

Analysis of studies on the travel motivations of senior tourists from 1980 to 2017: Progress and future directions

Abstract: *As the global senior population expands, there is increasing scholarly interest in the intersection between tourism and the aging population. After nearly four decades of scholarly inquiry, there is the need for a comprehensive review of emerging studies. Therefore, this study was initiated to investigate publications on senior tourists' motivations from 1980 to 2017. Specific objectives include the identification of publication trends over the years, the identification of research methodologies, and an analysis of the nature of the motivations that have emerged over the past three decades. To accomplish these, a systematic and snow-balling process was employed to identify relevant publications on travel motivations. Furthermore, a classification of senior tourists' motivations into domains is provided. The findings suggest a potential increase in publications in the coming decades, domination of certain markets, including the USA, Australia, and China, the emergence of four broad senior travel motivation domains divided into 13 sub-domains, and some distinctiveness and similarities in senior travel motivations in comparison with other motivation schemes. These motives vary across different generations of seniors. The variables identified in this study provide a useful theoretical understanding of the senior travel phenomenon and for future studies.*

Keywords: Senior tourism; aging; motivation; socialization; nostalgia

Introduction

Due to the increasing number of aging populations in modern society, the senior, mature, gray, or elderly population (as it is variously referred to), is projected to be one of the most important segments for the tourism industry in the coming three decades (Alén, Nicolau, Losada, & Domínguez; 2014; Littrell, Paige, & Song, 2004; Oliveira, Brochado, & Correia, 2018; Schröder & Widmann, 2007; Śniadek, 2006). The benefits expected to be accrued from the senior tourism market will also impact the hospitality sector where senior tourists will soon constitute one of the largest prospective market segments for the hotel, restaurant, and shopping industries (Bai, Jang, Cai, & O'Leary, 2001; Burritt, 2001; Caber & Albayrak, 2014; Chen, Liu, & Chang, 2013; Huang & Tsai, 2003). A report by the United Nations (2015) projects that, by the year 2050, adults in the

developed world will constitute one third of the population structure from a current one-fifth position.

As with any new tourism phenomenon, motivation is an integral first step in exploring the prospects of the senior tourism segment. Continual research on senior tourists' motivations reveals varying types of motives for which the elderly pursue travel. This review supplements literature regarding seniors' educational tourism (Sie, Patterson & Pegg, 2016) as well as the methods applied to the study of senior motivations (Patuelli & Nijkamp, 2016). The objectives are to identify the types of senior tourists' motivations in the extant literature and present a conceptual framework for the easy identification of motivational factors for the senior cohort.

Gathering an in-depth understanding of the emergent motivations for leisure engagement among seniors is an important direction for the development of promotional and marketing campaigns for the senior tourist segment (Garau-Vadell & de Borja-Solé, 2008; You & O'Leary, 2000). Hence, this study provides valuable information to industry practitioners, policy makers, and governments in generating regions in regard to developing suitable promotional tools. To academia and the tourism industry, this study will offer a means of exploring in depth the research works on the motives for leisure pursuit among seniors. The outcomes are imperative for formulating innovative frameworks and greater specificity in regard to promoting leisure as a quality of life optimizer among seniors. This can be important for increasing leisure participation among seniors in the long run. In addition, this review provides a checklist of travel motivations for the senior tourism cohort, which could be adopted in further empirical research.

Specifically, the objectives of this study are: (1) to identify the relevant publications on senior tourists' travel motivations; (2) to ascertain the methodological approaches applied in the study of senior tourists' travel motivations; (3) to identify variables that are important in senior

travel motivation schemes; (4) to provide a conceptual classification of travel motivations for senior tourists; and (5) to compare the travel motivations of senior tourists and other travel schemes. This paper proceeds with the background of the senior tourism sub-sector, an overview and operationalization of the concept of motivation in tourism studies, and a critical review of past senior travel motivation studies, including theory use. The methodological framework employed in this paper is also explained. The results from various research publications on senior tourists' motivations from 1980 to 2017 are presented and critiqued. Ultimately, conclusions and future research directions are proposed.

Literature review

Background of the senior travel segment

Since the turn of the 1980s, numerous factors including better healthcare provision, better social welfare schemes, and a better understanding of leisure's relevance to physical and mental wellbeing, have culminated in a corresponding longer life expectancy from 50 years in 1950 to 71.4 years in 2017 (Chand & Tung, 2014; WHO, 2017). Although other disciplines, such as healthcare, gerontology, social welfare, and economics, have long shown a scholarly interest in seniors, the leisure and tourism academia has lagged behind in identifying the importance of the senior travel niche. Evidence of the growing importance of the welfare of the aging population is reflected in the establishment of national and intra-national departments, increased awareness of the contribution of the aging population to development, and the specific needs of today's seniors.

First, welfare departments for the aged are on the rise across numerous countries. In the United States, for example, intra-state departments have been established to address the welfare of

seniors. Examples of these include the Tennessee Commission on Aging and Disability, the Utah Aging and Adult Services, the Washington Aging and Long-Term Support Administration, and the New York Department for the Aging. A similar trend can be observed in other countries, such as in regard to Sri Lanka's National Secretariat for Elders, Canada's National Seniors Council, and the Korea Labor Force Development Institute for the Aged. These departments are either stand-alone or interfused with some other social welfare divisions, such as disability services, adult services, healthcare services, community care services, long-term care services, or independent living services.

Second, there is a greater awareness of the value of the senior cohort to social and economic development, which is in contrast to three decades ago. On the one hand, the elderly have the potential to contribute positively toward national growth through their tailored expenditure behaviors, wealth of experience, or even by supplementing the workforce of a nation (Chon & Singh, 1995; Jang & Wu, 2006; Littrell et al., 2004; Thompson & Thompson, 2009; You & O'Leary, 2000). On the other hand, seniors can adversely affect economic growth through the reduction of the labor force and in greater government expenditure on facilities and healthcare provisions. Regardless, it is expected that an aging population will accumulate more aggregate disposable income while having greater spending wherewithal for travel (Chand & Tung, 2014; Lassen & Moreira, 2014).

Third, seniors have unique and specific needs that are different from their younger counterparts, particularly in the areas of health (Getzen, 1992; Gibson, Attle, & Yiannakis, 1998; Otoo & Kim, 2018; Wang, Norman, & McGuire, 2005), income (Chon & Singh 1995; Lassen & Moreira, 2014; Littrell et al., 2004), and care-giving (Getzen, 1992). In illustrating these points, Getzen (1992) writes that, in the United States of America, as in other nations, the inescapable rise

of per capita health costs is mainly attributed to the care of and funding for the aged population. Moreover, the elderly's tastes, preferences, and lifestyles are different from their younger counterparts; they are also more accustomed to old-fashioned experiences. They, therefore, tend to require more information and a greater amount of time when making decisions about travel. Additionally, they are particularly demanding, even choosy, in their consumption of services (Ananth, DeMicco, Moreo, & Howey, 1992; Śniadek, 2006). Figure 1 shows the percentage of people aged 65 years or older in some top tourist generating countries as of 2016, based on figures from the Population Reference Bureau (PRB; 2016). Nearly one-fifth of the elderly population in four of the top tourist generating countries are above the 50 years of age threshold set by a number of scholars for an individual to be considered a senior.

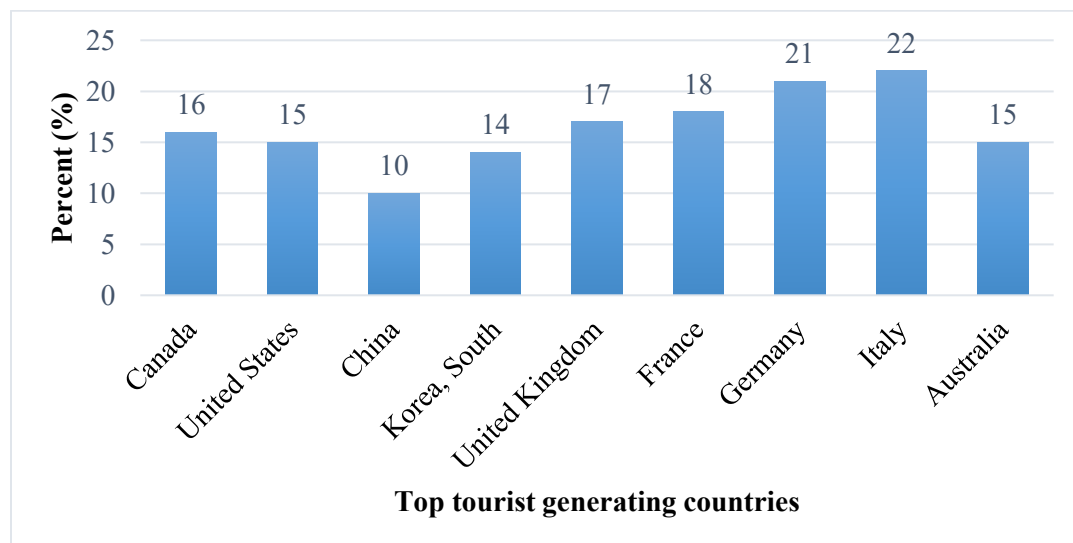


Figure 1. Percentage of people aged 65 years or above in some top tourist generating countries in 2016.

Travel motivations and the senior travel market

Generally, studies on tourists' motivations have been confounded by definitional fuzziness (Dann, 1981). Past researchers have nonetheless provided some base-lines for defining motivation

in tourism. These include a mental preparations for human activities that are related to an individual's level of optimal arousal (Iso-Ahola, 1980), a state of need or a condition that drives an individual toward certain courses of action that are observed as likely to result in satisfaction (Moutinho, 2000), and a driver of demand that influence an individual to decide on a holiday (Page & Hall, 2003). Regardless of their diverse definitions, it is traditionally understood that motivations are collections of psychological forces that drive a person to act in order to achieve the goal of travel to a destination or undertake some leisure-related activities (Paris & Teye, 2010; Pearce & Lee, 2005; Tangeland, Vennesland & Nybakk, 2013). Because motivation influences travel decisions and experiences (Alén et al., 2014; Botha, Crompton, & Kim, 1999; Jang, Bai, Hu, & Wu, 2009; Kozak, Kim, & Chon, 2017; Prebensen, Woo, Chen, & Uysal, 2013), more progress must be made to investigate the psychology of senior travel behavior.

Empirical studies on motivations in tourism, leisure, and hospitality academia may be grouped according to the specific direction those studies. Three interrelated but distinct groups are discussed briefly. First, tourist's motivations are investigated according to the use of a particular tourism or hospitality facility, service, or even device such as mobile phones, for example, the motivation for using mobile devices or hotel brand among tourists (Kim, Mattila & Baloglu, 2011; So, Oh, & Min, 2018). The second group of motivation literature concerns the desire for certain activities such as skiing, gaming or volunteering (Phillips & Jang, 2012; Otoo & Amuquandoh, 2014). Activity-based motivation studies may not require travel. The third group of literature addresses the motivations for travel (Boksberger & Laesser, 2009; Carneiro, Eusébio, Kastenholtz & Alvelos, 2013; Crompton, 1979). While the former may not require travel, the latter requires participation in travel. Authors of this study focus on travel motivation studies in this review (Figure 2). However, intersections of travel motivations with other groupings are considered if the

motivations identified relate to travel (González, Sánchez & Vila, 2017; Wang, Wu, Luo & Lu, 2017).

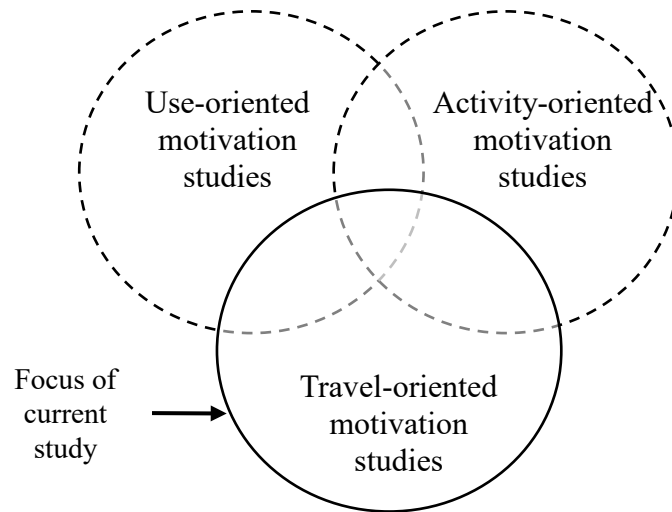


Figure 2. Approaches to survey-oriented tourist motivation studies

Scholars have had to ascertain whether or not seniors display different travel motivations than other travel cohort markets (Boksberger & Laesser, 2009; González, Rodríguez, Miranda & Cervantes, 2009; Hsu & Kang, 2009; Hsu, Cai & Wong, 2007; Jang et al., 2009; Jang & Wu, 2006; Laesser, 2011; Moisey & Bichis, 1999; Norman, Daniels, McGuire, & Norman, 2001; Prayag, 2012; Sangpikul, 2008). These researchers concur that unearthing the travel motivations of the senior population is a dynamic process that requires a thorough understanding of the intricacies of the senior traveler. To do this requires a detailed review of the psychological determinants of their travel desires.

The value of travel motivation for tourism

Understanding the travel motivation of travelers, in particular, the senior travel segment is an important contribution to the practice and knowledge in regard to the senior travel segment. Such values can be discussed in terms of economic and socio-personal values. From an economic perspective, evidence of active aging among the world's largest tourist generating region (Dann, 2001; Small, 2003; Gibson & Chang, 2012; Gibson & Yiannakis, 2002) and the accumulation of greater time, better health, and better income status in later years imply that a larger section of the elderly population will travel for leisure in the coming years (Muller & O'Cass 2001; Tiago, de Almeida Couto, Tiago, & Faria, 2016). Moreover, since tourism businesses are characterized as seasonality (Garau-Vadell & de Borja-Solé, 2008), the senior travel market represents a solution to bridging the gap between lean and peak destination seasons. The frequency of travel and propensity for longer durations of stay both increase the prospects for this market (Alén et al., 2014; Littrell et al., 2004; Oliveira, Brochado, & Correia, 2018).

From the socio-personal perspective, travel contributes to the improvement of quality of life and promotes active aging. The elderly are regarded as “conservative and lagging behind the times” in a time of drastic socio-economic changes in society (Hung & Lu, 2016; Lassen & Moreira, 2014). Therefore, the prospects of senior tourism may also provide an avenue for seniors to ‘catch-up’ with being part of society through family and social travel (Kim & Kim, 2018; Shoemaker, 1989; You & O’Leary, 1999; Wang, Wu, Luo, & Lu, 2017). Therefore, the subject of motivation is an important puzzle-piece in understanding various aspects of the senior travel segment.

Overview of the senior travel motivation literature

This study further builds on and acknowledges the contributions of past reviews of the senior travel literature. A recent publication by Sie et al. (2016), for example, focused on the educational travel experiences of older adults, with an emphasis on three stages of travel: pre-travel, participation, and post-travel. In their review, the authors focused exclusively on overseas adult educational travel. Six broad experiences of older adults were identified in the study: refreshment, socialization, bonding time, intellectual experiences and self-fulfillment, nostalgia, and health and physical fitness. In another study by Patuelli and Nijkamp (2016), culture/nature, experience/adventure, relaxation/well-being/escape, socialization, and self-esteem/ego-enhancement were postulated to be the key motives of travel among seniors. Arguably, the senior travel market is dynamic and requires a broad research focus, as evident in the distinct findings of these studies.

Furthermore, an important delimitation of Sie et al.'s (2016) paper was to build specifically on existing conceptualizations of educational tourism and, thus, its implications are central to the educational tourism niche. Nonetheless, some important points can be derived from Sie and her colleagues. The authors acknowledge the importance of the 50-year criteria set for the definition of seniors, as applied to the current study. They also concur with Patuelli and Nijkamp (2016) that the ambiguity in the definition of seniors ought to be clarified in subsequent studies.

One approach to disambiguating the concept of senior tourism is to examine how a particular discipline operationalizes the term, rather than looking at the term across diverse fields. The rationale for a more inclusive selection criterion can be deduced in the fact that only a handful of tourism-specific motivation studies have been identified by the extant literature, as evident from the study of Hung and Lu (2016). Therefore, an important methodological consideration will be to incorporate as many field-specific journals as possible. This methodological approach will both

improve the reliability of the study and increase the range of journal inclusion. The current review addresses this in part by examining literature from both tourism and leisure fields.

Another important critique raised in past senior travel reviews is the dominance of cross-sectional designs, which result in temporal gaps (Huber, Milne, & Hyde, 2017; Hung & Lu, 2016; Sie et al., 2016). Meanwhile, the factor analytical approach devised by Patuelli and Nijkamp (2016) implies an exclusion of qualitative-oriented research in their review process. Therefore, an integrative framework that captures a holistic overview of senior travel motivation is warranted. The current study also deviates from past studies, as it focuses exclusively on senior travel motivations within the tourism and leisure literature.

Theoretical consideration of senior travel motivations

Theory consideration is critical in an exploration of the travel motivations of senior travel participants. Broadly, most travel motivation theories center on what the traveler requires and what the destination offers (You & O’Leary, 1999). Theories, including wanderlust and sun-lust (Burkart & Medlik, 1981), activity theory (Havighurst, 1952), and continuity theory (Neugarten & Berkowitz, 1964), have been used to explain engagement and disengagement in leisure. Mannell and Iso-Ahola (1987; Iso-Ahola, 1989) introduce escape and seeking as dimensions of travel motives, along with personal or interpersonal rewards. One of the most commonly applied theories of travel motivation is the pull-push concept, which explains why tourists are attracted to a destination (pull) and leave their own residence (push) (Crompton, 1979; Dann, 1981; Kim & Lee, 2002; Kim, Lee, & Klenosky, 2003; Uysal & Jurowski, 1994).

Despite varied theoretical inputs into the tourism motivation literature, there is an absence of academic concurrence on which travel motivation theory best explicates the psychological

determinant of tourists' travel decisions. Among the existing critiques include the diversity of motives among tourists, the lack of homogeneity among travel segments, and the contextual focus of individual studies (Alén, Losada, & de Carlos, 2017; Boksberger & Laesser, 2009; Carneiro et al., 2013; Clark-Kennedy & Cohen, 2017; González et al., 2009; Hsu et al., 2007; Jang & Wu, 2006; Kim et al., 2011; Kim & Prideaux, 2015; Otoo & Amuquandoh, 2014; Paris & Teye, 2010). Given these limitations, an integrative framework for senior travel motivations suffices.

In addition to these studies, Sie et al. (2016) and Patuelli and Nijkamp (2016) both identify that the pull and push motivational paradigm is commonly applied in the travel motivation literature. This knowledge is valuable, as it provides a theoretical background for a comparison between this and past studies. The latter deliberation will interest future studies.

Research method

Scope of the study

For the purpose of this study, the minimum age set for seniors is 50 years or above. Two rationales guide this delimitation. First, the more apparent symptoms of aging, such as the greying of hair, frailty, wrinkles, and other loss of functional abilities, are more notable among people 50 years or above (WHO, 2007, 2008). Second, although cognitive and social aging are used by some researchers (e.g., Muller & O'Cass, 2001) to define seniors, these are considered to be less objective and difficult to measure.

Identification and selection of relevant studies

A five-step systematic and snow-balling approach was devised for the selection of candidate papers. The review methodology begins with an identification of academic materials, a collection

of target academic materials, and an examination of those collected materials. Because this study focuses on the specific thematic area of the senior tourism concept, a comprehensive review of selected publications in peer reviewed journals from 1980 to 2017 should be conducted. The rationale for this time-frame is two-fold. It has been acknowledged by past reviews that contemporary interest in the senior travel segment within the tourism scholarship began in the 1980s (Sie et al., 2016; Guinn, 1980). From this period to 2017 also provides a good comparison of the senior tourism literature, spanning a period of 37 years.

A detailed search of research articles collated from three powerful scholarly search engines, Google Scholar (www.scholar.google.com), Web of Science [WoS] (www.webofknowledge.com), and Scopus (www.scopus.com), was implemented. The merits of these search engines are threefold. First, these search engines cover a wide repository of leisure and tourism resources in different tourism journals. Second, are referenced in a number of tourism-related content reviews (Becken, 2013; Nielsen, 2014). Third, the search engines collectively provide a means of consulting and cross-checking each other, thereby fostering the inclusion of as many relevant research articles as may exist.

A comprehensive search for publications on senior tourism from 1980 to 2017 was conducted using the “Article title/Abstract/Keywords/Authors” field of the Scopus search engine and the “Author/Title/Source/Abstract” WoS filter. The search terms included “senior tourists”, “mature tourists”, “elderly tourists”, “grey tourists”, “older tourists”, “silver tourists”, “elderly travel”, “snowbirds”, and “senior travel”. The terms were refined as appropriate by adding the appendages “motivation” and “motives” to each of the search terms.

The parameters for further selection were: (1) only tourism journals; (2) elimination of repeated publications; and (3) the inclusion of only papers that dealt either partially or fully with

travel motivations of senior tourists. Journal selection was limited to tourism, leisure and hospitality journals as identified within past sources (Hall, 2010; Hung & Lu, 2016; Okumus, Zhao, Van Niekerk, & Law, 2017). After the first round of selection, the current authors adopted a snowballing approach to identify and select papers referenced in past studies. Three recent reviews studies in the senior tourism literature were helpful for this task (Hung & Lu, 2016; Patuelli & Nijkamp, 2016; Sie et al., 2016). Articles were selected to analyze the review papers based on subject relevance. Additionally, the research team examined a list of references cited in those review papers for candidate papers. This initial processes yielded 146 papers subject to further selection criteria. Only full-text refereed empirical articles were selected. Thus, the team excluded conceptual papers, review papers, dissertations, research notes, conference papers among others. Papers published in the English language were selected.

Next, the authors limited the selection to travel motivations. As discussed earlier, the focus of the paper is on travel motivations. Thus, facility- or user-based motivation studies pertinent to seniors' use of IT, hotel facilities, mobile devices, and indoor recreational activities such as gaming were excluded. Finally, only papers with target populations aged 50 years or above are considered (Chand & Tung, 2014; Guinn, 1980; Kim et al., 2003; Meiners & Seeberger, 2010; Norman et al., 2001). The steps discussed are summarized in Figure 3.

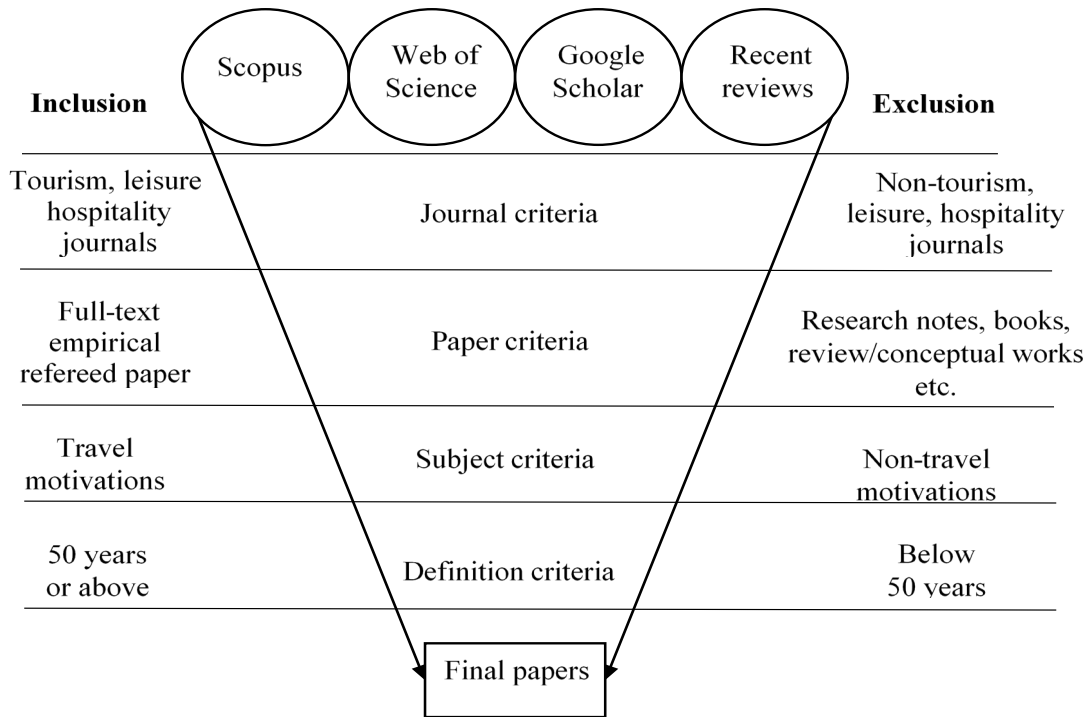


Figure 3. Processes involved in paper selection

Selection of motivational items

The next phase was to generate an initial pool of motivational items from which motivational domains and sub-domains could be constructed. Content analysis was adopted as a technique with which to analyze the papers. The inductive process involved careful selection, grouping into primary domains, and re-grouping into sub-domains, to ensure a refined selection of candidate domains. The items were first grouped under general domains based on similarity of meaning. This inductive approach ensured the emergence of new domains, rather than from already-existing factors developed by the original paper. Additionally, the inductive approach was important because existing factor-based categories differ from study to study and thereby predispose the outcome to misrepresentation (Leung, Sun, & Bai, 2017).

Motivational items are subjective and can be interpreted differently. Therefore, to ensure validity in the constructs generated, two processes were adopted. First, a comparison of the domains to the previous literature, including push-pull motivation concepts of escape from a

perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, facilitation of social interaction, novelty, and education was conducted was undertaken (Crompton, 1979; Dann, 1981; Kim, Ao, Lee, & Pan, 2012). Travel career concepts, such as fulfilment, self-esteem and development, relationships, relaxation, and stimulation were also considered (Paris & Teye, 2010; Pearce & Lee, 2005; Ryan, 1998).

After the initial draw of papers and generation of the pool of items, the items were further reviewed by three tourism academics including two tourism professors and one tourism Ph.D. student. The role of the academic reviewers was to separately ensure the proper coding and classification of the domain content (items) and labels. Two rounds of reviews were conducted, after which revisions were made. A final round of review confirmed that the selection of motivational items was theoretically consistent and understandable. This followed Kim et al.'s (2018) method of continuing discussions until agreements were reached between all experts. Final amendments were made after the two processes.

Results and discussion

In all, 36 research articles related to senior tourists' travel motivation were retrieved from tourism, leisure, and hospitality journals. The results revealed TM (6), JTR (5), the JTTM (5), the JVM (5), ATR (3), and CIT (2) the as the top six ranking journals for senior tourist motivation publications. With the exception of the Tourism Recreation Research and Anatolia, for which the Scientific Journal Ranking (SJR) was unavailable, all journals had fairly reliable impact factors. The TRR and Anatolia are nonetheless considered reputable (Hall, 2010, 2011). Table 1 depicts the resulting search.

Table 1. Search results of applicable publications in selected journals

No.	Journal name	Number of candidate papers	Number of final target papers	SJR
1	Tourism Management (TM)	17	6	3.027
2	Journal of Travel Research (JTR)	16	5	2.820
3	Journal of Travel & Tourism Marketing (JTTM)	8	5	0.940
4	Journal of Vacation Marketing (JVM)	12	5	0.875
5	Annals of Tourism Research (ATR)	8	3	2.262
6	Current Issues in Tourism (CIT)	4	2	1.474
7	Anatolia	3	1	*
8	Asia Pacific Journal of Tourism Research (APJTR)	3	1	0.636
9	International Journal of Culture, Tourism and Hospitality Research (IJCTHR)	1	1	0.339
10	International Journal of Tourism Research (IJTR)	4	1	1.315
11	Journal of China Tourism Research (JCTR)	1	1	0.572
12	Journal of Hospitality & Leisure Marketing (JHLM)	4	1	2.683*
13	Journal of Hospitality & Tourism Research (JHTR)	2	1	2.150
14	Journal of Tourism and Cultural Change (JTCC)	2	1	0.572
15	Tourism Recreation Research (TRR)	8	1	*
16	Tourism	2	1	0.206
Total			37	

Available ranking as at October, 2018

*Impact Factor not available or by journal.

A summary of the various methodological approaches utilized in the extant literature, in regard to the setting of those studies, study participants, sample sizes, paradigms, measurement scales, and data summaries, are depicted in Table 2. The collated results show that motivations for senior travel were most frequently researched in the USA (7), Australia (5), China (5), Spain (4) Taiwan (3), Thailand (2) and Portugal (2). The remaining study settings were recorded as having conducted one piece of research each. These results are interesting for two reasons. First, the emergence of the USA, Australia, and China as the most researched settings for senior travel motivation studies is indicative of a large number of seniors in these countries (Hsu et al., 2007; PRB, 2016; Lu et al., 2016). Second, the findings reveal a research vacuum regarding travel motivation of seniors in many countries. This is also an important revelation regarding why research has failed to mirror the value of the senior market segment (Hsu et al., 2007; Small, 2003).

In addition to this, chronological age is an inescapable index in defining senior tourists. As expected various ages are used to describe senior tourists. The most frequently used age in 19 of

the 36 papers was 55 years old and above. Alternatively, eight studies defined seniors as being 50 years old and above. Six studies also adopt 60 plus years as the minimum age of seniors. The most common rationale for the dominance of the 55 years minimum criterion cited in the literature relates to 55 years set as the minimum retirement age in many countries (Burritt, 2001; Huang & Tsai, 2003; Prideaux, Wei & Ruys, 2001; Sangpikul, 2008). Although an age-based definition is neither fixed nor a determining variable of senior travel behavior (Boksberger & Laesser, 2009), it is salutary that common criteria are established. From the evidence presented across much of the research identified in this study, there is a great deal of support for a set age of 55 years or older. The average sample size across the various papers was circa 583 participants. This was also reflective of the fact that 27 papers were quantitative.

In total, 19 studies employed the use of factor analysis for data reduction. It is not surprising that Likert scale measurements were adopted in 26 studies, with the most common application being the use of a 5-point Likert scale measurement. These findings reveal the limitedness of qualitative inquiry regarding senior travel motivations. Among the nine studies that employed a qualitative inquiry, only two utilized in-depth interviews (Hsu et al., 2007; Ryu et al., 2015).

Figure 4 represents the yearly trends of publications on senior tourists' motivations. The bulk of publications on senior tourists' travel motivations were published in the first decade of the millennia, with 16 papers published between 2000 and 2009. The most impressive increases in senior travel motivation studies took place in 2009 (4) and 2017 (4).

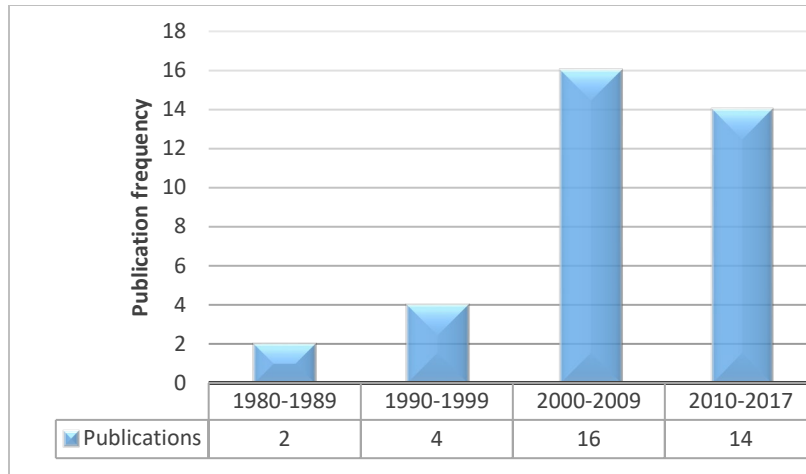


Figure 4. Yearly publication trends

Table 2. Publications on senior travel motivations (realignment: authors' publication year)

No.	Author(s)	Journal	Target	Study setting	Minimum age	Sample	Paradigm	Measurement scale	Item presentation
1	Carneiro et al. (2013)	Anatolia	Portuguese seniors	Portugal	60+	667	Quantitative	5-point Likert scale	FA
2	Wang et al. (2017)	APJTR	Chinese urban senior outbound travelers	China	55+	360	Quantitative	5-point Likert scale	FA
3	Musa & Sim (2010)	CIT	Older adults living in Malaysia	Malaysia	55+	1356	Quantitative	Descriptive	FA
4	Norman et al. (2001)	JHLM	Older individuals in selected states	USA	50+	374	Quantitative	4-point Likert scale	FA
5	Jang et al. (2009)	JHTR	Senior attendees of education classes	Taiwan	65+	282	Quantitative	5-point Likert scale	FA
6	Sellick (2004)	JTTM	Australian residents	Australia	50+	986	Quantitative	10-point Likert scale	FA
7	Hsu & Kang (2009)	JTTM	Chinese urban mature travelers	China	55+	800	Quantitative	5-point Likert scale	FA
8	Prayag (2012)	JTTM	Senior travelers to Nice	France	50+	200	Quantitative	5-point Likert scale	FA
9	Ryu et al. (2015)	JTTM	Older individuals in Japan	Japan	60+	25	Qualitative	In-depth interviews	Descriptive
10	Guinn (1980)	JTR	Elderly recreational vehicle tourists	USA	50+	1089	Qualitative	Descriptive	Descriptive
11	Baloglu & Shoemaker (2001)	JTR	Pennsylvanian senior travelers	USA	55+	234	Quantitative	5-point Likert scale	FA
12	Horneman et al. (2002)	JTR	Australian seniors	Australia	60+	724	Quantitative	4-point Likert scale	Descriptive
13	Kim et al. (1996)	JVM	US senior citizens	USA	55+	914	Quantitative	5-point Likert scale	FA
14	Muller & O'Cass (2001)	JVM	Australian young at heart	Australia	55+	356	Descriptive	Descriptive	Descriptive
15	Boksberger & Laesser (2009)	JVM	Swiss senior travelers	Switzerland	55+	1101	Qualitative	Descriptive	Descriptive
16	Ward (2014)	JVM	Mature rich Irish individuals	Ireland	50+	266	Quantitative	5-point Likert scale	FA
17	Sangpikul (2008a)	Tourism	US senior travelers	Thailand	55+	438	Quantitative	4-point Likert scale	FA
18	Huang & Tsai (2003)	TM	Taiwanese senior travelers	Taiwan	55+	284	Descriptive	Descriptive	Descriptive
19	Jang & Wu (2006)	TM	Taiwanese senior travelers	Taiwan	60+	353	Quantitative	5-point Likert scale	FA
20	Hsu et al. (2007)	TM	Chinese seniors	China	60+	27	Qualitative	In-depth interviews	Propositions
21	Lu et al. (2016)	TM	Chinese seniors	China	55+	360	Quantitative	5-point Likert scale	FA
22	Tiago et al. (2016)	TM	European seniors	Europe	65+	3458	Qualitative	Descriptive	Descriptive
23	Cleaver et al. (1999)	TRR	Australian retirees	Australia	56+	356	Descriptive	Descriptive	Descriptive
24	Chen & Gassner (2012)	JCTR	Chinese senior leisure travelers	China	55+	505	Quantitative	5-point Likert scale	MANOVA
25	You & O'Leary (1999)	JTTM	Older UK travelers	UK	50+	405	Quantitative	4-point Likert scale	Cluster
26	Lieux et al. (1994)	ATR	US residents	USA	55+	914	Quantitative	5-point Likert scale	Descriptive
27	Kim et al. (2003)	TM	West Australian seniors	Australia	50+	200	Descriptive	Dichotomous	Descriptive
28	Shoemaker (1989)	JTR	Pennsylvania residents	USA	55+	407	Quantitative	5-point Likert scale	FA
29	Shoemaker (2000)	JTR	Pennsylvania residents	USA	55+	234	Quantitative	5-point Likert scale	FA
30	Alén et al. (2017)	CIT	Spanish senior travelers	Spain	55+	358	Quantitative	4-point Likert scale	OVERALS analysis
31	Viallon (2012)	ATR	French and Chinese Senior tourists	French/ China	50+	564	Quantitative	5-point Likert scale	FA
32	Eusébio et al. (2017)	JTCC	Portuguese citizens	Portugal	60+	848	Quantitative	5-point Likert scale	FA
33	González et al. (2009)	IJCTHR	Older consumers	Spain	55+	400	Quantitative	4-point Likert scale	FA
34	Alén et al. (2014)	ATR	Spanish seniors	Spain	55+	358	Quantitative	4-point Likert scale	Binomial mode
35	González et al. (2017)	JVM	Older tourists	Spain	55+	358	Quantitative	4-point Likert scale	FA
36	Sangpikul (2008b)	IJTR	Japanese mature/ older travelers	Thailand	55+	415	Quantitative	5-point Likert scale	FA

Motivation domains and trends in the senior tourist motivation literature

Previously, seniors have been perceived as being in ill health, frail, incapable of travel, and an unattractive market segment (González et al., 2009; Mumel & Prodnik, 2005). Recently, because researchers have begun paying attention to this segment, varied outcomes for senior tourists' travel motivations have emerged. Through a thorough reading of the outcomes of the retrieved studies in the literature review, a total of 651 individual motivation items were gathered from both qualitative and quantitative driven research. This is a large pool of items from which to draw, even after items with unclear and ambiguous meanings, such as “no kids” (Ward, 2014), “business” (Alén et al., 2014; Alén et al., 2017), and “other” (Ryu, Hyun, & Shim, 2015), were eliminated. Therefore, thematic categorization was necessary to ensure clarity and brevity. After the initial generation of items by commonality, 62 distinct motives emerged. The top reported motives for the pursuit of leisure among seniors were “family and friends”, “cultural attractiveness”, “pride of visit/telling others”, “escape stress/boredom/hustle”, “seek or escape weather”, “rest and relaxation”, and “sports/physical invigoration”, as exhibited in Table 3. These were consistently highly ranked both in terms of appearance in individual papers, as well as in terms of the number of items.

The following sections present the findings from the identified publications in regard to an analysis of motivations. A conceptual framework for senior tourists' motivations in the tourism industry and brief descriptions of the various motivation domains are discussed, along with directions for future studies.

Table 3. Senior tourists' travel motives as identified in the extant literature

Travel motives	Publications																																				a	b
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
Family and friends	-	1	-	4	1	1	2	-	1	1	1	3	1	3	1	1	5	1	1	2	1	1	2	4	3	2	2	1	1	1	-	-	1	1	-	1	30	51
Cultural attractiveness	-	1	1	1	-	-	1	-	-	2	2	-	2	1	-	2	1	2	1	1	1	-	-	1	4	-	3	-	-	-	1	1	2	-	-	2	21	33
Pride of visit/ Telling others	-	1	-	3	-	1	-	-	1	2	3	1	1	2	-	-	1	3	-	1	-	-	-	3	1	-	-	1	1	-	-	-	-	-	-	2	17	28
Escape stress/boredom/hustle	-	2	-	4	-	-	1	-	-	-	-	1	1	4	-	-	1	2	-	1	2	-	-	3	2	-	-	-	-	-	-	-	1	-	-	-	13	25
Rest and relaxation	-	1	-	-	1	-	1	-	1	1	1	1	1	-	1	1	2	1	-	-	1	1	1	-	1	1	1	1	1	-	-	1	1	-	-	-	22	23
Seek or escape weather	1	-	-	-	-	-	1	-	-	-	-	3	-	-	-	1	-	-	-	-	1	-	4	-	1	4	1	-	-	1	1	-	-	1	1	1	14	22
Sports/physical invigoration	2	1	-	2	1	-	1	-	1	-	-	-	-	2	-	1	-	-	1	-	2	1	1	2	-	1	-	1	1	-	-	1	-	-	-	17	22	
Natural/scenic environment	1	2	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	2	1	-	-	-	-	4	-	2	-	-	1	1	-	-	1	-	1	15	21
Special events/attraction/festivals	1	-	-	-	-	-	-	-	2	2	2	-	-	-	-	-	1	1	-	-	1	1	-	-	1	3	1	1	1	-	-	-	1	2	-	15	21	
Experience of newness/ new places	-	-	-	1	-	-	-	-	-	2	3	-	1	-	-	-	2	-	-	-	-	1	1	1	1	1	1	2	2	-	-	1	-	-	2	14	21	
Intellectual enrichment	-	-	-	2	-	-	-	-	1	-	-	1	1	2	-	1	1	-	-	1	-	1	1	3	1	1	-	1	1	-	-	1	-	-	-	16	20	
Exploration/curiosity	-	-	1	1	-	-	1	-	1	-	-	1	1	1	-	-	1	-	1	2	1	1	3	2	1	-	-	-	-	-	-	-	-	-	-	15	19	
Escape routine/ obligation	-	1	-	-	-	1	1	1	-	1	1	2	1	-	-	-	1	-	-	1	-	1	1	-	-	1	1	1	1	-	-	1	1	-	-	-	18	19
Interact/socialize	-	-	1	-	-	-	1	-	2	2	2	-	-	-	-	-	2	-	-	-	-	2	-	-	1	1	1	1	1	-	-	1	-	-	-	13	18	
Contact new people/acquaintance	-	1	-	1	-	1	-	-	-	-	-	1	1	1	-	1	2	-	1	1	-	1	1	-	1	1	-	-	-	-	1	2	1	-	-	15	17	
Historic sites/museums	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	1	1	-	1	1	1	1	1	-	-	-	1	1	1	15	15	
Enjoy pampering/ luxury	-	1	-	2	-	-	-	-	-	1	1	-	1	2	-	-	-	-	-	-	1	-	-	2	1	-	1	-	-	-	-	-	-	-	-	10	13	
Hygiene/ personal safety	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	3	-	-	-	3	3	1	5	12
Restaurants/accommodation variety	1	-	-	-	-	-	-	-	2	2	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	6	11	
Self-fulfillment/ accomplishment	1	-	-	-	1	1	1	1	-	1	1	-	1	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	11	
Spiritual enrichment/ Self-discovery	-	-	-	-	-	1	1	-	1	-	-	-	1	-	1	-	-	-	-	-	2	1	-	1	-	-	-	1	1	-	-	-	-	-	-	10	11	
Shopping/ shopping facilities	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	2	-	-	2	-	-	2	1	-	8	11
Attractive transport services/ distance	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	1	-	-	2	-	-	2	2	-	6	10
Peace of mind/ serenity	-	1	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	7	9	
Value for money/ Price of services	3	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	1	-	-	1	-	-	-	1	-	6	9	
Doing nothing at all/slow down	-	-	-	1	-	-	-	-	2	2	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	6	8	
Experience of exotic	-	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	3	-	-	-	-	-	-	-	5	8	
Experience adventure/risk	-	1	-	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	8	8	
Thrills or excitement	-	-	-	1	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	8	8	
Fun/ entertainment	-	-	-	1	-	1	1	-	-	-	-	1	-	-	-	-	-	-	2	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	7	8	
Cuisine	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	-	7	8	
Learning experience	1	-	-	1	1	-	-	-	-	-	-	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	8	8	
Sense of connectedness/community	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	1	-	-	4	7	
Challenge and stimulate oneself	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	1	-	-	-	6	7	
Share interests and values	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	1	-	-	1	-	1	1	-	-	-	-	-	-	-	-	-	-	7	7	
Visit old friends/ family roots	-	-	-	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	6	6	
Mental and physical wellbeing/health	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	1	-	6	6	
Escape environment	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	2	-	-	-	-	5	6	
Memorable place attachment	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	4	5	

Travel motive	Publications																																				a	b	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
Outdoor recreation opportunities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-	-	4	5	
Change /diversion	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	5	5	
Partner/ Companionship	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	5	5	
Improve/ develop travel skills	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	5	5	
Esteem	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	4	4	
A place to feel safe/ Secure	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	4	4	
Tourism infrastructure/ facilities	1	-	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4	
Self-reflection	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	4	4	
Fun of discovery	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	4	4	
Pleasure from travelling/holiday	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	3	4	
Self-reward /treat	-	-	-	-	-	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	
Recognition/ respect	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	3	3	
Feel privileged	-	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	
Health recuperation	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	
Comfort	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	3	3	
Self-enjoyment/ happiness	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	3	3	
Experience of nativeness	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	
Relive memories	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	3	3	
Good memories/ nostalgia	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	
Ego-centric	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	
Go now while my health is good	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	
Availability of tourist information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	2	2
Time opportunity/ Use free time	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	
c	16	22	4	43	9	14	22	5	12	20	23	23	23	40	5	15	16	19	8	22	20	15	14	47	41	15	31	12	13	15	8	10	12	15	10	12	651		

a = number of papers (paper frequency); **b** = item appearances in literature (item frequency); **c** = number of items in specific papers.

1. Baloglu and Shoemaker (2001); 2. Boksberger and Laesser (2009); 3. Carneiro et al. (2013); 4. Cleaver et al. (1999); 5. Guinn (1980); 6. Horneman et al. (2002); 7. Hsu and Kang (2009); 8. Hsu et al. (2007); 9. Huang and Tsai (2003); 10. Jang and Wu (2006); 11. Jang, Bai, Hu, and Wu (2009); 12. Kim, Wei, and Ruys (2003); 13. Lu, Hung, Wang, Schuett, and Hu (2016); 14. Muller and O’Cass (2001); 15. Musa and Sim (2010); 16. Norman et al. (2001); 17. Ryu et al (2015); 18. Sangpikul (2008); 19. Tiago et al. (2016); 20. Wang, Wu, Luo, and Lu (2017); 21. Ward (2014); 22. Chen and Gassner (2012); 23. Kim, Weaver, and McCleary (1996); 24. Sellick (2004); 25. You and O’Leary (1999); 26. Lieux, Weaver, and McCleary (1994); 27. Prayag (2012); 28. Shoemaker (1989); 29. Shoemaker (2000); 30. Alén et al. (2017); 31. Viallon (2012); 32. Eusébio, Carneiro, Kastenholz, & Avelos (2017); 33. González et al. (2009); 34. Alén et al. (2014); 35. González et al. (2017); and 36. Sangpikul (2008b)

Table 4. Construct ranking of senior tourists' motivations

Number	Primary domains	Sub-domains	Code	Paper frequency		Item frequency		Overall rank
				Mean	Rank	Mean	Rank	
1.0	<i>Socialization</i>		<i>SB</i>	17.50	2	12.33	2	2*
1.1		Family and friends	SB1	—	1	—	1	1*
1.2		Contact	SB2	—	15	—	8	14
1.3		To interact/socialize	SB3	—	14	—	15	16
1.4		Share interests and values	SB4	—	33	—	24	32
1.5		Companionship	SB5	—	39	—	35	38
1.6		Connected/community	SB6	—	33	—	41	38
2.0	<i>Ego</i>		<i>EO</i>	7.50	9	5.67	10	9**
2.1		Pride of visit/telling others	EO1	—	3	—	5	4*
2.2		Esteem	EO2	—	44	—	41	44
2.3		Improve/ develop travel skills	EO3	—	39	—	35	38
2.4		Recognition/respect	EO4	—	51	—	49	51
2.5		Feel privileged	EO5	—	51	—	49	51
2.6		Ego-centric	EO6	—	59	—	59	59
3.0	<i>Escape</i>		<i>ES</i>	11.80	4	9.00	5	4*
3.1		Escape routine/obligation	ES1	—	12	—	4	6**
3.2		Escape stress/boredom	ES2	—	4	—	15	10
3.3		Change/diversion	ES3	—	39	—	35	38
3.4		Feel safe/secure	ES4	—	44	—	41	44
3.5		Escape environment	ES5	—	36	—	35	37
4.0	<i>Destination appeal</i>		<i>DA</i>	22.40	1	16.00	1	1*
4.1		Cultural attractiveness	DA1	—	2	—	3	2*
4.2		Natural/scenic environment	DA2	—	8	—	8	6**
4.3		Special events/festivals	DA3	—	8	—	8	6**
4.4		Historic sites/museums	DA4	—	16	—	8	15
4.5		Seek or escape weather	DA5	—	6	—	13	10
5.0	<i>Knowledge</i>		<i>KN</i>	14.00	3	12.00	3	3*
5.1		Intellectual enrichment	KN1	—	11	—	7	9**
5.2		Learning experience	KN2	—	26	—	20	21
6.0	<i>Wellbeing</i>		<i>WB</i>	9.50	8	8.00	7	7**
6.1		Sports/physical invigoration	WB1	—	6	—	5	5*
6.2		Challenge & stimulate	WB2	—	33	—	28	33
6.3		Health recuperation	WB3	—	51	—	49	51
6.4		Mental & physical wellbeing	WB4	—	36	—	28	35
7.0	<i>Rest & comfort</i>		<i>RC</i>	11.33	6	10.33	4	6**
7.1		Rest and relaxation	RC1	—	5	—	2	3*
7.2		Doing nothing/slow down	RC2	—	26	—	28	31
7.3		Comfort	RC3	—	51	—	49	51
8.0	<i>Travel opportunity</i>		<i>QS</i>	4.83	12	3.50	13	12
8.1		Value for money	QS1	—	24	—	28	29
8.2		Recreation opportunity	QS2	—	39	—	41	42
8.3		Attractive transportation	QS3	—	23	—	28	28
8.4		Health opportunity	QS4	—	59	—	59	59
8.5		Information	QS5	—	59	—	59	59
8.6		Time opportunity	QS6	—	62	—	62	62
9.0	<i>Novelty</i>		<i>NV</i>	11.80	4	9.00	5	4*

9.1		Exploration/curiosity	NV1	—	12	—	8	12
9.2		Experience of newness	NV2	—	8	—	13	13
9.3		Experience adventure/risk	NV3	—	26	—	20	21
9.4		Experience of exotic	NV4	—	26	—	35	33
9.5		Experience of nativeness	NV5	—	51	—	49	51
10.0	<i>Hedonism</i>		<i>HE</i>	<i>6.00</i>	11	<i>5.50</i>	11	11
10.1		Thrills or excitement	HE1	—	26	—	20	21
10.2		Entertainment	HE2	—	26	—	24	26
10.3		Fun of discovery	HE3	—	44	—	41	44
10.4		Pleasure	HE4	—	44	—	49	49
11.0	<i>Quality</i>		<i>QA</i>	<i>9.83</i>	7	<i>6.50</i>	8	7**
11.1		Luxury	QA1	—	17	—	17	17
11.2		Cuisine	QA2	—	26	—	24	26
11.3		Restaurants/accommodation	QA3	—	19	—	28	24
11.4		Shopping/ shopping facilities	QA4	—	19	—	20	20
11.5		Tourism infrastructure/ facilities	QA5	—	44	—	49	49
11.6		Personal requirements	QA6	—	18	—	35	30
12.0	<i>Actualization</i>		<i>AC</i>	<i>7.00</i>	10	<i>6.33</i>	9	9**
12.1		Self-fulfillment	AC1	—	19	—	17	18
12.2		Spiritual/self-enrichment	AC2	—	19	—	17	18
12.3		Peace of mind/ serenity	AC3	—	24	—	24	25
12.4		Self-reflection	AC4	—	44	—	41	44
12.5		Self-reward /treat	AC5	—	44	—	41	44
12.6		Self-enjoyment/ happiness	AC6	—	51	—	49	51
13.0	<i>Nostalgia</i>		<i>NS</i>	<i>4.25</i>	13	<i>4.00</i>	12	12
13.1		Old friends/ family roots	NS1	—	36	—	28	35
13.2		Memorable place attachment	NS2	—	39	—	41	42
13.3		Relive memories	NS3	—	51	—	49	51
13.4		Nostalgic feeling	NS4	—	51	—	49	51

* Ranked 1-5; ** Ranked 6-10.

Senior travel motivations

A great deal of literature has identified and expounded numerous forms of motivations influencing travel decisions, which are albeit comparatively minute when compared with publications on the travel motives of other age cohort segments. To ensure that all relevant travel motivations related to the senior travel segment were captured in this study, an unsystematic, random review of other publication materials, including books and journals, not factored into the original selection criteria was undertaken. It was found that all identified senior travel motivations in these other publications had been sufficiently included in Table 3, thus rationalizing the

adequacy and comprehensiveness of both the selection criteria and the studies in the current review. The 651 senior tourist motivation items included in this review explicate those pertaining to the senior travel segment.

As shown in Table 3, the papers retrieved for this study are numbered from one to 36. The frequency of items gathered the total number of individual items and the sum of items in each paper are depicted. For example, the publication by Lieux et al. (1994) is depicted by the number 26. The findings in Lieux et al.'s paper yielded 15 motivational items. On the other hand, the motivation labelled "seek or escape weather" recorded a frequency of four in Lieux et al.'s study, although the total frequency was nine. The sum of individual items was 17 for the item "seek or escape weather".

Further to the graphical depiction of the motivation domains garnered from the literature, the overall frequency and ranking of senior tourist motivations, with their respective sub-domains, are presented in Table 4. The ranks were computed using the frequency of occurrence of the identified motivations. A mathematical formula was derived to determine the mean scores of each individual construct. The formula is interpreted as the sum of the frequency of occurrence of each motivational sub-domain (*i*) divided by the number (*n*) of sub-domains (*SD*) under each primary domain. The ranking was conducted based on primary domains and sub-domains from the highest mean score to the lowest. To control for duplication that might result from using the item frequency, both the paper frequency and item frequencies were calculated and compared (depicted in Table 2 by letters "b" and "a" respectively).

$$SD = \sum(SD1 + SD2 + SD3 + \dots + SDi)/n$$

Using paper frequency as an example, socialization (coded as SB) was computed by the formula:

$$\sum(51 + 16 + 18 + 5 + 8 + 7)/6 = 17.5$$

Ranks were then computed based on the resulting mean scores (Chan & Owusu, 2017). To ascertain the overall rank of the motivations, the rank of paper frequency (Rank 1) was added to the rank of item frequency (Rank 2) and the result was divided by two. This is shown by the formula below:

$$\text{Overall rank position} = \frac{\sum(\text{Rank 1} + \text{Rank 2})}{2}$$

In the end, the top five primary senior tourist motivation domains were, in order of rank: destination appeal (DA), socialization (SB), knowledge (KN), novelty (NV) and escape (ES), and rest and comfort (RC). Regarding sub-domains, however, family and friends (SB1), cultural attractiveness (DA2), rest and relaxation (RC1), pride as a result of visit/tell others (EO1), and exploration and curiosity (NV1) were the top five constructs driving senior tourists to travel for leisure. Patuelli and Nijkamp (2016) found that the most important macro factors driving senior tourists to visit a destination are cultural and natural attributes (destination appeal, as used in the current study).

Although studies on senior travel motivations are still emerging (e.g., Kim & Kim, 2018; Oliveira, Brochado, & Correia, 2018), the motivations behind seniors' engagement in leisure is purported to be distinct from those of the younger generation (Generation Y), as well as from those of past generations (including the Interbellum Generation of 1901-1913, the G.I. Generation of 1910-1924, and the Silent Generation of 1925-1945) (Kurtuluşoğlu & Esiyok, 2017; Lieux et al., 1994; Moisey & Bichis, 1999). Therefore, it is not surprising that a significant number of recent publications have revealed different forms of motivations for the senior travel market. Current literature portrays an emergence and evolution of other forms of motives for leisure travel. For example, the need for specialized or tailored requirements among the elderly (Jang & Wu, 2006;

Littrell et al., 2004), the need to travel for health recuperation (Hsu & Kang, 2009; Tiago et al., 2016; Ward, 2014), and nostalgia (Hsu et al., 2007; Wang et al., 2017) were particularly affiliated with senior tourists.

It stands to reason that the continual devotion of research to senior travel motivations has the propensity to reveal unusual forms of motives for engagement in leisure. The revelation of these motives among senior tourists can provide destinations, tourist generating countries, and market researchers with the knowledge to develop appropriate measures in order to promote the important attributes of the attractiveness of a destination to this cohort. Furthermore, the value of recounting stories of travel experiences to grandchildren was only identified as a leisure motive in the works of Cleaver, Muller, Ruys, and Wei (1999) and Muller and O’Cass (2001). The implication of this is that, even if a comprehensive motivation framework had been developed in the extant literature, it would not have identified emergent motives, as these pertain only to senior tourists. The identification of a comprehensive framework regarding travel motivations among seniors should also make it possible for both the industry and researchers to take notice and implement pragmatic campaigns designed to promote the welfare of the elderly through leisure travel.

Nonetheless, recent decades have also introduced and changed the way in which senior travel is perceived. As noted by Patterson et al. in their 2011 paper on grey nomads, the advent of the internet and social media platforms has greatly changed the manner of communication used between senior travelers and their families. The core toponymical process, the images shared, and the associated narratives that have underpinned the intergenerational sharing of travel experiences in past years have become much more prominent in recent years, as new technologies have become available to facilitate more regular communication across significant geographic distances.

Classification of senior travel motivations

As evidenced in Table 3, there senior tourists' motivations take diverse and unique forms. To better comprehend the diverse desires to travel for leisure, it was necessary to regroup these into unique constructs that distinguish between them. The classification process first involved defining the variables pertaining to and the identification of the relationships and similarities present among the variables. Second, it called for a theoretical basis for the classification based on the existing literature. Figure 5 shows the outcome of this process. The various senior travel motivations were categorized into 13 domains related to commonalities.

One thing certain within the tourist motivation literature is the lack of an agreement or uniformity regarding the classification of the desires in leisure-related travel among tourists. Therefore, to better describe the travel motivations of senior tourists resulting from the existing literature, four broad groupings of senior tourists' motivations are discussed.

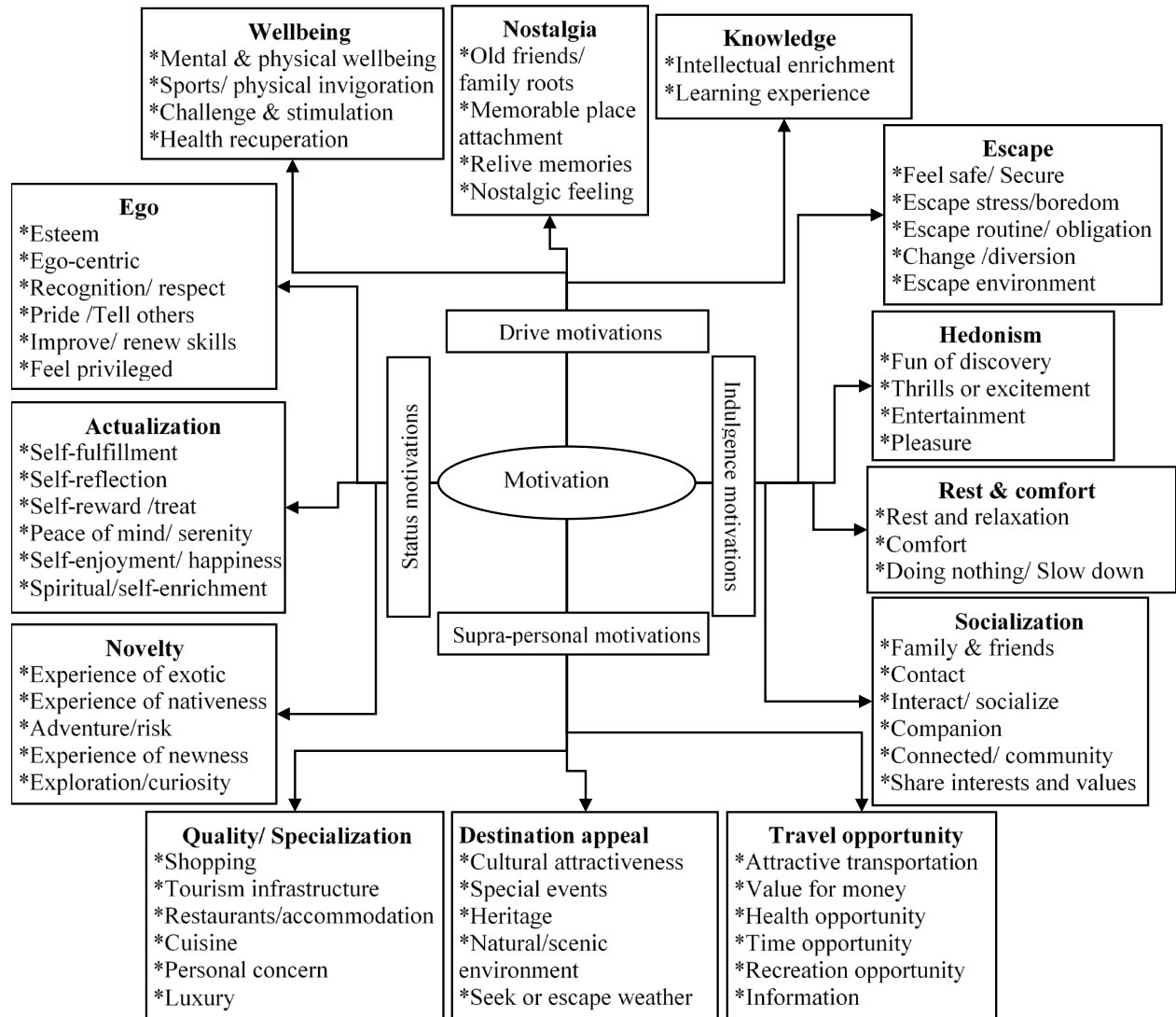


Figure 5. Conceptual framework for senior tourists' motivation

Indulgence motivations

The label “indulgence motivations” refer to a motivation that requires an individual to commit to pleasure seeking behavior. It includes socialization, rest and comfort, hedonism, and escape motives. Socialization is described as the need to indulge in social-related interactions, as well as the need to bond with others. This includes spending time with friends and family (Horneman, Carter, Wei & Ruys, 2002; Huang & Tsai, 2003; Musa & Sim, 2010; You & O’Leary, 1999) and socialization itself (Carneiro et al., 2013; Jang & Wu, 2006; Jang et al., 2009; Lu et al.,

2016), as well as a focus on family, family ties, kinship, relationships, and camaraderie (Cleaver et al., 1999; Kim et al., 1996; Muller & O’Cass, 2001; Ryu et al., 2015; Tiago et al., 2016; Wang et al., 2017). This motivation appeared 90 times throughout all selected publications reviewed for this study.

Furthermore, the motivation “escape” was addressed 52 times in selected publications. Escape implies a need to find safety and security elsewhere (Cleaver et al., 1999; Horneman et al., 2002; Muller & O’Cass, 2001), relief from stress or boredom (Cleaver et al., 1999; Lu et al., 2016; Muller & O’Cass, 2001; Sangpikul, 2008; Sellick, 2004), a change or diversion from the mundane (Boksberger & Laesser, 2009; You & O’Leary, 1999), a need to move outside one’s milieu (Guinn, 1980; Hsu & Kang, 2009; Lieux et al., 1994), and the archetypical escape from daily routine or obligation (Boksberger & Laesser, 2009; Kim et al., 2003; Ryu et al., 2015; Wang et al., 2017). An interesting and perhaps marginally addressed finding in the literature is that these variables imply different things to different researchers. Hedonism motivation relates to the desire among seniors to seek sensation, pleasure, and amusement during their leisure travel. Rest and relaxation is the motivation to seek leisure for the sake of reducing physical and mental tension.

Supra-personal motivations

Whereas all the other senior tourist motivations apply to intrinsic or intrapersonal motivations, there are factors, such as the presence of quality facilities or services, travel opportunities, or other destination attributes that transcend intrapersonal or intrinsic desires. They are referred to as supra-personal motivations. It is reasonable not to refer to these motivations as “pulls” because they do not entirely relate directly to the destination in question. Supra-personal motivations include the appealing aspects of a destination, such as heritage seeking (Baloglu &

Shoemaker, 2001; Chen & Gassner, 2012; Huang & Tsai, 2003; Kim et al., 2003), cultural attractions at destinations (Jang & Wu, 2006; Lu et al., 2016, Norman et al., 2001; You & O’Leary, 1999), nature and pleasant scenery (Boksberger & Laesser, 2009; Tiago et al., 2016; Prayag, 2012), and special events and festivals (Huang & Tsai, 2003; Jang & Wu, 2006; Jang et al., 2009; Kim et al., 1996).

Quality and specialization suggest unique and tailored requirements for the senior tourist segment. Thus, unlike their younger counterparts who have more flexible demands of services (Gibson, et al., 1998; Gibson & Yiannakis, 2002), seniors were found to have substantial motivation to travel to visit places that provide quality and specific demands. By implication, marketers can benefit from their unique demands, which often, meanwhile, translate to more predictable expenditure behaviors. While the ensuing domains are to a certain extent theoretically grounded, “travel opportunity” as a motivation domain refers to the desire to travel, pending the availability of suitable conditions, such as time, value for money, reliable transportation service, or other conditions than the destination or travel activity itself.

Status motivations

Status motivations reflect the desire to travel for achievement or egotistic reasons. Status motivations include ego or esteem, actualization, and novelty. The ego motivation reflects the desire to travel for self-development and fulfilment through activities that meet an intrinsic need for recognition, pride, or even the desire to feel privileged (Muller & O’Cass, 2001; Sellick, 2004). Ego as a travel motivation signifies social ascension, conformism, and success (Kapferer & Bastien, 2012). More important is the fact that seniors are predicted to command a greater luxury

of wealth. There is also a sense of pride relating to telling others about their travel experiences (Jang et al., 2009; Sangpikul, 2008; Sellick, 2004).

Closely related to ego is the need for actualization. The senior age cohort is the most exemplified age group in regard to travel for this type of motivation. Past years of service, wealth, and aspirations to fulfill youthful dreams, as well as the need to celebrate success or life achievements, all culminate in the pursuit of leisure travel. The senior cohort also has an abundance of discretionary time after retirement age to achieve their youthful travel goals.

Novelty involves seeking uniqueness, newness, or something different from the ordinary. The achievement of novelty among senior tourists is seen in the desire for adventure or risk (Horneman et al., 2002; Hsu & Kang, 2009), the desire to experience the exotic, the experience of native culture (Boksberger & Laesser, 2009; Jang & Wu, 2006; Jang et al., 2009), newness (Kim et al., 2003; Sangpikul, 2008), or exploration and curiosity (Lu et al., 2016; Chen & Gassner, 2012).

Drive motivations

Drive motivations are based on psychological needs which can be satisfied within a single or successive travel experience. Once a need is satisfied, the drive to continue in a psychological pursuit reduces and the tourist returns to normal routines or milieu (Locke & Latham, 2002; Seward, 1956). Drive motivations include mental and physical wellbeing motivations, which entails travel for the purpose of augmenting or preserving one's mental or physical health. Knowledge or learning motivation refers to traveling in order to obtain new knowledge, skills, or information about a destination or activity, outside what senior tourists are commonly used to. Nostalgia was the least recorded travel motivation and relates to the travel undertaken in order to

relive or reconnect to one's past or places of the past. Yet, there is an increasing body of literature identifying the trend of nostalgia among tourists (Chen & Gassner, 2012; Guinn, 1980; Huang & Tsai, 2003).

Comparison of senior travel motivations across generation of seniors

This study reviewed publications from 1980 and 2017, which means that different generations of senior tourists are reviewed in this study. A classification of senior travel motivations based on different generations of seniors is presented in Figure 6. Particularly from 1990 to 1999, destination appeal and socialization were the most important travel motivation themes investigated. During the turn of the millennium (2000-2009), the most dramatic changes in senior travel motivations occurred in the shift from destination appeal to socialization. More recently, however, destination appeal appears to be the dominant motivation theme across the selected studies. Another important trend identified in these studies is that the more recent generation of senior travel motivations (2010-2017) appears to be drifting toward the need for quality-related requirements, such as luxury, specific restaurants and accommodations services, shopping, the availability of tourism infrastructure, and other personal requirements. Another interesting observation from the generational comparison is the decline in status and drive motivations between 2010 and 2017.

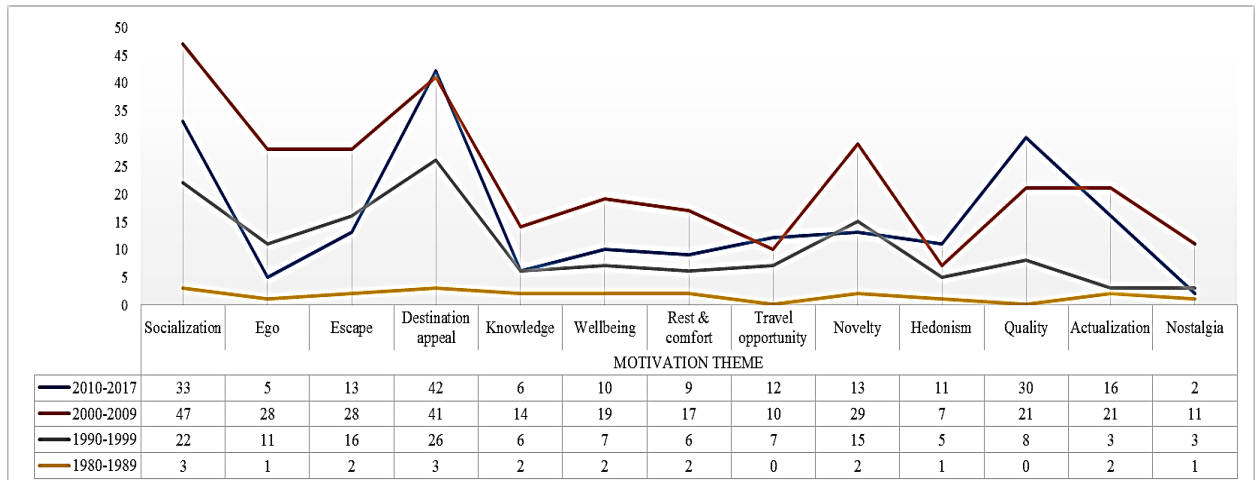


Figure 6. Comparison of generation trends in senior travel motivation

Comparison of travel motivation schemes for seniors and other travel segments

Comparing the motivations found for senior travelers with some motivational schemes used with other travelers, similarities and uniqueness were determined. First, travel motivation sets, such as indulgence and status, are common for senior tourists, as well as for other travel segments, such as wine tourists (Galloway, Mitchell, Getz, Crouch, & Ong, 2008) and health tourists (Clark-Kennedy & Cohen, 2017; Mak, Wong, & Chang, 2009), which are often non-exclusive to seniors.

By contrast, the particular items for nostalgia, such as visiting old friends and family roots, memorable place attachment, re-live memories, and the general feeling of nostalgia are particularly common for seniors. Nostalgia motivation for seniors generate a personal meaning which is only realized at an older age not available to younger age generations (Huang & Tsai, 2003; Sellick, 2004; Wang et al., 2017).

Second, the needs of seniors are distinct from other travel segments. Seniors require tailored information services and convenient transportation (Jang & Wu, 2006; Littrell et al., 2004; Thompson & Thompson, 2009; You & O’Leary, 2000). This is seen in unique sets of opportunities, notably, health opportunities and time opportunities which are reasonably more resonate with the

senior travel segment. Seniors take advantage of their present good health to engage in travel (Chen & Gassner, 2012; Getzen, 1992; Laesser, 2011; Muller & O’Cass; 2001). Travelling can, therefore, be help provide an avenue fulfil or re-live seniors’ youthful dreams and achieve a sense of accomplishment (Baloglu & Shoemaker, 2001; Horneman et al., 2002; Hsu & Kang, 2009; Hsu et al., 2007; Ward, 2014).

Motivations are to be understood as a complex, dynamic and evolving set of drivers. Therefore, a larger number of motivation items from different times across 27 senior tourist publications gives an inclusive picture of senior tourists’ motivations. The evolving thoughts on the subject as presented by different scholars, methodological paradigms, and from different settings were factored into the framework making it more representative of the senior travel population. This leaves us with the understanding that tourists’ motivations are not only influenced by pull or push factors (Dann, 1981; Kim & Lee, 2002; Uysal & Jurowski, 1994), but also by opportunistic factors.

For researchers, an examination of senior tourists’ motivation aids, among other things, is important, as is the identification of the preferred attributes of destinations, and a means of matching the right segments to a destination’s tourism products (Kim & Lee, 2002; Kozak, 2001). For marketers, understanding senior tourists’ motivations is a crucial means to determining the underlying trends in tourism product consumption and, consequently, a means by which tourists’ desires can be met (Crompton, 1979; Laesser, 2011). As Moscardo, Morrison, Pearce, Lang, and O’Leary (1996) write, analyzing the motivations and activities of tourists is important in understanding the sets of choices embedded in destination selection and tourists’ behavior.

Future research directions

Varied implications for research are raised by the present study. First, the diverse items utilized in measuring senior tourist motivations, as identified in the review and analysis of this study, point to a lack of consensus on what drives seniors in their pursuit of leisure. To address this gap, there is a need to critically investigate which constructs are more frequently applied in the investigation of senior tourists' motivations. One way to do this is to consider in future investigations constructs relating to destination appeal, knowledge seeking, socialization, novelty, rest and comfort, and escape.

This study also revealed important variables, which constitute meaningful contributions to the literature. For example, knowledge-seeking as a motive pertaining to the senior travel segment has seldom been addressed as an independent factor, although a review of educational tourism literature establishes some work undertaken in this regard. However, much of it has been cased in terms of exhibit management at museums and visitor studies/management more generally. In the current review, only two dimensions were identified under this construct. Knowledge-seeking is ranked second to destination appeal in this study.

Past researchers have commonly only conducted literature reviews from either a quantitative or qualitative paradigm perspective. However, there is reason to suggest that a dual focus may reveal and contribute more important outcomes than just a single paradigm. Similarly, it is common practice among tourism researchers to limit the scope of academic journals examined to only the top three ranking tourism journals: the JTR, ATR, and TM. While this ensures a fair amount of reliability, it raises queries concerning representativeness of academic journals on the subject. It is proposed that future studies also consider the contributions of other peer reviewed journals, as these have a wealth of knowledge to tourism scholarship. Corroborating this, well-

known tourism scholars, including Philip Pearce, Richard Butler, Kaye Chon, and Bob McKercher, have all made significant contributions to TRR, for example.

The methodology used in this paper, though critical and detailed, shows the limited nature of investigations into senior tourists' motivations. Therefore, a deeper, more thorough, and rigorous empirical study could be initiated to investigate the causal measures of motivations and their impact on travel behavior. A multi-destination perspective may also provide a means through which to compare senior tourists' motivations across varied populations.

This study further supplemented previous studies (Sie et al., 2016; Patuelli & Nijkamp, 2016) and expanded the extant knowledge on the senior travel segment by collecting and reviewing a larger number of articles from domain-specific scholarly journals and thus making this study more comprehensive. In terms of its method, the current study focused on studies related to the leisure and tourism fields with particular reference to travel-related motivations. This study also provides more insight into the multi-faceted nature of senior travel motivations. It is important to understand that these motivations are dynamic and evolving. It is anticipated that newer measurement items for senior travel motivations will emerge in future studies, although they will likely fall within the domains established in this study.

Finally, a comparative investigation may be conducted empirically to identify whether or not the senior travel motivations across various populations produce or support the conceptual framework advanced in this study. Because the senior travel market is a rapidly evolving segment, motivations may change over time (Paris & Teye, 2010; Pearce & Lee, 2005) and across different geographical scopes. Yet, the research prospects of the senior travel market are not limited to motivations alone. New areas of research may include cohort comparison, travel constraints, travel preferences, and definitional investigations. Nonetheless, motivation is an important step toward

these potential investigations. This study, thus, provides an important methodological and conceptual basis for any future investigations of the subject.

Conclusion and study limitations

Major shifts in international demography, technology, and leisure interest in the past three decades have placed senior travel at the very heart of the tourism consumerism, and consequently, made the need to capture the more apparently arising potential of this niche. Modern senior travelers are more sophisticated individuals who pursue healthier, efficient, and tailored products from service providers. To fully understand psychological states of contemporary consumers, it is ultimately vital to successfully trace the customer journey, and to comprehend the principal drivers of leisure engagement. The senior travel market, having remained significantly misunderstood and unnoticed in the tourism and hospitality industry, has all the indicators which, altogether, point to it becoming an engine of tourism growth. Therefore, keen attentions should be paid to the psychological motivations of senior travel and a thorough understanding of the uniqueness of this segment is essential.

This study aimed to investigate the past literature on seniors' leisure tourism motivations. This included an identification of relevant publications and methodological trends regarding senior tourists' motivations from 1980 to 2017 and generating a classification of motivations across various aspects of the senior tourism literature. Among its valuable contributions, the current study suggests, first, an increase in the number of publications on the subject. Many of the publications on senior tourists' motivations were conducted in the USA, Australia, and China.

A great deal of the research contributions to this subject are driven by a quantitative paradigm. Consequently, factor analytical approaches, which adopt 5-point Likert measurement

scales, are commonly employed. Sample-wise, past studies have utilized relatively large sample sizes for their respective target populations.

Although there exists no consensus regarding a definition of the term “senior tourism” or its variances, such as elderly tourism, snowbird, gray/grey tourism, or silver tourism, the age of 55 years or above is a common benchmark applied in most past senior motivation studies. There is, however, the issue that the senior tourism market is a diverse and non-homogeneous group with varied and multiple characteristics. The review confirms this view as various sub-groups of seniors were investigated for each unique study setting. Clearly, there is much research potential to be explored in regard to the senior tourism niche.

Regarding motivations, this study affirms the multiplicity of motivations across the senior tourist population. The large number of individual items as well as the number of motivation constructs deduced from the pool of items depict the rapidly evolving and dynamic nature of senior tourism. Given that the topic of travel motivation among senior tourists is still explorative, the generation of novel measurement items in future studies is expedient for researchers.

As with any study, the current study has some limitations. First, it became necessary to exclude ambiguous and unclear items which may have confounded the classification process. Therefore, readers should be advised that not all items in the selected publications were involved in the analysis. Certain papers were excluded because of definitional issues. Papers with the minimum age of participants below the 50 years threshold were excluded. Furthermore, the proposed framework, while fairly representative of the current senior tourism motivation literature, is only conceptual. This is an area worthy of further academic exploration as the findings of this study prove that the motivations of senior tourists are as dynamic as the segment itself.

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