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An exploratory study on the significance of outbound travelling for the older persons in Hong Kong

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**AN EXPLORATORY STUDY ON THE SIGNIFICANCE OF OUTBOUND
TRAVELLING FOR THE OLDER PERSONS IN HONG KONG**

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An Exploratory Study on the Significance of Outbound Travelling for the Older Persons in Hong Kong

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Section I Background and Objectives of the study

Hong Kong has been experiencing demographic ageing with an increasing number of older population and prolonged life expectancy. It is projected that population will increase from 12% in 2004 to 24% in 2031 (Census and Statistics Department of Hong Kong, 2002). Older people in the future are expected to be wealthier and healthier and the potential demand for recreational activities will strongly be associated with this group. As highlighted in the Chief Executive of the HKSAR 2001 policy address, the future direction of elderly care and services is to improve the quality of life of older persons, ensuring that they will continue to enjoy a sense of security, belonging and a feeling of good health and worthiness. The report on healthy ageing by the Elderly Commission suggested that promoting physical well-being alone is not enough for older people and therefore a number of ways to enhance their psychological well-being are necessary (Elderly Commission, 2001).

The importance of psychological well-being to quality of life of older people and their life expectancy is an integral part of the concept of successful ageing and also forms a main plank in the WHO's policy framework of active ageing (WHO, 2002). More active social participation or leisure activities are very widely recognized as crucial. According to reports published by the Hong Kong Tourist Association (HKTA, 1998), Hong Kong residents departures to overseas destinations increased from 3.4 million in 1996 to 3.8 million in 1997, representing a growth rate of 9.1%. Although the trend for older people in Hong Kong is not clear from literature and existing data, outbound travelling for older people seems to be a development which is both commercially viable and probably socially desirable. A popular activity to enhance the quality of life of older people in Hong Kong is outbound travelling.

The "graying" of population in Hong Kong has aroused the attention of people running overseas tourism and it is not surprising that given the increasing number of older people and the large amount of unoccupied time available to them, this has captured the interest of those examining travel characteristics of the market (Van Harsseel, 1994). Indeed, many people identified by demographic age as "elderly" may be cognitively young (Schiffman & Sherman, 1991) and open to innovation in their travel behaviour (Szmigin & Carrigan, 2001). Moreover, in all likelihood, older tourists will be as strongly motivated to travel as younger people (Sharpley, 1994). Thereby, senior travel is becoming a widely recognized aspect for promoting healthy and active ageing. However, the research conducted in Hong Kong concerning the meaning and significance of outbound travelling amongst older people in Hong Kong has been very limited so far.

The present research presents an exploratory study on senior travel in the context of Hong Kong and four dimensions are addressed as follows.

1. The motivations for outbound travelling amongst older people in Hong Kong.
2. The perceived barriers to outbound travelling amongst older people in Hong Kong.
3. To describe and analyze the travel modes and activities conducted during outbound travel.
4. To explore the psychological meaning(s) of outbound travel for older people.

The report will start by providing an overview of the literatures on travelling motivations, perceived barriers, travel modes and activities especially as these appertain to Hong Kong. The research methodology will then be discussed and the research findings in response to the research questions will be analyzed in detail. Lastly, conclusion will be drawn with a summary of the research report and future research direction will be indicated.

Section II Tourism and Older Persons – “Senior Tourism”: a Review of the Literature

Classification of tourism demand

The World Tourism Organization (WTO) and the Travel and Tourism Research Organization (TTRO) have classified different types of travellers. The system was designed to help measure the major segments of tourism demand. A number of major types of outbound travelling purposes have also been identified and researches in Western countries have been noted as consistings of the following main aspects (Theobald, 1994):

1. Leisure, recreation and holidays,
2. Visiting friends and relatives,
3. Business and professional,
4. Health treatments,
5. Religion / pilgrimages,
6. Other (crews on public carriers, transit and other or unknown activities).

In addition, other important aspects and characteristics regarding outbound travelling are as follows:

1. The duration of stay or trips,
2. The origins and destinations of trips,
3. The area of residence or destination within countries;
4. The means of transportation,
5. Tourist accommodation.

The classification of outbound travelling has been well developed in Western countries but few studies have covered Hong Kong situation in general nor the senior market in particular.

Motivations for travel

Enormous amounts of research has been carried out on the motivations for outbound travel, including theoretical rationales and satisfying basic to spiritual needs. (Ryan, 1991; Krippendorf, 1989; Mill, 1990; Maslow, 1954; Pearce, 1993; Iso-Ahola, 1980; Alderman, 1989; Shoemaker, 1989). Amongst these perspectives, Maslow's hierarchy of needs (1954) and the work of Pearce (1982) were the most frequently cited theoretical underpinnings for these studies. According to Maslow's model, a person will wish to satisfy higher levels of needs after the basic essence has been fulfilled. There are four levels in Maslow's hierarchy of needs, the physiological needs, safety

needs, belonging and love needs, esteem needs and the highest, self-actualization.

Pearce (1982) regards Maslow's model as a basic framework and he suggests that the study of travel motivation requires a more descriptive and sensitive framework. His more recent studies together with those of Caltabiano (1983) and Moscardo (1986), have studied motivations of the travellers' experience based on Maslow's hierarchy of needs and a refined framework entitled "travel career tapestry". The five motivation levels described in the scheme were: a concern with biological needs, safety and security needs, relationship development and extension needs, special interest and self-development needs and, finally, fulfillment or self-actualization needs. Higher level motives include or incorporate lower level motives although it seems that one motive at a time tends to be dominant. Lower level motives have to be satisfied or experienced before higher level steps on the motivation ladder come into play and people tend to ascend the ladder as they become older and more experienced.

In addition to these theoretical or conceptual underpinnings, comprehensive research has been conducted by Hughes (1991) to test the reasons for pleasure travel. Reasons ranged from "to be with members of the opposite sex" contributed to 81% of importance; "to play golf" contributed to 81.8%; "to engage in physical activities" contributed to 66.8% and then "to seek spiritual enrichment which accounted for 59.5%.

These works help to explain part of the reasons for travelling. However, the situation in Hong Kong with reference to older people might be somewhat different in terms of the cultural factors and other reasons. Hong Kong residents have a history of mobility and many older persons originated in the Chinese Mainland. Therefore, in this research, the motivations of older persons travelling to the Chinese Mainland would be examined as a major case study and the exploratory study aimed to find out the major motivations of older people for this type of outbound travelling.

Barriers to travel

The probable existence of barriers to or constraints on leisure participation has long been of interest (Blazey, 1987; Hughes, 1991; Javalgi, 1992; Zimmer, 1995). Studies have mainly focused on how economic well-being has influenced elderly people and whether it has a direct impact on how their leisure time has been spent on travelling. Hughes (1991), for example, claimed that "being disabled or sick are not the most significant barriers to holiday participation" and the most important factor was "could not afford". 63% of the adult population considered a one-week holiday away from home per year to be a "necessity"

Blazey (1987) had earlier noted several constraints on senior travel including "too

busy / lack of time”; “preference for staying at home”; and “never thought about going” and, more importantly that low-income individuals frequently cited a lack of awareness about what was available. McGuire (1984) developed a “Leisure Constraint Questionnaire” which identified five factors constraining leisure participation in advanced adulthood. Those factors were “external resources”, “time”, “approval”, “abilities / social” and “physical well-being”.

Tourism and travel behaviour

A number of research studies have been conducted to understand the reasons for choosing travel agents rather than individuals travelling by themselves but few have emphasized older people. The reasons for choosing a travel agency rather than individual travel have been widely-covered by the international literature (Bitner & Booms, 1982; Bellur et al, 1988; Hruschka & Mazanec, 1990; LeBlanc, 1992, Persia & Gitelson, 1993). Persia & Gitelson (1993) argued that consumers evaluate travel agency performance based on five general service aspects: information search, technical booking skill, physical quality, corporate quality, and interactive quality, although, again, few studies focused on older people.

With regard to the choice of travel or tour package, the reasons for choosing specific types of package have been noted as the itinerary offered, the price, friends’ recommendations and the convenience of departure dates (Quiroga, 1990). Another study showed that both package and non-package travellers want to see as much as possible and to see new and different life-styles during travel. Most tourists take trips because they would like to learn new things, increase their knowledge, and enjoy high-quality restaurants, first-class hostels, resort areas, well-developed entertainment and guided tours that enable them to see all the sights (Hsieh & Morrison, 1993-1994).

In Hong Kong, for a number of reasons including convenience and price, all-inclusive package tours are the most popular travel mode (Mok & Armstrong, 1996; Sheldon & Mak, 1987). As Wong & Lau (2001) argued, Chinese tourists take all-inclusive tour packages more frequently as compared to Western tourists. Chinese tourists are usually regarded as being more group oriented, preferring to travel in groups, especially in unfamiliar environments, and, for these reasons, understanding the behaviour of Hong Kong tourists in group tour packages has been very much attributed to the cultural values of Hong Kong Chinese travellers.

Section III Methodology of the Current Study

Research design

The present study employs a mixed approach of qualitative and quantitative methods. Qualitative research is arguably more suitable for the exploratory purposes on the potential motivations and barriers as well as the possible enhancement of the psychological well-being arising from outbound travelling. The specific method of content analysis with thematic coding was deployed for the qualitative aspects. By comparison, quantitative analysis was used for analyzing the travel modes and activities since, it allowed the classification of trip types and activities and it is also used to supplement the qualitative findings. Two focus group discussions were held cross-checks on the data collected during the interviews and to obtain a more in-depth understanding of the findings. Such a combination of qualitative and quantitative methods gives depth and explanatory power to this exploratory study.

Pilot study

To obtain general ideas about older persons and the tourism industry in Hong Kong, in-depth interviews were conducted during January to March 2003 with travel agents and tour operators (N=5) so as to get more information about the industry views on the senior travel market in Hong Kong. To add a wider perspective, social and welfare workers (N=3) from Hong Kong elderly centers were also interviewed in order to gain an appreciation of how elderly centers organized trips for older travellers (see Appendix I for details). The in-depth interviews with tour operators and welfare workers from elderly centers provided much valuable information for constructing the in-depth interview guidelines for older travellers. A pilot test (N=10) was carried out with ten older respondents and the questionnaire was revised on the basis of their pilot responses.

Sampling

Given the absence of comprehensive population unit based on age in Hong Kong, a simple snowball sampling method was employed in this research. The respondents selected for this research were identified as frequent and occasional travellers aged 65 or over, referred by elderly centres or other respondents. However, the initial distinction between the two categories (frequent and occasional) was not obvious throughout the data collection. For the purpose of this exploratory study, the analysis was presented as a single group.

Measurement instrument

A semi-structured questionnaire was designed with a mix of open and closed, pre-coded questions, so as to understand the motivations, perceived barriers, travel modes, travel activities and the impact of outbound travelling on the psychological well-being of aged travellers (see Appendix II for the full questionnaire). Qualitative research was used primarily and the quantitative research analysis was used as supplementary. Two focus group discussions (each with 8 participants) were held to obtain a better understanding of the findings drawn from the in-depth interviews as well as to confirm the results of the study (The focus group guidelines are given in Appendix III).

Section IV Research Findings

A total of 69 older people aged 65 or above with outbound travel experience were interviewed from March to September 2003.

Sample profile

Amongst all 69 aged travellers, 39.1 % of whom were males and 60.9 % were females. Nearly half of the respondents were within the ages 65 to 70, 29% were aged from 71-75, 23% between 76 to 80 and 1.4% were aged 80 to 85.

Regarding self-reported health status, 50.7 % of respondents said they were good in health. 39.1 % said their health was average and 10.1 % said it was bad. Concerning the ability in self-care, almost all the respondents (98.6%) could take care of themselves without assistance from other people in their activities daily living (ADL), only one of the interviewees required the assistance of a carer in his ADL.

With regard to the education background of the older travellers, nearly half had received only primary education; 27.5 % had no formal education and 20.3 % had completed secondary school and 2.9 % had post-secondary education. The description income, family structures, relative members and possession of an apartment in the Mainland, are shown in Table 1.

Table 1 Sample Profile

Items		%	N
Sex	Male	39.1	27
	Female	60.9	42
	Total	100%	69

Age	65-70	46.4	32
	71-75	29.0	20
	76-80	23.2	16
	80-85	1.4	1
	Total	100%	69
Health Status	Good	50.7	35
	Average	39.1	27
	Bad	10.1	7
	Total	100%	69
Ability in Self-caring	Full ability in self-caring	98.6	68
	Need to be assisted by others	1.4	1
	Total	100%	69
Education Background	No education	27.5	19
	Primary	49.3	34
	Secondary	20.3	14
	Post-secondary	2.9	2
	Total	100%	69

Monthly Income	No income	23.2	16
	Less than \$ 1,000	18.8	13
	\$ 1,000 to \$ 2,000	13.0	9
	\$ 2,000 to \$ 3,000	15.9	11
	Over \$ 3,000	29.0	20
	Total	100%	69
Family Member in Mainland	Yes	63.8	44
	No	36.2	25
	Total	100%	69
Relative in Mainland	Yes	91.3	63
	No	8.7	6
	Total	100%	69
Apartment in Mainland	Yes	30.4	21
	No	69.6	48
	Total	100%	69

Motivations for travel

The in-depth interviews showed that respondents traveled to Mainland for many purposes. The results identified the two main motivations for aged travellers as being to enhance kinship relationships and second, for leisure, recreation and holidays. Third was travel for religious purpose and worship ancestor and several respondents replied they had travelled for medical treatment (Table 2).

Table 2 Motivations for Outbound Travelling

Items / Domains	%	N
Enhancement of kinship relationships	76.8%	53
Leisure, recreation and holidays	72.4 %	50
Religion purpose and worship ancestor	31.9 %	22
Health treatment	4.3 %	3
Novelty	2.5%	1

Enhancement of kinship relationships in the Mainland is an important characteristic among older Hong Kong residents. This is mainly due to historical reasons since many older people were born in China and had family members and relatives in the Mainland. Therefore family unions and cultural affiliations and connections contributed to a very large extent to their outbound travelling. They perceived the time was valuable because family and relative members were being brought close together in two different areas. Two respondents said,

“The schedule to visit my family member and relative is fixed and this is the tradition of the Chinese people and therefore we must go” (Male, age 75; Female age 65).

Another large proportion of the older travellers stated that they went to the Mainland for leisure, recreation and holidays. Reasons involved (1) visiting beautiful and natural scenery (2) visiting historical buildings, museums and cultural spots (3) shopping, eating and gathering with friends, relative and family members. These respondents included those trips purely for sightseeing and also those for visiting family. This showed that even though many aged travellers went to China for enhancement of kinship relationships, their trip would also be extended to contain elements of visiting and sightseeing.

Thus, many reasons for trips were “multi-purpose” or people took advantage of the trip to achieve several aims. The focus group discussion revealed that there were several reasons for the purpose of leisure and recreation and holidays. The overall comments were that travelling could broaden their horizons and made them feel more knowledgeable. Moreover, most respondents stated that, since they did not have the chance to go to China when they were young, therefore they would like to travel there

to see historical buildings and natural scenery in their remaining life. Some also stated that the expenditure in the Mainland was much lower than in Hong Kong (Historical note: In the 1960s and 1970s, even into the 1980s, travel to China from Hong Kong was much more complicated than in the past decade due to costs and immigration procedures).

Around one-third of respondents stated that they went to the Mainland for religious purposes and to worship their ancestors, another popular custom among older people in Hong Kong. Aged travellers regarded ancestor worship as necessary for them since they are Chinese people and this showed that the older generation still has strong links and affiliation with the older generations in the Mainland. In a focus group, it was argued that,

“Ancestor is ancestor and therefore we must go back to workshop him, this is the tradition of Chinese people”.

A small proportion of aged travellers expressed that they went to the Mainland for health treatment. It was interesting to find out that health treatments such as massage and chiropody have become one of the motivations for aged travellers to undertake outbound travelling. About novelty, a respondent replied that he would like to see something rather than simply knowing of it vicariously. He said,

“Out of curiosity, I would like to see the actual buildings and mountains rather than seeing them on TV” (Male, age 77).

Barriers to travel

Most respondents cited more than one feature with respect to barriers to travel to the Mainland. Amongst all respondents, poor physical status (health) was the most determining factor for them not to make a decision on outbound travelling.

Barriers in terms of physical status included (1) feeling sick or uncomfortable and (2) poor mobility. Slightly more than half of the respondents expressed that being accompanied by family, and friends was essential. Nearly half of the respondents expressed that financial difficulty was another important concern for them not to start travelling. Slightly over one-third said that they would not go if there was infectious disease in the Mainland. A small proportion of the aged travellers replied that their need for regular medical consultations in Hong Kong was another obstacle to travel while another small proportion (11.6%) of the aged travellers said that family commitments including taking care of family members in Hong Kong was another important factor restricting their ability to travel.

Other relatively minor factors including bad weather, objections from family members (mainly because of the fear of having accidents), no barriers, poor hygiene in the Mainland, poor medical facilities, unexpected issues in Hong Kong (such as marriages and the birth of grandchildren), poor safety conditions, poor transportation, political instability, becoming older, fear of accidents, no time to travel and poor service provided by travel agency (Table 3).

Table 3 Barriers to Outbound Travelling

Items / Domains	%	N
Physical status (health)	57.9%	40
No people to accompany	56.5%	39
Financial difficulty	46.4%	32
Infectious diseases in the Mainland	34.8%	24
Regular medical consultations in Hong Kong	14.5%	10
Family commitment	11.6%	8
Bad weather	10.1%	7
Objections from family members	5.8%	4
No barriers	5.8%	4
Poor hygiene in the Mainland	5.8%	4
Poor medical facility in the Mainland	4.3%	3
Unexpected issues in Hong Kong	4.3%	3
Poor safety conditions in the Mainland	4.3%	3
Poor transportation conditions in the Mainland	2.9%	2
Political instability	2.9%	2

Becoming older	2.9%	2
Fear of accidents	1.4%	1
No time to travel	1.4%	1
Poor service provided by travel agency	1.4%	1

The focus group discussions also confirmed that poor physical status of older people was the main barrier for them to outbound travelling. However, one interesting point was that “becoming older” was not widely seen as a barrier and was reported only by very small number of aged travellers as an obstacle to outbound travelling. This showed that even though they would not travel when their physical status was not up to it, they would not stop their travelling because of their age alone. This shows a promising future for the promotion of outbound travelling for older people in Hong Kong.

Financial difficulties could be explained since all of the respondents had retired and thereby they mainly relied on their savings, family members and the Comprehensive Social Security Allowances (CSSA) from the government for their daily living expenses. Family commitment mainly consisted of taking care of their family members, doing housework and concerns about the worries of their family members to the safety of their trips.

Activities engaged in a travel

Almost all respondents engaged in various activities once they undertake outbound travel. There were a number of travel activities revealed in the interviews and which could be grouped into seven main categories. Prominently, nearly all respondents liked to visit natural scenery during their outbound travelling to the Mainland. Second, a relatively large proportion liked visiting historical and cultural spots and, third came eating and drinking. Slightly over half of the aged travellers reported that they would like to “hang out” in the surrounding areas including shopping malls, parks and cinemas during their travel. Around half of the respondents replied that one of their main activities was religious activities and to worship their ancestors. Another proportion stated that they went for fitness / health activities, for example, massages and chiropody and another small proportion of the respondents said that they like adventurous activities, for example playing in adventure playgrounds (Table 4).

Table 4 Travel Activities

Items / Domains	%	N
Visit natural scenery spots	95.6 %	66
Visit historical and cultural spots	79.7%	55
Eating and drinking purposes	68.1%	45
Hanging out in the surrounding areas	50.7%	35
Religious purpose and worship ancestor	49.3 %	34
Fitness activities	44.9 %	31
Adventure activities	13%	9

Several suggestions emerged from the focus group discussions regarding the most preferred travel activities of the aged travellers. Almost all liked seeing natural spots including “breath-taking mountains, hill, rocks with spectacular shapes and beautiful rivers and streams”.

1. The most important dimension was that aged travellers tend to find that natural scenic spots made them feel happier and relaxed. A respondent said,

“The thing that I find most enjoyable is travelling to natural scenery that is unique. I feel very happy and comfortable when standing and looking at it” (Female, age 73).

2. Another major reason was expressed by a respondent, who argued that,

“At this age, what we can do is to see beautiful mountains and rivers because we are not young any more, we cannot undertake adventurous activities, therefore, we can only see natural beauty spots” (Male, age 67).

Historical and cultural activities were also another type of activities and the reasons for undertaking them were well expressed by respondents. The reasons were mainly because of the lack of education opportunities when they were young and therefore historical and cultural spots and activities could broaden their vision and make them

more knowledgeable. One said,

“ I like absorbing knowledge, especially cultural knowledge and knowledge of the lifestyles of local people, because we did not have education opportunities when we were young and therefore we would like to learn now” (Male, age 73).

Moreover, the discussion also found that merely visiting various facilities, for instance shopping malls, parks and cinemas was also another type of activity. Their replies implied that most went back to the Mainland primarily for visiting their families in Mainland. Two respondents said,

“I like walking park and going to cinema with my grandchildren” (Male, age 69; Female, age 80).

Last, but not least, aged travellers regarded worship ancestor as necessary for them since they were Chinese people and this showed the current older generation still has strong traditional and emotional links and affiliations with the Mainland.

Modes of travel

A number of questions were asked to explore the practical aspects of outbound travel to the Mainland amongst aged travellers, including means of outbound travel, choice of transport, average duration of travel and average amount spent on travel. The findings were derived from the close-ended questions with supplementary information from the open-ended question during the interviews.

1. Means of outbound travel

Regarding the means of arranging travel to the Mainland, 60.9% agree and 7.2% strongly agree that they would choose all-inclusive tours provided by the travel agency while only a relatively small proportion (15.9% agree and 4.3% strongly agree) chose basic (non-inclusive) package tours provided by travel agencies.

However, perhaps surprisingly, a relatively large proportion of aged travellers (31.9% agree and 4.3% strongly agree) would like to plan everything by themselves. This might reflect the fact that some of them would stay in the Mainland with their family members and friends and thereby they did not wish to choose the basic package or all-inclusive tours, which would include hotel or other accommodation provided by the travel agency (Tables 5, 6 and 7).

Table 5 I choose all-inclusive tours for outbound travel

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	2.9	2.9	2.9
Disagree	13	18.8	18.8	21.7
Unsure / No opinion	7	10.1	10.1	31.9
Agree	42	60.9	60.9	92.8
Strongly Agree	5	7.2	7.2	100.0
Total	69	100.0	100.0	

Table 6 I choose basic package tours for outbound travel

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	2.9	2.9	2.9
Disagree	48	69.6	69.6	72.5
Unsure / No opinion	5	7.2	7.2	79.7
Agree	11	15.9	15.9	95.7
Strongly Agree	3	4.3	4.3	100.0
Total	69	100.0	100.0	

Table 7 I plan everything by myself for outbound travel

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	2.9	2.9	2.9

Disagree	42	60.9	60.9	63.8
Agree	22	31.9	31.9	95.7
Strongly Agree	3	4.3	4.3	100.0
Total	69	100.0	100.0	

Feedback from respondents suggested that all-inclusive tours, were chosen mainly because they provided all-round activities (such as transfers, meals, sightseeing and entertainment). The reasons for them to choose all-round activities were primarily due to the fact that they lacked of self-confidence in planning their own trips; secondly, aged travellers were less adapted to the new environment and therefore showed concerns over planning and exploring. Focus group discussions noted the following comments.

“ We are already old and we don’t have the strength, capability and confidence in planning for our trip”.

“We are not very confident about the safety in the Mainland because we don’t know the place well, for example we don’t know where the taxi will drive us to”.

“The travel agency will plan ahead and therefore we can eat, sleep and do all other things without any worries. We are old, we cannot plan anymore”.

2. Choice of transport mode

Regarding the choice of transportation, there was no any specific trend for any type of transport for outbound travelling (Tables 8, 9, 10 and 11). The discussion from focus group indicated,

“ The type of transport is very much dependent on the places we go, every kind of transportation is fine if it is safe”.

Table 8 I will choose flight for outbound travelling

	Frequency	Percent	Valid Percent	Cumulative Percent

Strongly Disagree	1	1.4	1.4	1.4
Disagree	19	27.5	27.5	29.0
No idea	11	15.9	15.9	44.9
Agree	36	52.2	52.2	97.1
Strongly Agree	2	2.9	2.9	100.0
Total	69	100.0	100.0	

Table 9 I will choose train for outbound travelling

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	14	20.3	20.6	20.6
No idea	10	14.5	14.7	35.3
Agree	41	59.4	60.3	95.6
Strongly Agree	3	4.3	4.4	100.0
Total	68	98.6	100.0	
Missing	1	1.4		
Total	69	100.0		

Table 10 I will choose long haul bus for outbound travelling

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	19	27.5	28.8	28.8
No idea	7	10.1	10.6	39.4
Agree	39	56.5	59.1	98.5
Strongly Agree	1	1.4	1.5	100.0
Total	66	95.7	100.0	
Missing	3	4.3		
Total	69	100.0		

Table 11 I will choose ship for outbound travelling

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	2.9	2.9	2.9
Disagree	29	42.0	42.0	44.9
No idea	7	10.1	10.1	55.1
Agree	29	42.0	42.0	97.1
Strongly Agree	2	2.9	2.9	100.0
Total	69	100.0	100.0	

3. *Average duration of trips*

Over one-third of the aged travellers noted that they would likely spend six days in their travels while the second largest group replied that they would most likely go for five days. Around one-fifth would go for three days, one-tenth for two days and only a

very small proportion would go for over seven days. The results showed that the average duration of travelling to Mainland was less than one week (Table 12).

Table 12 Average duration of outbound travel

	Frequency	Percent	Valid Percent	Cumulative Percent
Two days	7	10.1	10.1	10.1
Three days	13	18.8	18.8	29.0
Four days	7	10.1	10.1	39.1
Five days	14	20.3	20.3	59.4
Six days	27	39.1	39.1	98.6
Seven days	1	1.4	1.4	100.0
Total	69	100.0	100.0	

4. *Average Spending*

26.1 % of respondents stated that they spent between HK \$1,000 to \$2,000 during travel while 23.2% spent over \$2,500. 13% spent between \$500 to \$ 1,000 and 11.6% spent between \$2,000 to \$2,500. A small amount (4.3%) stated that they did not spend any money during travelling (Table 13).

Table 13 Average expenditure during outbound travel

	Frequency	Percent	Valid Percent	Cumulative Percent
\$100 - \$500	15	21.7	21.7	21.7
\$500 - \$1000	9	13.0	13.0	34.8
\$1000 - \$2000	18	26.1	26.1	60.9

\$2000 - \$2500	8	11.6	11.6	72.5
\$2500 or over	16	23.2	23.2	95.7
No expenditure	3	4.3	4.3	100.0
Total	69	100.0	100.0	

Impacts on psychological well-being of older travellers

1. *Reasons for positive psychological impacts on aged travellers*

There were various reasons put forwards as to why travel could enhance the psychological well-being of aged travellers. Several of the dominant reasons emerged during the research are as follows.

The qualitative findings showed that most aged travellers found positive psychological impacts from their outbound travelling. The representative aspects included feelings of intimacy with family members and relatives; some travellers felt happier due to feelings of relaxation and less burden during their outbound travel, while some felt happier because of their observation of rising living standards of people in the Mainland. Some of the older travellers felt they had learnt something during the travel and therefore they were happier than before.

Some minor reasons expressed by the aged traveller for feeling happier were due to the novelty of life in China and psychological comfort by having family members, relatives and friends accompanying them during travel. More common topics were shared with friends, a sense of self-assurance, feeling healthier after travelling, feeling of having more freedom during travel and escaping from a mundane environment. Being able to financial assist family members and relatives in Mainland, a sense of belonging and levels of expenditure being low in Mainland. Eight respondents noted that they were happier after travelling but could not give any concrete reasons for this (Table 14).

Table 14 Reasons for travel having a positive psychological impact on older travellers

Items / Domains	%	N
Feeling of intimacy with family members and relatives	17.4%	12
Feeling of relaxation and fewer burdens	17.4%	12
Happy to see raising living standard of people in Mainland	11.6%	8
Feeling they have learnt something from the trip	10.1%	7
Feeling of unusual and novelty in China	4.3%	3
Psychological comfort by having family members, relatives and friends accompany during travel	4.3%	3
More common topics to share with friends	2.9%	2
Sense of Self-assurance	2.9%	2
Feel healthier after travelling	2.9%	2
Feel having more freedom during travelling	2.9%	2
Escape from a perceived mundane environment	2.9%	2
Able to financially assist family members and relatives in Mainland	1.4%	1
Feel sense of belonging	1.4%	1
Level of expenditure is low in Mainland	1.4%	1
No particular reason	1.4%	1

The focus group discussions confirmed the results of the interviews since many revealed a feeling of intimacy when seeing their family members and relatives in the Mainland and, in this sense, the psychological well-being of older travellers could be

enhanced. Another dominant reason was the feeling of relaxation and fewer burdens since they could put aside tasks, worries and issues in Hong Kong.

With regard to the rising living standard of people in the Mainland, respondents felt happier since they found local people on the Mainland had a better financial ability and some expressed:

“They needed to do farming when they were young and it was very tough and harsh, but now they could earn more and have a better life” (Female, age 80).

About learning something from the trip, respondents stated

“We would like to learn new things since we lacked the chance when we were young. To learn new things could make me feel happier” (Male, age 74).

The quantitative findings supported the qualitative findings in terms of outbound travelling and the enhancement of psychological well-being. The correlation between visiting relatives and family members in the Mainland and the meaning of life is 0.41 ($p < 0.01$). This showed that aged travellers who visited their relatives and family members in the Mainland as their main travel purpose had positively correlated with the psychological well-being. This was in line with the reason of “feeling of intimacy with family members and relatives” and “observation of raising living standard of people in the Mainland” discovered in the qualitative findings.

2. Frequency of travel and psychological impacts on aged travellers

The research also addressed the relationships between the number of times (frequency) of travel and psychological impacts on aged travellers. Most respondents from the focus group discussion expressed the opinion that more travelling could basically enhance their psychological well-being but the following aspects should also be taken into consideration.

The aged travellers stated that personal interest was a main factor in deciding whether more travelling could enhance the psychological well-being of older people. With regard to travel aimed at sightseeing, comments from a focus group discussion suggested:

“It very much depends on personal interest and it is therefore difficult to tell the amount of travel needed to enhance psychological well-being. For example a person may feel travelling is not very much necessary for him

or her and, therefore, one or two times a year will be enough”.

The second reason was the place of travelling. A respondent argued that,

“I feel happier if I go to some places that I have never been, and, if I have been there before, I will feel less happy”.

Another consideration was the people whom they were going to visit. A respondent expressed ideas about the visiting of family members and relatives said,

“We could be happier if we could meet our parents and siblings but feel less happy if we could only meet distant relatives in the Mainland”.

The importance of travelling in a group was also explored during the interview and the focus group discussion further revealed the importance of being accompanied by family members and friends in outbound travel. All interviewees stated that they would not go if there were no familiar people to go along with. A number of important reasons were expressed by the focus group discussions.

1. The respondents noted that family members in Hong Kong would be worried about their safety if they were not accompanied by family members, relatives or friends. They would think that they are not safe to travel alone.
2. They also mentioned that family members, relatives and friends could help taking good care of each other if there were unexpected issues in the Mainland. In one focus group it was mentioned,

“Simply as we need to find a reliable person that helps us to look after our baggages when we are in the toilets in the Mainland or in case we are feeling sick, We can take care of each other if there is someone familiar going along”.

3. The respondents felt that the trip would be happier and more meaningful if they were accompanied by friends with common interests and views on certain issues.

“It will be very boring if no one accompanies me but friends and relatives with common interests can talk and play during the trip. This makes it happier”.

Section V Conclusion

This is an exploratory study on the meaning of and motivations for outbound travel to the Chinese Mainland amongst a group of older people (N=69) in Hong Kong. It serves as a pioneer study amongst aged travellers in Hong Kong and a number of essential dimensions have been discussed, including the motivations for travel, perceived barriers, travel activities, travel modes as well as the impacts of outbound travel on older respondents' psychological well-beings.

With regard to the motivations for travel, two prime reasons emerged, which are the enhancement of kinship relationships, mainly focusing on visiting family members and relatives and leisure, recreation and holidays purposes, mainly focusing on sightseeing in the Mainland.

Amongst the perceived barriers, the biggest one is physical well-being or status, having no people accompany, financial difficulties and possible infectious diseases in the Mainland. For the travel activities, these include visiting natural scenic spots, historical and cultural spots, visiting surrounding areas, religious purposes and

ancestor worships and fitness activities.

The discussion on travel modes consists of the means of travelling, choice of transportation, average duration of travelling and the average spending of travelling.

Last but not least, the impacts of outbound travel on the psychological well-being of aged travellers were also explored. Psychological well-being could be affected by travel, notably, the feeling of intimacy with family members and relatives, feelings of relaxation and lesser burdens, rising living standard of people in the Mainland and also the feeling of learning something new from the trip. The quantitative findings also suggested that visiting family member and relative, as their prime travel motivation, have significant correlations with the enhancement of psychological well-being. This research provides suggestions as to further exploration on the correlations between the frequency and duration of travel and the impacts on aged travellers' psychological well-being as topic for future study.

This exploratory study is the first of its kind in Hong Kong and the data collected will form a useful reference for policy makers and social service providers in Hong Kong and it may also enable the private sector, the main provider of outbound travel for the older people, to understand better the needs of older travellers. From the perspective of further study, this qualitative research, with supplementary quantitative findings, has nonetheless provided important insights for further study on the older travellers and the extent to which senior tourism is meaningful for older people and their quality of life.

Appendix I

Interview Guidelines for Travel Agents and Tour Operators

1. *Reasons/Motivation for travel to China*
 - a. What are the considerations/offers you would provide when you organize tours or design routes for senior travel in Mainland China?
(In terms of season, duration, accommodation, transportation, fees waived/ discounts, activities, food, etc)
Why?
 - a) For New comers
 - b) For Frequent comers
2. *Perceived Barriers*
 - a. According to your experience, what are the main factors influencing older persons to make travelling decision? How about during the trip (e.g. money, physical

ability, Health or season)? Any assistance provided (any example)?

3. *Activities and Travel Mode*

- a. What kind of activities they liked (sightseeing, exciting games or shopping) ?Did they have any special demand during the trip (e.g. only taking the transportation services or stay-behind)? Why?
 - b. How did they feel during or after the trip (Enjoy/Worry/Prestige/Confidence) Did they like to go with their friends or alone? Why?
4. Any other comments?

Appendix II

Asia-Pacific Institute of Ageing Studies, Lingnan University

“Senior Travel of Elderly” Questionnaire

嶺南大學亞太老年學研究中心

「長者國內旅遊」問卷調查

被訪者名稱：_____

訪問 地點：_____

填寫問卷日期：_____

訪問員：_

第一部份 個人資料

1. 年齡：_____ 歲

2. 性別： 男 女

3a) 你的健康狀況： 良好 一般 欠佳

b) 你需要 (服用藥物情況) : 服用 / 注射長期藥物

定期覆診

服用 PRN 藥物

其它

c) 自我照顧能力 : 可完全自我照顧 (包括可自行梳洗、沐浴、進食、更衣、如廁、上落樓梯及行動。)

需要別人協助 (照顧)

完全依賴照顧者

4. 工作狀況 : 全職工作。

半退休 / 兼職工作。

已退休 / 沒有工作。

5. 如已退休, 請問你以往的工作是 _____

6. 你最高的學歷是 : 沒有接受過育

小學程度

中學程度

大專/學程度

7. 你每月個人零用金為 : \$ _____

8. 你在國內有家人嗎? 有

無

9. 你在國內有親戚嗎? 有

無

10. 你在國內有物業嗎? 有

無

第二部份

請表示你對以下句子同意或不同意的程度, 並以數字來代表你的答案。

= 極不同意 2 = 不同意 3 = 無意見 4 = 同意 5 = 極之同意。

(1) 你到國內旅遊的動機

	極 之 不 同 意	不 同 意	無 意 見	同 意	極 之 同 意
11. 我喜歡到國內旅遊。	1	2	3	4	5
12. 我選擇到國內旅遊，因為風景優美。	1	2	3	4	5
13. 我選擇到國內旅遊，因為當地價廉物美。	1	2	3	4	5
14. 我喜歡到國內購物。	1	2	3	4	5
15. 我選擇到國內旅遊，因為我對國家有歸屬感。	1	2	3	4	5
16. 我選擇到國內旅遊，因為我對國家有安全感。	1	2	3	4	5
17. 我選擇到國內旅遊，因為我感到有優越感。	1	2	3	4	5
18. 我選擇到國內旅遊，因為已有很多人去過。	1	2	3	4	5
19. 我選擇到國內旅遊，因為交通時間較短。	1	2	3	4	5
20. 我選擇到國內旅遊，因為路程較短。	1	2	3	4	5
21. 我選擇到國內旅遊，因為我的同伴邀請我同行。	1	2	3	4	5
22. 我選擇到國內旅遊，因為我的同伴喜歡。	1	2	3	4	5
23. 我選擇到國內旅遊，因為我對國內情有獨鐘。	1	2	3	4	5
24. 我選擇到國內旅遊，因為我只有很短的假期。	1	2	3	4	5
25. 我選擇到國內旅遊，因為我需要作學術交流。	1	2	3	4	5
26. 我選擇到國內旅遊，因為我希望能順道參加學習課程。	1	2	3	4	5
27. 我選擇到國內旅遊，因為我可順道去接受某些身體健康檢查或治療	1	2	3	4	5
28. 我選擇到國內旅遊，因為我在國內有置業。	1	2	3	4	5
29. 我選擇到國內旅遊，因為我希望能國內置業，所以順道作資料搜集。	1	2	3	4	5

- | | | | | | | |
|-----|------------------------|---|---|---|---|---|
| 30. | 我選擇到國內旅遊，因為我可在國內做義工服務。 | 1 | 2 | 3 | 4 | 5 |
| 31. | 我選擇到國內旅遊，因為我可以消磨時間。 | 1 | 2 | 3 | 4 | 5 |
| 32. | 我選擇到國內旅遊，因為以往到國內的經驗很好。 | 1 | 2 | 3 | 4 | 5 |
| 33. | 我選擇到國內旅遊，因為可嘗試當地美食。 | 1 | 2 | 3 | 4 | 5 |

34. 你通常幾耐到國內旅遊一次？原因何在？

35. 這兩年內，你是否曾到國內旅遊？原因何在？你最喜歡到國內那些地方？最喜歡什麼時候去旅行？原因何在？

(2) 妨礙你到國內旅遊的原因

- | | | 極
之
不
同
意 | 不
同
意 | 無
意
見 | 同
意 | 極
之
同
意 |
|-----|--------------------------|-----------------------|-------------|-------------|--------|------------------|
| 36. | 身體健康會影響我到國內旅遊的決定。 | 1 | 2 | 3 | 4 | 5 |
| 37. | 有否足夠的金錢會影響我到國內旅遊的決定。 | 1 | 2 | 3 | 4 | 5 |
| 38. | 旅行團的價目會影響我到國內旅遊的決定。 | 1 | 2 | 3 | 4 | 5 |
| 39. | 旅行團的起程日期會影響我到國內旅遊的決定。 | 1 | 2 | 3 | 4 | 5 |
| 40. | 旅行團編排的活動會影響我到國內旅遊的決定。 | 1 | 2 | 3 | 4 | 5 |
| 41. | 季節配合的問題會影響我到國內旅遊的決定。 | 1 | 2 | 3 | 4 | 5 |
| 42. | 因自己年紀漸老會影響我到國內旅遊的決定。 | 1 | 2 | 3 | 4 | 5 |
| 43. | 因自己活動能力下降，所以影響我到國內旅遊的決定。 | 1 | 2 | 3 | 4 | 5 |

44. 因自我照顧能力下降，所以影響我到國內旅遊的決定。 1 2 3 4 5
45. 因政治原因，所以影響我到國內旅遊的決定。 1 2 3 4 5
46. 國內衛生問題會影響我到國內旅遊的決定。 1 2 3 4 5
47. 因家人反對，所以影響我到國內旅遊的決定。 1 2 3 4 5
48. 因為廣告宣傳的效力，所以影響我到國內旅遊的決定。 1 2 3 4 5
49. 因同行友人的興趣問題，所以影響我到國內旅遊的決定。 1 2 3 4 5
50. 因恐防發生意外而沒有照應，所以影響我到國內旅遊的決定。 1 2 3 4 5
51. 因旅遊景點不夠吸引，所以影響我到國內旅遊的決定。 1 2 3 4 5
52. 因旅遊景點的設施不足，所以影響我到國內旅遊的決定。 1 2 3 4 5
53. 因食物不能配合口味，所以影響我到國內旅遊的決定。 1 2 3 4 5
54. 因選擇不到一團適合的旅行團，所以影響我到國內旅遊的決定。 1 2 3 4 5
55. 因害怕家人擔心，所以影響我到國內旅遊的決定。 1 2 3 4 5
56. 因對國內事物缺乏新鮮感，所以影響我到國內旅遊的決定。 1 2 3 4 5
57. 因對國家給我的印象欠佳，所以影響我到國內旅遊的決定。 1 2 3 4 5
58. 因在國內曾經歷不快，所以影響我到國內旅遊的決定。 1 2 3 4 5

59. 有那些原因會妨礙你決定到國內旅遊？為什麼？

60. 哪一項最妨礙你的選擇呢？為什麼？

(3) 於國內旅遊期間你對參與活動的喜愛程度

	極 之 不 同 意	不 同 意	無 意 見	同 意	極 之 同 意
61. 我喜歡到著名的旅遊點觀光。	1	2	3	4	5
62. 我喜歡購物。	1	2	3	4	5
63. 我喜歡享受美食。	1	2	3	4	5
64. 我喜歡認識新事物。	1	2	3	4	5
65. 我喜歡拜神 / 酬神活動 / 宗教活動。	1	2	3	4	5
66. 我喜歡文化活動，如欣賞中國戲曲、到書齋、博物館等。	1	2	3	4	5
67. 我喜歡體驗生活的活動，如到民居參觀探訪。	1	2	3	4	5
68. 我喜歡尋根的活動，如到歷史人物故居，歷史事蹟發生點參觀等。	1	2	3	4	5
69. 我喜歡到新開發的旅遊點參觀。	1	2	3	4	5
70. 我喜歡大自然的景點。	1	2	3	4	5
71. 我喜歡學術交流的活動，如到訪當地老人大學。	1	2	3	4	5
72. 我喜歡參與義務工作，如協助扶貧。	1	2	3	4	5
73. 我喜歡刺激的玩意，如機動遊戲或尋幽探秘等。	1	2	3	4	5
74. 我喜歡有關健體的活動，如按摩、藥浴、各式診治等。	1	2	3	4	5
75. 我喜歡參觀國內的新型屋苑。	1	2	3	4	5
76. 我喜歡探親 / 探訪朋友。	1	2	3	4	5
77. 我喜歡節日 / 慶祝活動。	1	2	3	4	5
78. 旅遊期間，你最投入那類型活動？為什麼？					

79. 除以上提及的旅遊活動外，你能提議其他的旅遊活動嗎？為什麼？

(4) 國內旅遊的模式

	極 之 不 同 意	不 同 意	無 意 見	同 意	極 之 同 意
80. 到國內旅遊，我會選擇參加旅行團。	1	2	3	4	5
81. 到國內旅遊，我會選擇參加自由行(即是購買交通服務 / 酒店住宿服務套票)。	1	2	3	4	5
82. 到國內旅遊，我會作自助遊(即完全自行安排交通，住宿，膳食等)。	1	2	3	4	5
83. 到國內旅遊，我會選乘飛機。	1	2	3	4	5
84. 到國內旅遊，我會選乘火車 / 直通火車。	1	2	3	4	5
85. 到國內旅遊，我會選乘長途巴士。	1	2	3	4	5
86. 到國內旅遊，我會選乘輪船 / 飛翼船。	1	2	3	4	5
87. 到國內旅遊，我會以最平宜的模式消費。	1	2	3	4	5
88. 到國內旅遊，我願意花費享受一番。	1	2	3	4	5
89. 到國內旅遊，我會選擇短線旅程(如一至四日)。	1	2	3	4	5
90. 到國內旅遊，我會選擇參加旅行團後留下作自由行 / 自助遊。	1	2	3	4	5
91. 到國內旅遊，我的目的主要為旅遊。	1	2	3	4	5
92. 到國內旅遊，我的目的主要為探親。	1	2	3	4	5
93. 到國內旅遊，我只會選擇到廣東省境內。	1	2	3	4	5

94. 我認為我是一個活躍的國內旅行者。 是 否

95. 我平均每年都會到國內遊 _____ 次。

96. 我平均每次國內遊消費為 \$ _____。

97. 我平均每次國內遊的旅程為 _____ 日 _____ 夜。

98. 你最享受的國內旅遊模式是如何？為什麼？

99. 於這樣的旅遊模式中，對你來說，哪一項才是最重要的？為什麼？

(5)國內購物模式

	是	否
100. 我會買手信回港餽贈親友。	<input type="checkbox"/>	<input type="checkbox"/>
101. 我會買手功藝品回港。	<input type="checkbox"/>	<input type="checkbox"/>
102. 我會買糧油雜貨，如米、油、醃料或醬油等回港。	<input type="checkbox"/>	<input type="checkbox"/>
103. 我會買海味乾貨，如冬菇、乾瑤柱、臘腸等回港。	<input type="checkbox"/>	<input type="checkbox"/>
104. 我會買與泡茶有關的物品回港，如茶葉 / 茗茶器具。	<input type="checkbox"/>	<input type="checkbox"/>
105. 我會買鮮活食品，如鮮肉蔬菜回港。	<input type="checkbox"/>	<input type="checkbox"/>
106. 我會買日常家庭用品回港。	<input type="checkbox"/>	<input type="checkbox"/>
107. 我會買零食回港。	<input type="checkbox"/>	<input type="checkbox"/>
108. 我會買香煙回港。	<input type="checkbox"/>	<input type="checkbox"/>
109. 我會買酒水回港。	<input type="checkbox"/>	<input type="checkbox"/>
110. 我會買化妝品 / 護膚品回港。	<input type="checkbox"/>	<input type="checkbox"/>
111. 我會買合時生果，如荔枝、龍眼回港。	<input type="checkbox"/>	<input type="checkbox"/>
112. 我會買山珍野味(不論活生生或已屠宰)回港。	<input type="checkbox"/>	<input type="checkbox"/>
113. 我會買衣服 / 鞋 / 襪等回港(不論現成或訂制)。	<input type="checkbox"/>	<input type="checkbox"/>
114. 我會買書籍 / 報紙 / 雜誌 回港。	<input type="checkbox"/>	<input type="checkbox"/>
115. 我會買傢俱回港。	<input type="checkbox"/>	<input type="checkbox"/>
116. 我會買體育用品回港。	<input type="checkbox"/>	<input type="checkbox"/>
117. 我會買玩具回港。	<input type="checkbox"/>	<input type="checkbox"/>
118. 我會買廚具 / 食具回港。	<input type="checkbox"/>	<input type="checkbox"/>
119. 我會買金銀 / 珠寶 / 手飾 回港。	<input type="checkbox"/>	<input type="checkbox"/>
120. 我會買床上用品回港。	<input type="checkbox"/>	<input type="checkbox"/>
121. 我會買影音器材回港 (包括CD, VCD 等)。	<input type="checkbox"/>	<input type="checkbox"/>
122. 我會買高科技產品回港 (包括電視機、數碼相機等)。	<input type="checkbox"/>	<input type="checkbox"/>
123. 我會買寵物及有關的物品回港。	<input type="checkbox"/>	<input type="checkbox"/>

124 每次到國內旅遊前，你是否已有預算購買某些東西？為什麼？

125. 在國內旅遊時，你是否享受當中的購物過程？為什麼？

(6)國內旅遊對長者的目的和意義。

	極 之 不 同 意	不 同 意	無 意 見	同 意	極 之 同 意
126. 能夠到國內旅遊，我感到很有優越感。	1	2	3	4	5
127. 能夠到國內旅遊，我感到很開心。	1	2	3	4	5
128. 能夠到國內旅遊，我感到被關心。	1	2	3	4	5
129. 能夠到國內旅遊，我感到自由自在。	1	2	3	4	5
130. 能夠到國內旅遊，我感到自信心更強。	1	2	3	4	5
131. 能夠到國內旅遊，我感到很滿足。	1	2	3	4	5
132. 能夠到國內旅遊，我感到有成功感。	1	2	3	4	5
133. 能夠到國內旅遊，我感到自我增值。	1	2	3	4	5
134. 能夠到國內旅遊，我感到有歸屬感。	1	2	3	4	5
135. 能夠到國內旅遊，我感到被尊重。	1	2	3	4	5
136. 能夠到國內旅遊，我感到自己很有用。	1	2	3	4	5
137. 能夠到國內旅遊，我感到自己能幫助別人。	1	2	3	4	5
138. 能夠到國內旅遊，我感到很有意義。	1	2	3	4	5
139. 能夠到國內旅遊，我感到物超所值。	1	2	3	4	5
140. 能夠到國內旅遊，我感到樂而忘返。	1	2	3	4	5
141. 能夠到國內旅遊，我感到很興奮。	1	2	3	4	5

142. 每次國內旅遊後，你覺得比以前開心嗎？

143. 如你再到國內旅遊，有何意見？原因何在？

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Asia-Pacific Institute of Ageing Studies (APIAS) at Lingnan University

HISTORY

The Asia-Pacific Institute of Ageing Studies (APIAS) was established as a University-wide institute in 1998 and has been operating as one of the research centers in the Institute of Humanities and Social Science (IHSS) since September 2001. The mission of APIAS is to facilitate and develop research in gerontology and issues related to population ageing in Hong Kong and the Asia-Pacific region.

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OUR OBJECTIVES

- To develop an area of research excellence in programme evaluation and action research; both quantitative and qualitative research methodologies.
- To strengthen our collaboration within the Lingnan University and the local communities, particularly in relation to student learning.
- To strengthen the collaboration and network amongst the Asia-Pacific region.

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