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THE TRAVEL PREFERENCES OF ELDERLY TRAVELERS LIVING IN ADANA*

Ebru ÖZGÜR GÜLER[1]
Hüseyin GÜLER[2]
Ceren BÖRÜBAN[3]

ABSTRACT
According to Turkish Statistical Institute's statistics and projections, the proportion of elderly people living in Turkey has an increasing trend over time and it is expected that Turkish population will be called old in the near future. Therefore, studies about elderly customers become more important since they will constitute a higher percentage of population when it is compared with the past. This study is designed to investigate behaviors about travel preferences of elderly travelers in Adana, Turkey, which will have a very old population in the future. For this purpose, we conduct a survey to examine travel preferences and priorities while choosing vacation routes, and barriers on traveling & issues related to quality of staff & service.
Keywords: Elderly travelers, traveler behaviors, traveler barriers.

ADANA'DA YAŞAYAN YAŞLI TURİSTLERİN TATİL TERCİHLERİ

ÖZ
Türkiye İstatistik Kurumu verileri ve tahminlerine göre Türkiye'de yaşayan yaşlı nüfus oranı bir artış trendi göstermekte ve yakın gelecekte Türkiye'deki nüfusun yaşlı olacağı öngörülmektedir. Bu nedenle geçmişe kıyasla nüfus içinde daha yüksek paya sahip olacak yaşlı tüketiciler hakkındaki çalışmalar giderek önem kazanmaktadır. Bu çalışmada gelecekte çok yaşlı bir nüfusa sahip olması beklenen Türkiye'deki Adana ilinde ikamet eden yaşlı turistlerin tatil tercihlerindeki davranışlarının incelenmesi amaçlanmaktadır. Bu doğrultuda yaşlı turistlerin tatil noktası seçimindeki seyahat tercihlerini ve önceliklerini belirleyen bir saha çalışması yapılmıştır. Çalışmada aynı zamanda tatil yapmanın önündeki bariyerler ile çalışan ve hizmet kalitesi ile ilgili bakış açıları da incelenmiştir.
Anahtar Kelimeler: Yaşlı turistler, turist tercihleri, turist bariyerleri.

Introduction

Due to declining birth rate and increasing life time we are faced with an aging population all over the world. According to United States Census Bureau the elderly are projected to comprise nearly 17 per cent of global population in 2050 (US Census Bureau, 2004). Elderly people have larger income and wealth relative to the young because they are free of child expenses, mortgage payments etc. Consumption by

* This work was supported by Çukurova University Research Project under Grant SBA-2015-3874
[1] Doç. Dr., Çukurova Üniversitesi, İ.İ.B.F., Ekonometri Bölümü, ozgurebru@cu.edu.tr
[2] Doç. Dr., Çukurova Üniversitesi, İ.İ.B.F., Ekonometri Bölümü, hguler@cu.edu.tr
[3] Çukurova Üniversitesi, Sos. Bil. Enst., Doktora Öğrencisi, cerennb@yahoo.com
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elderly will increase in terms of quality and quantity in coming years. Undoubtedly, aging population will one of the most important concerns of marketers who should understand consumers' needs and wants. As a result of semi or full retirement and growing up children, the time and economic resources that are allocated to leisure and travel increase by age. Travel propensity for today's senior is assumed to be higher than previous age cohorts (You, O'leary, Morrison, & Hong, 2000). One common mistake marketers make is to assume elderly market homogenous. Elderly people are heterogeneous and age by itself is not differentiating enough to reveal marketing opportunities. Marketers should find out if elderly consumers are pleased with goods and services addressing them. Older consumers are different from younger consumers because of changes in their lives due to aging process and changes in their life circumstance (Moschis, 2003). The elderly travelers will exhibit a strong potential for tourism market. Healthy old adults will be active travelers in the future. Therefore, elderly people is an important customer group for tourism companies. Elderly travelers' consumption patterns should be explored by tourism marketers. According to the definition of the United Nations, a population is called "old" if the proportion of elderly population is between 8% and 10% and "very old" if it exceeds 10%. In Turkey, the proportion of 65 years and old people is 7.7% in 2013 and it is expected that this proportion reaches 10.2% in 2023 according to the population projections. Therefore, Turkey has a considerable number of elderly traveler group. Examining elderly tourism market will yield helpful results for tourism marketers. The elderly travelers and their behaviors are investigated in the literature. However, to the best of the authors' knowledge there is no study about elderly travelers living in Adana. The purpose of the study is to describe demographic characteristics, to extract travel preferences and priorities of elderly tourists while choosing vacation route, to investigate the validity and reliability of travel barriers and travel satisfaction scales, and finally to find demographic factors effecting travel barriers and satisfaction for elderly travelers living in Adana.

Elderly Travelers

In the literature, mature, senior, and elderly are used interchangeably implying old tourists. Definition of elderly tourist in terms of age range changes according to the research. You, O'Leary, Morrison, & Hong (2000) examined 55 years and older Japanese tourists because marketers tend to use age 50-55 as lower boundary for defining old consumer. Norman, Daniels, McGuire, & Norman (2001) used the definition of Faranda & Schmidt (1999) as beginning of mature market ranged from 50 to 65 years old. They labelled 50-64 age group as neo-mature, 65 and over as veteran mature. Huang & Tsai (2003) use the word "senior" over 55 to comprehend baby boomers. Kim, Wei, & Ruys (2003) defined senior travelers as 50 and over based on an Australian Organization National Seniors Association's criterion. Following this literature, we define the elderly tourist profile as 55 or more in this study.

There is an important amount of studies in the literature dedicated to elderly travelers, some of which are summarized below. Guinn (1980) studied travel motives of elderly tourists and obtained five travel motives. Tongren (1980) and Blazey (1992) tried to segment travel market according to retirement status. Shoemaker (1989)

segmented the senior residents in US into 3 groups with cluster analysis. Warnick (1993a, 1993b) used cohort analysis to reveal travel behaviors of different generations. Lieux, Moschis, Lee, & Mathur (1997) and Moschis (2003) segmented old consumers in the USA based on health and willingness to go out. Cleaver, Muller, Ruys, & Wei (1999) examined Australian retirees' travel motivations. Heung & Chu (2000) conducted a study including 183 observations in Hong Kong. Shoemaker (2000) examined travelers 55 and older in Pennsylvania. You et al. (2000) compared UK and Japan tourists in terms of travel push and pull factors. You, X & Leary (2000) conducted a study to find out whether mature and senior group travel behaviors differ and traveling propensity diminish with age. Norman et al. (2001) studied push and pull factors of mature market. Gray & Kerstetter (2001) conducted a cohort analysis comparing 1983 and 1995 old travelers in Canada. According to Fleischer & Pizam (2002), there are six common motives affecting old people's travel behavior. Horneman, Carter, Wei, & Ruys (2002) segmented the senior traveler market according to travel choices. Kim et al. (2003) conducted a study with 200 respondents over 50 to segment travel market according to travel motivations, travel concerns and demographic variables. Huang & Tsai (2003) conducted a study including 284 elderly respondents over 55. Pearce & Lee (2005) conducted a study to segment Australian traveler market. Hsu, Cai, & Wong (2007) examined Chinese elderly tourism market by a qualitative study and try to reveal Chinese seniors' travel motivations. Boksberg & Laesser (2008) conducted a study including a sample size of 1.101 residents over 55 in Switzerland. Le Serre, Legohérel, & Weber (2013) compared senior Chinese and French tourists in terms of travel motivations and perceived risks. Carneiro, Eusébio, Kastenholz, & Alvelos (2013) analyzed motivations to participate in social tourism programs. Ward (2014) segmented the Irish mature market using cluster analysis and extracted push and pull factors using factor analysis.

In Turkey, senior tourism market studies are very scarce. Some studies covering elderly Turkish travelers or elderly foreign travelers coming to Turkey are listed below: Gökdeniz (1994) in his PhD thesis, applied a survey on 140 elderly tourists in Turkey. He reported that elderly tourists in Turkey predominantly prefer May and June for vacation and most of the tourists are German and French. Also, their most important travel motive is relaxation and their priorities are safety and cost. Yıldırım (1997) evaluated the senior tourism market in the world and in Turkey and give suggestions about senior tourism marketing. Avcıkurt (2003) studied European tourism market's demographic characteristics and shared suggestions about influence of European aging population on Turkish tourism industry. Özdipçiner (2008) conducted a study involving elder tourists in Turkey and found that age group, education and income influence elder tourists' vacation choices. Özdipçiner (2010) examined if labor status and health affect vacation satisfaction of elderly people. According to her study involving German tourists in Turkey, good health and being in professional life were positively related to vacation satisfaction of elderly tourists. Zeren (2014) reviewed literature on mature consumers in Turkey, their behavior and brand preferences and reported the results of a consumer survey. Albayrak, Caber, & Bideci (2014) conducted a study comparing German, English and Dutch tourists' product and service choices. 1.150 tourists lodging in Antalya, Turkey made up the sample. Özkan (2014) conducted

a thesis study to determine elderly travelers' satisfaction in thermal tourism companies. A survey is applied on 120 thermal resort tourists in Bolu, Turkey. According to the findings of the study, most massive factors effecting the resort choice is "recommendation" and most massive purpose of the holiday is "relaxation/treatment". Priorities and satisfaction levels for various services were reported in the study. It was concluded that satisfaction levels are under expectations.

Method

A survey was conducted on a random sample of 102 elderly people living in Adana, Turkey. Respondents are chosen so that they are at least 55 years old and had a travel experience with a tour company. A modified version of Huang & Tsai (2003) survey which is composed based on Shoemaker (2000), Gray & Kerstetter (2001), Norman et al. (2001), Horneman, Carter, Wei, & Ruys (2002), Kim et al. (2003), Pearce & Lee (2005), Boksberg & Laesser (2008), Le Serre, Legohérel, & Weber (2013), Carneiro, Eusébio, Kastenholz, & Alvelos (2013), and Ward (2014) is used in this research. The survey has five sections to measure demographics, travel behaviors, vacation route choice, travel barriers and travel satisfaction.

Section A of the survey consists of 9 demographic characteristics such as gender, age, health and etc. Section B covers 5 questions about travel behaviors of respondents, which are used to observe preferred travel destinations, the most important traveling motivations, the reason to choose tour packages, and preferred durations and planned expenses of tour packages. 13 items about vacation route choice are asked to respondents on a 5-point Likert scale ranging from 1-very unimportant to 5-very important in Section C. This section covers 12 items from the original survey of Huang & Tsai (2003) with an additional item about health tourism. Section D has 11 items about travel barriers measured on the same 5-point Likert scale of Section C. In addition to the original 10 items of Huang & Tsai (2003), an item about the problem of entrusting pets is asked to respondents in this section. Finally, in Section E, we used a 5-point Likert scale on 9 items of Huang & Tsai (2003) to measure travel satisfaction of respondents.

Questions in Section A and B are analyzed with frequency distributions given in Tables 1 to 6. The ridit analysis is used to determine the importance level of travel destination choice attributes of Section C. The ridit analysis is developed by Bross (1958) and it is used to find an order of importance of related items measured with an ordinal Likert scale. Therefore, we use the ridit analysis to determine important travel destination choice attributes and give the results in Figure 1. Factor analysis and Cronbach's alpha are used to find the factor structure and reliability of modified travel barriers and travel satisfaction scales of Huang & Tsai (2003) given in Section D and E, respectively. The results of these analyzes are given in Tables 7 and 8. Finally, we apply independent samples t-tests and one-way ANOVA to determine any significant differences of travel barriers and travel satisfaction according to some demographic characteristics and results are reported in Tables 9 and 10.

Results

Frequency distributions of demographic characteristics are given in Table 1. Among 102 respondents, 58.8% are male and most of the respondents (61.8%) are between 55-59 years old. When we investigate the health status of respondents, we observe that 52% are having few health problems while 34.3% are well and only 13.7% are sick. The majority of respondents are married (68.6%) and about a half of them (47.1%) are graduated from high school. We can observe from the table that 67.6% of respondents are retired more than 1 year and the most important income source of respondents is pension (74.8%). It is interesting to note that 17.1% of respondents are still working-full time and 17.1% use their own savings or wages as an income source. When the residence and residence status of respondents are investigated, we can note that most of the respondents are couple (36.3%) or couple with children (32.4%) and they are living in their own homes (77.5%).

Travelling behaviors of respondents are investigated through Tables 2 to 6. Table 2 summarizes the preferred travel destination of respondents. It is seen from Table 2 that most of the elderly travelers living in Adana prefer domestic destinations over abroad ones. This is an important finding for our research and it is necessary to interpret subsequent findings about traveling behaviors by considering the fact that respondents generally prefer domestic destinations for their travels. We report the most important traveling motivations of respondents in Table 3. Around a quarter of respondents (25.5%) pick get rest and relaxation as the most important traveling motivation. This might looks like an interesting result since an important part of the sample is retired and getting rest and relaxation sounds like a traveling motivation of young people working full-time. However, when we consider the fact that around 17% of the respondents are still working full-time and using their own savings and wages as the income source (see Table 1), we can state elderly people living in Adana prefer traveling to take a break and get rest and relaxation. The second and third most important traveling motivations are visiting new places (21.6%) and meeting people and socialization (16.7%). This leads to the result that elderly people travel to get rest and relax, see new places and create a new social environment. Table 4 summarizes the reason to choose tour packages. Sightseeing points attracted by the tour (43.1%) is the most important reason for the respondents while it is followed by the lower package price of the tour (31.4%). Therefore, the main reason that elderly travelers choose tour packages is to see more places with lower prices. Preferred durations and expenses of tour packages are given in Tables 5 and 6, respectively. It is seen that a great majority of respondents prefer 6-10 days (68.6%) for the duration of the tour. In addition to that, the planned expenses are generally between 500 and 999 TL (35.3%) and 499 and less (25.5%). Combining these two, we can state that elderly people living in Adana generally prefer tour packages which are not so long and expensive.

Table 1. Demographics

Demographic characteristic	Frequency	Percentage
Gender		
Male	60	58.8
Female	42	41.2
Age		
55-59	63	61.8
60-64	27	26.5
65 and older	12	11.8
Health		
Well	35	34.3
Few problem	53	52.0
Sick	14	13.7
Marital status		
Married	70	68.6
Single	32	31.4
Education		
Primary and secondary	37	36.3
High school	48	47.1
College and more	17	16.7
Employment		
Work full-time	18	17.1
Work part-time	2	1.9
Retired more than 1 year	71	67.6
Retired 1 year or less	3	2.9
Unemployed	2	1.9
Other	9	8.6
Income source		
Pension	83	74.8
Own savings or wage	19	17.1
Children's donation	8	7.2
Social benefits	1	0.9
Residence		
Along	26	25.5
Couple	37	36.3
Couple with children	33	32.4
With children	6	5.9
Residence status		
Own	79	77.5
Rent	19	18.6
Family members	4	3.9

Table 2. Preferred Travel Destination

Destination	Frequency	Percentage
Domestic	85	83.3
Abroad	17	16.7

Table 3. The Most Important Traveling Motivations

Motivation	Frequency	Percentage
Get rest and relaxation	26	25.5
Visit new places	22	21.6
Meet people and socialization	17	16.7
Discover new things and adventure	8	7.8
Spend time with immediate family	7	6.9
See some places as long as my health permits	6	5.9
Since my spouse likes travelling	4	3.9
Engage in physical activities	3	2.9
Visit museums and historical sights	3	2.9
Seek intellectual enrichment	2	2.0
Visit festivals and or special events	1	1.0
Seek spiritual enrichment	1	1.0
Tell your friends about your trip	1	1.0
Revisit previous locations and nostalgia	1	1.0

Table 4. The Reason to Choose Tour Packages

Reason	Frequency	Percentage
Sightseeing points attracted by the tour	44	43.1
Lower package price of the tour	32	31.4
Friend's or relative's invitations	14	13.7
Travel safety	9	8.8
Unfamiliar tour sight and language problem	3	2.9

Table 5. Preferred Durations of Tour Packages

Duration	Frequency	Percent
5 days or less	26	25.5
6-10 days	70	68.6
11-15 days	5	4.9
16-20 days	0	0.0
21 or more	1	1.0

Table 6. Planned Expenses of Tour Packages

Planned expenses (TL)	Frequency	Percentage
0-499	26	25.5
500-999	36	35.3
1000-1499	19	18.6
1500-1999	5	4.9

2000+	16	15.7

The ridit analysis for travel destination choice attributes is given in Figure 1. Respondents use a 5-point Likert scale ranging from 1-very unimportant to 5-very important to rate each item. These responds are used to calculate ridits, R_i (see Bross (1958) for the calculation of ridits), of each item and shown with a solid line on the figure. Note that ridits can be used to rank the importance of attributes based on respondents' beliefs. In addition to that, a 95% confidence interval for each ridit is calculated and the lower and upper bounds of intervals are shown with dashed and doted lines, respectively. If the confidence interval of an item's ridit collapses with another one's then these two items are thought to be statistically identical. When we evaluate the results given in Figure 1, we observe that availability of medical facilities is the most important travel destination choice attribute and it is significantly larger than the remaining attributes at 95% confidence level. This attribute is followed by reasonable consumer price, good travel safety of sight, and beautiful and historic scenery sights. Since the sample consists of elderly tourists, it is not surprising that the most important attribute is the availability of medical facilities. Similar to the reason to choose tour packages (see Table 4) the other important travel destination choice attributes are price, safety and sightseeing points. When we check the confidence interval of these three attributes, we see that these are statistically identical at 95% confidence level. According to ridits, there is no remarkable difference between the remaining attributes and they are sorted as health tourism (thermal springs, SPA, etc.), appropriate travel distance, restaurant, hotel and airlines facilities, adopted local food and custom, convenient CIQ procedure, local climate, special events and attractions, availability of shopping facilities, and local people's attitude.

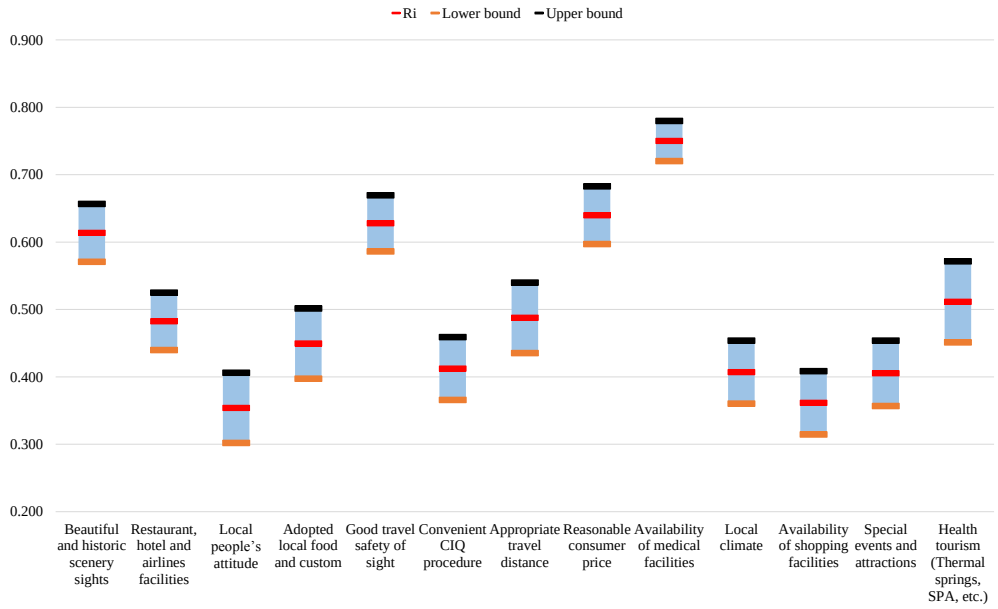

Figure 1. Ridit Analysis for Travel Destination Choice Attributes
Note: CIQ indicates that customs, immigration, quarantine

We apply factor analysis and Cronbach's alpha to find the factor structure and reliability of modified travel barriers and travel satisfaction scales of Huang & Tsai (2003) and the results are given in Tables 7 and 8, respectively. For travel barriers, we started factor analysis with 11 items. However, an item (that fear of leaving home unattended) with an unacceptable MSA (Measure of Sampling Adequacy) value is dropped and we produce results for 10 items in Table 7. According to Table 7, Kaiser-Meyer-Olkin (KMO) value is 0.767 and Bartlett's test of sphericity gives a significant p-value at 5% significance level. The first three factors have eigenvalues larger than one and in total they explain around 62% of the total variance. When we investigate rotated factor loadings obtained with VARIMAX, we call factors as time and budget, psychological and physical fears, and travel indirect barriers. The Cronbach's alpha of the scale is 0.776. In the original survey of Huang & Tsai (2003), there are 9 items for travel satisfaction attributes. We observe that MSA values of convenient CIQ procedure and service quality of airlines are below acceptable levels and they are dropped from analysis. This is an expected result since a great majority of the sample prefers domestic destinations (see Table 2). In addition to that, when we apply the factor analysis to remaining 7 items, we observe that there is a third factor which is loaded only on a single item (good shopping facilities). Since this is not suitable for factor analysis, we drop this item and continue with the remaining 6 items to factor analysis. The results are given in Table 8. According to Table 8, the data is suitable for factor analysis since KMO value is 0.681 and Bartlett's test of sphericity gives a significant p-value at 5% significance level. It is seen from the table that the number of extracted factors is two and they explain around 64% of the total variance. According to results, it is seen that travel satisfaction is explained with tour and destination related dimensions. Finally, the Cronbach's alpha of the scale is 0.642.

Table 7. Factor Analysis for Barriers to Travel Attributes

Factor		**Rotated factor loading**
Factor one:	Time and budget (Eigenvalue = 2.364, POV = 23.64)	
	Finding the time	0.881
	Financial considerations	0.808
Factor two:	Psychological and physical fears (Eigenvalue = 2.150, POV = 21.51)	
	Lack of information on where to go	0.751
	Fear of not having a good time and wasting money	0.650
	Lack of someone to travel with	0.684
	Physical ability	0.625
Factor three:	Travel indirect barriers (Eigenvalue = 1.670, POV = 16.70)	
	Dietary considerations	0.545
	Fear of hassles	0.623

Age problem	0.561
The problem of entrusting pets	0.743
KMO = 0.767. Bartlett's Test of Sphericity: Chi-square = 295.003, p-value= 0.000	

POV: Proportion of Variance (%)

Table 8. Factor Analysis for Travel Satisfaction Attributes

Factor		**Rotated factor loading**
Factor one:	Tour related dimensions (Eigenvalue = 2.470, POV = 41.17)	
Quality of accommodation		0.868
Service quality of travel agent		0.800
Quality of food and beverage		0.791
Service quality of tour leader and tour guide		0.661
Factor two:	Destination related dimensions (Eigenvalue = 1.353, POV = 22.55)	
Visit attractive scenery		0.819
Transfer and entertainment and facilities		0.809
KMO = 0.681. Bartlett's Test of Sphericity: Chi-square = 153.419, p-value= 0.000		

POV: Proportion of Variance (%)

Independent samples t-tests and one-way ANOVA results for travel barriers and travel satisfaction are given in Tables 9 and 10, respectively. It is seen from Table 9 that age and marital status has no significant effect on travel barriers at 5% significance level. When we investigate the results for time and budget factor, we see that only education level has a significant effect on it. We can also note that respondents graduated from the university have lower considerations on time and budget factor in contrast to primary and high-school graduates. It is observed that health and gender has a significant effect on psychological and physical fears factor. The people with few health problems have higher barriers on psychological and physical fears compared with the people in well condition. In addition to that, female respondents feel more psychological and physical fears than male ones. The last barrier, travel indirect barriers, is effected by education, health, and gender. According to results, high-school graduates have higher averages than university graduates while well health condition group have lower averages than few problem and sick groups, and finally females have higher averages than males on travel indirect barriers.

The results in Table 10 show that age and gender has no significant effect on travel satisfaction attributes. It is seen that, health has a significant effect on both tour and destination related dimensions while marital status has a significant effect only on tour related dimension and education has a significant effect only on destination related dimension. When we compare groups for the tour related dimension, we see that the sick group have higher satisfaction than the well group and similarly singles have higher satisfaction than married ones. For the destination related dimension, we observe that university graduates have higher satisfaction than primary school graduates while well and few problem groups have higher satisfaction than the sick group.

Table 9. t-tests and ANOVA Results for Barriers to Travel Attributes

Variable	Factor	Test Statistic (p-value)	Groups	Averages	Significant Differences
Age	Time and budget	F = 1.047 (0.365)	(1): 55-59 (2): 60-64 (3): 65+	4.127 3.907 4.333	-
	Psychological and physical fears	F = 1.271 (0.285)	(1): 55-59 (2): 60-64 (3): 65+	4.274 4.046 4.188	-
	Travel indirect barriers	F = 0.095 (0.910)	(1): 55-59 (2): 60-64 (3): 65+	3.464 3.482 3.583	-
Education	Time and budget	F = 5.624 (0.005*)	(1): Primary (2): High-school (3): University	4.135 4.281 3.471	(1) > (3) (2) > (3)
	Psychological and physical fears	F = 0.561 (0.572)	(1): Primary (2): High-school (3): University	4.176 4.266 4.088	-
	Travel indirect barriers	F = 3.442 (0.036*)	(1): Primary (2): High-school (3): University	3.500 3.635 3.015	(2) > (3)
Health	Time and budget	F = 1.053 (0.353)	(1): Well (2): Few problem (3): Sick	3.914 4.189 4.179	-
	Psychological and physical fears	F = 6.350 (0.003*)	(1): Well (2): Few problem (3): Sick	3.914 4.359 4.339	(2) > (1)
	Travel indirect barriers	F = 7.697 (0.001*)	(1): Well (2): Few problem (3): Sick	3.093 3.599 4.018	(2) > (1) (3) > (1)
Gender	Time and budget	t = -1.945 (0.055)	(1): Male (2): Female	3.950 4.298	-
	Psychological and physical fears	t = -2.057 (0.042*)	(1): Male (2): Female	4.108 4.339	(2) > (1)
	Travel indirect barriers	t = -2.369 (0.020*)	(1): Male (2): Female	3.329 3.702	(2) > (1)
Marital status	Time and budget	t = -1.072 (0.286)	(1): Married (2): Single	4.029 4.234	-
	Psychological and physical fears	t = -1.198 (0.234)	(1): Married (2): Single	4.154 4.313	-
	Travel indirect	t = -1.575	(1): Married	3.393	-

	barriers	(0.118)	(2): Single	3.680

*: Significant at 5% significance level

Table 10. t-tests and ANOVA Results for Travel Satisfaction Attributes

Variable	Factor	Test Statistic (p-value)	Groups	Averages	Significant Differences
Age	Tour related dimensions	F = 1.289 (0.280)	(1): 55-59 (2): 60-64 (3): 65+	4.806 4.667 4.667	-
	Destination related dimensions	F = 2.422 (0.094)	(1): 55-59 (2): 60-64 (3): 65+	4.421 4.148 4.125	-
Education	Tour related dimensions	F = 1.560 (0.215)	(1): Primary (2): High-school (3): University	4.797 4.776 4.588	-
	Destination related dimensions	F = 3.155 (0.047*)	(1): Primary (2): High-school (3): University	4.162 4.323 4.618	(3) > (1)
Health	Tour related dimensions	F = 3.611 (0.031*)	(1): Well (2): Few problem (3): Sick	4.607 4.807 4.911	(3) > (1)
	Destination related dimensions	F = 3.132 (0.048*)	(1): Well (2): Few problem (3): Sick	4.371 4.377 3.929	(1) > (3) (2) > (3)
Gender	Tour related dimensions	t = -1.484 (0.141)	(1): Male (2): Female	4.704 4.821	-
	Destination related dimensions	t = 1.333 (0.186)	(1): Male (2): Female	4.383 4.214	-
Marital status	Tour related dimensions	t = -2.734 (0.007*)	(1): Married (2): Single	4.693 4.883	(2) > (1)
	Destination related dimensions	t = 0.349 (0.728)	(1): Married (2): Single	4.329 4.281	-

*: Significant at 5% significance level

Conclusions

There is a considerable amount of literature about the elderly travelers in different countries while there are a few studies, which are mentioned in the literature review, for Turkish elderly travelers, and to the best of the authors' knowledge there is no study about elderly travelers in Adana. Therefore, in this paper, we analyzed the behaviors of elderly travelers in Adana. The purpose of the study was to find the demographic characteristics, to describe the travel behaviors and travel destination choice attributes, to check the validity and reliability of travel barriers and travel satisfaction scales, and finally to determine demographic factors effecting travel barriers and satisfaction for elderly travelers living in Adana.

According to the results of the study, travel behaviors of elderly travelers living in Adana are summarized as follows:

- Most of the respondents prefer domestic destinations.
- The most important travel motivations for this group are getting rest and relaxation, seeing new places and creating a new social environment.
- The main reason that elderly people choose tour packages is to see more places with lower prices and they prefer tour packages which are not so long and expensive.

When we examined the travel destination choice attributes, we found that the availability of medical facilities is the most important travel destination choice attribute, which is followed by reasonable consumer price, good travel safety of sight, and beautiful and historic scenery sights.

We found that travel barriers and travel satisfaction scales are both reliable after some slight modifications. Travel barriers were explained in three sub dimensions, namely, time and budget, psychological and physical fears, and travel indirect barriers. Similarly, travel satisfaction attributes were explained in tour and destination related dimensions.

When we compared travel barriers and satisfaction attributes across groups, we obtained following results:

- It is found that, in general, as education level increases, time and budget and travel indirect barriers decreases while destination related dimension of satisfaction increases.
- The findings showed that health problems generally increase psychological & physical fears and travel indirect barriers. In addition to that, health problems also increase tour related dimension of satisfaction while they decrease destination related dimension of satisfaction. This might be explained by the fact that people with health problems use benefits of tours to feel more satisfied and they focus on tour related dimension of satisfaction more than destination related one.
- When the effect of gender examined, it was found that female tourists have more barriers on psychological & physical fears and travel indirect barriers than male ones. However, it was found that gender has no significant effect on travel satisfaction attributes.
- On the one hand marital status has no significant effect on travel barriers, but on the other hand single tourists have more tour related satisfaction than married ones.

It is hoped that the results of the study can help tour operators, travel agents, and academicians to understand the behaviors of elderly travelers in Adana. We believe that this paper and similar studies can shed a light on the requests and expectations of elderly travelers for the countries like Turkey, which will have an increased ratio of old people in the near future. For future research, the sample size might be increased and a sample of tourists preferring abroad tours might be investigated to obtain more detailed results.

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