Baby Boomers' and Seniors' Domestic Travel Motivations: An Examination of Citizens in Tainan, Taiwan

by

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AUTHOR'S DECLARATION

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

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ABSTRACT

The literature on the travel market has focused on the motivations and activities of different market segments, destination attributes, evaluation of well-being, travel behaviour and characteristics, and demographic information. Some work has been undertaken on seniors' travel motivations but the majority of this worked reported for North America. Few comparisons have been made between baby boomers' and seniors' travel motivations and preferences for domestic trip. This study investigated the domestic travel motivations of baby boomer (age 50 to 60) and senior (age 61 and over) citizens in Tainan, Taiwan. The study objectives were: (1) to present demographic information on senior and baby boomer domestic travelers; (2) to examine the travel motivations, destination attributes, and well-being of senior and baby boomer travelers; (3) to determine the differences in travel-related characteristics between senior and baby boomer travelers; and (4) to investigate whether those who travel more domestically also travel more internationally. A total of 184 citizens (100 baby boomers and 84 seniors) in Tainan, Taiwan, participated in this study.

The data were analyzed using simple descriptive statistics, t-tests, cross-tabulations, chi-squared tests and correlation analyses. The open-ended questions were recorded and analyzed for themes. The demographic data revealed that marital status, employment status, education, income and major source of income were significantly different between baby boomer and senior respondents, as were travel motivations. The destination attributes sought and evaluations of well-being were not significantly different between the groups. Some differences were found in travel behaviours and characteristics reported

by baby boomer and senior respondents, especially in the likelihood of traveling with an organized party, spending of money on traveling, joining an all-inclusive package tour, willingness to spend extra money on recreation, perceiving that seniors should stay at home or in silver town, and perceiving that travel improves their quality of life. In addition, traveling on overnight international trips influences the frequency of taking domestic trips for both groups.

This study contributes to the tourism literature by comparing baby boomer and senior respondents' travel motivations and preferences in domestic trips. The findings provided new insights into the understanding of tourist motivations, destination attributes, positive/negative affects and tourists' behaviors, particularly as experienced in domestic trip taken by baby boomers and seniors in Tainan, Taiwan.

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CHAPTER 1 INTRODUCTION

The tourism industry is continuously being paid more attention globally because the more tourists that visit a country and the longer they stay, the more they will spend in the destination. From an economic perspective, this will likely enhance the country's economy and improve residents' lives by increasing the country's GDP, increasing job opportunities for residents, and bringing more investment funds. Therefore, understanding tourists' preferences in their destinations is important, particularly those of market segments that are likely to increase in size. The National Research Council of the United States (2001) reported that the increase in life expectancy has produced rapid growth in the world's senior population. Therefore it is important to understand the travel behaviours of this expanding group of people and this is the major purpose for undertaking this study.

In recent decades, the global media have frequently reported on the baby boomer population and this is becoming an important topic that is receiving considerable attention throughout the world, including North America, Europe and also Asia. The U.S. Census Bureau (2006) reported that the oldest of the baby boomers will turn 60 years old in 2006 and it will become the largest percentage of any age group, as it contains 30% of the total population in the world. By 2030, one in every five Americans will be over the age of 65. A substantial proportion of this group is comprised of baby boomers (U.S.DHHS, 2006). Zimmer, Brayley and Searle (1995) stated that the travel and tourism industry should give more attention to those people who are approaching their golden years. According to the World Health Organization (2001), it is estimated that the baby boomer population will account for one quarter of the global population in

2050 and exceed one-third of the population in countries such as the U.S.A, Italy, Spain and Japan. A Hong Kong scholar mentioned that one in every three Hong Kong citizens will be over the age of 60 by 2033 (He, Y., 2004). In Taiwan, the Ministry of The Interior reported that citizens over the age of 65 will increase to 14% of the population in 2020 and 30% in 2030 (Long, F., 2003). A growing proportion of tourists in Taiwan will likely be in this age cohort, therefore, it is important to understand their travel preferences and what their travel patterns are likely to be. This is a major motivation for undertaking this study.

Although the definition of baby boomers varies slightly among countries, baby boomers are not confined to one nation but are a global phenomenon. However, the baby boomer generation in Taiwan is somewhat different from that in North America. In Taiwan, the baby boomer generation was born between 1949 and 1959 and is associated with a policy that encouraged people to have babies (Fang, 2002). The birth rate increased 3% to 4.24% in 1949 and this high fertility rate (above 4%) lasted for 10 years (1959). In 1960, the fertility rate fell below 4% (3.95%) (Ministry of the Interior, 1995) , this perhaps reflecting government efforts to try to reduce the birth rate (Hao, 2003). As more women were enrolled in school and their education increased, the fertility rate declined.

Wu (2003) studied seniors' travel motivations in Taiwan and the factors that influence them. Her paper is a key document in my research. She suggested that future research should examine both domestic and international travel separately. As well, future researchers should collect information from other types of groups, not just focusing on those in continuing education as she had done. In addition, she suggested

that psychographic variables should be included to explain more variation in the motivations. If these suggestions are followed, information that is more useful for the travel and tourism industry could be generated. My parents and relatives are part of the baby boomer generation and I would like to know more about the motivations and preferences of this group (people born between 1949 and 1959) in taking domestic trips. Thus, the research will focus upon the domestic travel of baby boomers (born between 1949 and 1959) in Taiwan.

Not many researchers have paid attention to travel by baby boomers. Rather, over the last twenty years, many scholars from all over the world have examined the senior travel market and its significance (Shoemaker, 1989; Easterlin, Schaedder, and Macunovich, 1993; Huang & Tsai, 2003; Jang & Wu, 2006). This is a larger group of which baby boomers are becoming an increasing proportion. However, no specific age has been widely accepted for the term “seniors” and the terms “seniors” and “baby boomers” overlap as Whitford’s (1998) article presented “preseniors” as those age 50 to 64 and “seniors” as those age 65 and older. Shoemaker’s (1989) study mentioned that 80% of vacation dollars were spent by people of 55 years and over in the United States. Easterlin et al. (1993) found that this group of baby boomers possesses a relatively large share of discretionary dollars - about two-thirds higher than their parents. Crompton (1979) stated that understanding the motivations of seniors to travel is an important concern to travel marketers. Taiwanese seniors who are 60 years and older constitute a large portion of the travel market (Ministry of Transportation and Communications of Taiwan, 2001). Huang and Tsai’s (2003) research defined the senior market as people over 55 years of age. They also mentioned that the traditional goal of earning money for

many seniors has changed to spending more on their own interests instead of bequeathing it to their children.

Furthermore, people, who were born within the period 1949 to 1959 in Taiwan have experienced not only the end of war and coming of peace, but also critical points in Taiwan's recent history, such as economic boom (between 1970 to 1995) (Taiwan Statistical Data Book, 2002) and depression (in 2001) (National Statistics, ROC, 2002). On the other hand, seniors in Taiwan, who were born before 1949, have experienced not only what the baby boomers experienced, but also the Second World War. Therefore, it is worth asking if these groups of baby boomers and seniors different from each other and from other age cohorts in their travel preferences and activities. However, the focus in this thesis is on a comparison of baby boomers and seniors and the attributes of other cohorts are not explored here. While the answer to the latter question would require conducting a larger comparative study, it is, nevertheless, worth focussing attention on baby boomers and seniors both because many of them possess a higher discretionary income than other generations, and because many of them are entering the "golden age" and constitute a substantial market for the travel and tourism industry. Due to the lack of research on these two specific groups in Taiwan, this study will attempt to fill a research niche by investigating Taiwan baby boomer and senior citizens' travel preferences and motivations in taking domestic trips. More specifically, the objectives of this study are to uncover the factors and relationships underlying baby boomers and seniors' domestic trips in Taiwan.

1.1 Study Objectives

The study reported here investigates the domestic travel motivations of baby boom and senior citizens in Tainan, Taiwan. The two specific age groups considered in this study are those born before 1949, and between 1949 and 1959. These particular age groups were chosen because this will separate the growing senior's market into two parts, permitting a comparison that will throw light on a sequence of temporal change. Consistent with this division and the definition of baby boomers commonly used in Taiwan, in this study those born before 1949 (age 61 and over) will be referred to as the senior market, and those born between 1949 and 1959 (age 50 to 60) as baby boomers.

The specific study objectives are:

1. To present demographic information on senior and baby boomer domestic travelers.
2. To examine travel motivations, destination attributes, and well-being between senior and baby boomer travelers.
3. To determine the differences in travel-related characteristics between senior and baby boomer travelers. These characteristics include the money they spend on travel, the use of package tours and their use of information sources, etc.
4. The focus will be on domestic travel by Tainan's baby boomer and senior citizens but foreign travel by the same individuals will also be considered to see if those who travel more domestically also travel more internationally.

By building on previous research, this study seeks to improve knowledge concerning the senior and baby boomer segments of the domestic travel market in Taiwan.

1.2 Hypotheses

To accomplish the objectives which reflect the lack of comparative research on the baby boomer and senior groups in the travel market, the following hypotheses have been developed and will be tested. The hypotheses are stated in a null form implying that no differences between baby boomers and seniors are expected. Similarly, the relationship between domestic and international travel is stated in the null form. However, in reality, it is expected that the null hypotheses will be rejected to reveal significant differences between the two groups and a negative affect of international travel on domestic travel.

Hypothesis 1: There are no differences in the demographic characteristics between baby boomer and senior respondents with the exception of age.

Hypothesis 2: There are no differences between baby boomer and senior respondents in travel motivations, destination attributes and well-being

Hypothesis 3: There are no differences in travel-related characteristics, such as the money they spend on travel, the use of package tours and the use of the information sources between baby boomer and senior respondents.

Hypothesis 4: There are no relationships between taking a domestic tour and/or international travel. This will be explored for both baby boomer and senior respondents.

1.3 Definitions

Baby Boomer: The baby boomer generation has been a broad discussion topic in Western countries. No single theory explains the existence of the baby boomer generation and its implications, and the core studies still focus upon the dramatic increase in the birth rate (Dailey, 1998). Interest in this topic is relatively recent among Taiwanese researchers. For example, a search for the key words “baby boom” in Taiwan’s Electronic Thesis and Dissertations Systems produced four dissertations: “The research of senior citizen welfare, nursing care, and reeducation in Japan,” “The Influence of Demographic Structure among Stock Price, Saving Rate and Investment Rate in Taiwan,” “The Social and Biological Structure of Female Elderly Population in Taiwan - A Case Study of the Baby Boom Group (1949-1959),” “The preparation for aged life of baby boom women in Tainan county.” These studies do not address issues related to travel and tourism, further justifying this study.

The definition of baby boomers in dictionaries and as used in related literature will be reviewed to clarify usage in this study and to place present usage into a broader context.

(1) From Wikipedia, the free encyclopedia

There are diverse descriptions for the beginning of the baby boomer generation revealing that researchers use the term in different ways. For example, Gillon divides baby boomers into two groups: boomers were born between 1945 and 1957, and shadow boomers born between 1958 and 1963. Today, the term shadow boomer refers to the echo boomers, i.e. the children of the baby boomers. Table 1 lists the baby boomer generation’s birth period as the term is commonly used in different countries. In the

Soviet Union, people born after World War II are often called the sputnik generation after the name of the Soviet-satellite which was launched in 1957.

Table 1.1

International Differences in the Baby Boomer Generation Period

France 1946–1974	Netherlands 1946–1972
United Kingdom 1946–1971	Ireland 1946–1982
Finland 1945–1950	Iceland 1946–1969
Germany 1955-1967	New Zealand 1946–1965
Sweden 1946–1952	Australia 1946–1965
Denmark 1946–1950	

Source: From Wikipedia (2008).

(2) The Concise Oxford Dictionary

This dictionary refers to a clear increase in the birth rate for a limited time only, and it indicates that the term is mainly used to signify this situation immediately following the Second World War.

(3) The American Heritage Dictionary of the English Language

This dictionary refers to an unexpected large boost in the birth rate that occurred from the late 1940s to the early 1960s in the United States.

(4) Australian Bureau of Statistics:

This source indicates that the period of 1946 to 1965 inclusive was the “baby boom”, when there were 4.2 million births in Australia in this 20 years period. This was identified by demographers from the fertility rate within those 20 years. The fertility rate has gradually declined since 1966. Statistics New Zealand, the Britannica Concise Encyclopedia and Ohio History Central On-line encyclopedia’s description offer similar definitions (Casey, 2003).

(5) China:

In China, the baby boomers were born within the period 1962 to 1980, because the growth population reached the highest peak especially between 1962 (the fertility rate was 37.01%) and 1970 (the fertility rate was 33.43%).

(6) The Ministry of Interior, Republic of China (Taiwan):

The Baby Boomer generation was born between 1949 and 1959 due to a policy that encouraged people to have babies (Ministry of the Interior, 1995).

Thus, it can be seen that the definition of the baby boomer phase varies slightly among countries. It also indicates that the baby boom occurred in many nations and is a world-wide phenomenon. Although there are variations in the temporal definitions of the baby boomer phase, their occurrences are very similar. They reveal that there will be a large group of seniors in the coming decades. Therefore, senior travellers should not be ignored but, rather, should be given greater attention. In this study, the term 'baby boomers' will be used to refer to those born between 1949 and 1959 in accordance with the definition used by the Taiwan Ministry of the Interior (1995). Most people in Taiwan believe that we are one year old when we are born, so that baby boomers are between 50 and 60 years old.

Senior Traveler: There appears no consensus in defining seniors in the tourism, leisure, and recreation literatures. The definitions of seniors is diverse and the age specifications used to classify senior travelers varies, ranging from 50 years of age and above (Blazey, 1992; Milman, 1998; Kim, Wei, & Ruys, 2003; Sellick, 2004; Wang, 2006; Cleaver, 2000); 55 years of age and above (Javalgi, Thomas, & Rao, 1992; Lieux,

Weaver & McCleary, 1994; Withiam, 1994; Shoemaker, 2000; Hsu, 2000; Sakai, Brown, & Mak, 2000; Baloglu et al., 2001; Huang & Tsai, 2003; Moschis, Curasi, & Bellenger, 2003; Roberson Jr., 2003; Reece, 2004; Shim, Gehrt, & Siek, 2005; Hsu, Cai & Wong, 2007); 60 years of age and above (Capella & Greco, 1987; Horneman, Carter, Wei, & Ruys, 2002; Jang & Wu, 2006), to between 65 and 74 years of age (Zimmer, Brayley, & Searle, 195). In order to distinguish between baby boomers and seniors, senior travelers in this study are defined as travelers who are 61years and above.

***Baby Boomer Traveler*:** A baby Boomer traveler is a traveler who is aged 50 to 60 years. The terms mid-aged traveler and mid-aged market are somewhat similar but not identical to baby boomer traveler.

Domestic Traveler: These are travelers who spent at least one-night in a destination within Taiwan in the preceding 12 months.

Motivation: Motivation in this study refers to the reasons "why" a traveler chooses to take a trip. Motivation often depicts the conditions that drive people to act and provides direction for the action once it is stimulated or activated (Mannell & Kleiber, 1997).

1.4 Delimitation

1.4.1 Scope

1. This study is concerned with baby boom citizens who are 50 to 60 years old and senior citizens who are 61 years old and over in Tainan, Taiwan.

2. Although there are many concerns and issues related to seniors' travel, this study is focused upon both baby boomer and senior citizens' domestic trips to find out the differences and the factors that influence them.

3. Geographically, the study was delimited to one county area situated in the southwest of Taiwan.

4. Temporally, this study examines two groups of travelers who had taken domestic trips within the preceding 12 months.

1.4.2 Limitations

1. This study was limited to baby boomer and senior travelers within certain locations and time periods. It did not fully consider international trips taken by these two groups of travelers. Consequently, caution must be exercised in extrapolating the results of this study to other locations.

2. As data would be gathered through self-administered questionnaire surveys and contacts would be made through snowball sampling, the research has the limitations associated with such methods. Data collection through snowball sampling may generate bias because the technique reduces the probability that the sample will provide a wide diversity of intentions and interests from the total population. However, the population of concern was difficult to isolate and sample, so the method has the countervailing advantage of efficiency as it facilitated contact with relevant individuals, thereby reducing redundancy.

3. The study was limited to domestic trips for at least a one-night in a destination within Taiwan in the preceding 12 months.

4. Gender status was controlled to have an approximately equal proportion of males and females.

CHAPTER 2 LITERATURE REVIEW

2.1 Senior Travel Market

The review of literature has been undertaken on the senior travel market. Specific topics discussed include three main themes: (1) Travel behaviour and characteristics; (2) Travel motivations; (3) Profile and destination choice. Each of these will be considered below.

2.1.1 Travel Behaviour and Characteristics

Senior travelers' research is diverse in the topics studied but it is widely reported that senior travelers have certain needs and expectations that may well be different to younger travelers. An examination of the literature reveals that most previous studies on senior travelers have concentrated on descriptive issues including the travelers' preferences (Moschis, Curasi & Bellenger, 2003; Horneman, Carter, Wei & Ruys, 2002; Lieux, Weaver & McCleary, 1994), needs (Ananth, Demicco, Moreo, & Howey, 1992), motivations (Jang & Wu., 2006; Hsu, Cai, & Wong, 2006; Sellick, 2004) and behaviour (Fleischer & Pizam, 2002; Javalgi, Thomas & Rao, 1992; Huang & Tsai, 2003; Reece, 2004; Shim, Gehrt & Siek, 2005). This research has been undertaken in order to understand the destinations that people go to, the travel mode that they take and the things that they do.

Horneman et al. (2002) found in Australia that the most preferred holiday choice for senior travelers was a reliable package to places where people rarely go or to a real Aussie environment instead of taking in the sites and dining in luxury at an exclusive retreat. Blazey (1992) presented similar findings in the U. S. Baloglu and Shoemaker

(2001) pointed out that senior motorcoach travelers in Pennsylvania tend to use travel as an approach to build friendships; however, they are unlikely to want to return to the same place. Jang et al. (2006) identified that the most important motivation of seniors in Taiwan were 'knowledge-seeking' as a push factor and 'cleanliness and safety' as a pull factor. Fleischer et al. (2002) found that income and health were two factors that influence individuals in Israeli in the age group of 55 and over to take a vacation. Javalgi et al. (1992) demonstrated that the U.S. seniors were more likely to use travel agents to making their travel arrangements than non-seniors. Similarly, Shim et al. (2005) indicated that the more the mature consumers in the U.S. contacted travel agents and friends, the more likely they are to have a higher affective attitude toward pleasure travel. Milman (1998) stated that level of happiness for senior travelers in the U.S. was associated with the level of activity on the trip instead of the actual trip experience. Huang et al.'s (2003) research found that senior travel satisfaction in Taiwan was much influenced by tour-related and tour staff services (Glenn, 1994).

In addition, the consumer behaviour of the senior market has become an increasingly important area of interest to researchers and the travel industry. Reece (2004) demonstrated that housing type and distance had a different relationship to U.S. senior households' leisure travel behavior in travelling to South Carolina when compared with U.S. non-senior households i.e. senior households would travel farther than non-senior households. Beldona (2005) investigated the U.S online travel information search behaviour among different cohorts (seniors, born between 1925 and 1942; baby boomers, born between 1943 and 1960; and Generation Xers, born between 1961 and 1981) and found that there had been a significant increase in use of online

travel information. He suggested that baby boomers who were in their retirement years (60 years old) could be easily accessed through internet surfing. You and O'Leary (2000) examined travelers' behaviour in overseas travel changes in Japan over time through longitudinal and cohort analysis and found that the older travel market was becoming more active compared to a decade before. Sakai, Brown and Mark (2000) found that it was advisable to examine Japanese overseas travel propensities for men and women separately given their markedly different patterns of travel. Shoemaker (2000) stated that it may be difficult to change seniors' attitudes and travel behaviours in Pennyslvania, as attitudes regarding travel may be formed at an early age. The same argument in Canada has been made by Zimmer, Barley and Searle (1995). On the other hand, Ananth et al. (1992) indicated that mature travelers have certain needs and expectations that may well be successful with younger travelers.

From a hospitality perspective, Moschis et al. (2004) found that mature consumers' preferences in the Unites States were to accept a new service, to remember a message, or to shop at a place when they could easily relate the new situation to what they already knew. Fu and Parks (2001) found that the most important factor to influence U.S. elderly customers' behavioral intentions was friendly service and individual attention instead of tangible aspects of service. Lieux et al. (1994) investigated lodging preferences for the senior tourism market in the Unites States according to eight types of lodging properties, and three clusters were identified: Cluster I "novelty seekers," (mainly young seniors who like to experience new things and new destinations), Cluster II "active enthusiasts," (young seniors as well and they were interested in physical activities, seeking warm weather activities, taking trips of longer duration and they had higher income), and

Cluster III “reluctant travelers” (mainly 65 years and older males, they had low income and took trips of shorter duration).

Research such as that reported above on a variety of topics could be used to assist travel operators and travel service providers to identify the factors that are related to seniors’ decisions to travel in order to create positive travel experiences and to maximize customer satisfaction and retention (Shim, et al., 2005).

2.1.1.1 Source of Information Used

Source of information is an important factor to be considered in studies of the senior marketplace. Researchers (Leventhal, 1997; Tongren, 1998; Tourism Bureau, 2006[b]) have reported that seniors mostly gain travel information from family, relatives and neighbours, through word-of-mouth. Ananth et al. (1992) showed that word-of-mouth and reputation play large roles in selection decisions, according to the number of travelers who noted that ‘hotel reputation’ and ‘personal sources’ influence mature travelers’ selection of an hotel. This is similar to Horman et al.’s (2002) findings that print media, word-of-mouth recommendation, and travel agent were ranked highly, as well as mass media, as sources of information (Shim et al., 2005). This has implications for the ways in which the senior market is best approached (Ananth et al., 1992). Ryan (1995) mentioned that brochures were the medium most likely to be referred to by retired people and they have a strong influence on travel destinations. Blazey (1992) found that post-retirees appeared to be heavier users of travel information, especially for family travel, while pre-retirees highlighted travel for business purposes.

This use of information sources has changed through time, due to the growth of Internet use. Beldona (2005) evaluated changes in online search behaviour for travel

information between 1995 and 2000 across generational cohorts (between 18 and 97 years). In addition, Buhalis and Sowerby (1996) pointed out that technology is an influential tool with economic, social, cultural and environmental benefits for destinations. It is also used for personal travel assistance in the travel decision-making process. Beldona (2005) found that the Internet is not mainly used by young people in travel information search behaviour anymore and use by older travelers has increased more rapidly. The research shows that seniors' preferences for acquiring travel information are different from other age cohorts but the situation is dynamic and continues to change.

2.1.1.2 Hospitality Services

Ananth et al. (1992) found that travelers of all ages are 'value minded' and are concerned about price and quality. Nevertheless, Lieux et al. (1994) demonstrated that there were distinct psychographic segments within the senior market for accommodation. Marvel (1999) found that discounting was a principal marketing tool used to attract senior customers. It can be adapted to meet seniors' specific needs. Knutson, Elsworth and Beck (2006) demonstrated that older diners, who have used discounts frequently, were more price sensitive with respect to the affordability of eating out. 'Service by wait-staff' was the most important restaurant attribute of concern to older diners and 'familiarity' was an important factor that made older diners feel comfortable at restaurants (Fu et al., 2001). Seniors want service quality and that will satisfy all travelers (Withiam, 1994)). However, satisfaction is linked to the needs and purposes of travel. Each person does not obtain the same satisfaction from the same tour package. Satisfaction is an emotional response that links expectations and actual experience.

Motivation also influences satisfaction. Jang et al. (2006) noted that it is important to conduct motivation research on seniors in different countries to validate results.

2.1.2 Travel Motivations

Motivation is considered to be a critical variable that drives almost everything else (Crompton, 1979). Mook (1996) suggested that motivation is the cause of human behaviour. Motivation refers to a psychological condition in which an individual is oriented towards and attempts to attain a kind of fulfillment (Bromley, 1990). An examination of the senior travelers' literature indicates that senior travel motivations have been widely discussed; however, studies are based on western theories and their meanings vary. McReynolds (1991) concluded that it is difficult to express clearly the term "motivation."

Researchers (Huang & Tsai, 2003; Lee & Tideswell; 2005; Wang, 2006; Jang & Wu., 2006) have tried to apply western motivation theory to seniors' traveler in Chinese contexts. In Huang and Tsai's (2003) study on senior travelers (aged 55 and over and divided into 3 groups: 55-59, 60-64 and 65 and over) behaviour in Taiwan, data were collected from 284 respondents, and 12 traveling motivation characteristics were found among senior participants in all-inclusive package tours. However, the authors did not indicate how these 12 characteristics were determined. The three most important motivation characteristics were reported as "get rest and relaxation (35.6%)," "meet people and socialization (20.1%)" and "spend time with immediate family (11.6%);" and the least important motivation characteristics were "tell your friends about your trip (0.4%)," "engage in physical activities (1.8%)." The authors concluded that their findings were similar to those of Guinn (1980) and Anderson and Langmeyer (1982) and

stated that there are no differences between Taiwanese and American senior travelers in motivations. Unfortunately, the comparison was improper and the conclusion was unsubstantiated. Huang and Tsai's (2003) study did not indicate whether there were similarities or differences among these three age groups; they just used overall senior travelers' results for comparative purposes. Guinn (1980) examined nine motivations for elderly recreation vehicle tourists in Texas and found that their motivations in order of importance were "rest and relaxation, social interaction, physical exercise, learning, excitement and nostalgia". Significant relationships were found between the five motivations and selected leisure activities, age, occupation, income, and perceived health status (Guinn, 1980). Anderson and Longmeyer (1982) examined the differences and similarities between travelers under and over the age of 50 years (based on a sample of 826 households in the Dayton Standard Metropolitan Statistical Area). They found that both groups preferred to take pleasure trips for rest and relaxation and for visiting family and relatives; however, the over-50 group was more likely to visit historic sites.

Lee and Tideswell (2005) examined whether Confucian philosophy was a restraint which discourages senior Koreans from travelling for leisure purposes and the attitudes of this market towards leisure travel. Two hundred Koreans aged over 60 years were surveyed in Dobongu, Mapogu and Sungbokgu in Seoul. The authors found that the most popular motivations for travel in order were to experience natural attractions, to visit new places and experience new things, to occupy free time, to rest and relax, and to stay healthy. Also, these senior respondents noted seven constraints to travel, the most important either being too old to travel (similar to Sakai, Brown and Mak 2000) or feeling guilty about travelling away from family and friends. However, Lee and

Tideswell (2005) explained that differences in results among previous studies could be attributable to where the survey was distributed. For instance, an earlier study found that seniors (the mean age of respondents was 75.8 years) did not travel largely because poor health hampered them from doing so, and data were collected from residents in Manitoba (over 64 years of age) (Zimmer, Brayley & Searle, 1995); the majority of respondents in this study (the majority of seniors were under the age of 70) felt that their health was good enough to allow travel due to where the data were collected (i.e. welfare centres which attract seniors who are healthy enough to engage in various activities (Lee and Tideswell, 2005).

Wang (2005) examined the travel motivations of senior tourists aged 50 years or older participating in group package tours in Taiwan. A total of 293 seniors in Taiwan were surveyed and they were asked about 18 reasons to travel. Findings indicated three motivation groups: Easy Travelers (who tend to engage in group package tours for "rest and relaxation", and said that "to participate in a group tour is more convenient"), Passive Tourists (who tend to engage in group tours "to visit new places" and "experience new things") and Active Participants (who tend to engage in group tours "to visit new places," "to seek spiritual enrichment," "to seek intellectual enrichment," "to experience new things", "to spend time with immediate family" and they said that "to participate in a group tour is more convenient"). This is different from Huang and Tsai's findings concerning senior outbound travelers because Wang's study is focused on senior domestic group package tours.

Jane and Wu (2006) investigated senior travel motivations in Taiwan and the factors that influenced them. The respondents were aged 60 years or over and were

attending continuing education classes at the Senior Service Centres in Taipei, Taiwan. A total of 353 questionnaires were collected. The authors reported that, in order, five main push factors (i.e. “knowledge-seeking,” “ego-enhancement,” “relaxation,” “socialization,” and “self-esteem”) and three pull factors (i.e. “cleanliness and safety,” “natural and historical sites,” and “facilities, events and costs”) were important. They also concluded that marketing efforts should emphasize knowledge-seeking activities among female seniors because they are more likely to be motivated by knowledge-seeking than male seniors. However, this conclusion is inappropriate because data were collected from seniors attending continuing education classes. Obviously, these seniors would be interested in seeking more knowledge. Also, most of these respondents were female (73.7%). The authors also suggested that “emotion” is an important factor related to the travel motivations of seniors in Taiwan.

2.1.3 Profile and Destination Choice

Presently, two of the challenges that the resort industry faces are changing travelers and environmental management. Those resort managers who are aware of the changes occurring in the marketplace (e.g. increase of senior travelers) and are proactively taking action to respond to these changes will gain advantages in the future (Chon & Singh, 1995). Accordingly, researches have demonstrated that the senior market is varied with respect to segmentation, profile, lifestyles, lifecycle, loyalty and destination choice. Today, senior travelers are heterogeneous and a diversity of techniques has been used to segment the older travel market, in addition to age which was a traditional marketing approach. Many studies have demonstrated differences in the types of travel between younger and older age groups (Ananth et al., 1992; Beldona,

2005; Blazey, 1992; Fleischer et al., 2002; Fu & Parks, 2001; Horneman et al., 2002; Huang et al., 2003). Researchers have recently examined the effects of other variables on seniors' destination choices (Cleaver, 1999; You et al., 2000; Zimmer, et al., 1995; Shoemaker, 2000), including other demographic and psychological attributes (Baloglu & Shoemaker, 2001; Horneman et al., 2002), travel modes (Baloglu et al., 2001) and reasons for travel (Shoemaker, 2000; Lieux et al., 1994).

Vincent and De los Santos (1990) distinguished three segments according to reason for travel and kind of or level of activity preferred on a trip. Horneman et al. (2002) segmented an Australian senior market using demographic and psychographic variables, while Zimmer et al. (1995) focused on discriminating the differences between older adults who travel and those who do not, and also on discerning between destinations. In addition, Sellick (2004) defined and profiled the travel-motive segments within the senior market. Ryan (1995) found that the older the respondents, the more likely they were to value the chance to visit a place which they were interested in, and to do things not usually done in a normal manner. A factor that more strongly influenced the destination choice for older people than for younger holiday-makers was past experience of the destination (Smith & MacKay, 2002; Ryan, 1995). As well, if the wait-staff has built relationships with the senior diner and the restaurant has provided warm and friendly ambience that makes senior diners feel as if they are dining at home (Fu et al., 2001), this can turn them into loyal customers. Likewise, Hsu's (2000) study found that the senior travelers choose motorcoach tours based on their satisfaction from previous experiences and brand loyalty to motorcoach tour operators and tour packagers.

Cleaver and Muller (2002) recognized and estimated the comparative size of seven travel motive segments categorized as nostalgics, friendlies, learners, escapists, thinkers, status seekers and physicals. You et al. (1999) segmented older travelers in the United Kingdom into three diverse groups by employing push-and-pull travel motivation factors and demonstrated different demographics, attitudinal dimensions, and travel characteristics. Cleaver et al., (2000) also gauged the market size of each segment by following a similar approach to that used by Kim, Wei and Ruys (2003) who segmented the market of senior travelers using demographics and several travel attributes employing neural network techniques. Lieux et al. (1994) segmented senior travelers in the United States into three distinct groups (novelty seekers, active enthusiasts and reluctant travelers) on the basis of reasons for travel. They found that senior travelers are diverse and can be divided into different segments on the basis of their participation in leisure travel.

Life-cycle refers to change of behaviour through the lifetime of an individual and is most often associated with changes in family structure (Oppermann, 1995). March (2000) proposed a Japanese Travel Life cycle, which is a useful segmentation tool, to analyze and target travellers, while Oppermann (1995) demonstrated that “longitudinal approaches” can expose differences between different cohorts better than the travel life cycle, which only reveals individual travel careers. This is similar to You et al.’s (2000) research which has used a longitudinal approach to investigate whether senior travellers’ behaviour in overseas travel changes over time in terms of travel propensity, destination activity participation and travel philosophy.

These general patterns of segmentation, including changes through the lifecycle and other longitudinal approaches are used to provide useful information on senior travelers. However, researchers and tour operators should be aware of the source of information used by seniors, such as word-of mouth, because they like to talk about their experiences when they return home (Jang and Wu, 2006).

2.2 Taiwan's Tourism: Profile of People in Taiwan Having Taken any Vacations or Pleasure Trips of at Least One Night

The following data indicate what research the Taiwan Tourism Bureau has done to date. Taiwan's domestic and outbound data are compared. The increase of national income and the prevalence of a two days break on every alternate week will create tourism opportunities for people in Taiwan and it will become an important part of their leisure life gradually. This policy could apply to domestic baby boomers who are not yet retired. According to the Tourism Bureau's (2008) research, the percentage of domestic travelers in the age group of 40 to 49 (20.1% to 20.9% of the total domestic travelers), 50 to 59 (13.3% to 13.6% of the total domestic travelers) increased from 2005 to 2006. However, the Tourism Bureau's (2006) research shows that travelers who have taken a domestic vacation or pleasure trip decreased 3.7% (91.3% to 87.6%) from 2005 to 2006. However, outbound increased 1.5% (16.4% to17.9%). In addition, the research indicated that 70.3% of people make both domestic and outbound trips, yet 29.7% of people agree that the chance of taking domestic trips is reduced by participation in outbound trips.

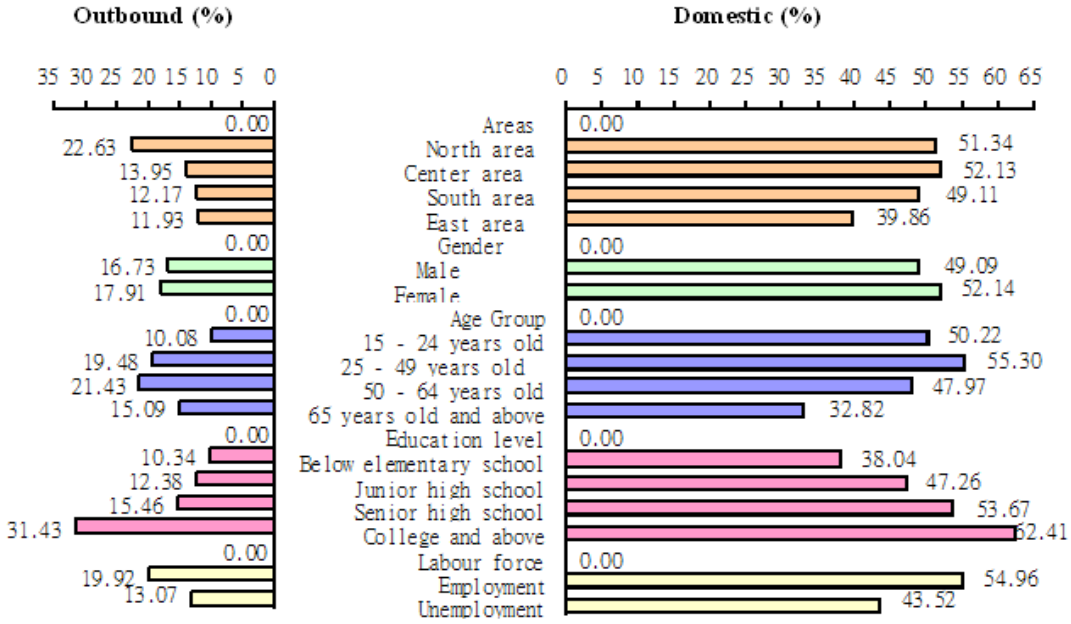
In 2000, 9,458,000 people or 55.9% of the population aged above 15 years old took a vacation or pleasure trip of at least one night (Figure 2.3.1). This figure includes domestic tourists accounting for 8,564,000 people (50.6%), indicating an increase of

31.6% compared to 1994. Outbound tourists accounted for 2,931,000 people (17.3%), compared to 1,818,000 people (11.7%) in 1994, indicating an increase of 5.6% (Executive Yuan, 2000).

Regionally, the North, Centre and South parts of Taiwan each indicated about 50% of residents taking domestic trips. The East of Taiwan was different with only 39% of people taking domestic trips (Executive Yuan, 2000). Outbound travel was most prevalent among residents in the North part of Taiwan at 22.6%, which was 8% higher than for other parts of Taiwan. From a gender perspective, slightly more females than males had taken both domestic and outbound vacation or pleasure trips at 52.1% to 49.1%, and 17.9% to 16.7% respectively (Executive Yuan, 2000). With respect to age, those aged 25 to 49 years old accounted for 55.30%, the most active group in taking domestic trips. Those of 65 years and over accounted for 32.82%, which is the lowest group for domestic trips. Thus, there was a considerable change in behavior as people became older. Data for outbound trips were somewhat similar: middle-aged people from 50 to 64 years old were ranked first (21.4%) and the age group of 65 years and over (15.1%) was ranked third (Executive Yuan, 2000). Also, the proclivity to take a vacation or pleasure trip increased with education. For example, people who had taken domestic and outbound trip with only an elementary school educational background or below were 38% and 10.3 % respectively. In contrast, the figures were 62.4% and 31.4% respectively for those with technical college education and above (Executive Yuan, 2000).

Chart 2.3.1

The percentage of Taiwanese people of age 15 and above who took vacations or pleasure trips in 2000



Source: Directorate General of Budget, Accounting and Statistics, Executive Yuan, R.O.C. (2000).

The average number of domestic and outbound vacations or pleasure trips taken annually was 3.3 times and 1.6 times respectively, and both of trips were taken mainly with family members. However, frequency of traveling declined with age and was only 2.86 times for those aged 65 years and over, 3.09 times for those aged of 50 to 64 years old, compared with 3.32 times for those 15 to 24 years and 25 to 49 years (3.42 times). For outbound trips, the highest group was 50 to 64 years with 1.8 trips a year and those 65 years and over were ranked third (1.48 times a year) (Executive Yuan, 2000). The age groups 50 to 64 years and 65 years and over had the same preferences for travel companions: family members were the primary companions for both domestic and outbound trips. However, the higher the age level, the more likely travel is with neighbours: the percentage increased from 25.7% (50 to 64 years) to 40.23% (65 years and over) in domestic trips and from 5.85% (50 to 64 years) to 7.74% (65 years and over) in outbound trips.

The above information does not address travel by baby boomers directly. Little information addresses their motivations for undertaking domestic trips. Thus, further research is required.

2.3 Summary

Many studies have been undertaken of senior travelers but the majority focus on western countries and comparatively little attention has been paid to senior travelers in Asia. The oldest of the baby boomer generation in Taiwan is 50 to 60 years old and this is usually considered as part of the senior group. Research has been undertaken on senior travelers but little research has concentrated specifically on baby boomers.

Senior traveler motivations have proven to be useful concepts in understanding travelers' decisions to travel. In conducting senior traveler motivations research, demographic characteristics have been commonly used as explanatory variables. The influence of "culturally ingrained beliefs" has not been considered in studies of senior travelers in Taiwan. This should be considered because Taiwanese people have received traditional Confucian philosophy. In addition, senior traveler motivation researchers have focused on different types of respondents (such as all-inclusive package outbound travel tours, residents in a community group (i.e. welfare centres), outbound senior group package tours, senior citizens attending continue education classes) and comparisons have been made between Western and Eastern research. Findings have indicated that senior travelers are heterogeneous; therefore, more research should be done on them. In this study, the domestic trips of senior travelers (50 and over) in Taiwan will be the focus of attention.

CHAPTER 3 METHODOLOGY

The purposes of this study are to examine the travel motivations of the baby boomer and senior populations in Taiwan and to probe the relationships between their motivations and intentions to travel. This chapter provides an overview of the research methods that will be used to answer the research hypotheses introduced in Chapter 1. The first section describes the study setting. The following section explains the research approach and the survey participants. The third section details information about the research instruments and their translation. It also describes the pilot testing of this instrument. The final section describes the measurement of selected variables and data analysis.

3.1 Study Setting: Tainan Area (Tainan County and Tainan City), Taiwan.

The baby boomer generation's special characteristics and the huge number of seniors with many different attributes mean that a comprehensive population analysis cannot be undertaken with time and resource constraints. Therefore, this study will be undertaken using a sample taken from a specific region. The geographical scope of the study is the Tainan area of Taiwan and the sample will be selected from citizens who were born before 1949 and between 1949 and 1959 inclusive who are the target groups for this research.

Tainan County, an administrative division which is divided into 31 towns, is a large territory. The total area of the county is 2,016 square kilometers and it is ranked 9th in area of Taiwan's counties; but has the largest area of arable land at over 90,000 hectares (Ministry of Interior, 2001). A total of 1,106,833 residents resided in this county in 2003. Xinying is a County-controlled city in Tainan County; and Youngkang

city has the most population. Tainan is a typical agricultural county (Ministry of Interior, 2001).

Table 3.1

Taiwan-Fuchien Area, City and County's Aging Index

County/City	Young population (0-14 years)	Elderly population (65 years and over)	Aging index	County/City	Young population (0-14 years)	Elderly population (65 years and over)	Aging index
Taiwan (R.O.C.)	3,845,691	1,592,459	41.41	Kaohsiung County	243,985	105,374	43.19
Yilan County	96,874	48,873	50.45	Pingtung County	179,578	93,184	51.89
Taoyuan County	419,083	131,976	31.49	Taitung County	47,528	27,889	58.68
Hsinchu County	105,326	44,207	41.97	Hualien County	70,228	38,230	54.44
Miaoli County	117,287	62,867	53.60	Penghu County	16,809	13,184	78.43
Taichung County	342,288	109,973	32.13	Keelung City	78,924	35,416	44.87
Changhua County	279,538	127,806	45.72	Hsinchu City	84,680	31,743	37.49
Nantou County	109,438	59,051	53.96	Taichung City	230,836	64,967	28.14
Yunlin County	141,952	89,153	62.81	Chiayi City	58,229	23,726	40.75
Chiayi County	105,842	71,820	67.86	Tainan City	152,152	58,183	38.24
Tainan County	214,137	122,239	57.08	Taipei City	507,614	261,838	51.58
				Kaohsiung City	296,050	110,759	37.41

Source: Department of Statistics, Ministry of the Interior, (2002). Dependency Ratio's Variance-Statistic Analysis in Taiwan-Fuchien Area.

Over one-Third of Tainan County residents (aged over 15 years) (36.4%) are engaged in agriculture, forestry, fisheries, animal husbandry and hunting. Industrial production and related workers (including food processing), transport equipment operators and manual workers accounted for another third (32.3%) of employment. There has been a substantial exodus of young and middle-aged population with the

result that the aging index (the ratio of the elderly population to the population under 14 years of age) of Tainan County was 57.08 (Ministry of the Interior 2002). This ranked Tainan fifth in Taiwan after Penghu County (78.43), Chiayi County (67.86), Yunlin County 962.81) and Taitung County (58.69) (Table 3.1).

According to the County and City Integrated Development Plan, population estimates for 1995, 2000, 2005, 2010 and 2015 indicate that the elderly population in Tainan County will continue to increase, with the ratio rising from 3.05% in 1965 to 10.08% in 2015. In contrast, the proportion of young people will decrease. Thus, the problem of an aging population already exists (Ministry of Interior, 2001). This is often seen as a problem because it means that a proportionately smaller workforce will have to support a larger elderly population with increased demands for social services such as healthcare. However, an aging population is not simply a problem; they may constitute a good opportunity for travel and tourism industry if they have the inclination to travel, for such as older people may have more time and money to take trips.

Tainan City is in the south of Tainan County and is the fourth largest city in Taiwan after Taipei, Kaohsiung and Taichung. Tainan City is the oldest city in Taiwan. In 1621, the Dutch colonized Taiwan. Jheng Chenggong recovered Taiwan from the Dutch in 1661 and began his control of Taiwan from Tainan City. From this time on, Tainan became the main urban centre of Taiwan and in 1684, when the Cing Dynasty took control, Tainan became the capital. After the restoration of Taiwan in 1945 from Japanese colonization, Tainan became a provincial city. In 2004, the city was divided into 6 areas: East, South, North, Midwest, Anping and Annan. Thus, Tainan has a rich cultural legacy and is famous as the ancient cultural capital of Taiwan. Many local

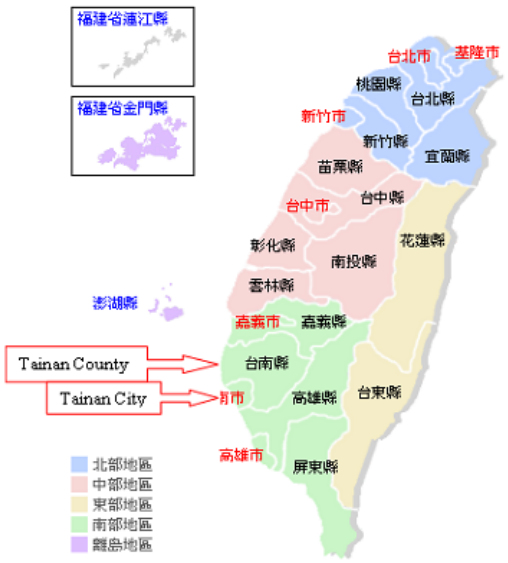
people possess conservative Chinese culture and beliefs (Division of Clinical Research, 2006).

At the end of 2005, the population in Tainan city was 756,859 and 72.89% were between 15 and 64 years of age, and 8.69% were elderly. The sizes of both groups have increased in recent years: from 69.81% and 6.97% respectively in 1996 indicating an ageing population (National Policy Foundation, 2000).

The study is conducted in Tainan County and Tainan City (adjacent to Tainan County, Figure 1-1) and focuses upon the Baby boomer generation that was born between 1949 and 1959 as well as on older travelers who were born before 1949. The Tainan area was chosen because it has a rapidly ageing population, because no similar research has been conducted there and for convenience. Also, a mixed county and city sample provides a sample from diverse settings.

Figure 3.1

Map of Republic of China (Taiwan)



Source: Taiwan Chamber Of Commerce. (2004). Retrieved June 19, 2008 from http://www.chamber.org.tw/index.asp.

3.2 Research Approach

A positivist research paradigm involving quantitative approaches was used in this research. Hypotheses were generated and presented in Chapter 1. The travel motivation literature is based primarily on this approach (Ananth et al., 1992; Fodness, 1994; Withiam, 1994; Cha et al., 1995; Babbie, 1998; Milman, 1998; Baloglu et al., 2001; Fu et al., 2001; Jang & Cai, 2002; Horneman et al., 2002; Huang et al., 2003; Wang, 2006; Jang & Wu; 2006) and social science researchers have indicated that a quantitative approach is an excellent tool for research that focuses on attitudes, behaviour and performance (Babbie, 1998; Dillman, 2000). A questionnaire was used to collect data from two target groups: baby boomers (50 to 60 years of age) and seniors (61 years and above). "The purpose of the questionnaire is to obtain reliable and valid data on the subject being researched" (Finn, Elliott-white, & Walton, 2000, p87). In this case, the emphasis was on domestic trips with questions on tourists' motivations, attributes considered in selecting destinations, tourists' well-being, sources of information used, perceptions of travel, and tourists' behaviours, characteristics and demographics.

A self-administered questionnaire was distributed to potential respondents aged over 50 years. There are some disadvantages in using a self-administered questionnaire, such as lack of flexibility, weak validity and no measurement on social action (Babbie, 1998). However, respondents could complete the questions at their own pace and it could save time in collecting a large amount of data, reduce costs spent on feedback, reduce interviewer bias and ensure the respondents' confidentiality (Dillman, 2000). Before distributing the questionnaire to the main sample, a pilot test of 10 people was undertaken in Chinese to check the clarity and content validity of the questionnaires.

These modifications were summarized and are presented in Appendix C. Most of the modifications were minor changes to improve the flow of the sentences. Two questions were modified. The option “Visiting casinos/gambling” under the question “Which of the following best describes your activities on your major domestic trip?” was deleted because there are no legal casino and gambling activities in Taiwan. The other question that was changed concerned the sources of information used before taking the domestic trip. It was found that respondents could not distinguish between tour operators, travel clubs, and a travel agency. Thus, only travel agency was used to reduce the confusion. Besides, the question “While on vacation, I want luxury, nice food, and a comfortable place to stay” was separated into three separate questions, as “While on vacation, I want luxury,” “While on vacation, I want nice food,” and “While on vacation, I want a comfortable place to stay,” so that the questions were more specific.

The snowball sampling method was selected to identify potential respondents. Although a random sample might have produced a more representative sample, it would have been expensive and time consuming. Furthermore, no sample frame of baby boomers and seniors existed from which a sample could be drawn. A purely random sample would have resulted in numerous contacts that were outside the scope of the study. Instead, the snowball sampling method was used for convenience and less cost. The disadvantage of this method is that no precise idea of the representativeness of distribution can be obtained and the results can not be generalized to a larger population with confidence. In an attempt to compensate for such biases, a initial interviewees were selected with an apparent diversity of characteristics. Then, respondents were asked to recommend of other potential sample members with the same interests and different

interests to them (Finn, Elliott-white, & Walton, 2000, p87). Respondents were invited to participate in the survey and assured of confidentiality in reporting before a questionnaire was delivered to them. A research proposal was approved by the University of Waterloo Office of Research Ethics before the survey was conducted.

In summary, this study was focused on baby boomers and senior citizens in the Tainan area through snowball sampling. A sample of 184 respondents completed the self-administered questionnaires.

3.3 Instrument Development

The survey instrument was originally designed by Wu (2003) for her dissertation on exploratory Taiwanese seniors' travel motivations and travel behaviour. Wu examined three types of seniors: domestic and international travelers and non-travelers. She also adopted a rigorous research design. Furthermore, Jane and Wu (2006) used the instrument on research concerning seniors' travel motivations in Taiwan that has been published in *Tourism Management* where in they assessed the validity and reliability of their questionnaire. The Chinese version of their Domestic Traveler Questionnaire was used in this study. In addition, based on the literature review, three more questions were added to this questionnaire, which was administered in Mandarin. The questionnaire included five sections: (1) tourist motivations; (2) attributes considered in selecting a major destination; (3) the evaluation of well-being; (4) tourist behaviours and characteristics; and (5) demographic information.

Figure 3.2

Flow Chart of Research Process

Source: Wu, C.-M E. (2003)

For the first section, Wu (2003) used a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree) for identifying agreement with the item "Why is your vacation important to you?" This section also asked questions related to social-adjustive function to find out individuals' social interaction with family and friends on their vacation as revealed in their attitudes. A 5-point Likert scale was used to "reduce frustration and increase the response rate" (Lee, 2002). Two sample questions were "While on vacation, I want a comfortable place to stay" and "I just like to travel, to go somewhere, and to do something." One question that was added was "I think that taking

an outbound trip will reduce the chance for me to take a domestic trip." The purpose of this question was to explore if the taking of domestic and overseas trips were linked. Copies of the questionnaires are provided in Appendix A-B.

The second section of the questionnaire elicited information on attributes which were considered in selecting a major destination. It was only relevant to the respondents who had taken a vacation of at least one night within the preceding 12 months (including trips to visit friends and relatives). A 5-point Likert scale from 1 (not at all important) to 5 (very important) was utilized to examine the importance of these attributes.

The difference in motivations between baby boomers and senior citizens is only one aspect of leisure travel. Zimmer et al. (1995) mentioned that personal well-being also influences the choice of travel destinations and a well-being scale was developed with 12 items by Mroczek and Kolarz (1998). Respondents were asked to rate the frequency of occurrence of specific feelings over the past six months. A 5-point Likert-type scale was used from 1 (none of the time) to 5 (all of the time). These questions were divided into two parts: positive and negative affects. The six positive affect questions contained the following items: "feeling cheerful, in good spirits, extremely happy, calm and peaceful, satisfied, and full of life." The six negative affect questions were: "so sad nothing could cheer you up, nervous, restless or fidgety, hopeless, that everything was an effort, and worthless." Tourist behaviours and characteristics were evaluated to categorize the respondents into two groups: non-traveler, or domestic. Questions were used to determine respondents' main motives for either not taking a trip at all or traveling to a major domestic destination within the preceding 12 months. The tourist behaviours and characteristics section included questions related to travel destinations,

travel party composition, the amount of money spent on the trip, and the intent to travel. The willingness to spend money on travel was posed as a dichotomous question. Two questions were added to this section. “What was the main source of information that you used before taking the trip?” (Milman, 1998) and an item concerning the “Internet” was used to determine the information sources that were used. “Which of the following was the perception of travel for you? (Please check all apply)” (Lee & Tideswell, 2005) was used to ascertain perceptions of travel and to explore if a conservative Chinese culture was a constraint that may deter respondents from traveling for leisure purposes.

The demographic section included questions about gender, age, marital status, education level, occupation, major source of income, and income level. Place of birth was not included in this study since the respondents were all living in Tainan County and Tainan City. Several self-perception questions regarding economic and health status were also included. Participants were asked to describe their economic status based on a 5-point Likert scale (1: very difficult, 2: a little difficult, 3: enough, 4: abundant, and 5: very abundant). The perceived health status was evaluated by asking individuals to rate themselves from bad (1) to excellent (5). One open-ended question was included for additional comments. The questionnaires are provided in Appendix A-B.

3.3.1 Translation of Instrument

The original instrument was written in both English and Chinese versions; however, only the additional questions were in English and required translation into Chinese. Translation and back translation methods were applied in the additional questions in developing the questionnaire. In a cross-cultural study, the items of the original instrument are translated into that local language and made suitable for cultural

differences to maintain satisfactory validity (Beaton, Bombardier, Guillemin, & Ferraz, 2000). Back-translation is a common procedure used to maintain consistent meaning (Guo, 1995). The procedure for translation and back-translation used for this study is explained as follows:

1. Instrument direct translation: The additional questions were added to the initial English instrument and translated into the target language (Chinese) by the researcher who speaks Chinese as her primary language.
2. Back translation was undertaken by an expert committee: Two bilingual professors in Taiwan and one doctoral student majoring in Recreation and Leisure Studies reviewed both the English and Chinese versions for wording, content validity, clarity of instructions and introductory statement, and design of the questionnaire.
3. Review by Taiwanese baby boomer and senior respondents: Four Taiwanese respondents reviewed the Chinese instrument. An evaluation sheet was available details on what if anything was changed.
4. Chinese instrument modification: The Chinese instrument was modified based on recommendations from the expert committee and Taiwanese baby boomer and senior respondents.

3.3.2 Pilot Test

A pilot test was conducted to test the clarity and content validity of the questionnaires. Ten Taiwanese baby boomer mid-age and senior respondents from the study population were chosen as pilot test subjects. A face-to-face interview was conducted with each individual to collect detailed comments and information. Based on

these recommendations, a minor change in Chinese wording was needed without influencing the English translation (See Appendix C).

3.4 Data Analysis

The following section describes the types of analyses and the Statistical Package for the Social Sciences (SPSS) 15.0 version for Windows 2000 that was used to analyze the data. This package allowed the researcher to obtain descriptive statistics for all of the survey data collected in this study. Initially simple descriptive statistics such as percentages, means and standard deviations were calculated. Further analyses are influenced by the results of these first steps. However, they are likely to involve cross-tabulations and the use of non-parametric tests such as chi-squared. Responses for baby boomers and seniors will be compared using T-tests.

3.5 Summary

A survey instrument was developed and administered to a sample of baby boomer and senior residents of Tainan July and August 2008 and the resulting data were analyzed using SPSS. The research procedure that was adopted received prior approval from the Office of Research Ethics of the University of Waterloo.

CHAPTER 4 FINDINGS

This chapter will begin by analyzing the descriptive statistics of the sample along with the travel motivations reported by baby boomer (age 50-60) and senior (age 61 and over) respondents. It will also indicate whether there were any relationships and interactions among tourist motivations, attributes considered in selecting the destination, well-being and tourist behaviour in the two age groups. The results of open-ended questions will also be included in this descriptive analysis to provide information on the travel destinations, the amount of money spent on the trip, and the intent to travel. The data pertaining to each hypothesis will then be analyzed separately looking at the differences between baby boomers and senior respondents and the influence of the demographic variables on these relationships.

4.1 Descriptive Statistics of the Sample

A frequency distribution and descriptive statistics were used to analyze these data The socio-demographic information on the study respondents for both baby boomers (age 50-60 years) and seniors (age 61 and over), including information on gender, age, marital status, education level, occupation, major source of income, income level, and self-perception questions regarding economic and health status and well-being is provided in Table 1. Totals, means (M) and standard deviation (SD) or percentages are listed for both groups (baby boomers and seniors) separately, as well as for the total sample.

From the analysis of the descriptive statistics it is evident that the baby boomer and senior groups in Tainan in this sample were certain differences from each other. First of all, the demographic profile of the total 184 respondents showed that 54.3%

were baby boomers and 45.7% were seniors. The baby boomer group reported on mean age of 55.1 years and the senior group had a mean age of 67.6 years. Of the baby boomers, most were female (55.0%), married (93.0%), employed full time (50.0%) and junior or senior high graduates (64.0%). Of the seniors, 47.6% were female respondents, married (88.1%), and retired (46.4%). The groups were very similar in genders composition, but the senior respondents had a lower level of education than the baby boomer respondents; most were either lower than elementary school graduates (46.4%) or junior or senior high graduates (46.4%). An interesting fact to note about the differences between the two groups was that the monthly income brackets for the baby boomer respondents fell mainly into range of NT$40,001-NT$50,000 (25.0%), NT$20,001-NT$30,000 (20.0%) and NT$50,001and above (19.0%) income. This was higher than the senior respondents whose monthly income mainly fell into the range of NT$10,001-NT$20,000 (26.2%), less than NT$10,000 (19.0), or NT$40,001-NT$50,000 (17.9%). This is to be expected as most baby boomers were still in the workforce whereas the majority of the seniors were retired. Approximately 75% of the baby boomer respondents reported that their major source of income was either from employment (39.0%) or from personal savings, interest or investments (37.0%), and seniors reported income mainly from personal savings, interest or investments (44.0%), children (22.6%) or employment (15.5%). Over 90% of both groups of respondents owned their own house. Baby boomer respondents considered their health to be good (52.0%), fair (38.0%) or excellent (8.0%) and senior respondents considered their health to be fair (45.2%), good (40.5%) or poor (9.5%). Thus, senior respondents commonly perceived that they had poorer health than the baby boomers. Both groups seemed to be

quite satisfied with their economic status, as more than 80% of the baby boomer respondents perceived their economic status as enough (83%) or abundant (10.0%). A smaller proportion, but still over three quarters (76.2%) of senior respondents, on the other hand, perceived their economic status as enough or abundant (15.5%), and more (3.6%) indicated their economic status as very abundant. Both baby boomers (M=3.73. SD=0.73) and senior (M=3.61. SD=0.71) respondents were positive towards their life most of the time. However, some reported a negative affect some of the time and this was slightly less common among baby boomers (M=2.11, SD=0.78) than seniors (M=2.22, SD=0.65).

Table 4.1

Demographic Characteristics of Baby boomer and Seniors' Domestic Travelers

Domestic Traveler (n=184)						
Variables	**Overall (n=184)**		**50-60 (n=100)**		**61 and over (n=84)**	
	Mean	SD	Mean	SD	Mean	SD
Age			54.3%		45.7%	
Average age	**60.77**	**7.689**	**55.06**	**3.142**	**67.56**	**5.713**
Gender	**1.52**	**0.501**	**1.55**	**0.500**	**1.48**	**0.502**
Male	48.4%		45.0%		52.4%	
Female	51.6%		55.0%		47.6%	
Marital Status	**1.19**	**0.620**	**1.15**	**0.592**	**1.24**	**0.652**
Married	90.8%		93.0%		88.1%	
Single	1.1%		2.0%		-	
Widowed	6.5%		2.0%		11.9%	
Divorced	1.6%		3.0%		-	
Employment Status	**2.87**	**1.628**	**2.57**	**1.771**	**3.23**	**1.365**
Employed full time	34.2%		50.0%		15.5%	
Employed part time	4.9%		3.0%		7.1%	
Retired	30.4%		17.0%		46.4%	
Temporarily unemployed	2.2%		3.0%		1.2%	
Homemaker	26.6%		24.0%		29.8%	
Other	1.6%		3.0%		-	
Education	**1.96**	**0.848**	**2.21**	**0.844**	**1.65**	**0.752**
Less than elementary school	28.8%		14.0%		46.4%	
Junior or senior high school	56.0%		64.0%		46.4%	
Technical or vocational school	6.0%		9.0%		2.4%	
University and graduate degree	9.2%		13.0%		4.8%	

Monthly Income	**3.49**	**1.730**	**3.88**	**1.725**	**3.04**	**1.631**
Less than NT$10,000	14.7%		11.0%		19.0%	
NT$10,001-20,000	13.6%		3.0%		26.2%	
NT$20,001-30,000	17.4%		20.0%		14.3%	
NT$30,001-40,000	16.3%		18.0%		14.3%	
NT$40,001-50,000	21.7%		25.0%		17.9%	
NT$50,001 and above	13.6%		19.0%		7.1%	
Major source of income	**3.65**	**1.646**	**3.81**	**1.600**	**3.45**	**1.689**
Children	15.2%		9.0%		22.6%	
Pension or insurance	8.2%		7.0%		9.5%	
Income from employment	28.3%		39.0%		15.5%	
Government social welfare	3.3%		-		7.1%	
Personal saving, interests or investments	40.2%		37.0%		44.0%	
Donations from society, friends, or relatives	-		-		-	
Other	4.90%		8.0%		1.2%	
Own home	**1.05**	**0.216**	**1.06**	**0.239**	**1.04**	**0.187**
Yes	95.1%		94.0%		96.4%	
No	4.9%		6.0%		3.6%	
Perception of health [a]	**3.54**	**0.700**	**3.66**	**0.655**	**3.4**	**0.73**
Excellent	6.5%		8.0%		4.8%	
Good	46.7%		52.0%		40.5%	
Fair	41.3%		38.0%		45.2%	
Poor	5.4%		2.0%		9.5%	
Bad	-		-		-	
Self-perceived economic status [b]	**3.09**	**0.560**	**3.05**	**0.479**	**3.17**	**0.598**
Very abundant	2.2%		1.0%		3.6%	
Abundant	12.5%		10.0%		15.5%	
Enough	79.3%		83.0%		76.2%	
A little difficult	4.3%		5.0%		3.6%	
Very difficult	1.6%		1.0%		1.2%	
Well-being [c]						
Positive Affect	3.68	0.720	3.73	0.727	3.61	0.710
Negative Affect	2.16	0.725	2.11	0.784	2.22	0.647

[a] Perception of health was rated using a 5-point scale from (1) bad to excellent (5).
[b] Self-perceived economic status was rated using a 5-point scale from very difficult (1) to very abundant (5).
[c] Positive and negative affect were rated using a 5-point scale from none of the time (1) to all of the time (5).

The overall impression then that is derived from the above statistics is that, with the exceptions of age, employment status, education, income and major source of

income, there are considerable similarities in the socio-economic characteristics of the baby boomer and senior samples.

Descriptive statistics were also run for all of the separate tourist motivations, destination attributes, well-being, and tourist behaviour and characteristics. The means (M) and standard deviation (SD) for all these variables are reported in Appendix Table D-2, Table D-3, Table D-6 and Table D-7. From the analysis of the descriptive statistics it is evident that baby boomers and senior respondents reported slight differences in their motivational factors and preferred destination attributes. The baby boomers generally presented higher mean scores in agreement with motivational factors than senior respondents, except for the question “I like to be able to talk about the places I’ve visited and the things I’ve seen on vacation.”Also, the baby boomers presented higher mean scores than senior respondents concerning the importance of destination attributes, with the exception of “historical sights,” “public transportation,” and “walking paths or other places to walk for exercise.” The three tourist motivations items that received most and least agreement are shown in Table 4.2. The item with the highest agreement among both groups was “I want to see the things while on vacation that I don’t normally see,” followed by “It’s important for me to spend time with family and friends during the vacation”. “I think that kinds of accommodations that you get on vacation are real important,” was ranked third in agreement for the baby boomer respondents; and “I like to see how other people live” was ranked third among seniors. “I think that taking an outbound trip will reduce the chance for me to take a domestic trip” was accorded the least agreement among motivations to travel for both groups. From the baby boomer respondents, the next lowest agreement was given to “A vacation means visiting places

where my family came from" followed by the item of "A vacation means being able to do nothing." For senior respondents, the next least agreement was accorded to "A vacation means being able to do nothing" and "It's important for me to go someplace fashionable on vacation."

The baby boomer and senior respondents answered the 12 destination attribute questions and the three most and least important items are also were indicated in Table 4.2. The baby boomer and senior respondents both considered "safety and security" as the most important attribute when selecting a destination. "Standard of hygiene and cleanliness" and "environmental quality" were ranked as the second and third most important attributes for the baby boomer respondents. These were ranked as the third and second most important attributes respectively for the senior respondents. "Availability of shopping facilities" was the least important attribute, followed by "facilities of physical activities" for both groups. "Historical sights" was ranked the third least important attribute for the baby boomer respondents, and "special events and attractions" was ranked third by seniors. Overall, seniors generally had lower mean scores on both tourist motivations and destination attributes.

Table 4.2

Agreement and Important Rankings of Tourist Motivation and Destination Attributes

		Tourist Motivations[a]					
	Rank	**Age 50-60 (n=100)**			**Age 61 and over (n=84)**		
		Items	M	SD	Items	M	SD
Most Agreement	1	I want to see the things while on vacation that I don't normally see.	4.23	0.664	I want to see the things while on vacation that I don't normally see.	4.08	0.853
	2	It's important for me to spend time with family and friends during the vacation	4.15	0.730	It's important for me to spend time with family and friends during the vacation	4.02	0.760
	3	I think that kind of accommodations that you get on vacation are real important	4.09	0.698	I like to see how other people live.	4.01	0.799
Least Agreement	1	I think that taking an outbound trip will reduce the chance for me to take domestic trip.	3.24	0.965	I think that taking an outbound trip will reduce the chance for me to take domestic trip.	3.08	0.881
	2	A vacation means visiting places where my family came from.	3.46	0.784	A vacation means being able to do nothing.	3.11	1.120
	3	A vacation means being able to do nothing.	3.51	0.959	It's important for me to go someplace fashionable on vacation	3.24	0.873
		Destination Attributes[b]					
Most Important	1	Safety and security	4.80	0.532	Safety and security	4.73	0.665
	2	Standards of hygiene and cleanliness	4.75	0.557	Environment quality of the air, water and soil	4.64	0.633
	3	Environment quality of the air, water and soil	4.71	0.591	Standards of hygiene and cleanliness	4.52	0.784
Least Important	1	Availability of shopping facilities	3.07	0.935	Availability of shopping facilities	2.98	0.944
	2	Facilities for physical activities	3.25	1.077	Facilities for physical activities	3.19	1.047
	3	Historical sights	3.46	0.915	Special events and attractions	3.42	0.921

[a]Tourist motivations were evaluated using the scale of 1: Strongly disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: Strongly agree;

[b]Destination attributes were evaluated using the scale of 1: Not at all important; 2: Not very important; 3: Neutral; 4: Somewhat important; 5: Very important.

Six separate questions concerning positive and negative feelings felt by the baby boomer and senior respondents during the past 6 months are indicated in Table 4.3. During the past 6 months, the baby boomer had more positive feelings than senior respondents; as well, the baby boomers had fewer negative feelings than senior respondents. Both groups similar patterns of negative affects; for instance, the items "Nervous," "Restless or fidgety," "Everything was an effort," and "So sad nothing could cheer you up" had higher mean scores than the mean for all negative feelings. On the other side, the questions "In good spirits," "Cheerful," and "Satisfied" were indicated more positively by baby boomers. The items "Calm and peaceful," "In good spirits," and "Extremely happy" exhibited mean scores than were marginally higher than the overall mean score for the senior respondents.

Table 4.3

Positive/Negative Affect[c] of Respondents

	Domestic Traveler (n=184)					
	Overall (n=184)		**Age 50-60** (n=100)		**Age 61 and over** (n=84)	
	M	SD	M	SD	M	SD
Negative Affect	**2.16**	**0.725**	**2.11**	**0.784**	**2.22**	**0.647**
1. So sad nothing could cheer you up?	2.23	0.914	2.19	0.929	2.29	0.899
2. Nervous?	2.41	1.010	2.39	1.118	2.44	0.869
3. Restless or fidgety?	2.39	1.002	2.36	1.030	2.43	0.973
4. Hopeless?	1.65	0.803	1.60	0.853	1.70	0.741
5. That everything was an effort?	2.34	0.996	2.22	0.970	2.49	1.012
6. Worthless?	1.93	0.906	1.88	0.913	1.99	0.898
Positive Affect	**3.68**	**0.720**	**3.73**	**0.727**	**3.61**	**0.710**
7. Cheerful?	3.72	0.860	3.81	0.849	3.61	0.865
8. In good spirits?	3.77	0.820	3.88	0.795	3.63	0.833
9. Extremely happy?	3.68	0.843	3.72	0.842	3.63	0.847
10. Calm and peaceful?	3.66	0.884	3.67	0.954	3.65	0.799
11. Satisfied?	3.68	0.924	3.74	0.906	3.61	0.944
12. Full of life?	3.55	0.885	3.56	0.868	3.55	0.911

[c] Positive and negative affect were rated using a 5-point scale from none of the time (1) to all of the time (5).

Differences between the age groups in tourist behaviour and characteristics are shown were in Table 4.4. The baby boomer respondents (M=2.19; SD=2.017) had attended fewer overnight trips for pleasure purposes than senior respondents (M=2.99; SD=3.569). The average length of stay for a domestic trip was 2.35 days for the baby boomer respondents and 2.83 days for senior respondents. In addition, the average dollars spent on their major domestic trip last year for the baby boomer respondents was NT$9,958 compared to NT$7,134 for seniors. This may suggest that the baby boomer respondents were better-off than the senior group. For baby boomers, time commitment (67%) was the main reasons for not having trip last year. At 63%, the figure for seniors was similar.

Table 4.4

Age Groups Differences in Tourist Behaviour and Characteristics of Respondents

	Domestic Traveler (n=184)			
	Age 50-60 (n=100)		Age 61 and over (n=84)	
	M	SD	M	SD
1. How many overnight trips in Taiwan, primarily for pleasure purposes (not including visiting family and relatives), did you take last year?_____ trips	2.19	2.107	2.99	3.569
2. What was the domestic destination you visited in your major trip last year? (The major trip is defined as the trips where you spent the longest time. Please write only one).	Taipei (13.0%), Hualien (7.0%) and Hualien and Taidong (5.0%)		Hualien (9.5%), Hualien and Taidong (9.5%), Taipei (8.3%)	
3. How many nights did you spend in your major domestic trip last year? nights	2.35	1.480	2.83	3.539

4. What was the main source of information that you used before taking the trip? (Please check all apply) Yes	n=88		n=73	
Travel agency	15.0%		15.5%	
Newspaper	9.0%		1.2%	
Brochures of the destination	2.0%		4.8%	
Magazine	2.0%		2.4%	
Travel guides	8.0%		13.1%	
Internet	6.0%		6.0%	
Friends and relatives	62.0%		60.7%	
Other	6.0%		13.1%	
5. Which of the following best describes your traveling party on your major trip in Taiwan? (Please check all apply) Yes	n=88		n=73	
Along	1.1%		2.7%	
Spouse	35.2%		42.5%	
Family/Relative	33.0%		34.2%	
Friends	44.3%		35.6%	
Business Associate	4.5%		5.5%	
Organized group (School group, tour group, religious group, etc)	28.4%		53.4%	
Other	1.1%		-	
6. Which of the following best describes your activities on your major domestic trip? (Please check all apply) Yes	n=88		n=73	
Sightseeing	83.0%		83.6%	
Shopping	14.8%		17.8%	
Visiting national park	33.0%		28.8%	
Dining in restaurants	18.2%		24.7%	
Visiting historical sites/museums	18.2%		17.8%	
Playing golf	1.1%		1.4%	
Commercial guided tour	21.6%		19.2%	
Engaging in physical activities (such as hiking, biking and climbing)	17.0%		24.7%	
Visiting friends and relatives	11.4%		8.2%	
7. Please think about your major trip in Taiwan last year, please estimate how much money you and your traveling party spent (including air travel, food, accommodation, transportation, entertainment, shopping souvenirs, etc.)?NT $ _____	$9,958	$8,545	$7,134	$8,117

8. Did you join the all-inclusive package tour?	n=88	n=73
1. Yes	30.7%	53.4%
2. No	69.3%	46.6%
If so, how much was the tour fee? NT $ _____	$4,188 $2,490	$4,396 $5,138
9. Would you spend money on recreation if you have some extra money?	n=100	n=84
1. Yes	80.0%	65.5%
2. No	20.0%	34.5%
10. Will you plan any overnight trips in Taiwan next year?	n=100	n=84
1. Yes	80.0%	76.2%
2. No	20.0%	23.8%
If so, where do you plan to travel? _____	Not decide the destination yet (17.78%), Hualien (14.44%), Taipei (13.33%), Taidong (12.22%)	Not decide the destination yet (25.0%), Taidong (15.0%), Nantou(12.5%)
Provide one major reason why you selected this destination?	Beautiful scenery (3.0%); Nice Weather (3.0%); Enjoy the nature (2.0%)	Beautiful scenery (8.3%); Fresh Air (4.8%)
11. Are you planning any overnight international trips next year?	n=100	n=84
1. Yes	62.0%	48.8%
2. No	38.0%	51.2%
If so, what major destination is in your plans? _____	Japan (38.10%); Mainland China (11.11%); Europe (9.52%)	Japan (34.29%); Mainland China (31.43%); Not sure yet (5.71%)
Provide one major reason why you selected this destination?	Beautiful scenery (4.0%); Never been there before (4.0%); Visiting relatives (3.0%); Cheap price (2.0%)	Beautiful scenery (3.6%); Natural environment is very beautiful (2.4%)

12. Which of the following was the perception of travel for you? (Please check all apply) 1=Yes; 2= No	n=100	n=84
Seniors should stay at home or in silver town	-	6.0%
My family would approve of my travel	66.0%	69.0%
I would feel guilty of my travel	3.0%	2.4%
Travel improves my quality of life	64.0%	45.2%
My health is good enough to allow me travel		58.3%
Travel is a way to stop life from becoming boring	50.0%	42.9%
Traveling makes me tired	45.0%	8.3%
I am too old to travel	3.0%	6.0%
I have plenty of time to travel	2.0%	32.1%
Other people (friends/family) tell me I am too old to travel	30.0%	1.2%
My spouse dislike travel	2.0%	7.1%
I prefer to make my own travel arrangements	5.0%	22.6%
Travel requires too much planning	24.0%	6.0%
I have more important things to do than travel	4.0%	8.3%
I cannot afford to spend money to travel	4.0%	3.6%
I need to travel with somebody else	40.0%	46.4%
13. What was your main reason for not having a trip last year?	n=100	n=84
1. For Health reasons	7.0%	15.5%
2. Of time commitments	67.0%	63.1%
3. Of financial constraints	6.0%	3.6%
4. Too far away from where I live	1.0%	-
5. No companions to go travelling with	11.0%	10.7%
6. No interest in vacations	6.0%	2.4%
7. Others	2.0%	4.8%

Almost half of the baby boomer respondents indicated that they agree (39.0%) or strongly agree (6.0%) that taking an outbound trip will reduce the chance for them to take a domestic trip; and over one-third of seniors indicated that they agree (28.6%) or strongly agree (4.8%) that taking an outbound trip will reduce the chance for them to

take a domestic trip. Most of the baby boomer respondents indicated that they intended to travel domestically (80%) and internationally (62%) in the following year. Senior respondents indicated that they intended to travel domestically (76.2%) and internationally (48.8%) in the following year. Friends and relatives were the main source of information that both groups of respondents used before taking a trip. The baby boomer respondents indicated that family/relative was the main party with which they traveled and they did not join an all-inclusive package. In contrast, senior respondents indicated that they mainly travel with an organized group (e.g. Elderly Association) in an all-inclusive package. Both groups mainly travelled to the east or north of Taiwan for sightseeing. Approximately 80% of the baby boomers compared to 60% of seniors indicated that they would be willing to spend more money on recreation if they had extra money. Hualien, Taipei and Taidong were the top three domestic destinations for the baby boomers to travel in the year following interview; further, Japan, Mainland China and Europe were the top three international destinations. Senior chose Taidong and Nantou as their top two domestic destinations and Japan and Mainland China as their top two international destinations.

4.2 Age Groups Differences in Reported Tourist Motivations, Destination Attributes, Demographical Characteristics, Health Status and Economic Status

The preliminary analysis of the descriptive statistics revealed that there seemed to be some differences between baby boomer and senior respondents in Tainan with regards to motivational factors, destination attributes, demographic characteristics, perceived health status and economic status. A two-tailed, independent-samples t-test was performed to test whether there is sufficient evidence to suggest that baby boomer

and senior respondents are significantly different. The results of these t-tests and chi-squared tests are presented in Appendix Table D-1 to Table D-5.

Table 4.5 displays t-tests of overall tourist motivations, destination attributes, negative affects and positive affects between baby boomer and senior respondents. No statistically significant differences were found between baby boomer and senior respondents in destination attributes (t=0.750, p=.454), positive affects (t=1.097, p=.274) and negative affects (t=-1.077, p=.283); however, there was a statistically significant difference found in tourist motivations (t=3.101, p=.002) between the two groups. The Baby boomers (M=3.85, SD=0.336) had higher scores on the motivation variables than did the seniors (M=3.66, SD=0.489).

Table 4.5

Age groups Differences in Ranking in Motivations, Destination Attributes, Negative Affect and Positive Affect

Age Groups	Frequency of Ranking			t	P
	n	Mean	SD		
Tourist Motivations[a]					
50-60	100	3.85	0.336	3.101	.002
61 and over	84	3.66	0.489		
Destination Attributes[b]					
50-60	100	3.98	0.469	0.750	.454
61 and over	84	3.93	0.468		
Negative Affect[c]					
50-60	100	2.11	0.784	-1.077	.283
61 and over	84	2.22	0.647		
Positive Affect[c]					
50-60	100	3.73	0.727	1.097	.274
61 and over	84	3.61	0.710		

[a] Tourist motivations were evaluated using the scale of 1: Strongly disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: Strongl agree;

[b] Destination attributes were evaluated using the scale of 1: Not at all important; 2: Not very important; 3: Neutral; 4: Somewhat important; 5: Very important;

[c] Negative Affect and Positive Affect were evaluated using the scale of : 1:None of the time; 2: A little of the time; 3: Some of the time; 4: Most of the time; 5: All of the time.

Additional t-tests were then performed to determine which specific tourist motivations, or if any specific destination attributes, and negative and positive affects showed differences between the age groups. Baby boomers consistently exhibited higher mean motive scores than did seniors. The specific motivational factors, which presented statistically significant differences between baby boomer and senior respondents were: "It's important for me to experience different cultures and different ways of life (t=2.622, p=.008)," "While on vacation, I want luxury (t=2.753, p=.007)," "While on vacation, I want nice food" (t=2.523, p=.012)," "While on vacation, I want a comfortable place to stay (t=3.414, p=.001)," "When I go home, I talk to everybody about my vacation (t=2.075, p=.039)," "A vacation means being able to do nothing (t=2.629, p=.009)," "I think that kind of accommodations that you get on vacation are real important (t=2.956, p=.004)," "It's important for me to go someplace fashionable on vacation (t=3.127, p=.002)," and "The main thing for me on vacation is just to slow down (t=2.497, p=.013)". These findings indicate that baby boomers placed more importance on than the seniors on experiencing different cultures, enjoying luxuries, nice food and a comfortable place to stay, sharing their vacation experiences with others, doing nothing, the nature of the accommodation, go to a fashionable place and slowing down the pace of life for their domestic vacations.

Although no statistically significant differences were found between baby boomer and senior respondents in overall destination attributes, positive affect and negative affects, some statistically significant differences were found within the specific variables, except for negative affects. A statistically significant difference was found between the two groups in destination attributes, specifically "Standard of hygiene and cleanliness

(t=2.281, p=.024)". The baby boomers (M=4.75, SD=0.557) were more concerned about hygiene and cleanliness than were seniors (M=4.52, SD=0.784). Likewise, "In a good spirits" (t=2.071, p=.040) under positive also exhibited a statistically significant difference between the baby boomer and senior respondents. The baby boomers (M=3.88, SD=0.795) were more likely to have been in good spirits during the preceding six months than were the seniors (M=3.63, SD=0.833). These findings indicate that baby boomer more than seniors in Tainan choose safe and clean places when considering a travel destination.

Similarly, the t-tests and chi-squared tests were used to look for differences between baby boomer and senior respondents in tourist behaviour and characteristics. Statistically significant differences were found between baby boomer and senior respondents in traveling in an organized party (x^2=10.426, p=.001), spending of money on traveling (t=2.025, p=.045), joining an all-inclusive package tour (x^2=8.532, p=.003), extra money spent on recreation (x^2=4.929, p=.026), perceiving that "seniors should stay at home or in silver town (x^2=6.119, p=.013)" and "travel improves my quality of life (x^2=6.505, p=.011)." The baby boomers were traveling less with organized groups and less likely to use an all-inclusive package than seniors. However, the baby boomers (M=$9,958.33, SD=$8,545.81) tended to spend more money for traveling than seniors (M=$7,134.92, SD=$8,117.69); as well, the baby boomers were more willing to spend more money on recreation than seniors. Moreover, the baby boomers were less likely to think that seniors should stay at home or in silver town more than seniors; on the contrary, the baby boomers were more likely than seniors to perceive that travel could improve the quality of life.

Statistically significant differences were also found between baby boomer and senior respondents in demographic variables. Specially, "Marital status (x^2=11.188, p=.011)," "Employment Status (x^2=34.261, p<.011)," "Education (x^2=25.884, p<.001)," "Income (x^2=28.450, p<.001)" and "Major source of income (x^2=26.895, p<.011)". The baby boomers were more likely than seniors to have higher education and be in the workforce and, as a result, they possess higher incomes obtained from employment and are more able to spend extra money on recreations than seniors. However, no differences were found between baby boomers and the seniors on self-perceptions of good health and possession of sufficient finances.

4.3 Relationships Between the Age and Motivations, Destination Attributes, Positive Affects, Travel Behaviours and Characteristics, and Demographics

The previous analyses indicated that there are some differences between the baby boomer and senior groups. Accordingly, Pearson's correlation analysis was performed to determine the strength and direction of the relationships with age for the statistically significant differences found in the previous section. The analysis was undertaken in order to compare the two age groups using grouped data rather than for the ages of individual respondents.

Table 4.6 shows the results of the correlation analysis. With respect to tourist motivations, it generally reveals that the older age group place less importance on travel motivations than younger age group. Especially, "it's important for me to experience different culture and different ways of life" (r=.194, p=.008), " While on vacation, I want luxury" (r=-.200, p=.007), "While on vacation, I want a comfortable place to stay" (r=-.245, p=.001)," "A vacation means being able to do nothing" (r=-.191, p=.009), "I

think that the kind of accommodations that you get on vacation are really important" (r=-.214, p=.004), "It's important for me to go someplace fashionable on vacation" (r=-.182, p=.013) showed stronger negative correlations with increase in age than "While on vacation, I want nice food" (r=-.184, p=.012), "When I go home, I talk to everybody about my vacation" (r=-.152, p=.039) and "The main thing for me on vacation is just to slow down" (r=-.182, p=.013).

In addition, "Standards of hygiene and cleanliness" (r=-.167, p=.024) in destination attributes and "In good spirits" (r=-.152, p=.040)" in well-being were significantly and negatively correlated within age. These findings indicate that seniors are less concerned than baby boomers with hygiene and cleanliness when selecting a destination and the former had felt less in good spirits during the six months preceding interview.

Regarding tourist behaviour and characteristics, the variables "Organized group" (r=-.254, p=.001) and "Joining an all-inclusive package tour" (r=-.230, p=.003)" were more significantly and negatively correlated with age than "Money spent on traveling" (r=-.166, p=.045) "Seniors should stay at home or in silver town" (r=-.182, p=.013). In contrast, "Willingness to spend money on recreation" (r=.164, p=.026) and "Travel improves quality of life" (r=.188, p=.011) were not significantly correlated with age. These findings indicate that seniors were more likely to travel with an organized group on their trip and more willingly take part in an all-inclusive package tour than the baby boomers. As well, seniors had spent less money on traveling and were more likely to perceive that seniors should stay at home or in silver town than the baby boomers. No

significant correlations were found between age and "Willing to spend money on recreation" and "Travel improves the quality of life.

As regards the demographic characteristics, "Income" (r=-.244, p=.001) and "Education" (r=-.327, p<.001) were found to be strongly and negatively correlated with age. In contrast, "Employment status" (r=.201, p=.006)" was significantly and positively correlated with age. No significant correlations were found between age and "Marital status" (r=.071, p=.338) and "Major source of income". These findings show that seniors generally had less income, less education and were more likely to be retired than baby boomers. However, yet marital status and income source were not be affected by age.

Table 4.6

Relationship between Tourist Motivations, Destination Attributes, Positive Affect, Tourist Behaviours and Characteristics, and Demographics towards Age Groups

Variables	Age Group	
	r	p
Toursit Motications		
2. It's important for me to experience different cultures and different ways of life	-.194**	.008
3. While on vacation, I want luxury,	-.200**	.007
4. While on vacation, I want nice food,	-.184*	.012
5. While on vacation, I want a comfortable place to stay	-.245**	.001
11. When I go home, I talk to everybody about my vacation	-.152*	.039
13. A vacation means being able to do nothing.	-.191**	.009
15. I think that kind of accommodations that you get on vacation are real important.	-.214**	.004
20. It's important for me to go someplace fashionable on vacation	-.226**	.002
21. The main thing for me on vacation is just to slow down.	-.182*	.013
Destination Attributes		
4. Standards of hygiene and cleanliness	-.167*	.024
Well-being		
8. In good spirits?	-.152*	.040

Tourist Behaviour and Characteristics		
Organized group	-.254**	.001
Money spend on traveling	-.166*	.045
Joining all-inclusive package tour	-.230**	.003
More money willing to spend on recreation	.164*	.026
Senior should stay at home or in silver town	-.182*	.013
Travel improves quality of life	.188*	.011
Demographic Characteristics		
Marital status	.071	.338
Employment status	.201**	.006
Major source of income	-.108	.143
Income	-.244**	.001
Education	-.327**	<.001

**Correlation is significant at the 0.01 level (2-tailed).
*Correlation is significant at the 0.05 level (2-tailed).

4.4 The Relationship between Planning any Overnight Domestic Trips and Planning any Overnight International Trips Next Year Based on Age Groups

A nonparametric test was executed to test hypothesis four, which was to find out if there is any relationship between whether or not planning any overnight domestic trips next year would affect their decision to take an overnight international trip in Taiwan, and to see if this differed with age groups. Table 4.7 indicates that statistically significant differences were found in planning domestic and international trips in the near the future within age 50-60 ($^{a}X^2$=18.718, p=<.001) and age 61 and over (X^2=20.164, p=<.001); and no statistically significant differences were found in planning domestic (x^2=-.389, p=.535) and international (x^2=-3.223, p=.073) trips between baby boomer and senior respondents. Correspondingly, the question "I think that taking and outbound trip will reduce the chance for me to take domestic trip (t=1.141; SD=0.255)" revealed no statistically significant difference between baby boomer and senior respondents.

Table 4.7

Relationship between Planning any Overnight International Trips in Taiwan Next Year between Age groups in Planning any Overnight Domestic Trips Next Year

	International Trips	
	Yes	No
Age 50-60[a]	**62.0%**	**38.0%**
Yes (Domestic trips)	72.5%	27.5%
No (Domestic trips)	20.0%	80.0%
Age 61 and over[b]	**48.8%**	**51.2%**
Yes (Domestic trips)	62.5%	37.5%
No (Domestic trips)	5.0%	95.0%

[a] X^2=18.718; df=1; p=<.001

[b] X^2=20.164; df=1; p=<.001

4.5 Summary

Simple descriptive statistics were computed to analyze socio-demographics, tourist motivations, destination attributes, well-being and tourist behaviours and characteristics for both baby boomer and senior citizens. T-tests and chi-squared tests were executed to determine if statistically significant differences existed between the various attributes of baby boomers and seniors. As well, a chi-squared test was used to find out to explore the relationship between taking a domestic trip and an international trip. Pearson's correlation analysis was performed to determine the strength and direction of the relationships between age groups. The implications of findings for the hypotheses that were presented in chapter one will be discussed in the following chapter.

CHAPTER 5 DISCUSSION

The hypotheses that were introduced in chapter one will be re-introduced here and the implications of the research results for these hypotheses will be discussed. Also, the findings of this research will be compared with those of Wu (2003).

5.1 Major Findings and Hypotheses

Hypothesis 1: There are no differences in the demographic characteristics between baby boomer and senior respondents with the exception of age.

A simple descriptive statistics and t-test was conducted to examine the differences between baby boomer and senior's socio-demographic information. Specifically, it was expected that there would be no difference in baby boomer and senior's socio-demographic characteristics exception of age. However, the results indicated that marital status, employment status, education, income and major source of income were significantly different between baby boomer and senior citizens in Tainan, Taiwan. Accordingly, the findings are essentially what was expected and therefore, null hypothesis 1 was rejected leading to the conclusion that there are some significant differences in demographic characteristics between baby boomers and seniors,.

Hypothesis 2: There are no differences between baby boomer and senior respondents in travel motivations, destination attributes and well-being.

A descriptive statistics analysis was conducted of travel motivations and preferred destination attributes to see which were the three most and least preferred important motivations, and three most and least preferred destination attributes for baby boomer and senior respondents. Analyses were conducted for the motivations and destination

attributes as groups, as well as each motivation and destination attribute separately. These analyses were undertaken using t-tests.

"I want to see the things while on vacation that I don't normally see" and "It's important for me to spend time with family and friends during the vacation" were ranked as the two most important travel motivations for both of groups and no statistically significant differences were found in these variables. Baby boomers scored "I think that kind of accommodations that you get on vacation are real important" third whereas seniors placed "I like to see how other people live" in this position. However, the differences between the two groups in these items were small. At the same time, "I think that taking an outbound trip will reduce the chance for me to take domestic trip", followed by "A vacation means visiting places where my family came from" were the two items receiving least agreement by both groups, with no statistically significant differences between the two age groups reported. "A vacation means being able to do nothing" for baby boomers and "It's important for me to go someplace fashionable on vacation" for seniors were the travel motivations in third place respectively receiving least agreement, with statistically significant differences between the two groups. The other six variables for which statistically significant differences between baby boomers and seniors were calculated are: "It's important for me to experience different cultures and different ways of life," "While on vacation, I want luxury," "While on vacation, I want nice food," "While on vacation, I want a comfortable place to stay," "When I go home, I talk to everybody about my vacation," and "The main thing for me on vacation is just to slow down".

With respect to destination attributes, “safety and security” was the most important attribute for both baby boomers and seniors. “Hygiene and cleanliness” and “Environmental quality” were scored as the second and third most important attributes for the baby boomers whereas “Environmental quality” and “Hygiene and cleanliness” were placed as the second and third most important attributes by the seniors. “Availability of shopping facilities” was the least important attribute, followed by “Facilities for physical activities” for both of groups. “Historical sights” was scored the third least important attribute for the baby boomer respondents, and “Special events and attractions” was placed third for seniors. Although different placements were found, and “Hygiene and cleanliness” received significantly different scores between the two groups, overall the total destination attributes exhibited no statistically significant differences. Thus, the overall differences between baby boomers and seniors on these attributes were small.

Furthermore, simple descriptive analyses were also conducted of positive and negative affects; however, no statistically significant t-tests were found when individual positive and negative affects were examined individually, except for “in good spirits”. These findings were not expected. In fact, many significant differences between baby boomers and seniors were found in travel motivations. However, no significant differences between the two age groups were found in the destination attributes sought and in well-being. Thus, null hypothesis 2 for travel motivations is rejected, but accepted for destination attributes and well-being.

Hypothesis 3 There are no differences in travel-related characteristics, such as money they spend on travel, the use of package tours and the use of the information sources between baby boomer and senior respondents.

Travel-related characteristics were compared using t-tests and chi-square analyses to examine for differences between baby boomer and senior respondents. The results indicated that traveling with organized party, spending money on traveling, joining an all-inclusive package tour, willing to spend extra money on recreation, perceiving that seniors should stay at home or in silver town, and perceiving that travel improves quality of life were significantly different between baby boomers and seniors. These findings were what was expected and many significant differences between baby boomer and seniors were found in travel-related characteristics. Therefore, null hypothesis 3 was largely rejected.

Hypothesis 4: There are no relationships between taking a domestic tour and/or an international trip. This will be explored for both baby boomer and senior respondents.

T-tests and chi-square analysis were used to explore this hypothesis. No significant differences between baby boomer and seniors were found in the last question "I think taking an outbound trip will reduce the chance for me to take domestic trip". However, when the questions "Are you planning overnight trips in Taiwan?" and "Are you planning any overnight international trips next year?" were analyzed for each group, statistically significant differences between groups were found. No significant differences were found between baby boomers and seniors in the relationship between taking domestic trips and outbound trip; thus, the null hypothesis 4 was largely supported.

5.2 Comparison of Seniors' Domestic Trips to Wu's Findings

Wu's research was conducted with senior citizens attending continuing education programs in Taipei, Taiwan in 2002. She collected data from three groups: non-travelers, domestic travelers and international travelers. It is only appropriate to compare the results for the senior group (age 61 and over) in the present study with Wu's research on domestic travelers (age 60 and older). Table 5.1 provides demographics information from both studies. Both studies have the same average age, yet many of the seniors in the present study fell into age group of under 65 when compared to Wu's study in which most respondents were aged between 65 and 74. Hence, there were more seniors still in workforce in the present study than in the case of Wu, although the majority was retired in both groups. Seniors in the present study generally had lower educations and less income than in Wu's study. This is because the samples were selected using a different approach and from different cities. In Wu's study, most respondents' major source of income was pension or insurance, personal savings, investments and their children. In the present study, respondents' incomes were primarily from personal saving or investments, probably reflecting the fact that a greater proportion of respondents was retired in Wu's study. Both groups of seniors perceived themselves to be in good health and they were generally satisfied with their economic situation. However, seniors in the present study were less positive with respect to their well-being. The difference may be attributed to the sample selected as Wu studied seniors attending a continuing education program. Such people are likely to be more optimistic and perceive their economic status as less difficult than the seniors interviewed in the present study.

Table 5.1

Demographic Characteristics: Comparison to Wu's Findings in Domestic Traveler

	The study (n=84)	**Wu's study** (n=138)
	Mean	Mean
Age		
Average age	67.56	67.25
Under 65	46.4%	36.8%
65-74	39.3	52
75 or older	14.3	11.2
Gender		
Male	52.4%	30.4%
Female	47.6	69.6
Marital Status		
Married	88.1%	73.6%
Single	-	3.1
Widowed	11.9	20.2
Divorced	-	3.1
Employment Status		
Employed full time	15.5%	3.9%
Employed part time	7.1	2.4
Retired	46.4	52.8
Temporarily unemployed	1.2	-
Homemaker	29.8	39.4
Other	-	-
Education		
Less than elementary school	46.4%	19.4%
Junior or senior high school	46.4	42.6
Technical or vocational school	2.4	23.3
University and graduate degree	4.8	14.7
Income		
Less than NT$10,000	19.0%	20.0%
NT$10,001-20,000	26.2	16.7
NT$20,001-30,000	14.3	8.0
NT$30,001-40,000	14.3	18.9
NT$40,001-50,000	17.9	13.3
NT$50,001 and above	7.1	22.2
Major source of income		
Children	22.6%	22.5%
Pension or insurance	9.5	27.5
Income from employment	15.5	8.7
Government social welfare	7.1	-
Personal saving, interests or investments	44	26.1
Donations from society, friends, or relatives	-	
Other	1.2	15.2

Perceived Health Status		
Excellent	4.8%	8.8%
Good	40.5	26.4
Fair	45.2	53.6
Poor	9.5	11.2
Bad	-	-
Self-perceived economic status		
Very abundant	3.6%	0.8%
Abundant	15.5	18.2
Enough	76.2	75.2
A little difficult	3.6	5.8
Very difficult	1.2	-
Well-being		
Positive affect	3.61	3.85
Negative affect	2.22	2.15

However, seniors in the present study took more trips (M=2.99) than those in Wu's (M=2.17) study, possibly reflecting greater ease of exit from the smaller city. Additionally, the former tended to take longer trips (M=2.83 to M=1.5). Even so, seniors in the present study had lower trip expenditures than those in Wu's study (M=$7,134.9 to M=$9,897.78). Seniors in the present study mainly traveled with organized groups compared to Wu's seniors who mainly traveled with family/relatives. Both groups of seniors traveled domestically primarily for sightseeing, mostly on package tours, and they were willing to spend money on recreation. However, tour fees were a little higher in Wu's study (M=$4,775.56) compared to the present study (M=$4,396.7), but is more if inflation is taken into account. This may be because Wu's sample was gathered in Taipei which has a higher consumer price index than Tainan.

With respect to motivations, "I want to see the things while on vacation that I don't normally see" (M=4.48, SD=0.65)," "There are some places I have always wanted to visit (M=4.36, SD=0.68)" and "I like to see how other people live" (M=4.33, SD=0.62) received the highest scores in Wu' study. In the present study, "It's important

for me to spend time with family and friends during the vacation" was scored second (M=3.94, SD=0.88)" and Wu's second item was placed sixth in the present study.

For the destination attributes, safety and security, hygiene and cleanliness, and environmental quality of the air, water and soil were the three most important in both studies. Likewise, the three least important items in both studies were availability of shopping facilities, facilities for physical activities, and special events and attractions. Thus few differences were found between the two studies in destination attributes sought.

Overall, there were considerable similarities in the two studies and the differences can probably be attributed to the differences in sample selection and the study areas. Nevertheless, the differences are sufficient to suggest that care should be taken when applying the results of one study to a new situation.

5.3 Implications of the Results

One major finding of the present study is that baby boomers are more likely to be still in the workforce and healthier than seniors. Also, they generally have a higher level of education and a higher monthly income than seniors. As a result, the baby boomers spent more money on travel and were more willing to spend extra money on recreation than seniors. Huang and Tsai (2003) mentioned that those aged 55 and over in Taiwan were changing their spending patterns, spending more on themselves rather than bequeathing it to their children. As well, "joining in all-inclusive package" was similar to Horneman et al.'s (2002) study which showed that seniors like to travel with reliable package to a new place of adventure instead of going to some place luxurious and fashionable on vacation. By understanding the differences in the travel behaviours and

characteristics of the baby boomers and seniors, the travel and tourism industry in Tainan can provide activities and packages to meet their specific needs.

Surprisingly, the findings are dissimilar to Taiwan Tourism Bureau's (Executive Yuan, 2000) report, which indicated that seniors in Tainan were mainly traveling on domestic trips with organized groups instead of family/relatives and friends. The average number of domestic trips found in this study was 2.19 times for those aged 50 to 60 years old last year, instead of 3.09 for those age 50 to 64 years old as was found by the Taiwan Tourism Bureau. For age 61 and over, the average number of domestic trip was reported at 2.99 times compared to 2.86 times by the Taiwan Tourism Bureau as well. Thus, the Tourism Bureau has reported decreasing participation rates with age increase and this study has reported differently that increasing participation rates with age increase in Tainan. In addition, the average number of participation rates for the senior group in this study in Tainan shows increasing by comparison with the senior group's participation rates in Taiwan Tourism Bureau. This resembles You and O'Leary's (1999) study that older travel market was becoming more dynamic than previous.

There are some similarities in characteristics or preferences in travel for both age groups; for example, one comment from the 61 and over group stated "Price is too high for a domestic trip". This is consistent with Marvel's (1999) study. He found that discounting was a principal marketing tool used to attract seniors. As well, one of the comments from those aged of 50 to 60 indicated, "the accommodation fee is too expensive and the quality is not as good as its price." Although both of examples seem to present both baby boomer and senior respondents as "value minded" (Ananth et al.,

1992), they tended to focus on different things that were also consistent with previous researchers' findings. In fact, the senior travel market is heterogeneous. Nevertheless, "value for money" is important to these markets and it is important that the travel industry responds to this in the market for domestic trips.

No statistically significant differences were found in the sources of information used by baby boomers and seniors. The importance of friends and relatives as sources of information supports Shim et al.'s (2005) findings instead of Javalgi et al.'s (1992) results suggesting that seniors were more likely to use travel agents than non-senior. No differences were found in the propensity to gather travel information online. This contrasts with Beldona (2005) who found a significant increase in online travel information used among different age cohorts (increasing among those born between 1925-1942, 1943-1960, and 1961-1981). This may be related to "word-of-mouth". Jane and Wu (2006) indicated that senior travelers like to share their experiences with others when they return home, yet the age group of 50-60 tends to be more willing to share their travel experiences more compared to the age group of 61 and over. Besides, traveling on any overnight international trip was also associated with the frequency of taking domestic trip for both groups. This finding was consistent with the Taiwan Bureau's research that the chance of taking domestic trips is reduced by taking part in international trips. Thus, the travel and tourism industry in Taiwan should encourage baby boomer and senior travelers to provide their suggestions and comments after their trips (either international trip or domestic trip), so that they can learn the positive comments made about international trips and to address any poor comments about

domestic trips. Eventually, this could help to increase the number of baby boomers and senior travelers on domestic trips.

A comment made by a senior respondents was “Without a good vision to see things, there would be no desire for traveling,” thus reducing the demand for travel. As found by Fleischer et al. (2002), this appears to be a natural phenomenon among older people. Therefore, the travel and tourism industry could increase attention to medical tourism for such seniors. One of the purposes of this research was to demonstrate and improve the knowledge concerning the domestic travel market regarding differences between baby boomers and seniors in Taiwan, so that the travel and tourism industry can prepare to target the specific travel preferences of these two groups.

The results suggest that travel agencies and domestic destination marketers may target seniors and their friends and relatives in Tainan by promoting all-inclusive package tours for domestic trips involved in sightseeing activities. Also, travel agencies and marketers can consultant with organized groups (such as Elderly Associations, Pilgrimage groups) to arrange domestic trips for Tainan seniors. Safety and cleanliness are major concerns of seniors and baby boomers in Tainan when selecting domestic destinations. This is similar to the findings of Hsu (2001) and Jane & Cai (2000) although they worked with somewhat different populations. Therefore, hotels, travel agents, destination marketing organizations and local governments need to focus on the environmental and service quality of destinations, as well as the motivational variables identified above to attract more baby boomers and seniors in Tainan to travel.

In addition, the results confirmed those of Easterlin et al. (1993) who reported that baby boomers as a group possesses a large share of discretionary dollars. The results

were also consistent with the findings of Huang and Tsai (2003) who reported that seniors in Taiwan have changed their spending patterns: they are spending more on their own interests instead of bequeathing it to their descendants. Tainan baby boomers domestic travelers have more discretionary income and make a considerable investment of money on recreation. As well, they were more positive about their life and had higher educations than Tainan seniors. Thus, destination marketers or local government could develop a specific program targeting the baby boomer travelers and their friends and relatives in Tainan, especially to destinations that they do not normally see and that possess cozy accommodations.

This study found that there are significant differences in perception of travel between baby boomers and seniors. For example, Tainan baby boomers did not think that Tainan seniors should stay at home or in silver town, whereas a small proportion of seniors did agree with these statements. Most Tainan baby boomers accepted that travel can improve the quality of life, whereas more than half of Tainan seniors did not concur. This suggests a temporal change in thinking as Tainan baby boomer and seniors. Shoemaker (2000), in a study conducted in Pennsylvania, reported that it is difficult to change seniors' attitudes and travel behaviours, as attitudes concerning travel may be formed at early age.. However, if Shoemaker's study is valid, the travel and tourism industry could follow the patterns described in this study to target Tainan baby boomer and Tainan seniors as they age. On the contrary, if the motivation of Tainan baby boomers and Tainan seniors' pattern exhibit temporal change through age, more research will need to be conducted with the same sample groups after five years to track the transformations. More concisely, it is at present unclear if the baby boomers were

retain their current motivations and other characteristics as they age or if they will become more like current seniors. Only further longitudinal research can establish this but such research is beyond the scope and resources available in this study.

CHAPTER 6 CONCLUSIONS

The purpose of this study was to compare the domestic travel motivations, demographic characteristics, type of domestic pleasure trips taken, and travel-related characteristics of baby boomer and senior citizens in Tainan, Taiwan. In addition, the relationships between travel motivations and intent to travel have been examined for these two groups, as well as the affect of international travel on the likelihood of domestic travel. The specific objectives of the study were: (1) to profile the demographic characteristics and to compare them between baby boomer and senior citizens, (2) to compare travel motivations, destination attributes and well-being between baby boomer and senior citizens, (3) to distinguish between baby boomer and seniors in travel-related characteristics, such as the money they spend on travel, the use of package tour and the use of the information sources, and (4) to examine the relationships between taking a domestic tour and international for baby boomers and senior citizens.

The survey instrument contains five sections: tourist motivations, attributes considered in selecting a destination, evaluation of well-being, tourist behaviours and characteristics, and demographic information. It was developed following an in-depth literature review, expert review, back-translation and a pilot test. The questionnaire was administered to baby boomer and senior citizens in Tainan who had made a domestic trip of at least one night in Taiwan. A total sample of 184 was collected of whom 54% was baby boomers and 46% was seniors.

As expected, the two groups differed in age, with the mean age of the baby boomer group and senior groups being 55.1 and 67.6 years respectively. Of the baby boomers, 55% were female, 93% were married, 50% were employed full time and 56%

were junior or senior high school graduates. Of the seniors, 52% were female, 88% were married and 46% were retired. Thus, the two groups were very alike in gender composition, but the senior respondents had received a lower level of education than the baby boomers. Also, the incomes of the baby boomers were generally higher than for the seniors. “Employment” and “personal saving, interests or investment,” were the main income sources for baby boomers compared with the seniors who were supported mainly by “personal savings, interest or investments” and “children”. Nevertheless, most respondents of both groups reported their economic status as “enough”. However, as people got older, they perceived a decline in health status.

Seniors did not score “Standards of hygiene and cleanliness” as important a destination attribute as did baby boomers and no difference was found in well-being between the two groups. Nevertheless, scores of “in good spirits most of the time” under positive affect showed that baby boomers were generally more positive towards their life than seniors. Overall, the baby boomer respondents are mostly still in the workforce and they are healthier, receive more income and has achieved a higher level of education than seniors. Besides, the baby boomer in Tainan were likely to seek adventures, to spend time with family and friends, and to select particular kinds of accommodations, but were not motivated by idleness, nostalgia or the probability of reducing outbound trips. The baby boomer respondents in Tainan chose safe and clean destinations but did not consider shopping facilities, physical facilities or historical sites as important attributes when considering a travel destination. In contrast, senior respondents in Tainan were likely to wish for experiencing new things, to spend time with family and friends, and to explore culture, but were less motivated to visit a fashionable place, by

idleness or the likelihood of reducing outbound trips. They also chose safe and clean places to travel and did not consider shopping facilities, physical facilities and special events as important attributes when selecting a travel destination. The baby boomers were more likely than seniors to agree that taking an outbound trip will reduce the chance for them to take a domestic trip. This may be because mostly of the baby boomers are still in the workforce and, therefore, have more time constraints. However, most of the baby boomer respondents indicated that they intended to travel domestically (80%) and internationally (62%) in the following year; and seniors indicated that they intended to travel domestically (76%) and internationally (49%) in the same time period.

For both groups, friends and relatives were the main source of travel information. Baby boomers further indicated that family/relatives was the main party with which they traveled and they did not join an all-inclusive package. In contrast, seniors mainly traveled with an organized group (e.g. Elderly Association) in an all-inclusive package. Both groups mainly travelled to the east or north of Taiwan for sightseeing. The baby boomers tended to spend more money for travel than seniors and were more willing to spend extra money on recreation. Hualien, Taipei and Taidong were mentioned as future vacation destinations by baby boomers, and Taidong and Nantou by seniors. For future international destinations, baby boomers are scheduling travel to Japan, Mainland China and Europe; and seniors to Japan and Mainland China, suggesting that baby boomers are willing to travel further than seniors, probably due to health and financial limitations. Moreover, the baby boomers were less likely to think that seniors should stay at home or in silver town more than seniors; on the contrary, the baby boomers were more likely than seniors to perceive that travel could improve the quality of life. Therefore, the baby

boomers, in general, tend to perceive themselves as being better off and more motivated to travel than seniors in Tainan.

6.1 Limitations

There are some limitations indicated as followings, yet the results of the study were representiveness. Data were collected using a snowball sampling method in Tainan, Taiwan. Therefore, the results of this study may not be generalized to all baby boomers and senior citizens in Taiwan. Also, since questionnaires were collected after few days after delivery, there was no control over who would actually completed the survey. As is commonly the case, many participants were reluctant to reveal their total monthly income.

The results of this study are likely to be more valid than those of Wu for the latter collected data from continuing education classes and most respondents were female. Thus, it should not be surprising that Wu concluded that the travel and tourism industry should focus on knowledge-seeking activities among female seniors for females were motivated more by knowledge-seeking activities than male seniors. In contrast, the present study incorporated respondents from more diverse backgrounds of seniors and had a more even gender distribution. Therefore, the results of this study are more representativeness than those of Wu. Furthermore, this study provides a comparison of baby boomers and seniors, thus generating more refined information for the travel and tourism industry, researchers and government.

At the same time, while there is no reason to doubt the overall veracity of the results, it must be acknowledged that this research is essentially a case study of Tainan and, because regional differences probably exist, it may be misleading to extend the

results of this research to the whole of Taiwan. This problem can only be addressed by conducting an island-wide survey but this is beyond the scope of this study.

6.3 Implication for Future Research

This study have provided further insight into tourist motivations, destination attributes, positive/negative affects, tourist behaviour and characteristics and demographic information, particularly as they pertain to the domestic trips of baby boomer and seniors in Tainan. Wu (2004)'s study only covered senior citizens aged 60 years and over; however, the present study compared to age groups (50 to 60 and 61 and over). It is the first study to compare baby boomers' and seniors' domestic trips in Taiwan. Thus, it contributes to the tourism literature by uncovering the underlying factors and differences between baby boomers' and seniors' domestic trips in Taiwan. However, as this study only drew a sample from Tainan, more studies with samples from other cities are required. Use of a random sampling procedure would increase the generalizability of the study but it is difficult to achieve with the groups in question.

The data show that the importance of tourist motivations. Differences between baby boomer and senior respondents in Tainan were found in their responses to the following statement: "It's important for me to experience different cultures and different ways of life," "While on vacation, I want luxury," "While on vacation, I want nice food," "While on vacation, I want a comfortable place to stay," "When I go home, I talk to everybody about my vacation, "A vacation means being able to do nothing," "I think that kind of accommodations that you get on vacation are real important," "It's important for me to go someplace fashionable on vacation," and "The main thing for me on vacation is just to slow down". As well, traveling in an organized group, spending on

traveling, joining an all-inclusive package tour, willingness to spend extra money on recreation, income, marital status, education status, major source of income and employment status were significantly different between two age groups. Future research could explore these differences in greater depth to see if differences exist (such as seniors possibly have lower travel motivations than baby boomers) in other areas. More generally, additional research is needed to predict the number of individuals and their attributes in different age cohorts in the future, their roles in travel decision making, and the ways in which the travel life-cycle will change as people age.

More work could also be undertaken to explore the links between socio-demographic factors such as marital status, employment status, education, income and major source of income, and their relationships with tourist motivations, destination attributes, negative/positive affects, and tourist behaviours and characteristics. This study showed that these factors differentiate the baby boomer and senior respondents in Tainan. Previous research has not explored the relationships between these factors, and motivations, destination attributes, negative/positive affects and tourist behaviours and characteristics for different age cohorts. Such work is required for domestic and international travel.

One of the findings of this study was that increasing participation in international trips will reduce the opportunity to take domestic trips for both baby boomers and senior groups. Japan and Mainland China are the two main destinations that baby boomers and seniors plan to visit in the near the future and such short-haul international trips appear to compete with domestic travel. However, more research could be conducted to explore the roles of domestic and international travel in the lives of mature populations. In fact,

it might be possible to follow up the travel of the same respondents in a year or two to see if their motivations and preferences are result in actual trips. In such ways, more can be learned about the travel motivations and behaviour of baby boomers and senior citizens in Taiwan.

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APPENDICES

Appendix A English Version of Domestic Traveler Questionnaire

Appendix B Chinese Version of Domestic Traveler Questionnaire

Appendix C Recommendations from Pilot Test

Appendix D Information Letter

Appendix D Additional Tables

Appendix A
English Version of Domestic Traveler Questionnaire

DOMESTIC TRAVEL MOTIVATION SURVEY OF BABY BOOMER AND SENIOR CITIZENS IN TAIWAN

Section 1. Tourist motivations

Directions: The following statements are answers that people gave to the question, "Why is your vacation important to you?" Please indicate the level of your agreement or disagreement with each statement using the scale below. Circle the number that represents your level of agreement with the statement.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

There are no right or wrong answers – All we are interested in is your level of agreement or disagreement with the statements. Don't be concerned that some statement are similar; all are important.

Why is your vacation important to you?

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

1. Just or curl up with a good book in the shade sounds like a wonderful vacation to me.
5 4 3 2 1

2. It's important for me to experience different cultures and different ways of life
5 4 3 2 1

3. While on vacation, I want luxury,
5 4 3 2 1

4. While on vacation, I want nice food,
5 4 3 2 1

5. While on vacation, I want a comfortable place to stay
5 4 3 2 1

6. I like to talk about my vacation when I get home, you know, relieve it.
5 4 3 2 1

7. I want to see the things while on vacation that I don't normally see.
5 4 3 2 1

8. Just resting and relaxing is vacation enough for me.
5 4 3 2 1

9. While on vacation, I attend cultural events that I don't have access to at home.
5 4 3 2 1

10. The availability of good restaurants and good food is important in choosing a vacation spot.
5 4 3 2 1

11. When I go home, I talk to everybody about my vacation
5 4 3 2 1

Why is your vacation important to you?

Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1

12. There are some places I have always wanted to visit.
5 4 3 2 1

13. A vacation means being able to do nothing.
5 4 3 2 1

14. I like to visit foreign cultures.
5 4 3 2 1

15. I think that kind of accommodations that you get on vacation are real important.
5 4 3 2 1

16. I like to be able to talk about the places I've visited and the things I've seen on vacation.
5 4 3 2 1

17. I just like to travel, to go somewhere and to do something.
5 4 3 2 1

18. There should be no deadlines while on vacation.
5 4 3 2 1

19. I like to see how other people live.
5 4 3 2 1

20. It's important for me to go someplace fashionable on vacation
5 4 3 2 1

21. The main thing for me on vacation is just to slow down.
5 4 3 2 1

22. On vacation, I like to do the same things that the people there do.
5 4 3 2 1

23. It's important for me to spend time with family and friends during the vacation
5 4 3 2 1

24. While on vacation, I want to meet new people and socialize.
5 4 3 2 1

25. A vacation means visiting places where my family came from.
5 4 3 2 1

26. I think that taking an outbound trip will reduce the chance for me to take domestic trip.
5 4 3 2 1

Section 2. Attributes Considered In Selecting Your Major Destination

Circle the corresponding number of each item to show how important these attributes were when you selected your major destination last year. The following scale is used to evaluate the importance of each item.

Very important	Somewhat important	Neutral	Note very important	Not at all important
5	4	3	2	1

1. Safety and security

5 4 3 2 1

2. Environment quality of the air, water and soil

5 4 3 2 1

3. Nice weather

5 4 3 2 1

4. Standards of hygiene and cleanliness

5 4 3 2 1

5. Public transportation such as airlines, train service, bus service, local system

5 4 3 2 1

6. Outstanding scenery

5 4 3 2 1

7. Historical sights

5 4 3 2 1

8. Availability of shopping facilities

5 4 3 2 1

9. Special events and attractions

5 4 3 2 1

10. Overall cost of vacation (including transportation, accommodations, and meals)

5 4 3 2 1

11. Facilities for physical activities

5 4 3 2 1

12. Walking paths or other places to walk foe exercise

5 4 3 2 1

Section 3. Evaluation of Your Well-being

Directions: The following statements are answers that people gave to the question, **"During the past 6 months, how much of the time did you feel….."** Please indicate how frequently, you had the feelings listed. Do this by circling one on the five numbers directly below each statement, according to the following scale:

All of the time	Most of the time	Some of the time	A little of time	None of the time
5	4	3	2	1

"During the past 6 months, how much of the time did you feel……."

1. so sad nothing could cheer you up?

5 4 3 2 1

2. nervous?

5 4 3 2 1

3. restless or fidgety?

5 4 3 2 1

4. hopeless?

5 4 3 2 1

5. that everything was an effort?

5 4 3 2 1

6. worthless?

5 4 3 2 1

7. cheerful?

5 4 3 2 1

8. in good spirits?

5 4 3 2 1

9. extremely happy?

5 4 3 2 1

10. calm and peaceful?

4 3 2 1

11. satisfied?

5 4 3 2 1

12. full of life?

5 4 3 2 1

Section 4. Tourist behaviour and characteristics

1. How many overnight trips in Taiwan, primarily for pleasure purposes (not including visiting family and relatives), did you take last year?

_____ trips

2. What was the domestic destination you visited in your major trip last year? (The major trip is defined as the trips where you spent the longest time. Please write only one).

_____

3. How many nights did you spend in your major domestic trip last year?

_____ nights

4. What was the main source of information that you used before taking the trip? (Please check all apply)

_____	Travel agency	_____	Newspaper
_____	Brochures of the destination	_____	Magazine
_____	Travel guides	_____	Internet
_____	Friends and relatives	_____	Other _____

5. Which of the following best describes your traveling party on your major trip in Taiwan? (Please check all apply)

_____	Along	_____	Spouse
_____	Family/Relative	_____	Friends
_____	Business Associate	_____	Organized group (School group, tour group, religious group, etc)
	Other		

6. Which of the following best describes your activities on your major domestic trip? (Please check all apply)

_____	Sightseeing	_____	Shopping
_____	Visiting national park	_____	Dining in restaurants
_____	Visiting historical sites/museums	_____	Playing golf
_____	Engaging in physical activities (such as hiking, biking and climbing)	_____	Commercial guided tour
_____	Visiting friends and relatives		

7. Please think about your major trip in Taiwan last year, please estimate how much money you and your traveling party spent (including air travel, food, accommodation, transportation, entertainment, shopping souvenirs, etc.)?

NT $ _____

8. Did you join the all-inclusive package tour? _____ Yes _____ No

If so, how much was the tour fee?

NT $ _____

9. Would you spend money on recreation if you have some extra money?

_____ Yes _____ No

10. Will you plan any overnight trips in Taiwan next year? _____ Yes _____ No

If so, where do you plan to travel?

_____

Provide one major reason why you selected this destination?

_____

11. Are you planning any overnight international trips next year?

_____ Yes _____ No

If so, what major destination is in your plans?

_____

Provide one major reason why you selected this destination?

_____

12. Which of the following was the perception of travel for you? (Please check all apply)

_____ Seniors should stay at home or in silver town
_____ My family would approve of my travel
_____ I would feel guilty of my travel
_____ Travel improves my quality of life
My health is good enough to allow me travel
_____ Travel is a way to stop life from becoming boring
_____ Traveling makes me tired
_____ I am too old to travel
_____ I have plenty of time to travel
_____ Other people (friends/family) tell me I am too old to travel
_____ My spouse dislike travel
_____ I prefer to make my own travel arrangements
_____ Travel requires too much planning
_____ I have more important things to do than travel
_____ I cannot afford to spend money to travel
_____ I need to travel with somebody else

13. What was your main reason for not having a trip last year?

_____ For Health reasons
_____ No companions to go travelling with
_____ Of time commitments
_____ Of financial constraints
_____ Too far away from where I live
_____ No interest in vacations
_____ Others _____

8. Do you own your home?

_____ Yes _____ No

9. Which of one the following describes your economic status? (Please select only one)

_____ 5. Very abundant
_____ 4. Abundant
_____ 3. Enough
_____ 2. A little difficult
_____ 1. Very difficult

10. For your age, which of the following best describes your general health?

_____ Excellent _____ Good _____ Fair _____Poor _____ Bad

11. Additional Comments:

_____

_____

_____

_____

THANK YOU VERY MUCH FOR YOU PARTICIPATION

Appendix B

Chinese Version of Domestic Traveler Questionnaire

台灣嬰兒潮及銀髮族族群國內旅遊動機調查

問卷編號: _____ 訪查日期: 97 年____月_____日

您好，

首先，非常感謝您能撥出幾分鐘時間，參與本問卷的填答。這是一份學術性的問卷調查，本研究的目的是想了解台灣地區居民有關嬰兒潮和銀髮族的族群，對國內旅遊的動機和行為，藉以提供國內的觀光旅遊業作為經營之參考，進而更了解關於你們在國內旅遊的需求。

您的問卷對本研究十分重要，各題的答案並沒有所謂對與錯之分，請直接依照您個人的體驗與意見填答即可，您所填答的資料將僅供整體分析之用，絕不會做個別展示或發表。此問卷是採不記名方式，敬請放心。由衷感謝您的幫忙與支持！

敬祝

健康愉快

滑鐵盧大學 遊憩與休閒研究所
指導教授 Dr. Geoffrey Wall
研究生 陳鐘雯 敬上

說明: 在本研究**嬰兒潮**是指出生在 1949 到 1959 年這時期的族群; **銀髮族**是指出生於 1949 年之前的族群。

第一部份：國內旅遊動機

說明：下列每一題均是關於爲什麼假期對您很重要的問題，請針對每一題的敘述，在五種程度（非常不同意、不同意、適中、同意、非常同意）中勾選最適合您的看法。

問題：【爲什麼假期對您很重要？】

		非常不同意	不同意	適中	同意	非常同意
		1	2	3	4	5
1.	對我來說，能夠隨意地在幽靜處讀本書就是個很棒的假期。	☐	☐	☐	☐	☐
2.	體驗不同的文化及生活方式對我來說是很重要的。	☐	☐	☐	☐	☐
3.	在度假期間，我想享受豪華的旅行。	☐	☐	☐	☐	☐
4.	在度假期間，我想享受豪華美食。	☐	☐	☐	☐	☐
5.	在度假期間，我想享受豪華舒適的住宿。	☐	☐	☐	☐	☐
6.	旅遊結束後，我喜歡分享我的假期。	☐	☐	☐	☐	☐
7.	在度假期間，我想看一些平時沒機會看的事物。	☐	☐	☐	☐	☐
8.	假期對我來說，純粹只是休閒及放鬆心情。	☐	☐	☐	☐	☐
9.	旅遊時，我可以參加一些平時在家沒機會參與的文化活動。	☐	☐	☐	☐	☐
10.	好的餐廳及美食是我選購美食的重要考量因素。	☐	☐	☐	☐	☐
11.	回家後，我會和親朋好友分享我的旅遊經驗。	☐	☐	☐	☐	☐
12.	有些觀光景點是我一直很想去參觀的地方。	☐	☐	☐	☐	☐
13.	假期就是能夠什麼事都不做。	☐	☐	☐	☐	☐
14.	我喜歡體驗異國文化。	☐	☐	☐	☐	☐
15.	住宿安排是我旅遊時的重要考量因素。	☐	☐	☐	☐	☐
16.	我喜歡向人述說我所旅遊過的地點及風俗民情。	☐	☐	☐	☐	☐
17.	我喜歡旅遊，是因爲可以去某個地方做一些不同的事。	☐	☐	☐	☐	☐
18.	旅遊時應該沒有時間的壓力。	☐	☐	☐	☐	☐
19.	我喜歡看看其它地方的風俗民情。	☐	☐	☐	☐	☐
20.	可以到一些時髦的地方渡假對我來說是很重要的。	☐	☐	☐	☐	☐
21.	旅遊最主要的目的只是想暫時放慢生活步調。	☐	☐	☐	☐	☐
22.	在渡假期間，我喜歡做與當地人一樣的事，也就是親身體驗異國生活。	☐	☐	☐	☐	☐
23.	在假期中，花時間和家人朋友在一起是很重要的。	☐	☐	☐	☐	☐
24.	在渡假期間，我想要認識新朋友和參與社交活動。	☐	☐	☐	☐	☐
25.	假期的意義是談訪家族曾經成長的地方。	☐	☐	☐	☐	☐
26.	我認爲參加國外旅遊的頻率會減少我參與國內旅遊的次數。	☐	☐	☐	☐	☐

二、選擇國內旅遊目的地只考慮因素

說明：下列每一題均是關於您選擇旅遊目的地只考慮因素，請在五種重要程度〈非常不重要、不重要、適中、有些重要、非常重要〉中勾選最適合您的看法。

問題：【當您在考慮國內旅遊目的地是，下列各項考慮因素的重要性爲何？】

		非常不重要	不重要	適中	有些重要	非常重要
		1	2	3	4	5
1.	安全性。	□	□	□	□	□
2.	空氣、水、及環境品質。	□	□	□	□	□
3.	涼爽天氣。	□	□	□	□	□
4.	衛生及清潔水準。	□	□	□	□	□
5.	大眾運輸〈例如：航車、火車、公車〉。	□	□	□	□	□
6.	卓越的風景。	□	□	□	□	□
7.	歷史古蹟。	□	□	□	□	□
8.	購物商場。	□	□	□	□	□
9.	特殊節慶及活動。	□	□	□	□	□
10.	所有的花費，包括交通、住宿、及餐飲。	□	□	□	□	□
11.	運動設施。	□	□	□	□	□
12.	行人步道或其他建行地點。	□	□	□	□	□

三、生活感覺

說明：下列每一題均是關於你過去六個月的生活感覺。請針對每一題的敘述，在五種程度〈從來沒有、極少次、有時候、時常、經常〉中勾選最適合你的答案。

問題：【在過去六個月中，有多少次您覺得・・・・・】

		從來沒有	極少次	有時候	時常	經常
		1	2	3	4	5
1.	悲傷且沒有事情可讓你快樂。	□	□	□	□	□
2.	緊張。	□	□	□	□	□
3.	煩躁。	□	□	□	□	□
4.	絕望。	□	□	□	□	□
5.	作每件事都覺得費力。	□	□	□	□	□
6.	沒有價值。	□	□	□	□	□
7.	高興。	□	□	□	□	□
8.	心情很好。	□	□	□	□	□
9.	非常快樂。	□	□	□	□	□
10.	安寧。	□	□	□	□	□
11.	滿足。	□	□	□	□	□
12.	生活充實。	□	□	□	□	□

四、旅遊行爲模式及特質

1. 在過去一年裡，您的國內旅遊次數是多少次？〈至少須過一夜，主要目的是觀光旅遊，而不是拜訪親友〉？ _____ 次

2. 在過去一年裡，那裡是您的國內旅遊地點？〈請寫出至少一個主要旅遊地點，主要旅遊地點是指在這次旅遊中您花較長的時間〉？

_____

3. 在這次主要國內旅遊中，您停留多少天？_____ 天

4. 您在參加這次國內旅遊之前，主要的旅遊資訊來源爲何？〈可複選〉

☐ 1. 旅行社　☐ 2. 報紙
☐ 3. 目的地宣傳品　☐ 4. 雜誌
☐ 5. 旅遊指南　☐ 6. 網際網路
☐ 7. 朋友或親戚　☐ 8. 其他〈請說明 _____

5. 在這次主要國內旅遊中，誰與您同行？〈可複選〉

☐ 1. 無/獨自一人　☐ 2. 配偶
☐ 3. 家人或親戚　☐ 4. 朋友
☐ 5. 同事　☐ 6. 團體〈例如學校團體、旅行團、或進香團〉
☐ 7. 其它 _____

6. 在這次國內旅遊中，您參與的活動爲何？〈可複選〉

☐ 1. 觀光看風景　☐ 2. 購物
☐ 3. 參觀國家公園　☐ 4. 在餐廳用餐
☐ 5. 參觀歷史古蹟及博物館　☐ 6. 玩高爾夫球
☐ 7. 參與運動活動〈例如登山、騎腳踏車、或攀岩〉　☐ 8 由當地導遊帶領參觀
☐ 9. 10. 拜訪親戚朋友

7. 在這次主要國內旅遊中，您大約花了多少錢〈包含機票、食物、住宿、交通、娛樂及購買紀念物品〉？ **新台幣 $** _____

8. 在這次主要國內旅遊中，您是參加旅行團嗎？ ☐ 1. 是 ☐ 2. 不是
若是，請問一個人的團費是多少？**新台幣 $** _____

9. 若您有多餘的錢，您會花在休閒娛樂上嗎？ ☐ 1. 會 ☐ 2. 不會

10. 您有計畫明年要在國內從事一天以上的旅遊嗎？ ☐ 1. 有 ☐ 2. 沒有
如果有，您會選擇哪裡？

_____

爲什麼您選擇這個地點？

_____
_____

11. 您有計畫明年要出國旅遊嗎？ □1. 有 □2. 沒有

如果有，您會選擇哪裡？

_____

爲什麼您選擇這個地點？

_____

_____

12.您對旅遊的看法是如何的？〈可複選〉

□ 1. 我覺得老人應該待在家裡或是老人院
□ 2. 我的家人會贊成我去旅遊
□ 3. 去旅遊，會讓我感到內疚
□ 4. 旅遊可以改善我的生活品質
□ 5. 我的健康好容許我去旅遊
□ 6. 旅遊是可以避免生命變得無聊沉悶
□ 7. 旅行使我感到疲勞
□ 8. 我太老了，所以無法去旅遊
□ 9. 我有充裕的時間去旅行
□ 10. 別人〈朋友/親戚)〉告訴我，我太老了所以無法去旅遊
□ 11. 我的配偶不愛旅遊
□ 12. 我偏愛安排我自己的旅遊行程
□ 13. 旅遊要求太多的事前規劃了
□ 14. 我有比旅遊更重要的事情要做
□ 15. 我沒有能力支付旅遊的花費
□ 16. 我需要有伴才能去旅行

13. 在過去一年裡，您沒有參與旅遊的主要原因爲何？〈請勾選下列一項〉

□ 1. 健康因素
□ 2.時間無法配合
□ 3. 財務限制
□ 4.路途太遠
□ 5. 沒有同伴
□ 6.對旅遊不感興趣
□ 7. 其它〈請說明 _____〉

五、基本資料

1. 請問您的性別爲？ □1. 男 □2. 女

2. 民國幾年出生？ 民國 _____ 年或 _____歲

3. 您的婚姻狀況爲？ □1. 已婚 □2. 未婚 □3. 喪偶 □4. 離婚

4. 請問您的教育程度爲？(請看下一頁)

□ 1. 沒有接受正式教育 □ 2. 小學 □ 3. 初、國中
□ 4. 高中 □ 3. 專科 □ 6. 大學
□ 7. 研究所及其以上

5. 請問您的目前職業狀況爲？

□ 1. 全職工作〈請寫出你的職業_____〉
□ 2. 半職工作〈請寫出你的職業_____〉
□ 3. 已退休 □ 4. 待二次就業
□ 5. 家管 □ 6. 其它〈請說明_____〉

6. 主要經濟來源爲？〈請單選〉

□ 1. 子女奉養 □ 2. 退休金或保險給付
□ 3 薪資收入 □ 4. 政府社會福利老人津貼或救助
□ 5. 個人儲蓄、利息、租金或投資所得
□ 6. 社會與親朋好友的捐助
□ 7. 其它〈請說明 _____〉

7. 您的所有月收入爲多少？〈新台幣爲單位〉

□ 1. $5,000 以下 □ 2. $5,001 – $10,000
□ 3. $10,001 – $15,000 □ 4. $15,001 – $20,000
□ 5. $20,001 – $25,000 □ 6. $25,001 – $30,000
□ 7. $30,001 – $35,000 □ 8. $35,001 – $40,000
□ 9. $40,001 – $45,000 □ 10. $45,001 – $50,000
□ 11. $50,001 以上

8. 您擁有自己的房子嗎？ □1. 有 □2. 沒有

9. 下列哪些敘述最貼切您的經濟狀況？

□1. 非常困苦 □2. 有點困苦 □3. 普通 □4. 充裕 □5. 非常充裕

10. 你您的年齡來說，你覺得自己目前的健康狀況爲何？

□1. 非常不好 □2. 不佳 □3. 普通 □4. 好 □5. 非常良好

11. 如果您對國內、外旅遊有任何建議，請告訴我們:

_____

_____

_____

_____

~謝謝您的耐心填寫， 祝您平安順心！~

Appendix C

Recommendations from Pilot test

Summarize of the comments and suggestions from pilot test

台灣嬰兒潮及老年銀髮族群國內旅遊動機調查

一、國內旅遊動機

在度假期間，我想享受豪華的旅行、美食及舒適的住宿。(This is not a good question because it has multiple parts)→ should be revised into three questions separately.
在度假期間，我想享受豪華的旅行。
在度假期間，我想享受豪華美食。
在度假期間，我想享受豪華舒適的住宿。

24. 我認為參加國外旅遊的頻率會減少我參與國內旅遊的次數。

二、選擇國內旅遊目的地只考慮因素

四、國內旅遊行為模式及特質

4. 您在參加這次主要旅遊之前，您主要的旅遊資訊來源為何？

☐ 1. 旅行社　☐ 2. 旅行俱樂部
☐ 3. 目的地宣傳品的小冊子　☐ 4. 報紙
☐ 5. 旅遊代辦處　☐ 6. 雜誌
☐ 7. 旅遊指南　☐ 8. 網際網路
☐ 9. 朋友或親戚　☐ 10. 其他（請說明 _____）

不了解 tour operator, travel club, and travel agency 的差別，覺得好像都是旅行社

6. **在這次旅遊中，您參與的活動為何？（可複選）**

☐ 1. 觀光看風景　☐ 2. 購物
☐ 3. 參觀國家公園　☐ 4. 在餐廳用餐
☐ 5. 參觀歷史古蹟及博物館　☐ 6. 到賭場賭博
☐ 7. 玩高爾夫球　☐ 8 參與運動活動（例如登山、騎腳踏車、或攀岩）
☐ 9. 由當地導遊帶領參觀　☐ 10. 拜訪親戚朋友

12. **您對旅遊的看法是如何的？（可複選）**

☐ 1. 我覺得老人年長著應該待在家裡或是老人院
☐ 2. 我的家人會贊成我去旅遊
☐ 3. 去參與旅遊，會讓我感到內疚
☐ 4. 旅遊可以改善我的生活品質
☐ 5. 我的健康好容許得足以讓我去參與旅遊
☐ 6. 旅遊是一種可以避免阻止生命變得無聊沉悶的方法
☐ 7. 旅行遊使我感到疲勞厭倦
☐ 8. 我太老了，所以至於不能無法去旅遊
☐ 9. 我有充裕的時間去旅行
☐ 10. 別人（朋友/親戚）告訴我，我太老了所以無法去至於不能參與旅遊
☐ 11. 我的配偶不愛喜歡旅遊
☐ 12. 我偏愛喜好安排我自己的旅遊行程
☐ 13. 旅遊要求太多的事前規劃了
☐ 14. 我有比旅遊更重要的事情要做
☐ 15. 我沒有能力辦法支付旅遊的花費
☐ 16. 我需要有伴才能去與其他人一起參與旅行

Appendix D

Information Letter

University of Waterloo Form No._____
Date:
Dear *Residents:*

This letter is an invitation to participate in a study I am conducting as part of my Master's degree in the Department of *Recreation and Leisure Studies* at the University of Waterloo under the supervision of Professor *Geoffrey Wall*. I would like to provide you with more information about this project and what your involvement would entail if you decide to take part.

Over the years, researchers and practitioners have increasingly been concerned with identifying and meeting the recreation and leisure needs of senior groups in Taiwan. This is an important step in eventually providing leisure and recreation services and activities at the community level. However, to better understand the needs of senior groups in Taiwan, it is important that the access to domestic travel participation experienced by baby boom and senior citizens is fully understood The purpose of this study, therefore, is to investigate the domestic travel motivations of those born before 1949 (age 61 and over who will be referred to as the senior market, and those born between 1949 and 1959 (age 50 to 60) who are baby boomers. This study seeks to improve knowledge concerning the senior and baby boomer segments of the domestic travel market in Taiwan. I believe that your participation in my study could help travel and tourism programs to understand your needs better leading to better travel service and tour package offering.

Participation in this study is voluntary. It will involve completing a questionnaire which will take approximately *20 minutes* in a mutually agreed upon location. Although the questions are quite straightforward (for example, Why is your vacation important to you?), you may decline to answer any questions you feel you do not wish to answer. All information you provide is considered to be completely confidential. You will not be identified by name in any thesis, report or publication resulting from this study.

If you have any questions regarding this study, or would like additional information to assist you in reaching a decision about participation, please contact me at +886-6-*232-4879* or by email at jh3chen@uwaterloo.ca. You can also contact my supervisor, Professor Geoffrey Wall at 1-519-888-4567 ext. *33609* or email gwall@fes.uwaterloo.ca. This study has been reviewed and received ethics clearance through the Office of Research Ethics, University of Waterloo, Canada. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes of this office at 1-519-888-4567 Ext. 36005.

Thank you in advance for your assistance in this project.

Yours Sincerely,

Hui Wen Joyce Chen
Student Investigator

Appendix E

Additional Tables

Table D-1
Tourist Motivations of Respondents

	Domestic Traveler (n=184)						t	p
	50-60 (n=100)			61 and over (n=84)				
	Mean	SD	Skewness	Mean	SD	Skewness		
1. Just or curl up with a good book in the shade sounds like a wonderful vacation to me.	3.69	0.761	-0.669	3.50	1.167	-0.699	1.327	0.186
2. It's important for me to experience different cultures and different ways of life	3.98	0.765	-0.380	3.64	0.952	-0.936	2.662	0.008
3. While on vacation, I want luxury,	3.81	0.837	-0.470	3.45	0.924	-0.186	2.753	0.007
4. While on vacation, I want nice food,	3.73	0.802	-0.308	3.42	0.881	-0.065	2.523	0.012
5. While on vacation, I want a comfortable place to stay	3.94	0.776	-0.160	3.51	0.925	-0.270	3.414	0.001
6. I like to talk about my vacation when I get home, you know, relieve it.	3.91	0.668	-0.104	3.86	0.679	-0.289	0.531	0.596
7. I want to see the things while on vacation that I don't normally see.	4.23	0.664	-0.294	4.08	0.853	-0.997	1.31	0.192
8. Just resting and relaxing is vacation enough for me.	4.05	0.796	-0.581	3.96	0.768	-0.594	0.739	0.461
9. While on vacation, I attend cultural events that I don't have access to at home.	3.97	0.611	0.015	3.86	0.778	-0.686	1.102	0.272
10. The availability of good restaurants and good food is important in choosing a vacation spot.	3.67	0.805	-0.157	3.46	0.798	0.119	1.734	0.085
11. When I go home, I talk to everybody about my vacation	4.04	0.680	-0.246	3.82	0.747	-0.761	2.075	0.039
12. There are some places I have always wanted to visit.	4.02	0.724	-0.681	3.94	0.883	-1.066	0.671	0.503
13. A vacation means being able to do nothing.	3.51	0.959	-0.485	3.11	1.120	0.206	2.629	0.009
14. I like to visit foreign cultures.	3.92	0.720	-0.045	3.75	0.758	-0.392	1.557	0.121

15. I think that kind of accommodations that you get on vacation are real important.	**4.09**	**0.698**	**-0.306**	**3.75**	**0.863**	**-0.527**	**2.956**	**0.004**
16. I like to be able to talk about the places I've visited and the things I've seen on vacation.	3.88	0.715	0.011	3.89	0.792	-0.253	-0.116	0.908
17. I just like to travel, to go somewhere and to do something.	3.68	0.777	-0.162	3.65	0.912	-0.816	0.203	0.84
18. There should be no deadlines while on vacation.	3.97	0.717	-0.459	3.95	0.849	-0.877	0.153	0.879
19. I like to see how other people live.	4.04	0.650	-0.039	4.01	0.799	-0.747	0.263	0.793
20. It's important for me to go someplace fashionable on vacation	3.63	0.825	0.125	3.24	0.873	-0.265	3.127	0.002
21. The main thing for me on vacation is just to slow down.	3.98	0.841	-0.691	3.65	0.925	-0.468	2.497	0.013
22. On vacation, I like to do the same things that the people there do.	3.83	0.817	-0.242	3.75	0.890	-0.427	0.635	0.526
23. It's important for me to spend time with family and friends during the vacation	4.15	0.730	-0.399	4.02	0.760	-0.546	1.146	0.253
24. While on vacation, I want to meet new people and socialize.	3.77	0.709	0.189	3.57	0.840	-0.293	1.739	0.084
25. A vacation means visiting places where my family came from.	3.46	0.784	0.135	3.31	0.878	-0.107	1.228	0.221
26. I think that taking an outbound trip will reduce the chance for me to take domestic trip.	3.24	0.965	-0.364	3.08	0.881	0.268	1.141	0.255
1. Strongly disagree		4.0%			-			
2. Disagree		19.0%			29.8%			
3. Neutral		32.0%			36.9%			
4. Agree		39.0%			28.6%			
5. Strongly agree		26.0%			4.8%			

Table D-2
Destination Attributes of Respondents

	Frequency of Age Groups				
	n	Mean	SD	t	p
1. Safety and security					
50-60	100	4.80	0.532	0.836	0.404
61 and over	84	4.73	0.665		
2. Environment quality of the air, water and soil					
50-60	100	4.71	0.591	0.743	0.459
61 and over	84	4.64	0.633		
3. Nice weather					
50-60	100	4.47	0.822	0.453	0.651
61 and over	84	4.42	0.764		
4. Standards of hygiene and cleanliness					
50-60	100	4.75	0.557	2.281	0.024
61 and over	84	4.52	0.784		
5. Public transportation such as airlines, train service, bus service, local system					
50-60	100	3.9	1.000	-0.944	0.347
61 and over	84	4.04	0.937		
6. Outstanding scenery					
50-60	100	4.13	0.787	1.170	0.244
61 and over	84	3.99	0.857		
7. Historical sights					
50-60	100	3.46	0.915	-0.718	0.474
61 and over	84	3.56	0.961		
8. Availability of shopping facilities					
50-60	100	3.07	0.935	0.675	0.501
61 and over	84	2.98	0.944		
9. Special events and attractions					
50-60	100	3.52	0.979	0.732	0.465
61 and over	84	3.42	0.921		
10. Overall cost of vacation					
50-60	100	4.21	0.856	0.972	0.332
61 and over	84	4.08	0.908		
11. Facilities for physical activities					
50-60	100	3.25	1.077	0.378	0.706
61 and over	84	3.19	1.047		
12. Walking paths or other places to walk foe exercise					
50-60	100	3.52	0.99	-0.581	0.562
61 and over	84	3.61	1.042		

Table D-3
Positive/Negative Affect of Respondents

Frequency of Age Groups					
	n	Mean	SD	t	p
Negative Affect					
50-60	100	2.11	0.784	-1.077	0.283
61 and over	84	2.22	0.647		
1. So sad nothing could cheer you up?					
50-60	100	2.19	0.929	-0.706	0.481
61 and over	84	2.29	0.899		
2. Nervous?					
50-60	100	2.39	1.118	-0.337	0.737
61 and over	84	2.44	0.869		
3. Restless or fidgety?					
50-60	100	2.36	1.03	-0.461	0.645
61 and over	84	2.43	0.973		
4. Hopeless?					
50-60	100	1.60	0.853	-0.861	0.391
61 and over	84	1.70	0.741		
5. That everything was an effort?					
50-60	100	2.22	0.97	-1.831	0.069
61 and over	84	2.49	1.012		
6. worthless?					
50-60	100	1.88	0.913	-0.806	0.421
61 and over	84	1.99	0.898		
Positive Affect					
50-60	100	3.73	0.727	1.097	0.274
61 and over	84	3.61	0.71		
7. Cheerful?					
50-60	100	3.81	0.849	1.601	0.111
61 and over	84	3.61	0.865		
8. In good spirits?					
50-60	100	3.88	0.795	2.071	0.04
61 and over	84	3.63	0.833		
9. Extremely happy?					
50-60	100	3.72	0.842	0.713	0.477
61 and over	84	3.63	0.847		
10. Calm and peaceful?					
50-60	100	3.67	0.954	0.116	0.908
61 and over	84	3.65	0.799		
11. Satisfied?					
50-60	100	3.74	0.906	0.972	0.332
61 and over	84	3.61	0.944		
12. Full of life?					
50-60	100	3.56	0.868	0.094	0.925
61 and over	84	3.55	0.911		

Table D-4
Age Groups Differences in Tourist behaviour and characteristics of Respondents

	Domestic Traveler (n=184)					
	50-60 (n=100)		61 and over (n=84)			
	Mean	SD	Mean	SD	t	p
1. How many overnight trips in Taiwan, primarily for pleasure purposes (not including visiting family and relatives), did you take last year?_____ trips	2.19	2.107	2.99	3.569	-1.881	0.062
2. What was the domestic destination you visited in your major trip last year? (The major trip is defined as the trips where you spent the longest time. Please write only one).	Taipei (12.0%), Hualien (6.0%) and Hualien and Taidong (5.0%)		Hualien (9.5%) and Hualien and Taidong (9.5%), Taipei (6.0%)			
3. How many nights did you spend in your major domestic trip last year?_____ nights	2.35	1.480	2.83	3.539	-1.243	0.215
4. What was the main source of information that you used before taking the trip? (Please check all apply) 1 = Yes; 2 = No	n=88		n=73			
Travel agency	1.61	0.695	1.58	0.715	0.256	0.798
Newspaper	1.67	0.682	1.73	0.683	-0.556	0.579
Brochures of the destination	1.74	0.661	1.69	0.694	0.495	0.621
Magazine	1.74	0.661	1.71	0.687	0.258	0.797
Travel guides	1.68	0.680	1.61	0.712	0.709	0.479
Internet	1.70	0.674	1.68	0.697	0.211	0.822
Friends and relatives	1.14	0.603	1.13	0.617	0.100	0.920
Other	1.70	0.674	1.61	0.712	0.907	0.365

5. Which of the following best describes your traveling party on your major trip in Taiwan? (Please check all apply) **Yes**	n=88	n=73	
Along	1.1%	2.7%	x^2=.561, p=.454
Spouse	35.2%	42.5%	x^2=.883, p=.347
Family/Relative	33.0%	34.2%	x^2=.030, p=.863
Friends	44.3%	35.6%	x^2=1.255, p=.263
Business Associate	4.5%	5.5%	x^2=.074, p=.786
Organized group (School group, tour group, religious group, etc)	28.4%	53.4%	x^2=10.426, p=.001
Other	1.1%	-	x^2=.835, p=.361
6. Which of the following best describes your activities on your major domestic trip? (Please check all apply) * **Yes**	n=88	n=73	
Sightseeing	83.0%	83.6%	x^2=.011, p=.918
Shopping	14.8%	17.8%	x^2=.272, p=.602
Visiting national park	33.0%	28.8%	x^2=.327, p=.568
Dining in restaurants	18.2%	24.7%	x^2=1.004, p=.316
Visiting historical sites/museums	18.2%	17.8%	x^2=.004, p=.951
Playing golf	1.1%	1.4%	x^2=.018, p=.894
Commercial guided tour	21.6%	19.2%	x^2=.143, p=.706
Engaging in physical activities (such as hiking, biking and climbing)	17.0%	24.7%	x^2=1.419, p=.234
Visiting friends and relatives	11.4%	8.2%	x^2=.441, p=.507

7. Please think about your major trip in Taiwan last year, please estimate how much money you and your traveling party spent (including air travel, food, accommodation, transportation, entertainment, shopping souvenirs, etc.)?NT $ _____	n=84		n=63		4.101	0.045
	NT$ 9,958	NT$ 8,545	NT$ 7,134	NT$ 8,117		
8. Did you join the all-inclusive package tour?	n=88		n=73		2.983	0.003
	1.69	0.464	1.47	0.502		
1. Yes	30.7%		53.4%		X^2=8.532, p=.003	
2. No	69.3%		46.6%			
If so, how much was the tour fee? NT $ _____	$4,188.54	$2,490.219	$4,396.77	$5,138.643	-0.189	0.851
9. Would you spend money on recreation if you have some extra money?	1.20	0.402	1.35	0.478	-2.238	0.026
1. Yes	80.0%		65.5%		X^2=4.929, p=.026	
2. No	20.0%		34.5%			
10. Will you plan any overnight trips in Taiwan next year?	1.20	0.402	1.24	0.428	-0.621	0.535
1. Yes	80.0%		76.2%			
2. No	20.0%		23.8%			
If so, where do you plan to travel? _____	Not decide the destination yet (17.78%), Hualien (14.44%), Taipei (13.33%), Taidong (12.22%)		Not decide the destination yet (25.0%), Taidong (15.0%), Nantou(12.5%)			
Provide one major reason why you selected this destination?	Beautiful scenery (3.0%); Nice Weather (3.0%); Enjoy the nature (2.0%)		Beautiful scenery (8.3%); Fresh Air (4.8%)			

11. Are you planning any overnight international trips next year?	1.38	0.488	1.51	0.503	-1.801	0.073
1. Yes	62.0%		48.8%			
2. No	38.0%		51.2%			
If so, what major destination is in your plans? _____	Japan (38.10%); Mainland China (11.11%); Europe (9.52%)		Japan (34.29%); Mainland China (31.43%); Not sure yet (5.71%)			
Provide one major reason why you selected this destination?	Beautiful scenery (4.0%); Never been there before (4.0%); Visiting relatives (3.0%); Cheap price (2.0%)		Beautiful scenery (3.6%); Natural environment is very beautiful (2.4%)			
12. Which of the following was the perception of travel for you? (Please check all apply) 1=Yes; 2= No	n=100		n=84			
Seniors should stay at home or in silver town	2.00	0.000	1.94	0.238	2.502	0.013
My family would approve of my travel	1.34	0.476	1.31	0.465	0.437	0.663
I would feel guilty of my travel	1.97	0.171	1.98	0.153	-0.256	0.798
Travel improves my quality of life	1.36	0.482	1.55	0.501	-2.583 X^2=6.505, p=.011	0.011
My health is good enough to allow me travel	1.50	0.503	1.42	0.496	1.127	0.261
Travel is a way to stop life from becoming boring	1.55	0.500	1.57	0.498	-0.290	0.772
Traveling makes me tired	1.97	0.171	1.92	0.278	1.592	0.113
I am too old to travel	1.98	0.141	1.94	0.238	1.396	0.164
I have plenty of time to travel	1.70	0.461	1.68	0.470	0.311	0.756

Table D-5
Age Groups Differences in Demographic of Respondents

	Age Group				
	50-60 (n=100)		**61 and over (n=84)**		t, x^2, p
	Mean	SD	Mean	SD	
Age	**54.3%**		**45.7%**		t=1.713, P=.088
Average age	55.06	3.142	67.56	5.713	
Gender	**1.55**	**0.500**	**1.48**	**0.502**	x^2=.996, p=.318
Male	45.0%		52.4%		
Female	55.0%		47.6%		
Marital Status	**1.15**	**0.592**	**1.24**	**0.652**	
Married	93.0%		88.1%		x^2=11.188, p=.011
Single	2.0%		-		
Widowed	2.0%		11.9%		
Divorced	3.0%		-		
Employment Status	**2.57**	**1.771**	**3.23**	**1.365**	
Employed full time	50.0%		15.5%		x^2=34.261, p<.001
Employed part time	3.0%		7.1%		
Retired	17.0%		46.4%		
Temporarily unemployed	3.0%		1.2%		
Homemaker	24.0%		29.8%		
Other	3.0%		-		
Education	**2.21**	**0.844**	**1.65**	**0.752**	
Less than elementary school	14.0%		46.4%		x^2=25.884, p<.001
Junior or senior high school	64.0%		46.4%		
Technical or vocational school	9.0%		2.4%		
University and graduate degree	13.0%		4.8%		
Income	**3.88**	**1.725**	**3.04**	**1.631**	
Less than NT$10,000	11.0%		19.0%		x^2=28.450, p=<.001
NT$10,001-20,000	3.0%		26.2%		
NT$20,001-30,000	20.0%		14.3%		
NT$30,001-40,000	18.0%		14.3%		
NT$40,001-50,000	25.0%		17.9%		
NT$50,001 and above	19.0%		7.1%		
Major source of income	**3.81**	**1.600**	**3.45**	**1.689**	
Children	9.0%		22.6%		x^2=26.895, p<.001
Pension or insurance	7.0%		9.5%		
Income from employment	39.0%		15.5%		
Government social welfare	-		7.1%		
Personal saving, interests or investments	37.0%		44.0%		
Donations from society, friends, or relatives	-		-		
Other	8.0%		1.2%		

Own home	**1.06**	**0.239**	**1.04**	**0.187**	x^2=0.579, p=0.447
Yes	94.0%		96.4%		
No	6.0%		3.6%		
Perceived Health Status	**3.66**	**0.655**	**3.4**	**0.73**	
Excellent	8.0%		4.8%		
Good	52.0%		40.5%		x^2=7.365, p=0.061
Fair	38.0%		45.2%		
Poor	2.0%		9.5%		
Bad	-		-		
Self-perceived economic status	**3.05**	**0.479**	**3.17**	**0.598**	
Very abundant	1.0%		3.6%		
Abundant	10.0%		15.5%		x^2=2.978, p=0.561
Enough	83.0%		76.2%		
A little difficult	5.0%		3.6%		
Very difficult	1.0%		1.2%		

Table D-6

Ranking of Tourist motivations

Domestic Travellers							
50-60 (n=100)				**61 and over (n=84)**			
	M	Rank	SD		M	Rank	SD
7. I want to see the things while on vacation that I don't normally see.	4.23	(1)	0.664	7. I want to see the things while on vacation that I don't normally see.	4.08	(1)	0.853
23. It's important for me to spend time with family and friends during the vacation	4.15	(2)	0.730	23. It's important for me to spend time with family and friends during the vacation	4.02	(2)	0.760
15. I think that kind of accommodations that you get on vacation are real important.	4.09	(3)	0.698	19. I like to see how other people live.	4.01	(3)	0.799
8. Just resting and relaxing is vacation enough for me.	4.05	(4)	0.796	8. Just resting and relaxing is vacation enough for me.	3.96	(4)	0.768
19. I like to see how other people live.	4.04	(5)	0.650	18. There should be no deadlines while on vacation.	3.95	(5)	0.849
11. When I go home, I talk to everybody about my vacation	4.04	(5)	0.680	12. There are some places I have always wanted to visit.	3.94	(6)	0.883
12. There are some places I have always wanted to visit.	4.02	(7)	0.724	16. I like to be able to talk about the places I've visited and the things I've seen on vacation.	3.89	(7)	0.792
2. It's important for me to experience different cultures and different ways of life	3.98	(8)	0.765	6. I like to talk about my vacation when I get home, you know, relieve it.	3.86	(8)	0.679

21. The main thing for me on vacation is just to slow down.	3.98	(8)	0.841	9. While on vacation, I attend cultural events that I don't have access to at home.	3.86	(8)	0.778
9. While on vacation, I attend cultural events that I don't have access to at home.	3.97	(10)	0.611	11. When I go home, I talk to everybody about my vacation	3.82	(10)	0.747
18. There should be no deadlines while on vacation.	3.97	(10)	0.717	14. I like to visit foreign cultures.	3.75	(11)	0.758
5. While on vacation, I want a comfortable place to stay	3.94	(12)	0.776	15. I think that kind of accommodations that you get on vacation are real important.	3.75	(11)	0.863
14. I like to visit foreign cultures.	3.92	(13)	0.720	22. On vacation, I like to do the same things that the people there do.	3.75	(11)	0.890
6. I like to talk about my vacation when I get home, you know, relieve it.	3.91	(14)	0.668	17. I just like to travel, to go somewhere and to do something.	3.65	(14)	0.912
16. I like to be able to talk about the places I've visited and the things I've seen on vacation.	3.88	(15)	0.715	21. The main thing for me on vacation is just to slow down.	3.65	(14)	0.925
22. On vacation, I like to do the same things that the people there do.	3.83	(16)	0.817	2. It's important for me to experience different cultures and different ways of life	3.64	(16)	0.952

3. While on vacation, I want luxury,	3.81	(17)	0.837	24. While on vacation, I want to meet new people and socialize.	3.57	(17)	0.840
24. While on vacation, I want to meet new people and socialize.	3.77	(18)	0.709	5. While on vacation, I want a comfortable place to stay	3.51	(18)	0.925
4. While on vacation, I want nice food	3.73	(19)	0.802	1. Just or curl up with a good book in the shade sounds like a wonderful vacation to me.	3.50	(19)	1.167
1. Just or curl up with a good book in the shade sounds like a wonderful vacation to me.	3.69	(20)	0.761	10. The availability of good restaurants and good food is important in choosing a vacation spot.	3.46	(20)	0.798
17. I just like to travel, to go somewhere and to do something.	3.68	(21)	0.777	3. While on vacation, I want luxury,	3.45	(21)	0.924
10. The availability of good restaurants and good food is important in choosing a vacation spot.	3.67	(22)	0.805	4. While on vacation, I want nice food,	3.42	(22)	0.881
20. It's important for me to go someplace fashionable on vacation	3.63	(23)	0.825	25. A vacation means visiting places where my family came from.	3.31	(23)	0.878
13. A vacation means being able to do nothing.	3.51	(24)	0.959	20. It's important for me to go someplace fashionable on vacation	3.24	(24)	0.873

25. A vacation means visiting places where my family came from	3.46	(25)	0.784	13. A vacation means being able to do nothing.	3.11	(25)	1.120
26. I think that taking an outbound trip will reduce the chance for me to take domestic trip.	3.24	(26)	0.965	26. I think that taking an outbound trip will reduce the chance for me to take domestic trip.	3.08	(26)	0.881

Table D-7
Ranking of Attributes Considered In Selecting Major Destination

Domestic Travelers							
50-60 (n=100)				**61 and over (n=84)**			
	Mean	Ranking	SD		Mean	Ranking	SD
1. Safety and security	4.80	(1)	0.532	1. Safety and security	4.73	(1)	0.665
4. Standards of hygiene and cleanliness	4.75	(2)	0.557	2. Environment quality of the air, water and soil	4.64	(2)	0.633
2. Environment quality of the air, water and soil	4.71	(3)	0.591	4. Standards of hygiene and cleanliness	4.52	(3)	0.784
3. Nice weather	4.47	(4)	0.822	3. Nice weather	4.42	(4)	0.764
10. Overall cost of vacation (including transportation, accommodations, and meals)	4.21	(5)	0.856	10. Overall cost of vacation (including transportation, accommodations, and meals)	4.08	(5)	0.908
6. Outstanding scenery	4.13	(6)	0.787	5. Public transportation such as airlines, train service, bus service, local system	4.04	(6)	0.937
5. Public transportation such as airlines, train service, bus service, local system	3.90	(7)	1.000	6. Outstanding scenery	3.99	(7)	0.857
9. Special events and attractions	3.52	(8)	0.979	12. Walking paths or other places to walk foe exercise	3.61	(8)	1.042
12. Walking paths or other places to walk foe exercise	3.52	(8)	0.990	7. Historical sights	3.56	10)	0.961
7. Historical sights	3.46	(10)	0.915	9. Special events and attractions	3.42	(9)	0.921
11. Facilities for physical activities	3.25	(11)	1.077	11. Facilities for physical activities	3.19	(10)	1.047
8. Availability of shopping facilities	3.07	(12)	0.935	8. Availability of shopping facilities	2.98	(11)	0.944