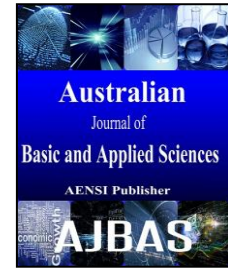




AUSTRALIAN JOURNAL OF BASIC AND APPLIED SCIENCES

ISSN:1991-8178 EISSN: 2309-8414
Journal home page: www.ajbasweb.com



Investigating perceived leisure constraints for senior tourists in Jordan

¹Yazan Al-Tell, ²Mamoon Allan and ³Nidal Al-Zboun

¹Yazan Al-Tell, Lecturer, Cultural Resources Management, Faculty of Archaeology and Tourism, department, the university of Jordan, Amman, Jordan.

²Mamoon Allan, Associate Professor, Tourism Management, Faculty of Archaeology and Tourism, The University of Jordan, Amman, Jordan.

³Nidal Al-Zboun, Assistant Professor, The department of Geography, Faculty of Arts, The University of Jordan, Amman, Jordan.

Address For Correspondence:

Yazan Al-Tell, The University of Jordan, The department of Cultural resources Management, Faculty of Archaeology and Tourism, Amman 11942 Jordan.
E-mail: yazztal@yahoo.com

ARTICLE INFO

Article history:

Received 18 December 2016

Accepted 11 January 2017

Available online 25 February 2017

Keywords:

Tourism, Leisure, Senior people, Constraints, Jordan

ABSTRACT

Broadly speaking, the notion 'Tourism for all' has been intensively promoted and tourists with special needs have gained extensive acknowledgement in the tourism literature in the past decade. To be specific, there has been a growth of interest among senior people in the tourism literature in the last few years. However, when literature is reviewed, few studies were revealed which investigate the senior people in the context of tourism industry in the Arabic countries. The main objective of this study is to assess the effect of intrinsic, interactive and environmental constraints on a sample of Jordanian senior people undertaking different tourism experiences in Jordan and their perception of such constraints. A quantitative approach was employed and a systematic random sample of 113 senior people was selected for the study. A self-administered questionnaire was administered in 2014 at Petra, Jerash, the Dead Sea, and three travel agencies in Amman and another one in Irbid, Jordan. The study has inferred that interactive constraints are the main constraints for the study respondents for their less or non-participation and there are significant differences found between males and females in terms of interactive and environmental constraints. The findings of this study can be used to enhance the *status quo* of senior tourists in Jordan and improve the different aspects of their tourism experiences. Furthermore, the study could also enhance the accessibility of tourism destinations and supply in Jordan for such tourists.

INTRODUCTION

Recently, senior market has been considered as one of the most significant consumer segment in the tourism sector (Jang, and Wu, 2006) having more free time and wealth than other categories in the community (Kazemina *et al.*, 2015). However, it is estimated that the number of senior population over 60 will represent 22% of the world's population by 2050 (Magnus, 2009) meaning that the level of consumption by senior tourists will rise (Batra, 2009). However, seniors regularly experience health decline (McGuire, 1984) and loss of partners, close friends, or relatives. These gloomy events in their life lead them to the emotional status of anxiety, depression, and melancholy. Seniors possibly travel to escape from those negative emotions (Jang *et al.*, 2009). Thus, Batra (2009) argues that leisure has a positive impact on the lives of aging people, with the interests and desires of them being satisfied through leisure activities.

It is necessary to consider senior tourism as critical factor to the reformulation of tourism or the scope of offered products and destinations. Following this, senior tourism is directly connected to accessible tourism because different types of disabilities are directly linked to the elderly (Alén *et al.*, 2012). Consequently, there is

Open Access Journal

Published BY AENSI Publication

© 2017 AENSI Publisher All rights reserved

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

To Cite This Article: Yazan Al-Tell, Mamoon Allan and Nidal Al-Zboun., Investigating perceived leisure constraints for senior tourists in Jordan. *Aust. J. Basic & Appl. Sci.*, 11(2): 67-75, 2017

a definite need to better understand and benchmark seniors' preferences in order that different tourism service providers could offer tourism products and services which meet their different needs (Johann and Padma, 2015).

The literature indicates that the attention to the senior segment in the tourism industry has risen in the developed countries such as North America, most Europe countries, Australia and Japan (Nielsen, 2014). This is not the case in the most developing countries, particularly in Arab world. Therefore, it could be argued that there is a clear absence for senior people in the tourism discourse in the Arabic region. However, several studies show that there is financial insecurity among the elderly, mostly among old women in the Arabic countries, while the elderly receive income as social security in most developed countries (ESCWA, 2004).

Jordan has witnessed much development in different aspects of accessible tourism and increasing level of awareness toward the potential contribution of accessible tourism to the whole tourism sector in Jordan (Allan, 2015). However, senior people are still a neglect group in the accessible tourism in Jordan. Consequently, previous studies of tourism in Jordan have not dealt with the aging people as tourists segment. According to the Department of Statistics in Jordan (2014), the number of aging people above sixty had reached over 5.17% of the total population in 2013. Thus, this study will investigate the influence of travel constraints (intrinsic, interactive, and environmental constraints) on senior people undertaking different tourism experiences in Jordan.

Literature Review:

Senior tourist segment:

Overall, elderly is now becoming an important element in the service industries (Navarro-Espigares and Torres, 2010). In the tourism context, senior tourists started be considered an important segment in the tourism industry, and it is predicted that this segment will grow in importance as it grows in terms of numbers and level of income (Reece, 2004). (Chen and Wu, 2009). Senior tourism segment is still considered very novel and there is not much literature that covers their issues (Alén *et al.*, 2012). Chen and Wu (2009) indicate that to date there is a lack of agreement on clear definition of senior tourist concept. Accordingly, Gonzaález *et al.*, (2009) postulate that up till now, there has been no consensus on one common term to describe senior tourists segment in the marketing literature. They further summarize the most frequent terms that have been used in the last decade in the pertinent literature as follows:

- "older market" (Sherman *et al.*, 2001; Carrigan *et al.*, 2004);
- "mature market" (Shoemaker, 2000; Moschis, 2003; Wang, 2005);
- "50-plus market" (Silvers, 1997);
- "senior market" (Reece, 2004); and
- "maturing market" (Whitford, 1998).

It is claimed that perceptions on senior market have changed dramatically over time. More specifically, the older people were perceived as a homogenous market during 1980s, whilst the 1990s have witnessed its diversity and complexity in the tourism literature (Moschis, 2003). Conversely, Sniadek (2006) states that the senior market is heterogeneous including a group of consumers with varieties of specifications for example it entails both of rich and poor, healthy and ill, educated and uneducated.

According to the UN and the World Health Organization (WHO), senior citizens are those who are sixty years old and above. Senior tourists segment is expected to be one of the largest segments in the context of the tourism industry (Huang and Tsai, 2002) due to many reasons such as their high level of income, greater free time to travel, and their lower consumer debt (Littrell *et al.*, 2004). Batra (2009) claimed that senior tourists' consumption is anticipated to be increased. As depicted in Oh, Parks, and DeMicco (2002), there is a serious lack of understanding of the features and concerns of senior tourists in the tourism sector in spite of the significance of senior tourists' market.

Travel constraints for senior market:

Travel constraints are typically referred to factors that are perceived or experienced by individuals to limit the formation of leisure preferences and to inhibit or prohibit participation and enjoyment in leisure (Jackson, 1988). A significant framework of understanding constraints of tourists with disabilities was suggested by Smith (1987) who found that there are three dimensions for such constraints: intrinsic barriers, environmental barriers, and interactive barriers (Table 1).

Table 1: Leisure-travel barriers of tourists with disabilities, adapted from Smith (1987)

Factor	Constraints
--------	-------------

Intrinsic	A lack of knowledge, health issues, social ineffectiveness, and physical and psychological dependency
Environmental	Attitudinal constraints, architectural constraints, ecological constraints, transportation constraints (air travel), and rules and regulations constraints (international air regulations)
Interactive	Skill-challenge incongruities, and communication barriers, such as language

In the same year, Crawford and Godbey (1987), organized constraints into three categories: intrapersonal constraints defined as individual psychological qualities that affect the development of leisure preferences such as personality factors, attitudes, and self-efficacy; interpersonal constraints arise from interaction with others such as family members, friends, and co-workers; and structural constraints which comprises factors as the lack of opportunities or cost of activities that arise from external conditions in the environment (Crawford and Godbey, 1987, Crawford *et al.*, 1991). Thus, they further indicate that three sub-dimensions of constraints exerted no significant influence on travel intentions, whilst two of the three dimensions (intrinsic and environmental) were found to be statistically significantly associated with learned helplessness. Also, learned helplessness provided a statistically significant negative influence on intention to travel.

Scholars and practitioner seek to understand these constraints in order to eliminate them to enable everyone in the community to participate leisure activities.

Many individuals view constraints in leisure as reducing the amount of freedom available, but overlook the benefits to constraints. Conversely, the constraints to leisure can be ultimately beneficial in leading to the realization of other desirable possibilities (Jackson, 1993). Therefore, they suggest five categories of benefit that result from constraints to leisure: (1) enhanced resilience and deepened commitment, (2) Attention to other (existing) goals, (3) The discovery of previously unattended capacities, (4) Changes in attitude toward life and leisure, and (5) Intentional self-constraint for goal achievement.

Over the past quarter century, the issue of leisure behavior constraints has gained much attention of researchers. In 2010 Godbey, Crawford, and Shen assessed the development of the hierarchical leisure constraints theory dividing it into three stages. The beginning was in 1987, when Crawford and Godbey attempted to explain the relationship between constraints and leisure activity preferences that constraints were seen as antecedent factors that condition activity preferences (intrapersonal), related to both preferences and participation (interpersonal). The next stage was in 1991 that the model was extended by linking the three constraints factors hierarchically from most proximal (intrapersonal) to most distal (structural) by Crawford, Jackson and Godbey. In the third stage, the concept of leisure constraint has transferred from nonparticipation to successful negotiation through the constraints. In other words, such negotiation may modify participation rather than foreclosing it (Jackson, Crawford, and Godbey, 1993).

MATERIAL AND METHODS

Data was collected using quantitative method to achieve the purposes of the study. After a comprehensive literature review, the questionnaire items were adapted (Smith, 1987; Lee, Agarwal and Kim, 2012). However, a self-administered questionnaire was carried out July to October 2014 in Jordan. Data for this study were retrospectively collected from Petra, Jerash, the Dead Sea, and three travel agencies in Amman and another one in Irbid. The target population was domestic senior tourists in Jordan aged above 60 years. This study employed a purposive sample to collect the data. Based upon this technique, the respondents were specifically selected based on the judgment of the researcher (Babbie, 2013), and 250 questionnaires were distributed to the targeted sample. The respondents were asked to indicate their level of agreement with each statement using a 5 - point Likert type scale (5=strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1=strongly disagree). The questionnaire was designed in Arabic language and printed in a large font size to facilitate reading process for the aging respondents and to increase the response rate as well. Furthermore, the questionnaire instrument used in this study was composed of three major sections: demographic information, preferred activities of senior leisure vacation, and travel constraints. All analyses *were carried out* using SPSS (Statistical Package for the Social Sciences), version 20. Data analyses include descriptive analysis and inferential analysis. Frequency and percentage were utilized to investigate the demographic pattern of the study respondents. Means and standard deviation scores were employed to present the findings on travel constraints for the respondents. Furthermore, an independent sample t-test was used to determine if a difference exists between the means of travel constraints types between senior females and males and significance levels were set at the 1% level. Reliability was calculated using Cronbach's alpha.

Results:

Demographics:

The questionnaire was completed and returned by 113 members of the research cohort in Jordan. When analyzed, it is affirmed that there are more male respondents (62%) that in most cases, men took part in the survey when they were with their spouse probably due to Arabic culture. With regards to the education level, 51% of the respondents are relatively well-educated reflecting the education system developments in Jordan. The distribution of their income level showed that a large portion (47.8%) earn (JOD 6000 and above) annually. 61.1% of the respondents prefer travelling by buses and in groups, whereas only 8.8% like to use the train for travelling (Table 2).

Table 2: The demographics variables for the respondents

Demographic Items	Value	Percent (%)
Gender	Male	62
	Female	38
Educational level	Primary	13.3
	Secondary/high school	30.1
	Diploma	5.3
	Undergraduate	30.1
	Post-graduate	21.2
Income level (JOD)	Below 3000	27.4
	3001-6000	24.8
	6001-9000	32.7
	9001-10000	8
	+10000	7.1
Trip type	Group	61.1
	Individual	38.9
Means of transport	Car	39.8
	Rental car	24.5
	Bus	61.1
	Train	8.8
	Plane	30.1

Source of information:

In relation to the question, 'did you use any source of information about tourism destination before visiting it?', it was found that most of the respondents had chosen at least one source of information about tourists' destinations in Jordan before they started their trip. Respondents (87%) were positive about their usage of the information source about the targeted tourism destination.

The respondents were asked to identify the source of information used to gain information about the tourism destinations in Jordan. As shown in Figure 1, the option 'friends and relatives' (39.4 %) is the most frequently used source of information among the respondents to learn about the tourism sites before their visit. Internet is the next source of information (35.6%) for respondents. Interestingly, none of the respondents has used radio channels or brochures as sources of information about tourists sites.

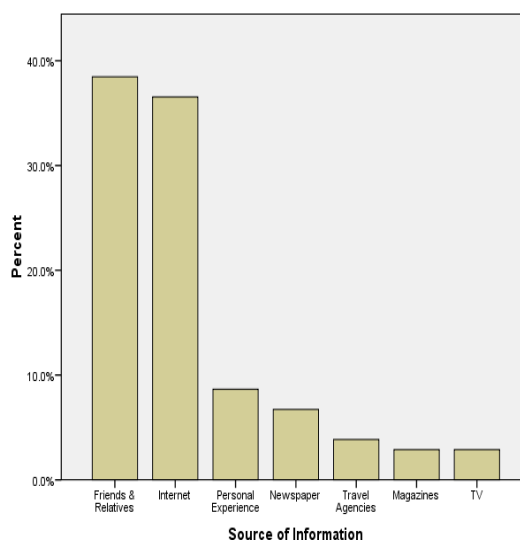


Fig. 1: Source of information for the respondents

Preferred Tourism Attractions:

The results inferred when analyzing the respondents' completed questionnaires regarding their preferred tourism attractions showed that most of them (32.7%) prefer to visit natural attractions, followed by religious sites (23.9%), whereas only (2.7%) of them like to visit adventure tourism sites.

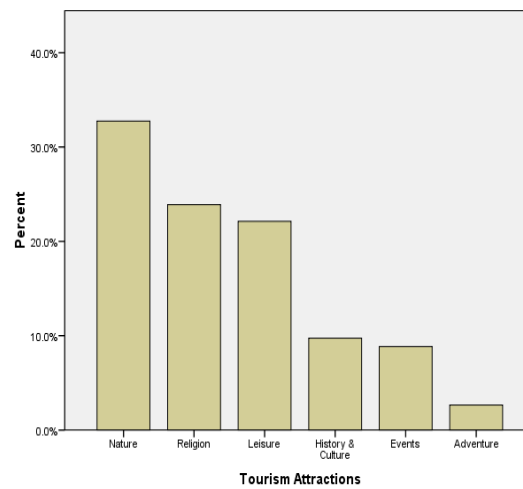


Fig. 2: Tourism attractions for the respondents

Travel constraints:

The results obtained from the analysis with regards to 'extent of travel constraints' to respondents are shown in Table 2. The mean score for the three sub-dimensions ranged from 1.14 to 4.00. The Standard Deviations for these items ranged between 0.582 and 1.34. The Cronbach's Alpha for the items which measured the travel constraints was 0.74 exceeding the acceptable limit. Overall, the main factor of respondents' travel constraints was interactive constraints ($M = 3.59$), followed by Intrinsic constraints ($M = 3.15$), whilst the environmental constraints had the lowest score ($M = 1.83$). Regarding the individual items that measure the travel constraints for research cohort, the results indicate that the item, 'Doctors' recommendation for maintaining my health' (Intrinsic constraints) had the highest mean score ($M = 4.00$); whilst, the item, 'Lack of my physical ability to move around freely' (environmental constraints) had the lowest mean score ($M = 1.14$).

Table 3: Travel constraints measure for the respondents

Measures	Mean	Number of responses (n = 113)
Intrinsic constraints	3.15	110
Travel imposes requirements that are beyond my capabilities	3.43	113
Being in a situation where I need others help to do something	3.39	113
Fear of doing something by myself	2.04	110
Fear of causing others discomfort and inconvenience	2.90	113
Doctors' recommendation for maintaining my health	4.00	113
Interactive constraints	3.59	113
Fear of being ignored by others	3.90	113
Lack of experience on making friends	3.29	113
Fear of being an object of others' interest	3.53	113
Fear of getting hurt	3.78	113
Fear of others' prejudice against me	3.45	113
Environmental constraints	1.83	112
Inconvenient facilities	2.04	113
My condition require me to wear assistive devices	1.24	113
Inconvenient transportation facilities to use	2.46	113
Inappropriate physical conditions of tourist destinations	2.23	113
Lack of my physical ability to move around freely	1.14	112

An independent sample t-test was conducted to determine if there were any differences in 'travel constraints types' between senior males and females. But there was no significant difference found between senior males and females in terms of their 'internal constraints to travel' through the values, $t(82) = .45$, $p = .66$. On a five-point scale, with one being 'strongly disagree' and five being 'strongly agree' for 'experience interactive travel constraints', the average of males found to be 4.63 ($SD = 1.06$) whereas for females, it is 4.50 ($SD = 1.11$).

Some significant differences did occur for the interactive travel constraints between senior males ($M = 7.57$, $SD = 1.49$) and females ($M = 8.43$, $SD = 1.61$), $t(83) = 2.44$, $p = 0.016$. Furthermore, there were significant differences between senior males ($M = 8.54$, $SD = 1.20$) and females ($M = 9.70$, $SD = 1.15$) with regards to environmental travel constraints, $t(87) = 2.51$, $p = 0.014$.

Table 4: T-test results for gender difference regarding their travel constraints

Constraints	Male		Female		F	P
	M	SD	M	SD		
1. Internal Constraints	4.63	1.06	4.50	1.11	0.49	0.662
2. Interactive Constraints	7.57	1.49	8.43	1.61	0.001	0.016
3. Environmental Constraints	8.54	1.20	9.70	1.15	0.47	0.014

Discussion:

Studies that focus on accessible tourism studies in Jordan are less and it can be assumed as an unexplored and undeveloped area of investigation (Allan, 2013). Accordingly, only little information was found on the issue of senior tourists and their travel constraints, particularly from Jordan and the Middle East, in general. Therefore, this study was set out with the aim of identifying the exact travel constraints for such tourists in Jordan. The current study reveals that the chosen sample was not equally represented by males and females. The findings indicated that majority of the respondents earn moderate annual income. This is in accordance with Bai *et al.*, (2001) who indicated that senior tourists often have large amounts of discretionary income due to the wealth they have accumulated over their lifetime. One of the interesting results is that the two third of the respondents prefer to travel with tourist groups using buses as it could be considered that buses represent the basic mean of travel for Jordanian tourist groups to the targeted destinations.

The study concludes that most senior tourists prefer to use at least 'one information source' about the tourist sites and proposes that 'friends and relatives' play a significant role when it comes to studying about the site by tourists prior to visiting the targeted tourism sites. These results seem to be consistent with other research (Jackson, 1993) which found that 'interactive constraints' represent one of the main dimensions of leisure constraints, and Oh, Oh and Caldwell (2001) stated that only interactive constraints have been found to influence participation levels. However, Chen, and Wu (2009) indicated that a number of researchers have reported about the common constraint factors during travel such as "a lack of time, financial considerations, physical and emotional costs, health status (objective and self-reported), perceived disability, age, security concerns, lack of information, family approval, and family responsibilities".

Senior tourists in the current study prefer to travel and spend their holidays in natural tourism attractions topping the chart followed by the 'holy sites' which is in consistent with Norman *et al* (2001) and Esichaikul (2012). It could be argued that there is a clear difference between young and senior tourists regarding their preferences in tourism destination (Batra, 2009, Norvell, 1985). Thus, senior tourists mostly prefer to engage in cultural, religious and natural tourism experiences whilst young tourists are attracted towards adventure and thrill tourism experiences.

It was anticipated that 'environmental factor' would be the critical constraint for the respondents due to lack of appropriate requirements and infrastructure for senior tourists in Jordan. Contrary to expectation, the results indicate that 'interactive constraints' are the main travel constraints for the research cohort, followed by intrinsic constraints and environmental constraints respectively.

The T-test results indicate that there is a significant difference between senior tourists with regards to interactive and environmental constraints based on their gender but not in case of intrinsic constraints. In the context of interactive and environmental constraints, it could be deduced that both of them were perceived differently. For example, Blazey (1987) found that females were less likely to participate in travel experiences because of travel companions and lack of travel transportation, whereas males indicated that lack of time, work, and routine were their main travel constraints.

Conclusion:

Collectively, concerns have been raised to enhance the accessibility of tourism destinations for all types of tourists in Jordan. One of the main negligent tourists' categories in Jordan tourism discourse is the senior people. Thus, the main purposes of this study are to identify the effect of intrinsic, interactive and environmental constraints on a sample of Jordanian senior people undertaking tourism experiences in Jordan. Moreover, it explores how do senior gender was perceived in the context of travel constraints.

There are only few studies available that investigates the issue of travel constraints faced by senior tourists particularly in Jordan, and Arabic countries, in general. Therefore, this research attempts to bridge this gap in the literature by investigating the effect of intrinsic, interactive and environmental constraints on a sample of

Jordanian senior people undertaking tourism experiences in Jordan. Moreover, this study would serve as a base for future studies in the context of senior people undertaking different tourism experiences.

The findings of this study supported the previous research who inferred that the 'interactive constraints' was the most common factor for less or non-participation for senior people. Additionally, it indicated that there was a difference in the respondents' perception of different types of travel constraints. Thus, interactive and environmental constraints were perceived differently by males and females, whilst intrinsic constraints were perceived similarly by both genders.

This study has provided a significant insight for tourism managers, planners, marketers, and practitioners for a better understanding towards the nature and scope of travel constraints faced by senior tourist segment. Therefore, it is highly recommended to promote appropriate tour packages for senior people and their families. It is also vital to enhance the accessibility of tourism destinations in Jordan for such tourists. In order to tackle the interactive travel constraints, it would be useful to expand social events and activities for the senior people during their different tourism experiences. Moreover, empowering senior females through tourism experiences and activities would be critical for increasing their involvement in tourism industry in Jordan. The tourism service provided by both public and private sectors should add the senior tourist segment to their tourism discourse and pay more attention to increase their participation in tourism experiences in Jordan.

One of the most important limitations of this research is its generalizability. It is difficult to generalize the results due to the small sample size of 113. However, it is difficult to expand the size of the sample because of the dramatic political and military actions in the Middle East having affected badly on domestic and international tourism demands in Jordan. Another limitation is that the health concerns prevented potential respondents from participating in the survey.

Further research could expand on the investigation of senior tourists travel constraints in different settings, sites, and times of the year in order to further generalize the findings. More work could be done to study the scope of travel constraints for senior tourists in different types of tourism. Additionally, further research comparing senior people and other age categories in terms of travel constraints would be of great help in understanding nature and scope of this phenomenon.

REFERENCES

- Allan, M., 2013. Disability Tourism: Why do Disabled People Engaging in Tourism Activities? *European Journal of Social Sciences*, 39(3): 480-486.
- Allan, M., 2015. Accessible tourism in Jordan: travel constraints and motivations. *European Journal of Tourism Research*, 10: 109-119.
- Alén, E., N. Losada and T. Domínguez, 2012. New opportunities for the tourism market: senior tourism and accessible tourism. INTECH Open Access Publisher.
- Babbie, E., 2013. The basics of social research. Cengage Learning.
- Bai, B., S. Jang, L.A. Cai and J.T. O'Leary, 2001. Determinants of travel mode choice of senior travelers to the United States. *Journal of Hospitality and Leisure Marketing*, 8: 147-168.
- Batra, A., 2009. Senior Pleasure Tourists: Examination of Their Demography, Travel Experience, and Travel Behavior Upon Visiting the Bangkok Metropolis. *International Journal of Hospitality and Tourism Administration*, 10(3): 197-212.
- Blazey, M.A., 1987. The differences between participants and non-participants in a senior travel program. *Journal of Travel Research*, 26: 7-12.
- Carrigan, M., I. Szmigin and J. Wright, 2004. Shopping for a better world? An interpretive study of the potential for ethical consumption within the older market. *Journal of Consumer Marketing*, 21(6): 401-417.
- Chen, C., and C. Wu, 2009. How motivations, constraints, and demographic factors predict seniors' overseas travel propensity. *Asia Pacific Management Review*, 14(3): 301-312.
- Crawford, D.W. and G. Godbey, 1987. Reconceptualizing barriers to family leisure. *Leisure Sciences*, 9 (2): 119-128.
- Crawford, D.W., E.L. Jackson and G. Godbey, 1991. A hierarchical model of leisure constraints. *Leisure sciences*, 13(4): 309-320.
- Economic and Social Commission for Western Asia (ESCWA), 2004. Ageing in the Arab countries: regional variations, policies and programs.
- Esichaikul, R., 2012. Travel motivations, behavior and requirements of European senior tourists to Thailand. *PASOS, Revista de Turismoy Patrimonio Cultural.*, 10(2): 47-58.
- Godbey, G., D.W. Crawford and X.S. Shen, 2010. Assessing hierarchical leisure constraints theory after two decades. *Journal of Leisure Research*, 42(1): 111.
- González, A.M., C. Rodríguez, M.R. Miranda and M. Cervantes, 2009. Cognitive age as a criterion explaining senior tourists' motivations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2): 148-164.

- Huang, L., and H.-T. Tsai, 2002. The study of travel consumer behavior of the mature market (in Chinese). *Tourism Management Research*, 2(1): 79-100.
- Jackson, E.L., 1988. Leisure constraints: A survey of past research. *Leisure Sciences*, 10: 203–215.
- Jackson, E.L., 1993. Recognizing patterns of leisure constraints: Results from alternative analyses. *Journal of leisure research*, 25: 129-129.
- Jackson, E.L., D.W. Crawford and G. Godbey, 1993. Negotiation of leisure constraints. *Leisure sciences*, 15(1): 1-11.
- Jang, S.S., B. Bai, C. Hu and C.M.E. Wu, 2009. Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality and Tourism Research*, 33(1): 51-73.
- Jang, S., and C-M.E. Wu, 2006. Seniors' travel motivation and the influential factors: an examination of Taiwanese seniors. *Tourism Management*, 27: 306-316.
- Johann, M and p. Padman, 2015. Benchmarking holiday experience: the case of senior tourists. *Benchmarking: An International Journal.*, 7: 1860-1875.
- Kazeminia, A., G. Del Chiappa and J. Jafari, 2015. Seniors' travel constraints and their coping strategies. *Journal of Travel Research*, 54(1): 80-93.
- Lee, B.K., S. Agarwal and H.J. Kim, 2012. Influences of travel constraints on the people with disabilities' intention to travel: An application of Seligman's helplessness theory. *Tourism Management*, 33(3): 569-579.
- Littrell, M.A., R.C. Paige and K. Song, 2004. Senior travelers: Tourism activities and shopping behaviors. *Journal of Vacation Marketing*, 10: 348-362.
- Magnus, G., 2009. *The age of ageing*. Singapore: John Wiley.
- McGuire, Francis A., 1984. "A Factor Analytic Study of Leisure Constraints in Advanced Adulthood." *Leisure Sciences*, 6(3): 313-326.
- Moschis, G.P., 2003. Marketing to older adults: an updated overview of present knowledge and practice. *The Journal of Consumer Marketing*, 20(6): 516-525.
- Navarro-Espigares, J.L., and E.H. Torres, 2010. Ageing-related services as a key element for social cohesion. *The Service Industries Journal.*, 30(8): 1263-1277.
- Nielsen, K., 2014. Approaches to seniors' tourist behavior. *Tourism Review*, 69(2): 111-121.
- Norman, W.C., M.J. Daniels, F. McGuire and C.A. Norman, 2001. Wither the mature market: an empirical examination of the travel motivations of neo-mature and veteran-mature markets. *Journal of Hospitality and Leisure Marketing*, 8: 113-130.
- Norvell, H., 1985. Outlook for retired/older traveler market segments. In *Proceedings of the Eleventh Annual Travel Outlook Forum*, Washington, DC: U.S. Travel Data Center, pp: 135-143.
- Oh, H., S.C. Parks and F.J. DeMicco, 2002. Age and gender based market segmentation: A structured understanding. *International Journal of Hospitality and Tourism Administration*, 3(1): 1-21.
- Oh, S.S., S.Y. Oh and L.L. Caldwell, 2001. The effects of perceived leisure constraints among Korean University students. In *Proceeding of the 2001 Northeastern Recreation Research Symposium*, Northeastern Forest Experiment Station, GTR/NE-289, 183-187.
- Reece, W.S., 2004. Are senior leisure travelers different? *Journal of Travel Research*, 43(1): 11-18.
- Sherman, E., L.G. Schiffman and A. Mathur, 2001. The influence of gender on the new-age elderly's consumption orientation. *Psychology and Marketing*, 18(10): 1073-1089.
- Shoemaker, S., 2000. Segmenting the mature market: 10 years later. *Journal of Travel Research*, 39: 11-26.
- Silvers, C., 1997. Smashing old stereotypes of 50-plus America. *Journal of Consumer Marketing*, 14(4): 303-309.
- Smith, R.W., 1987. Leisure of disable tourists: barriers to participation. *Annals of Tourism Research*, 14(3): 376-389.
- Sniadek, J., 2006. Age of seniors – a challenge for tourism and leisure industry. *Studies in Physical Culture and Tourism*, 13: 103-105.
- Wang, Y., 2005. *An exploratory study of travel constructs in mature tourism* (PhD thesis). Clemson University, Clemson, SC, USA.
- Whitford, M., 1998. Market in motion. *Hotel and Motel Management*, 20(1): 67-75.

