International Journal of Economics, Business and Accounting Research (IJEBAR)
Peer Reviewed – International Journal
Vol-7, Issue-2, 2023 (IJEBAR)
E-ISSN: 2614-1280 P-ISSN 2622-4771
https://jurnal.stie-aas.ac.id/index.php/IJEBAR

PROSPECTS FOR THE DEVELOPMENT OF DOMESTIC TECHNOLOGY TOURISM BUSINESS MODELS IN THE CONTEXT OF CHINA'S AGEING POPULATION

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Abstract: The tourist industry is one of the economy's fastest-growing sectors today, and its significance in fostering cross-cultural understanding is generally acknowledged. The tourist industry is a significant employer and major contributor to the world economy, accounting for around 10% of GDP. Recent years have seen a surge in China's technologically-driven, alternative tourism trend. As a result, new tourism-related industries have increased and become significant employer. However, the tourism industry is currently experiencing a time of uncertainty, waiting, and stagnation due to the ongoing COVID-19 Pandemic. In addition, the international tourism industry has had "negative growth" since late 2019. Based on these challenges, this paper analyzes the current situation of the domestic senior tourist industry. Using self-administered questionnaires, researchers analyzed and researched the aforementioned factors and how they affect people's decision-making. Findings indicate that individual characteristics such as age and health status, annual income, education level, and leisure time have an effect, as do more general criteria such as location, family composition, and the current domestic tourism market. This paper makes several suggestions for future planning in domestic senior tourism market research, business model research, travel psychology analysis, and travel technology penetration to provide a realistic demand for senior tourism, explore the many areas of tourism planning, improve, and find new ways to innovate. In addition, they have researched the old travel market in the United States. This has a positive impact on the expansion of the senior tourist market.

Keywords: *Aging population, Senior Tourism Market, Consumer behavior, Trave motivations, Quantitative Research*

Submitted: 2023-05-16; Revised: 2023-06-08; Accepted: 2023-06-19

1. Introduction

China began to transition into an aging society in 1999, and several issues have emerged due to the country's sizable elderly population. The COVID-19 Pandemic's catastrophic effects on the domestic tourism industry make adopting a cutting-edge tech-based tourism business model crucial for a population quickly aging. After COVID-19, How do we rapidly expand travel demand? A new business model for the aging demographic is essential for the market. Technology and planning innovation must be implemented, the latest market trend is the study and use of a "Tech-based tourism business model" To construct a tech-based tourism

eco-system, through the use of technology, the innovation of business model, and the use of the internet and social media to help the tourism industry achieve innovation will all be highly relevant to changing and improving the current market situation. The term "market segmentation" was first used in the 1950s by American market researcher Wendell Smith to analyze how businesses have organized their output in response to various consumer wants. In contrast to market categorization, market segmentation uses consumers as the division object rather than items.

According to the differences in the needs, motivations, and purchasing behavior of the various groups of senior tourists, the overall tourism market is divided into several sub-markets, each of which comprises old tourists with roughly the exact needs and purchasing patterns. According to studies, China's elderly population is expected to reach 430 million by 2050. By that time, it will have the world's largest aging Demographic when it accounts for more than 30% of the country's overall population. In other words, by 2050, China will have more than 400 million senior people and a $6 trillion pension shortfall. This translates to one elderly for every three Chinese citizens. The "over-aging" problem will emerge as a significant social issue. This context has led to the growth of the pension financing sector into a crucial financial tactic. The senior tourist sector will also play a significant role in China's aged care sector, one of the aging-related industries.

To study and plan the domestic senior tourist market, we will consider its viability, requirement, state of development, and issues. This study examines the current state of the domestic-aged tourism sector based on highlighted issues in Lijiang City, Yunnan Province, China. We were studying two groups of elderly citizens as the research target (120 people from the City's Blue Moon Orchestra Band and 180 people from the City's Association of Art and Sport for Senior Citizens) and examining the crucial concerns surrounding the Senior's Travel Intentions, Motivation, Needs (Requirements), Destinations, and Technological Requirements.

1.1. International Research

As Western nations entered the aging society earlier, developed countries have paid more attention to and conducted in-depth research on elderly groups and their travel Behavior. Researchers have also collected data and information through empirical research to determine the customs and characteristics of elderly tourism behavior, which more clearly demonstrates the trends and contents of foreign elderly tourism research. The individual traveler's economic situation, physical health, experience, and age all impact how long they remain in one place. For instance, studies have shown that older guests between 60 and 70 stay longer. As a result, Western tourism professionals have focused on this crucial segment of senior travelers between the ages of 60 and 70, which academics in developed nations regard as one of the characteristics of older groups' tourism behavior.

Western researchers have conducted studies on senior tourist groups, and their findings have varied over time and throughout regions. For example, Homeman (2002) discovered that senior citizens were more motivated by health and fitness; Romsa and Blenman (1989) also carried out a thorough investigation on the travel motivations of senior citizens; Fleischer and Pizam (2002) found that senior citizens were primarily motivated by relaxation, physical exercise, and nostalgia.

According to Anderson and Langmeyer's (1982) study of the preferences and characteristics of senior travelers, people over 50 prefer family trips that allow them to visit friends and family over other types of stressful and uncomfortable travel. In contrast to

younger travelers, Americans over 55 prefer group package excursions booked through a travel agency. It was discovered by Javalgi, Thomas, and Rao in 1992. Constraint to Travel: According to McGuire (1984), several significant factors prevent older adults from traveling, including lack of resources (lack of knowledge about travel options, insufficient funds for travel, etc.), family factors (lack of support from family and friends), ability factors (lack of skills to carry out travel-related activities), and physical factors (lack of a healthy body). Additionally, Blazey (1987) and Fleischer (2002) looked at the Constraints of Travel for older adults.

Fleischer (2002) also looked at the Constraints of Travel for older adults. In a survey of people over 60 in central New York, Capella and Greco (1987) discovered that family, friends, print advertisements, and online media were the primary sources of travel-related information for older people. Jose PH.D., Teaff, Ed.D. (1985) also found that friends were a significant source of travel-related information for older people. According to Lewiser Aiken (2001), having friends is crucial for older adults as an emotional support system and as a network for knowledge.

Nearly half of all elderly Travelers, according to Romsa and Blenman (1989), prefer to go to new places, but as they get older, they start to gravitate toward mainly the areas they are familiar with. According to Shoemaker (1989), By analyzing the senior travel industry, it was possible to classify Americans aged 55 and over into three distinct travel segments: leisure, family, and older. According to Carter, Louise, Hein (2002), based on their reasons for traveling, elderly travelers can be categorized into six groups: splurgers, zealots, conservatives, pioneers, group travelers, and indulgers.

1.2. Domestic Research

Since the 1990s, researchers in China have concentrated more on in-depth research, analysis, and study of the senior tourism sector from this market's standpoint. Researchers separated the tourism market into provinces, cities, and autonomous areas to achieve a thorough and detailed popularization of "senior tourism" after the turn of the twenty-first century. It raised the research level and height of senior tourism in China. Nevertheless, there are still a lot of research blind spots, including a shortage of systematic research, common research instances, and creative research. As a result, this research project aims to present helpful opinions and recommendations regarding studying the "technology-based tourism business model in the context of aging" in China and provide beneficial advice regarding senior tourists' travel preferences. The study will present a rational level of old tourism consumption behavior in the context of the "technology-based tourism business model in aging" by reflecting technology adoption, providing humanized services, outlining senior tourism's characteristics, and offering a workable theoretical foundation and practical, pragmatist strategies for senior tourism in China. The articles are available when I searched for "senior tourism" on the CNKI website were primarily concentrated on the years following 2000. Then, we organized these papers according to the development of senior tourist products, consumer behavior research, market status and research in a particular area, or the growth of the old tourism market in a specific area.

2. Research Method

2.1. Research Design

First, from the viewpoint of a travel product provider, we define the senior tourism market concerning the characteristics of older adults themselves and analyze the aspects of

the market; next, we analyze the Chinese senior tourism market in terms of the viability of development, the necessity of action, and market segmentation. Finally, some specific ideas are made for the growth of the elderly tourism market in China, taking into account some of the more successful experiences in developing the elderly tourism industry and the findings of this survey.

2.2. Population and sample selection

The occupational survey solely examined the nature of the participant's employment, separated into mental and physical employees, to alleviate their concerns. The area selected for the survey was concentrated in Lijiang City, Yunnan Province, China. Studying two groups of elderly citizens as the research target 120 people from the City's Blue Moon Orchestra Band and 180 people from the City's Association of Art and Sport for Senior Citizen), This target Group does not include low-wage workers.

2.3. Sample Size

Based on standard criteria for the Asia-Pacific area and using 60 as the minimum cutoff threshold for aged individuals, this survey will examine 300 members of two local art groups. According to the study's early findings, the older individuals in the two categories who reside in Lijiang's capital city have the financial means, tendency, and inner fortitude to travel.

2.4. Design of Questionnaire and Scale

The questionnaire was created with two main categories: one was about the individual economic status of the surveyed older people and included questions about gender, age, occupation, family, average annual income, etc.; the other was about the thorough characteristics of the surveyed older people's tourism consumption and included questions about the number of trips, the length of stays, the reasons for traveling, and the propensity to travel (including destination type preference, transportation preference, and access to tourism). The number of trips, duration of stays, motivation to travel, propensity to travel (including choice for destination type, transportation, access to travel information, purchase preference, product type, etc.), total travel expenditure, and consumption preference priorities are just a few of the factors that make up older people's overall travel consumption characteristics.

2.5. Collection of Data

The questionnaires used in this study were primarily delivered electronically through well-known websites and groups. 300 surveys were given out, and 287 were returned, 276 of which were genuine after excluding 11 invalid surveys.

2.6. Descriptive Statistics Analysis

Descriptive analysis is the process of gathering and summarizing large amounts of raw data information to analyze trends in concentration and dispersion by describing the internal structure of the raw data. The data concentration measure reflects the central or representative value of the data distribution or the overall level of the data. The measurements are separated into quantile methods, plurality methods, and mean categories.

2.7. Reliability Test

Reliability analysis examines whether the data is accurate and trustworthy, also known as determining whether the study sample responded to the respondents' questions accurately and truthfully. More specifically, it refers to how consistent the results are when the same respondents are given the same questionnaire. Reliability analyses are typically limited to scale questions. The validity of a research question's ability to convey conceptual information about a research variable or dimension, or more commonly, the appropriateness of a research

question's design, or whether the researcher has created the question in a scientifically sound manner or whether it accurately represents a variable, is the focus of validity analysis.

2.8. Correlation test

Regression analysis is a predictive modeling technique that examines the relationship between the dependent variable (target) and the independent variable (predictor). This technique is commonly used in predictive analysis, time series modeling, and discovering causal relationships between variables. The purpose and significance of data regression analysis are to fit a series of influencing factors and outcomes to an equation that can be predicted by applying this equation to similar events. In statistics, regression analysis refers to a statistical analysis method that identifies quantitative relationships between two or more dependent variables.

3. Results and Discussion

3.1. Descriptive statistics

A total of 300 questionnaires were given out, and 287 were returned—11 of which were found invalid—leaving 276 to be valid. In the basic statistics table, there are 214 people, 95 of whom are men, accounting for 63.41% of the total, and 101 women, accounting for 36.59%. The average age is between 66 and 70, with 95 people making up 34.42%. A total of 214 people, or 77.54% of the total; more physical than mental labor; 92 people, or 33.33% of the total; income distribution between 2000 and 4000; a total of 194 people, or 70.29%; and more people living with their partners. The details are in the table below.

Table 1. Statistics based on the respondents' primary data

Projects	Category	Number of people	Percentage
Gender	Male	175	63.41%
	Female	101	36.59%
Age	60-65 years	64	23.19%
	66-70 years	95	34.42%
	71-75 years	60	21.74%
	76-80 years	35	12.68%
	Over 80 years old	22	7.97%
Academic qualifications	Primary school and below	29	10.51%
	Lower Secondary	71	25.72%
	High School, Secondary School	78	28.26%
	Tertiary	65	23.55%
	Bachelor's degree and above	33	11.96%
Nature of occupation	Physical labor	161	58.33%
	mental work	115	41.67%
Residence	Living alone	56	20.29%
	Living with an elderly partner	92	33.33%
	Living with children	79	28.62%
	Living with family and friends	49	17.75%
Income	Less than $1000	14	5.07%
	1000 - 2000	48	17.39%

	2000-3000	101	36.59%
	3000-4000	93	33.70%
	4000 and above	20	7.25%

3.2. Reliability analysis

Confidence analysis

The reliability analysis of all completed questionnaires confirmed the questionnaire's dependability. For the reliability analysis, Cronbach's Alpha was used as a measure. The reliability improves with increasing coefficient values. Therefore, the scale has a high level of reliability, as evidenced by Cronbach's Alpha analysis results, which show that the reliability of the scale's four dimensions and overall Cronbach's Alpha reliability is above 0.85. Refer to the table below.

Table 2. Cronbach's Alpha Reliability Analysis

Dimensionality	Cronbach's Alpha	Overall Cronbach's Alpha	Number of items
Willingness to travel	0.920	0.885	4
Personal factors	0.915		4
Group factors	0.891		3
Environmental factors	0.944		6

Validity analysis

1) KMO and Bartlett's test

KMO was used to test the correlation and bias correlation between variables, taking values between 0 and 1. The closer the KMO statistic is to 1, the stronger the correlation between variables, and the weaker the bias correlation, the better the effect of factor analysis. When the KMO statistic is below 0.5, applying factor analysis is unsuitable. After KMO and Bartlett's test, KOM=0.882, and Bartlett's sphericity test passed a test level of significance $P < 0.001$, indicating suitability for factor analysis. See table below.

Table 3. KMO and Bartlett's test

KMO	Bartlett Sphericity Test		
	Approximate cardinality	Freedom	Significance
0.882	3683.996	136	0.000

2) Total Variance explained

The total variance explanation table shows that a total of 4 principal component factors with eigenvalues greater than 1 were extracted from the 17 variables in this factor analysis, with a cumulative contribution of 80.257%, indicating that these 4 principal component factors could explain 80.257% of the variance of the 17 question items in the scale. See the table below.

Table 4. Total Variance explained

Ingredients	Initial Eigenvalue			The sum of squared rotating loads		
	Total	Percentage variance	Cumulative %	Total	Percentage variance	Cumulative %
1	6.18	36.35	36.35	4.69	27.61	27.61
2	3.06	18.00	54.35	3.26	19.19	46.80
3	2.57	15.10	69.46	3.22	18.94	65.74

4	1.84	10.80	80.26	2.47	14.52	80.26

3) Component matrix

The rotated component matrix shows that the items in the first principal component are all environmental factors; the items in the second principal component are all travel intention items; the items in the third principal component are all individual factors; and the items in the fourth principal component are all group factors. The items included in the four principal components were all consistent with the dimensional factors designed for this questionnaire. See table below

Table 5. Rotated component matrix

	Ingredients			
	Environmental factors	Willingness to travel	Personal factors	Group factors
14. The tour route is well designed	0.888	0.042	0.047	0.077
15. Catering conditions are as expected	0.887	0.121	0.130	0.069
16. The accommodation is as expected	0.877	0.057	0.159	0.120
17. The entertainment program is well organized	0.873	0.120	0.190	0.160
13. I am comfortable with travel safety	0.853	0.084	0.055	0.146
12. I am OK with the cost of travel	0.822	-0.016	0.120	0.072
3. I always come back at the end of every trip	0.050	0.901	0.026	0.100
2. I would like to stay longer during the trip	0.062	0.882	0.040	0.105
1. I would like to travel more than once a year	0.095	0.881	0.077	0.126
4. I am willing to give more of my income to travel	0.088	0.879	0.093	0.111
7. I am a rational consumer	0.070	0.031	0.887	0.124
5. I feel good about my health	0.156	-0.005	0.883	0.101
8. I am clear about the purpose of the tour	0.233	0.097	0.870	0.069
6. I am satisfied with my income	0.093	0.118	0.866	0.014
11. My family supports me in to travel	0.162	0.145	0.035	0.893
10. I approve of group tours	0.158	0.110	0.093	0.879
9. Family makes me feel happy	0.129	0.160	0.149	0.861

Note: The grey background indicates the question items included in each factor

3.3. Analysis of differences in willingness to travel on demographic variables.

Analysis of differences in willingness to travel and gender.

A t-test of willingness to travel versus gender revealed no significant difference between the genders (t=0.955, p=0.340 > 0.05) and was not statistically significant. See table below.

Table 6. Analysis of Gender Differences in Willingness to Travel

Gender	Number of people	Willingness to travel	t	P
Male	175	3.53±0.84	0.955	0.340
Female	101	3.43±0.86		

3.4. Analysis of differences in willingness to travel and age.

An ANOVA on willingness to travel and age revealed no significant difference in willingness to travel by age (F=0.553, p=0.697 > 0.05), which was not statistically significant. See table below.

Table 7. Analysis of differences in willingness to travel by age.

Age	Number of people	Willingness to travel	F	P
60-65 years	64	3.48±0.86	0.553	0.697
66-70 years	95	3.51±0.89		
71-75 years	60	3.60±0.77		
76-80 years	35	3.40±0.68		
Over 80 years old	22	3.34±1.04		

3.5. Analysis of differences in willingness to travel and educational attainment.

An analysis of variance (ANOVA) on the willingness to travel by education revealed that there was no significant difference in willingness to travel by education (F=1.402, p=0.234 > 0.05), which was not statistically significant. See the table below.

3.6. Analysis of differences in willingness to travel regarding educational attainment.

Table 8. Analysis of differences in willingness to travel regarding educational attainment.

Academic qualifications	Number of people	Willingness to travel	F	P
Primary school and below	29	3.78±0.80	1.402	0.234
Junior High School	71	3.44±0.82		
High School, Secondary School	78	3.56±0.86		
Tertiary	65	3.38±0.77		
Bachelor's degree and above	33	3.44±1.01		

3.7. Analysis of differences in willingness to travel and nature of the occupation.

A t-test of willingness to travel versus occupation revealed no significant difference in willingness to travel by nature of occupation (t=1.472, p=0.142 > 0.05), which was not statistically significant. See table below.

Table 9. Analysis of differences in willingness to travel and nature of the occupation.

Nature of occupation	Number of people	Willingness to travel	T	P
Physical labor	175	3.53±0.84	0.955	0.340
mental work	101	3.43±0.86		

3.8. Analysis of differences in travel intentions and residence status

An ANOVA on willingness to travel and residence status revealed a statistically significant difference in willingness to travel by residence status (F=2.827, p=0.039<0.05) and a stronger willingness to travel among those who live alone. See table below.

Table10. Analysis of differences in travel intentions and residence status

Residence	Number of people	Willingness to travel	F	P
Living alone	56	3.76±0.65	2.827	0.039
Living with an elderly partner	92	3.48±0.85		
Living with children	79	3.46±0.87		
Living with family and friends	49	3.30±0.94		

3.9. Analysis of the difference between willingness to travel and monthly income.

An ANOVA on willingness to travel and monthly income revealed that there was a statistically significant difference in willingness to travel when comparing different monthly incomes (F=4.749, p=0.001<0.05) and that those with a monthly income of $4,000 or more had a higher willingness to travel than those with other incomes. See the table below.

Table 11. Analysis of differences in satisfaction by graduation institution

Income	Number of people	Willingness to travel	F	P
Less than $1000	14	3.13±1.00	4.749	0.001
1000 - 2000	48	3.45±0.73		
2000-3000	101	3.47±0.90		
3000-4000	93	3.45±0.79		
4000 and above	20	4.23±0.68		

3.10. Correlation analysis

The Pearson correlation method was used to analyze the correlation between travel intentions and each factor, and the results showed that travel intentions showed a significant positive correlation with individual factors (r=0.285, p<0.001); travel intentions showed a significant positive correlation with group factors (r=0.290, p<0.001); travel intentions showed a significant positive correlation with environmental factors (r= 0.278, p<0.001), the above results indicate that all dimensions are significantly correlated with willingness to travel. See the table below.

Table 12. Willingness to travel and dimensional correlations

	Mean	Std. Deviation	Willingness to travel	Personal factors	Group factors	Environmental factors
Willingness to travel	3.50	0.85	1			

Personal factors	3.61	0.84	.285**	1		
Group factors	3.61	0.82	.290**	.222**	1	
Environmental factors	4.00	0.80	.278**	.337**	.347**	1

Note: ** indicates P < 0.001

3.11. Regression analysis

Several essential factors often influence changes in the dependent variable. Hence, two or more influencing factors must be used as independent variables to explain the changes in the dependent variable, known as multiple regression or multiple regression. The general form of the multiple linear regression model is Y=β0+β1X1+β2X+..... In this paper, a multiple linear regression analysis was conducted with travel intention as the dependent variable and each factor as the independent variable, and the results are as follows.

3.12. Summary of the model

The fit of this regression model is shown in the model summary. R^2 = 0.153 in this model and an adjusted R^2 = 0.143. See table below.

Table 13. Model Summary

Models	R	R Square	Adjusted R-squared	Errors in standard estimates
1	0.391	0.153	0.143	0.78380

3.13. ANOVA

ANOVA tests whether the fit of the multiple regression model is statistically significant. The table gives the F-statistic value and the significance P-value; the more important its F-statistic value, the smaller the corresponding significance P-value will be, which indicates that the more significant and statistically significant the regression model is. In this model, F=16.323 and P=0.000<0.05, telling that this regression model is substantial and statistically significant. See table below.

Table 14. ANOVA

	Square and	Freedom	Mean Square	F	Significance
Return to	30.084	3	10.028	16.323	0.000
Residuals	167.102	272	0.614		
Total	197.185	275			

3.14. Multiple linear regression coefficients

In the coefficient table of the multiple linear regression model, the individual factor t=3.227, p=0.001<0.05, passed the significance test and was statistically significant, indicating that the individual factor positively affects the willingness to travel; the group factor on income t=3.294, p=0.000<0.05, passed the significance test and was statistically significant, indicating that the group factor positively affects The environmental factor t=2.332, p=0.020<0.05, passed the significance test and is statistically significant, indicating that the ecological factor positively affects the willingness to travel. See table below.

Table 15. Coefficient

	Unstandardized factor		Standardization factor	t	Significance	95% confidence interval for B
	B	Standard errors	Beta			
(Constant)	1.442	0.300		4.803	0.000	0.851~2.032
Personal factors	0.195	0.061	0.193	3.227	0.001	0.076~0.314
Group factors	0.204	0.062	0.197	3.294	0.001	0.082~0.326
Environmental factors	0.154	0.066	0.145	2.332	0.020	0.024~0.283

4. Conclusion

In this paper, the travel factor scale was divided into three dimensions: environmental, personal, and group factors, and a total of two scales and four sizes were set up using quantitative analysis to travel as the mediating variable. The questionnaire was tested for reliability and validity using SPSS 19.0, and path and regression analyses were conducted. The results of the empirical study showed that: the effect of group factors on income t=3.294, p=0.000<0.05, passed the significance test and was statistically significant, indicating that group factors positively affect willingness to travel; environmental factors t=2.332, p=0.020<0.05, passed the significance test and was statistically significant, indicating that ecological factors positively affect willingness to travel. Furthermore, the above results indicate that all dimensions are significantly correlated with the willingness to travel, as the individual factor showed a significant positive correlation (r=0.285, p<0.001); the group factor showed a significant positive correlation (r=0.290, p<0.001); and the environmental factor showed a significant positive correlation (r=0.278, p<0.001). Therefore all three hypotheses are valid.

This Independent Study thoroughly analyzes local senior tourist marketing tactics grounded in marketing theory and supported by empirical data. The study identifies the market's development trend for senior travelers, examines the market's current state, enumerates the traits of seniors' travel preferences, and then suggests several targeted development strategies. The paper's objectives are to increase knowledge of the senior tourist market in the domestic sector and to offer some workable solutions or ideas to expand the market. We expect to hear from interested parties as we test the effectiveness of the suggested measures over time.

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