

# Motivation and Satisfaction of Senior Tourists for Traveling Overseas

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## Abstract

Senior tourists are potential, this is due to the improvement quality of life, and the quality of medical technology, increasing of income, and other factors that impact to human life expectancy is getting longer. The study is related to senior travelers which have not been done by previous researchers especially for Bali. Therefore, based on these considerations, research of senior tourists subject need to be conducted because the preferences of tourists are dynamic and tend to the higher demands on the quality of a tourism destination.

Object of this study is senior tourists on age of 55 years or more, and hereinafter referred to senior travelers. Senior travelers studied are derived from foreign tourists. To answer the question in this study, formulated the general subject matter "whether the motivation and how senior traveler satisfaction on tourism destination?", while the particular problems are as follows: first, what the motivation of senior tourists to travel and is there a relationship between the motivation of senior travelers and their nationality?. Second, how is the senior traveler satisfaction based on perceptions of the tourism destination product?.

This study uses desk research with data retrieval techniques and information by online method, secondary data, and references from scientific publications. While the analytical technique used is descriptive technique analysis, analogy, and comparatively few research and other publications related to senior travelers. The results of this study are expected to be useful in theoretical and practical especially those related to market segmentation, customer satisfaction, especially senior tourists.

. The activities identified such as shopping, city tour, visiting historic sites, museums, heritage, get lunch or dinner in restaurants, watching television shows, radio listening, social activities, activities related to the hobby, the distribution of talent associated with the craft, and the distribution of talent that relates to the art. It mean that package to realize the motivation of senior tourist should be found on tourism destination because there is relationship of citizenship to the motivation of senior tourists traveling to a tourist destination. To realize tourist satisfaction, the destinations should always effort to realize the quality of products to fit the expectations of senior tourists by high quality product that also related to the motivations of senior tourist as conclusions.

## Introduction

The senior tourists are traveler on the age of 55 years or more. The criterion refers to the criteria of senior term tourist or older in the United States (Clench, in Petterson, 2006). Government of Indonesia considers the senior traveler is a considerable market share is important for several reasons, among others: health science developed rapidly makes more likely

to live longer for the elderly that causes the amount of this increase. Other causes of income support from a good pension system will be able to cause this group have better purchasing power for traveling. The group is commonly known as the Dinks (*Double Income No Kids*) and identified that this age have pattern of trips is usually longer than other group because they have long free time.

That potential has anticipated by the government by issuing a residence permit for the elderly more easily in anticipation of the needs of older tourists from abroad who are sharp increase. That regulation as stimulant for they will stay longer in Indonesia. Currently, most companies in tourism Indonesia began more serious to pay attention at the potential of this market. To anticipate future market trends in the increasing number of elderly tourists who traveling in Indonesia, the Government of Indonesia established a policy for the elderly tourists by allowing them to stay longer in Indonesia. The government policy allows groups of tourists to stay in Indonesia for a year. The policy has been set in the Minister of Justice namely SK Menteri Kehakiman No. M-04-12.01.02/1998.

The policy was made based on the Decree of the President for the elderly foreign tourists namely Keputusan Presiden/Keppres No. 31/1998. The next step of the embassy will be able to give visas origin countries to the elderly tourists, after obtaining approval from the director general of immigration. Based on the Decree of the Minister of Justice namely Keputusan Menteri Kehakiman No: M.04-1998 dated 30-10-1998 IZ.01.02, elderly travelers can apply for a permit to stay is limited to one year, extendable up to five times, with each renewal period for one year (News letter tourism marketing information, 2010: 12 edition).

In similar opinion, Kasali (2000) argues that market segmentation is good if they have the characteristics of considerable potential in terms of its market to ensure the continuity of the products, other segments can distinguish purchasing power and willingness to buy, and the resources of the company or the destination must be able to reach the market.

It is true if the senior traveler market segments considered potential market segment in the future. The importance of senior tourist market segmentation should be greeted with a policy, an adequate theoretical foundation, and market share is empirically. The stimulant of the government for senior foreign tourists is welcome. It should be supported by all parties, including academics by conducting an empirical research on the existence of the current senior tourists. Another fact that supports the segmentation of the senior traveler is a good market segment, can be described as the following facts: the growth of the national senior traveler in United States, Canada, and Australia have increased, especially from groups of retirees. In the United States, the growth of senior travelers was the highest number, where 55-year-old tourist are who had reached 41% of the total population of the United States, of the 41%, 28% of them travelling abroad (Pettersson, 2006).

Another fact, senior tourists in Australia in 2002 is estimated to reach 22% of total domestic tourists in Australia. They expected to spend 895 million dollars per year and usually mean a vacation for 5.5 days. It was also found, senior Australian tourists who prefer an environment area naturally and which still has a sense of history (Pettersson, 2006). In northern Europe the number of seniors aged 65 years and over, has increased 16.2% compared to 1960. Senior German and British tourists is the market share of the largest domestic and international tourists. While senior travelers in the area of Scandinavia and Spain, showed the highest propensity to travel than senior tourists in other European regions. While in England the number

of people who are in senior group between 55 to 59 years to reach 31% in 2005 and from 31% of the senior, 17.4% and 18.1% travel to overseas (Pettersson, 2006).

In Asia, Japanese is classified as senior or aged 50 years and over it is estimated close to 15 million or 23% of the total population into 2025. The senior Japanese usually have more steady income and more free time to allow them a longer vacation out of the country when compared to the young (Pettersson, 2006). Another case in Taiwan, the current senior population 60 years and over has reached 12% and is expected to increase to 20% in 2033 (Pettersson, 2006).

The UN estimates that the senior generation estimated two billion people internationally in 2050. This number is 22% of the total world population, and is reinforced by a record number of populations of Europe, Japan and China (United Nations, 2000). While MacNeil (in Pettersson, 2006) stated that the number was a surprise to the Americans who were born between the years 1946 to 1964. For Australian expected to increase the senior greater between 24% to 26% who are senior class in 2051. In detail, the growth potential of senior tourists can be seen in table 1.1 below:

**Table 1.1: International Senior Tourist Trend**

Nationality	Number of Senior	Prediction for Travelling abroad
China (PRC)	101,238,124	20%
USA	37,305,527	41%
Japan	25,551,282	23%
Russia	20,576,670	16,2%
Germany	16,044,262	16,2%
Netherlands	2,341,787	16,2%
Australia	2,654,595	22%

Note: Age over 64 years, conditions in 2006, Source: www.statistik.ptkpt.net and Pettersson, 2006

Currently the country's largest supplier of tourists appears to have the composition of the senior substantial as seen in Table 1.1. above the average of 27% in any population composition. Meanwhile, when compared with the data of tourist arrivals to Bali in the period 2000 to 2011, and the number of visits in 2011 recorded to 2,826,709 people and is predicted to 10% as the senior, the senior tourists in 2011 is predicted around 282,670 people. The prediction of 10% is similar to the data of the senior Japanese who travel abroad, therefore the prediction is considered to be realistic because the complete record of senior tourists who travel to Bali, have not been recorded.

Furthermore on the results of research conducted in Thailand, research on the satisfaction of senior European tourists with their provisions has been outstanding for more than 55 years. The results also suggest that government and private sector development further enhanced to improve the quality of destinations in Thailand so that the tourist satisfaction can be improved, and it indicates that the higher the preferences senior tourists to the more demands of the quality of a tourist's destination (Esichaikul, 2012).

Basically traveler satisfaction understanding and the difference between the expectations with the quality, satisfaction of tourists means the quality standards of products offered at least equal to expected by tourists. Dissatisfaction on one element of the product will affect the satisfaction of the other elements.

## **Research Problem, Objectives and Plan**

Research Problem: based on the background of the issues, the topic matter is "whether the motivation and satisfaction how senior tourists traveling in destination and some sub-subject research can be described as follows: (1) What is the motivation of senior tourists visiting and is there a relationship between the motivations of senior travelers and their nationality?; (2) What is the level of senior traveler satisfaction based on perceptions of the tourist destinations?"

Objectives: based on the principal issues that have been formulated, the general purpose of this study is: to know the motivation and satisfaction of senior tourists for traveling. Specific objectives for further research aimed an answering some of the sub main issues that have been determined, include the following: (1) Determining the motivation of senior tourists have visited a destination and determine the relationship between the motivations of senior travelers by nationality; (2) Measure and then determine the level of senior traveler satisfaction based on perceptions of the tourism destination product.

Plan: the theoretical contributions in this study to the development of tourism particularly are to do an exhaustive review of the motivation of senior tourists, and tourism destination management, especially related to the segmentation of senior tourists. Other contribution is to formulate a tourism destination marketing strategy, based on the perceptions of senior tourists, to innovate tourism destinations. In practical contributions, this study can be used as a reference in determining the policies to improve the quality of tourism destinations and services.

## **Literature review**

### **Senior Tourist**

Definition of the senior is still a debatable in the community; especially those related to the age of a person who called the senior but in this study, the definition have been taken from the senior adults in America (USA). According to Muller and O'Cass, 2001, the senior classes are those who have attained the age of 65 years or more. Further argued for this age group is the target of an important tourism market since the beginning of 1990. The cluster is considered to have everything, they have a mature age, money, and maturity, even many of the seniors felt themselves younger than their age. In the marketing concept, the senior group is an important target that is considered necessary to conduct further research on the senior, interest and type of activity, their tendency to participate in leisure activities, recreation, and tourism. In some studies, the senior still has the physical ability to travel and participate in activities offered by tour operator.

The definition of older adults or in terms of Indonesia are often called senior is a fairly new term. People who belong to that older adults are 65 years old or more and the term is popular in developed countries are usually directed to refer to the retirees. According to Gillon, (2004) this age group is more popular with the term baby boomers, while the (Shoe-maker, 1989 and Lazar, 1985) mentions that this age group is also called the senior market, sengies young, or mature market, the gray market, young generation and woopies senior or well-off older people.

Senior citizens in the United States called the cluster of senior citizens United States citizens aged 55 years or more (WTO, 2001). In this study, the definition of senior travelers are used in the United States that they for classified as seniors are those who have attained the age of 55 years or more.

## **Tourist motivation**

According to (Sharpley, 1994 and Wahab, 1975; Pitana, 2005) emphasizes that: Motivation is a very fundamental in the study of tourists, because motivation is the "trigger" of the trip, although tourists themselves do often not realize the motivation but they are very important. Basically a person who traveling is motivated by several things, such as motivations which can be grouped into four major groups as follows: (1) Physical or physiological motivation is the motivation of a physical or physiological, among others, for relaxation, health, comfort, participate in activities sports, leisure and so on. (2) Cultural Motivation is the desire to know the culture, customs, traditions and other local arts, including an interest in objects of cultural relics. (3) Social or interpersonal motivation is a social motivation, such as visiting friends and family, meet partners, doing things that are considered to bring prestige, made the pilgrimage, an escape from a boring situation and so on. (4) Fantasy motivation is another that someone will be able to escape from the humdrum routine of daily life and the psychological satisfaction (McIntosh, 1977 and Murphy, 1985; Pitana, 2005).

## **Satisfaction and expectation**

The grade of tourist satisfaction is the ultimate measure of performance management destination offering a variety of product attributes in a destination. Basically the tourists sense of satisfaction with the performance difference between the expectations, in other words means understanding traveler satisfaction performance standards of quality of products offered at least equal to the tourist's expectations. Dissatisfaction on one of the attributes of the product will affect the satisfaction of the other (Umar, 2003). In the context of the research to be conducted, the theory of consumer satisfaction as a basis to determine the performance of tourist destinations based on the perceptions of senior travelers on a number of attributes that are essential aspects of tourism destination.

## **Developing the research model and Hypotheses**

### **Frame of research**

Frame of this study can be explained as follows: senior tourists analyzed from two aspects of the sociological aspects of tourist destinations and aspects of the product. Study of the sociology of senior tourists is expected to determine the motivation of senior tourists to travel to a destination. Senior tourist motivation sorted out based on factors that encourage or attract seniors to travel to a destination. Motivations are differentiated based on nationality. Assessment of the senior tourist's destinations of products is expected to determine the grade of senior traveler satisfaction on perceptions of tourism destinations that have been enjoyed by senior tourists during the holiday. Review of the senior traveler motivation in concerning a destination tourist activities on the base can be used to perform positioning and segmentation especially in relation to senior travelers. While the study of senior traveler behavior based on the perception of tourism destination is expected to determine the current position and destination of products to perform basic management of tourism destinations and more in the expectations of senior tourists.

### **Hypothesis**

Based on the theory that is used as the basis for deductive and the results of previous studies related to the research of senior tourists, it could be formulated two hypotheses as follows:

- 1) There is a relationship between citizenship and motivations of senior tourists for traveling to a destination.
- 2) There is a relationship between the quality of products and expectations to the grade of satisfaction of senior tourists in tourism destinations.

### **Research Method**

This study uses desk research with secondary data by online, references, and scientific publications or journal. While the analytical technique used is descriptive analysis technique, analogy, and comparatively few researcher and other scholarly publications related to senior travelers. This study uses the product approach is used to categorize the approach that tourism as a commodity that can explain its aspects are deliberately created to respond to community needs. The variables of this study is known as tourism's product as totality of the four basic aspects: According Medlik, 1980 (in Ariyanto 2005), there are four aspects of (4A) which must be met tourism product as a totality of products, namely: (1) Attractions, (2) Accesability, (3) Amenities, (4) ancillary are means that the scope of this study is the scope of tourism research by conducting a systems approach for studying the behavior of travelers in perceives tourist destinations, this study also try to include institutional approach because at the end of the study is expected to find a new formulation of marketing strategies of tourism destination in particular relating to senior tourist market segmentation. The result of this study will be presented by (3D method) such as description, document as evident, and demonstration indeed the call paper forum by oral presentation.

### **Results and Interpretations**

#### **The relationship of citizenship to the motivation of senior tourists traveling to a tourist destination**

Related with the selection of activities, tourists who come to the village of Sanur prefer to attend cultural events, physical exercise, had a hobby and have fun, Indrawati (2010). Most tourists who visit the village of Sanur has special memories of this area, besides that they also really liked the culture and traditions of local communities and the hospitality of the people. During his time at the destination, there are a variety of tourism activities are conducted primarily on marine for swimming, boating, canoeing, and the activities conducted on land, such as attending cultural events, such as the Sanur Village Festival and Kite Festival, and other cultural attractions, relaxation, jogging, spas and more. Activities undertaken related to the fulfillment of hobbies and physical needs.

Research by Esichaikul (2012), entitled Travel motivations, behavior and requirements of senior European tourists to Thailand, aims to assess the motivation of tourists traveling to determine the behavior of senior and senior European tourists in Thailand. The study uses analysis and analysis of the importance of traveler satisfaction based on perceptions of accommodation, accessibility, attractions, amenities, and public facilities provided by Thailand as a tourism destination. Respondents totaled 430 senior tourists coming from Europe with their provisions have been outstanding for more than 55 years. His study found that the majority of senior tourists came to Thailand for the first time, and their motivation to come to Thailand is for rest and relaxation. The average senior tourists on holiday to Thailand in a long

period of average 15 days or more for the purpose of having fun and doing tourist activities.

In other study by Wei and Milman (2002), noted that the most popular activities undertaken by tourists during their senior trip was (89.3%) to travel and get around the city, visiting historic sites (88.1%), meals in restaurants (85.7%), and shopping (77.4%). While the activities that are less enthused by the senior is hunting and fishing (1.2%), water sports and sunbathing on the beach (1.2%), camping and hiking (3.6%). Further, there is positive and significant relationship between the involvements of senior tourists on leisure activities such as the choice of table 4.1.

**Table 4.1: Types Leisure Activities Among the Elderly**

<i>Passive</i>	<i>Active</i>	<i>Un-interested Activities</i>
1) Watching Television	1) <i>Shopping</i> , visiting	1) Wild hunting
2) Listening Radio	<i>mall</i> , or <i>supermarket</i> .	2) Fishing
3) Social Work	2) <i>City Tour</i>	3) Climbing
4) Activities related to the Hobby	3) visiting <i>heritage</i> , <i>museum</i> , etc	4) Camping
5) Talent associated with the craft	4) lunch and dinner in restaurants	5) <i>Tracking</i>
6) Talent relates to the art.		6) Surfing
		7) sunbathing

Sources: Secondary data (modified)

### **The relationship between the quality of products and expectations of the level of satisfaction of senior foreign tourists in tourism destinations**

Preview research conducted by Esichaikul (2012) illustrates that the demands of senior tourists on quality tourism destination is increasing. To realize tourist satisfaction, efforts are needed to realize the quality of products to fit the expectations of senior tourists. The weakness of this study is to analyze only the senior tourists from the European region only, whereas the market share of tourists from other countries such as the senior of the Americas, Australia, and Asia has potential cluster.

Predominantly of the elderly are more concerned about safety issues if they do travelling. Japanese elderly people usually have a more established income and have more free time to allow them a longer vacation abroad when compared to young people. Elderly Japanese people preferred more freedom and the priority issue is the health and safety. They also prefer to do the visitation of cultural, shopping as an activity of interest to the Japanese elderly.

The following Table 4.1, Summary of the potential tourist market segments based on the percentage of elderly to total national population, the potential go to abroad, and the issues and expectations.

Table. 4.1: Elderly Market Potential by region or country based on predictions and projections up to 2050.

Nationality/r egion	% Senior	% travelling abroad	Expectation issue
• USA	41%	28%	• Comfort.
• Canada	*	25%	• Entertainment.
• Japan	23%	7,6%	• Health and safety.
• Australia	22%	9%	• A sense of safety and experiences.
• North Europe	16,2%	*	• Security.
• UK	31%	17,4%	• Security.
• German	40%	*	• Security.
• Taiwan	20%	*	• The price and security.

Source: Secondary Data (modified), \* data not available

Expectations of them, the expectation that most tourists get priority are the problems associated with the guarantee of security, and comfort, entertainment, health, and experiences. The information in table 4.1 has implications for the package tour packages will be offered to the senior tourist segment, and the expected package or tour package that able to guarantee the safety, comfort, entertainment type, health insurance, pricing, and supply of experiences will be a preference elderly tourists.

### Conclusions and Recommendations

Segmentation of elderly travelers experienced substantial growth dynamic, in which almost all of countries estimate of elderly tourists will experience rapid growth compared to other segments of the tourist market. Some tourists find their old age even younger than their age because of improved health, and they are more active. They even want to look for a challenging new experience like to see other cultures before they are older and before his health declined.

To be able to capture the growth opportunities of this elderly segment of the market, it takes creativity and innovation in managing business and product packaging in accordance with the preferences of senior, destination management is directed towards senior cluster by providing infrastructure and facilities can be expected by senior tourists. To do a proper creation and innovation, it is considered to conduct study related to the behavior of elderly or senior tourists in choosing they do leisure or tourism activity.

Furthermore, according to Milman (2002) marketing-related packages should be base on typical of senior travelers and leisure or tourism. Activities or tour package can be focused on activities that are preferred by the senior tourist. The activities identified such as shopping, city tour, visiting historic sites, museums, heritage, get lunch or dinner in restaurants, watching television shows, radio listening, social activities, activities related to the hobby, the distribution of talent associated with the craft, and the distribution of talent that relates to the art. It mean that package to realize the motivation of senior tourist should be found on tourism destination because there is relationship of citizenship to the motivation of senior tourists traveling to a tourist destination.

On the other hand, particularly relating to senior tourist, Cohen (2000) provide suggestions for more creative tourism business in making the tour packages associated with senior tourists, and better to focus the inner factor of the senior class of activities that are particularly leisure as a recommendation. He said the leisure activities that can be packaged is a hobby-related activities, arts and crafts, friendship "relationship", extracting potential, and social activities that are volunteers. It concludes, there is relationship of citizenship to the motivation of senior tourists traveling to a tourist destination.

Results of research conducted by Esichaikul (2012) concluded that the demands of senior tourists on quality of tourism destination are increasing as recommendation. To realize tourist satisfaction, the destinations should always effort to realize the quality of products to fit the expectations of senior tourists by high quality product that also related to the motivations of senior tourist as conclusions.

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