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ABSTRACT

Abstract of thesis entitled “Travel Motivation and Touristic Activities of Senior Leisure Travelers to Hong Kong” submitted by Hui Leung Leung (Edith) for the degree of Master of Philosophy at The Hong Kong Polytechnic University in May 1999.

This study examines the fundamental travel motivation factors and the sub-group differences in travel motivation factors among *senior leisure travelers* (SLT) to Hong Kong. It also examines the relationship between travel motivation factors and touristic activities indulged in by senior leisure travelers in an attempt to provide a clearer understanding of the complex concept of travel motivation and to improve service delivery in travel and tourism industry.

A questionnaire survey was conducted to collect data from 440 senior leisure travelers aged 50 years or above coming to Hong Kong for leisure/vacation. Respondents were asked to give their ratings on two constructs, one of which measured the importance of *travel motivation* and the other measured the *touristic activities* participated in. *Factor analysis* was used to reduce motivation variables and activity variables into latent factors. *T-test* and *ANOVA* were used to compare the differences of motivation factors in terms of mean scores between different sub-groups of senior leisure travelers differentiated by *age*, *gender*, *travel experience* and *travel companions*. *Canonical correlation analysis* was used to examine relationship between motivation factors and touristic activity factors.

The results revealed that: (1) senior leisure travelers regarded “intellectual/cultural enrichment” as the most important travel motivation factor and considered engaging in “sightseeing” activity as their most participated activity in Hong Kong; (2) the younger group of senior leisure travelers (50-54 years and 55-64 years) considered the “escaping dimension” of travel motivation factor (such as relaxation/escape) more important than the older group of senior leisure travelers (65-74 years). On the other hand, older senior leisure travelers considered the “seeking dimension” of travel motivation factor (such as intellectual/cultural enrichment) more important; (3) male and female senior leisure travelers were not distinctively different from each other in terms of travel motivation; (4) senior leisure travelers with more travel experience tended to consider the “external stimulation” of travel motivation factor more important while senior leisure travelers with less travel experience tended to consider the “internal stimulation” of travel motivation factor more important; (5) “relaxation/escape” was found to be a more important motivation factor to alone-travelers and friendship groups; “social interaction/self-fulfillment” was found to be a more important motivation factor to friendship groups; and “relationship enhancement” was found to be a more important motivation factor to family groups; and (6) positive relationships were found in three pairs of variates consisting of motivation factors (predictor factors) and touristic activity factors (criterion factors). It was found that the motivation factor – “benefits seeking” was positively related to the activity factor – “shopping” (variate 1); the motivation factors – “relaxation/escape” and “social interaction/self-fulfillment” was positively related to the four activity factors – “sports/relaxation”, “entertainment/cultural”, “educational”, and “leisurely-paced” (variate 2); and the motivation factor –

“intellectual/cultural enrichment” was positively related to the activity factor – “sightseeing” (variate 3).

The findings of the study implied that: (1) cultural/heritage tourism should be emphasized and promoted to senior travelers to entice more business; (2) a priori segmentation of senior travel market might be made upon *age cohort factor* or travel companions as these two factors were found to be more relevant than the other two factors such as gender and travel experience in accounting for the differences in travel motivation among senior leisure travelers; and (3) the concept of travel motivation may be better understood and the service delivery in travel and tourism industry may be improved through examining the relationship between travel motivation and touristic activities.

Keywords: travel motivation, touristic activities, senior leisure travelers,
age cohort factor, gender, travel experience, and travel companions

**TRAVEL MOTIVATION AND TOURISTIC
ACTIVITIES OF SENIOR LEISURE TRAVELERS
TO HONG KONG**

HUI LEUNG LEUNG

M.PHIL.

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TABLE OF CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENTS	V
TABLE OF CONTENTS	VI
LIST OF TABLES.....	IX
LIST OF FIGURES.....	X
CHAPTER 1 - INTRODUCTION.....	1
1.1 BACKGROUND OF STUDY	1
1.2 THEORETICAL FRAMEWORK	4
1.2.1 Problem statement.....	4
1.2.2 Objectives of study	7
1.3 MARKET SEGMENT OF SENIOR TRAVELERS.....	8
1.4 TRAVEL CHARACTERISTICS OF SENIOR TRAVELERS	13
1.5 HETEROGENEITY OF SENIOR PEOPLE	15
1.6 SENIOR PEOPLE BORN IN DIFFERENT PERIODICAL BACKGROUNDS	19
1.6.1 WWII Babies / younger seniors / pre-retirees	19
1.6.2 Depression Babies / middle agers / semi-retirees	21
1.6.3 WWI Babies / older seniors / full retirees.....	23
1.6.4 Baby Boomers / potential seniors.....	24
1.7 TERMINOLOGY AND DEFINITIONS	27
CHAPTER 2 - LITERATURE REVIEW.....	29
2.1 CONCEPT OF TRAVEL MOTIVATION	29
2.2 IMPORTANCE OF TRAVEL MOTIVATION	31
2.3 CHARACTERISTICS OF TRAVEL MOTIVATION.....	32
2.4 LIMITATIONS IN MEASURING TRAVEL MOTIVATION	34
2.5 APPROACHES TO MOTIVATION RESEARCH	36
2.6 COMPONENTS OF TRAVEL MOTIVATION	37
2.7 OVERVIEW OF THEORIES, MODELS AND FRAMEWORKS OF TRAVEL MOTIVATION	43
2.8 APPLYING MOTIVATION MODELS/THEORIES TO CURRENT STUDY	50
2.9 RELATED PAST STUDIES ON TRAVEL MOTIVATION	52
2.9.1 The relationship between demographics and travel motivation.....	52
2.9.2 The relationship between gender and travel motivation	52
2.9.3 The relationship between age and travel motivation.....	54
2.9.4 The relationship between travel experience and travel motivation.....	55
2.9.5 The relationship between types of travel companions and travel motivation.....	56
2.9.6 The relationship between travel motivation and touristic activities	57
2.10 RELATED PAST STUDIES ON TRAVEL MOTIVATION OF SENIOR LEISURE TRAVELERS.....	58
2.11 RELATED PAST STUDIES ON TOURISTIC ACTIVITIES ENGAGED BY SENIOR LEISURE TRAVELERS...	64
2.12 HYPOTHESES.....	66
CHAPTER 3 – METHODOLOGY.....	73
3.1 RATIONALE FOR THE METHODOLOGY	73
3.2 RESEARCH DESIGN AND FRAMEWORK.....	74
3.2.1 Research design.....	74
3.2.2 Research framework.....	74

3.3 SURVEY INSTRUMENT.....	77
3.3.1 <i>The questionnaire</i>	77
3.3.2 <i>Developing motivation and activity variables</i>	79
3.4 SAMPLING PLAN.....	84
3.4.1 <i>Sample population</i>	84
3.4.2 <i>Sample size and sampling method</i>	84
3.5 MEASUREMENT AND OPERATIONALIZATION OF VARIABLES.....	85
3.6 PILOT SURVEY.....	90
3.6.1 <i>Content validity</i>	90
3.7 RELIABILITY TEST OF DATA.....	91
3.8 DATA ANALYSIS.....	91
3.8.1 <i>Descriptive statistics</i>	91
3.8.2 <i>Factor analysis</i>	92
3.8.3 <i>Independent sample t-test</i>	93
3.8.4 <i>One-way ANOVA</i>	93
3.8.5 <i>Canonical correlation analysis</i>	94
CHAPTER 4 - RESULTS.....	97
4.1 PROFILE OF THE RESPONDENTS.....	97
4.2 TRAVEL CHARACTERISTICS OF THE RESPONDENTS.....	99
4.3 TRAVEL MOTIVATION VARIABLES.....	100
4.4 TOURISTIC ACTIVITY VARIABLES.....	103
4.5 JUSTIFICATION FOR POOLING TWO DATA SETS.....	105
4.6 UNDERLYING DIMENSIONS OF TRAVEL MOTIVATION.....	106
4.6.1 <i>Validity of using factor analysis</i>	106
4.6.2 <i>Purification of motivation variables</i>	108
4.6.3 <i>Travel motivation factors</i>	109
4.7 UNDERLYING DIMENSIONS OF TOURISTIC ACTIVITIES.....	113
4.7.1 <i>Validity of using factor analysis</i>	113
4.7.2 <i>Purification of activity variables</i>	114
4.7.3 <i>Touristic activity factors</i>	115
4.8 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT OF DIFFERENT AGE GROUPS.....	118
4.9 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT OF DIFFERENT GENDER.....	119
4.10 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT WITH DIFFERENT LEVELS OF TRAVEL EXPERIENCE.....	121
4.11 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT WITH DIFFERENT TRAVEL COMPANIONS.....	124
4.12 RELATIONSHIP BETWEEN TRAVEL MOTIVATION FACTORS AND TOURISTIC ACTIVITY FACTORS..	127
CHAPTER 5 – DISCUSSION.....	133
5.1 TRAVEL MOTIVATION VARIABLES.....	133
5.2 TOURISTIC ACTIVITY VARIABLES.....	134
5.3 TRAVEL MOTIVATION FACTORS OF SENIOR LEISURE TRAVELERS.....	135
5.4 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT OF DIFFERENT AGE GROUPS.....	140
5.5 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT OF DIFFERENT GENDER.....	142
5.6 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT WITH DIFFERENT LEVELS OF TRAVEL EXPERIENCE.....	144
5.7 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT WITH DIFFERENT TRAVEL COMPANIONS.....	146
5.8 RELATIONSHIP BETWEEN TRAVEL MOTIVATION FACTORS AND TOURISTIC ACTIVITY FACTORS....	149
CHAPTER 6 - CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS.....	152
6.1 SUMMARY OF THE FINDINGS.....	152
6.2 IMPLICATIONS OF THE STUDY.....	158
6.3 SUGGESTIONS FOR FUTURE RESEARCH.....	162
6.4 LIMITATIONS OF THE STUDY.....	164

BIBLIOGRAPHY	169
APPENDICES	178
APPENDIX 1.1 INBOUND VISITOR ARRIVAL STATISTICS	179
APPENDIX 1.2 PROJECTIONS OF SENIOR POPULATIONS	181
APPENDIX 2.1 ISO-AHOLA'S SEEKING/ESCAPING MODEL OF TRAVEL MOTIVATION	182
APPENDIX 2.2 MAJOR ELEMENTS OF MASLOW'S NEEDS HIERARCHY	182
APPENDIX 2.3 PEARCE'S TRAVEL CAREER LADDER MODEL	183
APPENDIX 2.4 PLOG'S ALLOCENTRIC AND PSYCHOCENTRIC MODEL OF MOTIVATION	184
APPENDIX 2.5 THE RELATIONSHIP BETWEEN ALLOCENTRIC AND PSYCHOCENTRIC MODEL OF MOTIVATION AND DESTINATIONS	185
APPENDIX 3.1 SURVEY QUESTIONNAIRE	186
APPENDIX 3.2 SUMMARY OF THE SURVEY	192
APPENDIX 3.3 LETTER OF PERMISSION TO IMPLEMENT SURVEY AT THE HONG KONG INTERNATIONAL AIRPORT	193
APPENDIX 3.4 LETTER OF PERMISSION TO IMPLEMENT SURVEY IN THE CONCOURSE OF KOWLOON CANTON RAILWAY TERMINUS STATION AT HUNG HOM	194

LIST OF TABLES

TABLE 3.1 LIST OF MOTIVATION ITEMS	80
TABLE 3.2 LIST OF TOURISTIC ACTIVITY ITEMS	81
TABLE 4.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS	98
TABLE 4.1 TRAVEL CHARACTERISTICS OF THE RESPONDENTS	100
TABLE 4.1 MEAN SCORE RATINGS OF TRAVEL MOTIVATION VARIABLES BY SENIOR LEISURE TRAVELERS..	102
TABLE 4.1 MEAN SCORE RATINGS OF TOURISTIC ACTIVITY VARIABLES BY SENIOR LEISURE TRAVELERS ..	104
TABLE 4.1 FACTOR MATRIX BY PRINCIPLE COMPONENT ANALYSIS WITH VARIMAX ROTATION CRITERION FOR TRAVEL MOTIVATION VARIABLES	112
TABLE 4.1 FACTOR MATRIX BY PRINCIPLE COMPONENT ANALYSIS WITH VARIMAX ROTATION CRITERION FOR TOURISTIC ACTIVITY VARIABLES	117
TABLE 4.1 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT OF DIFFERENT AGE GROUPS..	119
TABLE 4.1 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT OF DIFFERENT GENDER.....	121
TABLE 4.1 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT WITH DIFFERENT LEVELS OF TRAVEL EXPERIENCE.....	124
TABLE 4.1 COMPARISON OF TRAVEL MOTIVATION FACTORS BETWEEN SLT WITH DIFFERENT TRAVEL COMPANIONS.....	127
TABLE 4.1 OVERALL RESULTS OF CANONICAL CORRELATION ANALYSIS BETWEEN TRAVEL MOTIVATION FACTORS AND TOURISTIC ACTIVITY FACTORS	129
TABLE 4.2 MULTIVARIATE TESTS OF SIGNIFICANCE ON CORRELATION BETWEEN TRAVEL MOTIVATION FACTORS AND TOURISTIC ACTIVITY FACTORS	129
TABLE 4.3 CANONICAL CROSS LOADINGS FOR TRAVEL MOTIVATION FACTORS AND TOURISTIC ACTIVITY FACTORS	132
TABLE 5.1 MEAN SCORE RATINGS OF MOTIVATION FACTORS BY SENIOR LEISURE TRAVELERS	139
TABLE 6.1 THE RELATIONSHIP BETWEEN TRAVELERS' CHARACTERISTICS, MOTIVATION AND ACTIVITIES	158

LIST OF FIGURES

FIGURE 3.1 RESEARCH FRAMEWORK.....	76
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Chapter 1 - INTRODUCTION

1.1 Background of Study

An increasing interest in travel behavior and needs of senior travelers, in recent years, may be attributed to the global demographic changes and the radical changes in their values, lifestyles and resource availability. In the next millennium, senior travelers will become a lucrative segment for travel, tourism and hospitality industries. This assertion is based on past findings which indicated that senior people as a proportion of world population have increased more significantly relative to other population groups (Lutz, 1996). Moreover, senior people have improved in physical health, psychological well being, financial stability and have had a greater amount of unobligated time and are therefore, more likely to engage in leisure travel shortly before/after their retirement age (Teaff and Turpin, 1996). All of these changes have greatly increased the propensity to travel among senior travelers.

Over past ten years, global tourism has witnessed a gradual diversification of tourist markets with the emergence of new destinations, especially in East Asia/Pacific region, such as Hong Kong which has been ranked as one of the top ten world tourism destinations in 1996 (WTO, 1996). Over the same period, Hong Kong received about 750,000 leisure travelers aged above 55 years, on average, in each of those years between 1989 and 1999 (Hong Kong Tourist Association Reports, 1989-1999). The number of senior travelers to Hong Kong has maintained steadily over years even

though there was a decline of 11.1 % in tourist arrivals in 1997 (HKTA, 1997) (see Appendix 1.1).

It is estimated that East Asia/Pacific region will continue to be a high growth region in terms of tourist arrivals. In particular, Hong Kong will rank the fifth position among the world's top destinations in 2020 (WTO, 1998). In terms of tourist profile, senior travelers (both empty nesters and retired persons) will continue to be a steadily growing travel segment for Hong Kong in 2011 (HKTA, 1995). Their contribution to tourism industry in Hong Kong would be significant both in terms of their spending and their subsequent impact on employment and GDP growth. It is expected that substantial benefits senior travelers will bring to travel, tourism and hospitality industries in Hong Kong if their needs and wants are accurately anticipated and provided for by the service industry in Hong Kong.

Understanding travel motivation of senior people is the first step towards identifying their underlying needs/wants as travel motivation is the impelling and compelling forces behind all behavior. More significantly, an understanding of the sub-group differences in travel motivation among senior travelers may provide a more complete picture of the senior travel market. However, as motivation is said to be a covert and abstract concept (Pizam, Neumann and Reichel, 1979), understanding the travel motivation of senior travelers may not be enough for marketers to provide service and/or activities catering to their needs. It is when their actual touristic activities are also anticipated that marketers can fully understand the needs of senior travelers.

Kotler and Armstrong (1996) stated that the success of business hinges on determining the needs and wants of target markets. This means that failure to anticipate customers' needs [reflected by travel motivation] may result in curtailing the competitive edge of business. It is therefore important to examine the travel motivation of senior travelers to Hong Kong in relation to their sub-group differences. It is also equally important to examine the relationship between travel motivation and touristic activities.

This chapter will be devoted to discuss (1) the lifestyle changes among senior people in various aspects (such as an increase in discretionary dollars, unobligated time, and an improvement in physical and psychological conditions) which make them an important travel segment; (2) the heterogeneity of travel characteristics of senior travelers when compared with other travel segments which makes them a distinctive and unique segment for study; and (3) the heterogeneity issues of senior people within their own group which help to explain that senior people actually consist of many sub-groups rather than a monolithic group of people.

1.2 Theoretical Framework

1.2.1 Problem statement

The global demographic structure has witnessed a gradual increase in the proportion of senior people and the concomittant changes in their physical condition, psychological well-being, resource availability (in terms of leisure time and discretionary money for leisure) and value-orientation. These changes to seniors have made them an important travel segment for travel, tourism and hospitality industries.

However, few studies have been conducted to clarify that seniors actually consist of heterogeneous sub-groups of people. Past studies which regarded seniors as a monolithic group may be misleading (Tongren, 1980, Guinn, 1980; Anderson and Langmeyer, 1982; Browne, 1984; LaForge, 1984). These simplistic studies may veil any subtle differences which are “critical” between senior travelers in different groups differentiated by age, gender, travel experience and travel companions. It is postulated that the heterogeneous characteristics between different age, gender, travel experience and travel companion groups of senior travelers may account for the differences in their travel motivation.

Past studies which examined travel motivation of senior travelers either took an approach on market segmentation based on motivation variables (Shoemaker, 1989; Vincent and de los Santos, 1990; Lieux, Weaver and McCleary, 1994) or examined travel motivation of senior travelers in relation to information source (Kim, Weaver and

McCleary, 1996), marital status (Uysal and Zimmerer and Bonn, 1990), and retirement age (Hagan and Uysal, 1991). However, few studies have focused on examining the “age cohort factor effect” (associated with age) which may be considered as a more important factor contributing to explaining the differences of human’s behavior between different age sub-groups of people (Office of Technology Assessment, 1985). In particular, scant studies were conducted to examine travel motivation of four identifiable groups of senior people who are the WWI babies, the Depression babies, the WWII babies and the post WWII baby boomers. It is postulated that each group of these senior people will adopt their own set of values, attitudes and behavior which are developed under the influence of their upbringing background. Thus, the differences in values and attitudes between these groups of people may help to explain the differences in their travel motivation.

There is a growing body of research which addresses tourist motivation with regards to gender differences (Pearce and Caltabiano, 1983; McGehee, Loker-Murphy and Uysal, 1996), travel experience (Pearce and Caltabiano, 1983; Kim, Pearce, Morrison and O’Leary, 1996) and travel companions (Jamrozny and Uysal, 1994). However, no studies have been undertaken to examine travel motivation of *senior* travelers particularly with respect to the differences in gender, travel experience and travel companions. It is postulated that these factors may be important for explaining the variations of travel motivation between different groups of senior travelers.

Another area of concern when studying travel motivation with respect to senior travelers is the implicit nature of travel motivation. Travel motivation is said to be a covert and complex concept (Pizam, Neumann and Reichel 1979), It may be difficult for tourists, [especially the senior travelers] to express and articulate their travel motives in certain terms which reflect their innate needs or real personal goals (Lundberg, 1976; Dann, 1981). Thus, better understanding of motivation and better delivery of service will be achieved by examining the relationship between travel motivation and touristic activities.

This study attempts to widen the scope and depth of current research by investigating the travel motivation of senior leisure travelers taking into consideration their heterogeneity in age, gender, travel experience and travel companions; as well as examining the relationship between travel motivation and types of touristic activities.

1.2.2 Objectives of study

This study is undertaken to examine travel motivation and touristic activity of senior leisure travelers visiting Hong Kong. More specifically, the study addresses the following objectives:

1. To identify the important travel motives among senior leisure travelers (SLT).
2. To derive the underlying dimensions/factors of travel motives of senior leisure travelers.
3. To examine the differences in the underlying dimensions/factors of travel motives of senior leisure travelers by different age groups, gender, travel experience and types of travel companions.
4. To identify the most participated touristic activities among senior leisure travelers.
5. To derive the underlying dimensions/factors of touristic activities of senior leisure travelers.
6. To examine the relationship between travel motivation factors and touristic activity factors of senior leisure travelers.

1.3 Market Segment of Senior Travelers

Travel, tourism and hospitality industries will face challenges and opportunities brought on by the continuous and dramatic worldwide re-structuring of social, cultural, economic and political environment. In particular, a significant change in the social aspect, in terms of the change in the demographic structure of the world's population, has resulted in a larger proportion of senior population.

Results from past studies show that population aged 55 years and above represented one of the fastest growing segments of the world's population (Shoemaker, 1989; Waldrop, 1989; Schewe, 1991; Javalgi, Thomas and Rao, 1992). This demographic discovery is important to travel, tourism and hospitality industries in the next millennium for two reasons – its *market size* and *market potential* (Javalgi, Thomas and Rao, 1992). In the years 2020, 2050 and 2100, population aged above 60 years will make up 13.2%, 19.6% and 26.8% of the total world's population respectively¹ (Lutz, 1996) (see Appendix 1.2). By the year 2000, the number of world's population aged 60 years or above will have reached more than 590 million. A high growth rate of the population aged 60 years or above is expected to occur in East Asian, South Asian and European countries (United Nation, 1982). It was also found that population growth will continue to occur in the age brackets of 35-to-44 years, 45-to-54 years, 55-to-64 years, and 65 years or above, but decline in younger generation in the age brackets of 15 to 24 years and 25-to-34 years groups. In particular, the age groups of 35 to 44 years and 45 to 54 years will be

¹ The figure is estimated under the assumptions of having moderate fertility and moderate mortality situations. Please also refer to Appendix 1.2 for details.

significantly increased when baby boomers (people who were born between 1946 and 1964) enter their middle age and seniority (Rosenfeld, 1986; Waldrop, 1989; Harssel, 1994). The traditional population pyramid will change from a narrow top and flatter base triangular structure to a bell shaped, and later a dome shaped model. This unprecedented senior boom has compelled governments to increase their expenditure on medical services, housing, social security, health-care services, and for travel related industries to provide more leisure and travel opportunities especially catering to their needs.

The market potential generated by this increasing pool of senior people is evidenced by the amount of time and financial means they have for leisure activities (Gustin and Weaver, 1993; Harssel, 1994). Trends towards adopting early retirement, common practice of shorter and flexible working hours, longer weekends, increased paid holidays, and expected longer life expectancy have enabled senior people to enjoy an increased amount of discretionary and unobligated time. These changes (in term of the amount of free time) which have occurred obviously after the Second World War, have greatly influenced the lifestyles and leisure choices of senior people (Martin and Mason, 1993), implying a greater propensity on their participation in leisure activities.

In addition, senior people not only have more leisure time, but also have abundant financial assets. The financial status of 55 years or above has become increasingly stronger nowadays as they possess a relatively large share of current income, savings, discretionary dollars and net wealth (Benezra, 1996). Their wealth and income stems

from the ownership of real estates, trusts, dividends, rental properties, social security funds and much is the windfall gain from stock market investments (Huntsinger, 1995). Thus, being old/retired will no longer preclude from having financial security (van der Merwe, 1987). Instead, this evidence suggested that senior people actually tended to have more income than any other age groups of population (Lazer, 1985; 1986). Lieux, Weaver and McCleary (1994) found that "in 1988, American households of 55-to-64 years had a median income of \$27,538, compared with a median income of \$26,986 for all households and possessed over than \$80,000 median net worth, twelve times more than those aged below 35-year-old" It was also estimated that senior people would become the group who had the highest amount of discretionary income for the next 30 years (Pederson, 1992). Approaching old age means that senior people have mostly paid off their financial mortgage and have released from their family burden. Thus, senior people may have more ready cash for travel (Dingman, 1980). There is evidence that the over-50 years group has accounted for 50% of the U.S. population's discretionary income, 77% of financial assets (Hawes, 1988), 80% of all vacation dollars and savings, and 60 % of all cruise travel (Conaway, 1991; Benezra, 1996).

Today's senior people are significantly different from their predecessors, not only in resources availability, they are also physically fitter and psychologically healthier. The U.S. Travel Data Center (1990) indicated that 60% of those who were 65 years or above reported that they were equally active when compared with their younger counterparts. It may be attributed to continuous improvement in health services and changes in their dietary, living habits and lifestyles. Healthier lifestyles and advancement in medicine

have helped people live longer and more productive lives. According to the U.S. Social Security Administration, life expectancy in the U.S. has improved and has been extended to 75 years old on average, 27 years longer than a person born at the turn of the century (Harszel, 1994).

Psychologically, today's senior people tend to think of themselves as much younger than their calendar or actual age. Past research studying American senior people discovered that they usually perceived themselves to be 10 to 15 years younger than their actual chronological age (Todd, 1989; Caro, 1989) and were equally active, capable and competent as the younger generation. The persistence of such a psychological state of mind may be explained by their readiness to accept any changes. These changes include the change of social roles (e.g. from working to retirement), loss of spouse, change of family roles or identity (from being a care-giver to an empty nester or a care-receiver), and suffering from physical despairs (e.g. chronic illness). Past studies have also found that any incidental changes to senior people were treated as a new start for another life (Schewe and Balazs, 1990), and/or a release from long years of routine setting (Tongren, 1980). In addition, Hall (1980) also found that many senior women adopted a positive attitude towards welcoming the "empty-nest" syndrome than felt frustrated and panic about the approach of late life. Today, old age is no longer associated with poverty, isolation and sickness. The once-linear sequence of roles that accompanying aging has been replaced by the cyclical pattern of lifestyles after retirement (Dychtwald and Flower, 1990). Senior people have continued to engage vigorously in a variety of activities, such as attending college, working as consultants,

and taking part in different leisure activities. This has been substantially supported by widows' strong desire to accomplish their husbands' roles, organizations' efforts to help employees to rehearse for the role changes (e.g. offer sabbaticals), and vast businesses' promotion schemes to provide leisure activities for the retirees. Having all these changes, today's senior people have led more active, healthy and dynamic life (Schewe and Balazs, 1990) which may transform into travel activities, benefiting airlines, restaurants, hotels, travels and cruises.

1.4 Travel Characteristics of Senior Travelers

This section discusses the heterogeneity of seniors' travel characteristics which distinguished them from other travel segments.

Compared with other age groups of travelers, results from past studies showed that senior travelers stay longer at a tourist destination, go farther and travel more frequently (Rosenfeld, 1986; Norvell, 1985) as they have more unobligated time for leisure activities. It might also be attributed to their likelihood to engage in leisure travel shortly before or after their retirement age (Tongren, 1980; Browne, 1984; Supernaw, 1985; Teaff and Turpin, 1996). Since senior people were free from most work and family obligations, they could adopt flexible vacation schedules (Wilhite, Hamilton, and Reilly, 1988; Browne, 1984). Their travel schedules were often planned to coincide with room availability and discount offerings during off-peak seasons (Harssel, 1994). On the other hand, it was also found that they were the group of travelers who could afford and were willing to spend on high priced products such as staying in first class hotel and flying first class (Allan, 1981; Rosenfeld, 1986; Lazer, 1986; Yesawich, 1989; Caro, 1989) as they have more discretionary money.

In terms of having their travel companions, senior travelers preferred traveling with people in all ages (Loverseed, 1993; Schewe, 1991). However, the most preferred travel companions were their spouses, or friends in couple groups (Loverseed, 1993; Teaff and Turpin, 1996).

Senior travelers regarded leisure travel for widening horizons, exploring self and the world, acquiring knowledge about the host destination and seeking cultural enrichment (Conaway, 1991; Kerstetter and Gitelson, 1990; Kerstetter, 1993; Loveseed, 1993; Thomas and Butts, 1998). This explains why elderhostel program has gradually become a popular form of leisure travel among senior travelers [Travel motivation of senior travelers in detail will be discussed in *Chapter 2*].

1.5 Heterogeneity of Senior People

Senior people have traditionally been viewed as a monolithic, undifferentiated segment in past research studies (Tongren, 1980; Guinn, 1980; Anderson and Langmeyer, 1982; Browne 1984; LaForge, 1984). This viewpoint is not accurate if explicit heterogeneity of values and lifestyles exists across the segment (Hughes, 1985; Hawes, 1988; Shoemaker, 1989).

Numerous scholars/researchers (Hall, 1980; Wolfe, 1987, 1990; and Walz and Blum, 1988) have explained the existence of disparity in values, attitudes and behavior among different sub-groups of senior people. In her study, Hall (1980) pointed out that it was inappropriate to stereotype senior people as one homogenous group, quoting the discussion from an interview with Bernice Neugarten, a prominent social gerontologist. Neugarten stated that:

"The stereotype has it that as people age they become more and more like one another (in terms of likes, wants and needs towards travel). In truth, they become less and less alike. If you look at people's lives, they are like the spreading of a fan. The longer people live, the greater the differences (in terms of these same wants and needs) between them." (cited in Hall, 1980: 78)

Neugarten's argument may be elaborated in two ways. First, the differences in needs and wants of people may be compared as they advance in age, contributing to "*vertical difference*". Second, people in a similar age bracket may be different in terms of such needs and wants which vary between other differentiation such as gender, socio-economic status, lifestyles, cultural conditioning and so forth, indicating "*lateral difference*". This implies that (1) senior people may be different from each other as they

advance in age and (2) senior people in same age bracket may also be different from each other resulted from their differences in other demographic and socio-economic aspects.

A further explanation of *vertical differences* between different age groups of people may be explained in terms of the stage of life hypothesis (Wolfe, 1987, 1990). Wolfe's hypothesis implies that consumer behavior may be influenced by different stages of life, experiences, and maturity that people brought with them in different life stage. People in their younger and middle ages (40 years or younger) tended to focus on self-indulgence. In this stage, people bought services or created experiences that made them feel pampered. On the other hand, people in older age looked for emotional and psychologically satisfying experiences that benefited others or contributed to their own personal growth. To illustrate this, Wolfe (1987, 1990) stated that:

"Persons who are younger than the age of 40, satisfaction usually comes from "possession", for example from owning products. Being aged between 40 and 60, enjoyment shifts to "catered experience" such as going to restaurants, sporting events, attending art shows, and traveling. Whilst approaching to the age between 60 and 80 years, the focus shifts towards "being experience", such as putting more emphasis on interpersonal relationships, philosophical introspection, and the higher connectedness with life".

Putting these arguments into other words, Walz and Blum (1988) called it the "*Age Cohort Factor*" effect. By definition, it refers to the observable tendency of people born around the same period of time, sharing some common behavioral, attitudinal, and value characteristics (Office of Technology Assessment, 1985). Walz and Blum (1988) provided evidence that there was a generational (era) split occurring around the period of the Second World War, roughly at the midpoint of the century which set the

watershed for most of the differences among senior people nowadays. However, they argued that the differences in people's behavior, attitudes, and values should not be judged on same age-increment basis. Before WWII, when social change was somewhat slower, differences between senior people of older ages were less evident. Age cohorts born in this period of time could be studied in a wider age range, for example on a ten-year incremental basis. However, due to rapid pace of change in recent times, the behavior of younger senior people could be studied in smaller age range cohorts, for example on a five-year incremental basis to examine diversities within smaller age groups.

Following the arguments presented by Neugarten, Wolfe, Walz and Blum, senior people may be separated into distinctive groups of people having heterogeneous values, attitudes and behavior as they advance in age. Numerous scholars/researchers have given demarcations to the segregation of senior people. However, there was no consensus among these scholars/researchers on specific age demarcations. There were attempts to identify (1) two groups of senior people who were 50-64 years and 65-plus (Rosenfeld, 1986; Koenigsberg, 1994); (2) three groups of senior people who were 50-64 years, 65-74 years and 75-plus or 55-64 years, 65-74 years, 75-plus (Linden, 1985; O'Leary, Uysal and Howell, 1987; Blazey, 1987; Goldman, 1989); (3) four groups of senior people who were 55-64 years, 65-74 years, 75-84 years and 85-plus (Seelig, 1986; Lazer, 1985, 1986; Conaway, 1991); and (4) five groups of senior people who were 50-54 years, 55-60 years, 60-65 years, 65-75 years and 75-plus (Forbes and Forbes, 1994).

Despite of the existence of various groupings of seniors, there is no rule of thumb for strict definition and segregation. Past studies revealed that there were at least *four identifiable groups* of senior people that warranted attention for travel and tourism market (Harssel, 1994). They are the First World War Babies (born before 1924), the Depression Babies (born between 1924-1934), the Second World War Babies (born between 1935-1945) and the Post-War Baby Boomers (born between 1946-1964) (Dychtwald and Flower, 1990). These groups of people will fall into the age brackets of 75-plus, 65-74 years, 55-64 years, and 35-54 years by the turn of next century.

Conaway (1991) raised a crucial point regarding the age groupings of people which confirmed the segregation of senior travelers in this study. The findings of his study helps to explain that age segregation can be based on *age cohort factor*. To have a better understanding of consumer behavior, Conaway argued that it was important to find out the time period in which the various groups of people were born and raised, how they were raised, and what values they grew up with. His justification was that individuals' value systems, morals and attitudes that were carried through a lifetime were developed at childhood stage (at the age of twelve). Thus, the childhood stage of a person is the most critical time in which a person's behavior is shaped. In this respect, we can infer that different age groups of senior people will adopt different values, attitudes and behavior which have been nurtured at in their early upbringing stage.

1.6 Senior People Born in Different Periodical Backgrounds

1.6.1 WWII Babies / younger seniors / pre-retirees

This group of people is broadly characterized by a desire to maintain a youthful outlook/mindset, have more discretionary income, but less unobligated time.

The first group of senior people consists of the WWII babies who are described as “younger seniors”. Most past marketing studies examining consumer behavior of senior people did not consider 55-64 years people as being old – based on their outlook, activities, interests and lifestyles (Cruikshank, 1982; Lazer, 1985). The reason is that this group of people is more akin to people in their 40s and shares values similar to their younger siblings or even their children who usually lead active lives (van der Merwe, 1987; Conaway, 1991). In addition, this group of people is the most educated group among the 55-plus senior people. They appear to have mastered the art of living and pursue a quality way of life, which makes them feel more secure, fulfilled, and young at heart.

Because of their positive attitudes towards life and more importantly their increasing affluence, senior people in this age group are considered as the single most lucrative segment among senior travel market. Rosenfeld (1986) and Lazer (1986) found that they represented the highest per capita income group who dominated the luxury travel market. It is because most of them still occupy important job positions, they may have experienced peak earnings before retirement age (Harszel, 1994). In addition, they are

characterized by small family size and most of them have reached the empty nest stage². This means that they are mostly free from family obligations and financial burden. Both of these factors entitle them to comfortably set aside a substantial amount of their income (38%) for discretionary spending (Rosenfeld, 1986).

Nevertheless, senior people of 55-64 years need more leisure time than more discretionary income for leisure (Lazer, 1986). Being still active in workforce limits their leisure time. Compared with senior people of 65-plus, they are still constrained by work schedule in engaging in leisure travel. Thus, seniors of 55-64 years are the group of travelers who tends to travel at peak times, fly first-class and stay in top accommodation (Allan, 1981; Yesawich, 1989; Caro, 1989).

Regarding their travel arrangements and travel companions, seniors of 55-64 years is another group of seniors rather than baby boomers who least utilize the services of travel agent. These younger seniors mostly travel independently with their spouses (Rosenfeld, 1986) and prefer a number of short excursions rather than long vacation trips (Loverseed, 1993).

² Reynolds and Wells (1977) classified human life cycle into a five-stage hierarchy characterized by six categories of life stages such as bachelor, newly married, early full nest, mature full nest, empty nest and solitary survivors. Of this classification, empty nest stage is described as later adulthood, in which older married couples aged around 55 years or above are living without children.

1.6.2 Depression Babies / middle agers / semi-retirees

This group is broadly characterized by people who have more leisure time, less current income, but abundant wealth, and adopt a savvy spending pattern.

The second group of seniors is the Depression Babies. Seniors of 65-74 years are actually the “Luckies”. Although they were born in the Depression, they enter the workforce at a more opportune period – 1940s and 1950s. Marketers misunderstand that senior people of 65-74 years lack enough discretionary dollars for leisure and vacations. Marketers often have a common belief that people of 65-74 years are mostly retired. Thus, they may experience a sudden decline in current income (Forbes and Forbes, 1994). In fact, this group of senior people has more money than it is generally expected. They had hidden assets which were not counted (Allan, 1981). First, those who were born in 1920s and 1930s, spent most of their life time working in a period of extraordinary economic affluence (in 1950s), which allowed them to accumulate financial resources for their late years (Linden, 1986). Second, in spite of being retired and experiencing a decline in current income, many of them were mortgage free, pension earners, and actively participated in stock market. They had income derived from estates, trusts, security funds, dividends and rental property (Huntsinger, 1995) which provided them with enough discretionary income for leisure or travel (Rosenfeld, 1986). Third, some seniors of 65-74 years still worked as part-time consultants in many fields, particularly in intellectual areas, such as being consultants and conducting research, which might offer additional income for their spending on leisure or travel.

Senior people of 65-74 years have advantage over the “younger seniors” (55-64 years) by having longer vacations as they are endowed with more discretionary time. As most of seniors in 65-74 years have reached their retirement stage, and their children have grown up and left, they are released from usual workload and family obligations. Moreover, it was found that many of senior people in 65-74 years age group were widows/widowers (Dychtwald and Flower, 1990) who might lead a responsibility-free lifestyle which meant that they had more opportunities to seek enjoyment of their own interest.

Even though senior people of 65-74 years possess sufficient wealth and unobligated time, this age group of people do not have a free attitude towards spending money and indulging in leisure enjoyment. This may be attributed to values developed from their childhood, formative and mature stages. Their childhood was filled with the memories of hard times of the Depression, memories of the Second World War and their struggles in the post-war economic boom. These may explain why this group of senior people has adopted conservative attitudes towards their spending. Harssel (1994) found that senior people of 65-74 years were the “most savvy” group of seniors who were characterized with bargain hunting, aversion to credit, and strong family and community ties. This accounts for the reason why discounted package programs are found to be more attractive to this group of senior consumers (Caro, 1989).

In terms of travel characteristics, past studies showed that senior people of 65-74 years tend to travel in off-peak season with flexible vacation schedules; and engage in group

travel for longer vacations (Rosenfeld, 1986; Forbes and Forbes, 1994; Brewer, Poffley and Pederson, 1995). Given the strong family concept among this group of seniors, grand-tour or traveling in family groups have become a common form of their leisure travel.

1.6.3 WWI Babies / older seniors / full retirees

This group is broadly characterized by people who live under poverty, suffer from mobility and health problems, and adopt a thrifty spending pattern.

The third group of senior people reflects the typical old age persons. Results of past studies showed that in the U.S., a large proportion of senior people aged 75 years or above lived under poverty line, experienced health problems, mobility limitation (Lazer, 1985; 1986); and tended to share values with their parents rather than their younger generation (Huntsinger, 1995). Past studies also revealed that this group of senior people used to recall the difficult times during the Depression and the Second World War when their psychological deficiency was rooted. They feared of losing their assets, being shuttled off, and being infected with long and lingering illness (Huntsinger, 1995). This psychological imbalance has shaped their spending pattern to be most conservative and their travel decisions to be of great caution and consideration. They tended to be governed by need to save and felt uncomfortable with credit (Loverseed, 1993). The value of thrift is engraved on the preconsciousness of the majority of 75-plus people. They spend wisely with emphasis on both price and quality (Caro, 1989).

As WWI babies were conservative and budget-conscious about their choice of vacations (Loveseed, 1993), they were less likely to engage in leisure travel. When they go on vacation tours, they mostly take discounted package, travel in groups, and rely on travel agents for assistance. They also emphasize travel experience to be value for money, life enriching and educational, such as attending elderhostel program. In many cases, travelers in this group tend to visit particular destinations that they have not yet been. Travel became a means for fulfilling dreams which they had not realized in their earlier life time (Forbes and Forbes, 1994).

This group of senior people tend to increasingly depend on health related services, travel less and spend more cautiously than other groups of senior people and therefore attract less attention of market planners and policy makers in travel, tourism and hospitality industries.

1.6.4 Baby Boomers / potential seniors

This group of people is broadly characterized by having a higher level of education, more money for spending on leisure activities. They also tend to pursue active lifestyles and are more receptive to change.

The fourth group of people are the *baby boomers* who are labeled as “potential seniors” because they are not yet classified as seniors according to the definition of American Association of Retired Persons (AARP). These “potential seniors” comprise two sub-

groups, the early baby boomers who were born between 1946 and 1954, and the late baby boomers who were born between 1955 and 1964. Though not yet classified as senior population, they are equally important to be catered for by travel, tourism and hospitality industries. The crux is that they are going to approach their late life in very near future and marketers can become well prepared to fulfill their needs. By the turn of next century, they are going to enter the age ranges of 35 to 44 years and 45 to 54 years.

Baby boomers are a well-educated and financially stable group. As the educational system was improved and became more widely available in 1960s and 1970s, baby boomers were the first group of people who benefited from receiving higher educational training. A period of prosperity which coincided with their higher education qualifications attained enabled baby boomers to stay in stable and secure working environment/positions and receive good earnings, just second to the group of WWII babies (Zaichkowsky, 1991). Baby boomers have both money and knowledge to pursue their own way of living, and learn how to strike a reasonable balance between work and leisure; and between family and career. Harssel (1994) stated that baby boomers' endowment of higher level of education and income (two factors which were known to be positively correlated with travel) have provided additional stimuli for them to participate in leisure travel. The only thing which baby boomers need is leisure time as they are still constrained by work and family obligations to engage in leisure activities.

With respect to the acceptance of novelty ideas, these "potential seniors" are more receptive to new concepts and values introduced by contemporary changes in political,

economic, social and cultural structures. They have acquired their own attitudes, interests and opinions towards their travel behavior (Zaichkowsky, 1991) which may be different from other “older” cohorts (Harsel, 1994). Among other groups of senior people, baby boomers may travel most, but shun group travel and depend least on travel agent service. Rather, they preferred traveling independently with their spouses or with friends in couple groups (Forbes and Forbes, 1994).

As mentioned before, baby boomers have still occupied important job positions, which may make them feel secure in future promotion and development. The prolonged stability of their career has changed baby boomers’ values and attitudes towards their life. Having fulfilled by material possession, they begin to look for something which enriches their spiritual or psychological deficiency.

Martin and Mason (1993) recognized that life values changed as people progressed into old age. They found there was a trend in Western society to focus away from conventional economic growth and material affluence (*quantity*) towards a set of values which placed emphasis on *the quality of life*. The baby boomer generation is the first group among all senior people to be influenced by this concept to shift their life values from job-related to non-work issues. This group of people may increasingly derive their personal satisfaction from activities apart from the association of materialism (Zaichkowsky, 1991).

In conclusion, growing up requires obtaining satisfaction from both acquisition and possession of material goods. However, when approaching to old age, material possession is gradually superseded by “catered-experience” and “being-experience”. This is supported by Wolfe in his life stage hypothesis (1987, 1990)

In years to come, as waves of baby boomers reach their late life stage, their life values will shift from “possession of material things” towards a state of “catered experience”; and then from a state of “catered experience” towards a state of “being experience”. This mechanism may promote people’s life value from pursuing lower order needs towards higher order needs (Maslow, 1943; Pearce, 1988) which benefits travel and tourism industry as travel is considered as a preferable leisure activity for senior travelers (Supernaw, 1985) and travel in itself is a life-enriching experience.

1.7 Terminology and Definitions

Senior citizens/people

In U.S. Government statistical reports, senior citizens are defined as those who are aged 65 years old or over since the age of 65 years old is widely accepted as the retirement age in most Western countries. The medical profession, however, generally considers 75 years or above as the critical age for old citizens at which one grows increasingly vulnerable to human frailties. Most marketing research in the U.S., indeed, reports the age 50 as the dividing line between older consumers and the rest of the population. This

study adopts the definition used in most marketing research and considers tourists who are aged 50 years or above as “senior travelers”.

Travel/tourist motivation/motives

Motives refers to internal/innate drives that arouse, direct and integrate a person's behavior, for future, potential satisfaction (Murray, 1964). From a broader perspective, tourist motivation consists of both intrinsic/psychological needs and extrinsic/destination attractiveness (Dann, 1977; Crompton, 1979).

Touristic activities

It refers to *travel/leisure activities* such as shopping, taking sightseeing tours, visiting friends and relatives, or engaging in cultural activities etc.

Leisure travel

In this study, it refers to taking travel mainly for vacation, leisure, recreation, shopping, attending events and festivals, and visiting friends and relatives or any combination of these activities.

Chapter 2 - LITERATURE REVIEW

This chapter summarizes literature in various areas relevant to understanding and measuring of travel motivation. It is organized into nine sections namely (1) concept definition, (2) importance of travel motivation, (3) characteristics of travel motivation, (4) limitations in measuring travel motivation, (5) approaches to motivation research, (6) components of travel motivation, (7) overview of motivation theories/models, (8) applying motivation models/theories to current study, and (9) discussion on related studies about travel motivation, travel motivation and touristic activities of senior leisure travelers.

2.1 Concept of Travel Motivation

Tourist motivation is defined as “an internal factor that arouses, directs and integrates a person’s behavior” (Murray, 1964: 7). It means as “that set of needs and attitudes which predisposes a person to act in a specific touristic goal-directed way. Motivation is thus an inner state which energizes, channels and sustains human behavior to achieve goals” (Pizam, Neumann and Reichel, 1979: 195).

Given the definition, many researchers still confuse the concept of travel motivation with other terminology such as objectives, reasons, or purposes of travel. Actually, differentiation can be made between them. The distinction was offered by Pizam, Neumann and Reichel (1979: 195) as follows.

"A tourist may be motivated to travel to attend a family function in order to satisfy any of his needs of belongingness, status, or recognition, though his stated objective for such travel may be to visit friends and relatives. The difference between these two – motivation and objective – is that while the objective is a conscious and overt reason for acting in a certain way, motivation may be an unconscious or covert reason for doing it".

The above clarification illustrates the critical difference between motivation and other related terminology. Yet, it is unlikely that these subtle nuances can be easily identified. In absence of well-defined motivational construct which can be operationalized, many researchers still continue to treat the terms of motivation/motives, reasons, objectives, and purposes of travel as analogous and interchangeable.

2.2 Importance of Travel Motivation

The importance of motivation lies in the fundamental concept *per se*. Psychologists believe that motives are the impelling and compelling forces behind all behavior. This means that we do not really understand one's behavior unless we know the motives of his/her behavior. Specifically, travel motivation is recognized as one of the most important variables (Crompton, 1979; Iso-Ahola, 1982) in accounting for tourist behavior.

Gee, Choy and Makens (1984) stated that it was important for marketers to understand the motivating factors that lead to travel decisions and consumption behavior in order to market tourism services and destinations well. This means that while tourist motives are anticipated, tourism marketers are able to formulate marketing strategies, setting marketing programs to accomplish specific needs of tourists as reflected in their travel motivation.

In addition, understanding what factors motivate people to engage in leisure travel may allow researchers to develop a database for market segmentation studies, and thus eventually to predict or influence the travel patterns (Schreyer, 1986; Pearce, 1987; McIntosh and Goeldner, 1990).

2.3 Characteristics of Travel Motivation

It is said that motivation is an abstract and covert concept, which is different from other terminology such as purposes, objectives and reasons of travel. It is also recognized that understanding travel motivation is fundamental to understanding tourist behavior. In the following section, other characteristics of travel motivation are presented to provide deeper insights into the motivation concept.

- a.) Travel motivation should reflect *innate needs* or *personal goals* of the tourists (Middleton, 1990) rather than revealing ostensible reasons for travel.
- b.) Understanding motivation by inferring from actual behavior sometimes may be complex and non-deterministic (Crandall, 1980). It may be mainly attributed to the heterogeneity of subjects comprising the sample of the study (refer to *Section 2.4* for details).
- c.) The influencing effect of motivation can be long lasting. It has been demonstrated that actual tourist behavior may be induced by motives stimulated long time ago (Pearce, 1982).
- d.) Motivation embodies both intrinsic and extrinsic forces/stimuli, rather than single overwhelming push or pull force. Both factors work simultaneously to influence the *actual* travel decision (Dann, 1977; Crompton, 1979).
- e.) In a similar vein, motivation is multi-dimensional rather than mono-dimensional. Tourists are motivated by more than one desire and want to experience more than one attribute in a destination (Pearce, 1982; McIntosh and Goeldner, 1990).

- f.) Motives are dynamic throughout one's life span or family career. Motivation theory is considered to be more flexible if it can accommodate such change; and it will become more applicable if it can interpret such change (Pearce, 1993).
- g.) In presence of complex and non-deterministic problem, very often data collected from measuring motivation may only yield *ex-post* descriptive account of tourist behavior rather than provide *ex-ante* prediction of actual tourist behavior (Gergen, 1983).

In examining or studying the motivation concept, researchers should acknowledge the special characteristics such as multi-dimensionality, complexity, abstractability, dynamicity, non-deterministic and posterior property of motivation. In particular, when studies are aimed at achieving some predictive value rather than obtaining an *ex-post* descriptive account of tourist behavior, researchers have to re-consider seriously the breadth and reliability issues that adhere to the *ex-post* property of motivation (Pearce, 1993).

2.4 Limitations in Measuring Travel Motivation

In spite of the primacy of motivation in understanding tourist behavior (Crompton, 1979; Iso-Ahola, 1982), there are several limitations which have to be addressed when examining travel motivation.

Uysal and Hagan (1993) pointed out that examining travel motivation was a difficult task because of conceptual, methodological and operational issues. Conceptually, a widely-accepted, integrated theory of innate needs or personal goals which explains tourists' motivation was lacking (Fodness, 1994). Different theorists have given the "same" motivation concept very different operational definitions (Hoyenga and Hoyenga, 1984). There are many competing travel motivation theories, but no single motivational mechanism or theory is considered to be comprehensive. Each of them has its own weaknesses and strengths.

As Krippendorff (1987: 67) noted,

"... motives, and the phenomenon of travel in general, can be interpreted in many ways, little of which, however, can be conclusively proved. The literature on tourism is full of different explanations and interpretations. The truth will not probably lie in one or the other of these theories, but in a mixture of different interpretations. Which does not make the thing any simpler".

In terms of methodology, it is difficult to develop a travel motivation construct which is operationalizable and comparable. Crandall (1980) stated that it was obvious to have motivation attributes extracted from past literature which varied from two ends, ranging from very specific (e.g., meeting new people) to very general (e.g., self-actualization).

The paucity of a rigid and well-defined motivation construct has helped to explain why studies on travel motivation are seldom being compared in a meaningful way.

In addition, there also exists the problems of complexity and non-deterministic in inferring motivation from actual behavior. The logic is that same activity may be applicable to people with different motives and the reverse may also be true (Crandall, 1980). To illustrate such complexity, Crandall stated that (1980: 50):

"...Different activities can meet different needs for different people at different times. Different activities can be done for different reasons by the same people at different times. The same activity can be done for different reasons by different people at the same time, and so forth."

Crandall explained that the emergence of such complexity might be resulted from two situations: (1) when the sample comprised subjects in a wide spectrum of heterogeneous background; (2) when the comparison of results in a study was conducted on a longitudinal basis.

Operationally, problems are always found in measuring travel motivation. The innate nature of motivation has made it difficult for travelers themselves to describe their real travel motives. It may be due to their unawareness, inability or unwillingness to reflect or express their innate needs (Lundberg, 1976; Dann, 1981). On some occasions, individual's "proclaimed motives" may be very different from his/her "intended motives" (Pizam, Neumann and Reichel, 1979). Such impediment in giving accurate answers may be further aggravated in case researchers confuse travel motivation with other similar, but different terminology. In turn, failure to secure accurate data of tourist motives may result in problems of having unreliable and inconsistent findings.

2.5 Approaches to Motivation Research

Crandall (1980) suggested three approaches in studying *leisure* motivation which were found applicable to examining *travel* motivation, namely (1) activity or setting approach, (2) person approach, and (3) reasons or needs approach. The *activity* approach analyzes tourists' preferences of activities; or investigates management changes to facilitate particular activities. The *person* approach examines personality, life cycle, moods or demographic characteristics, which are related to leisure motivation or satisfaction. The *reason* approach studies motives, needs, expectations, satisfactions or benefits sought. Besides examining travel motivation in these three approaches separately, Crandall also suggested that leisure motivation could be examined by aggregating all three approaches from an interactionist perspective. This suggestion was supported Bowers (1973) in his psychology research that a consequence of behavior was caused by interaction of participants and the respective situation he/she encountered more than by either one alone. By incorporating all three approaches mentioned above, one can examine leisure/travel motivation in their interaction between three. Nevertheless, Bowers concluded that each of these approaches could be adopted separately as long as the adoption for either one was justified and appropriate.

Similar to the suggested methods by Crandall, Dann (1981) identified seven approaches in examining tourist motivation. These approaches were: (1) travel as a response to what is lacking, but yet desired, (2) destination pull in response to motivational push, (3) motivation as fantasy, (4) motivation as classified purpose, (5) motivational typologies, (6) motivation and tourist experiences, and (7) motivation as auto-definition and

meaning. In general, the suggestions by Dann basically fit well into the proposal of Crandall in either *person* or *reason* approach. However, Dann's suggested methods are criticized for the existence of definitional fuzziness, which emanates from the multidisciplinary of motivation concept.

2.6 Components of Travel Motivation

Pull and push factors have been generally accepted as two main components/dimensions in examining travel motivation (Dann, 1977; Crompton, 1979). Pull factors are destination attractiveness which include: (1) *tangible resources* such as beaches, recreation facilities and historic resources; and (2) *travelers' perception and expectation* such as novelty, benefit expectation and marketing image of the destination (Smith, 1983). Push factors are intangible or intrinsic desires of individual travelers such as desire for escape, rest and relaxation, health and fitness, adventure, prestige, social interaction and self-exploration, to name but a few (Yuan and McDonald, 1990).

Between these two dimensions, tourism practitioners regard pull factors as more important compared to push factors whilst scholars from subject area of psychology are more concerned about push factors compared to pull factors in accounting for tourist motivation. In view of the discrepancy, Crompton (1979) and Dann (1981) summarized these counter-arguments by suggesting that both forces worked simultaneously in 'influencing tourists' travel decision in different stages. According to Crompton (1979) and Dann (1981), push factors are the forces which make you want to travel and thus it

is considered as the *initial stimulating* factors at first stage; and pull factors are the forces which affect where you travel given the initial desire to travel is stimulated and therefore, it is the *reinforcing* factors at second stage. In other words, it can be elaborated as push factors are the *necessary* motivation factors, but not the *sufficient* factors. It is only when pull factors (*reinforcing factors*) are also taken into consideration that *actual* travel decision will be made.

In the context of push and pull paradigm, researchers from different subject areas such as sociology, psychology and tourism management have suggested different sets of travel motivation components. Gray (1970) introduced two pull factors namely, *wanderlust* and *sunlust*. As implied in his study, wanderlust represented a desire to exchange the known for the unknown which was specified as “novelty” (pull factor) in Crompton’s study (1979); while sunlust accounted for a type of travel where specific activities were available such as the search for the sun (destination attributes).

An empirical study conducted by Dann (1977) found two self-driven motives for travel which were *anomie* and *ego-enhancement* needs. According to Dann, it was assumed that people, unwillingly lived in an anomic society and this fostered a need for “*social interaction*” that was missing at home place. Therefore there was a need to travel away from a home environment to an exotic destination where tourists searched “*something better or more comfortable*” and to *avoid the sense of isolation and loneliness*. At the same time, people were also eager to enhance their ego status, thus urging a need for *recognition*, and *ego-enhanced or boosted*. Dann’s analysis of anomie and ego-

enhancement was actually a restatement of Iso-Ahola's escaping/seeking dimensions of motivation. More specifically, the development of anomie and ego-enhancement motives was an implicit restatement of Malsow's love and belongingness needs and self-esteem needs respectively (Pearce, 1982).

Another empirical study conducted by Crompton (1979) demonstrated that there were nine motivators for leisure travel. Seven were associated with socio-psychological which were termed as push factors and two were classified as cultural or pull factors. These push motives were: (1) escape from a perceived mundane environment, (2) exploration and evaluation of self, (3) relaxation, (4) prestige, (5) regression, (6) enhancement of kinship relationships, and (7) facilitation of social interaction. The two pull forces were: (1) novelty and (2) education. In his study, Crompton pointed out that push factors were rarely identified by respondents in early discussion (Ross, 1994), reassuring the implicit, covert characteristics of travel motivation concept.

Similar to the suggestions by Crompton (1979), Epperson (1983) summarized eight factors which he considered as important in describing travel motivation. These were: (1) need for escape, (2) self-discover, (3) rest and relaxation, (4) prestige, (5) kinship, (6) novelty, (7) adventure, and (8) challenge. Only the last two motivation factors were not reported in Crompton's study, others were found similar with one another.

Leiper (1984) argued that "all leisure involves a temporary escape of some kind" and "tourism is unique in that it involves real physical escape reflected in traveling to one or

more destination regions where leisure experiences transpire". Sharing similar viewpoint with Iso-Ahola (1980), Leiper considered that tourism was said to be more escaping-oriented rather than seeking-oriented. In his study, he proposed three aspects of recreation motivation, which might be applicable to tourist motivation. These were *rest* (recovery from physical or mental fatigue), *relaxation* (recovery from tension), and *entertainment* (recovery from boredom).

Agreeing with other scholars, Krippendorf (1987) found that motivation rested primary on self-driven forces (Dann, 1977), with intention to escape rather than to seek something (Iso-Ahola, 1980; Leiper, 1984). In addition, Krippendorf (1987) suggested that travel motivation might encompass (1) recuperation and regeneration, (2) compensation and social integration, (3) escape, (4) communication, (5) freedom and determination, (6) self-realization, (7) happiness and (8) broadening the mind (Ross, 1994).

As noted by Schmidhauser (1989), tourist motivation might be associated with four sociological functions. *First of all*, the motive to travel was to compensate for the deficits that everyday life in a working performance society inevitably brought. These deficits included (1) social deficits or deficits in human contacts and friendliness, (2) climatic deficits (the urge for the sun and warmth), (3) deficits in movement and activity, (4) deficits in sports activities, (5) deficits in experiences and change, repression of the discovery and action urges, (6) deficits in enjoyment, luxury and prestige, and (7) lack of freedom. *Secondly*, in addition to the everyday life deficits,

there were needs for physical and psychological recovery from stress, the pressure of performance and the monotony of everyday life, finding again or keeping physical and mental well-being. *Thirdly*, a higher level of rewards seeking from travel experiences was for widening horizons, satisfying curiosity, self-realization, increase of the feelings of one's own value. *Finally*, it was for self-reward; and self-indulgence.

To summarize these suggestions and categorize them into a distinctive taxonomy, McIntosh and Goeldner (1990) suggested that travel motivation could be explained by the following four main categories of stimuli, with each representing a typical aspect of human needs.

- a.) Physical motivators: physical rest, sport participation, beach recreation, relaxing entertainment, and health considerations.
- b.) Cultural motivators: the desire for knowledge of other countries – their music, art, folklore, dances, paintings, and religion.
- c.) Interpersonal motivators: the desire to meet new people; to visit friends or relatives; to escape from routine, family, or neighbor; or to make new friendships.
- d.) Status and prestige motivators: the desire for recognition, attention, appreciation and a good reputation.

Disagreeing with McIntosh and Goeldner, Card and Kestel (1988) found three categories of motivation factors rather than four. These three categories were: (1) curiosity, (2) social interaction, and (3) rejuvenation. Card and Kestel regarded McIntosh and Goeldner's classification of "status and prestige" as an underlying

influence in each of the other categories and did not emerge as a separated category of tourist motivation.

In summary, it is acceptable to say that major components of tourism motivation encompass push and pull factors. In the context of push factors, it can be categorized into physical, interpersonal, cultural, status and prestige, and fulfillment while in the context of pull factors, it may account for tangible resources available in the destination and travelers' perception and expectation towards a specific destination.

However, it should not be over-generalized that (1) behavior is merely motivated by intrinsic needs and (2) escaping aspect rather than seeking aspect of motivation is more relevant in accounting for travel motivation. It would be more objective to consider both push and pull forces and re-consider the importance of escaping/seeking dimension of motivation to specific segment of tourists.

2.7 Overview of Theories, Models and Frameworks of Travel

Motivation

Five major theories/frameworks have been commonly adopted for examining travel motivation. These were Push and Pull Framework, Iso-Ahola's Approach/Avoidance Model, Maslow's Hierarchy of Needs, Pearce's Travel Career Ladder and Plog's Psychocentric/Allocentric Spectrum of Analysis.

Push and pull approach

Among these five theoretical frameworks, push and pull perspective of motivation analysis was generally and widely accepted for examining travel motivation (Dann, 1977; Crompton, 1979), with its mechanism resembling the economic theories of demand and supply. Push factors may be considered as the demand side while pull factors may be regarded as the supply side in the analysis. Equilibrium reaches when demand equates supply. In other words, actual travel decision is made when socio-psychological needs are fulfilled/satisfied by destination attributes. This approach is more comprehensive as it has taken into consideration the influence of both internal and external forces in making actual travel decision. However, one of the pitfalls by using push/pull analysis is a lack of unit of comparison. Past studies by using this approach were found to be incompatible and non-comparative. This is mainly attributed to a paucity of well-defined motivation construct and insufficient effort contributed to examining travel motivation by investigating the relationship between psychological demand and destination supply.

Iso-Ahola's Intrinsic motivation – optimal arousal perspective

Considering only the intrinsic forces, Iso-Ahola (1980) proposed a travel motivation model which emanated from the interplay of two intrinsic forces – the *escaping* and the *seeking*. The development of model is based on the assumption that people seek to have an optimal level of arousal/stimulation. This notion was supported by Hunt (1969) who recognized that both under- and over-stimulation were physiologically and psychologically detrimental to humans. Thus, people might tend to be motivated by the seeking aspect of benefits when they experienced a state of under-stimulation and be motivated by the escaping aspects of benefits when they experienced a state of over-stimulation.

According to Iso-Ahola's model (1980), people might travel to seek *personal rewards* (e.g. feeling of mastery, sense of competence, learning about other cultures, exploration, challenge, rest and relaxation, recharge and getting renewed, self-determination, ego-enhancement and prestige), and/or *interpersonal rewards* (e.g. socializing with inhabitants in host destinations, travel partners, people within travel groups and engaging in visiting friends and relatives) under the condition of under-stimulation; or people might travel to escape *personal world* (i.e. troubles, difficulties, and failure) and/or *interpersonal world* (i.e. co-workers, friends, neighbors and family members) under the condition of over-stimulation (see Appendix 2.1).

The model proposed by Iso-Ahola presented a systematic analysis of travel motivation with respect to level of stimulation people have experienced. However, it does not

explain clearly which force (seeking or escaping) is dominant to what kind of tourists under what situation for which kind of activities. In his study, Iso-Ahola (1989) made a mistake on over-generalization of his model. First, it may be too arbitrary to make affirmative statement by assuming that escaping dimension of benefits will predominate as travel carries an entity of involving a real physical change of environment. Second, Iso-Ahola has made a defensive conclusion that whether the seeking element was more central to escaping component for a certain group of tourists, under certain conditions and for certain activities was simply an empirical question (Iso-Ahola, 1989: 261). Based on this argument, his suggested model may not have any predictive value, but only provide posterior descriptive account of tourist behavior which is considered as an insufficiency. Third, his suggested model does not make any attempt to address the influence of external forces which make the development of the model incomplete and incomprehensive.

Maslow's Hierarchy of Needs Model

Maslow's hierarchy of needs (1943, 1954) is another theoretical framework frequently used for examining travel motivation (see Appendix 2.2). Strictly speaking, it is not considered as a travel motivation model, but it can be adopted for explaining the benefits sought of tourists in a systematic approach under the context of psychological needs. Better than other suggested models, Maslow's work has contributed to categorize human needs into hierarchical classification, starting from lower order needs towards higher order needs. However, similar to Iso-Ahola's suggestion, his model does not

address the influence of external forces on actual travel decision which is considered as the main insufficiency of the model.

Pearce's Travel Career Ladder

To incorporate the strengths and complement the insufficiency of Maslow's work, Pearce (1988) developed a travel motivation framework which refined on Maslow's model. He suggested a five-tier ladder began with (1) *relaxation or bodily needs*, to (2) *stimulation and security*, to (3) *relationship*, (4) *self-esteem and development*, and finally the (5) *self-fulfillment and actualization needs*.

Pearce's travel career model may be more comprehensive in terms of its consideration into various aspects of human needs, from basic to higher order needs. It's vigor lies in the re-definition of these needs which are applicable and relevant to both leisure and travel and which fit well in hierarchical classification. The strength of Pearce's model hinges on its recognition of multi-dimensionality and dynamicity properties of motivation concept. Pearce's work also took into account the joint effect of intrinsic (self-directed) and extrinsic (other directed) factors of travel motivation (Pearce, 1993) (see Appendix 2.3).

This model has been used in several empirical studies. These included studies on examining visitor preference and satisfaction at a historic theme park (Moscardo and Pearce, 1986), new developments for a modern theme park – Dreamworld (Pearce,

1991; Pearce and Rutledge, 1994), and visitor motivation in climbing Ayers Rock (Fielding, Pearce, and Hughes, 1992). In view of its wide applicability, and its consideration of both intrinsic and extrinsic factors, travel career approach may be regarded as more relevant to the existing study. Yet, it is noteworthy that refutable ambiguity still exists in the model. For Pearce's advocacy of the dynamic concept in his model, he never gives account for the suggestion of backward and forward movement of tourists on the career ladder (Ryan, 1998).

Plog's Psychocentric/Allocentric Continuum

Different to the models suggested by Maslow and Iso-Ahola who emphasized the intrinsic needs in explaining travel motivation, Plog's work (1974) put emphasis on examining the influence of personality traits in relation to travel motivation and choice of destination. The logic which his model applies is that people with different personality characteristics may tend to seek different benefits, thus leads them to choose different destinations. The assumption that personality influences travel behavior more consistently over other demographic variables is held as past studies showed that personality of a person will remain relatively enduring over time (Albanese 1990, Foxall and Goldsmith 1994).

In his proposal of psychocentric/allocentric continuum, Plog assumed that the U.S. population was normally distributed along a psychographic continuum, ranging from the psychocentrics at one extreme to the allocentrics at the other (see Appendix 2.4). The

term “psychocentric” was derived from “psyche or self-centered”, meaning the centering of one’s thought or concerns on small problem areas of one’s life. Allocentric, on the other hand, derived from the root word “allo”, meaning “varied in form”. As found in his studies (Plog 1974, 1991), people who were more psychocentric in nature tended to be inhibited, safety-seeking, nervous and less adventuresome, whereas people who were allocentric in nature tended to be variety-seeking, adventurous and confident.

Applying these personality traits to travel motivation, Plog’s studies implied that psychocentric travelers might be motivated by benefits in familiar destinations while their allocentric counterparts might be motivated by benefits found in exotic destinations. Since the focus of Plog’s studies lied in examining the influence of personality traits in relation to predicting destination pattern (see Appendix 2.5), his work did not illustrate in detail to explain what benefits or psychological needs travelers in each category (psychocentric or allocentric) of travelers might seek and how did these benefits seek eventually affected their choice of destination. Plog’s work seemed to skip the middle part of the analysis and stopped at just analyzing the relationship between personality and destination choice. The only thing we can infer from his analysis, if applicable to travel motivation, is that psychocentrics are more likely to seek *familiarity* and *comfort* versus their allocentric counterparts who are eager to explore *novelty* and *inquisitiveness*. One more limitation of Plog’s model was that the operationalization issues for examining travel motivation by using this model has not yet explored.

In summary, among five approaches to examining travel motivation, each has its own strengths and weaknesses. However, travel career model has been tested by several empirical studies to be more applicable to tourism studies. In view of the fact that there is no new theoretical framework which has been proven to be more robust or vigorous in examining travel motivation, Pearce's model, which incorporates both intrinsic and extrinsic forces and takes into account the multi-dimensionality and dynamicity of travel motivation, continues to be widely applied in research.

2.8 Applying Motivation Models/Theories to Current Study

Of several theories/models discussed in previous section, four models/hypotheses are relevant in different degrees to explain the travel motivation of senior travelers. These models/hypotheses are Iso-Ahola's Escaping/Seeking Model (1980), Maslow's Hierarchy of Human Needs (1943, 1954) Pearce's Travel Career Ladder (1988) and Wolfe's Life Stage Hypothesis (1990). As each framework has its own strengths and weaknesses, only some parts of these frameworks were relevant for explaining travel motivation of senior travelers.

The seeking rather than the escaping dimension of travel motivation in Iso-Ahola's model may be relevant to explain travel motivation of senior travelers. This conjecture was supported by Mills (1993) who found that senior people who were older, wealthier, better educated, and more self-actualized would probably be motivated to travel by the *seeking* dimension rather than the *escaping* dimension of travel motivation. The findings of Wolfe's study (1990) might also confirm this notion. He found that:

"... in the late stages of life many adults find that the previously idealized leisure lifestyle wears thin. Rejecting their fantasy of retirement as time off, they search for new activities and meaning in life."

Therefore, based on these findings, examining travel motivation for senior travelers from the "*seeking*" perspective may be more appropriate. However, Iso-Ahola's model does not provide a complete explanation of travel motivation for senior travelers. First, the model has excluded the external factors. Second, it has not clearly pointed out which specific needs in the *seeking* aspect were more important to senior travelers. Thus, three

other models (Maslow, 1943, 1954, Pearce, 1988 and Wolfe, 1990) were invoked to assist in explaining the specific needs which motivated senior travelers to engage in leisure travel.

The higher order needs as suggested in Maslow's model such as "needs to know and understand" (Maslow, 1954), "needs for esteem" and "needs for self-actualization" (Maslow, 1943) and the higher order needs as suggested in Pearce's model such as "needs for self-esteem/development" and "needs for fulfillment" might be relevant to explain the travel motivation of senior travelers. The reason was that the ascending nature of hierarchical needs might be positively related to the advance in age. Such inference was supported by the study of Pearce and Caltabiano (1983) which found that age and level of human needs [as defined in Maslow's model] were positively related.

Another study by Wolfe (1990) also confirmed the conjecture that senior travelers were motivated by higher order needs rather than lower order needs. In Wolfe's study, lower order needs may refer to material possession and higher order needs may refer to having enriching experiences which may be regarded as self-actualization. Wolfe (1990) found that people at the age starting from 40 regarded experiences more important. This meant that people were shifting from a value system which emphasized materialism towards a value system which emphasized spiritual enrichment.

2.9 Related Past Studies on Travel Motivation

2.9.1 The relationship between demographics and travel motivation

Demographics are influential factors for tourist motivation and travel behavior (Gitelson and Kerstetter, 1990). Specifically, age, sex and education are important variables in accounting for the differences of tourist motivation (McIntosh and Goeldner, 1990). Dann's study (1977) found that in terms of two travel motivation factors: anomie and ego-enhancement, tourists with different motivation were characterized by different demographic background when visiting Barbados. Results from his study revealed that tourists with anomie needs (escapers) were dominated by male travelers who were younger in age, married, occupied higher socioeconomic class and were repeat travelers. On the other hand, tourists with ego-enhancement needs (ego-boosting seekers) were dominated by female travelers who were older in age, single, occupied lower socioeconomic class and were typically first-time travelers.

2.9.2 The relationship between gender and travel motivation

According to Hawes's study (1988), gender was a significant discriminator for leisure satisfaction. As found in two past studies (Pearce and Caltabiano 1983; McGehee, Loker-Murphy and Uysal 1996), gender was considered as one of the major factors in accounting for the differences in travel motivation. It was found in these studies that female travelers were more concerned about higher order needs as defined in Maslow's hierarchical of human needs compared with their male counterparts.

In one of these studies, results revealed that women travelers emphasized “self-actualization” versus male travelers emphasized “love and belongingness” needs (Pearce and Caltabiano, 1983). In another study, results indicated that women travelers placed more importance on “cultural experience”, “family and kinship” and “prestige” needs compared with male travelers who put more emphasis on “sports and adventure” (McGehee, Loker-Murphy and Uysal, 1996)

In terms of the nature of motivation, another past study (Bodur and Yavas, 1988) revealed that female travelers might be motivated by benefits related to having activity of lower level of energy such as “rest and relaxation” (motive in passive nature) versus male travelers who might be motivated by having activity of higher level of energy such as “sports and adventure” (motive in active nature). Other past studies also pointed out the gender differences in some of the benefits sought related to travel motivation. For examples, two past studies found that “shopping” as one of the travel motives was predominately vital to women travelers than to male travelers (Kent, Shock and Snow 1983; Littrell, 1990). On the other hand, Cohen’s study (1972) and Jeong and Park’s studies (1997) found that “novelty” was regarded as more an important travel motive for male than for female travelers.

In terms of overall ratings given by male and female travelers, Gitelson and Kerstetter (1990) found that female travelers had an inclination to give higher ratings on most of the benefits sought than male travelers.

2.9.3 The relationship between age and travel motivation

Age was an important factor in accounting for the differences in consumer behavior as each age sub-group may be considered as a separated sub-culture of the population (Schiffman and Kanuk, 1994). Two pieces of past research which attempted to find the relationship between age and travel motivation indicated contrasting results. Pearce and Caltabiano (1983) found that age and the level of needs desired by travelers [as defined in Maslow's model] were positively related. However, the study of Kim, Pearce, Morrison and O'Leary (1996) found the reverse results.

Pearce and Caltabiano (1983) revealed that older travelers regarded "love and belongingness" needs and "self-actualization" needs more important than younger travelers who regarded "physiological" needs more important. On the contrary, Kim, Pearce, Morrison and O'Leary's study (1996) found that younger travelers (aged 18 to 34) rated the "cultural interest", "stimulation", "self-development", and "special interest" which were considered as higher order needs more important than older travelers (aged 35 or above) who considered "relationship needs" more important.

In comparing the overall ratings given by older versus younger travelers, Gitelson and Kerstetter (1990) found that older travelers had a tendency to rate all the suggested motivation lower than younger travelers.

2.9.4 The relationship between travel experience and travel motivation

Although Pearce's travel career ladder postulated that tourists tended to seek higher order needs when they became more experienced (1988), two studies following this framework found totally different results. The findings of Pearce and Caltabiano's study (1983) supported the postulate, however, the findings of Kim, Pearce, Morrison and O'Leary's study (1996) refuted the postulate.

Pearce and Caltabiano (1983) found that experienced travelers (those who had traveled more than three countries) were more concerned about higher order needs (love and belongingness and self-actualization) compared with less experienced travelers (those who had traveled three or less countries) who were more concerned about physiological needs. On the other hand, Kim, Pearce, Morrison and O'Leary (1996) found that less experienced travelers (those who had taken less than two overseas trips in the past three years) were more concerned about "self-development" (which was considered as a higher order motivation need) more important compared with experienced travelers (those who had taken two and more overseas trips in the past three years).

The contrasting findings between these two studies may be resulted from the differences of subjects in two studies. In Pearce and Caltabiano's study (1983), the sample of experienced travelers comprised the members of Travel and Tourism Research Association who were mostly dominated by North American professionals, while the sample of less experienced travelers was the Australian arts and social sciences students. Their study included respondents in a wide range of heterogeneous characteristics in

terms of national culture and other demographics. However, subjects of study in Kim, Pearce, Morrison and O'Leary's study (1996), were more homogeneous. Both experienced and less experienced travelers were South Korean people who were generally characterized by having fewer travel experience.

2.9.5 The relationship between types of travel companions and travel motivation

Besides travel experience that accounts for the differences in travel motivation, other scholars contend that social group may also help to explain the differences. It is noteworthy that travel motives are psychological needs which may be stimulated, changed and reinforced by members in a travel group who are entitled to make *actual* travel decision. According to Crompton (1981), "social groups not only served to reinforce or modify biogenic or psychogenic tension states", but also played an important role in influencing actual travel decision in the following four different ways, namely, direct, normative, long-term and locational influences. Jamrozy and Uysal (1994) found that push factors of motivation were found significantly different among travelers with different travel companions.

The results of Jamrozy and Uysal's study indicated that the escaping dimension of travel motivation was more important to travelers with less companions and seeking dimension of travel motivation was more important to travelers with more companions. It was found that "escape" was important to travelers who traveled on their own and travelers who traveled with friends or with spouses; and seeking "novelty and

experience” was found to be more important to travelers who traveled with large group of companions (such as in an organized group).

With respect to specific companion groups, it was found that couple groups regarded “family and friends togetherness” and “being together and doing nothing” more important, alone travelers regarded “adventure/excitement” and “activities/sports” more important and friendship groups regarded “activities/sports” and “prestige” more important.

2.9.6 The relationship between travel motivation and touristic activities

Three past studies have found an implicit relationship between travel motivation and participation of activities. One of the past studies which was conducted to examine the relationship between leisure motivation and leisure activities of senior visitors (aged 50 or above) to trailer parks found that motivation such as “rest and relaxation”, “learning experience” and “self-fulfillment and accomplishment” were associated with “social-cultural” activities (Guinn, 1980).

Gitelson and Kerstetter (1990) found that motivation factors such as “relaxation”, “socialization”, “excitement” and “exploration” were important for visitors who have engaged in certain types of activities than those who have not. For example, it was found that “seeking relaxation” and “being social” were associated with activities such as fishing, camping and hiking; “seeking excitement” was related to activities such as

fishing and visiting amusement parks; and “seeking exploration” was associated with visiting museum, camping and hiking.

Pyo, Mihalik and Uysal (1989) provided further insights into understanding the relationship between motivation and activities. Their study found that travelers who were motivated by the factors such as “being with family” and “considering health reason” tended to choose visitation of natural attractions. In view of the association of motivation with specific types of activities, their study suggested that activities involved visits to museums and galleries should be catered for travelers with “intellectual needs”; and activities included engagement in recreation, nightlife activities, and visits to amusement parks should be catered for travelers with “social and stimulation motives”.

2.10 Related Past Studies on Travel Motivation of Senior Leisure Travelers

Harszel (1994) conducted an empirical study to examine travel motivation and travel barriers of senior travel market in the U.S. In his study, Harszel summarized a list of travel motives which were generally important to senior leisure travelers, without relating to a specific destination. These motives were: see sights and scenery, have educational/learning experience, seek adventures, seek novelty (new people, different culture), experience exotic lifestyle, grab opportunity for exchange idea and attitudes, visit family and friends, escape/change from normal routine, seek good climate, shop, share travel experiences with friends at home, and to enhance life experience. It was

reflected in the same study that senior travelers did not regard “rest and relaxation” as an important factor for leisure travel. It might be accounted by the reason that seniors would like to play an active role in participating various activities during their vacation rather than just have rest and relaxation which they could realized at home.

Similar results were found in Hawes’s study (1988) which purported to examine travel lifestyle of senior women travelers. Hawes pointed out that three out of five age groups (50 years or above) of senior women travelers were primarily not interested in seeking “rest and relaxation” on a vacation, but more interested in taking vacations which were full of uncertainty, such as seeking some sorts of excitement and adventures.

In contrast, as cited by Wilhite, Hamilton and Reilly (1988), two past studies (Anderson and Lanmeyer, 1982; Dandurand, 1982) found that “rest and relaxation” and activities which facilitated relaxation such as having physical exercise, and experiencing a change of life pace were important to senior travelers. These findings were partially supported Kerstetter and Gitelson (1990) who found that “rest and relaxation” should be considered as one of travel motives for senior travelers besides other motives such as “escape from everyday routine”, “to be with family and friends” and “seeking intellectual enrichment”. However, more emphasis should be put on “seeking intellectual enrichment” when examining senior travelers with a higher level of educational training. Rather, in the same study, Kerstetter and Gitelson (1990) found that seeking “status and prestige” was not regarded as a major travel motive for contemporary senior travelers.

Other past research (Drandurand, 1982; Schewe, 1991) indicated that senior travelers regarded “enhancing kinship relationship” as an important factor, no matter it was in a form of family group travel; or travel was taken to visit family and friends (Greco, 1984; Romsa and Blenman, 1989; Waldrop, 1990; Loverseed, 1993). As revealed in these studies, enhancing kinship relationship might become an important travel motivation factor when senior people had reached their empty nester stage.

Results from two past studies which were conducted to examine travel motivation of senior travelers (Shoemaker, 1989; Badinelli, Davis and Gustin, 1991) revealed that “novelty” should not be ignored when examining travel motivation of senior travelers. In both studies, it was found that “visit new places” and “escape everyday routine” were ranked as primary motives for senior travelers. Inferring from these studies, it was postulated that satisfying curiosity and seeking novelty might be considered as one of the basic needs for human being, with no exemption to senior people. However, such argument was contradictory to the findings of a recent study by Jeong and Park (1997) who found that novelty-seeking was more important to younger travelers than other age groups of travelers.

Even though various studies revealed different aspects of travel motivation at different levels of importance to senior travelers, the aforementioned findings seemed to be ostensible and did not reveal real travel motivation completely for senior travelers. In fact, some other studies suggested that the most important driving force behind taking leisure travel for senior travelers was to have cultural enrichment, learning experience

(Crissey, 1980; Conaway, 1991; Kerstetter and Gitelson, 1990), widening horizons (Wolfe, 1987), and to have new experiences (Conaway, 1991; Cockerell, 1993). Forbes (1992) recognized that senior travelers were more interested at enriching their lives with meaningful experience than hands-off entertainment. Kung (1989) as cited by Kerstetter (1993) also found that senior Americans were shifting their emphasis from travel for “fun and relaxation” towards health concern, cultural aspects, self-indulgence and seeking new, challenging and exciting experiences.

These findings were supported by a recent study pertinent to leisure motivation by elderhostel participants (Thomas and Butts, 1998). It was found that “intellectual stimulation” and “mastery-competence” ranked higher scores for motivating elderhostel participants (aged 58 to 80) rather than two other factors such as “stimulus-avoidance” and “social”(in the order). This gave evidence that the lower order needs such as “escape”, “stimulation” and “social interaction” were of less importance to be motivation factors for senior travelers.

Kung’s findings (1989) provided insights into understanding travel motivation of contemporary senior travelers. However, it did not account for the sub-group differences (such as differentiated by age, gender, travel experience or travel companions) in their travel motivation. Actually, numerous past studies found that senior travelers were different in their travel motivation between different sub-groups.

As reported by Hagan and Uysal (1991), differences in travel motivation were found between senior travelers in age categories of 50-64 years and 65-98 years. Younger seniors (50-64 years) tended to put more emphasis on “spending time with someone special”, “being together as a family”, getting away from pressures and responsibility”, and “enhancing kinship relationship”. Senior retirees (65-98 years) rather considered “having a lots of things to see and do” more important. The differences could be explained by their changing lifecycles with regard to the change in employment status and family responsibility.

In examining travel motivation of senior travelers (50-plus) based on marital status (single or married), Uysal, Zimmerer and Bonn (1990) found three out of five most important motivation factors reported by married and single visitors were similar. Both groups recognized that “rest and relaxation” was an important motivation factor among all. However, the results indicated that married travelers were more concerned about “family togetherness” (ranked second) and “being with someone special” (ranked third) while single travelers emphasized “having fun, being entertained” (ranked second), and “having lots of different things to see and do” (ranked third) in “a safe environment” as more important (ranked fourth). Regarding the “escape” factor, the single visitors placed higher importance on “getting away from pressures and responsibilities” than married travelers.

Besides demographics which accounted for the differences in travel motivation of senior travelers, other past studies (Shoemaker, 1989; Lieux, Weaver and McCleary, 1994)

adopted a segmentation approach to discern the differences in travel motivation of senior travelers. In studying travel motives of Pennsylvania residents, Shoemaker (1989) examined fourteen travel motivation factors and concluded 75% of seniors aged 55 or above rated “visit new places” and “escape the everyday routine” as important reasons for pleasure travel. In lesser degree of importance, over 50% said that “get rest and relaxation”, “experience new things”, “spend time with immediate family”, and “visit museums and historical sights” were also important. Based on clustering analysis of fourteen reasons for travel, three groups of senior tourists were identified, namely family travelers, active resters and older set. Among these clusters of senior travelers, family travelers emphasized “spend time with immediate family” and active resters were concerned about “seek intellectual and spiritual enrichment” and “meet people and socialize”.

Similarly, Lieux, Weaver and McCleary (1994) identified three different groups of senior travelers (aged 55 and older) based on their reasons for pleasure travel. They were novelty seekers, active enthusiasts and reluctant travelers. It was found that novelty seekers desired strongly for “experiencing new things”, while active enthusiasts desired for “escaping cold weather” and “seeking warm weather activities”. The third group was not interested in most activities, but tended to travel to “spend time with family”. Results also indicated that there were no significant differences between three clusters in terms of their demographic background, travel characteristics and travel expenditure. Only the reluctant travelers cluster appeared to be older, less educated,

having lower income, travel less and shorter distance. This group of travelers was actually the “old set” classified in Shoemaker’s study (1989).

Vincent and de los Santos (1990) who replicated the work of Shoemaker’s study (1989) found that Winter Texan senior travelers (aged 55-plus) considered two pull factors such as “climate” and “friendliness” as important motives for choosing a winter vacation destination.

2.11 Related Past Studies on Touristic Activities Engaged by Senior Leisure Travelers

In examining touristic activities engaged by senior travelers, the study of Anderson and Langmeyer (1982) showed that senior travelers (aged 50 or above) preferred visiting historic sites and enjoyed being in a natural environment, as contrasted to their younger travelers who tended to prefer outdoor recreation and visiting man-made facilities.

Past studies not only showed that senior travelers were different in the participation of touristic activities as compared to younger travelers, but also showed that senior travelers were different in the participation of touristic activities between different sub-groups. Hagan and Uysal (1991) found that although both pre-retired seniors (50-64 year old) and retired seniors (65-98 year old) rated “dining at a variety of restaurants” as important, pre-retirees were more interested in “sampling local cuisine”, “shopping for arts and crafts”, “going to night clubs” and “going to bars or pubs”. On the other hand,

retirees were more interested in participating non-hectic activities such as “reading, playing cards” and “sunbathing”. Similar results were found in other studies (Romsa and Blenman, 1989; Blazey, 1992). Romsa and Blenman (1989) found that younger seniors (60-69 year old) preferred activities such as walking for pleasure, conversing, and hiking (in the order), while older seniors (70 year old or above) preferred conversing and reading. Blazey (1992) found that pre-retirees (50-64 year old) were more interested in engaging sight seeing tours and shopping than their retired counterparts (65 or above year old) who usually preferred traveling to visit friends and relatives.

In studying the relationship between marital status and preference of touristic activities, Uysal, Zimmerer and Bonn (1990) found that although both single and married senior groups regarded “dining in elegant sophisticated places”, “having budget accommodations” and “being by ocean” as important touristic activities, single senior travelers were more concerned about “shopping” and “going to live concerts or live theatre” while married senior travelers were more concerned about sharing enjoyment with their couple in “nightclub or discos”, or have relaxing activities such as “sunbathing”.

2.12 Hypotheses

After a review of the past literature, five hypotheses were constructed to test the results empirically. Hypotheses one to four were set to test the sub-group differences in travel motivation between different age, gender, travel experience and travel companion groups of senior travelers. Hypothesis five was developed to test whether or not positive relationships existed between travel motivation factors and touristic activity factors.

Past research found that age was a discriminatory factor for various needs and wants (Hall, 1980; Wolfe, 1987; 1990). Specifically, Gitelson and Kerstetter (1990) found that age was one of the important factors accounting for the differences in travel motivation. Although there are no confirmatory studies which find that age is an influential factor in accounting for the differences in travel motivation among *senior travelers*, findings of past studies may provide some insights (Hall, 1980; Wolfe, 1987, 1990; Hagan and Uysal, 1991; Mills, 1993)

Hall (1980) in her study raised the argument by quoting the statement of Bernice Neugarten that people tend to become more dissimilar in needs and wants as they advance in age. One of the conclusion was that there may be a “vertical difference” between senior people in terms of the diversity of needs or wants across different age groups.

Wolfe’s stage of life hypothesis (1987, 1990) also suggested that people may have different needs and wants (such as material possession, catered experience and being

experience) in different life stages (such as prior to 40 years, 40-60 years and 60-80 years). Based on Wolfe's hypothesis, different life stages may imply different age groups of people. Thus, it was postulated that people in different age categories may have different needs and wants.

With respect to the dimensionality of motivation, Hagan and Uysal (1991) found that younger (50-54 years) senior travelers emphasized the "*escaping*" dimension of travel motivation (e.g. getting away from pressures and responsibility) while older (65-98 years) senior travelers considered the "*seeking*" dimension (e.g. having a lots of things to see and do) of travel motivation more important. These findings were supported by Mills (1993) who found that older, wealthier, well-educated, more self-actualized seniors would be motivated by the *seeking* dimension rather than the *escaping* dimension of travel motivation.

Based on the findings generated from past studies, hypothesis one was constructed to test whether or not *differences* in travel motivation existed among the age groups of 50-54 years (the baby boomers), 55-64 years (the WWII babies), 65-74 years (the depression babies), and 75 years or above (the WWI babies) of senior travelers.

Hypothesis 1

- a.) The *escaping* dimension of travel motivation factors will be more important to *younger* senior leisure travelers than older senior leisure travelers.
- b.) The *seeking* dimension of travel motivation factors will be more important to *older* senior leisure travelers than younger senior leisure travelers.

Results from past studies revealed that women travelers considered higher order needs more important than male travelers. In contrast, male travelers considered lower order needs more important than female travelers (Dann, 1977; Pearce and Caltabiano, 1983; McGehee, Loker-Murphy and Uysal, 1996). For example, Dann (1977) recognized female travelers as ego-enhancement seekers and male travelers as anomic escapers based on their travel motivation. According to Maslow's Hierarchy of Human Needs (1943) and Pearce's Travel Career Ladder (1988), need for ego-enhancement is a higher order need and need for escape is a lower order need.

Although no existing studies found that gender may account for differences in travel motivation of *senior travelers* particularly, the aforementioned studies may provide some insights. The second hypothesis was developed to test whether or not senior travelers of different gender considered different levels of needs in terms of travel motivation more important.

Hypothesis 2

- a.) The *higher* order needs, in terms of travel motivation factors, will be more important to *female* senior leisure travelers than male senior leisure travelers.
- b.) The *lower* order needs, in terms of travel motivation factors, will be more important to *male* senior leisure travelers than female senior leisure travelers.

Two past studies examining the differences in travel motivation based on travel experience found contradictory results. Pearce and Caltabiano (1983) found that experienced travelers were more concerned about higher order needs than less experienced travelers [as specified in Maslow's hierarchical needs]. In contrast, less experienced travelers were more concerned about lower order needs than experienced travelers. However, Kim, Pearce, Morrison and O'Leary (1996) found the reversed results.

Although the findings of past studies showed opposite results regarding the association between the levels of travel experience and the levels of human needs in terms of travel motivation, it is more logical to deduce that travelers with a higher level of travel experience will be positively related to a higher level of human needs and vice versa. Based on such logical reasoning, the third hypothesis was developed to test whether or not the levels of travel experience and the level of human needs [as reflected in travel motivation factors] among senior travelers were positively related.

Hypothesis 3

- a.) The *higher* order needs, in terms of travel motivation factors, will be more important to senior leisure travelers with *more* travel experience than senior leisure travelers with less travel experience.
- b.) The *lower* order needs, in terms of travel motivation factors, will be more important to senior leisure travelers with *less* travel experience than senior leisure travelers with more travel experience.

The influence of social units or travel companions in a vacation decision was important (Crompton, 1981). Results from past research indicated that travelers with different travel companions (such as traveled alone, traveled with friends, spouses, families, or in tour groups) were motivated by different travel motivation factors (Jamrozy and Uysal, 1994). The fourth hypothesis was constructed to test whether or not senior leisure travelers with different travel companions may be motivated by different travel motivation factors.

Hypothesis 4

- a.) Among the senior leisure travelers, the travel motivation factor – “relaxation/escape” will be more important to *alone* travelers than other travel companion groups.
- b.) Among the senior leisure travelers, the travel motivation factor – “interpersonal interaction” will be more important to *friendship* groups than other travel companion groups.

- c.) Among the senior leisure travelers, the travel motivation factor – “relationship enhancement” will more important to *family* groups than other travel companion groups.
- d.) Among the senior leisure travelers, the travel motivation factor – “benefits seeking” will be more important to *couple* groups than other travel companion groups.

Past studies (Guinn, 1980; Pyo, Mihalik and Uysal, 1989; Gitelson and Kerstetter, 1990) found that travel motivation was positively related to touristic activities/attraction attributes. For example, Pyo, Mihalik and Uysal (1989) found that “intellectual needs” were positively related to attraction attributes such as “museums and galleries” and “social and stimulation needs” were positively related to attraction attributes such as “outdoor recreation”, “nightlife activities” and “amusement parks”. The fifth hypothesis was set to test whether or not positive relationships existed between travel motivation factors and touristic activity factors existed among senior leisure travelers.

Hypothesis 5

Among senior leisure travelers, there are positive relationships between travel motivation factors and touristic activity factors in the following aspects:

- a) The motivation factor - “intellectual/culture enrichment” will be positively correlated with the activity factors such as “sightseeing” and/or “culture/education/special events”.
- b) The motivation factor - “benefits seeking” will be positively correlated with the activity factors such as “shopping” and/or “sampling different cuisine”.

- c) The motivation factor – “relaxation/escape” will be positively correlated with the activity factors such as “leisurely-paced”, and/or “in-house sports/relaxation”.

Chapter 3 – METHODOLOGY

3.1 Rationale for the Methodology

The original intent of the study was to survey 400 senior travelers [who were aged 50 and above] from different countries of origin to examine the sub-group differences in their travel motivation; and the relationship between travel motivation and participation of touristic activities among senior leisure travelers. However, because of time limitation and some practical reasons, 220 senior leisure travelers from America/Canada and equal number of senior leisure travelers from Mainland China were surveyed. Data gathered from both groups were then aggregated for factor analysis with the presence of consistent factor structure between two groups of respondents after scale purification. This study takes an approach to pool data from two groups of respondents for factor analysis rather than manipulating two sets of data separately as the study does not purport to examine travel motivation for senior leisure travelers from a cross-cultural perspective. Rather, this study focuses on examining the sub-group differences in travel motivation among all senior leisure travelers surveyed.

The adoption of the aggregated approach actually follows a similar past study which compared the differences in terms of the magnitude in response to marketing stimuli between two cultural groups of respondents by using the same value orientation scale (Lowe and Corkindale, 1998). This practice was also supported by a recent study concerning cross-cultural issues (Church and Lonner, 1998). Church and Lonner (1998) implied that adopting a single scale construct for two cultural groups was feasible and

justified if the subsequent scale was manipulated to contain only commonalities and discard non-commonalities between two cultural groups after scale purification.

Church and Lonner explained that (1998: 36)

"These imposed-etic studies [imported constructs] may optimize the chances of finding cross-cultural compatibility and exclude culture-specific dimensions. Thus, even more persuasive evidence might come from indigenous (emic) studies".

3.2 Research Design and Framework

3.2.1 Research design

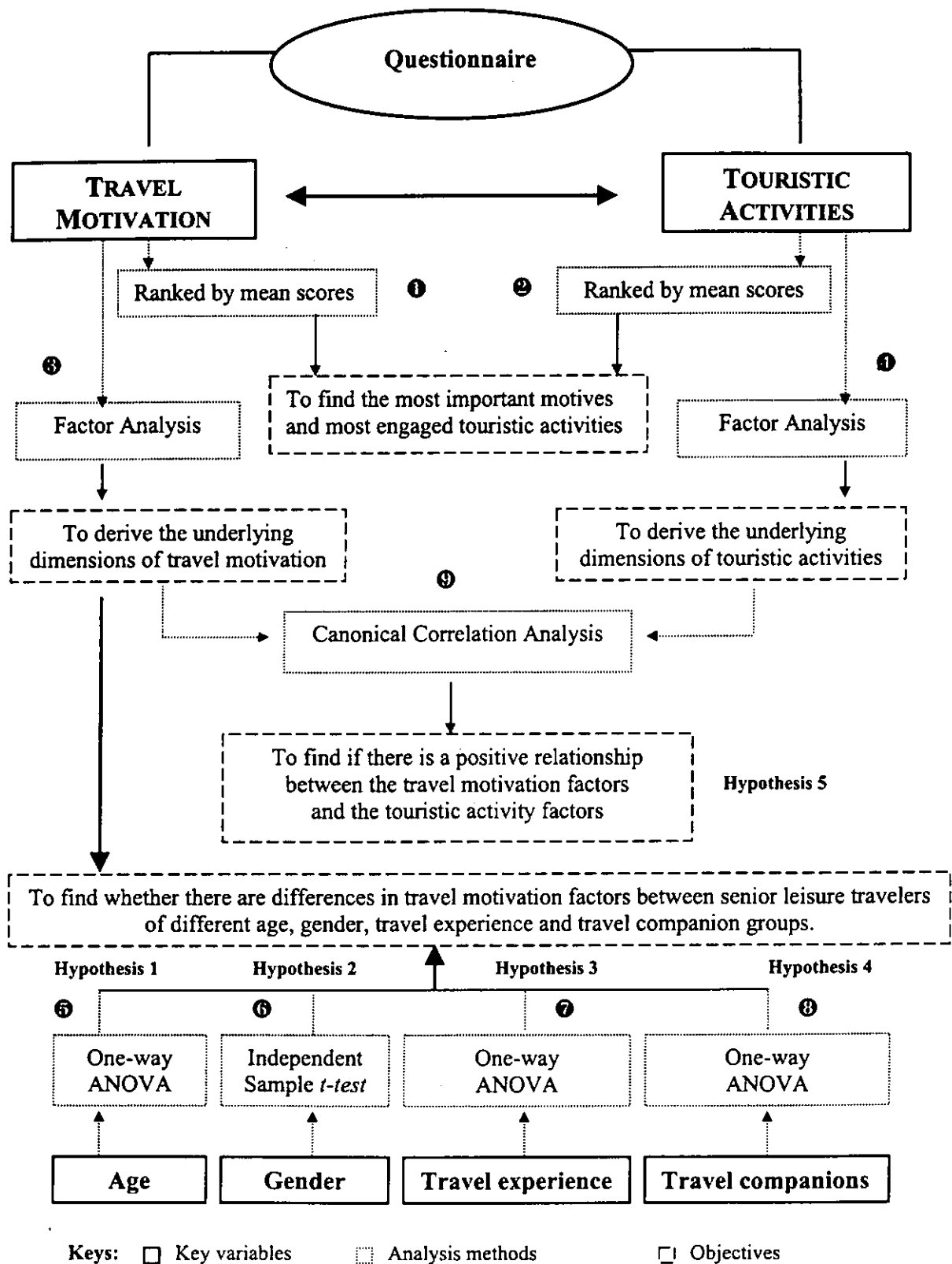
This is a *descriptive cross-sectional* research study, which examines the sub-group differences in travel motivation among senior leisure travelers and the relationship between travel motivation factors and touristic activity factors. Using a pre-designed structured questionnaire as a guide for personal interviews were held with senior travelers by survey assistants to ensure a higher response rate and clear understanding of the questions asked.

3.2.2 Research framework

A research framework was developed to ensure that all the objectives of the study can be achieved through a systematic analysis of the data. A diagrammatic framework is presented to illustrate various steps of these analyses (see Figure 3.1). As shown in

Figure 3.1, mean scores are computed to examine the importance of travel motivation and the frequency of touristic activity items. Factor analysis is employed to derive the underlying dimensions of travel motivation and touristic activities. Following the identification of the motivation and the activity factors, independent sample *t*-tests are employed to ascertain whether there are significant differences in travel motivation factors between male and female senior leisure travelers. Also, one-way ANOVA *F*-tests were used to find if statistically significant differences of travel motivation factors exist among different sub-groups (differentiated by age, travel experience and travel companions) of senior leisure travelers. Finally, canonical correlation analysis was employed to determine whether positive relationships can be found between travel motivation factors and touristic activity factors.

Figure 3.1 Research Framework



3.3 Survey Instrument

3.3.1 The questionnaire

A structured questionnaire was designed to collect data. It consisted of four main parts (see Appendix 3.1). At the beginning of the questionnaire, a brief instruction was given to explain the purpose and the confidentiality of the survey.

Section one consisted of background questions of travel pattern such as purpose of visit, travel experience, travel arrangement, types of travel companions, frequency of visit to Hong Kong and stage of itinerary. The first question was set to intentionally exclude the non-leisure senior travelers from the interviews while the last question was designed to differentiate between those travelers who have completed their visit to Hong Kong and those who have not.

Section two contained 40 statements pertaining to travel motivation. Respondents were asked to rate these motivation items on a five-point Likert scale varying from (1) - "Not at all important" to (5) - "Extremely important". A reminder note was inserted prior to the section of motivation items to remind the respondents to answer the questions relevant only to their visit to Hong Kong.

Section three contained 39 touristic activity statements. Again, respondents were asked to rate each of these statements on a five-point Likert scale ranging from 1 to 5 in two different versions, one relating to those who have completed their trip while the other

relating to those who have not completed their trip. Respondents who have completed the trip of visiting Hong Kong were asked to rate the statements on how frequently (with “1” being none and “5” being frequent) they had participated in the suggested activities. Respondents who had not completed their visit of Hong Kong were asked to answer the questions on how likely (with “1” being least likely; and “5” being most likely) they would participate in the suggested activities.

At the end of both sections two and three, respondents were invited to express their reason(s) for travel and other item(s) of touristic activity which was/were not included in the questionnaire, but which they considered as particularly important.

Section four gathered general demographic data on respondents’ gender, nationality, age, employment status, personal annual income and marital status.

Two versions of the questionnaire were designed. It was first prepared in English and then translated into Chinese in order to facilitate the collection of data from Chinese respondents. The English version was revised and improved several times by the English-speaking lecturers of the Department of Hotel and Tourism Management, The Hong Kong Polytechnic University. The Chinese version was amended after receiving comments from a China tour operator and a member of China National Tourism Administration (CNTA).

3.3.2 Developing motivation and activity variables

To compile an appropriate list of travel motivation and touristic activity statements, past studies were reviewed. The motivation statements were generated by taking reference to the studies by Guinn (1980), Shoemaker (1989), Uysal, Zimmerer and Bonn (1990), Badinelli, Davis and Gustin (1991), Hagan and Uysal (1991), Harssel (1994), Lieux, Weaver and McCleary (1994) and Kim, Weaver and McCleary (1996). The irrelevant or less important motives suggested in past studies were excluded. The list of touristic activity items were based on the studies by Romsa and Blenman (1989), Uysal, Zimmerer and Bonn (1990), Hagan and Uysal (1991) and Blazey (1992). The activities that appeared to be less important to senior travelers and were not available in Hong Kong were not included in the questionnaire.

Forty travel *motivation* items were selected to represent the major needs of senior leisure travelers. These were grouped under the following 8 categories: novelty seeking, relaxation/escape, adventure/thrills/entertainment, interpersonal interaction/relationship enhancement, intellectual/cultural enrichment, status & prestige/respect & self-esteem, self-fulfillment/actualization and benefits seeking (see Table 3.1). Thirty-nine *activity* items were chosen to reflect both the preferences of senior people and the availability of activities in Hong Kong. These were grouped in the following 8 categories: sightseeing, shopping, sampling different cuisine, culture/educational/special events, entertainment, nature-based activities, leisurely-paced activities and in-house sports/relaxation activities (see Table 3.2).

Table 3.1 List of motivation items

Question No.	Travel motivation variables*
	Novelty seeking
M02	Visit a new place
M03	Meet new/different people
M04	Experience different lifestyles, ways of living
M05	See something different
	Relaxation/escape
M06	Have some rest and relaxation
M07	Keep myself physically active and fit
M08	Escape everyday routine
M09	Withdraw from usual role obligations
M10	Get away from pressure and stress
M11	Escape cold weather or seek warm activities
	Adventure/thrills/entertainment
M12	Enjoy thrills and excitement
M13	Seek adventure
M14	Have fun or be entertained
	Interpersonal interaction/relationship enhancement
M15	Spend time with my friends
M16	Enhance social interaction
M17	Spend time with my family
M18	Facilitate family and kinship ties
M30	Visit friends and relatives
	Intellectual/cultural enrichment
M19	Broaden knowledge/open perspective of the world
M20	Learn new things/new cultures
M31	Visit historic/cultural attractions
	Status & prestige/respect & self-esteem
M21	Visit a destination that would impress my friends or family
M22	Fulfill a dream of visiting a place where I especially want to visit
M23	Visit a place I have never been
M24	Visit a place where my friends or most people have not been
M25	Share with family/friends/relatives about my travel experience after returning home
M26	Indulge in luxury
	Self-fulfillment/actualization
M27	Develop self-reliance
M28	Seek spiritual enrichment
M29	Give me a feeling of self-fulfillment
M32	Relive past good times
M33	Be free to act the way I like
	Benefits seeking
M01	View beautiful scenery
M25	Have a stop before/after traveling to/from other destinations
M35	Shop
M36	Enjoy Chinese or international cuisine
M37	Visit a safe/secure place
M38	Take advantage of discounted fares/tour package prices
M39	Enjoy a variety of night life
M40	Visit a place near my home country

*As used in the study

Table 3.2 List of touristic activity items

Question No.	Touristic activities variables*
Sightseeing	
A01	Join guided/package sightseeing tour
A02	Have sightseeing by myself
A03	Take harbor cruise
A07	Take pictures/films
A13	Visit historic sites
A14	Visit scenic areas
A32	Visit other nearby destinations (such as Macau or Shenzhen)
Shopping	
A04	Shop
A05	Buy arts or crafts
A06	Buy souvenirs or gifts
Sampling different cuisine	
A09	Dine in Chinese/local restaurants
A10	Dine in international restaurants
A11	Dine in elegant sophisticated places
A12	Dine in casual food stalls/fast foods outlets
Culture/educational/special events	
A18	Visit museums and galleries
A20	Visit science exhibits
A25	Attend live concerts or theatres
A26	Attend festivals or special events
A27	Attend sports events
Entertainment	
A16	Visit nightclubs or discos
A21	Visit theme or amusement parks (e.g. Ocean Park)
A22	Visit pubs or bars
A28	Watch movies at the cinema
A30	Gamble (e.g. horse racing or lottery etc.)
Nature-based activities	
A17	Visit parks and gardens
A19	Visit zoo/wildlife exhibits
A31	Indulge in beach activities (e.g. swimming or sunbathing etc.)
Leisurely-paced activities	
A08	Contact and socialize with local residents
A15	Visit friends and relatives
A29	Stroll and walk around for pleasure
A34	Read books, magazines etc.
A36	Go to somewhere for a drink and converse casually with friends
In-house sports/relaxation activities	
A24	Stay in first class hotels
A23	Stay in budget accommodations
A33	Watch television or in-house movie at the hotel
A35	Indulge in gymnastic activities/exercise at the hotel
A37	Swim or sunbathe at the hotel
A38	Enjoy spa/jacuzzi at the hotel
A39	Play tennis or other sports at the hotel
*As used in the study	

After a pilot survey was conducted, the questions, which were particularly related to motivation were reworded to minimize ambiguity. For example, “to have intellectual enrichment” was reworded as “to broaden knowledge or to have an open perspective of the world”. In order to avoid double-barreled meaning, “to give me an opportunity to meet and be with friends and family” (Guinn, 1980) was rephrased into two statements, appearing as “spend time with my family” and “spend time with my friends”. To differentiate between those who intended to spend time with friends who traveled with them and those who intended to visit friends at a destination, both statements: “spend time with my friends” and “visit friends or relatives” were included. Besides clarifying the ambiguous terms, some motives were incorporated or combined into one statement to make it more meaningful. For example, the motives - “to be with members of the opposite sex” or “to spend time with someone special” were incorporated into the statements - “spend time with friends” or “spend time with family”. The motives - “escape cold weather” and “seek warm weather activities” were compiled together because escaping from a cold environment implied to some extent, craving for warm climates. Also, the motivation - “being physically active” and “becoming more healthy and fit” were formed into one statement as “keep myself active and fit”.

In developing the activity construct, similar activities were differentiated at different levels. These items were related to joining different types of sightseeing tours, dining at different styles or classes of restaurants, and staying at different categories of accommodation. These variables were set at different levels so as to examine which of these were particularly important to senior leisure travelers. Some activity items were

set to accomplish the needs desired by travelers who visited Hong Kong. For example, the activity item – “visit nearby destination” was designed to accommodate the needs of the visitors who would like to visit nearby destinations when visiting Hong Kong.

3.4 Sampling Plan

3.4.1 Sample population

The sample population of this study are the senior leisure travelers who are aged 50 years or above, arriving from different countries of origin for the purposes of vacation, leisure, visiting friends or relatives, or any combination of these, and would stay/have stayed in Hong Kong for two or more nights.

3.4.2 Sample size and sampling method

A sample size of 400 was set to fulfill the requirement of various statistical analyses³. However, 440 respondents were interviewed subsequently. Due to time limitation and some practical reasons, a non-random, convenience-sampling method was adopted. An attempt was made to obtain a reasonable proportion of male and female travelers for respective countries based on the visitor arrival statistics reported by Hong Kong Tourist Association⁴.

Two hundred and twenty American/Canadian respondents were intercepted at the departure hall of the Hong Kong International Airport and an equal number of Chinese

³ Factor analysis requires a sample size to be set as at least the number of variables times five (Hair, Anderson, Tatham and Black, 1998: 99) while canonical correlation considers a sample size to be appropriated as the number of variables times ten (Thorndike, 1978).

⁴ The sample proportion between male and female travelers for respective counties was determined by referencing to the visitor arrival statistics by HKTA for the past 5 years (1993 –1997). The proportion breakdown for the US/Canadian male versus female travelers was on 50:50 basis, and the breakdown for the Mainland Chinese male versus female travelers was on 60:40 basis.

respondents were gathered at various tourist spots, such as, at the entrance of Hong Kong's Ocean Park, Wong Tai Sin Temple and in the concourse of Kowloon Canton Railway terminus station at Hung Hom. As these locations were reported to be the popular tourist spots or main exits (HKTA, 1997) for Chinese tourists⁵, a higher survey response rate was expected. The survey was undertaken between May and July, 1998 (see Appendix 3.2 for details).

3.5 Measurement and Operationalization of Variables

This study comprised six key variables, namely, age, gender, accumulated travel experience, type of travel companions, travel motivation and touristic activities. In examining the sub-group differences in travel motivation, the first four variables were treated as the independent variables and travel motivation was treated as the dependent variable. It was hypothesized that age, gender, travel experience and travel companions might contribute to the differences in travel motivation among senior leisure travelers. In examining the correlation between motivation and activities, motivation factors were treated as the independent variables and activity factors were treated as dependent variables.

Chronological age may not serve as an effective discriminatory factor for differentiating travel motivation. It may be the implicit underlying meaning of age that counts. Based

⁵ A permission was given by the Civil Aviation Department of Hong Kong International Airport and the Kowloon-Canton Railway Corporation to conduct the survey at their venues (see Appendix 3.3 and Appendix 3.4).

on past studies, people born in different time eras were believed to share different attitudes, values and behavior. The age categorization was then related to the time frame during which different groups of senior citizens were born, namely as baby boomers (50-54 years), WWII babies (55-64 years), Depression babies (65-74 years) and WWI babies (75 years or above). Although this age categorization was developed based on literature originated from the Western countries, it was assumed that this categorization could be generalized to senior citizens from different cultural backgrounds.

In terms of the travel experience of a visitor, past studies suggested two different ways in classifying this variable. It was based either on the number of countries visited (Pearce and Caltabiano, 1983) or the number of trips taken (Kim, Pearce, Morrison and O'Leary, 1996). However, both methods may suffer from under-estimation of travel experience. Travel experience might be grossly underestimated when adopting a "country" approach if a respondent took multiple trips to the same country over time. It might also be underestimated when adopting a "trip" approach if a respondent took a round-the-world-trip within a single trip.

To be more objective, both measures were incorporated in this study. The higher score between these two measures was counted as a referencing score for counting travel experience. For example, a respondent who has visited five countries in two trips in the past five years would score 5 points for indicating his/her travel experience. Similarly, a respondent who has taken ten trips to the same country in the past five years would score 10 points for indicating his/her travel experience. Using the higher score between

these two methods to represent the accumulated travel experience, a travel experience scale was developed to classify the level of travel experience into low (1 and 3 points), moderate (4 and 10 points) and high (more than 10 points) levels.

Based on Crompton's (1981) argument that social groups reinforced, modified, and molded travel motivation of their members, it was believed that travel motivation might vary according to different travel companions. In review of the study by Jamrozy and Uysal (1994), four distinctive groups of travel companions were selected for comparison in the study. They were alone-travelers, couple travelers, family groups, and friendship groups. Alone-travelers hereafter refer to the senior travelers who travel on their own. Couple-travelers refer to spouses or fiancé/fiancée. Family groups refer to a travel unit comprises couple-travelers, their immediate family members and their grandchildren. The classification was formed based on the belief that each group sought benefits differently and thus motivated by different needs.

In measuring travel motivation, a five-point Likert scale based on measuring "level of importance" was constructed. A Likert type scale was chosen for measuring travel motivation because of its high reliability, simplicity and high range of possible alternative responses that it provides. In contrast, other constructs such as conjoint analysis and constant-sum scales were deemed to be less reliable in measuring travel motivation (Bonifield, Jeng, and Fesenmaier, 1996).

The original Likert scale was based on measuring the “level of agreement” rather than the “level of importance”. As noted by Albaum (1997: 332):

“When a Likert scale is used to measure attitude, its usual or standard format consists of a series of statements to which a respondent is to indicate a degree of agreement or disagreement using the following options: strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.”

However, it was found that “measurement of importance” was more commonly used in recent studies pertaining to travel motivation (Kim, Pearce, Morrison and O’Leary, 1996; Kim, 1997; Loker-Murphy, 1996; Ross, 1997; Turnbull and Uysal, 1995; Baloglu and Uysal, 1996; Jamrozy and Uysal, 1994; Hill, McDonald and Uysal, 1990; Yuan and McDonald, 1990; Gitelson and Kerstetter, 1990). A pre-test which used the “agreement scale” revealed some problems that caused the alternative measurement (level of importance) to be adopted. Travelers who came to Hong Kong for the main reason of visiting friends and relatives tended to give lower scores to other motives rather than the overwhelming factor – visiting friends and relatives. Actually, they did engage in touristic activities like other leisure travelers. Besides, it was found in the past study that motivation was multi-dimensional (Pearce, 1988). Tourists would like to experience more than one destination attribute and were driven to travel by more than one motive. As a consequence, the measurement on “agreement” was then replaced by the measurement on “importance”. After making such adjustment, responses to motivation questions was improved and became more consistent.

Although many past studies indicated that reliability tended to increase with a large number of scale points (Jahoda, Deutsch and Cook, 1951; Ferguson, 1941; Komorita and Graham, 1965, as cited by Lissitz and Green, 1975), a five-point scale ranged from

1 – not at all important to 5 – extremely important was used rather than a seven-point scale. Lissitz and Green (1975) found that there were only small differences in the reliability (Cronbach's alpha) between using a five-point and a seven-point scale. It was indicated that there was a leveling-off relationship between the number of scale points and the reliability after the 5th point.

In developing the scale construct for touristic activity, a five-point scale was used so as to correspond to the scale points of travel motivation construct. The measurement focused on obtaining information relating to the frequency of actual activity participation rather than the importance of activity. The intention of the author was to find whether there was relationships between attitudinal measurement (motivation) and actual behavioral measurement (touristic activities). Thus, a clearer picture about the relationship between travel motivation and touristic activities may be achieved.

Both measurements on motivation and activity variables using five point Likert scale were treated as interval rather than ordinal measures.

3.6 Pilot Survey

3.6.1 Content validity

A pilot survey was conducted to test the content validity of the questionnaire before the actual survey took place. Content validity refers to “the assessment of the correspondence of the variables to be included in a summated scale and its conceptual definition” (Hair, Anderson, Tatham and Black, 1998: 117). In short, it is concerned with whether the selected measures or variables that can well represent the concept studied. Forty-two senior travelers were asked to fill the questionnaires between 10 and 16 of May 1998 along the seaside promenade at Tsimshatsui East. They were also asked to give their opinion on the clarity of the variables. Subsequently, amendments were made in rephrasing, deleting and/or combining variables, and introducing additional variables.

However, due to time limitation, the motivation and activity constructs were not pre-tested for its internal consistency in the pilot test stage. That means scale purification was not performed until the results generated by the survey was obtained. This resulted in having a factor-analytic solution consisting of some factors with low reliability (Cronbach’s alpha). This also accounted for the reason why a number of motivation and activity variables were discarded at the data analysis stage.

3.7 Reliability Test of Data

Reliability refers to the assessment of the degree of consistency between multiple measurements of a variable (Hair, Anderson, Tatham and Black, 1998:117). One type of reliability test was performed to evaluate the internal consistency (the Cronbach's alpha coefficient) of the measurement of travel motivation and touristic activity items. The results of reliability tests showed that 40 motivation and 39 touristic variables achieved at a higher level of Cronbach's alpha⁶ (0.87), indicating that both constructs were internally consistent.

3.8 Data Analysis

In order to achieve the six stated objectives, several statistical analyses were utilized through using the Statistical Packages for Social Sciences Windows Version 7.5 (SPSS).

3.8.1 Descriptive statistics

Descriptive statistics such as frequency/percentage distribution and mean score ratings were used to consolidate the data. The frequency analysis was performed to examine the distribution of data and provided a general picture of the demographics and the travel characteristics of senior leisure travelers. Mean score ratings were computed to find the

⁶ As documented by Hair, Anderson, Tatham and Black (1998), the generally agreed upon lower limit for Cronbach's alpha is 0.7 although it may decrease to 0.6 for an exploratory research.

relative important travel motives and the most participated touristic activities for senior leisure travelers.

3.8.2 Factor analysis

Factor analysis is an interdependence multivariate analysis method that permits the reduction of a large number of interrelated variables to a smaller number of latent dimensions or factors which accounts for their inter-correlation. Its assumption lies on the presence of underlying patterns of a few relationships among a large set of variables.

In this study, R-typed, principle-component factor analysis with orthogonal varimax rotation criterion was employed (1) to find the underlying dimensions of travel motivation and touristic activities for senior leisure travelers and (2) to derive the variable composites for subsequent analyses, such as independent *t*-tests, one-way ANOVA *F*-tests, and canonical correlation analysis.

The validity of using factor analysis may be explained by five criteria, namely, the visual examination of correlation coefficient, Bartlett's test of sphericity, Kaiser-Meyer-Olkin (KMO) measure, anti-image correlation and communality. The criteria for determining the number of factors to be extracted was based on eigenvalue, percentage of total variance explained, factor loadings, and overall consistency of factor structure.

When interpreting the results generated by factor analysis, only factors with an eigenvalue equal to or greater than 1 were considered as significant. The rationale was that any individual factor should account for at least the variance of a single variable if it was to be retained for interpretation. A factorial solution that accounted for 60% of the total variance explained was considered to be satisfactory. When selecting variables to form a factor, factor loadings of equal to or greater than ± 0.4 was considered as an acceptable level (Hair, Anderson, Tatham and Black, 1998). Also, when a variable was shared by more than one factor, criteria were set to select the variables with higher factor loadings and higher Cronbach's alpha value that contributed to the respective factor.

3.8.3 Independent sample *t*-test

The main purpose of using the independent sample *t*-test was to examine the mean differences between two groups of respondents. In this study, it was used to find whether or not significant differences of travel motivation in terms of mean scores existed between male versus female respondents (*Hypothesis two*).

3.8.4 One-way ANOVA

The main purpose of using one-way ANOVA *F*-test was to examine the mean differences between more than two groups of respondents. In this study, one-way ANOVA *F*-test was used to find whether or not significant differences in travel

motivation in terms of mean scores existed between the three age groups of senior travelers (50-54 years, 55-64 years, and 65-74 years) (*Hypothesis one*); or between three groups of senior travelers with different levels of travel experience (low, moderate and high) (*Hypothesis three*); or between four groups of senior travelers with different travel companions (alone, couples, with family, and with friends) (*Hypothesis four*). Duncan's Multiple Range Test was employed to further specify the significant variation between specific sub-groups of respondents.

3.8.5 Canonical correlation analysis

Canonical correlation analysis was used (1) to find the interrelationships among two sets of data containing multiple dependent variables (criterion) and multiple independent variables (predictor); (2) to determine the minimum number of canonical correlation need to adequately represent the association between two sets of variables; and (3) to predict multiple dependent variables from multiple independent variables.

In this study, canonical correlation analysis was employed to examine the correlation between 8 travel motivation dimensions (predictor) and 7 touristic activity dimensions (criterion) for senior leisure travelers (*Hypothesis five*).

The first step of canonical correlation analysis was to derive canonical functions which were the relationship between two linear composites. Each function consisted of a pair of variates, with one represented the independent variables and the other represented the

dependent variables. The first pair of canonical variates was to have the highest intercorrelation possible between two sets of variables. The next pair of canonical variates was then derived so that it exhibited the maximum relationship between two sets of variables (variates) not accounted for by the previous pairs of variates, and so forth. The maximum number of canonical variates that can be extracted from two sets of variables equals the number of variables in the smallest data set (in this case is seven). The strength of the relationship between pairs of variates was reflected by canonical correlation coefficients. When squared, the canonical correlation represents the amount of variance in one canonical variate accounted/shared for by the other canonical variate. These squared canonical correlations were called canonical roots or eigenvalues.

In determining the significance of the canonical functions for interpretation, three criteria were considered: (1) the level of overall statistical significance of the canonical functions, (2) the magnitude of the canonical correlations, and (3) the redundancy measure for the percentage of variance accounted for from two sets of variables. Chi-square analysis (F -statistic) was used to determine the overall model fit for canonical correlation analysis. The level of significance for a canonical correlation considered to be acceptable for interpretation was smaller than 0.05 level (Hair, Anderson, Tatham and Black, 1998). In this study, only variate pairs with significant level smaller than 0.05, canonical correlations greater than 0.3, eigenvalues greater than 10% and a redundancy index greater than 2% for both predictor (independent) and criterion (dependent) variates were considered for interpretation. The canonical correlation analysis was performed through using syntax command (*CANCORR*) in the SPSS.

The syntax command was written as follows.

```
include file 'c:\spsswin\cancorr.sps'.  
cancorr set1=af1 af2 af3 af4 af5 af6 af7  
/set2=mf1 mf2 mf3 mf4 mf5 mf6 mf7 mf8.
```

To determine which factors were most important in a given pairs of canonical variates, canonical cross-loadings were used rather than simply canonical loadings or standard canonical coefficients so as to minimize the effect of multicollinearity. Cross loadings equal to or greater than 0.3 were adopted.

Chapter 4 - RESULTS

4.1 Profile of the Respondents

The demographic profile of the respondents is shown in Table 4.1. The sample consisted of 51.6% male and 48.4% female senior leisure travelers, and an equal number of respondents from America/Canada and Mainland China. Of the 440 senior leisure travelers, 42.5% of the respondents were aged between 50-54 years, 31.8% between 55-64 years and 25.7% between 65-74 years. Senior travelers in the age group of 75 years and above were not included in the analysis as only a small number of respondents was gathered⁷.

Among 440 respondents, the majority of them were still involved in full-time employment (51.6%). In terms of the annual income, about half (42.5%) of the respondents (42.5%) earned US\$10,000 or less per year. This may be explained by the downward bias exerted by the very low income of the Chinese respondents compared to their counterparts from America/Canada. With regards to the marital status, nearly 90% of the respondents were married, with only about 10% of the respondents reported they were single, widowed, separated/divorced, or in a state of cohabitation.

⁷ In order to meet the requirement for between-groups tests (e.g. t-test or ANOVA), a minimum number of respondents should be at least 30 (Lewis and Traill, 1993: 330). However, when conducting the survey of this study, only 15 respondents who were intercepted fell into the age group of 75 years or above.

Table 4.1 Demographic profile of the respondents

	American/Canadian		Mainland Chinese		All	
Sex	N	%	N	%	N	%
1.Male	102	46.4	125	56.8	227	51.6
2.Female	118	53.6	95	43.2	213	48.4
Nationality						
1.American	200	90.9	0	0	200	45.5
2.Canadian	20	9.1	0	0	20	4.5
3.Chinese	0	0	220	100	220	50
Age categories						
1.50-54 years	68	30.9	119	54.1	187	42.5
2.55-59 years	30	13.6	45	20.5	75	17.0
3.60-64 years	40	18.2	25	11.4	65	14.8
4.65-69 years	47	21.4	16	7.3	63	14.3
5.70-74 years	35	15.9	15	6.8	50	11.4
Marital status						
1.Single	22	10	6	2.7	28	6.4
2.Married	176	80	213	96.8	389	88.4
3.Widowed	11	5	1	0.5	12	2.7
4.Separated/divorced	7	3.2	0	0	7	1.6
5.Cohabited	4	1.8	0	0	4	0.9
Employment status						
1.Full time	86	39.1	141	64.1	227	51.6
2.Parttime/unemployed	23	10.5	3	1.4	26	5.9
3.Retired/homemaker	105	47.7	76	34.6	181	41.1
4.Self-employed/others	6	2.7	0	0	6	1.4
Personal annual income						
1.US\$ 10,000 or less	9	4.1	178	80.9	187	42.5
2.US\$ 10,001-20,000	3	1.4	0	0	3	0.7
3.US\$ 20,001-30,000	16	7.3	0	0	16	3.6
4.US\$ 30,001-40,000	12	5.5	2	0.9	14	3.2
5.US\$ 40,001-50,000	25	11.4	1	0.5	26	5.9
6.US\$ 50,001-60,000	11	5	1	0.5	12	2.7
7.US\$ 60,001-70,000	32	14.5	1	0.5	33	7.5
8.US\$ 70,001-80,000	6	2.7	0	0	6	1.4
9.US\$ 80,001-90,000	16	7.3	0	0	16	3.6
10.US\$ 90,001-100,000	26	11.8	0	0	26	5.9
11.More than US\$ 100,000	29	13.2	0	0	29	6.6
12.No income	20	9.1	32	14.5	52	11.8
13.Refusal	15	6.8	5	2.3	20	4.5

4.2 Travel Characteristics of the Respondents

The travel characteristics of the respondents are shown in Table 4.1. More than half of the senior travelers (55.7%) took an all-inclusive package tour and for those who took a package tour, more than half (66.9%) of the respondents were Chinese. On the other hand, for those respondents who chose independent travel, nearly seventy percent (66.9%) of the respondents were from America/Canada. With regards to the accumulated travel experience, the majority had visited 1-3 countries (53.4%) and took 1-3 trips (48.8%) in the past five years. More than half (60.2%) of the respondents visited Hong Kong for the first time, nearly 20% for the second time and 10% for the fifth time or more. With respect to travel companions, nearly 40% of the respondents traveled with their spouses or fiancé and fiancée, around 20 % travel with friends, only 13% of the respondents traveled alone, and less than 10% with family only. Similar results have been found in many past studies in which senior travelers mostly preferred traveling with their spouses (Loverseed, 1993; Teaff and Turpin, 1996).

Table 4.1 Travel characteristics of the respondents

	American/Canadian		Mainland Chinese		All	
	N	%	N	%	N	%
Travel experience in terms of number(s) of country visited in the past 5 years						
1-3 countries	55	25	180	81.8	235	53.4
4-10 countries	125	56.8	40	18.2	165	37.5
More than 10 countries	40	18.2	0	0	40	9.1
Travel experience in terms of number(s) of trips taken in the past 5 years						
1-3 trips	55	25.1	160	72.7	215	48.8
4-10 trips	131	59.5	57	25.9	188	42.7
More than 10 trips	34	15.5	3	1.4	37	8.4
Capacity of travel						
All inclusive package	81	36.8	164	74.5	245	55.7
Partial inclusive package	34	15.5	4	1.8	38	8.6
Non-package	105	47.7	52	23.6	157	35.7
Travel companions						
Myself only	33	15	24	10.9	57	13.0
Couple group	121	55	43	19.5	164	37.3
Family group	15	6.8	19	8.6	34	7.7
Friends group	19	8.6	62	28.2	81	18.4
Others or multiples	32	14.5	72	32.7	104	23.6
Frequency of visiting Hong Kong						
First time	116	52.7	149	67.7	265	60.2
Second time	42	19.1	37	16.8	79	18.0
Third time	20	9.1	11	5.0	31	7.0
Fourth time	15	6.8	6	2.7	21	4.8
Fifth time or more	27	12.3	17	7.7	44	10.0

4.3 Travel Motivation Variables

Travel motivation has been regarded as an important variable in understanding tourist behavior (Crompton, 1979; Iso-Ahola, 1982). To understand the reasons behind the actual travel decision made by senior travelers, mean score ratings on the importance of different travel motivation variables⁸ were examined and presented in Table 4.1. Among

⁸ The author uses "motivation variables" hereafter to refer to the individual motives, which are differentiated from "motivation factors" which are derived from factor analysis. The same differentiation applies to "activity variables" and "activity factors".

the 40 travel motivation variables, 16 were scored above 3.0 on a 5-point scale ranging from 1 (not all important) to 5 (extremely important), indicating that nearly half of the suggested motivation variables were of greater than average importance to leisure senior travelers.

The top 10 motivation variables reported by senior leisure travelers in descending order of importance were “broaden knowledge/open perspective of the world”, “learn new things/new cultures”, “see something different”, “visit historic/cultural attractions”, “experience different lifestyles, ways of living”, “visit a new place”, “visit a safe/secure place”, “view beautiful scenery”, “visit a place I have never been”, and “share with family/friends/relatives about my travel experience after returning home”. The results indicated that there was a diminishing significance in motivation variables in a continuum going from fulfilling higher order needs towards lower order needs. The results revealed that seniors regarded need for “intellectual/cultural enrichment” as most important need for leisure travel, although “stimulation” and other “basic need” still helped to account for their travel motivation [see *Chapter 5, Section 5.1* for explanation].

Table 4.1 Mean score ratings of travel motivation variables by senior leisure travelers

No.	Travel motivation variables	Mean scores	Std. dev.	Ranking (1-40)
Novelty seeking				
M02	Visit a new place	3.64	1.25	5
M03	Meet new/different people	3.17	1.30	14
M04	Experience different lifestyles, ways of living	3.64	1.14	5
M05	See something different	3.90	1.03	3
Relaxation/escape				
M06	Have some rest and relaxation	3.22	1.36	13
M07	Keep myself physically active and fit	3.02	1.41	16
M08	Escape everyday routine	2.92	1.40	18
M09	Withdraw from usual role obligations	2.86	1.40	20
M10	Get away from pressure and stress	2.96	1.45	17
M11	Escape cold weather or seek warm activities	1.81	1.18	40
Adventure/thrills/entertainment				
M12	Enjoy thrills and excitement	2.46	1.21	30
M13	Seek adventure	2.58	1.29	26
M14	Have fun or be entertained	3.33	1.50	12
Interpersonal interaction/relationship enhancement				
M15	Spend time with my friends	2.71	1.47	24
M16	Enhance social interaction	2.80	1.33	22
M17	Spend time with my family	2.43	1.54	33
M18	Facilitate family and kinship ties	2.46	1.55	30
M30	Visit friends and relatives	2.27	1.50	35
Intellectual/cultural enrichment				
M19	Broaden knowledge/open perspective of the world	4.25	0.88	1
M20	Learn new things/new cultures	4.14	1.00	2
M31	Visit historic/cultural attractions	3.79	1.12	4
Status & prestige/respect & self-esteem				
M21	Visit a destination that would impress my friends or family	2.37	1.40	34
M22	Fulfill a dream of visiting a place where I especially want to visit	3.35	1.43	11
M23	Visit a place I have never been	3.55	1.45	8
M24	Visit a place where my friends or most people have not been	2.56	1.40	28
M25	Share with family/friends/relatives about my travel experience after returning home	3.48	1.28	10
M26	Indulge in luxury	2.10	1.17	36
Self-fulfillment/actualization				
M27	Develop self-reliance	2.51	1.31	29
M28	Seek spiritual enrichment	2.82	1.41	21
M29	Give me a feeling of self-fulfillment	2.79	1.29	23
M32	Relive past good times	2.10	1.34	36
M33	Be free to act the way I like	2.57	1.34	27
Benefits seeking				
M01	View beautiful scenery	3.55	1.16	8
M25	Have a stop before/after traveling to/from other destinations	2.46	1.40	30
M35	Shop	2.92	1.31	18
M36	Enjoy Chinese or international cuisine	3.16	1.28	15
M37	Visit a safe/secure place	3.63	1.19	7
M38	Take advantage of discounted fares/tour package prices	2.71	1.45	24
M39	Enjoy a variety of night life	2.02	1.17	39
M40	Visit a place near my home country	2.04	1.26	38

*Respondents were asked to rate on a 5-point Likert scale (1 = not at all important, 5 = extremely important) to indicate the level of importance for the above mentioned motivation variables.

4.4 Touristic Activity Variables

The most participated touristic activity variables are presented in Table 4.1. Among the 39 listed touristic activities, 12 activities were scored above 3.0 on a 5 point scale ranging from 1 (never) to 5 (most frequent), indicating greater than average participation in these activities. The results showed that the top ten activities which most participated by senior leisure travelers when visiting Hong Kong were: “visit scenic areas”, “take pictures/films”, “visit historic sites”, “stroll and walk around for pleasure”, “have sightseeing by myself”, “visit parks and gardens”, “shop”, “join guided/package sightseeing tour”, “dine at Chinese/local restaurants”, and “visit museums and galleries” (in descending order of frequency). These activities may be grouped into 3 major categories, namely guided sightseeing tours, self-arranged tours, and shopping and eating activities.

Table 4.1 Mean score ratings of touristic activity variables by senior leisure travelers

No.	Touristic activities variables	Mean scores*	Std. dev.	Ranking (1-39)
Sightseeing				
A01	Join guided/package sightseeing tour	3.21	1.46	8
A02	Have sightseeing by myself	3.44	1.36	5
A03	Take harbor cruise	2.83	1.38	14
A07	Take pictures/films	3.89	1.21	2
A13	Visit historic sites	3.81	1.20	3
A14	Visit scenic areas	4.14	1.03	1
A32	Visit other nearby destinations (such as Macau or Shenzhen)	2.74	1.49	18
Shopping				
A04	Shop	3.25	1.33	7
A05	Buy arts or crafts	3.07	1.27	11
A06	Buy souvenirs or gifts	3.03	1.31	12
Sampling different cuisine				
A09	Dine in Chinese/local restaurants	3.19	1.31	9
A10	Dine in international restaurants	2.73	1.31	19
A11	Dine in elegant sophisticated places	2.47	1.28	24
A12	Dine in casual food stalls/fast foods outlets	2.77	1.27	17
Culture/educational/special events				
A18	Visit museums and galleries	3.15	1.26	10
A20	Visit science exhibits	2.69	1.38	21
A25	Attend live concerts or theatres	2.23	1.30	28
A26	Attend festivals or special events	2.39	1.33	25
A27	Attend sports events	2.11	1.34	30
Entertainment				
A16	Visit nightclubs or discos	1.56	0.96	37
A21	Visit theme or amusement parks (e.g. Ocean Park)	2.90	1.65	13
A22	Visit pubs or bars	1.69	1.05	35
A28	Watch movies at the cinema	1.93	1.19	32
A30	Gamble (e.g. horse racing or lottery etc.)	1.55	0.98	38
Nature-based activities				
A17	Visit parks and gardens	3.38	1.22	6
A19	Visit zoo/wildlife exhibits	2.62	1.32	23
A31	Indulge in beach activities (e.g. swimming or sunbathing etc.)	2.06	1.28	31
Leisurely-paced activities				
A08	Contact and socialize with local residents	2.69	1.36	20
A15	Visit friends and relatives	2.29	1.56	27
A29	Stroll and walk around for pleasure	3.68	1.22	4
A34	Read books, magazines etc.	2.63	1.34	22
A36	Go to somewhere for a drink and converse casually with friends	2.78	1.37	16
In-house sports/relaxation activities				
A24	Stay in first class hotels	2.78	1.49	15
A23	Stay in budget accommodations	2.30	1.27	26
A33	Watch television or in-house movie at the hotel	2.15	1.21	29
A35	Indulge in gymnastic activities/exercise at the hotel	1.78	1.14	33
A37	Swim or sunbathe at the hotel	1.78	1.15	34
A38	Enjoy spa/jacuzzi at the hotel	1.58	0.99	36
A39	Play tennis or other sports at the hotel	1.47	0.94	39
*Respondents were asked to rate the frequency of participation on a five-point scale, ranging from 1- never to 5 – most frequent				

4.5 Justification for Pooling Two Data Sets

There were in total four sets of data: measurement of motivation: American/Canadian respondents (dm1) and Chinese respondents (dm2); measurement of activities: American/Canadian respondents (da1) and Chinese respondents (da2).

Data sets dm1 and dm2 were pooled and da1 and da2 were aggregated for factor analysis. This manipulation of data was justified as it was found that the differences in factor-analytic solution between the data sets dm1 and dm2; and the differences in factor-analytic solution between the data sets da1 and da2 were only limited to *positioning differences*, but not *patterning differences*⁹. Positioning differences mean that the variables 1,2,3 in (dm1/da1) were only different from the variables 1,2,3 in (dm2/da2) in terms of mean score ratings. However, these variables in both data sets (dm1/da1) and (dm2/da2) may form into the same factor for the presence of similar factor structures (patterning similarities). On the other hand, patterning differences mean the composition of factor (factor structure) between data sets (dm1/da1) and (dm2/da2) were different, so that two sets of data could not pooled together.

The emergence of similar patterning in the factor structure between the data sets (dm1/da1) and (dm2/da2) explained why even though there existed the positioning differences, the data sets (dm1/da1) and (dm2/da2) were pooled for factor analysis. Technically, two sets of data from different culture groups could be pooled for analysis

⁹ Further information about positioning effect and patterning effect can be found in Leung and Bond's study (1989).

through scale purification process which retains the commonalities and discards the diversities of variables between two sets of data.

4.6 Underlying Dimensions of Travel Motivation

4.6.1 Validity of using factor analysis

In this study, before factor analysis was employed, several criteria were examined to determine the appropriateness of using factor analysis. First, Bartlett's test of sphericity was used to test the presence of correlations among some of the variables. Factor analysis is suitable if the value of the test statistic is large and the associated significance level is small (Norusis, 1994). For 40 variables, the value of test statistic for sphericity was large enough (6666) and was statistically significant at 0.00001 level.

Second, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (MSA) was used to indicate the degree/magnitude of intercorrelations among the variables. The KMO value for 40 travel motivation variables altogether was 0.82, which may be termed as "meritorious" (Kaiser, 1974: 35). In addition, the KMO value for individual variables ranged from 0.71 to 0.89, indicating that all the variables have achieved more than the minimum requirement level of 0.5. This indicated that 40 variables were interrelated and common factors were found.

Third, partial correlation, which is used to estimate whether or not unique factors exist in the set of data revealed that a large proportion of the coefficients was small (close to zero). Out of the 448 negative anti-image correlation coefficients, 344 were smaller than 0.1 in absolute value (i.e. greater than -0.1). Thus, 76.8% of partial correlations had small values. A large proportion of small partial correlation implies that most of the paired variables share common factors.

Fourth, the value of communality which is the square of the multiple correlation coefficients between a variable and all other variables indicates that whether, or not common variance exists among the variables. A large proportion of variables with higher communality values indicates that common factors exist. The results showed that the communalities of 40 motivation variables ranged from 0.44 to 0.82 and the average communality was above 0.5, indicating that common factors were found.

Although the examination of correlation coefficient matrix for travel motivation variables revealed that only 72 out of 780 correlation coefficients were greater than 0.3 in absolute value, indicating only 9% of correlations met the requirement for employing factor analysis¹⁰, the set of data was still considered as suitable for using factor analysis since the other four criteria indicated appropriateness.

¹⁰ According to Norusis (1994), a higher proportion (at least 50%) of correlation coefficients greater than 0.3 in absolute value was regarded as the minimum acceptable level for using factor analysis.

4.6.2 Purification of motivation variables

Scale purification was conducted to retain the commonalities and discard the diversities of variables between two sets of data (measurements by American/Canadian and Mainland Chinese). After conducting several trials on cleaning the factor structure, eight factors were extracted from 32 variables after orthogonal rotation based on varimax criterion. In this process, 8 variables were eliminated from the factor analysis. These variables were “view beautiful scenery (M01)”, “escape cold weather/seek warm weather activities (M11)”, “have fun or be entertainment (M14)”, “share with family/friends/relatives about my travel experience after returning home (M25)”, “have a stop before/after traveling to/from other destinations (M34)”, “take advantage of discounted fares/tour package prices (M38)”, “enjoy a variety of night life (M39)” and “visit a place near my home country (M40)”. The variables were eliminated because of their low reliability scores in contributing to the overall internal consistency of the factors. In addition, the elimination of variables was performed so as to accomplish the objective of retaining the commonalities and discarding the diversities from the measurement constructs between two groups of respondents (Canadian/American and Chinese).

After purification, the remaining 32 variables were reasonably and cleanly loaded into 8 factors with eigenvalues greater than 1, which accounted for 62.2% of total variance. The average Cronbach’s alpha value for eight motivation factors was above 0.6, which

was considered as “acceptable” (Robinson, Shaver and Wrightsman, 1991; Nunnally, 1978)¹¹.

4.6.3 Travel motivation factors

The eight underlying dimensions, or factors which emerged from factor analysis are presented in Table 4.1. Some factors were given dual labels, not because they expressed bipolar meaning, but mainly due to the fact that the factor presented itself with more than one meaning.

Factor 1, which was identified as “**relaxation/escape**” factor contained 5 items (such as “have some rest and relaxation”, “keep myself physical active and fit”, “escape everyday routine”, “withdraw from usual role obligations” and “get away from pressure and stress”) and explained 18.7% of the total variance with an eigenvalue of 6.00.

Factor 2, which was labeled as the “**relationship enhancement**” factor contained 4 items (such as “spend time with my friends”, “spend time with my family”, “facilitate family and kinship ties” and “visit friends or relatives”) and explained 12.2% of the total variance with an eigenvalue of 3.90.

Factor 3, named as the “**social interaction/self-fulfillment**” factor contained 5 items (such as “enhance social interaction”, “develop self-reliance”, “seek spiritual

¹¹ Robinson, Shaver and Wrightsman (1991) considered a Cronbach’s alpha of 0.6 as an acceptable level for testing internal consistency while Nunnally (1978) regarded a Cronbach’s alpha of 0.5 as an acceptable level for testing internal consistency for an exploratory research.

enrichment”, “give me a feeling of self-fulfillment” and “be free to act the way I like”) and explained 7.3% of the total variance with an eigenvalue of 2.32.

Factor 4, the “**intellectual/cultural enrichment**” factor contained 3 items (such as “broaden knowledge/open perspective of the world”, “learn new things/new culture”, and “visit historic or cultural attractions”) and explained 6.9% of the total variance with an eigenvalue of 2.21.

Factor 5, the “**novelty seeking**” factor contained 4 items (such as “visit a new place”, “meet new/different people”, “experience different lifestyles, ways of living” and “see something different”) and accounted for 5.4% of the total variance with an eigenvalue of 1.73.

Factor 6, specified as the “**prestige/self-esteem**” factor contained 4 items (such as “visit a destination that would impress my friends or family”, “fulfill a dream of visiting a place where I especially want to visit”, “visit a place I have never been” and “visit a place where my friends or most people have not been”) and explained 4.2% of the total variance with an eigenvalue of 1.34.

Factor 7, termed as the “**benefits seeking**” factor contained 5 items (such as “indulge in luxury”, “relive past good times”, “shop”, “enjoy Chinese or international cuisine” and “visit a safe/secure place”) and explained 4.0 of the total variance with an eigenvalue of 1.29.

The last dimension, factor 8, which was named as “**adventure/thrills seeking**” contained only 2 items (such as “enjoy thrills and excitement” and “seek adventure”) and accounted for 3.5 of the total variance with an eigenvalue of 1.11.

**Table 4.1 Factor matrix by principle component analysis with varimax rotation
criterion for travel motivation variables**

Item No.	Travel motivation Variables	Corrected item-total correlation	Alpha if item deleted	Factor loading								Communality
				F1	F2	F3	F4	F5	F6	F7	F8	
Factor 1: Relaxation/escape												
M06	Have some rest/relaxation	.59	.80	.688	.015	.291	-.083	-.036	-.029	.028	-.097	.58
M07	Keep myself physically active and fit	.48	.83	.544	.061	.471	-.136	-.105	.144	-.066	-.132	.59
M08	Escape everyday routine	.64	.79	.781	.072	-.014	.070	.060	-.030	.154	.241	.71
M09	Withdraw from usual role obligations	.71	.77	.840	.117	.040	.009	.093	.039	.106	.119	.76
M10	Get away from pressure and stress	.70	.77	.825	.104	.062	.065	-.019	.089	.053	.114	.72
Factor 2: Relationship enhancement												
M15	Spend time with my friends	.51	.85	.087	.642	.332	-.007	.122	-.054	-.005	.141	.57
M17	Spend time with my family	.73	.75	.045	.869	-.024	.088	-.052	.095	.111	.040	.79
M18	Facilitate family and kinship ties	.73	.75	.104	.865	.025	.023	-.036	.078	.076	-.005	.77
M30	Visit friends or relatives	.67	.78	.086	.767	.195	-.080	-.032	-.019	.138	-.076	.67
Factor 3: Social interaction/self-fulfillment												
M16	Enhance social interaction	.36	.72	.092	.262	.522	.037	.237	-.015	.032	.290	.49
M27	Develop self-reliance	.58	.64	.128	.026	.705	.102	-.088	.146	.128	.049	.57
M28	Seek spiritual enrichment	.53	.66	.200	.183	.681	.184	-.125	.130	-.079	-.260	.68
M29	Give me a feeling of self-fulfillment	.55	.65	.010	.079	.682	.190	.179	.128	.066	.146	.58
M33	Be free to act the way I like	.41	.71	.098	.132	.485	-.068	.009	.125	.438	-.048	.48
Factor 4: Intellectual/cultural enrichment												
M19	Broaden knowledge/open perspective of the world	.54	.53	.025	.028	.076	.758	.153	.158	.058	.011	.63
M20	Learn new things/new cultures	.57	.47	.013	-.076	.047	.757	.221	.074	.069	.098	.65
M31	Visit historic or cultural attractions	.38	.74	-.061	.091	.143	.600	.121	.031	.115	.192	.46
Factor 5: Novelty seeking												
M02	Visit a new place	.45	.69	-.018	-.049	.021	.136	.537	.500	-.134	.069	.58
M03	Meet new/different people	.55	.63	.028	-.020	.071	.097	.829	-.046	.026	.157	.73
M04	Experience different lifestyles, ways of living	.55	.63	-.079	.032	-.035	.173	.760	.036	.142	.102	.65
M05	See something different	.48	.67	.149	-.019	.002	.347	.564	.177	-.011	-.035	.49
Factor 6: Prestige/self-esteem												
M21	Visit a destination that would impress my friends or family	.41	.71	.056	.323	.280	-.058	.054	.534	.279	-.040	.56
M22	Fulfill a dream of visiting a place where I especially want to visit	.57	.62	-.109	-.084	.093	.426	.093	.653	.053	.188	.68
M23	Visit a place I have never been	.53	.64	.043	-.048	-.005	.418	.201	.681	-.127	.148	.72
M24	Visit a place where my friends or most people have not been	.52	.65	.176	.133	.299	-.026	-.063	.692	.080	-.029	.63
Factor 7: Benefits seeking												
M26	Indulge in luxury	.39	.58	.044	.044	.255	-.176	-.147	.255	.574	.190	.56
M32	Relive past good times	.33	.61	.108	.202	.304	-.001	-.111	-.247	.500	.154	.49
M35	Shop	.42	.56	.117	.089	-.075	.094	.097	-.029	.668	-.011	.49
M36	Enjoy Chinese or international cuisine	.45	.55	-.056	.070	-.068	.233	.187	-.030	.689	.179	.61
M37	Visit a safe/secure place	.36	.59	.180	.013	.221	.341	-.057	.215	.473	-.156	.50
Factor 8: Adventure/thrills seeking												
M12	Enjoy thrills and excitement	.64	-	.203	.058	.045	.102	.088	.064	.125	.805	.73
M13	Seek adventure	.64	-	.085	-.011	.032	.191	.160	.105	.071	.835	.78
Total scale reliability (alpha) = 0.86		F1	F2	F3	F4	F5	F6	F7	F8			
Eigenvalue		6.00	3.90	2.32	2.21	1.73	1.34	1.29	1.11			
Variance (percent) for respective factors		18.7	12.2	7.3	6.9	5.4	4.2	4.0	3.5			
Cumulative variance (percent)		18.7	30.9	38.2	45.1	50.5	54.7	58.7	62.2			
Cronbach's alpha (α)		.83	.83	.72	.67	.72	.72	.63	.78			
Factor mean (scale: 1 to 5)		3.00	2.47	2.70	4.06	3.59	2.96	2.78	2.52			
Number of items (total = 32)		5	4	5	3	4	4	5	2			

4.7 Underlying Dimensions of Touristic Activities

4.7.1 Validity of using factor analysis

Before factor analysis was employed to derive the underlying factors from the touristic activity variables, several criteria were examined to determine the appropriateness of using factor analysis. Bartlett's test of sphericity indicated a large test statistic (5961.4529) which was significant at smaller than 0.00001, suggesting that significant correlations existed among some of the variables.

The KMO value for 39 touristic activity variables altogether was 0.84 which was termed as "meritorious" (Kaiser, 1974: 35). The sampling adequacy for individual activity variables ranged from 0.62 to 0.92, indicating that all activity variables met the minimum requirement of 0.5 and most of the variables shared common factors.

The partial correlation showed that 337 out of 438 negative anti-image correlation coefficients were smaller than 0.1 (i.e. greater than -0.1), indicating that a higher proportion of partial correlation coefficients (76.9%) signified at small values (close to zero). This suggested that most of the paired variables shared common factors.

It was found that the communality value for 39 touristic activity variables were above 0.4, except for the variable concerning "gambling" activity (0.38) and the average communality value was above 0.5, suggesting that common factors were found.

Although the statistics revealed by correlation coefficient matrix for touristic activity variables indicated that only 94 out of 741 correlation coefficients were greater than 0.3 in absolute value, indicating that only 12.7% correlation coefficients met the minimum requirement, the set of data was still considered as suitable for using factor analysis since the other four indicated appropriateness.

4.7.2 Purification of activity variables

Factor analysis with orthogonal rotation based on varimax criterion was used to reduce the set of touristic activity items into smaller number of latent factors. After having several trials on cleaning the factor structure, seven factors were extracted from 26 variables. This was resulted from eliminating 13 variables from the factor analysis. These variables were “join guided/package sightseeing tour (A01)”, “have sightseeing by myself (A02)”, “contact and socialize with local residents (A08)”, “dine in Chinese/local restaurants (A09)”, “dine in international restaurants (A10)”, “dine in elegant sophisticated places (A11)”, “dine in casual food stall/fast foods outlets (A12)”, “visit friends and relatives (A15)”, “visit theme or amusement parks (A21)”, “stay in budget accommodations (A23)”, “stay in first class hotels (A24)”, “gamble (A30)”, and “visit other nearby destinations (A32)”. The elimination of these variables was based on the low internal consistency (i.e. reliability) criterion. Moreover, these variables were eliminated so as to achieve the objective of retaining the commonalities between two activity constructs from Canadian/American respondents and Mainland Chinese respondents.

After purification, a factor-analytic solution of seven factors which accounted for 61.4% of total variance was obtained. The average internal consistency for respective factors was above 0.5 which was considered as acceptable.

4.7.3 Touristic activity factors

The seven underlying dimensions, or known as factors emerged from factor analysis based on varimax rotation criterion (see Table 4.1).

Factor 1, the **“sports/relaxation activities”** factor contained 5 items (such as “indulge in beach activities”, “indulge in gymnastic activities/exercise at the hotel”, “swim or sunbathe at the hotel”, “enjoy spa/jacuzzi at the hotel” and “play tennis or other sports at the hotel) and explained 22.8% of the total variance with an eigenvalue of 5.94.

Factor 2, the **“entertainment/cultural activities”** factor contained 5 items (such as “take harbor cruise”. “attend live concerts or theaters”, “attend festivals or special events”, “attend sports events” and “watch movies at the cinema”) and explained 11% of the total variance with an eigenvalue of 2.87.

Factor 3, the **“educational activities”** factor contained 3 items (such as “visit museums and galleries”, “visit zoo/wildlife exhibits”, and “visit science exhibits”) and explained 8.7% of the total variance with an eigenvalue of 2.27.

Factor 4, the **"sightseeing"** factor contained of 4 items (such as "take pictures/films", "visit historic sites", "visit scenic areas" and "visit parks and gardens") and explained 5.2% of the total variance with an eigenvalue of 1.36.

Factor 5, the **"shopping"** factor contained 3 items (such as "shop", "buy arts or crafts" and "buy souvenirs or gifts") and explained 4.8% of the total variance with an eigenvalue of 1.25.

Factor 6, the **"leisurely-paced activities"** factor contained 4 items (such as "stroll and walk around for pleasure", "watch television or in-house movie at the hotel", "read books or magazines" and "go to somewhere for a drink and converse casually with friends") and explained 4.6% of the total variance with an eigenvalue of 1.21.

Factor 7, the **"nightlife activities"** factor contained 2 items (such as "visit nightclubs or discos" and "visit pubs and bars") and explained 4.1% of the total variance with an eigenvalue of 1.06.

Table 4.1 Factor matrix by principle component analysis with varimax rotation criterion for touristic activity variables

Item No.	Touristic activity Variables	Corrected item-total correlation	Alpha if item deleted	Factor loading							Communality
				F1	F2	F3	F4	F5	F6	F7	
Factor 1: Sports/relaxation activities											
A31	Indulge in beach activities (e.g. swimming or sunbathing etc.)	.45	.82	.450	.190	.178	.127	-.166	.249	.173	.41
A35	Indulge in gymnastic activities/exercise at the hotel	.59	.77	.664	.299	.163	-.141	.003	.158	.023	.60
A37	Swim or sunbathe at the hotel	.67	.74	.812	.072	.093	.104	.007	.023	.075	.69
A38	Enjoy spa/jacuzzi at the hotel	.63	.76	.781	.055	.002	.084	.064	.026	.209	.67
A39	Play tennis or other sports at the hotel	.67	.75	.756	.192	.057	-.029	-.014	.127	.130	.65
Factor 2: Entertainment/cultural activities											
A03	Take harbor cruise	.33	.79	.060	.549	-.100	.371	.073	.055	.099	.47
A25	Attend live concerts or theatres	.56	.71	.158	.673	.312	.076	.082	.007	.078	.59
A26	Attend festivals or special events	.66	.67	.104	.779	.263	.112	.048	.009	.044	.70
A27	Attend sports events	.60	.69	.425	.624	.200	.008	-.115	.153	-.017	.65
A28	Watch movies at the cinema	.52	.72	.329	.552	.120	-.043	-.039	.393	.056	.59
Factor 3: Educational activities											
A18	Visit museums and galleries	.54	.75	.111	.102	.710	.403	.059	-.021	-.012	.69
A19	Visit zoo/wildlife exhibits	.61	.68	.094	.228	.771	.078	-.028	.109	.016	.67
A20	Visit science exhibits	.66	.62	.241	.272	.737	.028	-.054	.035	.031	.68
Factor 4: Sightseeing activities											
A07	Take pictures/films	.34	.70	.076	.002	-.003	.536	.335	.004	.028	.41
A13	Visit historic sites	.50	.59	.045	.150	.183	.728	.017	.025	-.118	.60
A14	Visit scenic areas	.62	.53	.033	.125	.142	.802	.049	-.007	-.091	.69
A17	Visit parks and gardens	.43	.64	-.136	-.006	.470	.524	-.015	.306	.126	.62
Factor 5: Shopping											
A04	Shop	.65	.69	.001	.005	-.125	.030	.828	.074	-.014	.71
A05	Buy arts or crafts	.65	.66	-.053	.115	.153	.106	.830	.007	.018	.74
A06	Buy souvenirs or gifts	.57	.75	.020	-.039	-.035	.106	.783	.036	.131	.65
Factor 6: Leisurely-paced activities											
A29	Stroll and walk around for pleasure	.16	.56	-.241	-.068	-.042	.348	-.006	.606	.171	.58
A33	Watch television or in-house movie at the hotel	.34	.42	.301	.239	-.129	-.154	.124	.613	-.021	.58
A34	Read books or magazines etc.	.36	.39	.425	.087	.186	.035	.054	.510	-.218	.53
A36	Go to somewhere for a drink and converse casually with friends	.37	.38	.239	.069	.217	.020	.052	.568	.137	.45
Factor 7: Nightlife activities											
A16	Visit nightclubs or discos	.41	-	.167	.168	.030	-.067	.004	.063	.780	.67
A22	Visit pubs or bars	.41	-	.198	-.004	.032	-.047	.137	.059	.765	.65
Total scale reliability (alpha) = 0.85											
Eigenvalue		F1	F2	F3	F4	F5	F6	F7			
Variance (percent) for respective factors		5.94	2.87	2.27	1.36	1.25	1.21	1.06			
Cumulative variance (percent)		22.8	11.0	8.7	5.2	4.8	4.6	4.1			
Cronbach's alpha (α)		22.8	33.9	42.6	47.8	52.7	57.3	61.4			
Factor mean (scale: 1 to 5)		.80	.76	.77	.68	.78	.51	.58			
Number of items (total = 26)		1.73	2.30	2.82	3.81	3.12	2.81	1.63			
		5	5	3	4	3	4	2			

4.8 Comparison of Travel Motivation Factors between SLT of Different Age Groups

Table 4.1 presents the results generated by the ANOVA *F*-tests which show the differences of travel motivation in terms of mean scores between different age groups of senior leisure travelers. The results indicated that *three* out of eight motivation factors were significantly different between the three age groups (50-54 years, 55-64 years and 65-74 years) of senior leisure travelers. These motivation factors were “relaxation/escape”, “social interaction/self-fulfillment” and “intellectual/cultural enrichment”.

Younger seniors (50-54 years and 55-64 years) considered “relaxation/escape” factor and “social interaction/self-fulfillment” factor as more important factors than their older counterparts (65-74 years). On the other hand, older cohorts (55-64 years and 65-74 years) were more concerned about “intellectual/cultural enrichment” than the younger seniors (50-54 years). The results revealed that younger seniors put more emphasis on the “escaping aspect” of travel motivation (i.e. relaxation/escape) while older seniors put more emphasis on the “seeking aspect” of travel motivation (i.e. intellectual/cultural enrichment). Thus, the two hypotheses which stated that (1a) the *escaping* dimension of travel motivation factors will be more important to younger senior leisure travelers than older senior leisure travelers; and (1b) the *seeking* dimension of travel motivation factors will be more important to older senior leisure travelers than younger senior leisure travelers *cannot* be rejected.

Table 4.1 Comparison of travel motivation factors between SLT of different age groups

Travel motivation factors	50-54 year Mean 1	55-64 year Mean 2	65-74 year Mean 3	F-test Prob.	Levene test with P value sig.	Duncan's multiple range test	Mean differences
1. Relaxation/escape	3.216	3.057	2.547	.0000	.542	(m1,m3)* (m2,m3)*	0.67 0.51
2. Relationship enhancement	2.553	2.316	2.515	.2012	.209	-	-
3. Social interaction/self-fulfillment	2.865	2.699	2.418	.0002	.187	(m1,m3)* (m2,m3)*	0.45 0.28
4. Intellectual/cultural enrichment	3.925	4.133	4.186	.0072	.180	(m1,m2)* (m1,m3)*	-0.21 -0.26
5. Novelty seeking	3.535	3.634	3.622	.5340	.384	-	-
6. Prestige/self-esteem	3.021	2.829	3.004	.2177	.997	-	-
7. Benefits seeking	2.803	2.856	2.660	.1411	.434	-	-
8. Adventure/thrills seeking	2.420	2.550	2.646	.2267	.096	-	-
Remarks: ¹ Mean scores were computed based on a 5-point scale: 1=not at all important, 5=extremely important. ² (m1, m3) means that there are differences in mean scores between two groups of senior leisure travelers. ³ (*) denotes significant differences existed between groups at $p < 0.05$ level. ⁴ The significant level for all tests (F-test, Levene test and Duncan's range test) are set at 0.05 level.							

4.9 Comparison of Travel Motivation Factors between SLT of Different Gender

Table 4.1 presents the results generated by *t*-tests which show the differences of travel motivation in terms of mean scores between male and female senior leisure travelers. The results indicated that *five* out of eight travel motivation factors were significantly different between male and female senior leisure travelers.

Female senior leisure travelers rated all the five factors: namely "relationship enhancement", "intellectual/cultural enrichment", "novelty seeking" "benefits seeking" and "adventure/thrills seeking" more important than their male cohorts. Among these

five motivation factors, according to Maslow (1943) and Pearce (1988), “novelty seeking”, “benefits seeking” and “adventure/thrills seeking” could be classified as lower order needs and “relationship enhancement” and “intellectual/cultural enrichment” could be classified as higher order needs. The results showed that women senior travelers regarded the five travel motivation factors which included both higher and lower order needs more important than their male counterparts. Thus, the two hypotheses, which stated that (2a) the *higher* order needs, in terms of travel motivation factors, will be more important to female senior leisure travelers than male senior leisure travelers; and (2b) the *lower* order needs, in terms of travel motivation factors, will be more important to male senior leisure travelers than female senior leisure travelers were rejected.

In fact, the results showed that both male and female senior leisure travelers were motivated by similar motivation factors. In terms of the magnitude of differences in mean scores, four motivation factors which were found significantly different by *t*-tests, yielded a small effect size (<0.5). In addition, the results also showed that the order of eight motivation factors derived by the ranking of mean scores between male and female senior travelers were very similar¹². This may suggest that gender was not relevant in accounting for the differences in travel motivation factors for senior leisure travelers particularly.

¹² The result showed that the order of ranking in terms of mean scores for six out of eight motivation factors between male and female senior leisure travelers was exactly the same.

Table 4.1 Comparison of travel motivation factors between SLT of different gender

Travel motivation factors	Male Mean 1	Female Mean 2	Levene test with P value sig.	T-test 2- tail sig.	Mean differences	Common std. dev.	Effect size
1. Relaxation/escape	2.972	3.017	.479	.663	-	-	-
2. Relationship enhancement	2.333	2.613	.097	.017*	-0.28	1.65	-0.17
3. Social interaction/self-fulfillment	2.733	2.659	.467	.401	-	-	-
4. Intellectual/cultural enrichment	3.887	4.241	.370	.000*	-0.35	0.63	-0.56
5. Novelty seeking	3.467	3.718	.133	.002*	-0.25	0.82	-0.30
6. Prestige/self-esteem	2.907	3.007	.942	.319	-	-	-
7. Benefits seeking	2.704	2.868	.188	.032*	-0.16	0.70	-0.23
8. Adventure/thrills seeking	2.407	2.638	.040	.033*	-0.23	1.39	-0.17
Remarks: ¹ Mean scores were computed based on a 5-point scale: 1=not at all important, 5=extremely important. ² (*) denotes significant differences existed between groups at $p < 0.05$ level. ³ The significant level for all tests (T-test and Levene test) are set at 0.05 level. ⁴ Effect size is calculated as the difference in group means divided by the common standard deviation.							

4.10 Comparison of Travel Motivation Factors between SLT with Different Levels of Travel Experience

Table 4.1 presents the results generated by ANOVA F -tests which show the differences of travel motivation in terms of mean scores between senior leisure travelers with different levels of travel experience. The results revealed that *four* out of eight motivation factors were significantly different between senior travelers with low, moderate and high level of travel experience. These four motivation factors were “social interaction/self-fulfillment”, “intellectual/cultural enrichment”, “benefits seeking” and “adventure/thrills seeking”.

Among these four motivation factors, the results showed that senior travelers with *more* travel experience tended to consider *higher* order need such as “intellectual/cultural enrichment” more important than senior travelers with less travel experience. However, the results also indicated that senior travelers with *less* travel experience considered *higher* order need such as “social interaction/self-fulfillment” more important than senior travelers with more travel experience. As the results showing contradiction, the hypothesis (3a) which stated that the *higher* order needs, in terms of travel motivation factors, will be more important to senior leisure travelers with *more* travel experience than senior leisure travelers with *less* travel experience was rejected.

Moreover, the results also revealed that senior travelers with *more* travel experience tended to consider *lower* order needs such as “benefits seeking” and “adventure/thrill” seeking more important than senior travelers with less travel experience. Thus, the hypothesis (3b) which stated that the *lower* order needs in terms of travel motivation factors will be more important to senior leisure travelers with *less* travel experience than senior leisure travelers with *more* travel experience was also rejected.

These results revealed three different relationships between the levels of travel experience and the levels of human needs in terms of travel motivation. These relationships were: (1) among senior leisure travelers, those with more travel experience tended to consider *higher* order needs and (2) also *lower* order needs more important; and (3) those with less travel experience tended to consider *higher* order needs more important. As the results showed the relationships between the levels of travel

experience and the levels of human needs in varying directions, no definite relationship between these two variables can be concluded.

Although the results revealed neither a positive or a negative relationship between the levels of travel experience and the levels of human needs in terms of motivation, the results did show something which warranted attention. The results showed that among senior leisure travelers, those with more travel experience tended to consider *external stimulation* (such as “adventure/thrills” seeking and “benefits seeking”) more important while those with less travel experience tended to consider *internal stimulation* (such as “social interaction/self-fulfillment”) more important.

Table 4.1 Comparison of travel motivation factors between SLT with different levels of travel experience

Travel motivation factors	1-3 times ² (low) Mean 1 ¹	4-10 times (medium) Mean 2 ²	> 10 times (high) Mean 3	F-test Prob	Levene test with P value sig.	Duncan's multiple range test	Mean differences
1. Relaxation/escape	3.108	2.949	2.751	.0774	.117	-	.
2. Relationship enhancement	2.614	2.376	2.292	.0888	.320	-	-
3. Social interaction/self-fulfillment	2.834	2.654	2.374	.0036	.783	(m1,m3)* (m2,m3)*	0.46 0.28
4. Intellectual/cultural enrichment	3.979	4.071	4.296	.0307	.589	(m1,m3)*	-0.32
5. Novelty seeking	3.519	3.626	3.698	.2966	.033	-	-
6. Prestige/self-esteem	3.241	2.708	2.863	.0000	.039	-	-
7. Benefits seeking	2.624	2.886	2.966	.0011	.205	(m1,m2)* (m1,m3)*	-0.26 -0.34
8. Adventure/thrills seeking	2.228	2.710	2.849	.0000	.252	(m1,m2)* (m1,m3)*	-0.48 -0.62
Remarks: ¹ Mean scores were computed based on a 5-point scale: 1=not at all important, 5=extremely important. ² The index of travel experience was computed based on the higher scores between the number of trips taken and the number of countries visited in the past five years. ³ (m1, m3) means that there are differences in mean scores between two groups of senior leisure travelers. ⁴ (*) denotes significant differences existed between groups at $p < 0.05$ level. ⁵ The significant level for all tests (F-test, Levene test and Duncan's range test) are set at 0.05 level.							

4.11 Comparison of Travel Motivation Factors between SLT with Different Travel Companions

Table 4.1 presents the results generated by ANOVA F -tests which show the differences in travel motivation in terms of mean scores between senior leisure travelers who traveled with different companions. The results revealed that *three* out of eight motivation factors were significantly different between travelers with different companions (such as alone-travelers, couple groups, family groups or friendship

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APPENDICES

Appendix 1.1 Inbound Visitor Arrival Statistics

		1. The Total Number of Inbound Travelers in terms of Country of Residence 1987-1998											
Country of Residence		1988	1987	1986	1985	1984	1983	1982	1981	1980	1989	1988	1987
All countries		9,574,711	10,406,261	11,702,735	10,199,994	9,331,156	8,937,500	8,010,524	6,032,081	5,932,854	5,351,170	5,589,292	4,501,889
USA		773,309	800,539	751,275	748,911	776,039	755,666	694,290	619,685	612,262	624,400	749,244	793,341
Canada		194,351	178,046	165,887	174,656	185,290	189,432	180,231	161,784	155,695	150,509	166,024	156,401
UK		325,738	340,263	397,153	360,545	379,577	339,162	314,231	275,626	279,333	269,716	285,590	251,791
W. Germany		170,716	235,006	275,892	249,266	236,384	219,706	172,200	136,967	118,556	118,919	123,737	109,203
France		115,543	133,807	126,986	129,676	138,920	138,569	128,497	96,044	83,272	82,561	98,174	87,779
Italy		63,216	67,065	67,891	75,766	82,341	76,289	80,634	69,959	63,855	59,515	70,582	61,433
Australia		272,454	293,974	310,597	280,080	267,158	264,722	261,182	235,064	255,294	259,025	259,163	253,849
New Zealand		54,135	52,786	58,038	50,130	49,180	47,830	42,873	42,355	45,456	43,061	43,639	41,403
Japan		945,334	1,368,988	2,382,890	1,691,283	1,440,632	1,280,905	1,324,399	1,259,837	1,331,677	1,176,189	1,240,470	1,033,525
South Korea		179,499	357,538	396,549	352,981	282,392	225,078	196,282	184,592	184,744	186,995	101,362	55,924
China		2,597,442	2,297,128	2,311,184	2,243,245	1,943,678	1,732,978	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Taiwan		1,812,634	1,782,580	1,821,279	1,761,111	1,665,330	1,777,310	1,640,032	1,298,039	1,344,641	1,132,904	1,094,004	354,195
S&SE Asia		1,195,491	1,498,465	1,616,007	1,419,699	1,196,835	1,239,458	1,235,994	1,014,088	856,348	710,070	771,675	787,205
Remark: From 1995 onwards, the tourist arrivals data for SE Asia also includes those comes from South Asia.													
Source: A Statistical Review of Tourism, HKTA 1987-1998													
		2. The Percentage of Inbound/Vacation Travelers 1987-1998											
Country of Residence		1988	1987	1986	1985	1984	1983	1982	1981	1980	1989	1988	1987
All countries %		49%	61%	58%	55%	58%	54%	56%	59%	55%	56%	62%	64%
USA		46%	49%	42%	48%	53%	48%	50%	53%	50%	58%	65%	62%
Canada		40%	51%	49%	47%	56%	54%	51%	54%	53%	57%	63%	55%
UK		50%	62%	64%	63%	72%	70%	72%	69%	62%	62%	59%	58%
W. Germany		54%	66%	74%	78%	83%	74%	75%	76%	61%	71%	64%	54%
France		37%	53%	53%	59%	64%	60%	58%	63%	59%	50%	65%	54%
Italy		33%	43%	38%	46%	63%	60%	61%	68%	62%	58%	63%	52%
Australia		34%	51%	52%	46%	61%	61%	66%	68%	66%	69%	71%	70%
New Zealand		43%	54%	55%	53%	58%	60%	57%	67%	65%	67%	74%	69%
Japan		69%	84%	75%	74%	70%	74%	63%	69%	73%	75%	73%	78%
South Korea		33%	63%	59%	47%	51%	33%	44%	51%	47%	41%	30%	38%
China		53%	58%	53%	48%	47%	34%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Taiwan		43%	59%	53%	48%	53%	52%	50%	49%	37%	36%	55%	72%
S&SE Asia		46%	59%	55%	54%	63%	61%	60%	62%	55%	52%	57%	55%
Source: Visitor Profile Report, HKTA 1987-1998													

		The Percentage of Inbound Vacation Travelers Aged Above 55, 1987-1998													
Country of Residence		1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987		
All countries %		16%	15%	12%	14%	16%	16%	16%	19%	18%	20%	22%	25%	1987	1987
USA		47%	38%	37%	33%	35%	36%	34%	35%	35%	37%	41%	37%	25%	25%
Canada		30%	32%	30%	30%	31%	30%	30%	32%	30%	31%	32%	33%	37%	37%
UK		24%	25%	21%	21%	22%	21%	21%	19%	18%	23%	21%	24%	33%	33%
W. Germany		24%	23%	23%	21%	20%	15%	14%	13%	13%	15%	17%	24%	24%	24%
France		29%	24%	28%	31%	29%	29%	23%	20%	23%	25%	26%	28%	28%	28%
Italy		22%	21%	14%	18%	15%	16%	11%	13%	12%	10%	11%	12%	12%	12%
Australia		23%	24%	22%	21%	22%	20%	20%	21%	24%	23%	24%	26%	26%	26%
New Zealand		20%	26%	25%	23%	26%	23%	24%	23%	24%	24%	23%	25%	25%	25%
Japan		19%	18%	13%	19%	16%	19%	18%	16%	14%	17%	23%	26%	26%	26%
South Korea		6%	7%	3%	8%	15%	8%	14%	16%	24%	13%	14%	8%	8%	8%
China		11%	6%	5%	6%	11%	10%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Taiwan		6%	9%	6%	6%	6%	13%	11%	19%	15%	15%	14%	23%	23%	23%
S&SE Asia		11%	12%	9%	8%	13%	11%	8%	12%	11%	9%	12%	15%	15%	15%

Source: Visitor Profile Report, HKTA 1987-1998

		The Total Number of Inbound Vacation Travelers Aged Above 55, 1987-1998													
Country of Residence		1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987	Average	
All countries		750,657	952,173	814,510	785,400	865,931	772,200	717,743	676,196	587,353	600,451	762,379	720,302	750,441	750,441
USA		167,189	149,060	116,748	118,628	143,955	130,579	118,029	114,952	107,146	133,996	199,674	181,992	140,162	140,162
Canada		23,322	29,057	24,385	24,626	32,166	30,688	27,575	27,956	24,756	26,595	33,470	28,387	27,749	27,749
UK		39,089	52,741	53,377	47,700	60,125	49,857	47,512	36,135	31,174	38,462	35,385	35,049	43,884	43,884
W. Germany		22,125	35,674	46,957	40,830	39,240	24,387	18,081	13,532	9,401	12,665	13,463	14,153	24,209	24,209
France		12,398	17,020	18,845	23,718	25,784	24,111	17,141	12,102	11,300	10,320	16,591	13,272	16,883	16,883
Italy		4,589	6,056	3,612	6,273	7,781	7,324	5,411	6,184	4,751	3,452	4,891	3,833	5,346	5,346
Australia		21,306	35,982	35,532	27,056	35,853	32,296	34,476	33,567	40,439	41,107	44,161	46,201	35,665	35,665
New Zealand		4,656	7,411	7,980	6,111	7,416	6,601	5,865	6,527	7,091	6,924	7,427	7,142	6,763	6,763
Japan		123,933	206,991	232,332	237,794	161,351	180,095	150,187	139,086	136,097	149,964	208,275	209,599	177,975	177,975
South Korea		3,554	15,767	7,019	13,272	21,603	5,942	12,091	15,063	20,839	8,901	4,257	1,700	10,834	10,834
China		151,431	79,940	61,246	64,605	100,488	58,921	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	43,053	43,053
Taiwan		46,766	94,655	57,917	50,720	52,957	120,146	90,202	120,847	74,628	61,177	84,238	58,655	76,076	76,076
S&SE Asia		75,822	114,413	70,275	69,812	98,021	83,168	59,328	75,448	51,809	33,231	52,783	64,944	70,754	70,754

Data for vacation senior travelers is calculated as follows:

Total No. of travelers * % of vacation travelers * % of vacation travelers aged above 55

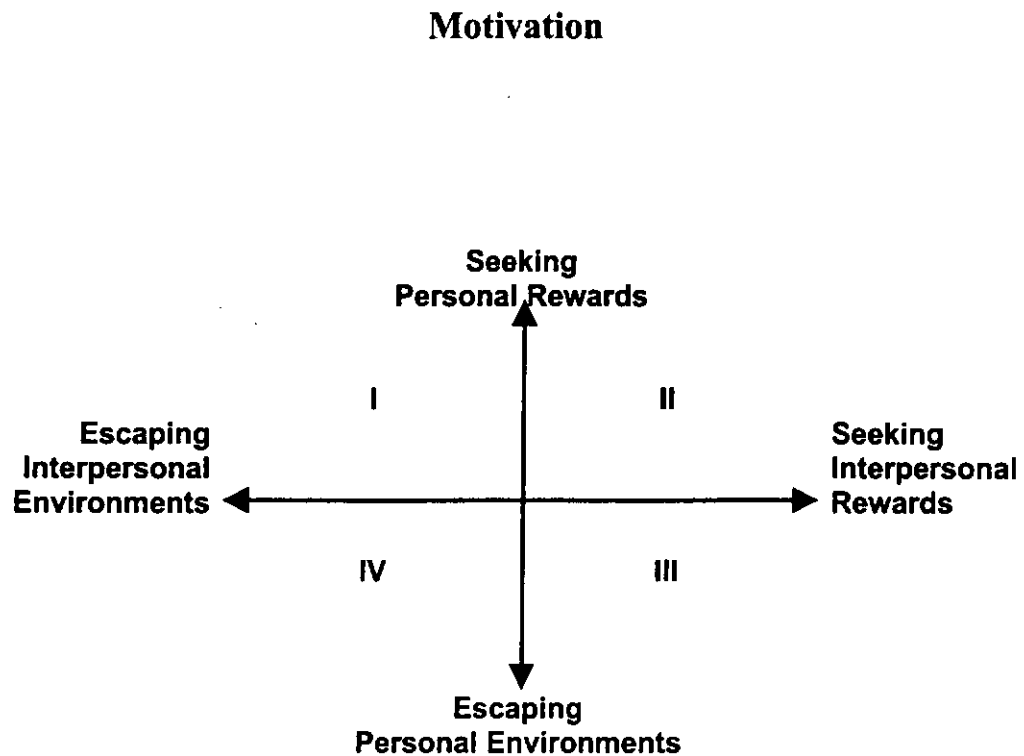
Appendix 1.2 Projections of Senior Populations

Projections of percentages of the populations above age 60 according to alternative fertility and mortality assumptions (and central-migration assumptions) in years 2020, 2050, 2100.

	1995	Fertility								
		<i>Low</i>			<i>Central</i>			<i>High</i>		
		2020	2050	2100	2020	2050	2100	2020	2050	2100
Mortality										
<i>High</i>										
Africa	5.0	6.2	12.5	28.5	5.8	9.6	20.0	5.5	7.5	14.8
Asia-East	9.4	16.1	29.7	34.9	15.0	22.6	24.6	14.0	17.4	18.0
Asia-West	6.6	9.9	18.5	34.1	9.4	14.9	24.4	9.0	12.2	18.2
Europe	17.8	25.1	38.1	37.5	23.8	31.6	28.5	22.6	26.3	22.0
Latin America	7.6	12.4	24.4	33.1	11.6	19.4	23.8	10.9	15.5	17.8
North America	16.4	24.5	32.9	33.2	23.1	27.4	26.3	21.9	22.8	20.6
<i>Less developed</i>	7.2	11.2	21.1	32.9	10.5	16.4	23.3	9.9	13.0	17.3
<i>More developed</i>	17.7	25.7	36.9	36.2	24.4	30.7	28.1	23.1	25.7	21.9
World %	9.5	13.7	23.4	33.4	12.9	18.4	24.0	12.2	14.7	17.8
<i>Central</i>										
Africa	5.0	6.3	13.1	30.7	6.0	10.0	21.5	5.6	7.9	15.8
Asia-East	9.4	16.6	31.9	40.1	15.4	24.5	28.4	14.3	19.0	20.9
Asia-West	6.6	10.1	19.7	37.7	9.6	16.0	27.2	9.2	13.1	20.3
Europe	17.8	25.9	41.4	44.1	24.6	34.6	34.0	23.4	29.1	26.3
Latin America	7.6	12.7	26.0	37.5	11.9	20.7	27.1	11.2	16.7	20.3
North America	16.4	25.2	35.9	39.1	23.8	30.0	31.2	22.6	25.2	24.6
<i>Less developed</i>	7.2	11.5	22.2	36.4	10.8	17.4	25.9	10.1	13.8	19.2
<i>More developed</i>	17.7	26.5	40.2	42.5	25.1	33.7	33.4	23.9	28.4	26.1
World %	9.5	14.0	24.8	37.2	13.2	19.6	26.8	12.5	15.7	19.9
<i>Low</i>										
Africa	5.0	6.5	14.3	35.8	6.1	11.0	33.5	5.8	8.6	13.9
Asia-East	9.4	17.0	34.5	46.6	15.8	26.7	47.1	14.7	20.9	17.3
Asia-West	6.6	10.4	21.3	43.0	9.9	17.3	40.2	9.4	14.2	18.1
Europe	17.8	26.8	44.9	51.1	25.4	38.0	52.3	24.2	32.1	23.8
Latin America	7.6	13.0	27.8	42.8	12.2	22.3	41.3	11.5	18.0	17.5
North America	16.4	25.9	38.9	45.0	24.5	32.9	45.4	23.2	27.8	22.7
<i>Less developed</i>	7.2	11.7	23.8	41.6	11.0	18.7	40.0	10.4	15.0	16.5
<i>More developed</i>	17.7	27.3	43.6	49.1	25.9	36.9	50.1	24.7	31.3	23.9
World %	9.5	14.4	26.6	42.5	13.5	21.1	41.1	12.8	17.0	17.2

Source: Adapted from Lutz, W. (1996), *The Future Population of the World - What Can We Assume Today?* London: Earthscan Publications, pp.383.

Appendix 2.1 Iso-Ahola's Seeking/Escaping Model of Travel



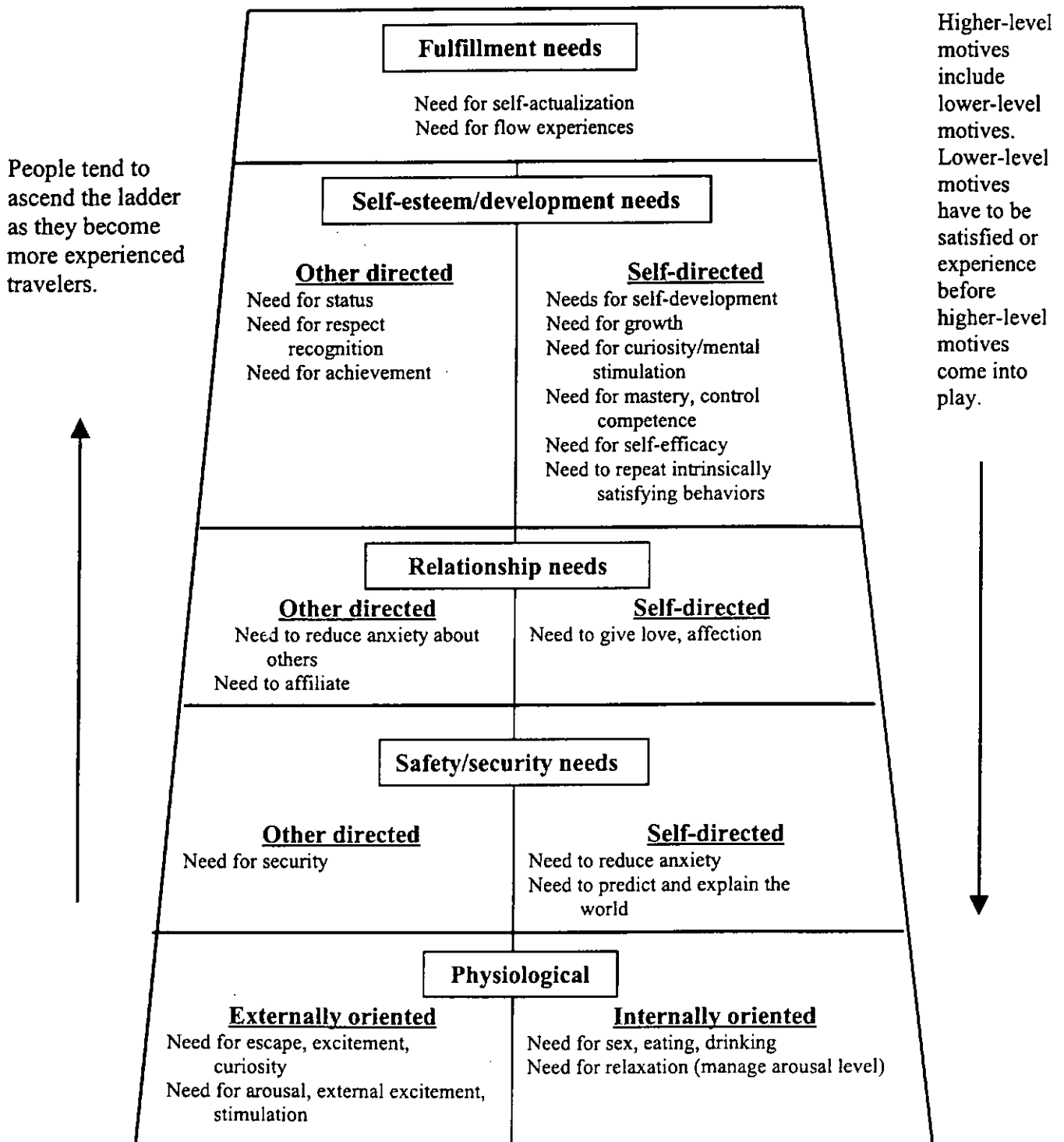
Source: Adapted from Iso-Ahola, S.E. (1984). Social Psychological foundations of Leisure and Resultant Implications for Leisure Counseling. In Dowd, E.T. (ed.) *Leisure Counseling, Concepts and Applications*, Springfield, IL: Charles C. Thomas, p.111.

Appendix 2.2 Major Elements of Maslow's Needs Hierarchy

Hierarchical level	Human needs	Descriptions/components
Level one	Physiological needs	Hunger, thirst, sex, sleep, air, etc.
Level two	Safety needs	Freedom from threat or danger; a secure, orderly and predictable environment.
Level three	Love needs	Feelings of belonging, affectionate relationships, friendship, group membership.
Level four	Esteem needs	Self-respect, respect from others, achievement, self-confidence, reputation, recognition, prestige.
Level five	Need for self-actualization	Self-fulfillment, realizing one's potential.

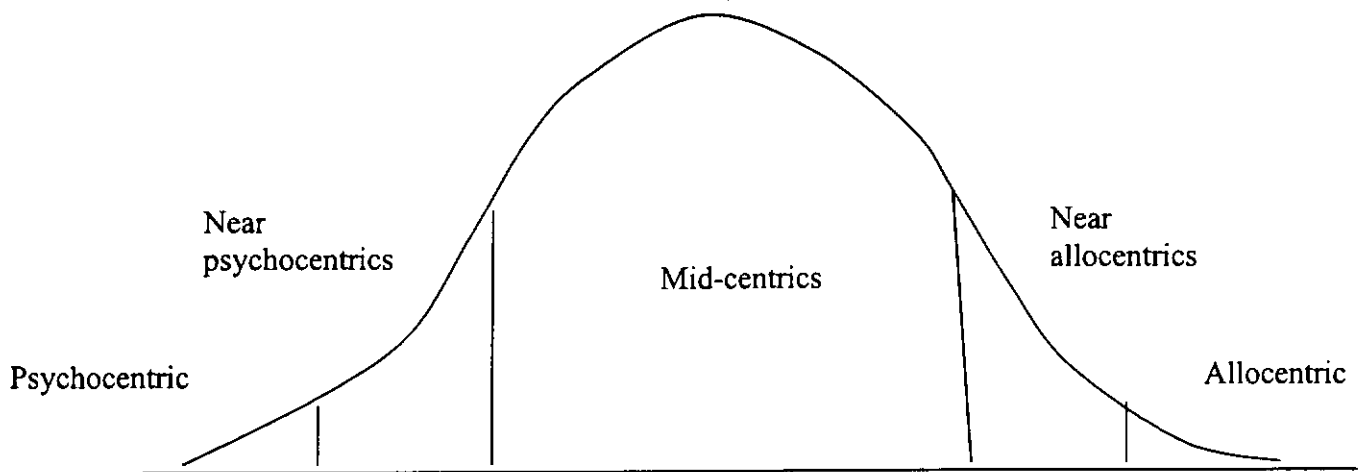
Source: Adapted from Ross, G.F. (1994) *The Psychology of Tourism*, Australia: Hospitality Press, p.18

Appendix 2.3 Pearce's Travel Career Ladder Model



Source: Adapted from McIntosh, R.W., Goeldner, C.R. and Ritchie, J.R.B. (1995). *Tourism: Principles, Practices, Philosophies*, 7th ed. USA: John Wiley & Sons, Inc., p.176

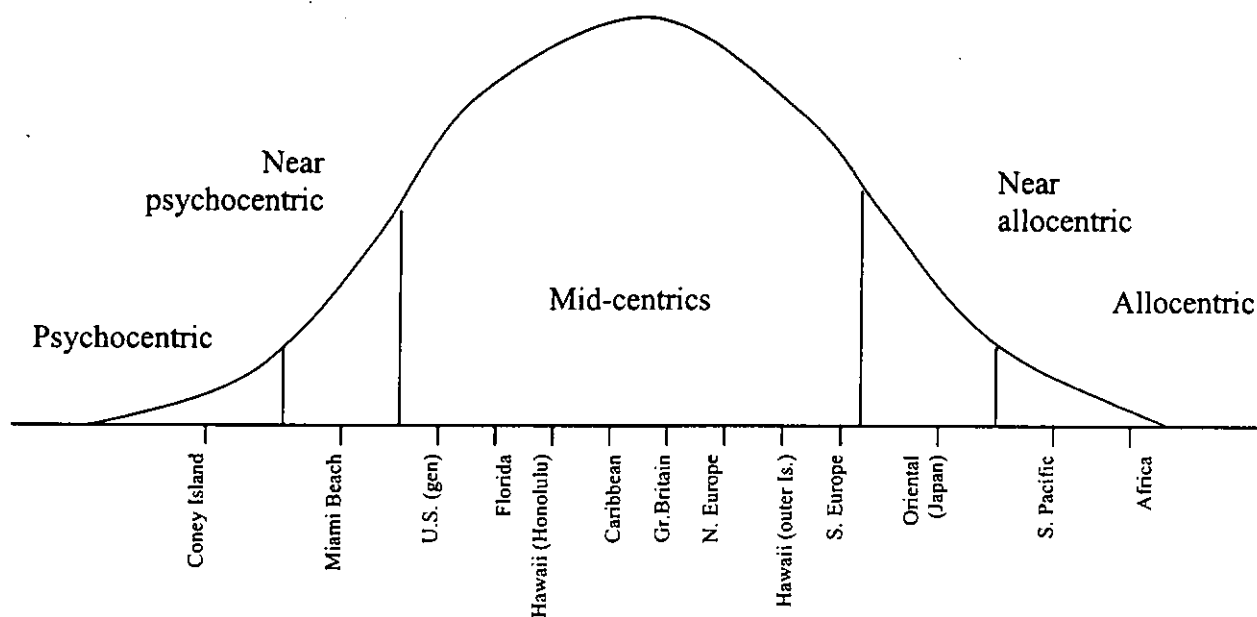
Appendix 2.4 Plog's Allocentric and Psychocentric Model of Motivation



Source: Adapted from McIntosh, R.W. and Goeldner, C.R. (1990). *Tourism: Principles, Practice, Philosophies*, 6th ed., New York: John Wiley & Sons, Inc., p.143

Appendix 2.5 The relationship between Allocentric and Psychocentric

Model of Motivation and Destinations



Source: Adapted from McIntosh, R.W. and Goeldner, C.R. (1990). *Tourism: Principles, Practice, Philosophies*, 6th ed., New York: John Wiley & Sons, Inc., p.144



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

**SURVEY ON
TRAVEL MOTIVATION AND TOURISTIC ACTIVITY PARTICIPATION
OF
SENIOR LEISURE TRAVELERS TO HONG KONG**



by

**Department of Hotel and Tourism Management
The Hong Kong Polytechnic University
Hong Kong**

May – July 1998

Questionnaire

Good Morning/Afternoon/Evening Sir/Madam,

I am a research student from the Department of Hotel and Tourism Management, The Hong Kong Polytechnic University. Currently I am conducting a study concerning the motives and activities for leisure travel. Your answers will be of great value to our study and will remain strictly confidential. Could you please take a few minutes to complete the following questions?

Part One: Travel Pattern.

Please put a tick ☒ into the appropriate box or write down your answer.

1. Did you come to Hong Kong for leisure/vacation on this trip?
☐ 1. Yes
☐ 2. No
2. How many country/countries did you travel abroad for leisure in the past 5 years? (Includes this trip)
_____ Number of country/countries visited.
3. How many leisure trip(s) did you undertake **outside your own country** in the past 5 years? (Includes this trip)
_____ Number of trip(s) undertaken.
4. In what capacity are you traveling on this trip?
☐ 1. All-inclusive package tour/full escorted tour
☐ 2. Partial inclusive package tour (air ticket transfer and accommodation only)
☐ 3. Travel independently (non-package tour)
5. On this trip, who are you traveling with? (You may tick more than one item)
☐ 1. I am on my own
☐ 2. With my spouse
☐ 3. With my fiancé/fiancée
☐ 4. With dependent grandchildren
☐ 5. With immediate family members
☐ 6. With other relatives
☐ 7. With friends
☐ 8. With business associates/colleagues
☐ 9. Others, please specify _____
6. How many time(s) have you been to Hong Kong? (includes this trip)
_____ time(s)
7. Is it the last day you stay in Hong Kong on this trip?
☐ Yes (please answer the questions in pages 2,3,5)
☐ No (please answer the questions in pages 2,4,5)



Part Two: Reasons for travel.

Please circle the appropriate number to indicate the **LEVEL OF IMPORTANCE** of the following reasons for travel when you consider taking leisure travel to Hong Kong.

1	2	3	4	5
<div style="display: flex; justify-content: space-between; width: 100%;"> Not at all important Extremely important </div>				

I am taking this trip to Hong Kong to...

view beautiful scenery	1	2	3	4	5
visit a new place	1	2	3	4	5
meet new/different people	1	2	3	4	5
experience different lifestyles, ways of living	1	2	3	4	5
see something different	1	2	3	4	5
have some rest/relaxation	1	2	3	4	5
keep myself physically active and fit	1	2	3	4	5
escape everyday routine	1	2	3	4	5
withdraw from usual role obligations	1	2	3	4	5
get away from pressure and stress	1	2	3	4	5
escape cold weather or seek warm weather activities	1	2	3	4	5
enjoy thrills or excitement	1	2	3	4	5
seek adventure	1	2	3	4	5
have fun or be entertained	1	2	3	4	5
spend time with my friends	1	2	3	4	5
enhance social interaction	1	2	3	4	5
spend time with my family	1	2	3	4	5
facilitate family and kinship ties	1	2	3	4	5
broaden knowledge/open perspective of the world	1	2	3	4	5
learn new things/new cultures	1	2	3	4	5
visit a destination that would impress my friends or family	1	2	3	4	5
fulfill a dream of visiting a place where I especially want to visit	1	2	3	4	5
visit a place I have never been	1	2	3	4	5
visit a place where my friends or most people have not been	1	2	3	4	5
share with family/friends/relatives about my travel					
experience after returning home	1	2	3	4	5
indulge in luxury	1	2	3	4	5
develop self-reliance	1	2	3	4	5
seek spiritual enrichment	1	2	3	4	5
give me a feeling of self-fulfillment	1	2	3	4	5
visit friends or relatives	1	2	3	4	5
visit historic or cultural attractions	1	2	3	4	5
relive past good times	1	2	3	4	5
be free to act the way I like	1	2	3	4	5
have a stop before/after traveling to/from other destinations	1	2	3	4	5
shop	1	2	3	4	5
enjoy Chinese or international cuisine	1	2	3	4	5
visit a safe/secure place	1	2	3	4	5
take advantage of discounted fares/tour package prices	1	2	3	4	5
enjoy a variety of night life	1	2	3	4	5
visit a place near my home country	1	2	3	4	5
Others, please specify _____	1	2	3	4	5



Part Three: Activities engaged in the destination.

Please circle the appropriate number to indicate how frequently you participated in the following activities on this trip to Hong Kong.

1 2 3 4 5
|-----|-----|-----|-----|

Frequency of participation ==>

None

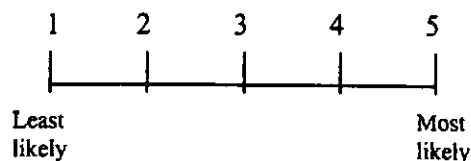
Frequent

Join guided/package sightseeing tour	1	2	3	4	5
Have sightseeing by myself	1	2	3	4	5
Take harbor cruise	1	2	3	4	5
Shop	1	2	3	4	5
Buy arts or crafts	1	2	3	4	5
Buy souvenirs or gifts	1	2	3	4	5
Take pictures/films	1	2	3	4	5
Contact and socialize with local residents	1	2	3	4	5
Dine in Chinese/local restaurants	1	2	3	4	5
Dine in international restaurants	1	2	3	4	5
Dine in elegant sophisticated places	1	2	3	4	5
Dine in casual food stalls/fast foods outlets	1	2	3	4	5
Visit historic sites	1	2	3	4	5
Visit scenic areas	1	2	3	4	5
Visit friends or relatives	1	2	3	4	5
Visit nightclubs or discos	1	2	3	4	5
Visit parks or gardens	1	2	3	4	5
Visit museums and galleries	1	2	3	4	5
Visit zoo/wildlife exhibits	1	2	3	4	5
Visit science exhibits	1	2	3	4	5
Visit theme or amusement parks (e.g. Ocean Park)	1	2	3	4	5
Visit pubs or bars	1	2	3	4	5
Stay in budget accommodations	1	2	3	4	5
Stay in first class hotels	1	2	3	4	5
Attend live concerts or theatres	1	2	3	4	5
Attend festivals or special events	1	2	3	4	5
Attend sports events	1	2	3	4	5
Watch movies at the cinema	1	2	3	4	5
Stroll and walk around for pleasure	1	2	3	4	5
Gamble (e.g. horse racing or lottery etc.)	1	2	3	4	5
Indulge in beach activities (e.g. swimming or sunbathing etc.)	1	2	3	4	5
Visit other nearby destinations (such as Macau or Shenzhen)	1	2	3	4	5
Watch television or in-house movie at the hotel	1	2	3	4	5
Read books or magazines etc.	1	2	3	4	5
Indulge in gymnastic activities/exercise at the hotel	1	2	3	4	5
Go to somewhere for a drink and converse casually with friends	1	2	3	4	5
Swim or sunbathe at the hotel	1	2	3	4	5
Enjoy spa/jacuzzi at the hotel	1	2	3	4	5
Play tennis or other sports at the hotel	1	2	3	4	5
Others, please specify _____	1	2	3	4	5



Part Three: Activities intended to participate in the destination.

Please circle the appropriate number to indicate how likely you will participate in the following activities when traveling to Hong Kong. You may not necessarily have engaged in these activities. However, assuming time is available, how likely is it that you will participate in these activities.



Join guided/package sightseeing tour	1	2	3	4	5
Have sightseeing by myself	1	2	3	4	5
Take harbor cruise	1	2	3	4	5
Shop	1	2	3	4	5
Buy arts or crafts	1	2	3	4	5
Buy souvenirs or gifts	1	2	3	4	5
Take pictures/films	1	2	3	4	5
Contact and socialize with local residents	1	2	3	4	5
Dine in Chinese/local restaurants	1	2	3	4	5
Dine in international restaurants	1	2	3	4	5
Dine in elegant sophisticated places	1	2	3	4	5
Dine in casual food stalls/fast foods outlets	1	2	3	4	5
Visit historic sites	1	2	3	4	5
Visit scenic areas	1	2	3	4	5
Visit friends or relatives	1	2	3	4	5
Visit nightclubs or discos	1	2	3	4	5
Visit parks or gardens	1	2	3	4	5
Visit museums or galleries	1	2	3	4	5
Visit zoo/wildlife exhibits	1	2	3	4	5
Visit science exhibits	1	2	3	4	5
Visit theme or amusement parks (e.g. Ocean Park)	1	2	3	4	5
Visit pubs or bars	1	2	3	4	5
Stay in budget accommodations	1	2	3	4	5
Stay in first class hotels	1	2	3	4	5
Attend live concerts or theatres	1	2	3	4	5
Attend festivals or special events	1	2	3	4	5
Attend sports events	1	2	3	4	5
Watch movies at the cinema	1	2	3	4	5
Stroll and walk around for pleasure	1	2	3	4	5
Gamble (e.g. horse racing or lottery etc.)	1	2	3	4	5
Indulge in beach activities (e.g. swimming or sunbathing etc.)	1	2	3	4	5
Visit other nearby destinations (such as Macau or Shenzhen)	1	2	3	4	5
Watch television or in-house movie at the hotel	1	2	3	4	5
Read books or magazines etc.	1	2	3	4	5
Indulge in gymnastic activities/exercise at the hotel	1	2	3	4	5
Go to somewhere for a drink and converse casually with friends	1	2	3	4	5
Swim or sunbathe at the hotel	1	2	3	4	5
Enjoy spa/jacuzzi at the hotel	1	2	3	4	5
Play tennis or other sports at the hotel	1	2	3	4	5
Others, please specify _____	1	2	3	4	5



Part Four: Demographic Data.

Please put a tick ☒ into the appropriate box or write down your answer.

1. Gender
☐ 1. Male ☐ 2. Female
2. Nationality _____
3. Age
☐ 1. (Below 50) ☐ 2. (50-54) ☐ 3. (55-59) ☐ 4. (60-64)
☐ 5. (65-69) ☐ 6. (70-74) ☐ 7. (75 or above)
4. Employment status
☐ 1. Full time employee ☐ 2. Part time worker
☐ 3. Unemployed ☐ 4. Retired
☐ 5. Homemaker ☐ 6. Others, please specify _____
5. Personal annual income (USD)
☐ 1. US\$2,000 or less ☐ 2. US\$2,001-4,000
☐ 3. US\$4,001-6,000 ☐ 4. US\$6,001-8,000
☐ 5. US\$8,001-10,000 ☐ 6. US\$10,001-20,000
☐ 7. US\$20,001-30,000 ☐ 8. US\$30,001-40,000
☐ 9. US\$40,001-50,000 ☐ 10. US\$50,001-60,000
☐ 11. US\$60,001-70,000 ☐ 12. US\$70,001-80,000
☐ 13. US\$80,001-90,000 ☐ 14. US\$90,001-100,000
☐ 15. More than US\$100,000
6. Marital status
☐ 1. Single
☐ 2. Married
☐ 3. Widowed
☐ 4. Separated/Divorced
☐ 5. Cohabited

Thank you for your kind cooperation.

Appendix 3.2 Summary of the Survey

(1) Locations of the survey

Date	Location	Samples - nationality
From 19.5.98 to 29.5.98	Ocean Park	Chinese sample
From 26.5.98 to 5.6.98	Department Hall of the Hong Kong International Airport	Western sample
From 8.6.98 to 18.6.98	Wong Tai Sin Temple	Chinese sample
From 1.7.98 to 20.7.98	Concourse of KCR at Hung Hom station	Chinese sample

(2) Sample

Samples/cases	Number
Total number of questionnaires dispatched	516
Total number of usable questionnaires	440
Number of invalid cases	76
This includes: (1) Samples for below the age 50 years	7
(2) Samples of other nationalities rather than the U.S., Canadian and Mainland Chinese	24
(3) Samples for the age 75 years or above*	15
(4) Void / incomplete samples	30
Number of pilot survey cases	41
* Since a minimum number of 30 cases should be obtained for <i>t</i> -test or ANOVA analyses (Lewis and Traill, 1993), the sample for the age 75 years or above is excluded in this study.	

(3) The breakdown of the 440 usable samples by age, sex and nationality

The U.S. and the Canadian sample				
Age / No. of cases	50-54 years	55-64 years	65-74 years	Total
Male	34	27	41	102
Female	34	43	41	118
Total	68	70	82	220

The Chinese sample				
Age / No. of cases	50-54 years	55-64 years	65-74 years	Total
Male	74	34	16	124
Female	45	36	15	96
Total	119	70	31	220

Aggregated sample (The U.S./Canadian and Chinese sample)				
Age / No. of cases	50-54 years	55-64 years	65-74 years	Total
Male	108	61	57	226
Female	79	79	56	214
Total	187	140	113	440



檔案編號 OUR REF.	來函編號 YOUR REF.	電話 TEL.	圖文傳真 FAX.	專用電訊 TELEX.
() in PS/2/14 IX		2769 7630	2764 9656	61361 CADHK HX

21 May 1998

Dr John Ap
Associate Head of Department
Associate Professor
Department of Hotel & Tourism Management
The Hong Kong Polytechnic University
Hung Hom
KOWLOON

Dear Mr Ap,

Airport Survey

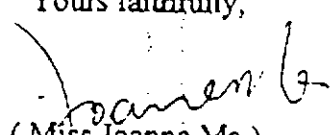
I refer to your application for conducting surveys at the Hong Kong International Airport dated 13.5.98.

I am pleased to inform you that approval is given for you to carry out the following survey detailed in your letter, from ~~23.5.98 to 25.5.98~~ and from 8.6.98 to 18.6.98 between 0900 and 2100 hrs in the public areas of the Departure Hall provided that the following conditions are complied with:

1. The interviewers must report to the Airport Management Duty Office at the Departure Hall before and after each survey session.
2. A maximum of 3 interviewers are allowed in the airport at any one time.
3. The interviewers must wear clear identification badge.
4. No passengers are to be pressurized to oblige in any way.
5. No airport operations shall be affected/interrupted by the survey in any way.
6. The survey may be suspended/cancelled should circumstances so dictate.

Should you require further information, please feel free to contact me or the Duty Assistant Airport Manager at 2769 6258.

Yours faithfully,


(Miss Joanne Ma)

Assistant Manager (Technical Administration)
for Director of Civil Aviation

c.c. DAAM

JM/gc



Our Ref.: L300-98F

20 July 1998

Dr Kevin K F Wong
Senior Lecturer and
Manager of HTM Resource Centre
Department of Hotel and Tourism Management
The Hong Kong Polytechnic University
Hung Hom
Kowloon

Dear Dr Wong,

With reference to your letter of 16 July 98, we would like to confirm that Hung Hom Station will be available for you to undertake survey from 15 to 30 July 1998 except 20 & 29 July 98 at around 10:00 am to 6:00 pm.

Prior to conducting your activity, your staff or the volunteers involved are requested to contact the Duty Station Manager direct for the arrangement details and sign an indemnity agreement. A copy of indemnity agreement is attached for your information. In the interest of our passengers, the Duty Station Manager reserves the right to relocate or reject your activities. Please maintain the cleanliness of the stations and make sure that your activities will not obstruct or cause inconvenience to our passengers.

Should you have any queries, please feel free to contact Ms Jacker Chan, our Assistant Information Officer at 2688-1362 during office hours.

Yours sincerely,

Wendy Kwan
Manager (Publicity)
KCR East Rail

usual role obligations” and “get away from pressure and stress” was found to be the *third* important motivation factor for senior travelers. “Relaxation” in this factor not only implied physical rest, but also implicitly referred to mentally or psychological refreshing or keeping vigorous and healthy; and “escape” referred to a temporary stop/change from conventional activities or social/family roles. Although the escaping aspects of motivation were less important to senior travelers in general compared to the seeking aspects of motivation, “relaxation/escape” factor were still important to *younger* group of senior travelers (50-64 years). The reason is that the younger group of seniors is constrained by work responsibility which limits their opportunity in taking leisure travel.

The remaining five factors were found to be less important to senior travelers in this study. These factors were Factor 6 – “prestige/self-esteem”, Factor 7 – “benefits seeking”, Factor 3 – “social interaction/self-fulfillment”, Factor 8 – “adventure/thrills seeking” and Factor 2 – “relationship enhancement” which were presented in the descending order of importance based on mean scores (see Table 5.1).

Prestige in factor 6 implied a desire for personal recognition, social status, or high living (Crompton, 1979; Figler, Weinstein, Sollers III and Devan, 1992) while self-esteem might incorporate both self-respect and respect from others (Maslow, 1943). To people in later stage of life, status and prestige were found to be less important travel motivation factors (Kerstetter and Gitelson, 1990) as these might have been actualized

in earlier stage of their life. The desire for seeking status and prestige may be transcended to seeking more meaningful experiences.

It was also found that senior travelers considered “benefits seeking” as a less important travel motivation factor. This might imply that benefits seeking, which comprised “indulge in luxury”, “relive past good times”, “shopping”, sampling Chinese and international cuisine” and “visit a safe/secure place”, would not be the only factor which accounted for travel motivation of senior travelers. “Benefits seeking” in this study might be analogous to pursuing a hedonistic way of life. However, people in old age do not regard materialistic fulfillment as important and meaningful to their life (Wolfe, 1987) thus assigning lower level of importance to benefits seeking.

The motivation factor – “social interaction/self-fulfillment” was also found to be less important to senior travelers as they generally did not consider leisure travel for fulfilling such needs. Social interaction, in this context, meant “being social” although non-traditional definition referred it to needs for affiliation, safety or even escape (Crandall, 1979). Self-fulfillment was labeled as a tendency to actualize one’s potential (Maslow, 1943).

“Adventure and thrills seeking” and “relationship enhancement” were revealed as two least important motivation factors for senior travelers. Although it is increasingly acknowledged that there is a trend towards incorporating soft-adventure activities in

senior travel packages, seeking thrills and adventure was not fundamentally important to the seniors.

“Relationship enhancement” was found to be the least important factor motivating senior travelers. In general, this was because for most of the cases, leisure travel was not taken for the purpose of enhancing relationship. It is not necessarily for the seniors to make use of travel opportunity for enhancing relationship which can be done at any time.

Table 5.1 Mean Score Ratings of Motivation Factors by Senior Leisure Travelers

Motivation Factors	Mean Scores
Factor 4: Intellectual/cultural enrichment	4.06
Factor 5: Novelty seeking	3.59
Factor 1: Relaxation/escape	3.00
Factor 6: Prestige/self-esteem	2.96
Factor 7: Benefits seeking	2.78
Factor 3: Social interaction/self-Fulfillment	2.70
Factor 8: Adventure/thrills seeking	2.52
Factor 2: Relationship enhancement	2.47

5.4 Comparison of Travel Motivation Factors between SLT of Different Age Groups

It was found that younger seniors (50-54 years and 55-64 years) considered the escaping dimension of motivation (“relaxation/escape”) more important and older seniors (65-74 years) considered the seeking dimension of motivation (“intellectual/cultural enrichment”) more important. Thus, the hypotheses which stated that (1a) the *escaping* dimension of travel motivation factors will be more important to younger senior leisure travelers than older senior leisure travelers; and (1b) the *seeking* dimension of travel motivation factors will be more important to older senior leisure travelers than younger senior leisure travelers *cannot* be rejected.

Seniors in the age groups of 50-54 years and 55-64 years (both Baby Boomers and WWII Babies) are likely to occupy important job positions in their workplace. As such, the amount of their leisure time may be restricted. The tension for escaping from existing situations may exist. Thus, attempting to escape from ordinary settings, daily routines, work stress and obligations; keep physically active and seek for temporary rest/relaxation may be their major travel motives. However, senior travelers of 65-74 years, who are mainly the retirees, have been released from their role obligations and work stress. Thus, they are not likely to consider “relaxation/escape” as important as the pre-retirees (50-54 years) or the semi-retirees (55-64 years). On the other hand, as senior travelers in retirement age have more unobligated time, they are likely to be motivated by the seeking rather than the escaping aspects of motivation, such as seeking cultural/intellectual enrichment.

From another perspective, the findings which revealed that younger and older seniors were motivated by different motivation factors might be explained by *age cohort factor* effect (Walz and Blum, 1988). The age cohort factor effect explains that people born in different critical periods of time may have different values, attitudes and behavior while people born in the same periods of time may share similar values, attitudes and behavior. The age cohort factor effect may support the findings that younger versus older senior travelers are motivated by contrasting forces of motivation, which are the escaping versus the seeking aspects of motivation.

The findings showed that senior travelers in the age group of 50-64 years were fairly homogeneous in travel motivation. These findings are consistent with some past marketing research which found seniors of 55-64 years somewhat akin to people in younger age and shared similar values and behavior (van der Merwe, 1987; Conaway, 1991). Thus, senior travelers in the age range of 50-64 years could be viewed as a more homogeneous group. While the study found that there was a difference between senior travelers of 50-64 years and senior travelers of 65-74 years in terms of their travel motivation, it is suggested that market segmentation could be made based on *age cohort factor effect* which was reflected by their upbringing background. More specifically, the watershed for segmenting senior travelers might be set at the age of 65 years which coincides with the retirement age in most Western country; or at the mid point of the century (post WWII) where there was an era shift from an industrial into a post-industrial or high technology era (Bell, 1976).

5.5 Comparison of Travel Motivation Factors between SLT of Different Gender

It was found that women senior leisure travelers considered the five motivation factors which included both higher order needs (such as “relationship enhancement” and “intellectual/cultural enrichment”) and lower order needs (such as “novelty seeking”, “benefits seeking” and “adventure/thrills seeking”) more important than the male senior leisure travelers. These findings are similar to Gitelson and Kerstetter’s study (1990) which found that female travelers had an inclination to give higher ratings on most of the benefits sought than male travelers. Thus, the hypotheses which stated that (2a) the *higher* order needs in terms of travel motivation factors will be more important to female senior leisure travelers than male senior leisure travelers; and (2b) the *lower* order needs in terms of travel motivation factors will be more important to male senior leisure travelers than female senior leisure travelers were rejected.

It can be inferred from the results that travel motivation between male and female senior leisure travelers were similar. The reason are as follows: (1) it was found that the magnitude of differences in motivation factors, which were significantly different (i.e. the difference between-group mean scores) between male and female senior travelers, was small (<0.5); and (2) it was found the order of eight motivation factors derived by ranking of mean scores between male and female senior leisure travelers was similar. As a result, it might be inferred that among senior travelers, male and female travelers shared similar motivation factors. This also implies that gender may not be a

determinant factor for the variation of travel motivation factors among senior leisure travelers.

Among senior people, the male and the female share similar travel motivation. These findings could be explained by women's passive role in leisure participation. It was found by Wimbush and Talbot (1988) that women, in general, were the facilitators of other participants' leisure enjoyment rather than the recipients of their own leisure enjoyment. The findings of this past study implied that the motivation of women's engagement in leisure activity was to accomplish others' needs even though they had their own underlying needs. Based on this deduction, it may imply that women leisure participants share similar needs and expectation with other leisure companions. In particular, it may imply that women senior travelers share similar travel motivation with their male companions.

Another explanation for male and female senior travelers to share similar travel motivation might be attributed to people's "value assimilation" in aging process. Gordon, Gaitz, and Scott (1976) found that as people aged, leisure activities were often taken in company with family and friends. Then, it might be logical to infer that as leisure activity was taken together with their close social agents, needs and expectations for such leisure activity might be internalized. As it was found that most senior travelers tended to travel with their spouses, travel motivation between male and female senior travelers may be internalized.

5.6 Comparison of Travel Motivation Factors between SLT with Different Levels of Travel Experience

It was found that (1) among senior leisure travelers, those with more travel experience tended to be more concerned about higher order needs (intellectual/cultural enrichment) and also lower order needs (such as benefits seeking and adventure/thrill seeking); and (2) those with less travel experience tended to be more concerned about higher order needs (such as social interaction/self-fulfillment). As the results showed that the relationship between the levels of travel experience and the levels of human needs in terms of motivation was varied in different directions, no defined relationship between these two variables can be concluded. Thus, the hypotheses which stated that (3a) the *higher* order needs in terms of travel motivation factors will be more important to senior leisure travelers with *more* travel experience than senior leisure travelers with *less* travel experience; and (3b) the *lower* order needs in terms of travel motivation factors will be more important to senior leisure travelers with *less* travel experience than senior leisure travelers with *more* travel experience were rejected.

The only finding that could be inferred from the results was that among senior leisure travelers, those with more travel experience tended to seek external stimulation and those with less travel experience tended to seek psychological needs. The finding which revealed that senior leisure travelers with more travel experience tended to consider external stimulation such as “adventure/thrills” seeking more important might be attributed to the sense of boredom associated with repeat travel. In other words, when travelers became more experienced, they tended to seek more adventurous experiences.

The finding which indicated that senior travelers with more travel experience tended to consider another external stimulation such as “benefits seeking” more important may be explained by higher demands and expectations associated with repeat travel. This meant that when travelers became more experienced, they became more demanding in choosing a destination where fulfilled their need for specific benefits.

The findings, which revealed unclear relationship between the levels of travel experience and the level of human needs in terms of motivation, were found to be contradictory to two past studies. These findings were contradictory to the study by Pearce and Caltabiano (1983) which found that there was a positive relationship between the levels of travel experience and the level of human needs in terms of motivation. Likewise, these findings were also found to be contradictory to the study by Kim, Pearce, Morrison and O’Leary (1996) which suggested that there was a negative relationship between these two variables.

The reason for the findings of this study to be different from these two past studies was the differences of the subjects being examined. The two past studies examined tourist motivation which included all age range of tourists, whilst this study only focused on examining senior travelers. As it was found in these past studies that younger travelers were associated with low level of travel experience and older travelers were associated with higher level of travel experience, the influence of travel experience to travel motivation was more manifest. However, as this study comprised only the senior

travelers who were generally associated with more travel experience, the influence of travel experience to travel motivation might be less obvious.

5.7 Comparison of Travel Motivation Factors between SLT with different Travel Companions

It was found that among senior leisure travelers, “relaxation/escape” was found to be more important to alone-travelers; “relationship enhancement” was found to be more important to family groups; and “social interaction/self-fulfillment” was found to be more important to friendship groups. Thus, three sub-hypotheses which stated that (4a) among the senior leisure travelers, the travel motivation factor – “relaxation/escape” will be more important to *alone* travelers than other travel companion groups; (4b) among the senior leisure travelers, the travel motivation factor – “interpersonal interaction” will be more important to *friendship* groups than other travel companion groups; and (4c) among the senior leisure travelers, the travel motivation factor – “relationship enhancement” will more important to *family* groups than other travel companion groups cannot be rejected. Only the sub-hypothesis (4d) which stated that among the senior leisure travelers, the travel motivation factor – “benefits seeking” will be more important to *couple* groups than other travel companion groups was rejected as none of eight motivation factors was found particularly important to the couple groups.

The results revealed that senior travelers who traveled with different companions tended to seek different needs. It was logical to find “relaxation/escape” was a more important

factor for alone travelers compared to other groups of travelers. Traveling to escape from original settings, personal matters or interpersonal matters, having rest and relaxation might probably be one of the major reasons why travelers would like to travel on their own. Otherwise, they would travel with their companions. This finding also confirmed the findings of Jamrozky and Uysal's study that the escaping dimension of travel motivation was more important to travelers who traveled with less companions.

Results revealed that "relationship enhancement" was the least important motivation factor for senior travelers in general. However, it was found that "relationship enhancement" was a more important factor for family groups compared to other groups of senior travelers. These findings implied that travel might not be considered as an opportunity for enhancing relationship. If it happened, it would be an auxiliary factor rather than a prime factor. Thus, "relationship enhancement" factor might only help to motivate the family groups of senior travelers to travel when other more important factors also existed.

Similarly, "social interaction/self-fulfillment" was found to be a less important motivation factor for senior travelers in general. However, it was found to be more important factor for friendship groups. This finding might also be interpreted as "social interaction/self-fulfillment" might only serve as an auxiliary factor motivating friendship groups of senior travelers when other more important factors existed.

The results did not reveal any motivation factor which was particularly important to couple groups compared to other groups of senior travelers. These findings might imply that what the couple-travelers considered as important motivation factors (such as intellectual/cultural enrichment or novelty seeking) were likely to be important factors for other groups of senior travelers. However, what the other groups of senior travelers considered as more important factors (such as relaxation/escape, relationship enhancement and social interaction/self-fulfillment) were less likely or not likely to be important factors for the couple travelers. This meant that there was no difference between sub-groups of senior travelers (distinguished by travel companions) for the *fundamental* motivation factors, but there were differences between sub-groups of senior travelers for some *less important* motivation factors; and the couple groups did not consider such any of these less important motivation factors particularly important to them.

It was concluded that different sub-groups (differentiated by age, gender, travel experience and travel companions) of senior travelers considered different motivation factors more important. Among the four independent factors in differentiating travel motivation, age and travel companions were found to be more relevant in accounting for the differences in travel motivation factors between sub-groups of senior leisure travelers. The other two factors such as gender and travel experience were found to be less relevant in accounting for the differences. Nevertheless, it was found that the *fundamental* motivation factors (the higher mean score factor) remained consistent for senior travelers regardless of age, gender, travel experience and travel companions. The

sub-group differences in travel motivation were only found in less important motivation factors than the fundamental motivation factors for senior leisure travelers.

5.8 Relationship between Travel Motivation Factors and Touristic Activity Factors

The results revealed that three pairs of canonical variates showed direct relationships between travel motivation factors and touristic activity factors. It was found that (1) senior travelers who were motivated by “benefit-seeking” tended to indulge in “shopping” activities; (2) senior travelers who were motivated by “relaxation/escape” and “social interaction/self-fulfillment” tended to participate in these four types of activities such as “sports/relaxation”, “entertainment/cultural”, “educational” and “leisurely-paced” activities; and (3) senior travelers who were motivated by seeking “intellectual/cultural enrichment” tended to participate in “sightseeing activities”. Thus, the sub-hypotheses which stated that (5a) the motivation factor - “intellectual/culture enrichment” will be positively correlated with the activity factors such as “sightseeing” and/or “culture/education/special events”; (5b) the motivation factor - “benefits seeking” will be positively correlated with the activity factors such as “shopping” and/or “sampling different cuisine”; and (5c) the motivation factor – “relaxation/escape” will be positively correlated with the activity factors such as “leisurely-paced”, and “in-house sports/relaxation” *cannot* be rejected.

The findings clearly revealed an one-to-one match of motivation factors and touristic activity factors. The results showing that “shopping” was distinctively important to “benefits-seeking” groups; and “sightseeing” activities were appealing to senior travelers seeking “cultural/intellectual enrichment”. While the findings indicated that senior travelers who sought “relaxation/escape” and “social interaction/self-fulfillment” tended to participate in various kinds of activities, one should envisaged that subtle nuances in their demographics and travel characteristics were found between senior traveler who sought “relaxation/escape” and senior travelers who sought “social interaction/self-fulfillment”. Both “relaxation/escape” and “social interaction/self-fulfillment” were found to be more important for younger senior travelers (50-64 years) with friendship groups. However, “relaxation/escape” was found to be more important to alone travelers and “social interaction/self-fulfillment” was found to be more important for senior travelers with less travel experience. [The reasons for these findings were explained in *Section 5.6 and Section 5.7*].

Among the three interpretable pairs of motivation and activities, two pairs of relationship warranted more attention. These were the second and the third pairs of variates. The reason was that the first pair of variate, which described the relationship between “benefits seeking” and “shopping”, was neither considered as an important motivation factor for senior travelers in general nor considered as an important motivation factor for specific sub-groups of senior travelers. On the other hand, the other two variates warranted more attention. This was because “intellectual/enrichment” factor was found to be the *fundamental* motivation factor for senior travelers generally;

and “relaxation/escape” and “social interaction/self-fulfillment” factors were found to be particularly important to specific sub-groups of senior travelers.

Chapter 6 - CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

This study examined the sub-group differences in travel motivation factors among senior leisure travelers and the relationship between travel motivation factors and touristic activity factors. It is expected that the findings would provide better understanding of senior leisure travel market by identifying and distinguishing the heterogeneous characteristics of senior travel segment in relation to age, gender, travel experience and travel companions. In addition, it is also expected that better understanding of travel motivation factors about senior travelers and better service delivery for the tourist products would be achieved through finding out the relationship between travel motivation factors and touristic activity factors.

6.1 Summary of the Findings

It was found that senior leisure travelers considered “intellectual/cultural enrichment” and “novelty seeking” as two most important travel motivation factors. It was also found that engaging in “sightseeing” and “shopping” activities were among the most participated activities for senior leisure travelers visiting Hong Kong.

The findings indicated that some differentiating factors (e.g. age and travel companions) were more relevant than the others (gender and travel experience) in accounting for the differences in travel motivation between sub-groups of senior leisure travelers.

Age factor

It was found that the *escaping* dimension of travel motivation factor (e.g. relaxation/escape) was more important for the *younger* senior leisure travelers (50-64 years); and the *seeking* dimension of travel motivation factor (e.g. intellectual/cultural enrichment) was more important for the *older* senior leisure travelers (65-74 years). Thus, the two hypotheses which stated that (1a) the *escaping* dimension of travel motivation factors will be more important to younger senior leisure travelers than older senior leisure travelers; and (1b) the *seeking* dimension of travel motivation factors will be more important to older senior leisure travelers than younger senior leisure travelers *cannot* be rejected.

The differences in travel motivation factors between different age groups of senior leisure travelers might be explained by age cohort factor effect and their differences in employment status.

Gender

It was found that male and female senior leisure travelers were motivated by similar motivation factors. There was evidenced in the findings which showed that (1) the between group differences in mean scores for the tested motivation factors were small; and (2) the ranking order of eight motivation factors between male and female senior travelers was similar (the ranking order of six out of eight motivation factors between male and female senior travelers is exactly the same). Thus, the two hypotheses which

stated that (2a) the *higher* order needs, in terms of travel motivation factors, will be more important to female senior leisure travelers than male senior leisure travelers; and (2b) the *lower* order needs, in terms of travel motivation factors, will be more important to male senior leisure travelers than female senior leisure travelers were rejected.

The reasons for male and female senior leisure travelers to be motivated by similar motivation factors might be explained by women's passive role in leisure participation (to be the facilitator rather than the participant) and seniors' value assimilation in the process of aging.

Travel experience

It was found that there was no definite relationship between the levels of travel experience and the levels of human needs in terms of travel motivation factors. Thus, the two hypotheses which stated that (3a) the *higher* order needs, in terms of travel motivation factors, will be more important to senior leisure travelers with *more* travel experience than senior leisure travelers with *less* travel experience; and (3b) the *lower* order needs, in terms of travel motivation factors, will be more important to senior leisure travelers with *less* travel experience than senior leisure travelers with *more* travel experience were rejected.

However, it was found that the levels of travel experience were associated with the nature of travel motivation (such as internal stimulation needs versus external

stimulation needs). The findings revealed that senior leisure travelers with more (higher level) travel experience tended to consider *external stimulating* needs (such as benefits seeking and adventure/thrills seeking) more important. On the other hand, senior leisure travelers with less (lower level) travel experience tended to consider *internal stimulating* needs (such as social interaction/self-fulfillment) more important. The divergent nature of travel motivation between senior travelers with more and less travel experience may be explained by the sense of boredom associated with repeat travel.

Travel companions

It was found that (1) relaxation/escape was a more important motivation factor for the alone-travelers; (2) social interaction/self-fulfillment was a more important motivation factor for the friendship groups; and (3) relationship enhancement was a more important motivation factor for the family groups. Thus, the three hypotheses which stated that (4a) among the senior leisure travelers, the travel motivation factor – “relaxation/escape” will be more important to *alone* travelers than other travel companion groups; (4b) among the senior leisure travelers, the travel motivation factor – “interpersonal interaction” will be more important to *friendship* groups than other travel companion groups; and (4c) among the senior leisure travelers, the travel motivation factor – “relationship enhancement” will more important to *family* groups than other travel companion groups *cannot* be rejected.

However, the findings did not revealed any motivation factor which was particularly important for the couple groups. Thus, the hypothesis which stated that (4d) among the senior leisure travelers, the travel motivation factor – “benefits seeking” will be more important to *couple* groups than other travel companion groups was rejected.

The relationship between motivation and activity

It was found that the motivation factor – benefits seeking was directly correlated with the activity factor – shopping (the first pair of variate); the motivation factors – relaxation/escape and social interaction/self-fulfillment were directly correlated with four activity factors – sports/relaxation, entertainment/cultural, educational and leisurely paced (the second pair of variate); and the motivation factor – intellectual/cultural enrichment was directly correlated with the activity factor – sightseeing (the third pair of variate).

Thus, the three hypotheses which stated that (5a) the motivation factor - “intellectual/culture enrichment” will be positively correlated with the activity factors such as “sightseeing” and/or “culture/education/special events”; (5b) the motivation factor - “benefits seeking” will be positively correlated with the activity factors such as “shopping” and/or “sampling different cuisine”; and (5c) the motivation factor – “relaxation/escape” will be positively correlated with the activity factors such as “leisurely-paced”, and “in-house sports/relaxation” *cannot* be rejected.

Among these three of pairs of relationship between motivation and activities, two pairs of relationship were particularly noteworthy. These were the relationship between intellectual/cultural enrichment and sightseeing activities and the relationship between relaxation/escape, social interaction/self-fulfillment and 4 types of touristic activities. The remaining pair of relationship, which was the relationship between benefits seeking and shopping, was less noteworthy. This may be due to the fact that (1) in general, senior leisure travelers did not regard benefits seeking as an important motivation factor (with a mean score 2.78); (2) none of the sub-groups of the senior travelers regarded benefits seeking as being more important motivation factor than other factors. However, the other motivation factors which were found to be correlated with the activity factors were either regarded as fundamental motivation factor (intellectual/cultural enrichment) for the senior travelers or were found to be particularly important (relaxation/escape and social interaction/self-fulfillment) for specific sub-groups of senior leisure travelers (see Table 6.1).

Table 6.1 The Relationship between travelers' characteristics, motivation and activities

	Tourist Characteristics	Motivation factors	Activity factors
Variate 1		-Benefits seeking	-Shopping
Variate 2	Younger (aged 50-54 years and 55-64 years)	-Relaxation/escape	-Sports/relaxation activities -Entertainment/cultural activities -Educational activities -Leisurely-paced activities
	Travel with on their own and friends		
	Younger (aged 50-54 years and 55-64 years)	-Social interaction/self-fulfillment	
	Less experienced travelers (10 times of less)		
Variate 3	Travel with friends		
	Older (aged 55-64 years and 65-74 years)	-Intellectual/cultural enrichment	-Sightseeing activities
	More experienced travelers (more than 10 times)		

6.2 Implications of the Study

This study may shed light on better understanding of senior travel market, as well as to provide market implications for travel-related institutions. Three major implications of the study may be drawn from this study. (1) Cultural/heritage tourism and elderhostel program should be emphasized and developed to attract more senior travelers. (2) A priori segmentation of the senior travel market should be based upon age cohort factor/retirement status or different companion groups. (3) The relationship between travel motivation and touristic activities was better understood.

The findings, which revealed that the intellectual/cultural enrichment was the most important motivation factor for the senior leisure travelers, imply that senior travelers have strong desire to *acquire learning and educational experiences*, especially in understanding the cultural aspect of the destination when they engage in leisure travel. This also implies that more cultural-related, educational programs could be designed to attract more senior leisure travelers. Such cultural-related tours may not be predominantly sightseeing tours involving visits to historic sites, buildings, and monuments. It may also include attending events related to visual, performing arts, and festivals (Hall and Zeppel, 1990) or visits to temples, museums and galleries; attendance to calligraphy, antiques and craft fairs.

At the same time, as elderhostel program becomes more popular among the senior travelers (Thomas and Butts, 1998), this implies that marketers from travel-related institutions such as hotel, attraction, exhibition and travel companies could offer a range of *cultural educational programs* to senior travelers. These programs may be related to language, traditions, handicrafts, food/gourmet, art and music, history, work and technology, religions, architecture, dress/costume, education system, living styles and leisure activities of the destination.

This study may also throw light on the understanding of the heterogeneity of senior travel market. The findings, which reflected the differences in motivation factors between different age sub-groups of senior leisure travelers, imply that (1) “age-cohort

factor” effect does exist among the senior people born around same period of time (Walz and Blum, 1988). Such findings suggest to future researchers that an alternative approach on studying consumer behavior of the senior citizens could be centered at the age cohort factor. (2) The findings also imply that segmentation of the senior travel market could be made in the age ranges of 50-64 years and 65-74 years, with each group of senior travelers being offered by different tourist products. Products with its main components for relaxation/escape should be designed to attract the younger senior travelers (50-64 years) while travel products with its main components for extending knowledge about the host destination should be designed to attract the older senior travelers (65-74 years). In particular, products which serve the purpose for (1) relaxation/escape, (2) a combination of relaxation/escape and education/learning and (3) education/learning are especially important to the (1) the baby boomers, (2) the WWII babies and (3) the Depression babies respectively. In terms of the nature of the tourist products, it is suggested that (1) package with tickets and accommodation may cater the needs of the baby boomers, (2) package with tickets, accommodation and some sightseeing tours may cater the needs of the WWII babies and (3) full package tours with cultural/heritage sightseeing may cater the needs of the Depression babies.

In a similar vein, the findings which illustrated the differences in travel motivation factors between senior leisure travelers with different travel companions, imply that travel companion was another segmentation variable for senior travel market. This also implies that different tourist products should be designed to cater the needs of senior travelers who traveled with different companions. For example, it was found that

couple-travelers did not regard any motivation factors particularly important when compared with other travel groups, this implies that the couple-travelers can be treated as the same as other companion groups of senior travelers. On the other hand, as the alone-travelers and the friendship groups considered “relaxation/escape” more important than other groups of senior travelers; and the family group considered “relationship enhancement” more important than other groups of senior travelers, marketers should not treat these groups as one undifferentiated group.

Motivation is a concept which is abstract and unobservable. It is difficult for marketers to realize what tourists actually demand in terms of tourist service and activities even though information on tourist motivation is known. There is a gap between tourist motivation and actual product/facilities planning. The findings of positive relationships between motivation factors and touristic activity factors might provide relevant information to the marketers who are aimed at senior travel market. As tourists' motivation causes tourists to engage in certain touristic activities, and tourists' preference on these touristic activities causes product/service providers to design product/service catering to their needs, the delivery of service may be subsequently improved. In other words, the findings of the relationship between motivation and actual activity have bridged the gap of knowledge between tourist motivation and delivery of service.

6.3 Suggestions for Future Research

Travel motivation has been received extensive attention in social science research. Future studies on senior travelers' motivation could test the applicability of the established motivation theories/models in a Chinese-cultural context. The following suggestions may provide insights for conducting future research on travel motivation or senior travelers.

As travel motivation models and theories are developed almost exclusively from the Western countries, for example North America, there is a need to examine whether these theories and models are universally or cross-culturally applicable. Special attention can be put on testing the applicability of Maslow's Theory of Human Needs or Pearce's Travel Career Ladder. In a study of Maslow (1967), he pointed out that he did not know what self-actualization would mean to the Chinese (Maslow, 1967), implying that a start could be made to test the universal generalization of his model based on the assumption of its validity and proceeded on asking the pertinent questions of whether it applies to Asian people (Redding, 1982).

In addition, it would be interesting to conduct a cross-cultural comparison study on the differences in travel motivation and touristic activities of senior leisure travelers from North America and Mainland China to gain a deeper insight into the influence of cultural values in these two aspects.

Segmentation of senior travel market can be further explored by examining the upbringing background (age cohort factor) of the senior citizens in relation to their travel pattern, consumption pattern and benefits sought.

It may also be useful to have a deeper examination on the combined effects of the selected demographic and travel characteristic variables of the study. MANOVA or multiple classification analysis (also known as simple factorial analysis) may be conducted to test whether or not there were moderating variables which existed between different combinations of tested variables for explaining the differences in travel motivation precisely.

Further studies are also needed to examine the travel motivation of senior leisure travelers from other countries of origin so that a more representative sample of senior travelers may be obtained.

6.4 Limitations of the Study

There are several limitations in this study and most of them are related to methodological issues.

Problem of maintaining a higher degree of homoscedasticity of data

In respect to the restriction in data collection, only respondents from America/Canada and Mainland China were surveyed. The sample, which comprises two cultural groups of respondents, may violate the assumption of data homoscedasticity and thus may invalidate the performance of factor analysis if two sets of data were pooled. Technically, this problem may be resolved through scale purification which aimed at retaining the commonalities and discarding the diversities between the two groups. However, there existed the limitation that this study did not probe into the cross-cultural differences between the travel motivation and the touristic activities of senior leisure travelers from American/Canada or Mainland China.

Problem of ensuring a higher degree of reliability of data

In addition, due to the restriction in data collection, a total of 440 respondents were collected at different locations and different sets of measures were used. Respondents who were intercepted for interviews at the International Airport were asked by questions on the “actual activities” scale construct while respondents who were intercepted for interviews at other tourist spots/attractions were asked by questions on the “intended activities” scale construct. The reason for the difference was due to the fact that

respondents at tourist spots had not completed their entire itinerary and were not able to give answers on how frequently they have participated in the suggested touristic activities. It was assumed that the intention for engaging in the touristic activities had a very strong likelihood of being realized if the itinerary was pre-determined and the respondents were on tour tours¹³. However, the author acknowledges that there is a non-zero probability that the intended activities may not be realized, therefore, reducing the reliability of the pooled data.

Even though all the respondents have actually participated in the activities, which they have planned to engage in, there may have another problem. The problem was that the package tour travelers usually did not have full discretion to choose his/her own preferred touristic activities as he/she is bound by tour package itinerary. The author acknowledges that data reliability may be reduced as both package buyers and independent travelers were pooled for analysis. The reason for including both package travelers and independent travelers was mainly attributed to time and resource limitations.

Problem of maintaining data integrity

The process of using factor analysis and then canonical correlation analysis (factor-canonical method) may obscure the effect of employing canonical analysis directly since some items with low factor loadings and poor scale reliability (internal consistency) may be discarded in the process of scale purification. However, in order to accomplish

¹³ It was found that over 75% of the respondents who had answered on the "intended activities" scale construct were on package tours.

the objectives of producing a parsimonious set of data and to examine the sub-group differences in travel motivation, factor analysis followed by canonical analysis approach was used.

Because of time limitation, no substantial respondents (at least 400 cases) were surveyed at the pilot test stage to confirm the reliability of the motivation and activity scales. Thus, a large number of motivation and activity variables may have to be discarded at the later stage (data analysis stage). In addition, in order to purify both the motivation and activity scales so to represent the opinion of the respondents from America/Canada and Mainland China, a number of important motives or activities (with high mean scores) were discarded during scale purification. The process of eliminating quite a number of variables might discard some important data prematurely and they might be relevant for subsequent analysis.

Limitation of examining motivation concept

One of the limitations stemmed from the study is related to the motivation concept per se, and its methodological and operational issues. Even if it is accepted that understanding motives can help predict actual behavior, a problem may still arise when using a motivation scale to predict tourist behavior as the concept of motivation offers more ex-post explanation than ex-ante prediction of behavior (see *Chapter 2, Section 2.4* for details).

Mono-operation bias

In terms of operation, mono-operation bias may exist when using only one method for data collection, especially to collect data on two constructs, which are correlated, or in causal relationship. In this study, a mono-method bias might exist as both data sets on travel motivation and touristic activities were collected by self-report method. It may be possible for the respondents to perceive that both constructs (motivation and activities) were measuring the same things, especially when both constructs were presented in the same questionnaire, and some of the items in both constructs were quite similar.

Less generalization of results

It was the reason of language barrier that restricted our attempt to interview senior travelers from other countries of origins, such as from Japan and other European countries. Under such limitation, it appeared that the study has to select travelers from the countries, which made up the major share of the visitor arrivals for Hong Kong tourism industry; as well as taking into consideration to grasp a representation of senior travel market from both the East and the West. The selection of respondents based only on selecting only two countries of origins/regions thus produced an untrue impression that American/Canadian and Mainland Chinese were deliberately selected for a cross-cultural study.

In presence of the above-mentioned limitations that the author acknowledges, this study would not attempt to generalize the findings for all senior travelers. In fact, this study represents an initial attempt to better understand the senior leisure travel market in Hong

Kong and to provide some insights for further research related to senior travel segment and/or travel motivation.

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groups). These motivation factors were “relaxation/escape”, “relationship enhancement” and “social interaction/self-fulfillment”.

“Relaxation/escape” was found to be a more important travel motivation factor for alone-travelers and friendship groups compared to couple groups while “relationship enhancement” was found to be a more important factor for family groups compared to other three travel groups (such as alone-travelers, couple groups and friendship groups). It was also found that “social interaction/self-fulfillment” was a more important factor for friendship groups and family groups compared to couple travelers.

In particular, these results illustrated that (1) “relaxation/escape” was more important to alone travelers; (2) “relationship enhancement” was more important to family groups; and (3) “social interaction/self-fulfillment” was more important to friendship group. However, the results did not show any factors which were found to be particularly important to couple groups. Perhaps, the motivation factors which couple travelers regarded as more important were subsumed in the motivation factors which were considered as important by all senior travelers without differentiation between sub-groups. These motivation factors might be “intellectual/cultural enrichment” and “novelty seeking”.

Based on the results revealed by *F*-tests, the three hypotheses which stated that (4a) among the senior leisure travelers, the travel motivation factor – “relaxation/escape” will be more important to *alone* travelers than other travel companion groups; (4b)

among the senior leisure travelers, the travel motivation factor – “interpersonal interaction” will be more important to *friendship* groups than other travel companion groups and (4c) among the senior leisure travelers, the travel motivation factor – “relationship enhancement” will more important to *family* groups than other travel companion groups *cannot* be rejected. Only the hypothesis (4d) which stated that among the senior leisure travelers, the travel motivation factor – “benefits seeking” will be more important to *couple* groups than other travel companion groups was rejected as no motivation factor was found particularly important to the couple groups.

In summary, the results generated by sub-group tests (*t*-tests or *F*-tests) showed that age and travel companions rather than gender and travel experience are more relevant in accounting for the differences in travel motivation factors among senior leisure travelers.

Table 4.1 Comparison of travel motivation factors between SLT with different travel companions

Travel motivation factors	Myself Mean 1	Couple Mean 2	Family Mean 3	Friends Mean 4	F-test Prob.	Levene test with P value sig.	Duncan's multiple range test	Mean differences
1. Relaxation/escape	3.011	2.688	3.065	3.343	.0001	.541	(m1,m2)* (m2,m4)*	0.32 -0.66
2. Relationship enhancement	2.013	2.448	3.478	2.355	.0000	.233	(m1,m2)* (m1,m3)* (m2,m3)* (m3,m4)*	-0.44 -1.47 -1.03 1.12
3. Social interaction/self-fulfillment	2.719	2.443	2.906	2.998	.0001	.449	(m2,m3)* (m2,m4)*	-0.46 -0.56
4. Intellectual/cultural enrichment	4.006	4.140	4.069	4.029	.6131	.781	-	-
5. Novelty seeking	3.553	3.675	3.551	3.512	.5231	.282	-	-
6. Prestige/self-esteem	3.026	2.915	2.735	3.043	.4914	.868	-	-
7. Benefits seeking	2.649	2.902	3.006	2.726	.0732	.179	-	-
8. Adventure/thrills seeking	2.561	2.646	2.368	2.463	.4618	.532	-	-
Remarks: ¹ Mean scores were computed based on a 5-point scale: 1=not at all important, 5=extremely important. ² (m1, m2) means that there are differences in mean scores between two groups of senior leisure travelers. ³ (*) denotes significant differences existed between groups at $p < 0.05$ level. ⁴ The significant level for all tests (F-test, Levene test and Duncan's range test) are set at 0.05 level.								

4.12 Relationship between Travel Motivation Factors and Touristic

Activity Factors

Table 4.1 shows the overall results of canonical correlation analysis performed on a set of 7 activity factors (criterion variables) and a set of eight motivation factors (predictor variables). The analysis resulted in seven canonical functions, with canonical correlations which ranged from 0.068 to 0.573. Results generated by Chi-square tests showed that *five* out of seven canonical functions were significant at an alpha level smaller than 0.05. This indicated that significant relationships were found among five

pairs of variates consisting of dependent touristic activity factors (criterion factors) and independent travel motivation factors (predictor factors).

In addition to the results revealed by Chi-square tests, the multivariate tests of significance by using various approaches (e.g. Wilks' Lambda, Pillai's Criterion, Hotelling-Lawley Trace and Roy's Greatest Root) also indicated that the seven canonical functions, taken collectively, were statistically significant at an alpha level smaller than 0.05 (see Table 4.2). Both the Chi-square tests and the multivariate tests showed that the set of data was fit for canonical correlation analysis.

Table 4.1 Overall results of canonical correlation analysis between travel motivation factors and touristic activity factors

Measures of overall model fit for Canonical correlation analysis	Variates						
	1	2	3	4	5	6	7
Canonical correlation	0.573	0.508	0.377	0.228	0.202	0.112	0.068
Eigenvalue (Canonical R ²)	0.328	0.258	0.142	0.052	0.041	0.013	0.004
F statistic	414.76	242.96	114.29	48.39	25.43	7.44	1.99
Significance level	0.000	0.000	0.000	0.000	0.013	0.282	0.370
(%) of variance explained by its own canonical variates (Shared variance)							
Set 1: Criterion variables: Activity Factors	15.9	34.3	15.8	8.1	9.2	8.9	7.9
Cumulative (%)	15.9	50.2	66	74.1	83.3	92.2	100
Set 2: Predictor variables: Motivation Factors	17	19.8	16.1	11	11.7	8.5	7.6
Cumulative (%)	17	36.8	52.9	63.9	75.6	84.1	91.7
(%) of variance explained by opposite canonical variates (Redundancy)							
Set 1: Criterion variables: Activity Factors	5.2	8.8	2.2	0.4	0.4	0.1	-
Cumulative (%)	5.2	14	16.2	16.6	17	17.1	17.1
Set 2: Predictor variables: Motivation Factors	5.6	5.1	2.3	0.6	0.5	0.1	-
Cumulative (%)	5.6	10.7	13	13.6	14.1	14.2	14.2
Remark: two constructs are defined as one being predictor variables and the other being criterion variables according to the inputs of variables for "cancorr" analysis in SPSS. Actually it is of less importance to define which is which as this analysis intends to examine the correlation relationship rather than causal relationship between two sets of variables.							

Table 4.2 Multivariate tests of significance on correlation between travel motivation factors and touristic activity factors

Statistics	Value	Approximate F	Probability
Wilks' Lambda	0.3820	8.0160	0.0001
Pillai's Trace	0.8286	7.3329	0.0001
Hotelling-Lawley Trace	1.1177	8.4482	0.0001
Roy's Greatest Root	0.4898	26.388	0.0001
Remark: the multivariate tests were computed by SAS.			

In Table 4.1, the results showed that the percentage of variance (redundancy index) for the activity factors (criterion variables) that was explained by the motivation factors

(predictor variables) was 17.1%. Conversely, it was indicated that the percentage of variance (redundancy index) for motivation factors that was explained by activity factors was 14.2%. This indicated that some relationship between motivation and activity was found between some pairs of variates. The criteria set for selecting which pairs of variates to be interpreted were as follows: (1) only pairs of variates which showed fairly strong correlation (i.e. having ≥ 0.3 canonical correlation coefficients), (2) only pairs of variates with the redundancy level greater than 2%, and (3) only pairs of variates with eigenvalue greater than 10% were considered for final analysis. Based on these criteria, only three pairs of canonical functions were identified for final interpretation (see the highlighted areas in Table 4.1).

To further examine the relationship between the activity factors and motivation factors within a pair of canonical variate, only variables with coefficients (cross loading) equal to or greater than 0.3 were selected (Holland, Levi and Watson, 1980). In order to avoid statistical instability arising from multicollinearity and to obtain better explanation of the relationship between 2 sets of variables, canonical cross loadings rather than standard canonical coefficients (canonical weight) or simply canonical loadings were adopted for interpretation. A summary of these three pairs of significant variates is presented in Table 4.3.

The results showed that the first variate pair containing the activity factor – “shopping” was directly correlated with the motivation factor – “benefits seeking”. The second variate pair indicated that the four activity factors such as “Sports/relaxation activities”,

“entertainment/cultural activities”, “educational activities” and “leisurely-paced activities” were directly correlated with the motivation factors such as “relaxation/escape” and “social interaction/self-fulfillment”. The third variate pair showed that the activity factor – “sightseeing activities” was directly correlated with the motivation factor – “intellectual/cultural enrichment” (see the highlighted areas in Table 4.3). Therefore, the three hypotheses which stated that: (5a) the motivation factor - “intellectual/culture enrichment” will be positively correlated with the activity factors such as “sightseeing” and/or “culture/education/special events”; (5b) the motivation factor - “benefits seeking” will be positively correlated with the activity factors such as “shopping” and/or “sampling different cuisine”; and (5c) the motivation factor – “relaxation/escape” will be positively correlated with the activity factors such as “leisurely-paced”, and “in-house sports/relaxation” *cannot* be rejected.

However, among the three pairs of variates between motivation factors and touristic activity factors, the second and the third pairs of variates yielded more importance for interpretation than the first pair of variate although it was shown that the corresponding cross loadings (-.524, -.525) for the first pair of variate was higher than the other two pairs of variates [The reason why the second and the third pairs of variates are more important to be discussed/interpreted will be explained in *Chapter 5, Section 5.8*].

Table 4.3 Canonical cross loadings for travel motivation factors and touristic activity factors

	Variates ²			Mean scores ¹
	1	2	3	
Set 1: Touristic activity factors (dependent/criterion factors – Y_1, \dots, Y_7)				
Sports/relaxation activities	-.020	-.414	.116	1.73
Entertainment/cultural activities	-.019	-.443	-.002	2.30
Educational activities	.120	-.312	-.114	2.82
Sightseeing activities	-.097	-.182	-.329	3.81
Shopping	-.524 ³	.010	-.035	3.12
Leisurely-paced activities	-.155	-.303	-.046	2.81
Nightlife activities	-.209	-.172	.135	1.63
Set 2: Travel motivation factors (independent/predictor factors – X_1, \dots, X_9)				
Relaxation/escape	-.075	-.379	.040	3.00
Relationship enhancement	-.162	-.173	.000	2.47
Social interaction/self-fulfillment	-.087	-.436	-.010	2.70
Intellectual/cultural enrichment	-.184	-.078	-.321	4.06
Novelty seeking	-.195	-.016	-.230	3.59
Prestige/self-esteem	-.098	-.152	-.144	2.96
Benefits seeking	-.525	-.128	.065	2.78
Adventure/thrills seeking	-.226	-.012	-.020	2.52
Remarks:				
¹ Mean scores for motivation and activity dimensions were computed for canonical correlation analysis.				
² Only variate pairs with statistic significance smaller than 0.05, eigenvalue greater than 10% and redundancy index greater than 2% were considered in final analysis.				
³ Canonical cross loadings with 0.3 or above were used to interpret the relationship between the activity factors and motivation factors in a pair of canonical variates.				

Chapter 5 – DISCUSSION

5.1 Travel Motivation Variables

The findings of this study revealed that senior travelers engaged in leisure travel not just for the purpose of simply enjoying leisure activities, or having rest and relaxing experiences as found in some past studies (Anderson and Lanmeyer, 1982; Dandurand, 1982). Senior travelers were motivated by the desire to acquire knowledge, seek cultural enrichment, search for novel/unique experiences, understand culture and lifestyles of people in the host destination.

These findings provided further confirmatory evidence in earlier studies by Kung (1989), Kersetter (1993), and Thomas and Butts (1998) who found that contemporary senior travelers were shifting from traveling for “fun and relaxation” towards seeking cultural enrichment, self-indulgence, exploration of self and world, or intellectual stimulation. The findings of this study illustrated that senior travelers are interested in knowledge and educational aspects of leisure travel which may be explained by Maslow’s needs theory (1954), Pearce’s travel career ladder (1988) and Wolfe’s life stage hypothesis (1987, 1990).

Maslow’s theory (1954) proposed that people have needs to “know and understand” which might be stimulated after three levels of lower needs (physiological, safety, love and belonging) were gratified (Jarvis, 1988). In addition, based on the findings indicated by Pearce and Caltabiano (1983) that younger travelers were more concerned about

lower order needs while older travelers were more concerned about higher order needs, it was postulated that the ascending nature of hierarchical needs and the advancement of age might be related. Thus, the “needs for knowledge” and the “needs for development” which were regarded as higher order needs in Maslow’s study (1954) and Pearce’s (1988) study might become important when people advance into older age.

Likewise, Wolfe (1987) found that people’s needs were influenced by their life experiences and their level of maturity in each stage of their life. Based on Wolfe’s findings, senior people at their later life stage expressed satisfaction mainly came from having new, meaningful, exciting and challenging experiences rather than material possession or hands-off entertainment. Thus, senior travelers might regard taking leisure travel in their later life as an opportunity to realize both needs of having an authentic experience and expanding knowledge as important. This finding may also help explain why elderhostel programs have become popular for senior travelers nowadays.

5.2 Touristic Activity Variables

Hong Kong is marketed as a destination for nightlife entertainment, shopping and eating activities. However, this study revealed shopping and eating were not rated as very important motivation factors by senior travelers. The activities which most senior travelers engaged in were sightseeing activities, either self-arranged or by joining all-inclusive package tours/local tours. When joining package tours, the favorite activities might be “visiting scenic areas” and “historic sites”, along with “taking memorable

pictures". In instance where the activities were self-arranged, the results showed that their favorite activities were mainly non-hectic activities such as "strolling and walking around for pleasure", "visiting parks and gardens", and "visiting museums and galleries". These activities were rated as being very popular among the independent senior travelers, who were mostly the Western travelers.

5.3 Travel Motivation Factors of Senior Leisure Travelers

Factor analysis with varimax rotation resulted in 8 motivation factors, which accounted for 62.2% of the total variance. Three factors were found to be more important to senior travelers. These factors were Factor 4 – "intellectual/cultural enrichment", Factor 5 – "novelty seeking" and Factor 1- "relaxation/escape".

It was found that "intellectual/cultural enrichment" was the most important travel motivation factor for senior leisure travelers. This factor was found to be particularly important to senior travelers might be explained by the change of human's psychological needs as they advanced in age. [This might be explained by theories related to psychology such as Maslow's needs theory, Pearce's travel career ladder and Wolfe's life stage hypothesis]. After having fulfilled their lower order needs in their formative and maturity stages, senior travelers were found to be particularly interested in seeking higher order needs such as seeking rewarding experiences. In this study, seeking rewarding experiences might be represented by cultural and educational aspects of motivation. These included "broaden knowledge/open perspective of the world",

“learn about new things/new cultures” and “visit historic/cultural attraction” in the host destination.

Second to seeking cultural/educational experiences, “novelty seeking” was found to be another important travel motivation factor. Novelty seeking in this study included “visiting a new place”, “meeting new/different people”, “experiencing different lifestyles, ways of living” and “seeing something different”. Advancement in age means more travel experiences will be accumulated. Repeat travel might generate a sense of boredom. In this respect, desires for change and seeking something different became evident. The findings, which revealed that senior travelers regarded “novelty seeking” as an important factor might imply that satisfying novelty was one of the basic human needs regardless of age or gender. As a result, it implied that novelty seeking should not only be confined to account for travel motivation of younger travelers or male travelers as found in some past studies (Jeong and Park, 1997, Cohen, 1972).

It was postulated that desire for escaping from original settings diminishes when people approach older age. This postulate might be justified by Hagan and Uysal, (1991) and Mills (1993) that the seeking rather than the escaping dimension of motivation might be more important to older senior travelers. Although the seeking dimension of motivation was found to be more important to older senior traveler, it did not imply that the escaping dimension of travel motivation was totally unimportant to senior travelers. In this study, “relaxation/escape” factor which consisted of “have some rest/relaxation”, “keep myself physically active and fit”, “escape everyday routine”, “withdraw from