences in the African homeland/ motherland	1	2	3	4	5
24.	To make sense of the past in the African homeland/ motherland	1	2	3	4	5

<b>Pride: <i>I am motivated to travel to the African homeland/ motherland...</i></b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
25.	To gain a sense of pride as an African descendant	1	2	3	4	5
26.	To gain a sense of nationalism/belonging to the African homeland/ motherland	1	2	3	4	5
27.	To make contributions to the African homeland/ motherland community	1	2	3	4	5
<b>Collective nostalgia: <i>I am motivated to travel to the African homeland/ motherland...</i></b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
28.	To fulfil a sense of obligation as an African descendant	1	2	3	4	5
29.	To visit a place where I have fond memories	1	2	3	4	5
30.	To revisit places from the good old days	1	2	3	4	5
31.	To experience cultural/ historical events I have watched/ read regarding African homeland/ motherland	1	2	3	4	5
32.	To experience something I have learned regarding the past	1	2	3	4	5
33.	To share my African heritage with family/friends	1	2	3	4	5
<b>Escape: <i>I am motivated to travel to the African homeland/ motherland...</i></b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
34.	To escape alienation in my current society	1	2	3	4	5
35.	To escape from the stress of daily life in current society	1	2	3	4	5
36.	To escape from my routine in current society	1	2	3	4	5
37.	To get away from the crowds (people or traffic)	1	2	3	4	5
38.	To experience a change	1	2	3	4	5
39.	To have time for myself	1	2	3	4	5

**Part 3:** Indicate your extent of agreement to the following statements:

<b>Overall image of African homeland/ motherland</b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1.	African homeland/ motherland destinations offer good service	1	2	3	4	5
2.	African homeland/ motherland destinations are pleasurable places	1	2	3	4	5
3.	African homeland/ motherland destinations are attractive places	1	2	3	4	5
4.	African homeland/ motherland destinations are interesting	1	2	3	4	5
5.	African homeland/ motherland destinations offer education value	1	2	3	4	5
6.	People in the African homeland/ motherland are hospitable and friendly	1	2	3	4	5
7.	Overall, I have a good image of African homeland/ motherland destinations	1	2	3	4	5

<b>Attachment to African homeland/ motherland destinations</b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
8.	Visiting African homeland/ motherland destinations say a lot about who I am	1	2	3	4	5
9.	African homeland/ motherland destinations are special to me	1	2	3	4	5
10.	African homeland/ motherland destinations are more important to me than elsewhere	1	2	3	4	5
11.	African homeland/ motherland destinations are good places to visit for holiday	1	2	3	4	5
12.	African homeland/ motherland destinations cannot be substituted with any other	1	2	3	4	5
13.	I have special interest in visiting the African homeland/ motherland	1	2	3	4	5
14.	I attach special meaning to African homeland/ motherland destinations	1	2	3	4	5
<b>Satisfaction with visit to African homeland/motherland destinations</b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
15.	I feel/felt satisfied about the African homeland/motherland destination	1	2	3	4	5
16.	I feel/felt delighted about the African homeland/motherland destination	1	2	3	4	5
17.	I like/liked the African homeland/motherland destination	1	2	3	4	5
<b>Future intensions about African homeland/ motherland destinations</b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
18.	I intend to recommend travel to African homeland/ motherland destinations	1	2	3	4	5
19.	I intend to revisit African homeland/ motherland destinations	1	2	3	4	5
20.	I intend to stay longer at an African homeland/ motherland destination	1	2	3	4	5
21.	I intend to bring my family/children to visit the African homeland/ motherland	1	2	3	4	5

**Part 4:** Please tick [✓] or write as applicable:

- What are your most preferred African homeland/ motherland tourism destinations in the near future?  
1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_
- Who do you prefer to travel to an African homeland/ motherland destination with? ① Alone ② My spouse ③ Family member(s) ④ Colleagues ⑤ Others \_\_\_\_\_
- How many nights do you prefer to stay on a trip to the African homeland/ motherland? Within \_\_\_\_ nights.

**Part 5: Socio-demographics**

- Gender: ① Female ② Male

2. Marital status: ① Single ② Married ③ Others
3. Your birth year: \_\_\_\_\_ (e.g. 1950)
4. Highest educational status: ① No formal education ② Primary/ Middle school degree  
③ High School degree ④ College/ University student ⑤ College/ University degree ⑥ Above
5. Your current occupation:
 

① Company employee	⑤ Professional
② Own business	⑥ Housewife
③ Civil servant	⑦ Technician
④ Agricultural/ fishery	⑧ Sales service
⑨ Education	⑪ Others
⑩ Retired	
6. Which of the following best describes your **annual household income (before tax)**:
 

① Less than US\$10,000	⑤ US\$ 70,000-89,999
② US\$ 10,000-29,999	⑥ US\$ 90,000-109,999
③ US\$ 30,000-49,999	⑦ US\$ 110,000 or above
④ US\$ 50,000-69,999	

7. Kindly any other comments about African homeland/ motherland with us:

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