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Senior tourists' motivations for visiting cultural destinations: A cluster approach

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Abstract

This study sought to contribute to the existing knowledge of consumer psychology regarding senior tourism in cultural destinations by improving the existing understanding of seniors' motivations and related psychological processes. The research objectives were to outline a model of senior tourists' push and pull motivations, which includes their emotions and satisfaction in cultural destinations; to understand the selection process of tourist attractions and activities in these destinations; and to identify clusters of seniors based on their emotions and level of satisfaction during visits. A theoretical model was created to analyse motivations and travel factors. The data collected facilitated the identification of four senior tourist clusters based on sociodemographic and psychographic differences. Various theoretical and managerial implications are presented.

Keywords: Senior tourism, push and pull factors, emotions, satisfaction, intentions.

1. Introduction

Senior tourism can offer benefits to the hospitality sector as older guests will soon constitute one of the largest market segments for hotels, restaurants and shops (Caber & Albayrak, 2014). The World Tourism Organisation (2001) estimates that, by 2050, people aged

60 and over will make more than 2 billion international trips per year. According to the European Commission's (2014) forecasts, the senior segment of the European Union's population will increase from 87.5 million in 2010 to 152.6 million by 2060.

No consensus has been reached concerning how to define seniors (Patterson, 2018; Pestana & Gageiro, 2005) even though they will become one of the tourism industry's most important consumer groups in coming decades (Alén et al., 2014). In particular, the baby-boom generation are becoming the most important tourism market (Cooper et al., 2007). The present study thus focused on this segment because the senior traveller niche has been undervalued by the industry and tourism scholars (Chen & Shoemaker, 2014; Otoo & Kim, 2020). The increasing interest in the intersection between tourism and ageing populations has created a need for a comprehensive assessment of the senior tourism sector (Pestana, Sanchés & Moutinho, 2019).

Seniors look for fulfilment in later life, and travel is a way to search for wellbeing and opportunities to socialise and have fun (Amaral et al., 2020; Moniz, Medeiros, Silva & Ferreira, 2020). Travel can contribute to a better quality of life (Amaral et al., 2020; Klimova, 2018). Given the growing numbers of older people around the world, understanding seniors' behaviour in tourism contexts has become increasingly important (Reinaldo, Silva, Barbosa, Silva & Metrôlho, 2018). More specifically, few studies have investigated senior tourists' motivations and satisfaction simultaneously (Kao, Patterson & Li, 2008; Li & Ryan, 2015).

Travel is frequently used by seniors to counterbalance emotional distress (Jang & Wu, 2006). According to various authors, emotions play a crucial role in memorable experiences (Tung & Ritchie, 2011), motivations (Damásio, 2000), satisfaction (Rojas & Camarero, 2008) and behavioural intentions (Bigné, Andreu & Gnoth, 2005). However, the development of emotions in connection with tourism destinations is still underresearched (Hosany et al., 2015).

The present study, therefore, addressed three research gaps identified in the literature on senior tourism. The first is the lack of a model of senior tourists' push and pull motivations, which

include emotions and satisfaction experienced in cultural destinations. The second is the related selection process of tourist attractions and activities in these same destinations. The last gap is the clustering of seniors based on their feelings about and enjoyment of cultural destinations.

This research concentrated on senior tourists who visited Lisbon, which is a well-known cultural tourism destination that offers a wide range of tourist activities. The study had three research objectives of which the first was to outline a motivational model to clarify the relationships among underlying pull and push factors for senior tourists. The second objective was to identify similarities and differences in how these visitors select tourist attractions and activities in cultural destinations. The last objective was to classify seniors into clusters based on the proposed push and pull model. A deeper understanding of senior tourists' emerging leisure motivations can help industry professionals and policymakers develop promotional and marketing campaigns for this promising segment in similar cultural destinations (Li, 2014).

2. Theoretical background

2.1 Senior travel motivations and emotions

Senior tourists are not a homogeneous group. On the contrary, they present extremely heterogeneous behaviour (Amaral et al., 2020; Wu, 2003). Besides sociodemographic variables related to seniors' travel behaviour, recent studies have also included psychological variables as factors influencing travel decisions (Bangwal, Tiwari & Chamola, 2017; Chen & Chen, 2015). Motivations predispose individuals to engage in specific tourist activities (Pizam, Neumann & Reichel, 1979), so identifying motivations should be the starting point for those seeking to understand why tourists choose specific destinations or activities (Kim, Lee & Klenosky, 2003). These motivations need to be understood before any marketing strategies can be implemented (Fodness, 1994). Tourist motivation studies seek to interpret push and pull motivations as intrinsic or extrinsic motivations, which integrates this type of research into the larger stream of motivational and satisfaction studies (Bangwal et al., 2017).

The current study sought to make another contribution: examining the differences between two types of push factors (i.e. maintenance and expansion) whose motivational impacts vary according to variables such as previous experiences and age. The more similar pull factors are to push factors, the stronger the motivations generated by these pull factors become and the more intensely tourists' satisfaction is experienced. Thus, the propensities associated with push factors – often described as intangible (Yang, Reeh & Kreisel, 2011) – are sensitive to the relationships between push and pull factors, as shown in Figure 1.

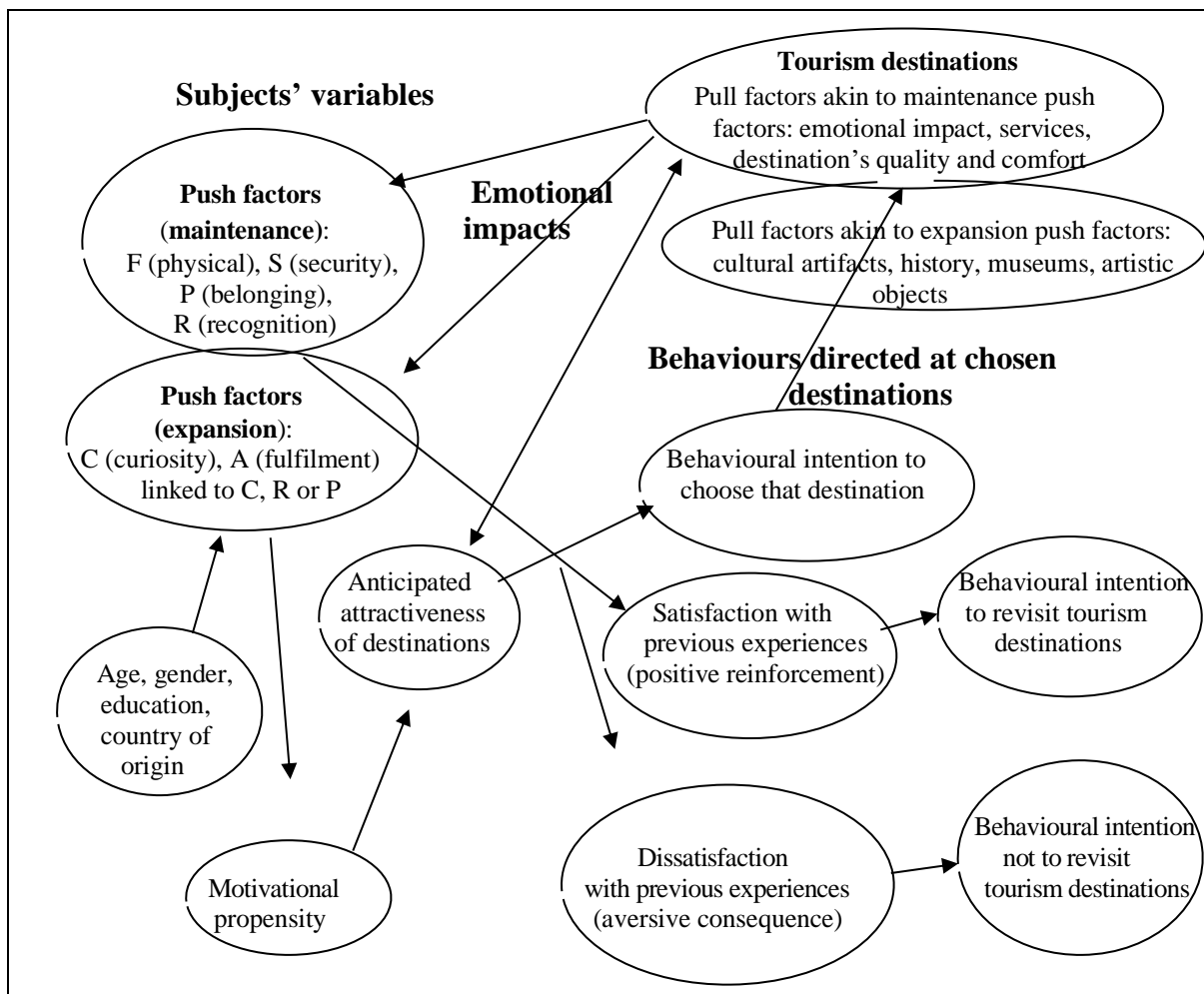


Figure 1. Motivational process: impacts of similarities between push and pull factors

Source: Authors

Figure 1 above reveals that the hedonic aspects of tourism destinations (i.e. pull factors) combine with tourists' motivational propensity to define these destinations' anticipated

attractiveness. In this model, push factors vary with subjects' age, education, health and country of origin, which are effects also highlighted by Losada, Cotos-Yanes and Dominguez (2019). After the behavioural intention to purchase becomes firm, affective and energetic processes take place in which energy is expended to engage in the intended behaviour. The present proposed model suggests that senior tourists evaluate the effort required to follow through on their choice and decide according to the evaluation's results between two alternatives:

- a) To travel to the tourism destination if the selected destination's attractiveness overcomes the negative emotions triggered by obstacles, namely, internal and external constraints associated with travelling (Huber, Milne & Hyde, 2018).
- b) To postpone the trip or refuse to travel if the negative emotions associated with overcoming obstacles (i.e. internal and external travel constraints) overcome the destination's attractiveness.

The greater the senior tourists' satisfaction with their destination, the stronger their behavioural intention to revisit that destination becomes (Bigné & Andreu, 2004). Satisfaction thus mediates the relationship between positive emotions and behavioural intentions (Pestana, Parreira & Moutinho, 2020). Overall satisfaction can be affected not only by the interplay of push and pull motivations (Caber & Albayrak, 2016) and age (Goggin, 1999) but also by different evaluations of travel constraints and facilitators conducted by the subjects according to their tourism experiences and perceived self-efficacy.

2.2 Value of satisfaction, intentions and previous experiences for senior tourism

A fuller understanding of senior tourists' satisfaction, intention to revisit destinations and previous experiences' effects on destination choice constitutes a significant theoretical and practical contribution to the senior tourism market. Emotions play a key role in this process as they determine tourists' satisfaction (Han & Jeong, 2013) and purchasing behaviour (Jang & Wu, 2006). Satisfaction is a complex affective and cognitive state shaped by physiological and

psychological influences (Wong, Musa & Taha, 2017) related to overall consumption experiences (Wong et al., 2017).

In general, satisfaction can be determined by push and pull motivations, which differ according to tourists' level of experience (Caber & Albayrak, 2016) and age (Goggin, 1999). Interactions between tourists are also an essential component in upsurges of positive or negative social climates. If various tourists express a strong emotional appreciation of or dissatisfaction with a destination, their companions can begin to feel the same.

By integrating these variables into a comparative analysis of data on different countries' senior tourists, the existing understanding of motivational processes underlying these travellers' destination choice can be enhanced, thereby increasing the effectiveness of marketing decisions. This study's model combined motivations, emotions, satisfaction, previous experiences and intentions to revisit or recommend a destination. Based on the above findings, two guiding assumptions were made and used as hypotheses:

H1: Senior tourists' country of origin influences their expectations about tourism destinations and the intensity of the emotions aroused.

H2: Senior tourists can be divided into distinct segments based on their attitudes towards tourism destinations.

3. Methodology

A total of 500 personal interviews were conducted by 79 fully trained university students near Lisbon areas with a high concentration of hotels and at the Lisbon airport. The final sample was drawn from 458 valid questionnaires obtained from senior tourists aged 55 or over who were on holidays that included at least one night in Lisbon hotels between March and May 2018. Table 1 lists the results of a random sample based on a proportional assignment strategy by country, which yielded a 90% confidence interval and a 3.7% margin of error. The United Kingdom (UK) was grouped with Ireland and the United States (US) with Canada due

to the small number of respondents from these countries. The category ‘Other’ includes countries not identified in the questionnaire.

Table 1. Random sample with proportional assignment by country

Country	Dimension		Confidence level
	Universe	Sample	90%
UK and Ireland	792	97	0.096
Spain	727	89	0.109
France	628	77	0.082
Germany	525	64	0.173
Portugal	514	63	0.088
Brazil	408	50	0.078
US/Canada	178	20	0.097
Other	2100	10	0.259
Total	3772	458	0.037

Source: Authors (2018) and Instituto Nacional de Estatística (2017)

Lisbon was selected as the present study’s focus because this city provides a large variety and selection of leisure activities within a small geographical area. The hotels were chosen for the types of accommodation offered that most contribute to the gross domestic product (Pestana & Gageiro, 2005) and that are most often used by seniors (Cooper et al., 2007). In addition, the selected hotels’ services and facilities can contribute to tourists’ memorable experiences (Alén et al., 2014).

The questionnaire was developed based on the existing literature on travel motivation (Correia, Vale & Moço, 2007; Fodness, 1994). The items covered 10 push and 10 pull motivations to travel, which were rated using a 5-point Likert scale (1 = ‘Strongly disagree’ to 5 = ‘Strongly agree’). This small number of items was chosen to make the questionnaire easier to answer. Levels of senior tourists’ intentions, satisfaction (Sarra, Di Ziol & Cappucci, 2015), emotions (Hosany & Gilbert, 2010) and previous experience (Caldeira & Kastenzholz, 2018) were also evaluated. Personal characteristic variables, including age, gender, marital status and education, were addressed in a further section. A pilot study was conducted with 10 participants, after which small corrections were made. The questionnaire’s final version was administered in English and Portuguese versions.

The data collected were analysed in four steps. Principal component analysis (PCA) and exploratory factorial analysis (EFA) were carried out to reduce the amount of data. PCA and EFA are extremely sensitive to the size of correlations, but the sample produced reliable correlation coefficients because it contained more than 300 respondents (Pestana & Gageiro, 2014). Chi-squared and odds ratio tests were performed to isolate sociodemographic differences by country. Hierarchical and k-means clustering methods were used to group senior tourists according to their motivation factors. Finally, analysis of variance (ANOVA), Mann-Whitney U and Kruskal-Wallis (KW) tests were conducted to assess the relationships between factors and clusters.

4. Results

4.1 Sociodemographic characteristics

The sociodemographic statistics show that most respondents are women (76.1%) between 55 and 64 years old (60.2%) who were married (68.7%) and retired (55.2%) and who have a university degree (59.1%). Most were visiting Lisbon for the first time (73.9%). However, significant differences by country were detected in terms of age, marital status and repeat visitors with a likelihood-ratio test. Older seniors who were married and who were visiting Lisbon as repeaters were predominantly from France. Younger seniors who were divorced and/or widow(er)ed and who were in Lisbon for the first time were mostly from Germany and non-European countries (i.e. Brazil, the US and Canada).

4.2 Characterisation of senior tourists' travel motivations

PCA was conducted to reduce the initial set of 37 psychographic variables to a smaller number of representative constructs. Promax rotation was applied because it identifies more straightforward and theoretically more meaningful solutions as compared to the traditional varimax method (Hair et al., 2010). The rotation's results have a simple structure because,

according to Gorsuch (1983), ‘each factor has a few high loadings with the rest of the loadings being zero or close to zero, i.e., less than ± 0.10 ’ (p. 180).

Bartlett’s test of sphericity ($p < 0.01$) confirmed the data’s significance. In addition, the Keiser-Mayer-Olkin measure of sampling adequacy produced a higher value of 0.809, the percentage of non-redundant residuals with absolute values greater than 0.05 was small and a low correlation was found between factors (< 0.70). These statistics indicated that the data were suitable in terms of identifying dimensions.

The measurement scales for each construct were shown to be reliable and valid as all the factors have loadings higher than 0.70 (i.e. convergent validity). No cross-loadings were found (i.e. discriminant validity), and all Cronbach’s alpha values are higher than 0.80 (i.e. internal consistency) (Pestana & Gageiro, 2014). In addition, no serious problems of multicollinearity were detected among the exogenous variables, with the variance inflation factor ranging between 2.05 and 2.79 – well below the threshold of 5.00 defined by Pestana and Gageiro (2014).

Facilities, core attractions, leisure, knowledge, socialisation, joy, positive surprise, satisfaction and behavioural intentions explain 77.65% of the total variance. Push motives include leisure, knowledge and socialisation. Pull motives comprise facilities and core attractions. The positive emotions associated with holidays in Lisbon include joy and positive surprise. Satisfaction includes three items related to the stay and restaurant and hotel services. Behavioural intentions include four items. For example, ‘I will recommend this destination to others,’ and ‘I will encourage friends and relatives to visit this destination’ (see Table 2).

Table 2. Principal component solution for factors’ characterisation

Factors and items	Factor loadings	Variance explained (%)	Cronbach’s alpha	Mean
Pull motives				
Facilities:		22.250	0.925	
P43 Gastronomy	0.910			4.35
P42 Beaches	0.892			3.14

P45 Lodging	0.874			4.22
P47 Security	0.840			4.72
P44 Hospitality	0.829			4.54
P46 Weather	0.816			4.39
P41 Accessibility	0.785			4.40
Core attractions:		3.282	0.738	
P51 Cultural attractions	0.840			4.42
P53 Shopping facilities	0.791			3.43
P52 Social environment	0.746			4.07
Push motives				
Leisure:		7.743	0.888	
P11 Escaping from routines	0.929			3.45
P13 Relieving stress	0.916			2.15
P12 Relaxing physically	0.869			3.50
Knowledge:		3.006	0.785	
P22 Experiencing different cultures and lifestyles	0.836			4.95
P23 Stimulating emotions and sensations	0.694			3.70
P21 Visiting new places	0.686			4.04
P24 Doing different things	0.615			3.20
Socialisation:		5.209	0.777	
P31 Developing friendships	0.825			4.55
P32 Going to places my friends have not been to	0.746			1.25
P33 Talking with my friends about the trip	0.684			2.35
Emotions				
Joy:		11.066	0.917	
P61 I feel joy.	0.955			3.88
P62 I feel enthusiastic.	0.868			3.88
P65 I feel pleasure.	0.853			3.83
P63 I feel delighted.	0.794			3.74
P64 I feel cheerful.	0.773			3.75
Positive surprise:		15.383	0.958	
P74 I feel amazed.	0.965			2.76
P73 I feel inspired.	0.965			2.76
P72 I feel fascinated.	0.949			3.37
P71 I feel surprised.	0.913			3.41
P75 I feel astonished.	0.860			3.03
Satisfaction		4.093	0.816	
P81 I am satisfied with my stay.	0.989			4.04
P82 I am satisfied with the restaurant services.	0.932			4.02
P83 I am satisfied with the hotel services.	0.670			4.03
Behavioural intentions		5.620	0.840	
P91 I will recommend this destination to other people.	0.838			3.86
P92 I will say positive things about this destination to other people.	0.811			3.98
P94 I will revisit this destination in the next three years.	0.807			4.00
P93 I will encourage friends and relatives to visit this destination.	0.672			3.91

Source: Authors

A comparison of the means (see the above table's last column) shows that the items senior tourists consider the most valuable are P22 'I like to experience different cultures and

lifestyles’ (mean = 4.95), P47 ‘Security’ (mean = 4.72) and P31 ‘Developing friendships’ (mean = 4.55). These tourists also highly value P44 ‘Hospitality’ (mean = 4.54), P41 ‘Accessibility’ (mean = 4.40) and P46 ‘Weather’ (mean = 4.39). Facilities and emotions explain almost half of the total variance: 22.250% and 26.449%, respectively.

The ANOVA *F*-test revealed statistically significant differences between factors by countries ($p = 0.05$). To avoid any violation of homoscedasticity (Levene test, $p < 0.05$), the non-parametric KW test was the next step in the analysis. The results show that significant differences by country are present in push factors, emotions and behavioural intentions, although some similarities were found among seniors of specific groups of countries (see Table 3).

Table 3. Distribution of travel factors by country

Factors	Countries (mean of standardised scores)						KW test
	UK and Ireland	Spain	France	Germany	Portugal	Non-Europe an	
Facilities	0.055	0.026	0.105	0.168	-0.029	-0.013	7.712 (n.s.)
Core attractions	0.002	0.193	0.171	0.079	0.177	-0.183	7.288 (n.s.)
Leisure	0.114	0.281	0.476	-0.041	0.210	-0.039	55.208*
Knowledge	-0.118	0.240	0.178	0.120	0.134	-0.390	23.176*
Socialisation	0.126	0.287	0.154	-0.079	0.215	0.169	17.288*
Joy	0.166	0.327	0.045	-0.073	0.043	0.197	14.141*
Positive surprise	-0.022	-0.103	-0.002	0.128	0.110	0.198	15.666*
Satisfaction	0.013	0.012	0.110	0.012	-0.013	-0.017	4.399 (n.s.)
Behavioural intentions	0.167	0.234	0.171	-0.010	-0.018	-0.161	13.645*

Note: * $p = 0.05$; n.s. = not significant.

Source: Authors

The mean standardised scores were used to characterise seniors according to each factor. Significant differences are highlighted in the above table. All the other values are non-significant because they are near the mean. Five patterns of travel factors by country were identified. First, facilities and core attractions are considered appealing when choosing destinations for all seniors visiting Lisbon, and they are satisfied with their stay (KW with a non-significant p -value). Second, senior tourists from Latin countries (i.e. Portugal, Spain and

France) show similarities in what they value, such as leisure, knowledge and socialisation. Third, emotions such as joy are more valued by seniors from the UK and Ireland, Spain and non-European countries (i.e. the US, Canada and Brazil), but, fourth, positive surprise is more appealing to non-European countries and Germany. Last, senior tourists from the UK, Ireland, Spain and France intend to revisit Lisbon.

4.3 Clusters of senior travel motivations

The groups of senior tourists were formed using the Ward and k-means methods based on the proposed travel motivation model. Four clusters were identified with the Ward technique and utilised as the initial solution for the k-means method. The mean standardised scores were used to characterise clusters according to each factor. The labels assigned to each cluster were based on the importance given to travel motivation factors and associated features.

Cluster one contains 17% of the respondents. This group was named the ‘convivialists’ because members are more attracted to socialisation and they give below average importance to knowledge. Belongingness and physical satisfaction are these tourists’ principal push factors. They are mainly older seniors (88.5%), married (66.7%) and first-time visitors to Lisbon (88.5%), and they intend to revisit it (factor score = 0.290 or above average).

Cluster two comprises 15% of the participants. They were named the ‘explorers’ because they value core attractions, leisure and knowledge at an above average level. Explorers also felt joy during their stay (factor score = 0.851 or above average). They are older (82.6%), mainly divorced or widowed (44.9%) and newcomers to Lisbon (87%). They place an above average value on core attractions, rest and relaxation, as well as opportunities to learn, and they reported the highest level of joy while in Lisbon. This group’s strongest push factors, therefore, combine curiosity with rest and relaxation.

Cluster three is the largest cluster with 40% of the seniors surveyed. Members give an above average importance to all push and pull motives, which suggests that these visitors

combine factors into an overall feeling of appreciation. This cluster was thus called the ‘positive thinkers’, who include seniors from both age groups ($p > 0.10$) and intend to revisit this city.

Cluster four is the second-largest cluster with 28% of the respondents. This group was labelled the ‘knowledge seekers’ because they give the most value to opportunities to learn and lesser value to socialisation. The members include mainly younger seniors (58.9%) who were married (76%), and the percentage of repeat visitors is above average in this cluster (38%).

The significant differences detected are highlighted in Table 4. The results show no significant country-of-origin effect among the clusters (KW with $p > 0.10$).

Table 4. Characterisation of clusters

	Cluster				Tests
	1 Convivialists 17%	2 Explorers 15%	3 Positive thinkers 40%	4 Knowledge seekers 28%	
Factor scores					KW
Facilities	.042	-.074	.733	.151	264.451*
Core attractions	.070	.350	.312	.176	64.565*
Leisure	.071	.325	.506	.151	223.545*
Knowledge	-1.067	.383	.408	.508	215.084*
Socialisation	.712	.150	.691	-.194	310.351*
Joy	.086	.851	.305	.053	59.303*
Positive surprise	-.062	.066	-.056	.077	7.508 (n.s)
Satisfaction	.594	.043	.096	.163	34.440*
Behavioural intentions	.290	-.086	.389	.024	65.920*
Sociodemographic %					Chi- squared
Age 55–64	11.50%	17.40%	49.80%	58.90%	69.582*
Age > 64	88.50%	82.60%	50.20%	41.10%	
Married/cohabitation	66.70%	52.20%	70.70%	76%	17.383*
Single	2.60%	2.90%	5.40%	4.70%	
Divorced/widow(er)ed	30.80%	44.90%	23.90%	19.40%	24.825*
Repeaters	11.50%	13%	28.80%	38%	
Non-repeaters	88.50%	87%	71.20%	62%	

Note: * $p = 0.05$; n.s. = not significant.

Source: Authors (2018)

5. Discussion

The existing literature acknowledges the importance of understanding the role played by emotions as motivations affecting consumer behaviour. Emotions strengthen the importance of satisfaction (Utama, Putra & Suradnya, 2014), widen the range of motivations to participate in activities (Chen & Chen, 2015) and foster intentions related to destinations (Bigné & Andreu, 2004). The present research sought to contribute to overcoming the limitations of the literature on senior tourism by conceptualising and empirically testing a motivational model. The latter includes the role of emotional experiences generated by cultural destinations, effects of push and pull motivational factors on destination choice and satisfaction experienced, as well as behavioural intentions related to travel experiences.

This study's first objective was to define a motivational model to find relationships among underlying senior tourists' pull and push factors. The model was developed based on a broad interpretation of motivation, which conceptualises these tourists' decisions as the result of:

- a) A combination of push factors and pull factors
- b) Differentiation between push factors, which defines various types of tourists and behavioural patterns
- c) Intensity of satisfaction due to the presence and strength of similar push and pull factors in senior tourists' experience, including emotional contagion

The results, in general, support the model's predictions.

The second objective was to identify similarities and differences in the respondents' selection of tourist attractions and activities. Cross-country analyses facilitated the identification of which marketing programme elements can be standardised across different destinations and which need to be more specific (Losada et al., 2019). The signals (i.e. positive vs negative) given by the mean standardised scores highlight patterns of travel factors by country. Similarities exist between senior tourists from Latin countries in terms of rest and

relaxation, knowledge and socialisation, which were also confirmed by Otoo and Kim (2020). Seniors from Portugal, Spain and France give greater importance to enjoying leisure, reducing physical and mental tension, learning more about a destination and bonding with others. However, older tourists from non-European countries show similarities with those from Germany in terms of positive surprise or with the joy valued by visitors from the UK, Ireland and Spain.

When geographical distance is considered, commonalities appear between the neighbouring countries of the destination under study regarding intentions to revisit Lisbon. According to Huber et al. (2018), distances can be measured not only in geographical terms but also in time, cost and cultural proximity. Fleischer and Pizam (2002), in turn, consider costs, health and income the most significant structural constraints on travel. In the present proposed model, these factors are conceived as motivation obstacles or energy consumers. Cultural attributes – identified as an important factor in destinations' appeal by Patuelli and Nijkamp (2016) – are seen in the proposed model as significant pull factors with an emotional impact on push factors.

Dann (1997) asserts that potential tourists suffering from anomie find that life can become more bearable once they have a place to which they can escape. If a destination fits this requirement, then they will believe that continuing to visit it is logical, often to the extent that they can be categorised as repeaters. In combination, these ideas coincide with the proposed model's structure, which could help explain why visitors from the UK, Ireland, Spain, France, Portugal and non-European countries intend to revisit the destination in question.

To address this study's third objective, that is, to classify senior tourists into clusters based on the push and pull motivational model, the results include grouping seniors based on their motivation factors. Shoemaker (1989) was one of the first researchers to discuss the absence of homogeneity in the senior tourist segment based on a study of Pennsylvania. The

cited author's findings suggest that this market can be divided into different clusters according to tourism motivation.

Given the importance of understanding how attitudes have evolved over time, Shoemaker (2000) replicated his research in the same destination to analyse how the mature market had changed over a 10-year period and then over 20 years (Chen & Shoemaker, 2014). Based on the similarity between the clusters identified in 1989 and 2000, the cited study's results suggest some stability over time in the mature tourist market. Chen and Shoemaker's (2014) cluster analysis over a 20-year period indicated some changes in family values, causing the baby-boom generation to travel more for pure pleasure, but the results also confirm some stability in Pennsylvania's senior travel market.

Following this line of logic, the current research replicated a study of senior tourists conducted in Lisbon 14 years ago (Pestana & Gageiro, 2005). Unlike Chen and Shoemaker (2014) and Shoemaker (2000), the present investigation identified two types of behaviours: motives that have remained stable over time and those that have changed. Stability exists not only in the great importance of gaining knowledge, learning through new experiences, experiencing new places, improving culturally and enjoying lodging, food and hospitality but also in the minor significance of shopping facilities.

Regarding changes over time, security has become more important. The opposite is true for socialising, meeting people, interacting socially, seeking to relax and rest as motives for coming to Lisbon. Consequently, the clusters defined in 2005 differ from those obtained in 2019, increasing from three groups (i.e. convivialists 47.96%, spiritualists 22.3% and innovators 29.68%) to four groups (positive thinkers 40%, knowledge seekers 28%, convivialists 17% and explorers 15%). These findings suggest that the preferences of senior tourists visiting this destination have evolved significantly.

In addition, although Brazilian seniors predominated among convivialists and older Portuguese among innovators in 2005, both studies' results include no statistically significant differences by countries when seniors are clustered based on their push and pull travel motivations. The importance of segmenting senior tourists according to their push and pull travel motivations is, however, supported by the existing literature (Chen & Shoemaker, 2014; Shoemaker, 2000; Ward, 2014).

6. Managerial implications

The demographic trends in most European markets include an increasing number of seniors, which has had a favourable impact on tourism demand. This tendency requires managers to design appropriate strategies that will contribute to destinations' economic growth if successfully developed. This study's results suggest that tourism organisations need to increase their efforts to anticipate the senior tourist market segment's emotional needs and, concurrently, determine how to satisfy both younger and older seniors' needs. This market's significant growth – together with greater life expectancy – makes this tourism niche attractive. However, social media's overwhelming power also means that bad experiences can be quite quickly shared among potential senior tourists, thus jeopardising destinations' commercial development regardless of their potential. This risk further highlights the need to understand senior travellers' motivations.

Achieving customer satisfaction has to be every business's ultimate goal because of satisfaction's potential impact on repeat purchasing behaviours and profits (Ali, Omar & Amin, 2013). In the present study, all senior tourists were satisfied with the destination, but managers need to concentrate on positive thinkers and knowledge seekers as these groups show an above average probability of becoming repeat visitors. Advertisers should also use social networks due to seniors' increasing tendency to utilise these platforms (Kim, Lee & Bonn, 2017), especially senior tourists in younger age groups.

Targeting these travellers requires a two-pronged strategy. On the one hand, some travellers (i.e. positive thinkers) need to receive relevant messages regarding both pull and push factors. This finding confirms previous studies and the present results regarding the pull-push concept's ability to explain why tourists are attracted to specific destinations (i.e. pull) and willing to leave their residence (i.e. push) (Kim et al., 2003; Uysal & Jurowski, 1994).

On the other hand, knowledge seekers mainly require that knowledge and learning motivations be emphasised when informed about destinations through advert messages. This finding reinforces the idea of a heterogeneous senior tourism market, which is in line with Otoo, Kim and Choi (2020) and Shoemaker's (1989) results. For older seniors, marketing activities need to emphasise spending time with family and friends, socialisation activities and other social interactions as ways to receive pleasure from their travels (Jang & Wu, 2006). The explorers cluster requires advertisers to concentrate on motivations related to core attractions, learning opportunities in destinations and leisure as a way to reduce physical and mental tension.

Thus, advertising and marketing campaigns need to implement a differentiation strategy whereby tourism destinations can be promoted based on the findings regarding travel factors and types of senior tourists. To design products and plan promotional activities, managers can also focus on combining motivations, behavioural intentions, civil status and previous experience to match each cluster. In this way, destination marketers can generate positive emotions that this study's results show are sources of competitive advantage (Ahuvia, 2005).

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