Motivation and Behavior of Chinese Outbound Senior Tourists

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บทคัดย่อ

จีนเป็นอันดับหนึ่งของโลกไม่เพียงแต่ในด้านจำนวนประชากรสูงอายุที่เพิ่มสูงขึ้นอย่างรวดเร็วแต่ยังรวมถึงการท่องเที่ยวกำลังการใช้จ่ายและระดับการบริโภคที่ขยายตัวเพิ่มขึ้นการศึกษาครั้งนี้เสนอกรอบแนวคิดเพื่อศึกษาพฤติกรรมของนักท่องเที่ยวสูงอายุชาวจีนขาออกตามทฤษฎีแรงจูงใจในการผลักและดึงรวบรวมข้อมูลจากผู้สูงอายุชาวจีน394คนที่เดินทางกลับจากประเทศขาออกที่สนามบินนานาชาติในปักกิ่งมณฑลเจียงซูมณฑลซานตงและมณฑลเสฉวนการวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาแรงจูงใจในการเดินทางของนักท่องเที่ยวสูงอายุชาวจีนขาออกผลกระทบของปัจจัยผลักและแรงดึงที่มีต่อความพึงพอใจความสำคัญและความพึงพอใจต่อคุณลักษณะปลายทางที่รับรู้จากนักท่องเที่ยวสูงอายุชาวจีนขาออกการศึกษาครั้งนี้ใช้จูงใจ31รายการและแอตทริบิวต์ของปลายทาง 22รายการโดยใช้การวิเคราะห์องค์ประกอบ (factor analysis)เป็นเครื่องมือในการวิเคราะห์ผลการวิเคราะห์ได้ปัจจัยผลักสามด้านคือ"การเพิ่มประสิทธิภาพทางสังคมและตนเอง","การสำรวจ/การแสวงหาความแปลกใหม่"และ"การออกกำลังกาย"และได้รับปัจจัยดึงสามประการได้แก่"การเข้าถึงและความปลอดภัย","สภาพแวดล้อม"และ"สิ่งอำนวยความสะดวก"การศึกษาแสดงให้เห็นว่าปัจจัยแรงดึงทำนายความพึงพอใจโดยรวมได้ดีกว่าปัจจัยผลักนอกจากนี้จากการศึกษาพบว่านักท่องเที่ยวชาวจีนมีความกังวลอย่างมากกับ"ความปลอดภัยของจุดหมายปลายทาง"และพอใจอย่างยิ่งกับ"ผลิตภัณฑ์ที่หลากหลายสำหรับการช็อปปิ้ง"

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ABSTRACT

From a general perspective, China ranks first in the world not only in the speed of population aging but also in tourism, spending power, and consumption scale. This study presents a model of the behavior of Chinese outbound senior tourists based on the theoretical framework of push and pull motivations. Data was collected based on 394 Chinese seniors who returned from outbound countries at the international airports in Beijing, Jiangsu, Shandong and Sichuan. The objectives of this study were to identify the travel motivations, the effects of push and pull factors on satisfaction, and the importance of, and the satisfaction with destination attributes perceived by Chinese outbound senior tourists. There wasa total of 31 motivation items and 22 destination attributes. By using factor analysis, three push factors were obtained: "social& self-enhancement", "exploration/novelty seeking" and "physical exercising". Three pull factors were also obtained: "accessibility & safety", "environment" and "facility". The study shows that the pull factors predicted overall satisfaction better than the push factors. Additionally, the study found that Chinese senior tourists were most strongly concerned with "safety of destination" and most strongly satisfied with "variety of products for shopping". Finally, some implications of these results for the tourism industry are provided. The limitations of the research are discussed, and suggestions for future studies presented accordingly.

Keywords: Chinese senior tourist, travel motivation, travel behavior

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Jing Wang

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CHAPTER 1

INTRODUCTION

1.1 Background

1.1.1 Outbound Tourism Market in China

Since the reforms and opening up of the Chinese economy in the late 1970s, China has witnessed phenomenal economic development and tremendous improvement of living standards for society in general. Many Chinese have emerged from poverty, and their basic material needs have been met; thus, it has become practical financially to pursue higher-level needs such as leisure travel (Hsu, Cai & Wong, 2007). As people's consumption concepts also change, a growing number of people choose to travel as leisure enjoyment. According to the United Nations Tourism Organization, in 2016, the comprehensive contribution rate of China's tourism to its economy reached 11%, and the comprehensive contribution rate to employment exceeded 10.26%, reaching the world average. The total tourism revenue in 2016 was 4.69 trillion yuan, an increase of 13.6% against the previous year. In terms of domestic tourism, the number of tourists maintained a double-digit growth continually after breaking through 4 billion tourists in 2015. In March 2016, China's Prime Minister Li Keqiang pointed out that tourism development was one of the key national tasks in 2017. It can be seen that tourism has become an important strategic pillar of China's economy (Guo, 2017).

Outbound tourism has also undergone a significant shift. In terms of destination selection, although short haul destinations are more common, the long-haul destinations with diversity and exoticism, especially those that focus on quality and local experiences, are constantly being welcomed (Wang, 2019).

Despite the continuing growth in the worldwide international tourism market over several decades, the slowdown in growth in recent years has been obvious. Especially after entering the 21st century, the growth of the international tourism market has become more dependent on the emerging economies including China (Jiang, Wen & Liu, 2018). In 2017, there were 130.51 million Chinese traveling outbound, an increase of 7% over the previous year, and the outbound tourism expenditure reached 115.29 billion US dollars, an increase of 5% against 2016 ("National Data",

2018). According to the latest statistics (see figure 1), in 2018, China's outbound tourists and its spending reached a record high. There were149.72 million outbound Chinese tourists, an increase of 14.7% over 2017, and the consumption of outbound travel exceeded US$120 billion. In 2018, China continued to be the world's largest consumer of outbound tourism (Wang, 2019).

Figure 1.1 2012-2018 China's Outbound Tourists and Spending
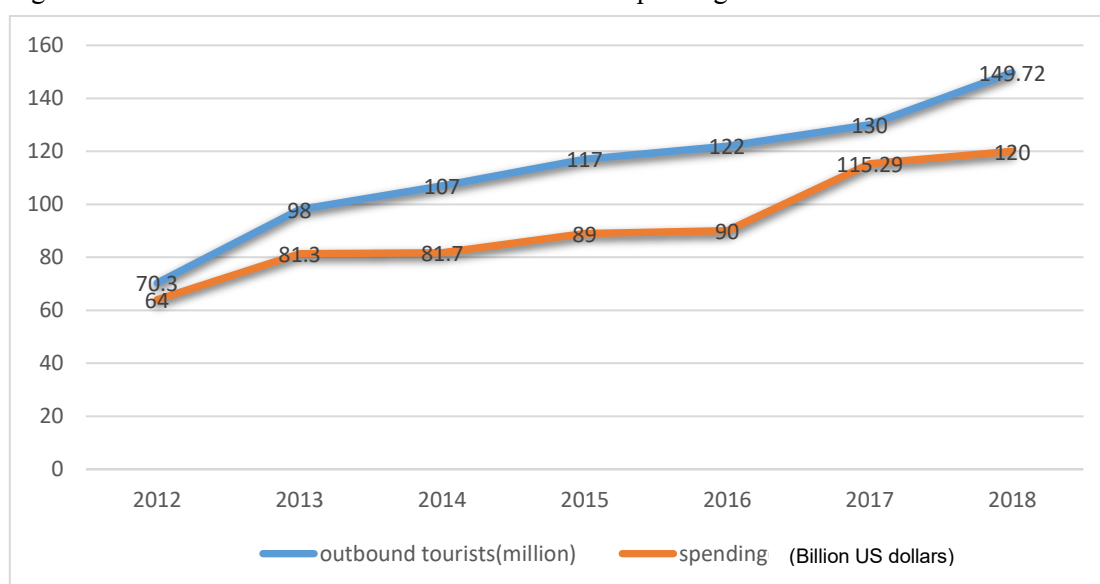
Source: CTA (2018)

At the same time, with the constant advancement of the "Belt and Road" initiative, the numbers of Chinese who travel outbound have been increasing. It shows in the first two quarters of 2018, the number of outbound Chinese tourists has reached 71.31 million, an increase of 15% against the previous year (Tang, 2018). Additionally, due to China's strong economic growth, as well as visas, exchange rates, flights and other convenience factors, more and more Chinese people choose to travel abroad, which helps the countries around the world to prosper by sharing the benefit of China's outbound tourism development. The outbound tourism market of China has become a major contributor to the growth of the international tourism market (Jiang et al., 2018). Just as Rafael Cascades, president of the China-Spain Tourism Forum, said: "no market has the same attractiveness and potential as the Chinese market, and nor will it have in the next 50 years" (Tao, 2019).

1.1.2 Chinese Senior Tourism

From a global perspective, the number of seniors is growing faster than that of any other age group, so that the share of seniors in the total population is increasing almost everywhere (World Population Ageing 2015, 2017). As early as 2000, China has become an aging society, with the proportion of the total population over 65 years old exceeding 7% (Zuo, 2010; Li & Huang, 2010). With the aggravation of the population aging, in 2018 (see Figure 2), the number of people aged 65 years old and above is 167 million, making up 11.9% of China's total population (National Bureau of Statistics of China, 2018), and it is estimated to skyrocket to 27.55% by the year 2050 (UN, 2015). Faced with such a large population and rapid growth in aging, there is no doubt that China has become the country with the largest number of seniors in the world (Luo, Zhao & Fu, 2018).

Figure 1.2 China's Population Aging (>=65) between 2012 and 2018

Source: NBSC, 2018 http://data.stats.gov.cn/easyquery.htm?cn=C01
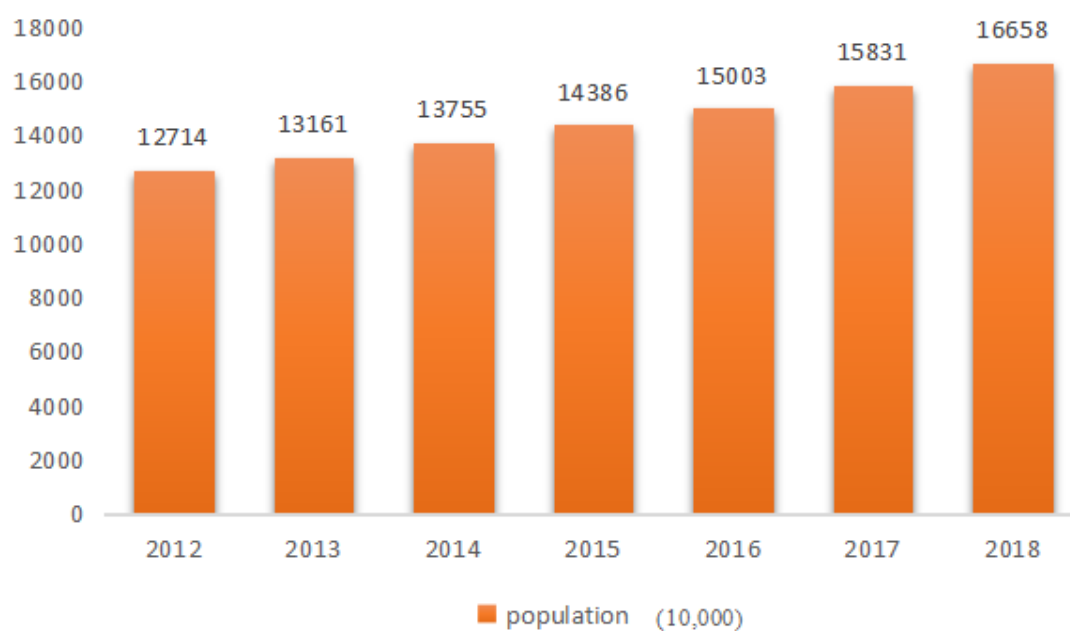
The changes in the age structure of China are widely and profoundly affecting all aspects of social life, and have increasingly become a major issue of concern such as the pressure from retirement pensions, medical insurance and senior care services. But the challenge also comes with opportunities (Zhang, 2014). From the perspective of tourism, the large-scale senior

population is bound to make senior tourism a "blue ocean market" with great potential. This is confirmed by the increasing number of policies regarding senior tourism development.

1.1.3 Problems of China's Tourism Industry and Market

Due to the size of population aging, seniors' perspectives and behaviors could affect social phenomena such as tourism significantly (Hsu et al., 2007). As an increasingly prominent market segment, the senior tourism group plays a more and more important role in the development of outbound tourism. However, China's senior industry is still so young that there is a big gap in senior tourism industry between China and foreign developed countries (Wang, 2018; Shen, 2011; Che, 2016; Chen, 2013).For example, there are still relatively few companies specializing in senior tourism in the market, and most travel agencies are less involved in the senior tourism market. As a result, there is a lack of normative products, facilities and services that are appropriate for seniors. The development of senior tourism industry lags far behind the tourism needs of seniors (Liu, 2010).

On the other hand, the operation of tourism enterprises generally lacks understanding toward the characteristics and concerns of seniors (Batra, 2009). From a global perspective, most Western marketers still understand little about Chinese outbound tourists and the Chinese outbound travel market (Agrusa, Kim & Wang, 2011); in the context of China, the existing motivation model for seniors seems to be insufficient compared to foreign developed countries(Hsu et al., 2007). Also, there are vacancies in China's research on senior tourists participating in outbound tourism activities (Zeng, 2015). Even if there are related studies, most of them are general and there is no in-depth analysis so that the travel needs of the seniors have not been effectively met. There has even been an imbalance between demand and supply in China's senior tourism market (Liu, 2010). Facing so many problems of the senior tourism industry and market, it becomes an urgent task to explore seniors' travel behavioral characteristics and consider the implications for the development of senior tourism (Liu, 2010).

1.2 Significance of Research

The rapid advancement of aging provides a huge space for the development of senior industry, especially the senior tourism industry. As China's economy has boomed in recent decades, the living standards of the seniors have greatly improved, and their concept of life has

substantially transformed. Many senior people choose tourism to enrich their life in old age, which leads the senior tourism market to continual growth and development. Therefore, the study on senior tourism consumers and their behavioral characteristics has outstanding practical significance. This study can help tourism providers understand characteristics and significance of this increasingly important segment; further contribute to stimulating their travel demands and motivations by providing services suitable for seniors; help to fill some of the gaps in existing research on outbound senior tourists; and enrich the academic literature on the travel motivation of seniors.

Based on the existing literature, this research targeted Chinese outbound seniors and explored their travel motivations and behaviors including their behavioral characteristics, the importance of various destination attributes and their satisfaction with each of them, in order to make a contribution to our understanding of the abovementioned problems.

1.3 Research Objectives

In this study, the research objectives are as follows:

1. To explore travel motivations of Chinese outbound senior tourists;

2. To examine the effect of push and pull motivations on overall satisfaction;

3. To identify the Chinese outbound senior tourists' perceptions of the importance of, and their satisfaction with, various destination attributes.

To address these objectives, a conceptual framework incorporating the demographics, push and pull motivation, importance and satisfaction was developed and empirically tested by a sample of Chinese outbound senior tourists in 4 areas of China.

1.4 Expected Contribution of Research

Although there have been quite fruitful research results on tourism motivation and behavioral characteristics at home and abroad, and the related research on outbound tourism and senior tourism has made great progress, this study has certain innovations in several aspects, as follows.

Innovation in research population: this paper selected seniors as the research object, and focused on the study of outbound seniors in China. Compared to the existing research,

this is a major innovation both in outbound tourism and senior tourism.

Innovation in research content: this research is primary research which investigates the characteristics of senior tourists, identifies their push and pull motivations, and evaluates the importance of, and satisfaction of senior tourists with, a range of destination attributes, which will play a complementary role in research on the behavior of outbound seniors, and to a certain extent can fill the gap in existing research in this field.

Innovation in research methods: in the study of outbound senior tourists, a questionnaire survey was used to conduct investigations of the Chinese seniors in four major locations, Shandong, Jiangsu, Sichuan and Beijing, which ensures the reliability and authenticity of the research. This research can therefore offer a useful guiding role to help in the future development of research and foreign senior tourism products and markets.

1.5 Definition of Key Terms

Chinese senior tourist—A Chinese tourist aged 55 years old or above.

Travel motivation— "A meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpreted by others as a valid explanation for such a decision" (Dann, 1981).

Push and pull theory—People decide to travel because of some internal factors that push them and a range of destination attributes that pull them, which is named as "push" and "pull" theory (Correia & Pimpão, 2008; Uysal & Jurowski, 1994).

Push factor—A factor which encourages an individual out of the home to try to go elsewhere, without specifying places (Lam & Hsu, 2006).

Pull factor—A factor that attracts individuals to specific regions or destinations due to perceived attributes or appeal of regions or destinations (Lam & Hsu, 2006).

Tourist behavior—Tourist behavior is the way that tourists behave towards a certain product and their response to using the product (March & Woodside, 2005).

Tourist satisfaction—Tourist satisfaction is the state of pleasure or disappointment that a visitor forms by comparing the expectations of the destination with the actual perceptions after reaching the destination (Wu, Ma, Zheng & Zhang 2011).

CHAPTER 2

LITERATURE REVIEWS

Following the process of China's population aging, the number of scholars exploring senior tourism started to increase after 2000. In order to understand the situation of research on senior tourism at home and abroad, and have a comprehensive understanding of the basic concepts, priorities and difficulties in this field, a great deal of literature and electronic resources related to senior tourism were reviewed with careful combing, summary and analysis. It turned out that scores of research papers on Chinese outbound tourism existed because of the huge population and growing tourism market, ranging from tourism economy and demography to policies, with case studies in different destinations from social and psychological perspectives (Lau, 2006). However, there is still a lack of research on middle-aged and senior outbound tourism from China in the context of a rapidly aging population, especially concerning the "baby boomer" generation, such as their outbound motivation and behaviors conducted in foreign countries (Li, Mark, Phoebe, & Cliff, 2014).Therefore, the abovementioned problems in the study of Chinese senior tourism were excavated, with particular emphasis on literature examining the motivation and behavior of outbound senior tourists.

2.1 Definition of "Senior"

Under the background of population aging, with the rapid development of Chinese outbound tourism, there has been an increasing body of literature related to Chinese outbound senior tourists (Li, Lai, Harrill, Kline & Wang, 2011). An overall review of the previous studies indicated that it is still in disunity about the definitions of the age cohort and the specific names to describe old people all over the world (Patterson, 2006). For example, some of the names which emerged in related studies are interchangeably used, including "baby boomers", "the elderly", "the mature market", "the gray market", "silver hair", "the retired", "old people" and "seniors" (Patterson, 2006; Yang, 2014). In terms of age cohort, "senior" is categorized into 50 years old or above (Zhang, 2014; Prayag, 2012; Patterson, 2006; Ward, 2014), 55 years old or above (Javalgi, Thomas & Rao, 1992; Che, 2016; Wang, Hu, Peng & Lou, 2016; Batra, 2009), 60 years old or above (Wang, 2018; Shen, 2011; Wang, Wu, Luo & Lu, 2017), and 65 years old or above (Yang,

2014; Javalgi et al.,1992; Moscardo & Green, 1999; Moisey & Bichis, 1999; Batra, 2009; Jang, Ha & Silkes, 2009; Huang & Tsai, 2003; Wang, 2018; Shen, 2011). However, some international associations classify "senior "as above 50 (Ostroff, 1989; Wu, 1994; Lewis, 1996; Silvers, 1997; Batra, 2009). Generally speaking, the "senior" defined by scholars seems to be progressively younger(Patterson, 2006).

According to the regulations of the State Council of China, the official retirement age for females is 55 and that for males is 60 (Wang et al., 2017; Chen, 2011). However, in 2008, the Chinese government introduced a policy that people can apply for retirement up to 5 years ahead of retirement age (Zhang, 2014). In order to enjoy a leisure life without doubt, some people choose to retire early (Huang & Tsai, 2002).As a result, females' retirement age in China is effectively 50-55 years old, and males are effectively retired from 55 to 60 years old (Shen, 2011; Hsu et al., 2007). The average retirement age turned out to be less than 55 years old (Cai, Chen, Li, Shi & Zheng, 2012; Zhang, 2017). Therefore, considering the retirement age and actual retired situation, it is more appropriate to define "senior" among Chinese peoples at the age of 55 and above.

As Anderson & Langmeyer (1982) stated, age was an effective variable for market segmentation. In the tourism context, the retirement age should be used as the age-boundary when defining seniors as a market (Wang et al., 2017).This is because once people retire, significant differences will happen in terms of time and money, which contribute primarily to their travel behaviors. It can be assumed that the shift into retirement greatly changes people's travel activities. Previous literature also showed that most scholars based their choices of age on the official retirement age of a country or on the definitions given by post-retirement associations (Xu, 2018). Thus, this study defines "senior" reasonably in line with China's retirement age of 55 and above. Additionally, the tourists aged 55 and above are among the fastest growing segments of the population (Huang & Tsai, 2003; Shoemaker,1989; Waldrop, 1989). In the United States, this age group (over 55 years old) accounted for 80% of the national holiday spending (Rosenfeld, 1986). In 2014, it was estimated that there were approximately ten million Chinese seniors between 55 and 65 years old traveling internationally (China Tourism Academy, 2014).

2.2 Seniors' Travel Behavior

Tourist behavior is the way that tourists behave towards a certain product and their response to using the product (March & Woodside, 2005). The behaviors of eating, lodging, and purchasing in the process of tourism are all in the category of tourists' behavior (Wan & Wu, 2014). Previously, the studies related to seniors' behaviors mainly focused on various behavioral traits, such as seniors' travel satisfaction, travel distance and usage of information technologies for tourism purposes (Xu, 2018). In this study, the behavioral characteristics of senior tourists consist of decision-making behavior, consuming behavior and post-purchase behavior. The characteristics of decision-making behavior of the seniors are mainly reflected in the choice of information source, destinations, travel modes and travel seasons. The consuming behavior of senior tourists is mainly reflected in the consuming frequency, level and preferences (Chen, 2011). Post-purchase behavior refers to how consumers feel about the product after consuming, that is, customer satisfaction and intention such as the rates of recommendation and revisiting(Wan & Wu, 2014).

Recently, there has been a growing body of evidence indicating that the senior tourism market has obvious characteristics that distinguish it from other tourism market segments in terms of tourism motivation, choice of tourism products, source of information, travel modes, tourism product attributes and tourism consumption behavior (Chen, 2013; Wu, 2011; Wan & Wu, 2014; Jia & Lv, 2013; Li & Huang, 2010; Ran & Yang, 2009; Tan, 2015; Luo, 2015; Blazey, 1992; Romsa & Blenman, 1989; Losada, Alén, Nicolau & Domínguez, 2017; Zeng, 2015; Javalgi et al., 1992).

Wu (2011) identified the senior tourists' consuming behavior in Puyang City, concluding that most seniors are company employees; monthly income mainly ranges from 1000 to 2000RMB; they are good in health while the overall level of education is relatively low. In terms of travel information sources, travel agencies are still the major channels for seniors to obtain information, followed by traditional media such as newspapers, magazines and TV. Social networks have not been popularized so much among seniors, and thus there are a relatively small number of seniors using the Internet to search for tourist information. In the choice of tourist destinations, seniors prefer tourist destinations with natural scenery. Sightseeing is the main motivation for seniors while religion, vocation, and shopping are not major motivations for seniors to travel. In terms of travel partners, most seniors like to travel with their children, relatives and friends, to relax

and enhance their relationships. In terms of transportation, the vast majority of seniors choose to travel by train or car. However, Javalgi et al., (1992) found that seniors prefer buses or airplanes for their transportation.

Wan & Wu (2014) analyzed senior tourist behavior and found that because of the life habits of seniors, their sources of travel information are mainly from newspapers and magazines, TV commercials, friends, family and colleagues. Although the travel purpose is still mainly for sightseeing, due to the deterioration of bodily functions, there is a high demand for health care and vocational tourism products. In the choice of travel mode, for the sake of safety and physical considerations, the seniors usually participate in package tours. In terms of transportation, they travel mainly by car and train. Seniors choose to travel mostly in spring and autumn, and the length of stay is 1-3 days, which is related to their physical conditions. This is also proved by the study of Chen (2011). Specifically, Chen (2011) found that cheap and distinctive local food was the first choice for senior tourists to eat while traveling. Zeng (2015) identified that seniors would like to order Chinese food and local food together when traveling in outbound destinations.

However, in recent decades, there is a large difference in all aspects of society. Network information consultation is increasingly sought after by the seniors (Jia & Lv, 2013). As Li & Huang (2010) mentioned, because of the increasingly developed informatization, the network is showing its emergent strength in the process of information searching. In terms of transportation, the aviation industry is showing more and more new growth trends. In terms of tourism products, they have started to show a strong tendency toward health-related products. As for accommodation, since saving money is important, economical and practical for seniors, they still prefer to choose cheaper but more cost-effective accommodation such as ordinary hotels and low-star hotels; mainly one- and two-star hotels. For the same reason, most of them are willing to travel during the off-season, so as to avoid crowding at peak times and save money.

Ran & Yang (2009) studied senior tourists in the main urban area of Chongqing. They concluded that most of the senior tourists aged 55 to 65 years old had a higher level of education, occupation and economic basis; the purpose of travel was mainly for sightseeing and cultural appreciation; the travel information from friends and relatives was highly recognized; they tended to be accompanied by organized short haul travel in spring and autumn; the typical length of stay was 3 to 7 days. Overall, the level of consumption was not high.

A study by Tan (2015) showed that seniors have strong desire to travel with high consumption level. This research also implied that senior tourists prefer to travel together and show obvious team tendencies; the consumption pattern orientated to health is obvious; the scope of activities is wide, and the destinations are widely distributed; overall frequency of travel is high, and satisfaction of tourists needs to be improved.

The main influencing factors of the travel demand for seniors include tourism cost, distance, transportation, safety, service level, family income, support of family and friends, weather and climate, and health status (Wang, 2010). However, compared to other groups, seniors lack certain obligations from work and family, have higher discretional income and own more free time to travel. Thus, they tend to make more prolonged stays at destinations than other travelers (Blazey, 1992; Romsa & Blenman, 1989). When it comes to accommodation, senior tourists prefer hotel-type accommodation (Losada et al., 2017). Furthermore, most seniors would like to stay in 3-star hotels (Zeng, 2015).

On the other hand, Chinese tourists enjoy shopping and spend a considerable budget on it. Also, Chinese senior tourists were more concerned about reasonable shopping time and product properties (Zeng, 2015).However, travel agencies often force tourists to shop, which brought a rebellious feeling from tourists, thus, tourists can become more reluctant to shop during tourism (Chen, 2013). As Agrusa et al. (2011) pointed out, there are still challenges in the development process of the Chinese outbound tourism market, including less experienced outbound leaders, forced shopping, and insufficient understanding about destination countries.

In recent years, senior tourism has become an important support for the tourism market, especially in the off-season. The relatively cheap prices and comfortable climate have become the main reasons for seniors to travel. In terms of outbound travel, seniors mainly travel to places in Southeast Asia. In the past, the senior groups rarely traveled to Europe and Australia, but now the number of senior groups visiting Europe, the United States, Turkey and other countries and regions are gradually increasing (Qingdao Daily, 2016).

Overall, seniors have special physiological and psychological characteristics, thus, tourism marketers should pay high attention to the applicability for seniors when developing tourism products.

2.3 Motivation of Seniors

One important aspect of tourism research is to examine the travel motivation, which enables better comprehension of tourists' travel needs and related behaviors (Cha, Mccleary & Uysal, 1995; Crompton, 1979; Kau & Lim, 2005; Yoon & Uysal, 2005; Jang & Wu, 2006; Liu, Lee, Kan & Huan, 2011). The key to having a leading edge in the competitive tourism market depends on the awareness of travel motivations to some extent (Cha et al., 1995; Jang & Wu, 2006). Thus, the knowledge of travel motivations can not only lead tourism marketers to better satisfying the needs and requirements of travelers, but also provide guidelines for tailoring suitable tourism programs and effectively reaching the target market (Jang & Cai, 2002; Andreu, Kozak, Avci & Cifter, 2005).

An examination of previous literature showed that there are a wide range of definitions of motivation in the tourism context, so that it is difficult to articulate a single rigorous definition (Hsu et al., 2007). It was defined by Dann (1981) as "a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpreted by others as a valid explanation for such a decision". Travel motivation is also regarded as "a set of attributes that cause a person to participate in a tourist activity" in order to achieve goals and expect satisfaction (Khuong & Ha, 2014). It is urged by tourism need, influenced by social concepts and norms, and directly stipulates the internal driving force of specific tourism behavior (Xie, 1999). Because tourism is a comprehensive activity that can meet people's various needs, people's tourism is often the result of multiple motivations. In another words, travel motivation comes from the basic needs of people and the diversity of basic needs determines the diversity of tourism motivation. Therefore, different research areas and target groups have different travel motives (Wan & Wu, 2014).

It is generally viewed that people decide to travel because of some internal factors that push them and a range of destination attributes that pull them (Correia & Pimpão, 2008; Uysal & Jurowski, 1994), which is named as "push" and "pull" theory, and regarded as the most widely accepted theory to examine travel motivation (Yuan & Mcdonald, 1990; Dann, 1977; Crompton, 1979; Goossens, 2000; Klenosky, 2002;Sangpikul, 2008; Jang & Cai, 2002).

In the early research (see table 2.1), learning, rest and relaxation, visiting relatives and friends were the most important motivations for senior tourists (Guinn,1980; Gitelson &

Kerstetter, 1990). Fleischer & Pizam (2002) revealed that the most important travel motivations for seniors were rest, socialization, physical exercising, learning, nostalgia, and seeking excitement. For German seniors, they traveled mostly to visit their relatives and friends (Romsa & Blenman, 1989). After 1990, it turned into an active pursuit of life qualities, such as social life (Thomas & Butts, 1997; Backman, Backman & Silverberg, 1999) and health and self-improvement (Moisey & Bichis, 1999). Shoemaker (1989) found that going out for vacations and staying away from the boring living environment were the two major drives for seniors. Later, seniors tended to explore the unknown world and pursue new experiences in life. Prayag (2012) found the seniors traveling to Nice, France mainly motivated by socialization and escape, relaxation and discovery. When it comes to Japanese seniors, Sangpikul (2008) revealed three push factors including "novelty and knowledge seeking", "rest and relaxation" and "ego-enhancement". Of these factors, the "novelty and knowledge seeking" was the most important push factor. Overall, the most common motivations for senior tourists include learning, rest and relaxation, physical exercising, and visiting relatives and friends. Also, health is emerging as an important motivation for seniors (Horneman, Carter, Wei & Ruys, 2002).

It goes without saying that the motivation for senior tourism has cross-cultural characteristics and differences. China's research on the travel motivations of seniors began late. From the beginning of the 21st century, the amount of research on senior tourism has gradually increased (Yuan, Zhao & Yue, 2011). Based on push and pull theory, studies have found that most of the Taiwanese seniors are internally motivated by the desire to rest and relax, followed by social activities, getting along with their families, sharing travel experiences with friends and engaging in physical activity (Huang & Tsai, 2003). However, Jang & Wu (2006) concluded that the most important push factor for Taiwanese seniors was "knowledge seeking". Apart from that, the push factors that stimulated Taiwanese senior tourists also included seeking novelty, ego enhancement, self-esteem, social, and rest and relaxation (Jang, Bai, Hu & Wu, 2009). Further comparative studies showed that there existed patriotic motives for mainland senior tourists. Also, some new motives, including realization of children's filial duties, and broadening the horizons of children by exploring together, were identified (Zhang & Li, 2009).

Table 2.1 Push Motivations

Push motivations
Rest and Relaxation (Huang & Tsai, 2003); (Fu & Zheng, 2011); (Zhou & Zhang, 2015); (Guinn, 1980); (Horneman et al., 2002); (Fleischer &Pizam, 2002); (Kamata & Misui, 2015)
Go out for vacation (Shoemaker, 1989)
Stay away from the boring living environment (Shoemaker, 1989)
Escape from routine (Shoemaker, 1989)
Enrich life (Liu, 2016)
Experience something different (Hanqin & Lam, 1999)
Acquire knowledge (Jang & Wu, 2006); (Bao, 2009); (Li, 2011); (Hanqin & Lam, 1999)
Broaden the horizons(Zhang & Li, 2009)
Explore the unknown world(Shoemaker, 1989)
Pursue beauty and novelty(Zhang & Li, 2009); (Li, 2011); (Zhou & Zhang, 2015)
Visit a capitalist society (Lam & Hsu, 2006)
Visit relatives and friends (Guinn, 1980); (Romsa & Blenman, 1989); (Horneman et al., 2002)
Friendship (Liu, 2016)
Catch up with friends and relatives (Hanqin & Lam, 1999)
Social (Huang & Tsai, 2003); (Li, 2011); (Zhou & Zhang, 2015); (Thomas & Butts, 1997); (Backman et al., 1999); (Fleischer & Pizam, 2002)
Get along with their families (Huang & Tsai, 2003)
Family social and personal affairs (Fu & Zheng, 2011)
Share travel experiences with friends (Huang & Tsai, 2003)
Realize children's filial (Zhang & Li, 2009)
Health (Bao, 2009); (Zhang & Li, 2009); (Fu & Zheng, 2011); (Zhou & Zhang, 2015); (Liu, 2016); (Moisey & Bichis, 1999); (Horneman et al., 2002)
Engage in physical activity (Huang & Tsai, 2003)
Emotion and Nostalgia (Zhou & Zhang, 2015); (Liu, 2016); (Fleischer & Pizam, 2002)
Patriotic feeling (Zhang & Li, 2009); (Hsu et al., 2007)
Seek spiritual enrichment (Huang & Tsai, 2003)
Seek excitement (Fleischer & Pizam, 2002)
Self-realization (Li, 2011); (Liu, 2016)
Enhance self-image (Hanqin & Lam, 1999)
Self-improvement (Zhou & Zhang, 2015); (Moisey & Bichis, 1999)

On the other hand, Chinese tourists seem to be eager to gain new knowledge by visiting other countries with different cultural backgrounds (Agrusa, Kim & Wang, 2011; Pan & Laws, 2002). The factor of "knowledge/novelty seeking" was the most important push factor for seniors in Hangzhou (Bao, 2009). Among five motivational factors including rest and relaxation, environment, health care, family social and personal affairs, the "rest and relaxation" factor was the most important for senior tourists in Sanya City of China (Fu & Zheng, 2011). Li (2011) observed the travel motives of seniors in 10 different cities in China, showing that five push factors that motivated senior tourists included self-realization, novelty seeking, knowledge seeking, internal socialization and external socialization. Among them, self-realization was the most important motivation for Chinese senior tourists. For seniors in Chongqing, socialization, novelty seeking, self-improvement, rest and relaxation, nostalgia and health were the main travel motivations (Zhou & Zhang, 2015). A research study by Liu (2016) revealed that the motivations for seniors in Anhui province to travel included enriching life, realization of dreams, nostalgia, health and friendship. Among them, enriching life and health were the most important travel motives. Yuan et al. (2011) classified the motivation factors of female seniors into self-improvement, rest and relaxation, sightseeing, nostalgia and religion, of which the rest and relaxation and sightseeing were major motivational factors for female seniors in Xi'an city. Hsu et al. (2007) reported that Chinese seniors traveled mainly due to the internal desires of improving wellbeing, escaping routine, social life, seeking knowledge, prize and patriotism, personal reward and nostalgia.

In terms of pull motivations (see table 2.2), seniors were mostly motivated by natural resources such as weather and climate, beautiful scenery and attractions, beaches and watersports in the tourist destinations (Prayag, 2012). Also, Abooali et al. (2015) indicated that "friendliness of the people" was one of the important destination attributes for seniors whereas the "cultural/historical uniqueness" and "cleanliness of destination" were less important for seniors. However, the "cultural and historic attractions" was the major pull factor attracting Japanese seniors to Thailand. Furthermore, the "travel arrangement and facilities", "shopping and leisure activities" and "safety and cleanliness", "convenience of travelling", "ease of tour arrangement", "travel distance", "time difference" and "reasonable price of goods and services" were also significant to motivate them (Sangpikul, 2008).For Pennsylvanian seniors, the significant pull factors included

visiting local and historical attractions, and enjoying shopping and scenery (Shoemaker, 2000).

Table 2.2 Pull Motivations

Pull motivations
Culture and art (Zhou & Zhang, 2015); (Sangpikul, 2008); (Abooali et al., 2015)
Religious reason (Lin, 2011)
Availability of shopping facility (Huang & Tsai, 2003); (Jang & Wu, 2006); (Lam & Hsu,2006); (Prayag, 2012); (Shoemaker, 2000)
Availability of medical facility (Huang & Tsai, 2003)
Restaurant, hotel and airline facility (Huang & Tsai, 2003)
Facility of physical activities (Jang & Wu, 2006)
Local climate (Huang & Tsai, 2003)
Beautiful and historic scenery sights (Huang & Tsai, 2003); (Jang & Wu, 2006); (Prayag, 2012); (Shoemaker, 2000)
Tour and sightseeing (Lin,2011); (Shoemaker, 2000)
Local people's attitude (Huang & Tsai, 2003); (Abooali et al., 2015)
Adapted local food and custom (Huang & Tsai, 2003)
Reasonable customer price (Huang & Tsai, 2003); (Sangpikul, 2008); (Jang & Wu, 2006)
Appropriate travel distance (Huang & Tsai, 2003); (Sangpikul, 2008)
Convenient customs, immigration and quarantine procedure (Huang & Tsai, 2003); (Sangpikul, 2008)
Hygiene and cleanliness (Jang & Wu, 2006); (Abooali et al., 2015)
Special events and attractions (Huang & Tsai, 2003); (Jang & Wu, 2006)
Environment & destination safety (Jang & Wu, 2006); (Bao, 2009); (Fu & Zheng, 2011)

In terms of China's research, "cleanliness and safety" emerged as the most important pull factor for Taiwanese seniors (Jang & Wu, 2006); "safety and security" was the most important pull factor for seniors in Hangzhou (Bao, 2009); Chinese seniors had high requirements of the destination environment which was proved to be one of the most important pull factors for Chinese seniors traveling to Sanya city (Fu & Zheng, 2011); "culture and art" was an important pull motivation for seniors in Chongqing (Zhou & Zhang, 2015). Apart from that, the religious reason (Li, 2011), facilities for physical activities, availability of shopping facilities, events and

cost (Jang & Wu, 2006), availability of medical facilities, restaurants, hotels and airline facilities, local climate, the attitudes of local people, local foods and customs, convenient customs, immigration and quarantine procedures, and special events and attractions (Huang & Tsai, 2003) are also important pull motivations for seniors.

Therefore, as Prayag (2012) concluded, the existing research focuses on important push motivations such as relaxation, social, learning, seeking and escaping in terms of senior market (see table 2.1). For pull factors, because each destination has its own pull factors attracting senior tourists, various attributes have different degrees of importance for seniors during the destination selection process, while culture, scenery, tourism facilities, service levels and shopping seem to be the most common attributes (see table 2.2).

2.3.1 The Relationship between Demographics and Motivations

When examining the motivation of senior tourists, most scholars have, at the same time, identified the factors affecting their decision making and behaviors, such as demographics. It has been suggested that understanding the motivational variables concerning the socio-demographic characteristics can contribute to tourism industries adopting effective corresponding marketing strategies to appeal to senior tourists (Jang & Wu, 2006). Yue et al. (2010) found that among the intrinsic influencing factors, the research on the influence of demographic characteristics on tourism motivation is the most widely used; that is, the influence of tourists' gender, age, occupation, education level and family income on the motives of tourists. Kim, Lee & Klenosky (2003) proved that tourism motivation changes with demographic characteristics such as gender, age, occupation, educational level, and household income, which is similar to the study by Gao (2010).Romsa & Blenman (1989) studied German seniors' travel motivations and found that the motivations of seniors in different age groups are different. Bao (2009) analyzed the influence of demographics on the travel motivation of the seniors, finding that the gender, education level and self-perceived economic status have no significant influence on the travel motivation of seniors in Hangzhou, while age and self-perceived physical condition has a significant impact on the push factor of "inquiry and curiosity". Kozak (2002) compared the motivational differences between tourists from different source areas and tourists from the same area but traveling to different destinations, showing that the source area and destination have an impact on tourism motivation. On the other hand, tourists from the same region may have similar travel behaviors such as travel

motivations and preferences due to cultural commonalities (Kim & Lee, 2000; Kim & Prideaux, 2005). In other words, tourists from diverse countries with similar culture may have distinctive motivations (Liu, Lee, Kan & Huan, 2011). Besides, it has been further figured out that the importance of travel motivation is diversified for tourist groups from varying countries or regions (Hanqin & Lam 1999).

A research of Gao (2010) about senior tourism market development based on tourism motivation discovered that there were significant differences between genders in push motivations, but no significant differences in pull motivations; there was no significant difference in push and pull in spite of age and education; there were significant differences in push motivations instead of pull motivations in terms of occupation; and significant differences were found in both push and pull motivations with regard to income. Cao (2011) discovered that the marital status has no significant difference in push and pull motivations of senior tourists.

Therefore, in this research, the hypothesis was proposed as follow:

H1: there are significant differences in push motivations between different demographic groups;

H2: there are significant differences in pull motivations between different demographic groups.

2.4 Tourist Satisfaction

In recent years, with progress into the mass tourism era, it has become increasingly crucial to satisfy the fast growing and changing needs of the masses. Tourist satisfaction is derived from the theory of customer satisfaction and it is a critical indicator of a destination's performance (Smith, Costello & Muenchen, 2010). The key to maintaining sustainable development of the tourism industry depends on whether the tourists are satisfied with their travel experiences (Dai, Li, He & Xia, 2014). However, the satisfaction of Chinese senior tourists is generally declining (Zhang, 2014; Shen, 2011). In the modern market economy, customer satisfaction is the lifeline of every enterprise. How to understand and improve the satisfaction of senior tourists is one of the problems that this study seeks to examine.

American scholar Pizam, Neumann & Reichel (1978) laid a foundation for the study of tourist satisfaction with a destination. Since then, various scholars have expounded on

tourist satisfaction from different perspectives according to their own research needs (Li, 2003; Wu, Ma, Zheng & Zhang, 2011; Wu, Ding, Zhang & Yang, 2006).

2.4.1 Definitions of Tourist Satisfaction

Tourist satisfaction is a kind of psychological activity, which is the pleasure of tourists after their needs are met (Li, 2003). The level of satisfaction is a function of the difference between the perceived effect and the expected value, and whether the visitor is satisfied depends on the relationship between tourist expectation and actual perceived effects. In another word, tourist satisfaction is the state of pleasure or disappointment that a visitor forms by comparing the expectations of the destination with the actual perceptions after reaching the destination (Wu et al., 2011). If the actual perception exceeds the destination expectation, the tourists will be satisfied. The bigger the gap is, the more satisfied the tourists are. On the other hand, if the actual perception is lower than the destination expectation, the tourists will feel dissatisfied, and the greater the gap, the lower the satisfaction of the tourists (Wu et al., 2006).

The tourist satisfaction and future behaviors will be determined by how the tourists evaluate the destination attributes (Echtner & Ritchie, 1993). As shown in table 2.3, Abooali et al. (2015) found "accessibility of the destination" and "local transport services" were evaluated "high importance" while "cultural/historical uniqueness", "availability of information", "ease of communication" and "cleanliness of destination" were not important for senior travelers to Penang. With regard to European seniors in Thailand, destination safety, accommodation location and the natural attractions were three main requirements for European seniors but the leisure activities, special events and festivals, and hotel accessibility and disability features were less important among the destination attributes (Esichaikul, 2012). Seniors were satisfied with the outbound provision but not satisfied with the richness and participation of entertainment; they were more concerned about reasonable shopping time and product properties; the tour guide services needed to be improved (Zeng, 2015).

Lee (2016) demonstrated that the "quality of senior-only tour operations" and "barrier-free access to tourism and recreation attractions" had positive effect on overall satisfaction while "diversity of natural and cultural resources" was a significant predictor for travel frequency. Fu & Zheng (2011) indicated that the natural and cultural landscape, cleanliness of destination, convenience of transportation and hygiene of food and beverage were highly important while the

provision of specialties was not important for senior tourists in Sanya, China. In terms of work situation, it has been proved that the "still working" seniors were motivated by work purposes more than the "retired" seniors who were driven by visiting family and friends more than "still working" group (Blazey, 1992; Collins & Tisdell, 2002).

Table 2.3 Destination Attributes

Destination attributes
Accommodation services (Abooali et al., 2015); Location of accommodation (Esichaikul, 2012)
Accessibility and disability facilities (Abooali et al., 2015); (Esichaikul, 2012); (Lee, 2016)
Availability of medical equipment and staff (Esichaikul, 2012)
Provision of senior-related facilities and services (Lee, 2016)
Leisure activities that suit to seniors (Esichaikul, 2012)
Safety of destination (Abooali et al., 2015); (Esichaikul, 2012)
Cleanliness of destination (Abooali et al., 2015); (Jang & Wu, 2006); (Fu & Zheng, 2011)
Availability of information (Abooali et al., 2015)
Ease of communication (Abooali et al., 2015)
Value for money (Abooali et al., 2015)
Local transportation (Abooali et al., 2015); (Esichaikul, 2012); (Zeng, 2015); (Fu & Zheng, 2011)
Variety of food and beverage (Esichaikul, 2012); (Fu & Zheng, 2011)
Suitability of food and beverage for seniors (Esichaikul, 2012)
Hygiene of food and beverage (Zeng, 2015); (Abooali et al., 2015); (Fu & Zheng, 2011)
Variety of tourist attractions (Abooali et al., 2015); (Esichaikul, 2012); (Lee, 2016); (Fu & Zheng, 2011)
Variety of products for shopping (Zeng, 2015)
Special events and festivals (Esichaikul, 2012)
Friendliness of the people (Abooali et al., 2015); (Pizam et al., 1978)
Reason-ability of time arrangement (Zeng, 2015)
Convenience of currency exchange (Zeng, 2015)
Procedure simplification of outbound document (Esichaikul, 2012)

2.4.2 Tourist Satisfaction Research

In terms of influencing factors, foreign research on tourist satisfaction is relatively early. For the first time, Pizam et al. (1978) pointed out eight main factors affecting tourist satisfaction in coastal tourism destinations, namely cost, beach, catering environment, accommodation facilities, hospitality, recreation opportunities, environment, and commercialization. Thomas & Butts (1997) believed that social interactions in the form of conversations or other forms of communication are one of the important factors that make tourists satisfied. Lee, Lee & Lee (2005) analyzed the impact of four dimensions of tourism destination image (attractive, comfortable, worthwhile, exotic atmosphere) on satisfaction. In addition, Taiwanese scholars Chen & Li (2001) believed that the factors influencing recreational behavior and satisfaction include subjective factors such as personal attributes, tourism motivation, leisure preferences and attitudes, while objective factors such as the traffic conditions of tourist destinations, length of stay in tourist destinations, and the nature of partners and other factors will also affect the experience of tourists. Okata, Inui, Lankford & Scholl (2007) in their study indicated that senior tourists were mostly satisfied with the destination attributes regarding Hawaii's natural resources as well as the characteristics related to a comfortable trip.

2.4.3 Tourist Satisfaction of Chinese

The study on tourist satisfaction in China, compared to foreign research, started in the late 1980s with a process from qualitative to quantitative analysis. A recent survey found that Chinese tourists' satisfaction had declined to varying degrees, which was shown in all aspects of outbound travel (World Tourism Cities Federation & Ipsos, 2018). However, tourist satisfaction has a close correlation with whether they will revisit and whether they will share recommendations with others. Therefore, tourist satisfaction is crucial for the tourism industry and to understand the determinants that influence the travel intention could be significant for destinations to develop products that can satisfy tourists (Smith et al., 2010). There were ten major factors affecting Chinese tourists' satisfaction with attractions: accessibility, attractiveness of tourism resources, explanation of services, environmental sanitation, tourism safety, scenic facilities, tourist capacity, shopping and entertainment, scenic fare, quality perception of scenic service supervision (Gao& Ling, 2007). Bugorkova (2018) analyzed the tourist satisfaction of Chinese tourists to St. Petersburg, and found that services and shopping were the current weaknesses of St. Petersburg in meeting the needs of

Chinese tourists, and the attractions and convenience of attractions were the main strengths of the city.

In order to meet Chinese tourists' demands, Zhang (2007) examined Chinese tourists' expectations of, and satisfaction with, Canada, concluding that Chinese tourists were broadly satisfied with their experiences in Canada. This study also revealed that Chinese tourists expected to travel with standard service and looked for different experiences in Canada. The destination attractiveness and hospitality services were important for Chinese tourists while language services and dealing with complaints needed better performance. As far as Hong Kong is concerned, Song, Li, van der Veen & Chen (2011) indicated that mainland Chinese tourists were most satisfied with Hong Kong's hotel industry, which was followed by retail, but they

were most dissatisfied with local tour operators. Truong & King (2009) studied the satisfaction of Chinese tourists with the attributes of Vietnam by comparing the importance of various destination attributes and their satisfaction with various tourism products in Vietnam.

2.4.4 Motivation and Satisfaction

The previous study found that tourism motivation had a significantly positive impact on satisfaction (Cai, Chen, Li, Shi & Zheng, 2012). The study by Smith et al.(2010) investigated culinary tourists' behavior and revealed that pull motivations significantly predict overall satisfaction. However, Yoon & Uysal (2005) attempted to find that external motivations (pull) better affect satisfaction than internal motivations (push), but concluded that pull motivation negatively influences travel satisfaction and push motivations don't have any significant influence on satisfaction. According to the previous literature, the hypothesis was proposed as:

H3: there is a positive relationship between push motivation and overall satisfaction;

H4: there is a positive relationship between pull motivation and overall satisfaction;

2.5 Conceptual Framework

Figure 2.1 Conceptual Framework
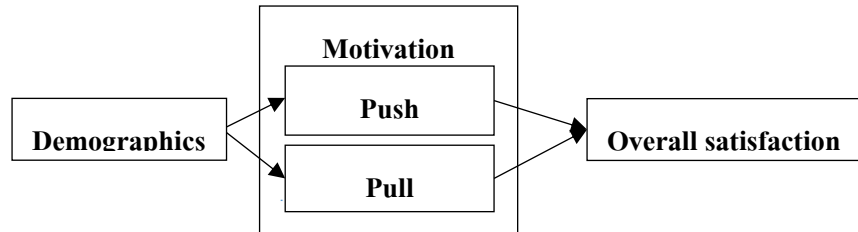
CHAPTER 3

METHODOLOGY

This chapter briefly describes the research methods used for the study. It includes a description of the target population, sample size and sampling method, followed by the type of research, research instruments, pilot test for the questionnaires, validity and reliability, data collection and analysis.

3.1 Research Design

As shown in figure 3.1, this study explores the motivation and behavior of Chinese outbound senior tourists with a case study. In the first part, it introduces the research background, objectives, significance and expected contribution. The second part reviews and summarizes previous research at home and abroad on the senior tourism, motivation and behaviors of senior tourists, importance and satisfaction perceived by tourists. Then the conceptual framework is constructed and hypothesis is proposed. The third part is related to methodology incorporating population and sampling, type of research, questionnaire, pilot test, data collection and analysis.

Figure 3.1 Research Design

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│   Motivation and Behavior of Chinese Outbound Senior tourists │
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                             │
              ┌───────────────────────────┐
              │      Literature review     │
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        │  Conceptual framework and hypothesis     │
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                │      Questionnaire        │
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              │         Pilot test          │
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            │   Data collection and analysis    │
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          │   Research conclusion and suggestion   │
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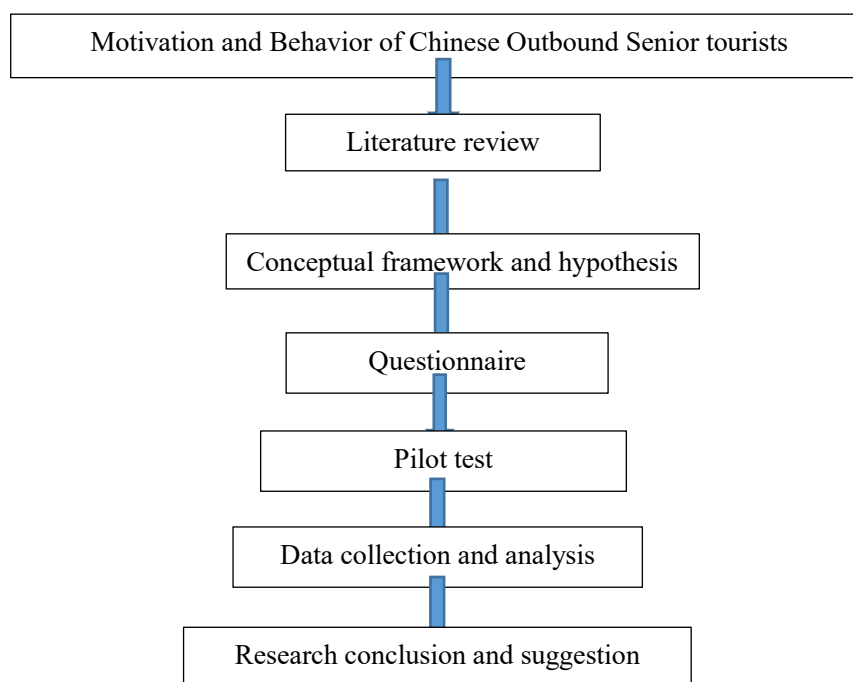
3.2 Target Population, Sample Size and Sampling Method

3.2.1 Target Population

The population of this study are the seniors aged 55 and above who have experiences of outbound tourism in last 3 years.

According to statistics from the World Tourism Organization (2017), there are three tiers in China on the basis of regions that generate outbound tourists. Beijing, Shanghai, Guangdong, Tianjin, Zhejiang, Jiangsu and Fujian belong to tier one, where the per capita GDP is more than USD 10,000. In terms of per capita disposable income of urban residents, these regions are the top seven provinces (municipalities). Heilongjiang, Jilin, Liaoning, Mongolia, Shanxi, Shanxi, Hebei, Shandong, Henan, Sichuan, Chongqing, Hubei, Hunan, Guangxi, Hainan, Jiangxi and Anhui belong to tier two. Tier three includes Xinjiang, Tibet, Gansu, Ningxia, Qinghai, Yunnan and Guizhou.

In China, there are 3,803 travel agencies with outbound qualifications. 49% (1,863) of these travel agencies are located in tier 1 tourist-generating regions. Besides, most (752) of the travel agencies in China are in Beijing, followed by Guangdong (408). In 2015, approximately 60% of national outbound tourists were organized by tour operators in regions from tier 1, followed by 38% from the tier 2 which include Shandong, Sichuan and other 15 provinces (municipalities), and only 2% from tier 3 (mainly northwest of China). Therefore, the scope of areas was tier 1 and tier 2.

However, considering the senior population, the researcher selected Shandong, Sichuan and Jiangsu which are the top three areas where many seniors stay (NBSC, 2018) as well as Beijing which is the capital city and the top area in number of outbound tourists from China (China Tourism Academy & Ctrip, 2017).Therefore, the areas selected to collect data were Shandong, Jiangsu, Sichuan and Beijing.

3.2.2 Sample Size

With regard to the sample size, based on the data of outbound travel reservation from Ctrip, the biggest online travel agency with 0.3 billion registrants, there were 24% post-1960s (aged 58 and above) traveling outbound among different age segmentations in 2018. However, because of the difference of calculation standard and sampling scope, the research population can't be identified. Therefore, in order to estimate the minimum sample size, the formula of Cochran

(1963) discussed in his book 'Sampling Techniques' was used in this research.

$$n_0 = \frac{z^2 \times p(1-p)}{e^2}$$ .... Equation (3.1(a))

Where,

n_0 - Sample size, which was estimated

z^2 - Selected critical value of desired level of confidence or risk

p - Estimated proportion of an attribute that is present in

the population or maximum variability of the population

e - Desired level of precision or margin of error

The following formula can therefore be used for estimating the sample size-

n_0 - Sample size to be calculated

z^2 - 95% confidence level (The value of $(1-\alpha)$ in Standard Normal Distribution z-table, which is 1.96 for 95%)

p - 50% variability of the population (which is maximum)

e - 5% margin of error

Put the value in given formula

$$n_0 = \frac{(1.96)^2 \times 0.5(1-0.5)}{(0.05)^2} = 384.16$$

Therefore, the sample size for this study was 384.

3.2.3 Sampling Method

A multi-staged sampling method was used in this study. First, the areas of data collection were identified considering the population of seniors.

Second, a quota sampling method was used in this study in order to ensure that certain characteristics of the target population can be represented by the sample group. According to the NBSC (2018), Shandong had 13,998,200 aging population, Sichuan had 10,940,000, Jiangsu had 10,730,200, and Beijing had 3,023,000. The total aging population of the four areas was 38,693,200.Among them, Shandong accounted for 36.18%, Sichuan accounted for 28.27%, Jiangsu accounted for 27.74% and Beijing accounted for 7.8%. Thus, questionnaires should be distributed 36.18%*384=139 in Shandong, 28.27%*384=109 in Sichuan, 27.74%*384=107 in Jiangsu and

7.8%*384=30 in Beijing (see table 3.1).

Table 3.1 Proposed Sampling Size Per Quota

Areas	Senior population	%	Unadjusted sampling size	Adjusted sampling size
Shandong	13,998,200	36.18%	139	144
Sichuan	10,940,000	28.27%	109	111
Jiangsu	10,730,200	27.74%	107	109
Beijing	3,023,000	7.8%	30	30
Total	38,691,400	100%	384	394

Third, a convenience sampling method was employed. The questionnaires were distributed to seniors who had returned from outbound destinations and were waiting for their baggage claims at international airports. The prospective participants were identified by observing their appearance and oral inquiry about their ages, using the screening question, "Would you mind telling me how old you are?". Once the participants were confirmed at the age of 55 and above, the researcher introduced herself. In addition, the researcher also carefully explained the purpose of this research and asked whether they would like to do this survey by filling out the questionnaire about their outbound travel experience. Those who agreed were provided with the questionnaires.

3.3 Type of Research

According to the purpose of the study, this research adopted a quantitative method by distributing self-administered questionnaires to a target sample. The questionnaire consisted of 31 motivations, and 22 importance and satisfaction attributes (Abooali et al., 2015; Esichaikul, 2012; Zeng, 2015; Lee, 2016; Fu & Zheng, 2011) regarding the destination. The selection of these attributes analyzed in this research was based on the literature review (see table 2.3).

3.4 Research Instrument

To investigate the motivation and behavior of Chinese outbound senior tourists, the questionnaire was mainly divided into five sections according to the research needs (see

Appendix).

Part 1: Profile of respondents

This part had a total of 10 questions with regard to the demographic characteristics of respondents and personal information as follows:

1. Gender

2. Age

3. Education background

4. Occupation background

5. Health status

6. Work situation

7. Monthly income

8. Main source of travel money

9. Marital status

10. Province

Part 2: Travel behaviors

There were 14 questions in this part.

1. Accommodation

2. Food

3. Season

4. Transportation

5. Travel mode

6. Length of stay

7. Destination

8. Travel needs

9. Channel to obtain travel information

10. Travel platform

11. Factors limiting your travel

12. How many international trips

13. Itinerary

14. Activities

Part 3: Travel motivation

This part was divided into two sections, namely push and pull motivations. There were 16 push motivations and 15 pull motivations. The respondents were required to complete questionnaires on the basis of a 5-point Likert scale (1= strongly disagree to 5= strongly agree).

Part 4: Importance and satisfaction

This part is to examine Chinese senior tourists' perceptions of the importance and satisfaction of 22 destination attributes on the basis of a 5-point Likert scale. The importance was measured on a scale from 1=strongly unimportant to 5=strongly important, and the satisfaction was measured on a scale from 1=strongly unsatisfied to 5=strongly satisfied.

Part 5: Overall satisfaction

This part had one question to identify the overall satisfaction for Chinese senior tourists' outbound tourism on the basis of a 5-point Likert scale (1= very dissatisfied to 5= very satisfied).

1. Compared to your expectation, what is your overall satisfaction for the latest trip?

Questions in the questionnaire were divided into closed questions and open questions. The design of closed questions reduced the bias caused by the investigators' differences and ensured the reliability of the collected data. In order to facilitate the filling-in of the form, all closed questions required a response in the form of a simple tick. The questions on the percentage of source of travel money, outbound destinations and how many times respondents had international travel experience adopted an open-ended question, which was directly filled out by the respondents, effectively avoiding the impact of the incomplete selection of answers in the investigation.

3.5 Pilot Testing for Questionnaires

A pilot test was conducted before the final questionnaire distribution to the target group. The purpose of the pilot survey was to evaluate for clarity and appropriateness the questions contained in the questionnaire. It not only enables the identification of unclear items or statements in the questionnaire but also allows the examination of the reliability of the instruments. In the present study, 30 respondents from Beijing international airport were taken for the pilot test. The

collected data in the pilot survey was presented and analyzed using reliability test to identify the uni-dimensionality of the items used in the scale. Based on the feedback from respondents, the unclear questions were modified and some were deleted. The completed and revised questionnaire was used for the actual survey at the airports. The data was analyzed with a reliability test using SPSS version 25. The results showed that the Cronbach's alpha ranged from 0.653 to 0.897, greater than the minimum value of 0.6 (Hair, Black, Babin, Anderson & Tatham, 2006).

3.6 Validity and Reliability

In order to ensure the validity of the research instrument, the questionnaire was pre-tested and checked by informal discussions with a professor who is an expert in this field, one MBA student majoring in hospitality and tourism management, and a senior who has related work experience of tourism in China(by Gmail). According to the comments and suggestions provided, the questionnaire was revised and checked again. For example, in the push motivation scale, the items "stay away from the boring living environment" and "escape from routine" were similar in meaning. Thus, "stay away from the boring living environment" was deleted and "escape from routine" was kept and used for this study.

Table 3.2 Cronbach Coefficient of the Questionnaire Items

Items	Cronbach's Alpha	N of Items
Push Motivation	.802	16
Pull Motivation	.813	15
Importance	.884	22
Satisfaction	.721	22

After the questionnaire was complete designed, the reliability test was conducted for the internal consistency of push and pull motivation scales, and importance and satisfaction scales. Cronbach (1951)'s alpha results indicated that the scale of four dimensions had good internal consistency (see table 3.2), with a Cronbach alpha ranging from 0.721 to 0.884, above the minimum value of 0.6 (Hair et al., 2006). The questionnaire was created first in English, and that was translated into Chinese later. Afterwards, the Chinese version was translated to English again with

the principle of a blind translation-back-translation method (Brislin, 1976). By doing this, it validates the credibility, appropriateness and effectiveness of the questions as well as the collected data and results (Sangpikul, 2008).

3.7 Data Collection

In this study, primary data was collected with the sample of senior tourists who returned from outbound destinations at the international airports in Shandong, Jiangsu, Sichuan and Beijing from December 2018 to middle January 2019. All the airports were contacted and asked for permission together with the letter of university to distribute the questionnaires to target population. The respondents were asked to provide information of their background such as demographic characteristics, behavioral characteristics like accommodation, travel frequency, channel to obtain information, limiting factors, travel itineraries. In addition, the respondents were required to rate agreement of motivation and importance and satisfaction toward destination attributes based on a 5-point Likert scale. However, because of seniors' physical and psychological characteristics, some questionnaires were incomplete or some questions were left blank. Therefore, a total of 1035 questionnaires were collected but only 394were valid and used for further analysis, representing a low response rate of 38.1%.

3.8 Data Analysis

After collecting the data by questionnaires, the raw data was input in the SPSS software program. First, the demographic characteristics of senior respondents were analyzed with descriptive statistical methods. Second, in order to determine whether the demographic characteristics had an influence on seniors' outbound motivation, an independent sample t-test and One-Way ANOVA were used. Third, principal component factor analysis was employed to explore the underlying motivations of Chinese outbound senior. Fourth, regression analysis was used to identify the effect of extracted motivational factors on overall satisfaction. Last, the t-test and gap analysis were adopted to analyze the importance and satisfaction of Chinese outbound seniors.

In terms of the agreement of motivation items, the mean value ranged in five levels (see table 3.3):

The interval = (Maximum-Minimum)/n

$$= (5-1)/5$$

$$=0.80$$

The results of each sub-levels were arranged as follows:

Table 3.3 The Level of Agreement

Assessed level	Weight of answer	Meaning determined with weight
1	1.00-1.80	Strongly disagree
2	1.81-2.60	Disagree
3	2.61-3.40	Neutral
4	3.41-4.20	Agree
5	4.21-5.00	Strongly agree

Source: Vagias (2006)

CHAPTER 4

RESULTS

The purpose of this study is to identify the travel motivation and behaviors of Chinese outbound senior tourists. The objectives of this study include: first, to identify the motivations of Chinese outbound senior tourists; second, to examine the effect of push and pull motivations on the satisfaction of Chinese outbound senior tourists; third, to explore the importance and satisfaction of Chinese outbound senior tourist. In this chapter, the description of results is as follows:

4.1 The Profiles of Respondents

4.2 Travel Behaviors

4.3 Travel Motivation

     4.3.1 Push Motivation

     4.3.2 Pull Motivation

4.4 The Relationship between Demographics and Push Motivations

     4.4.1 Gender and Push Motivations

     4.4.2 Education and Push Motivations

     4.4.3 Occupation and Push Motivations

     4.4.4 Work Situation and Push Motivations

     4.4.5 Income and Push Motivations

     4.4.6 Marital Status and Push Motivations

     4.4.7 Province and Push Motivations

4.5 The Relationship between Demographics and Pull Motivations

     4.5.1 Gender and Pull Motivations

     4.5.2 Education and Pull Motivations

     4.5.3 Occupation and Pull Motivations

     4.5.4 Work Situation and Pull Motivations

     4.5.5 Income and Pull motivations

     4.5.6 Marital Status and Pull Motivations

     4.5.7 Province and Pull Motivations

4.1 The Profiles of Respondents

In terms of gender (see table 4.1), there was a slight difference between male and female respondents in quantity. Males were 51%and females were 49%. The majority of respondents were between 55-59 years old (55.8%), followed by 60-65 years old (32%), and the rest (12.2%) were 66 years old and above. The results of education background showed that 97% of the respondents were below Master's degree. Among them, 38.1% of respondents had diploma degrees, 34.8% were up to secondary school and 24.1% of respondents had bachelor's degrees. In terms of occupation, 39.8% of respondents were self-employed and 34.8% were company employees. 14.7% of respondents were unemployed and the rest, 10.7%, had other occupation backgrounds. The data shows that 42.6% of respondents were in a good condition, and 41.6% were very healthy, while 15.8% were not in a good condition or even worse.

In terms of work situation, 94.4% of respondents were retired while 5.6% were still working. For monthly income, 41.1% of respondents had 4001-6000RMB per month, 37.6% had 2001-4000RMB monthly, 13.7% had more than 6000RMB while the rest 7.6% had less than 2000RMB per month. As for the source of travel money, 63.5% of the respondents' travel fund was partly from their children, 29.9% was from their own savings and 6.3% was totally from their children. Only one respondent was supported by the government. Looking at the marital status of respondents, 83.8% of them were married and the remaining 16.2% were single, divorced or widowed. The majority of respondents (36.5%) were from Shandong province, followed by Sichuan, Jiangsu and Beijing.

Table 4.1 Frequency Statistics Categorized by Demographics

Demographics	Characteristics	Frequency (N=394)	Percentage (%)
Gender	male	201	51
	female	193	49
Age	55-59	220	55.8
	60-65	126	32
	66 and above	48	12.2
Education	up to secondary school	137	34.8
	Diploma	150	38.1
	Bachelor's degree	95	24.1
	Master and above	12	3
Occupation	unemployed	58	14.7
	self employed	157	39.8
	company employee	137	34.8
	other	42	10.7
Health	very good	164	41.6
	good	168	42.6
	so so	59	15.0
	bad	3	0.8
Work situation	retired	372	94.4
	still working	22	5.6

Table 4.2 Continued

Demographics	Characteristics	Frequency (N=394)	Percentage (%)
Monthly income	less than 2000RMB	30	7.6
	2001-4000RMB	148	37.6
	4001-6000RMB	162	41.1
	above 6000RMB	54	13.7
Source of travel money	all is from my children	25	6.3
	some is from children	250	63.5
	all is from my savings	118	29.9
	government supported	1	0.3
Marital status	single	8	2
	married	330	83.8
	widow	36	9.1
	divorced	20	5.1
Province	Beijing	30	7.6
	Jiangsu	109	27.7
	Sichuan	111	28.2
	Shandong	144	36.5

4.2 Travel Behaviors

As shown in table 4.2, 49.5% of respondents preferred living in budget hotels, followed by guesthouses (27.4%) and deluxe hotels (13.5%). In addition, 7.6 % of respondents preferred apartments and 2% preferred houses of friends or relatives. With regard to food (see table 4.3), the majority of respondents (215) liked Chinese food, followed by local food (207), western food (107) and other food (2). In terms of season, most of the respondents (195) preferred spring, followed by fall (173), summer (121) and winter (92). For transportation, 73.6% of respondents traveled outbound by air, followed by train (12.9%), cruise/ship (6.9%) and bus (6.6 %). 60.9% of respondents traveled by package tour, 28.2% traveled individually or with families and friends, and 10.9% by tailored-made tour. In light of length of stay, the majority of the respondents (70.1%) stayed in the destination for 1-7 days, 19.7% stayed for 8-14 days, 8.7% stayed for 15-21 days and 1.9% stayed for over 21 days. According to the destinations where respondents traveled, 57% of respondents traveled to Southeast Asia, followed by East Asia (29%), and Europe (8%). The other

destinations included North America (3%), Australia (3%), and North Asia (2%).

In terms of travel purpose, the respondents traveled outbound mainly for sightseeing (60%), followed by entertainment (11%), avoiding cold weather (9%), visiting relatives and friends (4%), shopping (3%), participating in specific activities (3%) and health care (3%). The other 7% traveled with the purpose of avoiding hot weather, scientific investigation, education or business. As for channel to obtain travel information, respondents used multiple channels to obtain travel information. 142 of respondents used social media as one of the channels, 138 obtained travel information by tourism websites, followed by travel agencies (107), recommendations from friends and relatives (99), newspapers and magazines (58), word of mouth (52) and TV and broadcast media (48). When it comes to platform/ social media, 74 of respondents obtained information by Ctrip, 73 by We Chat, followed by Baidu (34), Fliggy (30), Qunar (28), Weibo (20), Tuniu (19), QQ (10), Mafengwo (4) and other platform (1). Because of limitations in using foreign websites within China, none of the respondents searched information via TripAdvisor.

Meanwhile, the main factors that hindered Chinese seniors from traveling outbound were safety (221), language (137), income (129), health status (111) and age (109). Besides, leisure time (71), distance (61), visa (34), life status of people around (24) and attitude of friends and relatives (23) could also affect their decision to travel outbound. For travel frequency, 32% of respondents traveled outbound twice in the last 3 years, 27.4% traveled only once, followed by 3 times (24.9%) and 4 times (7.9%), 5 times (5.1%) and 6 times (2.8%). In terms of itinerary, the majority of respondents (42.9%) preferred-fixed tour packages with flexible timing, 29.2% preferred solo trips according to personal timing and choice of destination for engaging with locals, followed by 27.9% who preferred a fixed itinerary (pre-fixed timing in a package tour). As far as activity is concerned, the majority (237) of respondents indicated sightseeing was one of activities that they liked to do, which is followed by taking pictures (233), visiting museums and historical attractions (131), food and beverage culture (130), shopping (105) and traditional festival (98), buying souvenirs (77), theaters/shows/plays (57), social activities (49). Other activities included health (23), physical activities (11) and conferences (6).

Table 4.2 Travel Behavior

Travel behavior	Description	Frequency (N=394)	Percentage (%)
Accommodation	deluxe hotel	53	13.5
	budget hotel	195	49.5
	guesthouse	108	27.4
	apartment	30	7.6
	house of friends/relatives	8	2.0
Food*	Chinese food	215	54.6
	Western food	107	27.2
	local food	207	52.5
	other	2	0.5
Season*	Spring	195	49.5
	Summer	121	30.7
	Fall	173	43.9
	Winter	92	23.4
Transportation	by train	51	12.9
	by bus	26	6.6
	by cruise/ship	27	6.9
	by air	290	73.6
Travel mode	independent travel (by yourself or with families/friends etc.)	111	28.2
	package tour	240	60.9
	tailored-made tour	43	10.9
Itinerary	fixed itinerary (pre-fixed timing in a	110	27.9
	pre-fixed tour package with flexible	169	42.9
	solo trip according to personal timing and		
	fixed itinerary (pre-fixed timing in a	115	29.2
Length of Stay	1-7 days	276	70.1
	8-14 days	77	19.7
	15-21 days	34	8.7
	over 21 days	7	1.9

Table 4.2 Continued

Travel behavior	Description	Frequency (N=394)	Percentage (%)
Destination	Southeast Asia	223	57
	East Asia	112	29
	Europe	30	8
	North America	12	3
	Australia	11	3
	North Asia	6	2
Travel purpose	sightseeing	236	60
	health care	12	3
	avoid cold weather	34	9
	avoid hot weather	9	2
	entertainment	44	11
	visit relatives and friends	17	4
	religious worship	0	0
	shopping	11	3
	scientific investigation	6	2
	participate in specific activities	13	3
	business	4	1
	education	8	2
Travel frequency	once	108	27.4
	twice	126	32.0
	3 times	98	24.9
	4 times	31	7.9
	5 times	20	5.1
	6 times	11	2.8
Channel*	Tourism website	138	35.0
	Social media	142	36.0
	Newspaper and magazine	58	14.7
	Travel agency	107	27.2
	TV and broadcast	48	12.2
	Recommendation from relatives and friends	99	25.1
	Word of mouth	52	13.2

Table 4.2 Continued

Travel behavior	Description	Frequency (N=394)	Percentage (%)
Platform/Social media*	Ctip	74	18.8
	Qunar	28	7.1
	Tuniu	19	4.8
	We Chat	73	18.5
	QQ	10	2.5
	Baidu	34	8.6
	Mafengwo	4	1
	Fliggy	30	7.6
	TripAdvisor	0	0
	Weibo	20	5.1
	other platform	1	0.3
Limiting factors*	safety	221	56.1
	language	137	34.8
	income	129	32.7
	health status	111	28.2
	age	109	27.7
	leisure time	71	18.0
	distance	61	15.5
	visa	34	8.6
	life status of people around	24	6.1
	attitude of friends and relatives	23	5.8
Activity*	sightseeing	237	60.2
	take pictures	233	59.1
	visit museum and historical attractions	131	33.2
	food and beverage culture	130	33.0
	shopping	105	26.6
	traditional festival	98	24.9
	buy souvenir	77	19.5
	theaters/shows/plays	57	14.5
	social activities	49	12.4
	health	23	5.8
	physical activities	11	2.8
	conferences	6	1.5

Note: * means multiple-choice questions where respondents can tick more than one option

4.3 Travel Motivation

4.3.1 Push Motivation

According to the results in table 4.3, the top push motivations for Chinese senior tourists were "broadening the horizons" (M=4.28), "enriching life" (M=4.10), "experiencing something different" (M=4.09), "visiting new places" (M=4.08), "improving health and well-being" (M=3.93), "exercising physically" (M=3.93) and "seeking spiritual enrichment" (M=3.91). Meanwhile, "seeking excitement" (M=2.93) was the weakest motivation for Chinese outbound seniors.

Table 4.3 Descriptive Statistics of Push Motivation

Push Motivation	Mean	Std. Deviation
Broadening the horizons	4.28	0.79
Enriching life	4.10	0.79
Experiencing something different	4.09	0.82
Visiting new places	4.08	0.86
Improving health and well-being	3.93	0.77
Exercising physically	3.93	0.86
Seeking spiritual enrichment	3.91	0.95
Going out for vacation	3.86	0.85
Pursuing beauty and novelty	3.78	0.86
Patriotic feeling	3.55	1.04
Engaging in physical activity	3.54	0.89
Sharing travel experience with friends	3.51	0.86
Emotion and nostalgia	3.30	0.89
Escaping from routine	3.14	1.23
Visiting relatives and friends	3.13	1.02
Seeking excitement	2.93	1.07

4.3.2 Pull Motivation

The results in table 4.4 revealed that the top pull motivations were "safety of the destination" (M=4.18), "cleanliness of the place" (M=4.14), "touring and sightseeing" (M=4.12), "reasonable price" (M=3.99) and "local climate" (M=3.95). On the other hand, the "religious reason"

(M=3.17) was the weakest motivation for Chinese senior tourists.

Table 4.4 Descriptive Statistics of Pull Motivation

Pull motivation	Mean	Std. Deviation
Safety of the destination	4.18	0.77
Cleanliness of the place	4.14	0.71
Touring and sightseeing	4.12	0.76
Reasonable price	3.99	0.76
Local climate	3.95	0.80
Appropriate travel distance	3.93	0.75
Friendliness of local people	3.93	0.73
Historical attractions	3.93	0.75
Culture and art	3.93	0.71
Convenient customs, immigration and quarantine	3.87	0.79
Restaurant, hotel and airline facility	3.66	0.82
Availability of shopping facility	3.54	0.81
Availability of medical facility	3.47	0.75
Facility of physical activities	3.41	0.77
Religious reason	3.17	0.79

4.4 The Relationship between Demographics and Push Motivations

4.4.1 Gender and Push Motivations

Results in table 4.5 showed the relationship between gender and push motivations. The findings indicated that "escaping from routine", "seeking excitement" and "emotion and nostalgia" were significantly different (sig<=0.05) between males and females, which implied these push motivations varied in terms of gender.

Table 4.5 Independent-sample T-test of Gender and Push Motivations

Push motivation	Mean		Std. Deviation		Sig. (2-tailed)
	male	femal	male	female	
Going out for vacation	3.90	3.81	0.87	0.83	0.310
Escaping from routine	3.29	2.98	1.26	1.19	0.011*
Experiencing something different	4.11	4.06	0.88	0.75	0.525
Visiting new places	4.07	4.09	0.91	0.80	0.876
Pursuing beauty and novelty	3.75	3.81	0.87	0.85	0.474
Broadening the horizons	4.27	4.30	0.85	0.73	0.739
Visiting relatives and friends	3.20	3.07	1.05	0.99	0.202
Sharing travel experiences with friends	3.55	3.46	0.92	0.80	0.295
Enriching life	4.15	4.04	0.84	0.74	0.157
Seeking spiritual enrichment	3.96	3.85	0.96	0.93	0.247
Seeking excitement	3.13	2.73	1.10	0.99	0.000*
Emotion and nostalgia	3.41	3.19	0.95	0.81	0.013*
Patriotic feeling(for example travel to	3.61	3.48	1.22	0.81	0.198
Improving health and well being	3.96	3.90	0.83	0.69	0.487
Exercising physically	3.93	3.93	0.84	0.87	0.981
Engaging in physical activity	3.52	3.56	0.89	0.89	0.638

Note: "*" indicates a significant level of 5%

4.4.2 Education and Push Motivations

As presented in table 4.6, education groups showed significant differences(p-value<=0.05) in push motivations of "emotion and nostalgia" and "engaging in physical activity". It revealed that these two push motivations of Chinese senior tourists differed with education. For the rest of the push motivations, there was no significant difference in spite of education.

Table 4.6 One-way ANOVA of Education and Push Motivations

Push Motivation	Mean				p-value
	Up to secondary school	diploma	Bachelor's degree	Master and above	
Going out for vacation	3.79	3.93	3.87	3.67	0.470
Escaping from routine	3.12	3.28	2.94	3.17	0.207
Experiencing something different	4	4.11	4.19	4.00	0.343
Visiting new places	4.1	4.04	4.05	4.17	0.956
Pursuing beauty and novelty	3.77	3.82	3.75	3.67	0.880
Broadening the horizons	4.2	4.23	4.43	4.58	0.072
Visiting relatives and friends	3	3.11	3.36	3.17	0.072
Sharing travel experiences with friends	3.55	3.43	3.58	3.42	0.474
Enriching life	3.96	4.16	4.19	4.17	0.101
Seeking spiritual enrichment	3.93	3.91	3.84	4.00	0.878
Seeking excitement	2.74	3	3.06	3.25	0.061
Emotion and nostalgia	3.18	3.27	3.51	3.50	0.042*
Patriotic feeling(for example travel to	3.61	3.39	3.72	3.42	0.078
Improving health and well being	3.95	3.88	4.03	3.50	0.102
Exercising physically	3.95	3.87	4	3.83	0.647
Engaging in physical activity	3.52	3.41	3.73	3.83	0.034*

Note: "*" indicates a significant level of 5%

4.4.3 Occupation and Push Motivations

As presented in table 4.7, the relationship between occupation and push motivations indicated that push motivations of "broadening the horizons", "enriching life" and "seeking excitement" were significantly different (p-value<=0.05) among respondents with different occupations.

Table 4.7 One-way ANOVA of Occupation and Push Motivations

Push Motivation	Mean				p-value
	unemployed	self employed	company employee	other	
Going out for vacation	3.93	3.84	3.85	3.83	0.913
Escaping from routine	3.05	3.31	3.05	2.93	0.165
Experiencing something different	4.09	4.06	4.12	4.1	0.958
Visiting new places	4.09	3.99	4.15	4.19	0.314
Pursuing beauty and novelty	3.9	3.86	3.7	3.6	0.138
Broadening the horizons	4.33	4.04	4.47	4.5	0*
Visiting relatives and friends	3.17	3.24	3.09	2.86	0.173
Sharing travel experiences with	3.66	3.52	3.49	3.31	0.26
Enriching life	3.9	4.02	4.24	4.21	0.013*
Seeking spiritual enrichment	4.02	3.9	3.91	3.79	0.685
Seeking excitement	2.78	3.1	2.93	2.55	0.015*
Emotion and nostalgia	3.4	3.41	3.2	3.1	0.07
Patriotic feeling(for example travel to Taiwan)	3.59	3.52	3.5	3.76	0.507
Improving health and well being	4	3.87	3.98	3.9	0.541
Exercising physically	4.02	3.82	4	3.98	0.218
Engaging in physical activity	3.79	3.55	3.43	3.5	0.075

Note: "*" indicates a significant level of 5%

4.4.4 Work Situation and Push Motivations

The results of comparison between work situation and push motivations in table 4.8 demonstrate that there were significant differences (sig<=0.05) in push motivations including "going out for vacation", "escaping from routine" and "seeking spiritual enrichment". It can be concluded that these push motivations of Chinese senior tourists differed between the "retired" group and the "still working" group.

Table 4.8 Independent Sample T-test of Work Situation and Push Motivations

Push Motivation	Mean		Sig. (2-tailed)
	retired	still working	
Going out for vacation	3.9	3.18	0.000*
Escaping from routine	3.17	2.59	0.031*
Experiencing something different	4.11	3.73	0.154
Visiting new places	4.09	4	0.647
Pursuing beauty and novelty	3.79	3.64	0.416
Broadening the horizons	4.3	4.05	0.151
Visiting relatives and friends	3.13	3.14	0.993
Sharing travel experiences with friends	3.52	3.27	0.189
Enriching life	4.1	4	0.547
Seeking spiritual enrichment	3.93	3.5	0.038*
Seeking excitement	2.96	2.55	0.078
Emotion and nostalgia	3.33	2.95	0.058
Patriotic feeling(for example travel to Taiwan)	3.55	3.5	0.833
Improving health and well being	3.95	3.64	0.065
Exercising physically	3.94	3.68	0.169
Engaging in physical activity	3.54	3.55	0.968

Note: "*" indicates a significant level of 5%

4.4.5 Income and Push Motivations

Table 4.9 revealed the relationship between push motivations and income. It showed that there were significant differences (p-value<=0.05) in five push items including "visiting new places", "broadening the horizons", "enriching life", "exercising physically" and "engaging in physical activity". This finding revealed that the five push motivations differed with different income groups.

Table 4.9 One-way ANOVA of Income and Push Motivations

Push Motivation	Mean				p-value
	2000 RMB and less	2001-4000RMB	4001-6000RMB	above 6000RMB	
Going out for vacation	3.97	3.84	3.85	3.87	0.899
Escaping from routine	2.97	3.3	3.1	2.93	0.185
Experiencing something different	3.9	4.04	4.12	4.22	0.278
Visiting new places	3.9	3.95	4.2	4.19	0.026*
Pursuing beauty and novelty	4	3.78	3.73	3.81	0.453
Broadening the horizons	4.3	4.11	4.39	4.43	0.008*
Visiting relatives and friends	3.1	3.2	3.17	2.85	0.169
Sharing travel experiences with friends	3.73	3.58	3.48	3.28	0.066
Enriching life	3.57	4.06	4.19	4.24	0.000*
Seeking spiritual enrichment	3.9	3.89	3.94	3.85	0.941
Seeking excitement	2.67	3.03	2.9	2.93	0.334
Emotion and nostalgia	3.37	3.36	3.26	3.26	0.745
Patriotic feeling (for example travel to Taiwan)	3.73	3.49	3.56	3.56	0.714
Improving health and well being	4.13	3.93	3.96	3.74	0.131
Exercising physically	4.3	3.79	4.02	3.8	0.005*
Engaging in physical activity	4.17	3.58	3.39	3.52	0.000*

Note: "*" indicates a significant level of 5%

4.4.6 Marital Status and Push Motivations

Table 4.10 presents the relationship between marital groups and push motivations, which shows that "pursuing beauty and novelty", "seeking spiritual enrichment" and "engaging in physical activity" were significantly different (p-value<=0.05) among different marital groups.

Table 4.10 One-way ANOVA of Marital Status and Push Motivations

Push Motivation	Mean				p-value
	single	married	widow	divorced	
Going out for vacation	3.63	3.89	3.72	3.70	0.456
Escaping from routine	2.50	3.16	2.83	3.60	0.063
Experiencing something different	3.63	4.11	4.17	3.80	0.132
Visiting new places	3.63	4.08	4.31	3.85	0.101
Pursuing beauty and novelty	3.63	3.81	3.44	4.05	0.045*
Broadening the horizons	3.63	4.30	4.28	4.25	0.128
Visiting relatives and friends	3.00	3.13	3.11	3.25	0.938
Sharing travel experiences with friends	3.75	3.52	3.44	3.40	0.764
Enriching life	4.38	4.09	4.11	4.05	0.786
Seeking spiritual enrichment	4.00	3.95	3.42	4.00	0.013*
Seeking excitement	3.13	2.89	2.94	3.50	0.095
Emotion and nostalgia	3.00	3.30	3.25	3.55	0.46
Patriotic feeling(for example travel to Taiwan)	3.38	3.54	3.67	3.45	0.833
Improving health and well being	4.13	3.95	3.78	3.85	0.514
Exercising physically	4.00	3.93	3.97	3.80	0.898
Engaging in physical activity	4.50	3.51	3.61	3.45	0.017*

Note: "*" indicates a significant level of 5%

4.4.7 Province and Push Motivations

According to table 4.11, there were significant differences (p-value<=0.05) between provinces and push motivations "going out for vacation", "escaping from routine", "visiting new places", "pursuing beauty and novelty", "broadening the horizons", "enriching life", "seeking spiritual enrichment", "seeking excitement", "emotion and nostalgia" and "engaging in physical activity". This result demonstrated that the above-mentioned push motivations differed in terms of provinces.

Table 4.11 One-way ANOVA of Province and Push Motivations

Push motivation	Mean				p-value
	Beijing	Jiangsu	Sichuan	Shandong	
Going out for vacation	4.07	3.65	3.91	3.93	0.021*
Escaping from routine	3.10	2.79	3.32	3.28	0.004*
Experiencing something different	4.10	3.96	4.18	4.11	0.253
Visiting new places	4.23	3.88	4.05	4.23	0.009*
Pursuing beauty and novelty	4.13	3.68	3.87	3.72	0.033*
Broadening the horizons	4.40	4.15	4.21	4.42	0.029*
Visiting relatives and friends	2.90	3.15	3.23	3.10	0.419
Sharing travel experiences with friends	3.47	3.49	3.62	3.44	0.417
Enriching life	4.30	3.88	4.14	4.19	0.006*
Seeking spiritual enrichment	4.10	3.62	3.93	4.06	0.002*
Seeking excitement	2.90	2.76	3.20	2.87	0.016*
Emotion and nostalgia	3.20	3.39	3.47	3.13	0.013*
Patriotic feeling (for example travel to Taiwan)	3.33	3.55	3.69	3.47	0.24
Improving health and well being	3.80	3.89	4.05	3.90	0.266
Exercising physically	3.87	3.93	3.94	3.93	0.983
Engaging in physical activity	3.17	3.79	3.62	3.36	0*

Note: "*" indicates a significant level of 5%

4.5 The Relationship between Demographics and Pull Motivations

4.5.1 Gender and Pull Motivations

In table 4.12, the results of relationship between gender and pull motivations showed that significantly differences (sig<=0.05) were found in "availability of shopping facility" in terms of gender.

Table 4.12 Independent Sample T-test of Gender and Pull Motivations

Pull Motivation	Mean		Sig. (2-tailed)
	male	female	
Availability of shopping facility	3.62	3.45	0.041*
Availability of medical facility	3.51	3.43	0.271
Facility of physical activities	3.39	3.42	0.681
Restaurant, hotel and airline facility	3.73	3.59	0.101
Touring and sightseeing	4.18	4.06	0.095
Religious reason	3.21	3.13	0.287
Culture and art	3.96	3.90	0.412
Historical attractions	3.92	3.94	0.818
Friendliness of local people	3.92	3.95	0.658
Local climate	3.93	3.98	0.545
Safety of the destination	4.23	4.12	0.158
Cleanliness of the place	4.17	4.12	0.482
Reasonable price	4.03	3.94	0.253
Appropriate travel distance	3.91	3.96	0.443
Convenient customs, immigration and quarantine	3.90	3.84	0.482

Note: "*" indicates a significant level of 5%

4.5.2 Education and Pull Motivations

Table 4.13 described the relationship between education and pull motivations, finding that there were significant differences (p-value<=0.05) in "availability of medical facility", "facility of physical activities", "religious reason", "culture and art", "historical attractions" and "friendliness of local people" among different education groups. On the other hand, the rest of pull motivations had no significant difference in terms of education.

Table 4.13 One-Way ANOVA of Education and Pull Motivations

Pull Motivation	Mean				p-value
	up to secondary school	diploma	Bachelor's degree	Master and above	
Availability of shopping facility	3.55	3.47	3.62	3.58	0.531
Availability of medical facility	3.47	3.39	3.66	3.00	0.004*
Facility of physical activities	3.39	3.24	3.69	3.50	0.000*
Restaurant, hotel and airline	3.65	3.60	3.80	3.42	0.203
Touring and sightseeing	4.03	4.20	4.12	4.25	0.260
Religious reason	3.07	3.12	3.40	3.25	0.010*
Culture and art	3.85	3.90	4.11	3.67	0.027*
Historical attractions	3.90	3.79	4.19	3.92	0.001*
Friendliness of local people	3.85	3.87	4.13	4.08	0.019*
Local climate	3.95	3.98	3.97	3.58	0.433
Safety of the destination	4.08	4.18	4.29	4.25	0.217
Cleanliness of the place	4.18	4.08	4.19	4.25	0.542
Reasonable price	3.93	3.97	4.06	4.25	0.345
Appropriate travel distance	3.89	3.93	4.00	4.00	0.731
Convenient customs, immigration and quarantine procedure	3.77	3.88	3.99	4.00	0.209

Note: "*" indicates a significant level of 5%

4.5.3 Occupation and Pull Motivations

In terms of occupation (see table 4.14), four pull motivations had significant differences (p-value<=0.05), including "availability of shopping facility", "facility of physical activities", "local climate" and "safety of destination". On the other hand, the remaining pull motivations had no significant differences in relation to occupation.

Table 4.14 One-way ANOVA of Occupation and Pull Motivations

Pull Motivation	Mean				p-value
	unemployed	self-employed	company employee	other	
Availability of shopping facility	3.38	3.66	3.53	3.33	0.04*
Availability of medical facility	3.47	3.47	3.51	3.38	0.798
Facility of physical activities	3.59	3.24	3.5	3.5	0.003*
Restaurant, hotel and airline facility	3.64	3.59	3.77	3.6	0.303
Touring and sightseeing	4.02	4.06	4.23	4.17	0.17
Religious reason	3.16	3.18	3.15	3.21	0.966
Culture and art	3.97	3.89	3.95	3.93	0.879
Historical attractions	4.09	3.86	3.93	3.95	0.268
Friendliness of local people	4.1	3.82	3.96	4	0.061
Local climate	4.17	3.82	4.02	3.95	0.018*
Safety of the destination	3.97	4.13	4.28	4.29	0.037*
Cleanliness of the place	4.16	4.06	4.18	4.31	0.192
Reasonable price	3.84	3.99	4.01	4.07	0.43
Appropriate travel distance	3.84	3.99	4.01	4	0.266
Convenient customs, immigration and quarantine procedure	3.79	3.82	3.99	3.81	0.184

Note: "*" indicates a significant level of 5%

4.5.4 Work Situation and Pull Motivations

The table 4.15 shows that there was no significant difference (sig>0.05) between work situation groups and pull motivations. The result indicated that the pull motivations of respondents were all similar regardless of the work situation.

Table 4.15 Independent Sample T-test of Work Situation and Pull Motivations

Pull Motivation	Mean		Sig. (2-tailed)
	Retired	Still Working	
Availability of shopping facility	3.55	3.23	0.066
Availability of medical facility	3.49	3.18	0.060
Facility of physical activities	3.41	3.36	0.777
Restaurant, hotel and airline facility	3.67	3.55	0.503
Touring and sightseeing	4.13	3.91	0.174
Religious reason	3.17	3.27	0.640
Culture and art	3.94	3.73	0.179
Historical attractions	3.93	3.91	0.898
Friendliness of local people	3.95	3.68	0.100
Local climate	3.97	3.77	0.275
Safety of the destination	4.17	4.23	0.745
Cleanliness of the place	4.14	4.23	0.574
Reasonable price	3.99	3.95	0.835
Appropriate travel distance	3.93	4.00	0.672
Convenient customs, immigration and quarantine procedure	3.87	3.91	0.826

Note: "*" indicates a significant level of 5%

4.5.5 Income and Pull motivations

The results in table 4.16 show that "facility of physical activities", "touring and sightseeing", "historical attractions", "safety of the destination", "cleanliness of the place" and "reasonable price" were significantly associated (p-value<=0.05) with income. On the other hand, the left pull motivations had no difference regardless of monthly income.

Table 4.16 One-Way ANOVA of Income and Pull Motivations

Pull Motivation	Mean				p-value
	less than 2000RMB	2001-4000RMB	4001-6000RMB	above 6000RMB	
Availability of shopping facility	3.37	3.62	3.49	3.52	0.331
Availability of medical facility	3.57	3.53	3.47	3.28	0.175
Facility of physical activities	3.87	3.38	3.4	3.28	0.005*
Restaurant, hotel and airline	3.6	3.6	3.73	3.65	0.566
Touring and sightseeing	3.83	4.02	4.23	4.24	0.008*
Religious reason	3.17	3.17	3.2	3.11	0.92
Culture and art	3.97	3.93	3.93	3.89	0.969
Historical attractions	4.23	3.87	3.87	4.09	0.024*
Friendliness of local people	4.03	3.85	3.98	3.94	0.375
Local climate	4.23	3.86	4	3.93	0.096
Safety of the destination	3.67	4.09	4.33	4.22	0.000*
Cleanliness of the place	4.03	3.97	4.35	4.07	0.000*
Reasonable price	3.63	4.01	3.99	4.09	0.050*
Appropriate travel distance	3.83	3.83	3.99	4.09	0.08
Convenient customs, immigration and quarantine	3.67	3.84	3.93	3.91	0.503

Note: "*" indicates a significant level of 5%

4.5.6 Marital Status and Pull Motivations

In table 4.17, the pull motivation "safety of the destination" was significantly different (p-value<=0.05) in terms of marital status, which indicated that "safety of the destination" differed with marital status. On the other hand, the other pull motivations had no difference regardless of marital status.

Table 4.17 One-Way ANOVA of Marital Status and Pull Motivations

Pull Motivation	Mean				p-value
	single	married	widow	divorced	
Availability of shopping facility	3.88	3.53	3.44	3.65	0.519
Availability of medical facility	3.63	3.47	3.42	3.60	0.768
Facility of physical activities	3.25	3.40	3.50	3.45	0.814
Restaurant, hotel and airline facility	3.50	3.66	3.61	3.85	0.685
Touring and sightseeing	3.50	4.13	4.11	4.30	0.087
Religious reason	3.50	3.14	3.31	3.40	0.187
Culture and art	3.88	3.91	4.03	4.05	0.671
Historical attractions	4.25	3.90	4.14	3.85	0.177
Friendliness of local people	3.75	3.94	3.86	3.95	0.825
Local climate	3.38	3.97	3.86	4.10	0.143
Safety of the destination	3.00	4.22	4.03	4.10	0.000*
Cleanliness of the place	3.88	4.16	4.17	3.95	0.412
Reasonable price	3.75	4.01	3.75	4.10	0.163
Appropriate travel distance	3.75	3.91	4.06	4.20	0.233
Convenient customs, immigration and quarantine procedure	3.63	3.89	3.78	3.85	0.685

Note: "*" indicates a significant level of 5%

4.5.7 Province and Pull Motivations

As seen in table 4.18, the findings of relationship between province and pull motivations indicate that "touring and sightseeing", "religious reason", "local climate", "safety of the destination", "cleanliness of the place" and "convenient customs, immigration and quarantine procedure" had significant differences (p-value<=0.05) among province groups. On the other hand, the rest of the pull motivations had no significant difference regardless of province.

Table 4.18 One-way ANOVA of Province and Pull Motivations

Pull Motivation	Mean				p-value
	Beijing	Jiangsu	Sichuan	Shandong	
Availability of shopping facility	3.37	3.49	3.61	3.55	0.433
Availability of medical facility	3.30	3.53	3.49	3.45	0.484
Facility of physical activities	3.27	3.48	3.43	3.37	0.494
Restaurant, hotel and airline	3.70	3.56	3.68	3.72	0.499
Touring and sightseeing	4.10	3.91	4.14	4.27	0.002*
Religious reason	2.77	3.26	3.33	3.07	0.001*
Culture and art	3.93	3.95	3.93	3.91	0.985
Historical attractions	3.83	3.95	3.98	3.90	0.712
Friendliness of local people	3.87	3.96	3.96	3.90	0.857
Local climate	3.87	3.75	4.02	4.08	0.01*
Safety of the destination	4.03	4.00	4.17	4.34	0.004*
Cleanliness of the place	3.83	4.09	4.07	4.31	0.002*
Reasonable price	3.97	3.83	4.05	4.07	0.061
Appropriate travel distance	3.83	3.82	3.99	4.00	0.176
Convenient customs, immigration and quarantine procedure	3.93	3.65	3.96	3.96	0.007*

Note: "*" indicates a significant level of 5%

4.6 Factor Analysis of Push and Pull Motivation

The travel behaviors can be predicted by underlying motivations (Jang & Wu, 2006). Thus, compared to simply identifying the individual motivational items, it is more meaningful to consider the principal driving forces of tourists by analyzing the dimensions or the groupings of push and pull motivations with factor analysis (Jang & Wu, 2006;Sangpikul, 2008). It enables the tourism destinations to better understand the reasons why Chinese seniors travel and to appropriately design the tourism products and services tailored for senior tourists.

4.6.1 Push Motivation

There were 16 push motivation items, reducing to 15, since one item "seeking excitement" was not applicable (M=2.93) by most of respondents (see table 4.3). In order to group the push motivations with similar characteristics, factor analysis with a Varimax rotation approach

was employed (see table 4.19). The Bartlett test was significant with p=0.000 and the KMO measure of sampling adequacy was 0.837, showing that the factor analysis can be applied appropriately.

Table 4.19 Principal Component Factor Analysis with Varimax Rotation for Push Motivations

Push factor dimensions (reliability alpha)	Factor loading	Eigenvalue (%)	Variance explained (Mean)
Factor 1: Social & self-enhancement		26.05	3.52
escaping from routine	0.70		
emotion and nostalgia	0.68		
enhancing self-image	0.65		
sharing travel experience with friends	0.60		
seeking spiritual enrichment	0.58		
visiting relatives and friends	0.55		
pursuing beauty and novelty	0.52		
going out for vacation	0.50		
Factor 2: Exploration/novelty seeking		11.71	4.14
experiencing something different	0.71		
enriching life	0.70		
visiting new places	0.68		
broadening the horizons	0.55		
Factor 3: Physical exercising (alpha=0.678)		8.68	3.73
exercising physically	0.72		
improving health and well-being	0.72		
engaging in physical activity	0.71		
patriotic feeling	0.56		
total variance explained			46.44%

Note: The travel motivations were examined by 1: strongly disagree; 2: disagree; 3: neutral; 4: agree; 5: strongly agree

Three push factors were derived from the factor analysis and a total of 46.44% variance was explained. The extracted push factors were labelled as "social & self-enhancement", "exploration/novelty seeking" and "physical exercising". Among the three push factors, "exploration/novelty seeking" was the most important factor (Mean=4.14), followed by "physical

exercising" (Mean=3.73) and "social& self-enhancement" (Mean=3.52). All the push factor dimensions had eigenvalues greater than 1 with factor loadings greater than 0.5 (Chun, 2014). Cronbach's alpha values ranged from 0.678 to 0.795, well above the minimum value of 0.6 as an indication of reliability (Hair et al., 2006), which demonstrates a good internal consistency of items within each factor.

4.6.2 Pull Motivation

There were 14 pull motivations used for factor analysis except the item "religious reason" which was not applicable (M=3.17) by most of the respondents (see table 4.4). The results of principal component analysis show that the Kaiser-Mever-Olkin value was 0.84, and Bartlett's Test of Sphericity (Bartlett 1954) was statistically significant (p=0.000). Therefore, the factor analysis was appropriate for pull motivation.

Table 4.20 Principal Component Factor Analysis with Varimax Rotation for Pull motivations

Pull factor dimensions (reliability alpha)	Factor loading	Eigenvalue (%)	Variance explained (Mean)
Factor 1: Accessibility & safety (alpha=0.735)		29.65%	4.02
reasonable price	0.74		
convenient customs immigration and quarantine procedure	0.73		
safety of the destination	0.66		
touring and sightseeing	0.58		
appropriate travel distance	0.54		
Factor 2: Environment (alpha=0.675)		9.34%	3.98
local climate	0.65		
friendliness of local people	0.62		
historical attractions	0.60		
culture and art	0.59		
cleanliness of the place	0.58		
Factor 3: Facility (alpha=0.673)		8.08%	3.52
medical facility	0.76		
shopping facility	0.74		
physical activities facility	0.67		
restaurant, hotel and airline facility	0.53		
total variance explained		47.06%	

Note: The travel motivations were examined by 1: strongly disagree; 2: disagree; 3: neutral; 4: agree;

5: strongly agree

Three pull factors were identified from 14 pull motivation items in table 4.20. They were labeled as: "accessibility & safety", "environment" and "facility". These pull factors explained a total of 47.06% of the variance. In this study, all the pull factors had eigenvalues greater than 1 with all of the items showing strong loadings (more than 0.5). The reliability alpha ranged from 0.673 to 0.735. Of the three pull factors, "accessibility & safety" was the most important pull factor that attracted Chinese seniors traveling outbound (M=4.02). Within this factor, the items "reasonable price", "convenient customs immigration and quarantine procedure" and "safety of the destination" presented high loadings, which indicated that these were main appealing attributes to Chinese seniors.

4.7 The Effect of Extracted Push and Pull Factors on Overall Satisfaction

In table 4.21, the relationship between extracted push and pull factors and overall satisfaction was examined by using regression analysis, which demonstrates that both were strongly correlated (R = 0.678 with p < 0.001). The adjusted R Square reflected 45.1% of variation in satisfaction which was explained by this model. According to Beta column, it can be seen that the pull factor "accessibility & safety" made the strongest (beta=0.227) contribution to explaining the satisfaction of respondents. The factors "environment" and "facility" also made statistically (beta=0.223 and 0.155) significant contribution to explaining satisfaction.

However, for push factors, "exploration/novelty seeking" and "physical exercising" made unique contribution with the beta of 0.144 and 0.143 respectively while "social & self-enhancement" made less (beta=0.070) unique contribution. Additionally, the Sig shows that all the pull factors and push factors except "social & self-enhancement" made significant unique contribution to the prediction of overall satisfaction. That is, the satisfaction was significantly predicted by all pull factors and push factor of "exploration/novelty seeking" and "physical exercising". Compared to push factors in this study, pull factors made a stronger contribution to explaining satisfaction. In another words, the pull motivations can better predict the satisfaction of Chinese outbound senior tourists.

Table 4.21 The Effect of Push and Pull Factors on Satisfaction

	Coefficients[a]				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.519	0.189		2.742	0.006
Social& self-enhancement	0.057	0.036	0.070	1.576	0.116
Exploration/novelty seeking	0.124	0.039	0.144	3.155	0.002*
Physical exercising	0.113	0.034	0.143	3.345	0.001*
Accessibility & safety	0.215	0.045	0.227	4.767	0.000*
Environment	0.230	0.049	0.223	4.696	0.000*
Facility	0.140	0.040	0.155	3.482	0.001*

a. Dependent Variable: overall satisfaction R = 0.678 R Square = 0.460 Adjusted R Square: 45.1% p < 0.001

Note: "*" means significant difference

4.8 Gap Analysis on the Importance and Satisfaction

Table 4.22 presents the importance of, and satisfaction with, 22 destination attributes. The results show that the high importance factors that Chinese senior tourists were concerned about were "safety of destination" (4.38), "hygiene of food and beverage" (4.22), "cleanliness of destination" (4.21), "suitability of food and beverage for seniors" (4.14) and "availability of information" (4.1). The least important attributes were "accessibility and disability facilities" (3.4) and "variety of products for shopping" (3.67).Furthermore, the Chinese seniors were highly satisfied with "variety of products for shopping" (4.13), "safety of destination" (4.11), "reason-ability of time arrangement" (4.08), "accommodation services" (4.04) and "cleanliness of destination" (4.02) but least satisfied with "accessibility and disability facilities" (3.56) and "provision of senior-related facilities and services" (3.78). According to the mean gaps shown in table 4.22, the satisfaction perceived by Chinese seniors was overall lower (-1.26) than the importance towards destination. To be specific, the "suitability of food and beverage for seniors" (-0.32), "safety of destination" (-0.27), "ease of communication" (-0.25), "hygiene of food and

beverage" (-0.24), "value for money" (-0.21) showed evident differences, which indicated that, for these attributes, the importance of these attributes for Chinese seniors was higher than their perceived satisfaction.

Table 4.22 Gap Analysis of Importance and Satisfaction of Destination Attributes

No	Destination Attributes	Imp Mean	Sat Mean	Gap	t-value	Sig.
1	Location of accommodation	3.91	3.92	0.01	0.307	0.759
2	Accommodation services	4.05	4.04	-0.01	-0.076	0.940
3	Accessibility and disability facilities	3.4	3.56	0.16	3.534	0.000
4	Availability of medical equipment and staff	3.81	3.87	0.06	0.412	0.681
5	Provision of senior-related facilities and services	3.83	3.78	-0.05	-0.965	0.335
6	Leisure activities that suit to seniors	3.96	3.8	-0.16	-3.673	0.000
7	Safety of destination	4.38	4.11	-0.27	-6.519	0.000
8	Cleanliness of destination	4.21	4.02	-0.19	-4.092	0.000
9	Availability of information	4.1	3.91	-0.19	-2.082	0.038
10	Ease of communication	4.04	3.79	-0.25	-5.308	0.000
11	Value for money	4.03	3.82	-0.21	-4.859	0.000
12	Local transportation	4.04	3.98	-0.06	-1.460	0.145
13	Variety of food and beverage	3.97	3.99	0.02	0.465	0.643
14	Suitability of food and beverage for seniors	4.14	3.82	-0.32	-7.194	0.000
15	Hygiene of food and beverage	4.22	3.98	-0.24	-5.074	0.000
16	Variety of tourist attractions	4.01	4	-0.01	-0.261	0.794
17	Variety of products for shopping	3.67	4.13	0.46	3.499	0.001
18	Special events and festivals	3.93	3.93	0	0.059	0.953
19	Friendliness of the people	4.01	4.01	0	-0.165	0.869
20	Reason-ability of time arrangement	4.01	4.08	0.07	0.548	0.584
21	Convenience of currency exchange	3.91	3.91	0	-0.060	0.952
22	Procedure simplification of outbound document	4.03	3.95	-0.08	-1.976	0.049 *
	Total	87.66	86.4	-1.26		
	Average	3.98	3.93	-0.05		

Note: 1. "*" indicates a significant level of 5%

    2. Negative mean gaps mean that the perceived satisfaction of Chinese senior tourists was lower than

the importance toward destinations; on the contrary, positive gap values mean that their perceived satisfaction was higher than the importance of destinations.

According to the t-value, significant differences were found in 11 attributes: "accessibility and disability facilities" ($p<0.05$), "leisure activities that suit to seniors" ($p<0.05$), "safety of destination" ($p<0.05$), "cleanliness of destination" ($p<0.05$), "availability of information" ($p<0.05$), "ease of communication" ($p<0.05$), "value for money" ($p<0.05$), "suitability of food and beverage for seniors" ($p<0.05$), "hygiene of food and beverage" ($p<0.05$), "variety of products for shopping" ($p<0.05$) and "procedure simplification of outbound document" ($p<0.05$). The results reflected that there were significant differences between the importance of, and satisfaction with, the 11 destination attributes. All the mean values of satisfaction attributes were significantly lower than importance attributes except two attributes "accessibility and disability facilities" ($t=3.534$) and "variety of products for shopping" ($t=3.499$). It revealed that Chinese seniors expected less in "accessibility and disability facilities" and "variety of products for shopping" while the actual performance successfully exceeded the importance, which led to satisfaction. However, the "high importance, low satisfaction" implied that the destination failed to satisfy what they expected, which caused less satisfaction in terms of other 9 attributes.

CHAPTER 5

CONCLUSION AND SUGGESTION

This chapter contains the conclusions and discussion about the research findings based on the research objectives. The discussion specifically explains the concluded results and key findings. Likewise, some implications and suggestions for government and tourism providers, limitations and recommendations for future research reincluded in this section.

5.1 Conclusion

The current social situation of China is characterized by a rapidly aging population, which brings multiple unprecedented development opportunities for the senior tourism industry. In recent decades, it has become the "sunrise industry". In consideration of the gap existing in tourism research about Chinese outbound seniors, this study attempted to achieve three objectives: to explore the characteristics of Chinese outbound senior tourists; to examine the effect of push and pull motivations on overall satisfaction; and to identify the importance of, and satisfaction with, several destination attributes for Chinese outbound senior tourists, with a sample of Chinese seniors aged 55 years old and above returning from outbound destinations at international airports of China. In order to estimate the minimum sample size, the formula of Cochran (1963) was used in this research and the minimum sample size was found to be 384.

A self-administrated questionnaire was developed based on the literature review. Then a content validity was conducted through a panel consisting of an expert in hospitality and tourism, a postgraduate majoring in hospitality and tourism management and a senior with tourism experience. In order to assess the original and back-translated versions, the principal of blind translation-back-translation method (Brislin, 1976) was adopted. The questionnaire was created first in English, and then translated into Chinese. Afterwards, the Chinese version was translated to English back, thereby improving the quality of translation. Last, the questionnaire was pre-tested and revised in order to make sure its effectiveness as perceived by the respondents. Data was collected starting from December until middle January at international airports in Beijing, Jiangsu, Shandong and Sichuan. Finally, a total of 394 questionnaires were collected and further used for analysis.

Descriptive analysis was used to analyze demographics of respondents; independent sample T-test and one way ANOVA were used to examine the relationship between demographics and motivations; factor analysis was adopted to extract the push and pull factors of Chinese senior tourists; and regression analysis was employed to test the effect of push and pull factors on the satisfaction. T-test and gap analysis were used to get the importance and satisfaction of Chinese senior tourists toward destination attributes.

The research findings will help to understand what are the driving forces of Chinese seniors to travel outbound, and also to understand their behavioral characteristics. This is expected to be instructive for tourism destination development in an appropriate and efficient way.

5.1.1 The Profiles of Respondents

According to the results of demographics, it can be concluded most Chinese seniors traveling to outbound were married, retired and between the age of 55 and 65 years old. 51% of respondents were male tourists and 49% were female. 38.1% of respondents were diploma holders. In terms of occupation, the majority of respondents (39.8%) were self-employed, followed by company employees (34.8%). For health, 84.2% of respondents were good in health. As for the source of travel money, most (63.5%) of the respondents' travel fund was partly from their children. The majority of respondents had an income of 4001-6000RMB monthly (41.1%).

5.1.2 Travel Behaviors

The results about travel behaviors of Chinese outbound seniors show that most respondents stay in budget hotels and prefer Chinese food; they liked the tour packages and traveling in spring and fall, mainly for sightseeing, and stayed mostly for 1-7 days; their travel information came mainly from social media, travel agencies and suggestions from friends and relatives; for transportation, most seniors traveled by air; the results identified in this study also showed that most Chinese senior tourists were constrained by safety, language, income, health and age when making decisions to travel outbound; in terms of activities and destinations, seniors mainly preferred sightseeing and taking pictures during the outbound traveling; the outbound destinations were widely distributed throughout Southeast Asia, East Asia, Europe, North America, Australia and North Asia.

5.1.3 Push and Pull Motivations of Chinese Outbound Seniors

As for the push motivations, the mean values showed that "broadening the

horizons" was the strongest push motivation and "seeking excitement" was the weakest push motivation for Chinese senior tourists. Apart from that, "enriching life", "experiencing something different", "visiting new places", "improving health and well-being", "exercising physically", "seeking spiritual enrichment" and "going out for vacation" were also important push motivations for Chinese senior tourists. On the other hand, the most important pull motivation for Chinese senior tourists was "safety of the destination" while "religious reason" was the weakest pull motivation for respondents. Besides, Chinese senior tourists were also highly motivated by "cleanliness of the place", "touring and sightseeing", "reasonable price" and "local climate".

By using the factor analysis, this study identified the underlying motivation factors which were "social& self-enhancement", "exploration/novelty seeking" and "physical exercising". The "exploration/novelty seeking" was the most important push factors that internally motivated Chinese senior tourists, followed by "physical exercising" and "social& self-enhancement". Three pull factors were identified as "accessibility & safety", "environment" and "facility". Of these pull factors, "accessibility & safety" was perceived most attractive for Chinese seniors to travel outbound.

5.1.4 The Relationship between Demographics and Motivations of Chinese Senior Tourists

In order to identify whether there are significant differences on push and pull motivations of outbound Chinese seniors with demographic categories, the independent sample t-test and one-way ANOVA were employed for analysis.

The independent sample t-test discovered that there were significant differences between males and females in two push motivations which included "escaping from routine "and "emotion and nostalgia", and in one pull motivation "availability of shopping facility".

In terms of education, there were significant differences in two push motivations "emotion and nostalgia" and "engaging in physical activity", and six pull motivations including "availability of medical facility", "facility of physical activities", "religious reason", "culture and art", "historical attractions" and "friendliness of local people".

As for occupation, there were significant differences in two push motivations including "broadening the horizons" and "enriching life", and four pull motivations including "availability of shopping facility", "facility of physical activities", "local climate" and "safety of

destination".

In terms of work situation, there were significant differences in push motivations including "going out for vacation", "escaping from routine" and "seeking spiritual enrichment". However, no significant difference was found between work situation groups and pull motivations.

When it comes to income, significant differences were found in five push motivations including "visiting new places", "broadening the horizons", "enriching life", "exercising physically" and "engaging in physical activity", and in six pull motivations including "facility of physical activities", "touring and sightseeing", "historical attractions", "safety of the destination", "cleanliness of the place" and "reasonable price".

In terms of marital status, there were significant differences in three push motivations including "pursuing beauty and novelty", "seeking spiritual enrichment" and "engaging in physical activity", and pull motivation "safety of the destination".

Significant differences were found between province groups and nine push motivations like "going out for vacation", "escaping from routine", "visiting new places", "pursuing beauty and novelty", "broadening the horizons", "enriching life", "seeking spiritual enrichment", "emotion and nostalgia", "engaging in physical activity", and 6 pull motivations which included "touring and sightseeing", "religious reason", "local climate", "safety of the destination", "cleanliness of the place" and "convenient customs, immigration and quarantine procedure".

In conclusion, there were significant differences of motivation in terms of gender, education, occupation, income, work situation, marital status, and province.

5.1.5 Chinese Seniors' Overall Satisfaction

Results indicated that 68.5% of Chinese seniors were satisfied with their outbound traveling, 14% of respondents were strongly satisfiedand16.8% showed neutral in their satisfaction toward outbound traveling. Therefore, it can be generally concluded that the majority of Chinese senior tourists were satisfied with their outbound traveling.

5.1.6 Relationship between Motivation Factors and Satisfaction of Chinese Senior Tourists

Regression analysis was adopted to find out whether there is a relationship between Chinese senior tourists' motivations and satisfaction. The findings revealed that Chinese

seniors' satisfaction was significantly correlated with their motivations. With regard to pull factors, the "accessibility & safety" made the strongest unique contribution to explaining the satisfaction of Chinese senior tourists, followed by "environment" and "facility". For push factors, "exploration/novelty seeking" had the largest contribution when predicting the satisfaction of Chinese seniors, followed by "physical exercising". Compared to push factors, the pull factors can better predict the satisfaction in this study.

5.1.7 Chinese Senior Tourists' Perceptions Regarding the Importance of, and Satisfaction with, Various Destination Attributes

The findings implied that the "safety of destination", "hygiene of food and beverage" and "cleanliness of destination" were the most important destination attributes. However, the least important attributes perceived by Chinese seniors were "accessibility and disability facilities", "variety of products for shopping" and "availability of medical equipment and staff". Furthermore, the Chinese seniors were highly satisfied with "variety of products for shopping", "safety of destination", "reason-ability of time arrangement", "accommodation services" and "cleanliness of destination" that need to keep up the good work, but least satisfied with attributes including "accessibility and disability facilities" and "provision of senior-related facilities and services". While big gaps between importance and satisfaction were found in the attributes "availability of information", "ease of communication", "value for money" and "suitability of food and beverage for seniors", which probably caused dissatisfaction by higher importance but lower satisfaction, thereby suggesting the importance of implementing urgent measures to improve the situation.

5.1.8 Hypothesis Testing Results

Overall, there were significant differences between demographics in terms of the push and pull motivations of Chinese outbound senior tourists. These demographics included gender, education, occupation, income, work situation, marital status and provinces. Therefore, the findings confirmed the first two hypothesis:

H1: there are significant differences in push motivations in terms of demographics;

H2: there are significant differences in pull motivations in terms of demographics.

Likewise, all the pull factors positively predicted Chinese senior tourists' overall satisfaction; the push factors except "social& self-enhancement" positively predicted the overall

satisfaction of Chinese senior tourists, which partly supported the third and fourth hypothesis:

H3: there is a positive relationship between push motivations and overall satisfaction;

H4: there is a positive relationship between pull motivations and overall satisfaction.

5.2 Discussion

5.2.1 Objective 1: To explore the travel motivations of Chinese outbound senior tourists;

According to the results, it shows that the top push motivations for outbound Chinese seniors were "broadening the horizons", "enriching life", "experiencing something different", "visiting new places", "visiting new places", "improving health and well-being" and "exercising physically". However, "seeking excitement" was the weakest motivation for Chinese senior tourists. With regard to the pull motivations, the top pull motivations included "safety of the destination", "cleanliness of the place", "touring and sightseeing", "reasonable price", "local climate", "appropriate travel distance" and "friendliness of local people". On the other hand, the "religious reason" was the least important for Chinese seniors.

Based on the push and pull model, this study identified three underlying push factors, namely "social& self-enhancement", "exploration/novelty seeking" and "physical exercising". The "exploration/novelty seeking" was the most important push factors motivating Chinese senior tourists, followed by "physical exercising" and "social& self-enhancement". The push factors identified in this study are somewhat different from the study of Liu et al. (2011) who indicated that "novelty" was not determined as a significant push factor for Chinese outbound tourists to Taiwan. However, it shows similarity with Chun (2014)'s study in which "novelty/relaxation" and "exploration" were the main motivations for Chinese outbound tourists. Horneman et al. (2002) and Jang & Wu (2006) also reported that seniors perceived the "novelty/knowledge seeking" as a key push factor for traveling. As Jang et al. (2009) suggested, the destination marketers should take the tendency of "novelty seeking" into consideration when tailoring travel products for senior tourists, especially for those who are seeking for exploratory activities and new experience.

The "physical exercising" was another travel need and internally motivated Chinese seniors. Even though sightseeing was still the main purpose for seniors to travel, however, as Wan & Wu (2014) and Li & Huang (2010) mentioned, seniors were showing high health-related demand due to the deterioration of body functions. Horneman et al. (2002) also discovered, for seniors, the health had emergingly become an important motivation. Therefore, the physical exercising could be an important push factor for seniors when considering whether to travel or where to go.

Chinese outbound senior tourists were also motivated by "social& self-enhancement". This is consistent with Zhou & Zhang (2015), Yuan et al. (2011) and Jang et al. (2009) who found that "self-improvement" was major motivational factors for Chinese senior tourists. Li (2011) explored the travel motivations of seniors in 10 different cities in China, showing that five push factors that motivated Chinese senior tourists included self-realization, novelty seeking, knowledge seeking, internal socialization and external socialization, which supports the second push factor "social & self-enhancement" in this study.

Three pull factors were identified as "accessibility & safety", "environment" and "facility". Of these pull factors, the factor "accessibility & safety" was perceived as the most attractive for Chinese seniors to travel outbound. These findings are consistent with Abooali et al. (2015) who demonstrated that, "accessibility to the destination" and "safety and security" were important for senior tourists among the destination attributes. For European seniors, the safety of the destination was one of the three main requirements for destination whereas the hotel accessibility and disability features were considered as less important among the destination attributes (Esichaikul, 2012).

To be specific, the pull items within factor "accessibility & safety" included the "reasonable price", "convenient customs immigration and quarantine procedure", "safety of the destination", "touring and sightseeing" and "appropriate travel distance". This is similar with Japanese and Pennsylvanian seniors. For them, traveling convenience and ease of tour arrangements, travel distances, reasonable prices, visiting local and historical sights and enjoying shopping and scenery were identified as significant (Sangpikul, 2008; Shoemaker, 2000).

For Chinese seniors, the "environment" in the destination was also important. This finding is in line with Fu & Zheng (2011) who found that Chinese seniors had high requirements

in destination environment which was proved to be one of the most important pull factors for Chinese seniors traveling in Sanya city. Specifically, within "environment" factor, the local climate, friendliness of local people, historical attractions, culture and art, and cleanliness of the place were highly important for pulling Chinese seniors, which is supported by Prayag (2012). Also, Abooali et al. (2015) indicated that "friendliness of the people" was important for seniors among attributes in destination whereas the "cultural/historical uniqueness" and "cleanliness of destination" were considered less important for seniors, yet all of which should not be overlooked by tourism marketers.

The pull factor "facility" which included "medical facility", "shopping facility", "physical activities facility", and "restaurant, hotel and airline facility" was found as another factor externally attracting Chinese seniors to travel, which is similar with study of Jang & Wu (2006) indicating that the facilities, event & cost was one of the important pull factor for Taiwanese seniors, especially the facilities for physical activities, and availability of shopping facilities.

5.2.2 Objective 2: To examine the effect of push and pull motivations on overall satisfaction;

The regression analysis between satisfaction and push and pull factors revealed that, generally, Chinese senior tourists' satisfaction was indeed affected by push and pull motivations. Specifically, all the pull factors positively predicted Chinese senior tourists' satisfaction; the push factors except "social& self-enhancement" positively predicted the satisfaction of Chinese senior tourists. That is, compared to push motivations, the pull motivations can better predict tourist satisfaction in this study. These results are supported by Yoon & Uysal (2005), Smith et al. (2010) and Cai et al (2012).

5.2.3 Objective 3: To identify the Chinese outbound senior tourists' perceptions of the importance of, and their satisfaction with, various destination attributes.

The findings implied that the expectations of "safety of destination", "hygiene of food and beverage" and "cleanliness of destination" were given a high importance by Chinese seniors. These findings are in line with results in the studies of Patterson (2006), Wang et al. (2013), Hsu (2001) and Dann (1977). This is where destination marketers must keep up the good work to attract this profitable market (Abooali et al., 2015). However, the least important attributes expected by Chinese seniors were "accessibility and disability facilities", "variety of products for shopping"

and "availability of medical equipment and staff". This is supported by Jang et al. (2009) who mentioned that seniors noware healthier, travel more frequently and stay away longer at greater distances than those in the past. Thus, this might result in their perceiving low importance for disability facilities and medical equipment and staff. Differently, with regard to the accessibility, Patterson (2006) argued that it was a significant service that needed destination planners to take into consideration. The results identified by this research also demonstrated that "variety of products for shopping" was least important among diverse destination attributes. This could be because travel agencies often force tourists to shop, which brings a rebellious feeling from tourists, thus, tourists become more reluctant to shop during tourism (Chen, 2013). As Agrusa et al. (2011) pointed out, there are still challenges in the development process of the Chinese outbound travel market including less experienced and professional outbound leaders, forced shopping, and inadequate knowledge of destination countries.

Overall, most of the Chinese seniors were satisfied with their outbound traveling. Chinese senior tourists were highly satisfied with the "variety of products for shopping", "safety of destination", "reason-ability of time arrangement" and "accommodation services", which is partly in line with Abooali et al. (2015).However, large and negative gaps between importance and satisfaction existed in attributes including "suitability of food and beverage for seniors", "safety of destination", "ease of communication", "hygiene of food and beverage", "value for money", "cleanliness of destination" and "availability of information" because the mean scores of satisfaction were significantly lower than its expected values. In other words, Chinese seniors gave high importance to these destination attributes but the destinations failed to meet their level. This is supported by Esichaikul (2012) who pointed out that "variety of suitability of food and beverage" was considered an important attribute for seniors. Meanwhile, Abooali et al. (2015) found that the "availability of information", "ease of communication" and "value for money" were not that important for senior tourists. On the other hand, "cleanliness and safety" was the most important factor in attracting tourists, which is in line with the study results of Dann (1977).

5.3 Implications for Government and Tourism Providers

The senior tourism market has been found to have obvious characteristics that distinguish it from other tourism market segments in many respects. To further develop this market and build a suitable environment for senior tourism, this research has provided some suggestions and recommendations as follows from the view of government, tourism authorities, tourism providers and marketers.

5.3.1 Improve the Welfare System, Policies and Infrastructure

First, in response to the development of the senior tourism market, the local governments should improve their social welfare system, especially the medical insurance and pension system, and formulate preferential policies on food, accommodation, transportation, tourist attractions and other aspects for senior tourists, thus to encourage seniors to travel and tourism companies to become involved in senior tourism (Liu, 2010). Second, the government could increase investment and improve the infrastructure construction in the tourist attractions. For example, the government where the tourist attractions are located should consider the construction of some special facilities needed by senior tourists. Many tourist attraction signs are not clear enough, toilets and other facilities are not developed well, which also should be taken into consideration in terms of providing convenience to senior tourists. Additionally, the tourist attractions can specially build some senior lounges in order to prevent the laborious queuing up of senior tourists.

5.3.2 Fill the Gaps between Importance and Satisfaction Perceived by Chinese Senior Tourists

This research findings show that seniors are significantly concerned about safety problems, cleanliness, communication, value for money and availability of information where wide gaps between importance and satisfaction exist. Therefore, the establishment and improvement of the travel insurance system and the safe medical system can help eliminate the constraints of participating in outbound tourism activities. The tour guides should be professionals with many years of experience and patience, which enables them to relieve the concerns of safety. The tourism destinations should also place high priority on cleanliness of destination, facilitating communication, value for money, availability of information and, most importantly, providing food and beverages suitable for seniors. By understanding these issues, tourism destinations can avoid

these problems in advance, and lower the dissatisfaction of tourists during their outbound travel.

5.3.3 Design Products based on Characteristics of Chinese Seniors

Not only the government, but also tourism companies, from a general perspective, should develop and design appropriate travel products, services and activities that meet the physical and mental characteristics of senior tourists based on their demographics and motivations, promote various elements such as food, accommodation, transportation, touring, shopping and entertainment in the tourism process, and effectively improve Chinese outbound senior tourists' satisfaction. Based on the Chinese senior tourists' preferences identified in this study, tourism companies can provide some packages like 1-6 days tour with reasonable timing arrangements in southeast Asia countries.

From the perspective of tourism modes, the demand for free independent travel has tended to grow. Even for group seniors, the requirements for flexible timing in destinations are increasing. Thus, tourism destinations should improve the traditional package tour which is still the main travel mode selected by seniors when traveling in foreign countries or regions, at the same time put more attention on independent travel, provide more tourism products and services oriented to experience local lifestyles and also improve the product quality around the needs of Chinese senior tourists. In view of hospitality, more budget rooms and guesthouses are suggested to attract Chinese seniors due to their saving-money habit. It is also suggested for catering industries to deeply excavate the local food resources and culture, create a local specialty food and beverage brand, optimize the dining environment especially the food safety and cleanliness, develop local specialties, host themed food festivals and special catering night markets to meet different consumer demands in different seasons. Besides, Chinese seniors traveled outbound mainly for sightseeing and entertainment; thus, the destinations could develop more natural resources or historic attractions.

5.3.4 Provide the Travel Products Related to Novelty and Health

In terms of travel motivation identified by this research, Chinese outbound senior tourists were strongly motivated by broadening the horizons, enriching life, experiencing something different and visiting new places. In correspondence to these findings about Chinese seniors, the tourism providers can develop some relaxing, different and novel products in order to satisfy their needs of broadening the horizon and experiencing something different. Furthermore,

"improving health and well-being" and "exercising physically" were important motivations for Chinese senior tourists to travel abroad. Thus, the products related to health should be brought to the attention. Tourism companies can design the products based on this feature. A case in point is sports tourism products which aim at the health of the seniors. Since the National Tourism Academy of China proposed the "Sports Fitness Theme Year" in 2001, sports tourism, as an emerging tourism product of the tourism industry, has been rapidly increasing. For example, travel to places like the mountains, forests, seaside, and caves which have many factors beneficial to the health of the seniors; hot springs containing various trace elements and minerals; mountain climbing, bicycle riding, and other such activities, are growth areas in many countries. However, considering the physiological and psychological characteristics of the seniors, sports activities with high exercise intensity, high risk and high irritability are not advocated in the process of sports tourism activities (Wu, 2011).

5.3.5 Subdivide Senior Market by Economic Conditions

Whether it is from the income level and actual consumption power of the seniors, or from constraints that limit their travel, economic factors occupy an important position in the decision-making of senior tourism. As a result, diverse levels of price strategy could be taken into consideration. First, the senior tourism market can be further subdivided according to the economic conditions and consumption levels (Wu, 2011). In this way, senior groups with different income levels can choose the travel products that suit them. It would thus be practical for tourism marketers to provide cost-effective preferential prices to achieve small profits but quick turnover for seniors with low income and low spending power, and also provide high-value and high-quality tourism services for high-income seniors. In this way, it enables different groups of consumers to find appropriate travel products.

5.3.6 Realize the Diversification of Publicity Channels

The Internet, as an information source, will exert a stronger impact over time (Liu et al., 2011). Based on the results established in this study, the Internet is becoming increasingly popular among Chinese seniors to get all kinds of information. Thus, it's suggested to put more attention on tour websites and social media that are generally popular among Chinese seniors, such as Ctrip and We Chat, and to create a senior tourism website to provide information services specially for senior tourists, which could enable Chinese tourists to have a general picture of

destination before they travel (Liu et al., 2011). For example, travel companies can provide seniors' favorite tourist attractions and tourist facilities involving global tourism resources, allow them to experience the customized services such as booking hotels that meet the preferences of seniors, checking their favorite foods, and choosing travel routes that are more in line with their hobbies and interests. Senior tourists should always have access to the destination climate, attractions, hotel profiles, prices, snacks, etc. before the trip, which can reduce the concerned factors before their traveling. It is worth noting that since most senior people will seek the opinions and listen to suggestions from relatives and friends before making tourism decisions, the word of mouth is also crucial in the marketing of senior tourism products (Wu, 2011).Therefore, for tourism destinations, the strategies are not only to stimulate the travel motivation of senior tourists, but also to comprehensively improve the service level and service quality, and pay attention to the services after purchasing. Otherwise it will lead to tourism complaints, form a negative word of mouth and further lose the potential senior market.

In short, senior tourists are a significant part of tourism market. With the advent of aging society, the senior tourism market presents a broad space for development and potential, and it is becoming a new tourism economic growth point. All parties should proceed from the consideration of the material and spiritual needs of seniors, deeply analyze their tourism motivational and behavioral characteristics, tailor the tourism products to meet the physical and mental features of seniors, enhance the quality and satisfaction of their travel experience, and adopt targeted and effective marketing strategies to make it flourish with great potential.

5.4 Limitations and Recommendations for Future Study

The senior tourism market is a broad research field, especially in the era of an increasingly aging population, and so the exploration of this field will inevitably become an important research topic. To enhance the level of service which is perceived of high importance by seniors could contribute to high satisfaction and a more favorable destination image (Abooali et al., 2015). This research has made some meaningful explorations and contribution on the study of Chinese seniors' outbound motivation and behaviors but there also exist several limitations that should be considered in the future research.

First, rich academic studies have been found on seniors' motivation and behaviors

in the context of developed countries, but there are only a handful of studies on Chinese seniors in outbound settings. Thus, there are limited contents on Chinese outbound senior tourism that can directly be referred to, which leads to deviations in the discussion of the article to a certain extent.

Second, because of the large number of questions in the questionnaire, it led to random filling of data or untrue filling when respondents accepted the investigation. Furthermore, tourists may not be very clear about their own travel behavior during the selection process because of the strong subjectivity. All of these factors will easily lead to distortion and ineffectiveness of the questionnaire.

Third, this research was conducted only in four areas of China within one and a half months (December of 2018-middle January of 2019). However, the motivational and behavioral characteristics of seniors in different regions may also differ. Considering this, the results cannot be generalized to other areas and applied for all the Chinese seniors.

Last, this study did not focus on specific destinations, thereby not providing specific implications, which results in a broad survey and results on overall preference of the senior tourists.

Therefore, further studies could be considered to collect data for a long period of time and in wider areas, which could ensure the generalizations to a certain degree; for seniors as a target population, the questionnaire should be relatively short, easy to understand, and only focus on specific themes considering their physical and psychological condition; a comparative analysis on the differentiation of the senior groups in different regions is suggested in order to find out their commonality and uniqueness; further studies can also specify a survey destination to provide more specific and meaningful implications for that specific destination.

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APPENDIX A

Questionnaire (English Version)

Outbound Chinese Senior Tourists Questionnaire

I am Jing Wang, MBA of international hospitality and tourism management in Prince of Songkla University, Phuket Campus, Thailand. This questionnaire is to understand the tourism motivation and behavior of outbound senior tourists in China. The questionnaire will be used only for academic purpose and the personal information contained in this questionnaire will be kept strictly confidential. Every opinion and information of the respondent is worth for this research, so the accurate and complete data is needed for the accountability and reliability of this research. Thank you very much for your cooperation!

Please mark √ in ☐ to indicate your answer.

Part 1：Profile of respondents

1. **Your gender**   ☐ male   ☐ female

2. **Your age**   ☐ 55-59   ☐ 60-65   ☐ 66 and above

3. **Your education backgrounds**

   ☐ Up to secondary school   ☐ Diploma   ☐ Bachelor's degree

☐Master's degree ☐Doctoral degree

4. **Your occupation background** ☐ unemployed ☐ self-employed

☐company employee ☐ government officer ☐ others (please specify___)

5. **Your health status** ☐ very good ☐good ☐ so so ☐ bad ☐ very bad

6. **Your work situation** ☐ retired ☐ still working (please specify _____)

7. **Your monthly income** ☐ less than 2000RMB ☐ 2001-4000RMB

☐ 4001-6000RMB ☐ 6001-8000RMB ☐ 8001RMB or above

8. **Main source of your travel money** ☐ all is from my children

☐ some is from children (___% is from children) ☐ all is from my savings ☐ government supported

9. **Your marital status** ☐ single ☐ married ☐ widow ☐ divorced

10. **Which province are you from? (please specify_____)**

Part 2: Travel behavior

1. What kind of accommodation do you prefer to live in?

☐deluxe hotel ☐ budget hotel ☐ guesthouse ☐ apartment

☐ house of friends/relatives ☐other (please specify_____)

2. What type of food do you like? (multiple choices)

☐ Chinese food ☐ western food

☐local food in outbound destination ☐ other (please specify_____)

3. Which season would you like to travel outbound? (multiple choices)

☐spring ☐ summer ☐ fall ☐ winter

4. How do you travel outbound? ☐ by train ☐ by bus ☐ by cruise/ship

☐ by air ☐ other (please specify) _____

5. How do you arrange your travel?

☐ independent travel (by yourself or with family and friends etc.)

☐ package tour ☐ tailored-made tour ☐ other (please specify_____)

6. What's your length of stay for the latest trip outbound? _____

7. For the latest trip, which destination have you traveled to? _____

8. Your travel purpose ☐ sightseeing ☐ health care ☐ avoid cold weather

☐ avoid hot weather ☐ entertainment ☐ visit relatives and friends

☐ religious worship ☐ shopping ☐ scientific investigation

☐ participate in specific activities ☐ business ☐ education

☐ other (please specify_____)

9. Your channel to obtain travel information (multiple choices) ☐ tourism website

☐ social media (such as WeChat and so on) (if yes, please go to question 10; if no, continue question 11) ☐ newspaper and magazine ☐ travel agency

☐ TV and broadcast ☐ recommendation from relatives and friends

☐ word of mouth ☐ other channel (please specify)_____

10. Which travel platform or social media did you get the travel information from (multiple choices)?

☐ Ctrip ☐ Qunar ☐ Tuniu ☐ Wechat ☐ QQ ☐ Baidu

☐ Mafengwo ☐ Fliggy ☐ TripAdvisor ☐ Weibo ☐ Other

11. The factors limiting your travel (multiple choices)

☐ discretionary income ☐ safety ☐ leisure time ☐ health status ☐ age

☐ opinions from relatives and friends ☐ life status of people around ☐ visa restriction

☐ language   ☐ distance   ☐ other factors (please specify) _____

12. How many international trips (included the latest trip) totally did you have in last3 years?

_____

13. What is your favorite style of itinerary in a foreign land?

☐ fixed itinerary (pre-fixed timing in a package tour)

☐ pre-fixed tour package with flexible timing

☐ solo trip according to personal timing and choice of destination for engaging with locals

14. What type of activities do you like to do in other countries? (multiple choices)

☐ take pictures   ☐ visit museum and historical sites

☐ buy souvenir (antique, handcrafts and arts)   ☐ shopping

☐ social activities   ☐ physical activities   ☐ sightseeing

☐ watch theaters/shows/plays   ☐ experience food and beverage culture

☐ traditional festivals   ☐ conferences ☐ health

☐ other (please specify) _____

Part 3: Travel Motivation

Please indicate below the extent of agreement toward the motivation to travel outbound

Push Motivation	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. For going out for vacation	1	2	3	4	5
2. For escaping from routine	1	2	3	4	5
3. For experiencing something different	1	2	3	4	5
4. For visiting new places	1	2	3	4	5
5. For pursuing beauty and novelty	1	2	3	4	5
6. For broadening the horizons	1	2	3	4	5

7. For visiting relatives and friends	1	2	3	4	5
8. For sharing travel experiences with	1	2	3	4	5
9. For enriching life	1	2	3	4	5
10. For seeking spiritual enrichment	1	2	3	4	5
11. For seeking excitement	1	2	3	4	5
12. For emotion and nostalgia	1	2	3	4	5
13. For patriotic feeling(for example	1	2	3	4	5
14. For improving health and well being	1	2	3	4	5
15. For exercising physically	1	2	3	4	5
16. For engaging in physical activity	1	2	3	4	5
17. Availability of shopping facility	1	2	3	4	5
18. Availability of medical facility	1	2	3	4	5
19. Facility of physical activities	1	2	3	4	5
20. Restaurant, hotel and airline facility	1	2	3	4	5
21. Touring and sightseeing	1	2	3	4	5
22. Religious reason	1	2	3	4	5
23. Culture and art	1	2	3	4	5
24. Historical attractions	1	2	3	4	5
25. Friendliness of local people	1	2	3	4	5
26. Local climate	1	2	3	4	5
27. Safety of the destination	1	2	3	4	5

Push Motivation	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
28. Cleanliness of the place	1	2	3	4	5
29. Reasonable price	1	2	3	4	5
30. Appropriate travel distance	1	2	3	4	5
31. Convenient customs, immigration	1	2	3	4	5

Part 4: Your perceptions of the importance of, and the satisfaction with, various destination attributes

Please indicate in this column the level of importance and satisfaction of destination attributes

Destination attributes	Level of importance					Your satisfaction of destination				
	Very unimportant	Unimportant	Neutral	Important	Very important	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
1.Location of accommodation	1	2	3	4	5	1	2	3	4	5
2.Accommodation services	1	2	3	4	5	1	2	3	4	5
3.Accessibility and disability facilities	1	2	3	4	5	1	2	3	4	5
4.Availability of medical equipment	1	2	3	4	5	1	2	3	4	5
5.Provision of senior-related facilities and services	1	2	3	4	5	1	2	3	4	5
6.Leisure activities that suit to seniors	1	2	3	4	5	1	2	3	4	5
7.Safety of destination	1	2	3	4	5	1	2	3	4	5
8.Cleanliness of destination	1	2	3	4	5	1	2	3	4	5
9.Availability of information	1	2	3	4	5	1	2	3	4	5
10.Ease of communication	1	2	3	4	5	1	2	3	4	5
11.Value for money	1	2	3	4	5	1	2	3	4	5
12.Local transportation	1	2	3	4	5	1	2	3	4	5
13.Variety of food and beverage	1	2	3	4	5	1	2	3	4	5
14.Suitability of food and beverage	1	2	3	4	5	1	2	3	4	5
15.Hygiene of food and beverage	1	2	3	4	5	1	2	3	4	5
16.Variety of tourist attractions	1	2	3	4	5	1	2	3	4	5
17.Variety of products for shopping	1	2	3	4	5	1	2	3	4	5
18.Special events and festivals	1	2	3	4	5	1	2	3	4	5
19.Friendliness of the people	1	2	3	4	5	1	2	3	4	5
20.Reason-ability of time	1	2	3	4	5	1	2	3	4	5
21.Convenience of currency	1	2	3	4	5	1	2	3	4	5

22.Procedure simplification of outbound document	1	2	3	4	5	1	2	3	4	5

Part 5: Compared to your expectation, what is your overall satisfaction for the latest trip?

(1= very dissatisfied, 2 = dissatisfied, 3 = neutral, 4= satisfied, 5 = very satisfied)

☐ 1   ☐ 2   ☐ 3   ☐4   ☐ 5

Thank you for your cooperation!

APPENDIX B

Certificate

VITAE

Name   Miss Jing Wang

Student ID   6030121013

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor of Arts	Henan Normal University, China	2016

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List of Publication and Proceeding (If Possible)

Wang, J., & Phetvaroon, K. (2019). Expectation and Satisfaction of Chinese Outbound Senior Tourists toward Destination Attributes. *25th Asia Pacific Tourism Association Annual Conference* (APTA 2019). July 1st- July 4th, 2019. Grand Mercure Danang, Vietnam.