

TO EXPLORE THE HOLIDAY TAKING PATTERNS OF PEOPLE AGED 70 AND OVER: PATTERNS, INFLUENCES AND CHANGES OVER TIME

Kat Heron (b9019538@hallam.shu.ac.uk) is studying BSc (Hons) International Tourism Management at Sheffield Hallam University. Karen Soulby (K.Soulby@shu.ac.uk) is Senior Lecturer in the Department of Service Sector Management and supervised this research project.

Abstract

This paper researches and reviews factors that affect the holiday taking patterns of a sample group of individuals aged 70 and over. To begin, a summary of literature surrounding this theme will be reviewed to help understand and critically analyse the background of the research and build knowledge on the topic. The aim of the quantitative research being carried out is to determine influences that affect people's holidays and if they have changed over time, and why, to reveal patterns in data. Factors influencing holiday choice will be explored, highlighting how the industry can cater more to the needs of this age group, to ensure travelling is made more possible and leisurely. Taking this research into account, experts and marketers can provide more appropriate options for the demographic, resulting in better quality products and services in the tourism industry, while also gaining further insight into an area which currently has contradictory findings. The paper closes with the results from the study, followed by a discussion and conclusion surrounding the research as a whole, including details of some limitations encountered.

Keywords: Holidays; Over 70's; Influences; Behaviour; Changes

INTRODUCTION

The aim of this research is to investigate the travel patterns of the senior market (aged 70+)
The research objectives are:

1. To investigate general patterns surrounding the current holiday intentions of consumers aged 70+
2. To explore factors affecting individuals holiday choice in a sample group
3. To assess the changes in holidays taken over time in this age category

In this research, the holiday patterns of people aged 70 and over will be assessed. Factors affecting holiday choice and changes over time will be measured, to help build a stronger understanding to provide industry experts with more up to date information surrounding consumers aged 70 and above. The methodology involves a questionnaire containing 26

questions to help achieve the research objectives. Analysis and discussion of the results will be conducted to find conclusive trends and any limitations discovered in the research will be outlined with recommendations for future research. The purpose of the project is to gain further insight into an area in literature which has contradictory findings, showing how the research topic is relevant.

The tourism sector is thought to be the largest industry in the world, with 1.4 billion tourist arrivals in 2019, creating significant economic opportunities for tourism professionals (UNWTO, 2019). Research into the holiday choices of individuals aged 70+ is being directed to gain understanding on patterns in tourism. Currently, there are 11 million people in the UK aged 65+ and in ten years this will have boosted to 13 million, accounting for 22% of the UK's population (Centre for ageing better, 2022). The absence of information or expertise to help understand the needs and requirements of future seniors is one of the largest issues the tourist industry faces (Balderas-Cejudo, 2019). The sector has to supply for the increasing demand of elder tourism and their specific needs. For example, it has been established that new types and forms of tourism as well as new service technologies must be adapted to address the demographic challenges in society, such as the ageing population (Nikitina & Vorontsova, 2015).

Buhalis et al, (2012) discuss how reachable the creation of a globally designed, barrier free environment through tourism is seen as a human right and can support individuals such as the ever-increasing ageing population. By 2050, the United Nations predicts that over 2 billion people will be 60+ due to the increasing ageing of our population. Because of these societal demographic changes, you can assume more of the older population will desire to travel because Baby Boomers travel on average 4-5 times per year and are more likely to afford it compared to Millennials (Steeves, 2021). As a result, the older population will be in charge of a larger portion of the total holiday spending than younger groups (United Nations, 2000). It is proven that the tourism industry contributed nearly 10,000 billion US dollars to the worldwide GDP in 2019 before the impact of Covid (WTTC, 2022), making research into tourism and the demographics within appropriate.

LITERATURE REVIEW

Overview

The new demographic change in our society is the ageing population, to which tourism will need to adjust and grow. The emergence of the 'third age' requires the consideration of a new senior travel market (Nikitina & Vorontsova, 2015). A change in the age distribution of a population that results in a higher proportion of older persons, is known as an ageing population (Lamb & Lamb, 2008). To ensure that visitors want to travel to a destination, planning, promotion and marketing may be influenced by studying attitudes regarding holidays in the over-70s sector (Buhalis et al, 2012). Since key demographic, cultural, and economic developments have a significant impact on tourism, assessing market trends is more crucial than ever because of the radical societal changes brought on by the ageing population. The shift in society has already affected the nature of tourism demand and is predicted to shape future tourism offerings (Nella & Christou, 2016). Several academics argue that elderly

people have more time, more money saved, and a stronger drive to fulfil their dreams than younger individuals (Leff, 1969; Schultz, 2005; Wang, 2011; Xu, 2017), increasing the level of consumer demand in the ageing population. As a result, the tourism sector has started to shift its marketing focus to target persons aged 65+ more closely (Javalgi et al, 1992).

Ageing Population

The demographic makeup of the world is undergoing a significant change. A single word can describe this transformation: ageing (Gibson & Singleton, 2012). Older travellers now make up a sizable share of annual total travel spending as a direct result of global ageing patterns (Sie at al, 2015), with the market for senior tourists already representing a key economic sector in tourism (Baldera-Cejudo, 2019). For example, it is predicted by 2050, senior tourists aged 60+ will likely make more than 2 billion international trips in total (United Nations, 2010). Senior tourism has been researched to some extent, for example Martin & Preston (1994) argue that the elderly population has more of a disposable income, is better educated with more free time and is freer from obligations compared to other demographics in the world, meaning they're more likely to prioritise tourism (Staats & Pierfelice, 2003). This is further supported by research into an emerging growth area in tourism, the motivations of baby boomers participating in adventure tourism. Older adult populations are selecting more physically demanding and adrenaline-fueled activities to escape authentic experiences by interjecting it with elements of adventure (Patterson & Pan, 2007). Although older tourists are already active, newer generations of senior travellers are more likely to outpace them (Lohmann & Danielsson, 2001), 'we can be sure that the demand situation and people's patterns of consumption will change significantly' (Meiners & Seeberger, 2010). These researchers all agree with Martin & Preston (1994) that the ageing population is generally financially well off, better educated and seek new leisure involvements.

However, in contrast, numerous scholars have found that retirement indicates older individuals have more time to spend on leisure activities of their choosing but also have less finances and occasionally have worse health conditions (Siren & Haka-Mies-Blomqvist, 2004), limiting participation in tourism. In accordance with this, Clark and Spengler (1980), Modigliani and Cao (2004), Zhang and Lei (2011), and Wang (2011) believe that the elderly's purchasing power, labour productivity and savings are all falling. Such a decline prevents purchasing habits of tourism products, showing the negative effects of the ageing population on tourism.

It has been highlighted that instead of having no need to travel, older people may choose not to participate in out-of-home activities because they lack access to transportation or they inhabit in an unfriendly environment (Kim et al, 2014), resulting in reduced travel and social activity. Unmet travel needs can be defined as 'trips and activities that people need or would like to do more, but for a variety of reasons they're prevented in doing so' (Luiu et al, 2017, p.488). Research into this area aims to evaluate the extent of previous studies and to better comprehend the mobility of older persons in its entirety. Out-of-home movement satisfies social needs, expresses freedom, and is a fundamental human right and emotional experience (Mollenkopf et al, 2011).

Metz (2000) identified five elements to describe mobility in relation to quality of life and personal needs for the older population. These are: access to desired people and places, psychological benefits, health benefits, advantages from involvement in social and local community and benefits from potential travels, showing how the older population must not be ignored by tourism providers. To support this, Maslow et al, (1970) and Musselwhite and Haddad (2010) proposed that desires related to travels for pleasure and entertainment are acknowledged as aesthetic needs and a must for individuals. This is further supported by a study on social profiles confirming that the older generation has fewer social contacts resulting in a feeling of loneliness, and therefore an important aspect of social connectedness stemmed from leisure activities such as cultural undertakings, sports and holidays (Toepoel, 2013). Therefore, it will be more crucial than ever before for policymakers and service providers to comprehend the mobility needs of the ageing population and the elements that determine their fulfilment (Luiu et al, 2017).

Tourism and Social Connectedness

While themes differ between holidays taken at age 65+ and those of younger ones, social connectedness is a concept that persists throughout life course (Small, 2003). The pursuit of tourism-related activities is a significant factor in promoting people's wellbeing as they get older (Cavapozzi & Zantomio, 2021). However, some pensioners enjoy retirement with financial comfort, good health and increased spare time, others are experiencing a disability, and their participation in tourism-related activities may be hindered by financial constraints (Brugiavini et al, 2011), as briefly mentioned before. Participating in social interactions and outdoor activities improves older people's quality of life and physical and mental health, according to the social sciences debate (Croezen et al, 2013; Scarneas et al, 2001; Sirven & Debrand 2008; Verghese et al, 2003).

Linking to tourism, 'travel is no longer an option rather a necessity for sociality and identity', with travel offering physical contacts, inclusion, shared norms, views, hobbies, and social status, maintaining social connections is becoming more crucial (Gössling et al, 2018). Scholars have discovered evidence for a deeper social psychology of travel motivation in studies, demonstrating the benefits of travel for people's physical and mental wellbeing (Higgins-Desbiolles, 2006; McCabe et al, 2010). Supported by Randles and Mander (2009) who found that when the idea of reducing travel was proposed, it aroused strong feelings and demonstrated hostile responses, suggesting the need for tourism for all humans. Tourism also provides individuals with a higher social status, as one's travels have for some time been discussed as a signifier of position in society (Larsen & Guiver, 2013; Urry, 2007), promoting positive social and psychological changes in individuals (Gössling et al, 2018). The threat of non-tourism is thought to have damaging effects on people. For example, Urry's (2007) analysis found movement to be one of the most important factors influencing how people conduct their social and emotional lives and any factor that prohibits social interactions will increase the feeling of loneliness (Shaver et al, 1985).

Recently there has been a renewed interest in senior tourism due to the percentage of those in the older age groups with the majority of this market being women (Alén et al, 2012). It is perhaps even more astonishing that the significance of the older market has not been adequately captured in tourism or gender research and literature (Small, 2003). A study was

conducted on older, retired women tourists, focussing on their holiday experiences across their lifetime. The women recognised that their holidays at age 65+ were different to those of a younger age when their children were small and they found tourist experiences to offer new opportunities (Small, 2003). These results go against what society expects of older women; instead of interest decreasing with age, there was a lot of enthusiasm, a confirmation of positive ageing. It is advisable from a supply-side perspective for the tourist sector to hear the views of older women and recognise the potential in this market (Small, 2003). Researchers, policymakers, and specialists must comprehend the changes that come with age and how social and historical constructions shape these.

Industry Responses

In order to ensure tourism destination development, marketing may be influenced by research on the outlooks for holidays in the over 70's sector (Toepoel, 2013). The tourism industry must meet the growing demand for elder travel as well as their unique needs (Nikitina & Vorontsova (2015). For marketers and service providers, understanding the senior market is essential because elder tourists' demands and preferences vary as they encounter different events throughout their lives (Mochis, 1992). Taking this information into account, the tourism industry can provide more appropriate products and services for this market.

Tourism is an enormous business, especially for the expanding number of baby boomers who are being specifically targeted as a growing market by advertisers and tour operators (Patterson & Pegg, 2013). To be able to play well in the tourism market as a practitioner, it is crucial to choose the precise market sector you want to target, be familiar with the activities that are most popular for this group and understand all of the features and motivations of the tourists in the segment (Mahika, 2011). Schewe (1990) believes that grouping people based on their age is ineffective and that placement should instead be centred on factors including comfort, security, convenience, sociability and traditional values. Nikitina & Vorontsova (2015) conducted a study to propose a consumer behaviour model based on analysing the specific needs of the elderly. The model essentially allows for personalisation and focused marketing for senior tourists by considering the major elements that are associated with the ageing population, to support their aspirations and encourage an active lifestyle (Nikitina & Vorontsova, 2015). For instance, it is well-established that the sector needs to adopt new tourist types and forms as well as new service technologies to solve the increasing demographic changes (Pencarelli, 2020). With the help of cutting-edge technology, consumers could gain extensive knowledge about a destination while having access to a variety of information that would help them choose the best holiday (Buhalis, Darcy & Ambrose, 2012).

In order to attract, connect with and market to seniors, the travel industry has come under criticism for failing to recognise the diversity of travel preferences required, therefore the demographic change is an opportunity for new jobs and growth (Balderas-Cejudo, 2019). It is important to consider all segments in the population when marketing, especially as both millennial and baby boomer generations have shown a significant growth in tourism in the last 12 decades and this is predicted to continue (Patterson 2012; UNWTO, 2016). The demand for tourism depends on the amount of free time, money and the attractiveness of a

destination, which is affected by social change (Song & Witt, 2012). One of the most crucial responsibilities that marketers should have, is the ongoing observation of market trends within an industry (Nella & Christou, 2016). Due to the growing elderly population, two trends can be recognised, the first being the requirement to modify tourism products for baby boomers to account for their increasing age and secondly, the need to adapt existing products and services targeted at this sector to consider preferences of baby boomers (Glover & Prideaux, 2009). Therefore, the tourist sector has acknowledged the potential of older consumers and tourism research has tended to concentrate on creating competitive business and marketing strategies to attract to these customers (Chatzigeorgiou & Christou, 2016; Sedgley et al, 2011). Tourism providers and destinations that cater to senior travellers and adjust to societal changes ensure long term competitiveness and sustainability (Glover & Prideaux, 2009).

However, there are some issues involved with marketing to senior tourists. For example, defining who actually is a 'senior tourist' can be difficult due to the variation in definitions (Moschis et al., 1997; Valachis et al., 2009) and the more important factors that affect behaviour of individuals should be considered. Particularly when creating and promoting new tourism offerings for older travellers, the phrase 'subjective age' may be deemed more applicable to explain variances in consumer preferences (Muller & O'Cass, 2001). Designing appropriate messages and effectively advertising tourism services can be aided by understanding and determining the 'subjective age'. Studies on the senior market in tourism have been around for a long time, however, tourism marketers still tend to treat senior consumers all the same and don't account for any variables in their group (Nella & Christou, 2016). It has also been pointed out by Hudson (2010), that the literature on marketing to elders is fragmented and inconsistent, consequently further research is necessary to fully understand and profile subgroups within senior tourists to better industry responses.

METHODOLOGY

Research Methods

A quantitative, methodological approach of a questionnaire is being used in this research to reveal patterns and trends in data, linking to the research aim. This kind of approach aims to construct a representation of what consumers think in order to determine behavioural facts (Barnham, 2015). Quantitative research has benefits over qualitative because it is grounded on statistics (Barnham, 2015) and qualitative research can be seen to lack a philosophy of science and is not capable of providing replicable data (Sykes, 1990).

Researchers place a high value on questionnaires since they are a standardised technique which is simple for others to replicate, increasing methodological rigor. It also allows for a high volume of respondents with minimal effort required as in this research the questionnaires are sent out online. The larger the sample, the more representative and generalisable the results are (McNeil & Chapman, 2005). The questionnaire allows for participants to answer the questions honestly as they're anonymised, increasing accuracy in the findings (Cleave, 2021).

Collecting the Sample

The demographic for the sample is individuals aged 70+. The sampling technique being used is a convenience sample whereby participants are chosen based on their accessibility to the researcher (Rowley, 2014), in turn it ensures there are no vulnerable people included in the research (Sexton, 2022). This sampling tends to include personal contacts of the researcher, creating a snowball effect, where a series of related occurrences happen (Marcus et al, 2017). Both genders will be included in the sample to ensure its representative of the general population, boosting validity and creating more inclusive research (Simmons, 2021). This sampling technique is a quick and efficient way of gathering participants and ensures a higher number of respondents (Rowley, 2014).

Practical Details

To ensure the questionnaire includes all topics that need to be covered, a table of research aims and objectives with possible themes and questions is created, as shown in figure 1.

Figure 1: Table of Content to be Included in the Questionnaire

Research aims and objectives	Themes + Questions
Investigating general patterns surrounding the current holiday intentions of consumers aged 70 and over	<ul style="list-style-type: none"> - Types of holidays - Where are you most likely to travel? - Main reasons for going on holiday - Popular types of holidays - Age and gender of participant
Exploring factors affecting individuals holiday choice in a sample group (Covid, technology, types of holidays, distance of travel, retirement and finance etc)	<ul style="list-style-type: none"> - Preferred methods of booking a holiday - Technology – do you own a laptop? Easy to use? - Finance - Medical conditions - Covid - Times of travel - Most important factor you consider when booking a holiday
Assessing the changes in holidays taken over time in this age category	<ul style="list-style-type: none"> - Retirement - Reasons your holidays have changed - Solo holidays, family holidays, business travel - What types of holidays did you used to go on - Do you go on more or less holidays - What holidays did you go on in your 50's, 60's etc

A combination of open and closed questions will be used. Closed questions are quick for participants to answer, resulting in a higher response rate and they're easier to analyse in a larger number of responses. Open questions allow for a more in-depth insight when the participant can give more personal answers (Rowley, 2014).

Before the research begins, a pilot study will be conducted to ensure the questionnaire includes the right content and participants understand it, which can assist the researcher in identifying any ambiguities or confusion in the material provided (Mcleod, 2020). Ensuring no adjustments need to be made, the questionnaire will be sent out online, via a Google form along with a participant information sheet and a consent form. Data collected from the study will be protected by GDPR principles in line with SHU policies (Sheffield Hallam University, 2023).

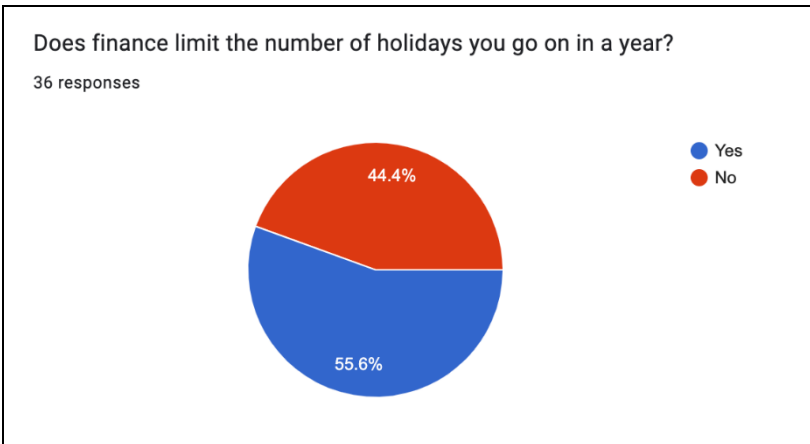
Once a sufficient number of responses is received, data analysis will be conducted. Descriptive analysis reveals trends, averages and percentages in the answers. These statistics allow for data to be summarised and organised, to answer questions in research (Marshall & Jonker, 2010). Investigation into the data can then provide answers to the research objectives and can be displayed in a chart to display the data in a clear way.

RESULTS AND DISCUSSION

An analysis of the 36 responses received from the questionnaire during the data collection process is being directed. See appendix 1 for a copy of the questionnaire the sample group completed. A summary of selected questions is focused to reveal trends and patterns in data, linking to the literature review themes. To determine whether the results agree or contradict the conclusions of the previous literature from section 2.0, a discussion of what the results mean will be conducted.

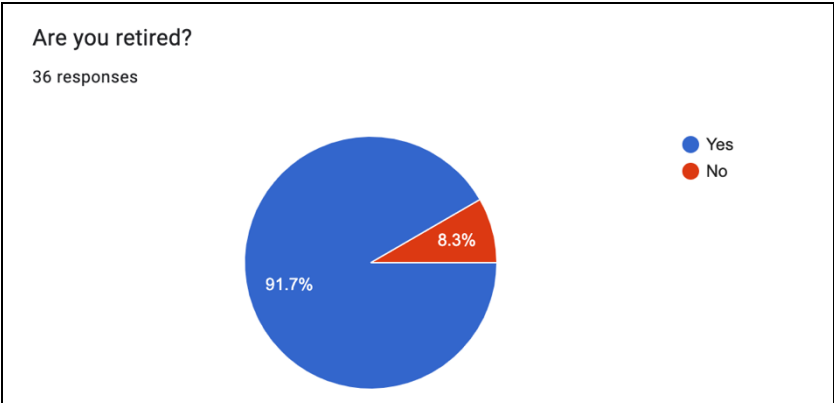
Analysis of Respondents Answers

Figure 2: Does finance limit the number of holidays you go on a year?



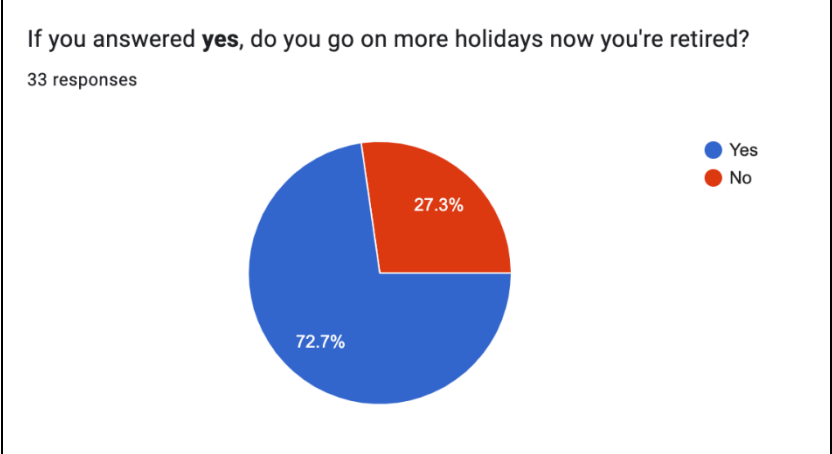
The pie chart above shows the responses in regard to finance affecting participants holidays. Results show that 56% of people said 'yes' finance does limit them, compared to 44% who said it did not. These results comply with literature surrounding this topic, section 4.2 elaborates more on this.

Figure 3: Are you retired?



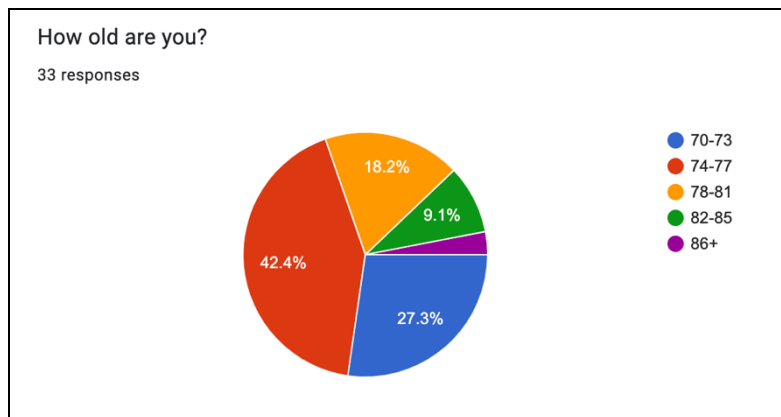
The question 'are you retired?' was included to detail if patterns of holiday have changed over time from before retirement to now. The majority of participants in the sample are retired, with only 3/36 respondents not. The debate of whether retirement means more free time to spend on leisure activities has been explored in literature and is explained in section 4.2.

Figure 4: Do you go on more holidays now you are retired?



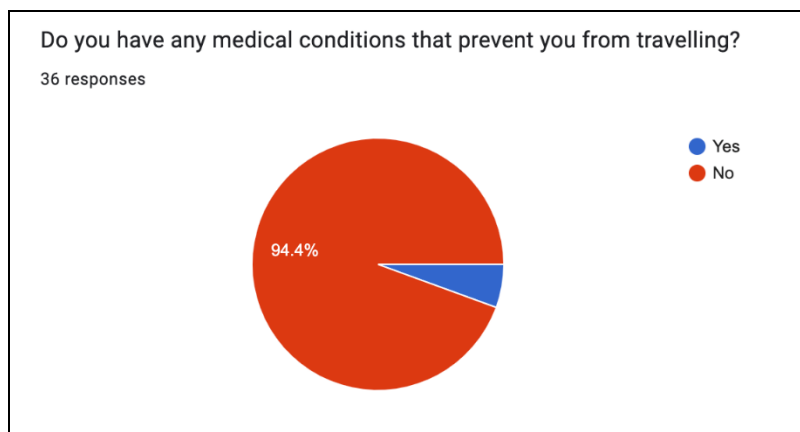
73% of participants said they go on more holidays since retiring, compared to 27% who disagree. The majority trend is with retirement comes the opportunity to go on more holidays due to increased free time. This is supported by Brugiavini et al (2011) who argue the ageing population have more free time to spend on tourist activities.

Figure 5: How old are you?



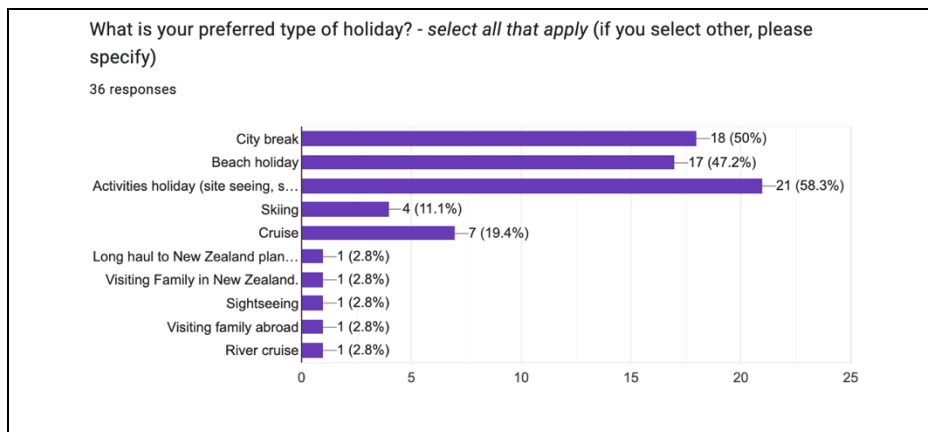
Finally, the results show that respondents were a mixture of ages, ranging from 70-86+. This is necessary to provide a holistic view and gives a good representation of the entire elderly population.

Figure 6: Do medical conditions prevent you from travelling?



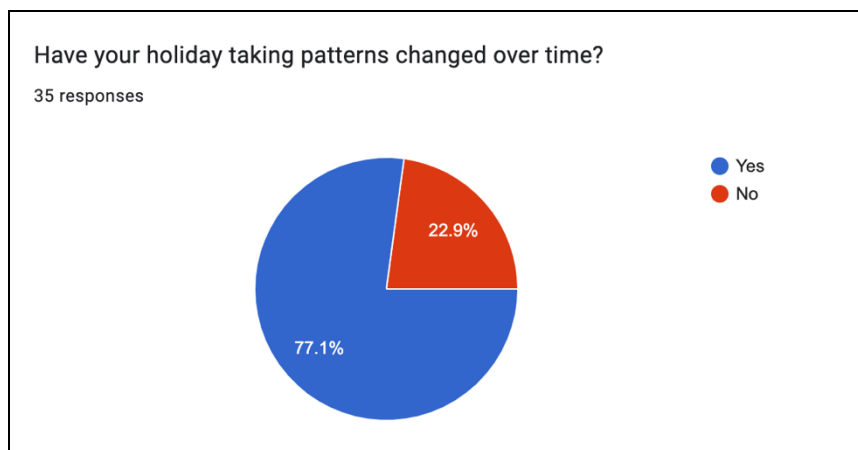
The majority of the sample answered 'No' to having any medical conditions that prevent travelling. Only 2 participants admitted to having circumstances that prohibit participation in tourism. The findings agree with Siren & Haka-Mies-Blomqvist (2004) who discuss that occasionally the ageing population has worsened health conditions that limit tourism participation. This is not found in the majority of the sample group.

Figure 7: What is your preferred type of holiday?



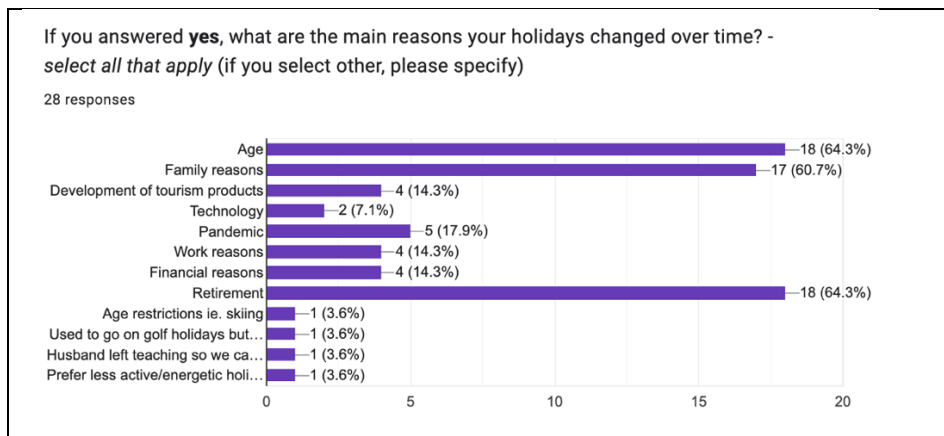
The most popular answer for the preferred type of holiday is the ‘activities holiday (site seeing, sports, walking), followed by city breaks and beach holidays. This is compliant with literature surrounding baby boomers and their growing desire to participate in adventure activities (Patterson & Pan, 2007).

Figure 8: Have your holiday patterns changed over time?



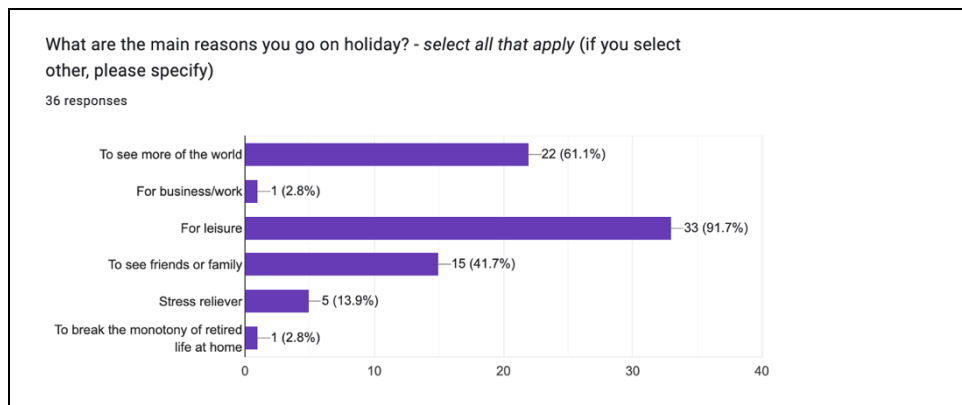
77% of respondents in the test group state that their holiday patterns have changed over time. This has been found in literature too and is supported by Small (2003) who discovered that older women’s holidays were different to when they were younger. This is due to children and new tourism experiences.

Figure 9: What are the main reasons your holidays have changed over time?



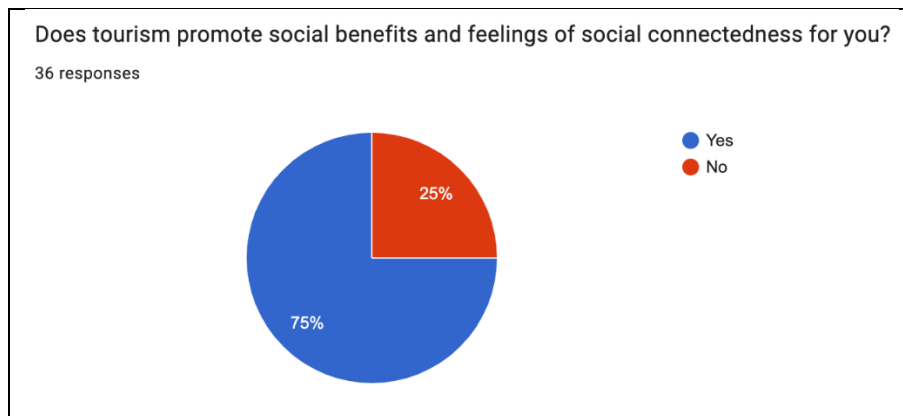
The results in response to why their holidays have changed over time gives a range of responses. The answers that received the greatest number of votes were age, retirement and family reasons. These results agree with Small (2003) who established similar conclusions. The four responses at the bottom of the chart can be linked to age and retirement reasons as well, proving these to be the main reasons for holidays changing over time.

Figure 10: What are the main reasons you go on holiday?



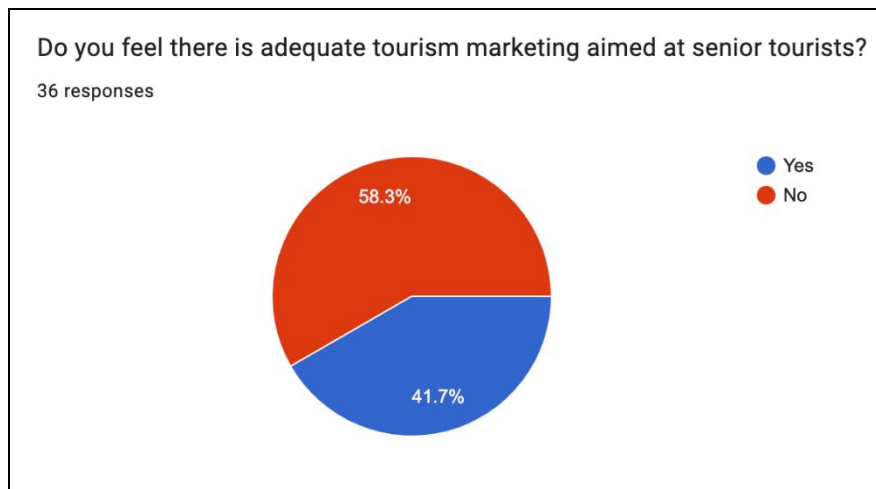
Participants mainly answered why they partake in tourism is for leisure. The literature on this topic has demonstrated that engaging in social interactions and outdoor activities improves older people's quality of life and physical and mental health, as mentioned before (Croezen et al, 2013; Scarmeas et al, 2001; Sirven & Debrand, 2008; Verghese et al, 2003).

Figure 11: Does tourism promote social benefits and feelings of social connectedness?



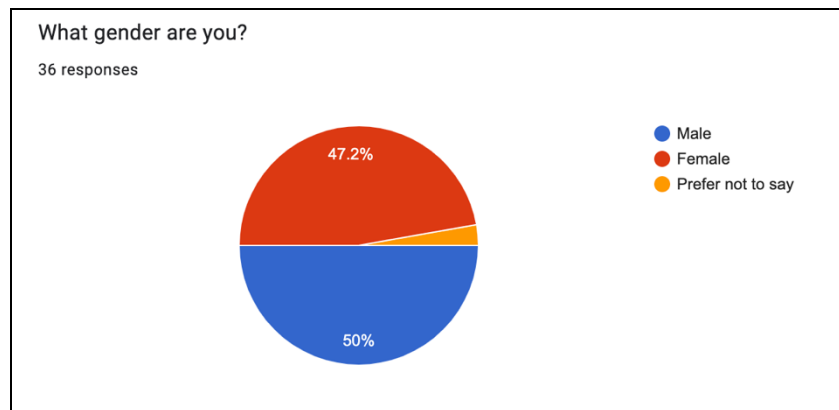
75% of participants agree that tourism brings positive feelings and social benefits to their lives, the minority of responses (1/4) disagree with this question. There is a vast amount of literature supporting the view that tourism provides feelings of social connectedness for individuals, minimising loneliness in elderly people (Toepoel, 2013 and Shaver et al, 1985), a key theme in literature surrounding the ageing population.

Figure 12: Do you feel there is adequate tourism marketing aimed at senior tourists?



The tourism industry has been criticised for failing to meet the needs in the ageing population (Balderas-Cejudo, 2019). This is supported by the research with 58% of the sample feeling that the industry fails to direct suitable marketing towards them. There are numerous studies surrounding industry responses to the ageing population and the conclusions drawn are the tourism industry needing to adapt to meet the needs of older consumers (Sedgley et al, 2011; Chatzigeorgiou & Christou, 2016).

Figure 13: How do you identify?



The sample group of respondents is representative of gender as there is nearly a 50:50 split in males to females. This gives the data more credibility as it can be representative and generalised to the greater population (Yilmaz, 2013).

Findings from the research support scholars Leff (1969), Schultz (2005), Wang (2011), Xu (2017) and Martin and Preston (1994) in the view of the ageing population having more money to spend on tourism experiences. This is shown in the results by 44% of the sample group determining finance doesn't limit their tourism activities. However, the other 56% of respondents answered 'Yes' to finances restricting their participation in tourism. This is in agreement with academics Siren & Haka-Mies-Blomqvist (2004) and Brugiavini et al (2011) who believe the ageing population has less finance to spend on leisure activities. The responses nearly give an equal response to 'Yes' and 'No', showing how the results agree with both sides of the argument in literature and justifying the sample to be representative of all financial situations.

Furthermore, the vast majority of participants responded 'Yes' to being retired, with a total 33/36. Researchers argue that retired individuals have more free time to spend on leisure and tourism activities (Siren & Haka-Mies-Blomqvist, 2004). This is supported by the data because 73% of participants said they go on more holidays now than before they were retired. As the majority agree with the literature, the research can therefore be generalised to the wider ageing population.

When asked what their preferred type of holiday is, participants mainly responded with 'activities holiday' with 58% agreeing. This finding is supported by previous literature surrounding baby boomers and their desire for adventure tourism to escape authentic experiences. Research by Patterson & Pan (2007) supports the research results in the idea that older populations are seeking more physically demanding activities such as sports and walking. Future generations are predicted to outpace the already active senior travellers (Lohmann & Danielsson, 2001).

The sample group's main reason for participating in tourism concluded 'leisure' with 92% of respondents in accordance. Studies on the benefits of individuals partaking in leisure activities have found to improve physical and mental health whilst reducing loneliness (Croezen et al,

2013; Scarmeas et al, 2001; Sirven & Debrand 2008; Verghese et al, 2003). This is further supported by question 24 as 75% of the participants agree that tourism brings them social feelings and benefits which is an important factor in promoting older peoples well-being (Cavapozzi & Zantomio, 2021). As 75% of partakers harmonise in this emotion, it is acceptable to generalise this data to the larger ageing population, providing a basis and a hypothesis for further research.

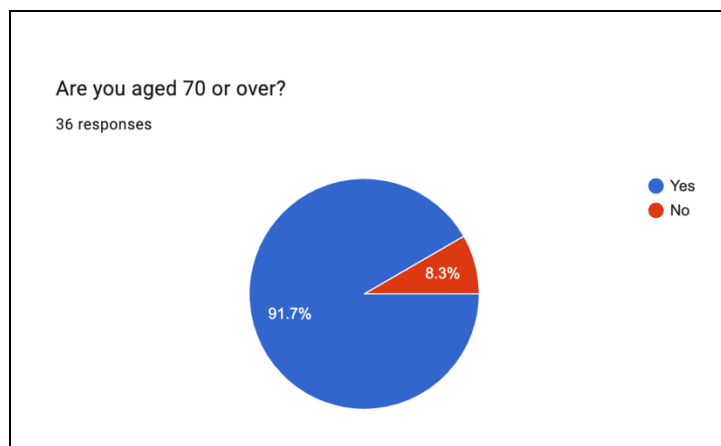
Finally, the majority of participants (58%) concluded that they feel the tourism industry does not market products and services acceptably to them, an issue they have been critiqued on in the past. With the developing sector in tourism, marketing may be influenced by research on the outlooks for holidays in the over 70s sector (Toepoel, 2013). This study has answered the research objectives and can help tourism operators to improve their tactics in the senior market, to ensure long term competitiveness and sustainability in the industry.

LIMITATIONS

One limitation of using questionnaires is you can never be sure whether participants have fully understood the questions or whether they have answered them honestly (Rowley, 2014). This has issues when trying to generalise findings because they may not be a true representation of the sample's thoughts, lowering the validity in the study (McNeill & Chapman, 2005).

Secondly, some questions may go unanswered meaning the responses aren't completely representative of the sample (Rowley, 2014). In this research, some of the questions weren't answered by every participant, meaning drawing rounded conclusions was difficult. Furthermore, figure 14 shows the responses to 'are you aged 70 or over?' displaying three participants not to be. It was out of the researcher's control who ended up with the questionnaire, but a requirement of the study was you had to be aged 70+, meaning some of the results will be distorted by those individuals who are not, proving a limitation of the sampling technique.

Figure 14: Are you aged 70 or over?



Finally, there are some issues with the research being collected online. For example, collecting consent forms proved difficult and meant the researcher had to contact those who were unable to do it to ensure consent. Secondly, the sample could have been bigger, but some people had technological barriers that prevented them from accessing the questionnaire, minimising the replicability of the study.

Recommendations

To improve the research for future investigation, the following were determined:

- As well as online questionnaires, have paper versions too for those who struggled with it being online
- Have a more representative + larger sample to generalise findings further

CONCLUSION

To conclude, the research conducted has confirmed findings in previous literature to minimise the contradictions found in senior tourist research. A literature review allowed key themes to emerge and the questionnaire helped to draw conclusions linking to the research objectives surrounding patterns of holiday, influences and changes over time. Limitations of the research have been analysed with a range of recommendations for similar investigations in the future.

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