



# TOURISM & AGEING

## CONFERENCE

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# ABSTRACT BOOK

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## **RUNNING AS A LEISURE EXPERIENCE FOR OLDER ADULTS: A QUALITATIVE STUDY IN RIO DE JANEIRO**

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### **Abstract**

This paper analyzes the motivations and experiences of men and women over age 50, on average, who participate in races like marathons. The aim is to describe these experiences in a way that can be used for designing product for leisure and tourism. The research follows the interpretive paradigm and adopts a qualitative method. The main instrument for data collection is the in-depth interview. The results underline two points: the construction of an imagery of a runner that opens up opportunity for designing more robust services with aggregate values and a customization of leisure and tourism services. Finally, the authors present some managerial implications for the promotion of tourism consumption via marathons.

**Keywords** marathon, tourism, leisure, experiences

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## **A ROLE OF LOCAL COMMUNITIES IN A SUSTAINABLE DESTINATION PERSPECTIVE**

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### **Abstract**

The purpose of this investigation is to contribute for the increase of knowledge in the sustainable tourism marketing area, focusing on the context of a tourism development pole. This analysis was carried out taking into account the perspective of local host communities.

To that effect, the research sought to hear their opinions in order to assess their willingness to get involved in a future marketing plan for the Serra da Estrela region.

The information resulting from this study reveals that local communities of this Pole have positive perceptions regarding tourism and feel more its benefits than its costs, and also shows the inexistence of significantly statistical differences when groups of residents employed and non-employed in the tourism sector are compared.

Furthermore, the findings presented a high level of tourism acceptance from residents and their willingness to participate in local touristic development decisions, which indicates the possibility of their effective involvement in a future sustainable tourism marketing plan, local-community-oriented, and focusing on their most valued features, namely, their own communities and the historical and natural assets.

**Keywords** Sustainable Tourism, Local Communities, Tourism Marketing

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## **ARCHITECTURE AND AGEING: SENIOR EQUIPMENT TOURISM - CRITICAL SUCCESS FACTORS**

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### **Abstract**

For this our reflection on the Critical Success Factors of tourist facilities for seniors in optical architecture, we propose the assumption that there is an architecture, not a special city planning for seniors, but there is a special architecture and urbanism for all and that case of tourism facilities is no exception.

When we have a functional program for people age far superior to our own, the usual complexity of architectural design, plus the difficulty arising from our lack of testing the reality of the people for whom we design. So we must compensate for this gap with our thorough research and involving, where possible, our end customers in the creative process.

For older people, there are usually additional difficulties, particularly in adapting to new situations and less willingness to deal with setbacks - factors usually involved a trip. We also believe that quality and comfort are most valued by older, compared to other factors such as fashion and design. Thus, we chose four areas that we consider fundamental study, when we project for this age group: Inclusive Design, Safety, Comfort and Experiences.

**Keywords:** Inclusive Design, Architecture Inclusive, Senior Tourism, Psychomotor Skills, Ageing.

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## **CONTROL AND ASSESSMENT OF THE HUMAN RESOURCES STRATEGY, IN THE TOURISM SECTOR. EMPIRICAL EVIDENCE IN THE SOUTH OF EUROPE**

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### **Abstract**

It is well known the effect that the increase on quality of labour in the tourism sector, has on increased labour productivity, better life conditions and economic growth. In this sense, the human resources strategy, one of the key issue to gain a competitive advantage. But we have to consider the negative effect caused by the differences between business strategies and their implementation, in particular in the field of human resources.

The goal of this paper is to reach a global vision of the employment structure, to get have a better understanding of some key axes that drive the business strategy with an special reference to human resources to obtain evidence about human capital retention at Andalusian tourism sector level (provinces of Malaga and Granada).

The methodology used for this analysis has been the statistical method, based upon a modal version, after qualifying Malaga and Granada hotel establishments using discriminatory analysis and added economic information for each business unit. To apply the statistical methodology, it has been used information out of a survey carried on individual hotels and also supported by a Delphi analysis with sector social experts and business leaders.

The outstanding conclusions, refer to the relevant human resources strategy deployed to gain competitive advantages on the long term and the need, on the business to adequate their strategy in this field and to the unbalanced existing between the importance of such vision and the practice of it. All this aspects are reflected on a policy that doesn't favourise the talent retention.

**Keywords:** Strategy; control; human resources; tourism sector.

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**FASHION AND BEAUTY ADVERTISING MODELS' AGE AND ITS IMPACT ON OVER 50 FEMALE CONSUMERS' PURCHASE INTENTION**

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**Abstract**

The study aims to collaborate to a better understanding of a social phenomenon that has gained increasing importance and analyze it under a commercial perspective, concluding about the impacts that it can bring for some markets. The purpose is to study the impact of the Fashion and Beauty advertisements models' age on the purchase intention of female consumers over 50. This is a segment that has been gaining weight, expression and importance, and it is crucial to understand if it is been addressed with an effective communication strategy.

In the first part of the study a deep review of the literature is made, providing a structured knowledge of what has already been studied by other authors on this topic, and on other matters related to or involved with this issue. In the second stage, the approach is quantitative. In the presented study 259 women were involved and asked their opinions and feelings towards some advertising images exhibited throughout the questionnaire.

The results revealed that although some values are low to be considered significant almost all the relationships between the variables, suggested by the literature, have occurred. The results are very interesting and highly applicable outputs to the markets concerned.

**Keywords:** models' age; purchase intention

### GREY TOURISM PATTERNS: EVIDENCES IN EUROPE

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#### Abstract

Reflect of an ageing population with good health conditions and income, the “grey tourism” segment tend to increase worldwide. This segment is quite attractive to different regions, since they generate income flows and have an unseasonal travelling pattern. Europe having plenty of cultural, natural and historical attractions and diversity due to its ancient and rich history has great potential to attract woopies. This niche is traditionally account has homogeneous in terms of preferences and buyer behavior. However, the seniors travel market has many sub-groups and identifying their profiles, preferences and behavior becomes a very important task for organizations and institutions wishing to satisfy them better than competitors. This works attempts to unveil mature travelers main decisions factors and profiles. Data used in this work covers tourists from 27 Member States of the European Union and in Croatia, Turkey, the Former Yugoslav Republic of Macedonia, Iceland, Norway, Serbia and Israel. The results identify four distinctive segments inside grey tourism markets, with clear preferences in term of activity preference and information sources. By being aware of these differences, tourism firms can create products and services most appropriate for each sub-market and DMOs can put together a consistent destiny strategy, targeting specific niches.

**Keywords:** grey tourism; DMO; Europe; customer behavior

### HOSPITALITY AND A CONTINUAL CARE RETIREMENT COMMUNITY: AN EXPLORATORY INVESTIGATION FOR THE INCORPORATION OF HOSPITABLENESS THROUGHOUT A CCRC

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#### Abstract

This exploratory study outlines the initial study of the residential experience for long term objective of the future incorporation of a hospitality philosophy in the culture of a continual care retirement center (CCRC). A brief depiction of the important literature that make this study complicated and somewhat amorphous yet even more critical to structure are presented including hospitality research, service research, transformative service research and research on customer vulnerability. This is necessary to make sure the necessary dynamics of the community are conceptualized and later operationalized for further inclusion in the hospitality training program. The study details our initial observations, provides summary results of the interviews we conducted with residents and employees, suggest current programs that emanated from our initial study. Towards an end, we the next steps necessary for researching and building a customized hospitality centered training program. The paper ends by providing limitations for this case study exploratory study, provides the contribution of such study, and provides some suggestions for future research related to this topic.

**Keywords:** Transformative service research, customer vulnerability, continued care retirement community, service excellence, hospitably philosophy, hospitality training programs.

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## HOSPITALITY AND TRANSFORMATIVE SERVICE RESEARCH: A 3-FACTOR MODEL FOR OPTIMAL PERSONAL CARE TO THE NON-HEDONIC TOURIST AT DESTINATION ASSISTED LIVING

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### Abstract

This research focuses on consumers that are older, and therefore have the potential to be health and age vulnerable. They can be classified as a non-hedonic tourist to have entered a destination assisted living facility due to compromised health and, often, an older age. The research team has classified the research as transformative service research (TSR), a need identified by Ostrum et al. (2010) in their theming of needed arenas of service research. The objective of the study was to identify optimal behaviors and attitudes required when providing personal care to individuals in an assisted living facility.

First, a thorough literature review was conducted on customer vulnerability and optimal skills already identified in the literature. The quantitative results of an experimental factor analysis identified three unique factors of personal care outside their normal living environment. These were named personal humanism, hospitable humanism, and personal functionality. Personal humanism included items such as advocacy and mutuality that have not previously been recognized in hospitality and tourism research as important for service provision. Hospitable humanism included empathetic concern, hospitality items, and compassion items. Finally, personal functionality included responsiveness and reliability items.

The researchers found the topic relevant to the conference theme as aged vulnerable consumers have traveled outside their home and now live in a new home. In this sense, they are a non-hedonic tourist of necessity.

**Keywords:** Age; hospitality; humanism; factor analysis

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## HOW TO POSITION PORTUGAL AS ONE OF THE MAIN EUROPEAN DESTINATION REFERENCES IN SENIOR TOURISM

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### Abstract

The presented project consists in a strategic development of Portugal as a Touristic Destination which major goal is to understand how can Portugal become a major player in senior tourism, as segment of the population that already represents both in volume and value the most attractive travel segment.

With the increasing ageing of the world's population, seniors are pointed out to become the most valuable consumer segment. These have increasing available time to travel and they have the disposable income to spend in travel experiences as a primary motivation.

This being said, the goal is to develop a strategy targeted not only to those who may be already considered seniors, but also to the other generations namely Baby-Boomers and members of Generation X that will become seniors in a 10 to 20 year period. In order to do it effectively, this strategy must take into account the need to create an emotional relationship with those consumers, while our touristic offer must be developed and continuously adapted to their evolution in terms of needs and travel behaviours.

**Keywords:** Tourism, Generational Travellers, Branding Destination, Travel Behaviours



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## MALAYSIA MY SECOND HOME PROGRAMME: PARTICIPANTS' PERCEPTIONS OF MALAYSIA'S INTERNATIONAL RETIREMENT DESTINATION PERSONALITY

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### Abstract

This research analyses Malaysia My Second Home Programme participants' perceptions of Malaysia's international retirement destination personality. A content analysis of participants' online testimonials posted on Malaysia My Second Home's website shows that participants have distinct brand personality perceptions of Malaysia as an international retirement destination with the brand personality dimensions sincerity, ruggedness, competence, and excitement being mentioned most frequently. These dimensions relate to Malaysia My Second Home retirees' motivation themes identified in previous research. Marketing communication implications of the findings are discussed, including conveying the brand personality dimensions through participants' testimonials, and suggestions for future research are offered. The study serves as a starting point for further research on international retirees' brand personality perceptions of international retirement destinations.

**Keywords:** Malaysia My Second Home Programme; international retirement migration; international retirees; brand personality; destination personality

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## MEDICAL TOURISM IN IRAN, ISSUES AND OPPORTUNITIES

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### Abstract

Medical tourism where patients travel overseas for any type of medical treatment has grown rapidly in the past decade. High costs and long waiting lists at home, new technology and skills in destination countries alongside reduced transport costs and Internet marketing have all played a role. This article aims to introduce Iran's health system and to discuss the challenges and opportunities of medical tourism in this country. The recommendations for progressing in medical tourism of Iran with high qualities in medical treatments, climatic and environmental conditions, geographical location, , mine mineral springs, natural and cultural heritage and a relaxed atmosphere as well, seem to constitute on appropriate field for health tourism development in Iran.

**Keywords:** Medical, tourism, Health, Iran.

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## **MOTOR CARAVAN TOURISM IN AN AGEING SOCIETY: A SUPPLY-SIDE PERSPECTIVE**

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### **Abstract**

Motor caravan tourism represents an active form of travel which is still under researched, especially with regard to the senior market. In particular, few scholars have investigated the values that drive purchase for motor caravans. In addition, while some studies have addressed the behavior of recreational vehicle tourists, there is gap in literature with regard to the perspective of motor caravan manufacturers. This paper contributes to fill this gap by investigating motor caravan tourism from a supply-side perspective. Specifically, the study explores the needs associated with the purchase of a motor caravans and investigates whether motor caravan manufacturers should target older tourists. In-depth interviews were conducted among the population of Italian motor caravan manufacturers. The results contribute to the understanding of motor caravan tourists from a supply-side perspective. Moreover, it provides valuable insights on why older tourists represent an attractive target for motor caravan manufacturers. Future research could focus on the demand-side perspective to better understand the specific drivers of purchase or repeat-purchase intentions among older tourists.

**Keywords:** senior tourists, motor caravan, specialty goods, experience goods, functional needs, hedonic needs.

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## **SATISFYING AND DELIGHTING SENIOR GUESTS AT HOTELS**

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### **Abstract**

To delight customers, hotels must exceed guests' expectations by meeting not only their implicit and explicit needs, but also their attractive needs. In other words, hotels need to surprise their guests if they want to offer memorable service experiences. The provision of unexpected benefits together with core services can lead to extreme satisfaction and delight. While many studies have addressed tourists' satisfaction, little research has been conducted with specific regard to customer delight among senior tourists at hotels.

This study contributes to fill this gap in literature by analyzing hotel service quality from the perspective of senior tourists. Specifically, we intend to explore what hotel attributes delight senior guests and to identify the needs being met by these attributes. A qualitative research was conducted among Italian senior tourists with the long-interview technique. The findings suggest that senior guests are delighted when hotel attributes meet their needs for uniqueness, novelty seeking, knowledge seeking and emotional atmosphere. The results contribute to extend the literature about hotel service quality for the senior market. Moreover, relevant professional implications for hotel managers are suggested. In the future, quantitative studies could be conducted to assess the validity of the results.

**Keywords:** service quality; customer satisfaction; customer delight; customer needs; senior tourists; hotels

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**SENIOR TOURISTS' PREFERENCES IN DEVELOPING COUNTRIES – MEASURING PERCEPTIONS OF  
SERBIAN POTENTIAL SENIOR MARKET**

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**Abstract**

Senior leisure travel became a significant part of the global tourism market, and developing countries with lower GNP, such as South-East European countries, are also part of this trend. The lack of research dedicated to senior tourism market in Serbia and the fact that people over 55 represent 33% of complete Serbian population in 2011 (the last Census of population) encouraged authors to conduct the research on senior tourists' preferences, their travel motivation and travel limitations of this fast growing market with immense potential in this country. Questionnaire was used to collect data from 320 senior tourists in different Serbian cities, spa and mountain centers. The results indicate spa and mountain centers as preferable travel destinations among potential senior tourists in Serbia, while the major factors for choosing destination showed to be travel costs, climate conditions and destination vicinity. The research findings also showed that principal travel motives are rest and relaxation and health improvement, and in connection to this, the most preferable activities on destination are engagement in spa and medical treatments and spending time in unspoiled nature. Moreover, the study indicates financial difficulties and health concerns as the major travel barriers of potential senior market in Serbia. The research findings can be used as a framework for all tourism stakeholders involved in tailoring a specific tourism product for Serbian senior travel market.

**Keywords:** senior tourism, senior travel motivation, senior tourism preferences, Serbia

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## SENIOR TRAVELLERS TOURING WITH VINTAGE SPORT CARS

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### Abstract

Minor attendance has been paid to older travellers touring with vintage cars. Who are they, and what are the content of their travels? The travellers studied here were members of the Rogaland MG Centre in Norway, a vintage car club with 41 members who own MG cars, mainly the vintage MGB cabriolet sport car. Their centre supports their car interests, constitutes a meeting place, and organises tours.

Data for this study was collected by participant observation and interviews on three tours organised during the summer 2013 and 2014. Tour 1 (3 days) crossed snowy mountains and into pastoral lake- and forest landscapes, with two nights at an old wooden hotel in Dalen (Telemark). Tour 2 (2 days) headed for a mountain area at 1300 metres altitude and continued to the archipelago of Ryfylke with its small islands and ferry crossings, staying one night on Sand Tourist Hotel. Tour 3 (6 days) headed for Ærø in Southern Denmark, including night ferry across Skagerak and three over-night stays at two old hotels in Denmark.

Several unique features applied to these tours. First, the participants are dual-career couples, well educated, most of them between 60 and 75 years of age, and with reasonable income. About one third of them are retired, while the other half is still wage earners or running their own business. A broad range of professions are represented, and their passion for the old cars is the main reason bringing them together. Second, on tour, the male is the driver, and the female partner is "co-driver". Third, they appreciate traditional old hotels with good breakfast and nice dinners, while lunches and coffees are bought on the road. Forth, the conversations are not revolving around cars but on issues that everybody may take part in, and joking and roaring laughter is typical. Fifth, some days implies 12 hours on the road, which indicates healthy and vigorous drivers. Most touring days will have only 4 – 8 hours driving, and the rest of the day spent for sight-seeing and visiting heritages. A quest for authenticity and place oneself back in time to the 1960s and 1970s is one possible underlying motivation. The main benefits taken away from the tour experience is good companionship, hedonic pleasure of enjoying sceneries and good hotels, and eudemonic pleasure in the sense as being proud of owning and handling the old cars. Further research should identify the economic, cultural and social impact of this special interest tourism type, which may constitute a potential for new tourism businesses.

**Keywords:** MGB, vintage cars, vintage hotels, senior travellers, club, Rogaland, Norway

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## SOCIAL TOURISM AND SENIOR UNIVERSITY IN PORTUGAL: A RESEARCH PROPOSAL

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### Abstract

This paper aims to fill a literature gap and to analyze empirically Senior Universities in Portugal related to the impact of experimental learning on courses offered. Focus will be given to the elderly population motivations to experiment new cultural expressions and the impact this process may have on their cognitive abilities/culture intelligence. Social Tourism becomes increasingly important given the lack of elderly economic means to support travel expenses and ways to save for leisure time after retirement. Senior University and social tourism can together offer this possibility. The first part represents an introduction to the topic of Social Travel. The second part focuses on the major conceptual aspects – culture, experimental knowledge, cultural intelligence adapted to senior universities courses – to support and justify the hypotheses to be tested.

**Keywords:** Portuguese Senior University, Culture and Travel, Social Tourism, Experimental Learning

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## SOCIAL TOURISM PROGRAMMES FOR THE SENIOR MARKET: A BENEFIT SEGMENTATION ANALYSIS

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### Abstract

The senior market has gained increasing interest from the tourism industry, mainly because of its considerable size and time flexibility. However, seniors are also a group facing many constraints to participate in tourism, which has led some countries to promote social tourism programmes for this market. However, little is known about the success of these programmes, while research showing the benefits derived by participants would be useful to continuously improve these initiatives. This paper presents a segmentation analysis of the seniors who participated in a Portuguese social tourism programme, based on benefits derived. A questionnaire-based survey was undertaken yielding a total of 848 valid responses, which were subjected to a hierarchical cluster analysis. Three clusters emerged: the least benefited, most benefited and active and more benefited and locally socializing. The clusters were compared regarding socio-demographic profile, travel behaviour, satisfaction and loyalty. Several statistically significant differences among the clusters were observable, providing relevant inputs for the management of social tourism programmes for this market.

**Keywords:** Benefits derived, segmentation, senior market, social tourism programme, Portugal

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## STRATEGIC IMPACT OF THE COUNTRY OF ORIGIN FOR SENIOR TOURISM DEMAND: THE NEED TO BALANCE GLOBAL-LOCAL STRATEGIES

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### Abstract

Balderas and Rivera (2014) propose a conceptual model to structure the different conceptual constructs that distinguish senior tourists from others tourist segments, identifying the main variables considered in previous research (Hsu, Cai and Wong, 2007; Fleischer and Pizam, 2002) to understand their motivations, both internal and external determinants and how all decanted into a specific tourism behaviour.

In the literature review achieved to define the conceptual model, we found studies grounded in different countries (Hossain, Bailey and Lubulwa, 2007; Huang and Tsai, 2003) that allow us questioning to what extent seniors will have a tourism behaviour homogeneous internationally (which can justify a global strategic approach to this market segment) or with substantial differences depending on their country of origin (which settle a multidomestic market, with necessary strategic adaptations of tourism offer to the country of origin of the seniors).

The universe of prior literature review has been expanded in this research in order to detect the different geographic origins studied in depth in previous scientific articles on senior tourism demand. Our goal is to identify the common denominators that will articulate a global tourism market and the variables in which major differences emerge, motivating a model of multi-domestic strategy. Our vision is that the strategic success in senior tourism market will come for a proper balance between these two apparently contradictory dimensions, besides being able to adapt to the capabilities and characteristics of the country/ region / offer or receptors.

**Keywords:** Senior tourism, country of origin, motivation, behavior

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## **THE AIRPORT AND THE OLDER HOLIDAYMAKER: DOES ANYONE CARE?**

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### **Abstract**

Ageing populations in developed regions will have the time and money to travel (United Nations, 2013). Despite the growing economic and social importance and scale of this group, research is scarce in tourism and air transport (Landré and Peeters, 2011) that explains the experience of older holidaymakers at an airport. In form of a single-case study, the work investigates the needs, demands and expectations of the holidaymaker who is 60 years and older at a major international airport. This examination takes place from the perspectives of older passengers, frontline employees and management.

The work's findings contribute to a better understanding of the older holidaymaker within today's standardized passenger process; a process which is increasingly dominated by a move towards technology-based self-service encounters. With privatisation and commercialisation, airports are increasingly turning into modern-day service providers. However, with a focus upon process optimization, the airport caters little to older passengers as long as they are not reduced in their mobility. At the same time, older holidaymakers expect little from this part of their journey and are satisfied with their treatment. Older passengers regard the airport as a public infrastructure, a means to an end to board a flight.

The work aims to contribute to a better awareness of ageing in tourism and management by investigating population ageing within the airport environment. It allows for some more insight into the tourism experience of older people in later life (Sedgley et al., 2011, Cohen and Cohen, 2012).

**Keywords:** Airport experience, older passengers, older holidaymakers, passenger process, airport management

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## **THE IMPORTANCE OF ACCESSIBILITY FOR SENIOR TOURISM IN ESTORIL COAST**

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### **Abstract**

The behavior of tourism activity worldwide, particularly with regard to some population with some degree of disability, has been redefining the opportunities for development of new tourist offers and simultaneously has imposed new challenges. This article analyzed the topic of accessibility regarding senior population that is hosted in five star hotels along Estoril coast.

In an early stage, we intended to realize the scope of this phenomenon and assess on the level of care offered. In a second phase we tried to conclude whether this region could be seen as a fully accessible destination.

We applied several interviews complemented by some questionnaires to hotel leaders responsible for ten 5 star hotels situated in Estoril coast, over a period of two months in 2013.

It was verified that tourism in this region is only partially accessible as it does not cover all types of disabilities and because the available resources available were not interconnected in accessible routes.

**Keywords:** Tourism; Accessibility; Disability; Estoril coast, Senior Tourism

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## **THE MOBILE LIFESTYLE OF THE GREY NOMAD TOURIST IN AUSTRALIA**

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### **Abstract**

The “grey nomad” phenomenon is a growth market in Australia. Grey nomads are one type of older tourist and are generally referred to as people who are aged 55 years and over, who independently travel around Australia by caravan or campervan for an extended period of time. This study used an ethnographic methodology to collect qualitative data from four couples who undertook an extended, multi-destination holiday through the Northern Territory and the State of Western Australia. Narratives were used to illustrate a variety of themes that emerged about the everyday experiences of grey nomads on tour. Travel diaries, and a questionnaire that was completed at the end of the trip, were used as a means of investigating the nomad’s engagement with friends and family while “on the road.” This presentation argues that being “far away” physically did not necessarily mean that they were disengaged and isolated for their family and friends. Rather, the results suggest that these ties are important connections that were maintained throughout their travel. Higgs and Quirk (2007) stated that there is a need for further research to study grey nomads to shed further light on the important objective of improving life and health for older adults, as well as whether this is an appropriate model for successful aging. Grey nomads have been described as new phenomena in which social change and generational culture have rewritten the script of old age. They often prefer to participate in more challenging physical leisure activities as part of their tourist and leisure experiences as they travel around Australia (Glover & Prideaux, 2009). Further research is required about the characteristics, and tourism and leisure behaviour of grey nomads because it is now regarded as the fastest growing domestic tourism sector in Australia.

**Keywords:** older people; Australia; caravan; campervan; extended time

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## **THE SINGAPORE SILVER TRAVELLER**

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### **Abstract**

This paper draws on a quantitative survey of n=1293 respondents from 47 years and older to identify possible trends among senior travellers that may be helpful for travel planners to better understand this growing segment of their clientele to better cater for their needs. Three main themes: seniors and the family, health issues and the perception of age are examined in the main paper and with some summaries provided below.

The top motivation of our respondents is to travel with the family and with 86.7% of the respondents having children, their travel decisions naturally accommodates their youngest child. It is when these youngest children stops or lessens their involvement in family vacation does the senior start to make travel plans specifically for their own aspirations.

Close to half of the 45% respondents that indicated that they are affected by age-related illness when they travel are willing to pay for a standby medical personnel to offset the risk in travelling. If the additional costs do not exceed 5%, this same proportion of respondents will be willing to pay for this service.

Similar to studies done in the US, the Singaporean senior feels younger than their actual age, on average they feel 10.3 years younger although their actual physical needs would not correspond to this ideal age. Hence, marketing has to strike the right balance of not offending the seniors in advertising and at the same time providing an age-appropriate product that meets their physical needs when travelling.

**Keywords:** age-related illnesses, life stages, family-centric, ideal age, travel planners

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**TO GAIN A PSYCHOLOGICAL UNDERSTANDING OF ACTIVE SENIORS' ENGAGEMENT WITH ONLINE MEDIA BEFORE, DURING AND POST-HOLIDAY.**

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**Abstract**

This research will gain a psychological understanding of Active Seniors' (aged 50-74) multidimensional (cognitive, affective, conative) engagement with online media before, during and after their holidays. This paper summarises initial exploratory qualitative research to elicit the lived experience of such engagement.

The construct 'Customer Engagement' (CE) has received considerable attention in the last decade from both marketing practitioners and academics, yet a consensus definition remains elusive. Most attempts focussed on the behavioural manifestations of CE (word of mouth), e.g. van Doorn et al. (2010). A more recent definition (Brodie et al. 2011), suggested that CE is multidimensional (cognitive, affective, conative) psychological states and proposed that understanding the lived experience of CE was essential.

To elicit lived experience, Interpretative Phenomenological Analysis (IPA) was used to provide the framework for interviewing and analysis. Five phenomenological interviews were conducted with seniors (mean age 62.4) in Bournemouth, UK, transcribed, stored and coded in NVivo (content management software), and analysed using IPA. This is an interdisciplinary (marketing and psychology) study that will add to the engagement literature and identify what stimulates Active Seniors' engagement with online media.

**Keywords:** Seniors, engagement, online media, psychology, lived experience, Interpretative Phenomenological Analysis



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**SENIOR TOURISM IN ALGARVE: AGREEABILITY AND FUNCTIONALITY AS DRIVERS TO AN INTEGRATED APPROACH OF PUBLIC POLICIES**

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**Abstract**

The tourism economy in Portugal is very dependent on the so-called factor of seasonality (PENT, 2013), which is understood as a strong obstacle to a better development of this sector of activity (PwC Portugal, 2014). The senior tourism demand, whose willingness to travel throughout the year is recognized (Demunter, 2012), can help to reduce the impact of seasonality. For this, it is important to know the underlying factors of attractiveness and satisfaction of Portuguese tourist offer regarding elderly population. With this aim, the authors developed an empirical study, confined to the Algarve Region, with data collection from 538 senior guests, mainly European citizens, who were hosted in 4 and 5 star hotels in this Region during the 2011/2012 low season (October 2011 to March 2012). Within the initial formulation of the problem, it was considered that the type of stay and socio-demographic characteristics of respondents would act as mediators between the factors of attractiveness (which leads to choose the destination Algarve) and the resulting satisfaction (for guests). This satisfaction, in turn, proved to be dependent on the size designated by agreeability (affective bond between person and place moderated by personal experiences) and functionality (dimension linked to the hotel performance). As a result of the statistical analysis, the authors have been able to develop an explanatory model of the attractiveness of the Algarve as a tourism product and the satisfaction of elderly users in low season. The center of this model is formed by the agreeability dimension, here understood as the quality that gives pleasure to the guests and that also includes physical characteristics of the hotel, as well as esthetic features, but also address aspects related to the promotion of the tourist destination and the cultural identity and heritage of the place. These results, based on a multiple regression analysis model, underline the need for an integrated approach to the tourism promotion in Portugal, involving different stakeholders, public and private, and reviving the discussion of the role of public policies in a economy sector where prevail private companies.

**Keywords:** Attractiveness; Hotels; Algarve: Senior Guests

## **TURKISH CUISINE: A HEALTHY CHOICE FOR THE ELDERLY**

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### **Abstract**

Ageing on populations has significant effects including elderly's eating out behavior. Generally, eating out brings the problem of inadequate and unbalanced nutrition due to the ingredients used. Because of the unhealthy food contents, one can easily say that its largely responsible for the increasing obesity and other chronic diseases associated with it. Food service industry have a crucial responsibility to promote healthy diets by providing foods prepared in attractive and appetizing ways that help people meet dietary recommendations. The purpose of this study is to put the importance of the newly developed menus for the elderly while exemplifying best practices from Turkish cuisine with its adaptability to this matter.

This study was conducted at a foodservice learning laboratory in USA. Pilot tests were applied into daily menus in restaurant setting while evaluating patrons' responses of two newly developed menu items: Red Lentil, Bulgur and Mint soup and pureed eggplant with lamb. The recipes were prepared at the Learning Lab Restaurant of the Hospitality and Tourism Management department by the research team. Totally 132 customer participated in the survey. Participants were evaluated the newly developed menu after the tasting. Menu evaluation was done on three areas; appearance, taste and purchase request by the score cards.

While about 90 % of customers liked the taste of new recipes, about 85% of them stated to repurchase. In evaluation of "Red Lentil, Bulgur and Mint Soup", liking of soup taste was similar in all age groups, the appearance and re-purchase requests were increasing with age and there was a statistical significance between age groups and re-purchase requests.

In "Pureed Eggplant with Lamb" evaluation; taste, being in favor of the appearance and re-purchase requests are increasing with age and there was a statistical significance between age groups and all three categories.

Lifestyle changes, globally, and increasing nutrition related health consequences are becoming more prevalent encouraging the global food service industry in providing healthier menu options for the elderly. This would be considered as a very important topic in a near future and may create awareness for "elderly menus" encouraging the global foodservice industry.

**Keywords:** Cuisine, elderly, menu, public health, Turkish

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## WHAT DOES BEING SENIOR MEAN IN TOURISM MARKET? TOWARDS A CONCEPTUAL MODEL OF THE STRATEGIC DIFFERENTIAL IN SENIORS

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### Abstract

Given the importance of the senior segment in the tourism industry (Alen, Dominguez and Fraız, 2011, Hunter Jones and Blackburn, 2007; Esichaikul, 2012, Fleischer and Pizam, 2002; Nimrod, 2008, Chen and Wu, 2008), the main aim of this paper is to build a conceptual framework to identify whether the senior tourism segment consumes differently. The greatest impact of the senior segment will not just be its volume, if it is not accompanied by a different form of consumption, or by a different propension to tourism consumption the total market will have the same volume but a higher age. Thus, this paper wants to enter the segment and strategic understanding of their different characteristics, being those regions or geographical locations which better understand these differences and adapt to them the ones which will take advantage of their great potential of demand.

This article proposes a theoretical model to show in what kind of variables the senior segment has strategically relevant differences. Additionally, this article reviews the state of the art to identify the main variables that emerge as significant in each of the categories proposed in the theoretical model. The model consists of personal determinants, external determinants, the destination itself and the motivations, as well as the way in which they affect in the decisions of tourism consumption. Special attention is also given to those references comparing senior tourism versus tourism of other ages, as well as differences between different cohorts of seniors.

**Keywords:** Senior tourism, determinants, motivations, variables, behaviour

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**WELLNESS COMES FROM THE SEA: THALASSOTHERAPY IN PORTUGAL  
AND THE “BARRA THALASSO” SPA (NAZARÉ)**

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**Abstract**

Thalassotherapy is the combined use of salt water and related techniques applied to a particular therapy. Internationally, Thalassotherapy centers and spas have evolved due to their qualified staff and diversified services, as well as empowering their locations, to respond to the increase of the population's life span. Within the scope of wellness and interface with tourism, in addition to Portugal's maritime features, the development of Thalassotherapy can change the country into an important touristic destiny in this area, in which entrepreneurs, local and regional agents would come together under a sustainable development model.

This presentation's aim is to precisely give context to this potential within the advances made internationally.

Although there are hardly any scientific studies, we can identify in some a structured line of thought concerning the evolution through time as well as the health benefits and the tourism development associated, from generic approaches to historical development and concrete cases.

This revision of the literature is complemented by a screening of the Portuguese reality in addition to a closer look on the most recent compound built in Portugal (Barra Talasso, Nazaré). Envolving this case there are several motives for investment such as typology demands and social and economic returns, thereafter a whole year and a half of operating and focusing on captivating wellness oriented markets, making use of sea water, algae, mud and sea breeze.

This analysis allows us to draw some conclusions that frame the recent development of Thalassotherapy in an international prospective so it can be considered as: a wellness and tourism product of the utmost importance, yet at a launch stage in our country; an important anti-ageing therapy and a proven way of regenerating wellness at different age levels of the population.

**Keywords:** Sea, Thalassotherapy, Health, Tourism, Nazaré (Portugal)