

銀髮族團體套裝旅遊動機研究

Motivations for Senior Group Package Tour Tourists

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摘要

銀髮族較傾向參與組織型旅遊，亞洲許多國家地區中，團體套裝旅遊是最普遍及最受歡迎的組織型旅遊之一。有關銀髮族在參與團體套裝旅遊動機之研究較少，因此，本研究主要透過 293 位 50 歲以上銀髮族為樣本，進行調查分析。研究結果顯示在不同分群的銀髮族裡(輕鬆型、順從型及主動型)其所對應之旅遊行為及社經特性也會有所不同，譬如：主動型的銀髮族其特性為學歷普遍較高且旅行距離較長；反之順從型的銀髮族其所偏好旅遊目的地通常為東北亞國家(如：日本)，且常透過其子女購買團體套裝旅遊。本研究的發現具有一定實務與學術意涵，而有關後續研究建議及限制在文末亦有深入探討。

【關鍵字】：旅遊動機、市場區隔、團體套裝旅遊、銀髮族

Abstract

Seniors are the most likely to take part in organized tour. In Asia, the most popular organized tour is group package tour. However, very little efforts have been devoted to understanding travel motivation of senior group package tour tourists. The objective of this study was to examine the travel motivation of senior tourists participating in group package tours. A total of 293 Taiwanese senior tourists, 50 years of age or older were surveyed and asked for 18 reasons on how likely they were to take part in a group package tour. Unique groups of seniors are identified, and differences in their group package tour behavior and

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sociodemographic characteristics are investigated. Finally, implications and areas for future research and travel marketers are discussed.

Keywords: travel motivation, market segment, group package tour.

Introduction

Our society has become older and more affluent. Population aging shows an increase in the average or median age of the entire population—the median age of the U. S. population in 1820 was only 17 years old; by 1990 it had increased to 33 years old. It is estimated that by 2030, the median age of the American population will be 42 years old (Moody, 1998). With respect to the travel industry, one segment that has caught the marketers' attention is the elderly traveler, and the travel potential of this group cannot be overlooked (Capella and Greco, 1987; Lehto, O'Leary and Lee, 2001).

Seniors have generally made their financial and time investments in home and family, have become free from their children's dependency, and possess a relatively large share of all discretionary dollars (Zimmer, Brayley and Searle, 1995). Supernaw (1985) once noted that when Americans over fifty retire, the number one thing they say they want to do is travel. Rosenfeld (1986) also indicates that older Americans travel more frequently, stay away longer, and rely more on travel agents than any other segment of the population. The shift in population towards older members of society, the large spending power for travel and leisure (McGuire, Uysal and McDonald, 1988; Hsu, 2000) and the increased awareness of the opportunity to travel (Blazey, 1992) support the need for greater attention to this growth market.

Developed countries such as US, Japan and many other countries of the Organization for Economic Co-operation and Development (OECD) are beginning to feel the impact of the graying of the population (OECD, 1998; US Bureau of Census, 1998). As indicated in Sakai, Brown and Mak's (2000) study, Japan's population is aging rapidly as a result of the shift from high to low birth and death rates. Similar demographic shifts are reported by 謝春滿, 廖怡景(2004) and 王瑤芬(2004) in Taiwan. According to the *Monthly Statistics of the R.O.C.* (Executive Yuan, 2004), by the year 2004, the over 50 years old age group constitutes 23.09% of the Taiwanese population. Similar demographic shifts are also taking place in many countries throughout the world (Fintel, 1990; Miller, 1996; Snyder, 2001).

Seniors seem to prefer tour vacations and package trips in greater percentages than non-seniors (Javalgi, Thomas and Rao, 1992). Group package tour is one of the main modes of outbound travel for many Asian countries such as Hong Kong, Taiwan, Korea, Japan, China, etc. (Nozawa, 1992; Wang and Sheldon, 1995; Prideaux, 1998; Wang, Hsieh and Huan, 2000; Lo and Lam, 2004; Tourism Bureau, 2004). Based on the majority of overseas senior tourists in Taiwan, about 64.3%, and 70.9% retirees choose the group package tour as their outbound travel mode (Tourism Bureau, 2004).

To the knowledge of the authors, no research with which we are familiar of has fully discussed the motivation of the senior adults in group package tour, despite the vast quantity of literature addressing senior adults and the group package tour traveling, leaving an unresolved research arena. Thus, the key issue of this research intends to focus on the senior tourist's motivation with group package tour.

Research Problem

Travel Motivation

Motivation has often defined as an inner state that directs and energizes human behavior (Murray, 1964; Moutinho, 2000). It has also been viewed as the drive to satisfy both physiological and psychological needs of people (Berkman, Lindquist and Sirgy, 1997). Travel motivation is examined by studying the differences between what consumers say they want and what they will actually buy (Shoemaker, 1994). Mill and Morrison (2002) explained that travel motivation occurs when an individual is made aware of a need deficiency. Mook (1996) also defined motivation as the cause of human behavior.

Researchers attempting to define tourist motivation typically develop a list of the reasons for travel. A review of the literature on tourist motivation indicates that basing motivations on the two dimensions of push and pull factors has been generally accepted (Crompton, 1979; Pearce and Caltabiano, 1983; Kim, Lee and Klenosky, 2003). Different from the push and pull approach, social psychology researches in tourist's travel motivation suggested that seeking and escaping are the basic motivational dimensions of leisure behavior (Iso-Ahola, 1982, 1984, 1989). Accordingly, two motivational forces simultaneously influence the individual's leisure behavior. Lundberg (1971) developed a list of 18 motivations which were believed to influence travel. And these 18 motivations,

subdivided into four groups such as educational/cultural motives, relaxation/pleasure, ethnic and other.

To identify travel motivation, the concept of travel motivation has been tested empirically in different settings such as nationalities and destinations (e.g., Yuan and McDonald, 1990; Cha, McCleary and Uysal, 1995; Zhang and Lam, 1999; Jang and Cai, 2002; Kozak, 2002), gendered perspective (McGehee, Loker-Murphy and Uysal, 1996), attending festival events (Crompton and McKay, 1997), ecotourists (Ladkin, 2000; Holden and Sparrowhawk, 2002), and tourist motivation measurement (Fodness, 1994).

Seniors' Travel Motivation

A number of studies in travel and tourism have compared the older traveler segment with other age segments and identified significant differences between the younger and older age groups in their travel style, product preferences and trip characteristics (Tongren, 1980; Anderson and Langmeyer, 1982; Harsel, 1995; Ryan, 1995). Other studies which are highly relevant to the senior tourist include, senior tourist and market segmentation (Lieux, Weaver and McCleary, 1994; Shoemaker, 2000; Horneman, Carter, Wei and Ruys, 2002; Reece, 2004), uses of travel information (Capella and Greco, 1987), constraints to travel (吳武忠, 陳振聲, 2004; Blazey, 1987; Fleischer and Pizam, 2002), and motivation (Guinn, 1980). However, research has clearly indicated that older consumers are not "all alike."

Gitelson and Kerstetter (1990) reported the relationship between sociodemographic variables with 28 possible reasons (benefits sought) for taking a trip and subsequent vacation behavior. The results shows the older the age group, the lower the benefit dimension was rated as to its importance. Only the explorer dimension was rated as important by the older age groups. Literature has also suggested that as individuals age they seek relaxation, familiar experiences (Atchley, 1986), yet they found the opposite. Women were found to be more interested in "explorer" experiences and rated the social dimension and relaxation higher than males. One recent finding by Horneman et al. (2002) was that travel motivation of Australian seniors was shifting toward more active pursuits with a strong focus on health and fitness.

With respect to senior tourist, Guinn (1980) studied nine motivations for elderly recreation participation. The motivations in order of importance were: rest and relaxation, association with friends and family, physical exercise, learning experience, and

self-fulfillment. The results showed significant relationships between the five motivations and selected leisure activities, age, occupation, income, and perceived health status. Romsa and Blenman (1989) provided a context for an understanding of vacation patterns of elderly Germans, which are analyzed within the contextual framework of an environment motivational model. They found that older travelers placed a higher priority on wanting to see friends or relatives and on health. Shoemaker (1989) conducted a survey of Pennsylvania senior residents and found approximately three-fourths give "visit new places" and "escape the everyday routine" as important reasons for pleasure travel. Over one-half said important reasons for pleasure travel included "get rest and relaxation," "experience new things," "spend time with immediate family" and "visit museums and historical sights." Based on push and pull motivational factors, You and O'Leary (1999) segmented the older UK travelers into three groups: 'passive visitors', 'the enthusiastic gogetters', and 'the culture hounds', and argued that the three segments showed distinct differences in terms of demographics, activity participation, and travel philosophy.

The preceding studies mainly concentrated on domestic travel or foreign independent tour, however, both of which differ in key respects from the group package tour. Wang et al., (2000) once indicated that there are two main differences between group package tour and foreign independent tour, namely, the buying process and the contact employee. Group package tours are standardized, quality-controlled, repeatable offers comprising transport, accommodations, food, destination attractions, other facilities, and services that are sold to consumer as a comprehensive package for a single price (Fay, 1992; Middleton, 1994).

Recognizing that the older consumer market is heterogeneous and that broad marketing strategies aimed that entire market are likely to be ineffective this research explores and attempts to identify differences within the older traveler market with respect to travel motivation. Consequently, the key issue of this research intends to focus on the senior tourist's motivations in group package tour.

From a managerial standpoint, it is important for marketers to understand consumer's motivation. Under increasingly competitive conditions, effective tourism marketing is impossible without an understanding of consumers' motivations (Fodness, 1994). From the above discussion, it implies that it is vital to understand the senior tourist's travel motivation.

Methodology

Questionnaire Development

A questionnaire was developed and consisted of two parts. The first part is to evaluate the travel motivation of senior group package tour tourists. Sixteen reasons were developed from previous tourism studies related to seniors travel motivation and respondents were asked to indicate how likely they were to take part in outbound group package tours (Shoemaker, 1989; Lieux et al., 1994). A five-point scale was used ranging from "very unlikely" to "very likely."

Because the data was collected in Taiwan, translation of the English instrument into Chinese was necessary (Beaton, Bombardier, Guillemin and Bosi-Ferraz, 2000). In order to maintain content validity, a back-translation procedure was used. Two Taiwanese doctoral students majoring in tourism and hospitality management first translated the original English instrument into Chinese. Back-translation was conducted by two bilingual professors of English Literature in Taiwan. They translated the Chinese instrument into English without any knowledge of the original instrument. Another two professors teaching tourism and hospitality management in the United States reviewed the original and back-translated English instrument for consistency.

In the second part, the respondents were asked to provide information on several sociodemographic variables including age, gender, education, marital status, and family income. Finally, they were also requested to indicate the destination of their trip and other related travel behavior.

Sample Selection

The definition of the senior was diverse in prior studies with respondents 50 years of age and above (Hawes, 1988; Blazey, 1992; Milman, 1998; Lehto et al., 2001); 55 years of age and above (Lieux et al., 1994; Shoemaker, 2000); or 60 years and above (Capella and Greco, 1987). This study operationalizes the senior tourist as 50 years old and above.

Before large-scale data collection took place, this study used a small-scale sample to conduct a pre-test in order to uncover any potential problems. The characteristics of the 30 respondents who participated in the pre-test were as follows: there were sixteen males, fourteen females, with 57% of respondents paid travel costs by themselves, 30% had travel costs paid by their children; and most of them traveled abroad one or two times per year. Based on the respondents' results and comments, some revisions were made to improve the clarity of the items. In addition, one interesting finding is noteworthy; some senior

respondents noted that typically there are no particular travel reasons for participating in group package tour. They joined group package tour simply because this travel mode is cheap and convenient. Accordingly, two factors were added in questionnaire which are: "The group package tour is cheap" and "To take part in group tour is convenient."

To determine the survey dates, the researchers first collected the travel itineraries from various tour operators who allow the researchers to interview their clients. Before the tour groups departed from the CKS Taipei International Airport which is the major international airport in Taiwan, the researchers approached to the seniors and asked them if they would like to participate in the surveys. These interviews generated 293 useful questionnaires. Since the acceptance rate for the interviews are rather high (= 95%), the non-response bias seems to have a minimal effect on study findings (Guinn, 1980).

Results

Sample Characteristics

The characteristics of the 293 respondents were as follows: 56 percent were male and 44 percent were female; 26.6 percent were 70 years of age and older, and 23.5 percent were 50-54 years old. The family income per month was mostly under NT\$ 49,999 (about US\$ 1,613), about 43.3 percent; the primary family status were three generations living together accounted for 39.6 percent of the respondents.

Most of the respondents had received only a primary school diploma 36.9 percent; second by senior high school diploma 18.4 percent. Though this finding was inconsistent with prior studies where the majority of respondents were mainly high school or college graduates (Hawes, 1988; Lieux et al., 1994; Milman, 1998), it was congruent with the latest census in Taiwan that the average educational level of the seniors' age above 50 was primary school and junior high school diploma (Executive Yuan, 2005). Most of the respondents traveled with their spouses (26.3 %), friends (22.2 %), or children (19.4 %).

Reasons for Travel

Table 1 summarizes the rating of the 18 reasons to travel. The top five reasons why sampled seniors took their outbound trip were to visit new places, to take part in group tour is convenient, to seek intellectual enrichment, to seek spiritual enrichment, and rest and

relaxation. To visit families and relatives, to be with members of the opposite sex, escape cold weather, visit festivals and special events, and engage in physical activities did not appear to be the driving reasons behind the seniors' outbound group package tour.

Table 1. Motivations for Senior Group Package Tour Tourists

Tourism Motivations	% of Respondents Indicating Reasons Listed is Either Extremely Important or Important
To visit new places	79.5
To take part in group tour is convenient	77.1
To seek intellectual enrichment	71.6
To seek spiritual enrichment	70.7
Rest and relaxation	69.6
Experience new things	69.6
Spend time with immediate family	69.3
Meet people and socialize	63.9
To tell your friends about the trip	62.8
Spend time with friends	58.7
Visit museums or historical places	49.5
The group package tour is cheap	45.4
Escape the everyday routine	39.3
Engage in physical activities	25.6
Visit festivals & special events	13.3
Escape cold weather	12.9
To be with members of the opposite sex	7.8
To visit families and relatives	4.4

Cluster Procedure Results

One of the most common multivariate analysis techniques used to analyze complex arrays of data is cluster analysis. Given the objective of finding distinct groups based on reasons for seniors' travel motivation and the results of Bieber and Smith (1986) and Shoemaker (1989, 2000), cluster analysis was chosen as the method of analysis in this study. This method performs such that individual entities within each cluster are more similar to each other than they are to other groups, creating a situation of homogeneity with clusters and heterogeneity between clusters (Hair, Anderson, Tatham and Black, 1992).

A two-stage cluster approach was adopted as suggested by Punj and Stewart (1983). First, the Ward's minimum variance method was selected in order to choose an appropriate number of clusters as well as to acquire the centroids (means) of clusters. In addition, Hair et al. (1992) recommend using a priori criteria, practical judgment, common sense, and theoretical foundations for choosing the number of clusters. The final number of clusters

was based on the following criteria (the same criteria used in Shoemaker, 1989, 2000): 1. Identified clusters have high within-cluster similarity and low between-cluster similarity. 2. The identified segments were large enough to be managerial useful. 3. The identified segments were stable. 4. The identified segments were interpretable.

Secondly, K-means clustering was the algorithm used to cluster respondents into groups. By calculating the squared Euclidean distance, which was based on the mean distance of the cluster groups from the centre of the cluster, clusters that were derived from the data analysis exhibited similar levels of homogeneity. As a result, a three-cluster solution appeared to provide the most distinctive and to be the optimal solution.

The means and standard deviation for each tourism motivation for each cluster were calculated (Table 2). These descriptive statistics provided summary information about the importance of each of the motivations for pleasure tourism for members of each cluster. For each of the motivations, cluster III had the highest mean value of the three clusters. Likewise for each of the tourism motivations, except “experience new things” and “to visit new places,” Cluster II had the lowest mean values.

Table 2. Motivations for Group Package Tour for Three Groups of Senior Citizens

Tourism Motivations	Cluster		
	I (n=86)	II (n=54)	III (n=153)
	Mean (std)	Mean (std)	Mean (std)
1. Rest and relaxation	3.99 ^a (1.0)	3.04 ^a (1.4)	4.07 ^a (0.9)
2. Visit festivals & special events	2.00 (1.0)	1.96 (1.1)	2.44 (1.1)
3. Spend time with immediate family	3.31 (1.4)	3.00 (1.4)	4.14 (1.0)
4. Experience new things	3.23 (1.2)	3.94 (1.4)	4.20 (0.7)
5. To visit new places	3.66 (1.1)	4.19 (1.3)	4.29 (0.7)
6. Meet people and socialize	3.55 (1.1)	2.48 (1.1)	4.03 (0.9)
7. Engage in physical activities	2.00 (0.9)	1.83 (0.9)	3.24 (1.1)
8. Escape the everyday routine	2.51 (1.1)	1.94 (1.0)	3.63 (0.9)
9. Visit museums or historical places	2.78 (1.1)	2.15 (1.2)	3.82 (0.9)
10. To seek intellectual enrichment	3.67 (1.0)	2.26 (1.3)	4.16 (0.8)
11. To be with members of the opposite sex	1.62 (0.9)	1.52 (0.8)	1.88 (1.0)
12. To seek spiritual enrichment	3.51 (1.1)	2.37 (1.4)	4.24 (0.6)
13. To tell your friends about the trip	3.29 (1.2)	2.30 (1.2)	3.96 (0.7)
14. Spend time with friends	3.60 (1.2)	2.24 (1.3)	3.78 (1.0)
15. Escape cold weather	1.78 (1.0)	1.61 (0.8)	2.19 (1.3)
16. The group package tour is cheap	3.09 (1.2)	2.26 (1.3)	3.45 (1.2)
17. To visit families and relatives	1.03 (0.8)	1.31 (0.6)	1.39 (0.9)
18. To take part in group tour is convenient	3.94 (1.0)	2.83 (1.5)	4.23 (0.8)

^a1=very unlikely, 2=unlikely, 3=neither likely nor unlikely, 4=likely, 5=very likely.

The *F*-ratios, as determined through an interpretation of the Multiple Discriminant Analysis printout (Table 3) indicated that 17 motivation variables were significant ($p < .05$) in discriminating between the three groups. The variables which differentiated the clusters the most were “To seek spiritual enrichment,” “To seek intellectual enrichment,” and “Escape the everyday routine.” The variables that differentiated the clusters the least were “To be with members of the opposite sex,” and “Escape cold weather.”

Table 3. *F*-ratios for Each Travel Variable Resulting from Multiple Discriminant Analysis on the Three Clusters

Tourism Motivations Variables	<i>F</i> -ratios ^a
1. To seek spiritual enrichment	81.8
2. To seek intellectual enrichment	78.8
3. Escape the everyday routine	72.9
4. Visit museums or historical places	63.7
5. Engage in physical activities	58.4
6. To tell your friends about the trip	57.6
7. Meet people and socialize	42.7
8. Spend time with friends	39.2
9. To take part in group tour is convenient	38.4
10. Experience new things	24.4
11. Spend time with immediate family	23.9
12. Rest and relaxation	21.0
13. The group package tour is cheap	19.2
14. To visit new places	13.3
15. Visit festivals & special events	7.2
16. Escape cold weather	6.7
17. To be with members of the opposite sex	4.0

^a represents *F*-ratio significant at $p < .05$ using discriminant analysis.

Two discriminant functions were produced (Table 4). Function 1 with an eigenvalue of 1.988 explained 67% of the variation, and Function 2 with an eigenvalue of 0.572 explained 36% of the variation. High eigenvalue were expected, indicating that the variables were good at separating the groups. The centroids for each of the clusters were calculated by the canonical discriminant function for each cluster by its associated approximate *F* value.

As shown in Table 5, the three clusters were named: cluster I “Easy Traveler”, cluster II “Passive Tourist”, and cluster III “Active Participant.” In Cluster I “Easy Traveler”, the primary reason these seniors engage in group package tour is rest and relaxation. The reason of “To take part in group tour is more convenient” is also important to them. Those travelers were more likely to travel to China, Hong Kong, and Macao. Besides, 12 % of the

senior tourists favored the same sightseeing spots more than four times. In this cluster, most of the senior tourists over 60 years of age amounted to 62%, while they travel abroad more than four times per year was 17%. Most of the seniors had received only a primary school diploma 44% and 36% not retired.

Table 4. Multiple Discriminant Analysis of Motivations for Group Package Tour ^a

Discriminant Function	Eigen Value	Canon. Correl.	Wilk's Lambda	Chi-Sq.	Sig.
1	1.988	0.816	0.213	463.2	.000
2	0.572	0.603	0.636	127.5	.000
Centroids (group means) ^b			Function 1	Function 2	
Cluster 1			-0.467	-1.140	
Cluster 2			-2.550	0.797	
Cluster 3			1.162	0.360	
Variables ^c					
Tourism Motivations					
To seek spiritual enrichment			0.532	-0.058	
To seek intellectual enrichment			0.510	-0.214	
Escape the everyday routine			0.488	0.227	
Visit museums or historical places			0.460	0.178	
To tell your friends about the trip			0.447	-0.036	
Engage in physical activities			0.408	0.355	
Meet people and socialize			0.380	-0.108	
To take part in group tour is convenient			0.350	-0.191	
Spend time with friends			0.340	-0.266	
Spend time with immediate family			0.275	0.160	
The group package tour is cheap			0.254	-0.080	
Rest and relaxation			0.245	-0.212	
Escape cold weather			0.147	0.081	
Visit festivals & special events			0.141	0.133	
To be with members of the opposite sex			0.112	0.066	
Experience new things			0.124	0.491	
To visit new places			0.075	0.376	

^a Classification matrix revealed that 92% cases were classified correctly.

^b Calculated by multiplying the canonical discriminant function for each cluster by its associated approximate *F*-value (Shoemaker, 1989; Lieux et al., 1994).

^c Calculated by multiplying the loadings for each cluster by its associated approximate *F*-value (Shoemaker, 1989; Lieux et al., 1994).

In Cluster II "Passive Tourist", the primary reason these seniors engage in group tour is to visit new places and experience new things. These two reasons aside, Cluster II had the lowest mean values. The most interesting finding was that "female tourist" has the higher percentage (56%) compare to Cluster I and III (42%). Forty-eight percent of the accounted

tourist who seldom travel, are housewives, less educated, and primarily family status were three-generation living together. Those travelers were more likely to travel to Northeast Asia. Besides, this cluster has also found that their children substantially provide tour expenses and buy the group tour product for their parents. For participation in a group tour, children's influence tends to be stronger.

Table 5. Profile of the Three Groups: Motivations for Group Package Tour Tourists

Cluster	Travel Behaviors and Demographic Characteristics
Cluster I "Easy Traveler" <i>n</i> =86 29%	30% travel destinations are China, Hong Kong, and Macao 22% farther destinations outside Asia 73% first time travel in this area, 12% travel in this area four times or more 71% paid the tour expenses by themselves, 21% paid by their children 19% seldom travel, 17% traveled four times per year 58% male, 42% female 38% 50-59 years old, 29% older than 70 51% retired, 36% non-retired 35% occupations were business, 19% homemaker, 22% SFT 29% personal income per month under NT\$ 20,000, 19% higher than NT\$ 60,000 38% family status were three-generation living together, 35% live with spouse and children, 15% live with spouse only, 6% living alone 44% primary school diploma, 23% above junior college
Cluster II "Passive Tourist" <i>n</i> =54 18%	35% travel destinations are Northeast Asia 28% China, Hong Kong, and Macao 81% first time travel in this area, 6% travel in this area four times or more 56% paid the tour expenses by themselves, 32% paid by their children 26% seldom travel, 9% traveled four times per year 44% male, 56% female 43% 50-59 years old, 28% older than 70 59% retired, 24% non-retired 30% homemaker, 17% technical workers, 22% SFT 41% personal income per month under NT\$ 20,000, 26% higher than NT\$ 60,000 48% family status were three-generation living together, 24% live with spouse and children, 20% live with spouse only, 2% living alone 48% primary school diploma, 26% junior college and above
Cluster III "Active Participant" <i>n</i> =153 52%	28% travel destinations are China, Hong Kong, and Macao 27% farther destinations outside Asia 77% first time travel in this area, 3% travel in this area four times or more 71% paid the tour expenses by themselves, 18% paid by their children 11% seldom travel, 12% traveled four times per year 58% male, 42% female 44% 50-59 years old, 25% older than 70 58% retired, 29% non-retired 20% occupations were business, 16% homemaker, 33% SFT 29% personal income per month under NT\$ 20,000, 24% higher than NT\$ 60,000 37% family status were three-generation living together, 35% live with spouse and children, 18% live with spouse only, 3% living alone 29% primary school diploma, 35% junior college and above

In Cluster III “Active Participant”, the primary reason these seniors engage in a group tour is to visit new places, to seek spiritual enrichment, taking part in a group tour is more convenient, to seek intellectual enrichment, experience new things, and spend time with immediate family. Those travelers were more likely to travel to China, Hong Kong, and Macao. Besides, the special finding, 27% of the senior tourists favored the farther sightseeing spot more than the other groups. They usually buy a group tour by themselves, with higher education level, and 33% of the occupations are soldiers, functionaries, and teachers (SFT) who were government employees.

Discussion

Until very recently, 5.2 million of Taiwanese seniors (people aged 50 or over) have not been the focus of attention among tourism product developers. While older adult travelers in countries like Canada (Zimmer et al., 1995), Germany (Romsa and Blenman, 1989), Australia (Horneman et al., 2002) and the United States (Vincent and de los Santos, 1990; Javalgi et al., 1992) have been the subject of empirical research, very little attention has been directed to understanding Chinese senior travelers and their distinction from western travelers.

For Taiwanese senior travel, Huang and Tsai (2003) found the top three purposes for outbound travel were to get rest and relaxation, meet people and socialize, and spent time with immediate family. In a similar vein, few empirical studies have explored how senior tourists have evolved in relation to the group package tour, and more specifically, in relation to the motivation for the group package tour. The results of this present study indicated that the seniors of group package tour are quite diverse. This finding is in consonance with the early findings that seniors couldn't be treated as a uniform conservative market (Horneman et al., 2002). From the result of this research, it is clear that the characteristic of those three clusters is different in a number of ways. For instance, Active Participants who are better educated tend to travel farther from home, while those Passive Tourists tend to travel to Northeast Asia (e.g. Japan) and buy the group package tour product through their children.

An analysis of the travelers' motivation can reveal the way in which people set goals for their choice and how these goals are then reflected in travel behaviors (Mansfeld, 1992). Our study is important for theoretical as well as practical reasons: First, from a managerial standpoint, this study provides useful marketing information for those interested in finding

out why seniors travel. Knowing reasons, they can develop products and advertisements to meet seniors' expectations. Second, the results also fill the gap between the FIT, domestic travel, and the GPT with regard to seniors' motivation. Thus, there should be specialized marketing projects, which focused on senior citizens who were "Easy Traveler" and "Active Participant." However, marketing project could focus on children of the "Passive Tourist" group who are housewives, or less educated, whose tour expenses their children substantially provide for. For participation in group package tour in this group, the influences of children tend to be stronger; nevertheless, past studies made senior tourists a market segment of needs (Shoemaker, 1989) and preferences (Lieux et al., 1994). Only in this study where the senior tourists seem to share lower influence in decision-making, and the marketing campaign focused on them could possibly not work effectively.

The problems in the senior group package tour faced by the Taiwanese travel marketers are unlikely to be unique. The authors believe the problems that have been examined in this study are also common to the group package tour operators elsewhere around the world. As Wang and Sheldon (1995) has pointed out, China represents the largest population in the world and is currently experiencing stunning growth in outbound travel as travelers are now discovering the rest of the world. In the master stream, research of seniors' travel motivation is mainly focus on western seniors. Taiwan and China are similar in race, culture, and language compare to western culture; and it is reasonable to believe that China will become the largest outbound group package tour export country in the world (Wang et al., 2000). Certainly, it is worthwhile for destination countries to pay closer attention to this situation and the findings and ideas of this rigorous study could be generalized to this travel market.

Finally, some ideas for future study are suggested by the limitations of the current research. Due to the fact that the sampling was conducted during winter vacation, it is found from these samples that there are more group package tour tourists going to Australia and New Zealand than to North America. There might be a different result if survey was done in different season. Future research might take this point into consideration. Moreover, the family with three-generation can be taken as a direction for future study because it is found in this study that the family status were three-generation living together accounted for 39.6% of the respondents. Besides, a study by March (2000) he clearly indicated that the family tour having three-generation traveling together is an emerging trend; this seems to be a fruitful area for future research for group package tour.

It cannot be deniable that this research does have its limitation. In this research, the data was gathered from CKS International Airport, Taipei, Taiwan. Therefore, the research sample might not be representative of the total seniors in Taiwan. Some of the findings might be biased because of the non-representative sampling. To certify the finding of this research, future study needs to resolve the limitations discussed.

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