

# Developing the Elderly Tourism Market in China

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## Abstract

With a rapidly growing number of the elderly in the population, the consumption level of the elderly continuously improves to afford travel. Consequently, the elderly tourism industry faces unprecedented opportunities. The aim of this study was to promote the healthy development of the elderly tourism market in China. We provide practical suggestions for providers of senior tourism products and services, in addition to proposing a new way to build a favorable environment for senior tourism industry. Based on the comprehensive literature review on the consumption of senior tourism, we incorporate the marketing strategy of 4C into specifying recommendations that will promote the development of the senior tourism industry. Our recommendations will motivate the healthy development of our country's senior tourism industry in four aspects of product, cost, convenience and communication.

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## Current Status of Chinese Tourism Market



- Discrepancy between Supply and Demand
- Lack of customized offerings
- Unstandardized and Unregulated Market

## The 4 C's of Marketing

**Customer**  
Who are we selling to?

**Cost**  
How much will it cost to serve our customers?

**Convenience**  
Is it easy for our customer to buy?

**Conversation**  
How will we communicate with our customers?

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## 4C Marketing Strategies



- Satisfy social needs regarding hobbies and interests



- Provide thematic travel to satisfy their nostalgia needs



- Respect and cherish the elderly to satisfy their need to belong
- Facilitate effective bilateral communications with the elderly travelers



- Emphasize benefits of prolonged life and satisfy their health care needs



- Pay attention to compensate for the regret and satisfy the self-actualization needs to realize their dreams



- Provide convenience for elderly tourists

- Provide the price the elderly tourists are willing to pay