



Segmenting Senior Tourists: The Effects of Personal Values on Activity Preferences

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Abstract

Senior tourists have begun to be essential for the tourism sector in recent years. However, understanding senior market segments and how their personal values affect tourism activity preferences have not been fully explored. Moreover, previous research has segmented the senior market based on Western perspectives. This study offers an Asian viewpoint, especially Thailand. It is intended to identify senior segmentation, to determine the personal values and differences of preferred tourism activities among segments. The data originated from a questionnaire survey of 376 Thai tourists aged 55 and over. Cluster analysis was used to identify senior segments. Scores for personal values were computed through cross-tabulation along with the chi-square analysis, and one-way ANOVA was adopted to test whether the dimension of tourism activity preferences differed among segments. Through Kahles' list of value scales, the score of each value can be computed and composed of four clusters: achievement, hedonic, social recognition and companionship. Four senior segments were identified according to the psychographic variables analysed namely: Relationship Travelers, Explore and Relaxation Seekers, Health Seekers and Escapists. Tourism activities factored into outdoor, cultural, Therapeutic and adventure activities. Results of analysing activity preferences showed that differences preferences between the segments. This is considerable valuable for tourism marketers to sharpen their focus on developing tourism activities for each of the segments.

Keywords: Personal Values, List of Value, Tourism Activities, Senior Tourists, Segmentation

Introduction

Aging population has become most significant factor that bring implications to socio-economic, including tourism nowadays. The proportion of the global population at the age of 65 and over is estimated to increase up to 16.0% by 2050 (from 9.3% in 2020), as reported by the United Nations (2020); thus, senior tourists represent an important segment of the tourism industry. Nonetheless, senior tourists are often misunderstood and have not received dedicated market attention that considers their more salient characteristics (Otoo et al., 2021). Consequently, future studies are needed to classify senior segmentation so that tourism marketers and practitioners can tailor the activities.

Tourist motivation, socio-demographic and travel patterns have been seen as specific segmentation variables for segmenting the market in previous studies (Aziz et al., 2018). However, Wen & Huang (2019) argued that these variables cannot provide enough information in classifying segments. Additionally, one area that is attracting interest in tourism literature and understanding market segmentation is the concept of personal values (Wen & Huang, 2019).

While researchers recognized the important of values in forecasting tourist behavior (Chrysosoidis & Krystallis, 2005), the research is limited to understanding the personal values of senior tourists. In addition, the importance of activity preference being well established in literature on recreation but partially focus on the field of tourism (Tkaczynski & Prebensen, 2012). Therefore, this study argues that personal values should be one of the primary bases used to identify tourist segmentation as knowing tourists' personal values leads to more effective market segmentation, with appropriate products and services, than other variables.

Another important issue related to senior tourists is that they are a heterogeneous group requiring examination in a cross-country context. According to data from the World Population Prospects 2020 (United Nations, 2020), Thailand is ranked as the third most rapidly ageing population in the world. However, the few studies that focus on Thailand concentrate on international senior tourists and cover a limited range of topics. Therefore, this research is based on the previous studies to classify a market segmentation of senior tourists in Thailand using several variables such as socio-demographic, travel motivation, and patterns. Furthermore, the study identifies each segment's personal values with Kahle's (1983) List of Values (LOV) framework. Studying the construct of personal values has the potential to provide a better understanding of the needs and wants of senior tourists as values are believed to be a person's core beliefs which provides the principal guidance for daily life. The results of this study could offer valuable insight into marketing and the development of tourist products that align with the values of senior tourists.

Objectives

1. To identify the segmentation of senior tourists on the basis of their socio-demographic, travel motivation, and travel patterns.
2. To understand each segment in their personal values and tourism activity preferences.

Literature Review

Market Segmentation by Personal Values

More than a decade, researchers were pointing to the importance of the senior market in the travel industry. Many studies (Alén et al., 2012; Huang & Tsai, 2003) considered those aged 55 and older to be part of the senior market as their age marks a significant turning point in their life cycle (specific needs related to age; the appearance of physical health condition; children become independent). However, most focus on measuring expenditures, and segmentation based on travel patterns and motivations for pleasure travel. This study extends this knowledge base by examining the personal values in concert with activity preferences of senior tourists.

Personal values are seen as the key factors in influencing human's attitudes and actions. However, while attitudes are feelings and opinions toward objects that can be changed overtime, values are abstract ideas which relatively stable (Kamakura & Novak, 1992). Rokeach (1973, p. 5) stated that a value is "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence". The study then assumed that personal values can determines tourists' behaviors such as their activity preferences. As Fall & Knutson (2001) expressed this, values are principles that reflect the activity of the people and have greater influence on certain tourist behaviors when these behaviors have personal meanings attached to them.

Personal values have been measured in numerous studies using a variety of methods. The most widely known measure of values is the Rokeach (1973) Value Survey (RVS), the Mitchell (1983) Values and Lifestyles System (VALS) and the Kahle (1983) List of Values (LOV). However, there has been criticised for the RVS and VALS due to its large number of values and its instrumental and terminal classifications (Madrigal, 1995; Weeden, 2013). Moreover, the VALS relied heavily on demographic variables and have cultural bias (Fraj & Martínez, 2006). Thus, the LOV has established as a reliable value measurement instrument through thousands



of correlates with ratings and rankings of the items in the LOV and provide a personality-like description of how individuals identify with each value and adapt to their environments (Hall et al., 2018; Kahle, 1983; Kahle & Kennedy, 1988; Šagovnović & Kovačić, 2022). In addition, the LOV is the most common for measuring leisure-related behaviour (Backman & Crompton, 1990) and tourism (Li & Cai, 2012; Madrigal & Kahle, 1994). The measurement of LOV can prove the provided empirical evidence in relation to personal values and consumption and when used in market segmentation (Madrigal & Kahle, 1994). Thus, this study used the LOV scale to examine the underlying personal values of senior tourists. The List of Values (LOV) as shown in Table 1 was developed by researchers at the University of Michigan Survey Research Centre (Kahle, 1983).

Table 1 List of Values (LOV)

Internal Values	External Values	Interpersonal Values
Self fulfilment	Security	Fun and enjoyment in life
Self-respect	Sense of belonging	Warm relationship with others
Sense of accomplishment	Being well respected	
Excitement		

According to previous research (Jayawardhena, 2004; Kropp et al., 2005; Lee & Lyu, 2016), the LOV values can be grouped into either two or three dimensions: internal values (self fulfilment, excitement, sense of accomplishment and self-respect), interpersonal internal (fun and enjoyment in life, warm relationship with others) and external values (sense of belonging, being well respected and security). Daghfous et al. (1999) concluded that these values can be gathered in three groups such as hedonic values (fun and enjoyment in life, warm relationship with others), empathy values (self-respect, being well respected, security, sense of belonging) and self-fulfillment values (self-fulfillment, sense of accomplishment). As for the studies indicated that appealing to and reinforcing the views espoused by values upheld towards a particular marketing activity can provide an avenue for individuals to satisfy these needs.

Methodology

A total of 400 questionnaires were distributed using a convenience sampling, aged between 55 and 76+. The total response rate was 94%, of which 376 usable samples were used for analysis. A survey questionnaire was based on a comprehensive review of related literature, consisting of four sections. The first section was the background demographic information. The second part comprised some queries that were related to travel motivation and travel patterns. The third section was the nine value items which were measured by the LOV scale. The fourth section included a list of nineteen tourism activities extracted from the Tourism Authority of Thailand's activity list. A five-point Likert scale (1 = unimportant, 5 = very important) was used to evaluate value items and preferred tourism activities of respondents. A five-point scale was chosen for the study because it was consequently less confusing for senior respondents (Hair et al., 2018).

The data were analyzed using quantitative techniques in step. First, descriptive statistics were used to describe the respondents' basic data. Cluster analysis was then performed for market segmentation. Cluster analysis is a multivariate statistical method to elicit relatively homogeneous groups based on individuals' responses to questions (Hair et al., 2018). In this study, a four-cluster solution was specified. Next, cross tabulation was computed along with the chi-square analysis to identify a significant difference in personal values within segments.



To identify preferred tourism activities for the senior segments, factor analysis was employed to reduce the number of items to measure tourism activities. A principal component factor analyses with varimax rotation were used to reduce the number of items to measure personal values and preferred tourism activities. For each analysis, an eigenvalue over 1 and a loading of 0.40 and above were chosen for interpretation. Cronbach's alpha coefficient of inter-item correlation was set at 0.70 as the acceptable parameter for internal consistency among the items in each factor grouping. Kaiser–Meyer–Olkin statistic tests were computed to meet the minimum requirements for data factorization at > 0.70 . Bartlett's test of sphericity was inspected for each factor analysis to identify multivariate normality of the set of distributions at a significance value of < 0.05 (Hair et al., 2018). Finally, one-way ANOVA was adopted to test whether the mean ratings of the dimension of activity preferences differed among segments.

Results

Objective 1: Senior Tourist Segmentation

Four senior market segmentation emerged from cluster analysis within the three sets of variables: socio-demographic, travel motivation, and travel patterns (Tables 2–4).

Table 2 Demographic Profiles

Variables		I (n = 113)	II (n = 119)	III (n = 90)	IV (n = 54)
Gender	Male	45.1%	38.7%	46.7%	38.9%
	Female	54.9%	61.3%	53.3%	61.1%
Age	55 – 60	34.5%	45.4%	42.2%	44.4%
	61 – 65	35.4%	33.6%	31.1%	20.4%
	66 – 70	11.5%	8.4%	14.4%	11.1%
	71 – 75	13.3%	9.2%	4.4%	5.6%
	76 +	5.3%	3.4%	5.6%	18.5%
Education	Primary School	68.1%	59.7%	54.4%	61.1%
	Junior High School	12.4%	9.2%	14.4%	9.3%
	Senior High School	4.4%	12.6%	3.3%	11.1%
	Diploma	7.1%	5.2%	6.7%	7.4%
	University	5.3%	10.9%	16.7%	3.7%
	Postgraduate	0%	0.8%	3.4%	0.0%
	No Read / No Write	0.9%	0.8%	0.0%	7.4%
Work Situation	Working	44.2%	46.2%	47.8%	44.4%
	Unemployed	42.5%	38.7%	34.4%	50%
	Retired	13.3%	14.3%	17.8%	5.6%
Income (Monthly)	Less than ₱5,000	32.7%	18.5%	30%	53.7%
	₱5,001 – 10,000	27.4%	18.5%	35.6%	13%
	₱10,001 – 15,000	16.8%	35.3%	10%	9.3%
	₱15,001 – 20,000	13.3%	16.8%	7.8%	3.7%
	₱20,001 – 30,000	7.1%	7.6%	11.1%	11.1%
	₱30,001 – 40,000	0.9%	0.8%	3.3%	0%
	More than ₱40,000	0%	0.8%	1.1%	1.9%

**Table 3** Travel Patterns

Variables		I	II	III	IV
		(n = 113)	(n = 119)	(n = 90)	(n = 54)
Travel Arrangement	Independent Travel	99.1%	92.4%	90%	83.3%
	Package Tour	0.9%	6.7%	7.7%	14.8%
Travel with	Alone	7.1%	35%	5.6%	7.8%
	Family	87.6%	49%	84.4%	75.9%
	Friends	3.6%	13.5%	6.7%	11.1%
	Others	0.8%	1.7%	1.1%	3.7%
Length of Trip	1-2 Days	79.6%	15.2%	63.3%	81.5%
	3-4 Days	18.6%	83.2%	34.5%	16.7%
	5-6 Days	0.9%	0.8%	1.1%	1.8%
Type of Accommodation Used	Hotel	8.8%	14.3%	11.1%	40.5%
	Resort	16.8%	69.7%	20%	7.4%
	Family / Friends' House	70.9%	14.3%	67.8%	43.5%
Date from Travel	Weekday	31.9%	32.8%	30%	50%
	Weekend	61%	56.3%	33.3%	29.6%
	Public Holiday	5.3%	5%	18.9%	0%
	School Break	0%	2.5%	11.1%	1.9%
	Others	1.8%	1.7%	5.6%	18.5%

Table 4 Travel Motivation

Variables		I	II	III	IV
		(n = 113)	(n = 119)	(n = 90)	(n = 54)
Motivation	To Rest and Relax	4.23	4.54	4.00	3.46
	To Visit Friends and Relatives	4.73	3.34	3.43	3.30
	To Concern about their Health	2.92	3.60	4.48	2.94
	To Escape	4.50	4.13	3.27	3.96
	To Spend Time with Family	4.53	4.07	4.34	3.59
	To Gain Knowledge / Experience	4.36	4.36	3.74	3.31
Importance of Travel Attributes	Events and Cultural Attractions	3.40	3.97	3.46	3.06
	Cleanliness and Hygiene	3.92	3.99	4.57	3.44
	Climate	4.14	4.32	3.40	3.81
	Natural Landscapes	4.22	4.39	3.27	3.65
	Historical Sites	3.27	3.85	3.51	3.17
	Commercial Areas	3.86	3.71	3.52	3.19
	Safety Issues of Significance	4.07	3.99	4.19	3.93
	Medical Coverage	3.42	3.19	3.50	2.65
	Distance	4.05	3.92	4.12	3.39
	Transportation Facilities	4.05	4.11	3.40	3.41
	The Price of the Holiday	3.98	3.89	3.91	4.02
	Friendliness of Locals	3.90	4.09	3.74	3.02
	Tourism Activities	3.96	3.82	3.56	3.44

Objective 2: The Personal Values of Segments

The result of the factor analysis found the four personal value factors (Table 5). The nine values yielded a four-factor solution with eigenvalues greater than one and nearly 72 percent of the variance. The results of the factor analysis shows that the three exhibited on internal, interpersonal or external domains. The first factor includes personal values that represent an individual internal focus, while the second is an interpersonal internal dimension and the third and fourth factors include values possessing an external locus of control. The first factor (*sense of accomplishment, security, self-fulfillment*) reflects an achievement domain which represents individuals who seek success in life. The second factor contained excitement, fun and enjoyment in life reflects a hedonic domain that is apersonal in the sense that does not involve other people. The hedonic domain represents individuals who seek to increase pleasure and happiness. The third factor, which includes sense of belonging, being well respected item, represents a social recognition domain. This domain is the feelings of belongingness and represents individuals who want to be together with people that share their interests and values. The final factor (*self-respect and warm relationship with others*) represents a companionship domain.

Table 5 Principal Components Factor Analysis with Varimax Rotation of Personal Values

Factors and Items	Factor Loading	Eigenvalue	Cronbach's Alpha
Factor 1: Achievement		4.025	.799
Sense of accomplishment	.898		
Security	.609		
Self-fulfillment	.558		
Factor 2: Hedonic		2.808	.822
Fun and enjoyment in life	.951		
Excitement	.913		
Factor 3: Social Recognition		1.840	.700
Sense of belonging	6.28		
Being well respected	6.34		
Factor 4: Companionship		1.647	.645
Self-respect	.885		
Warm relationship with others	.850		

Kaiser-Meyer-Olkin: 0.798

Bartlett Test: $p = 0.000$

Segments of senior tourists with similar personal values were created from a cluster analysis of value factor scores. A clustering algorithm based on nearest centroid sorting was used to determine tourist segments (Wierzchoń & Kłopotek, 2018). The four segments are presented in Table 6. Segment I senior tourists ($n = 113$) placed great importance on the achievement domain and to a lesser extent the hedonic and companionship domains. This segment had little interest in the social recognition domain. Segment II included 119 tourists and was motivated by the interpersonal internal value and considered the hedonic domain favorable. Segment III ($n = 90$) and Segment IV, the smallest group ($n = 54$), viewed the social recognition domain favorable and none of the other three domains very favorable.

A comparison of personal values reveals that of all four clusters, Segment I had the highest achievement and companionship domain factor scores among the other groups. Segment II had the lowest social recognition domain score, while Segment IV had the highest social recognition domain score. Segment III also placed less



importance on the achievement domain than did the other groups. Segment IV was most concerned in the social recognition domain and was least interested in the companionship domains among the other segments.

Table 6 Cluster Analysis of Value Factor Scores

Value Domain	Segment I (n = 113)	Segment II (n = 119)	Segment III (n = 90)	Segment IV (n = 54)
Achievement	.62	.08	-1.35	-1.25
Hedonic	.57	.61	-.33	-.63
Social Recognition	-.49	-.99	.26	1.84
Companionship	.37	.25	-.60	-2.22

Tourism Activity Preferences

The additional factor analyses were performed on the activity items. All KMO and Bartlett's tests of sphericity were acceptable. A four-factor solution accounted for over 65% of the variance, each of which was labelled according to activity preference items (Table 7).

Table 7 Principal Components Factor Analysis with Varimax Rotation of Senior Tourist Activity Preferences

Factors and Items	Factor Loading	Eigenvalue	Cronbach's Alpha
Factor 1: Outdoor		7.009	.90
Nature Walks	0.793		
Viewing Mountain Mist	0.776		
Bird / Butterfly Watching	0.757		
Nature Viewing	0.727		
Camping	0.723		
Visiting Nature or Wilderness Areas such as Waterfalls	0.706		
Visiting Areas with Cool, Fresh Breezes	0.704		
Participation in Outdoor Activities such as Hiking or Bicycling	0.642		
Factor 2: Culture		2.734	0.78
Visit Art Galleries or Museums	0.863		
Visit Archaeological Ruins	0.847		
Attend Cultural or Ethnic Festivals	0.760		
City Sightseeing	0.721		
Temple Visits	0.378		
Factor 3: Therapeutic		1.458	0.85
Spa and Treatment	0.846		
Hotel Enjoyment and Relaxation	0.877		
Shopping	0.709		
Attend Local Activities	0.437		
Factor 4: Soft Adventure		1.301	0.94
White Water Rafting	0.878		
Boating / Bamboo Rafting	0.847		

Kaiser-Meyer-Olkin: 0.855

Bartlett Test: p = 0.000



A variance analysis was used to test the differences of activity preferences between different age groups. The result found that differences did exist among value segments regarding activity factors (Table 8).

Table 8 Comparison of Segments for Travel Activity Preferences

Activity Preferences	Cluster Means				<i>F</i>	<i>p</i>
	I	II	III	IV		
Outdoor	3.05	2.10	2.55	2.30	2.304	.077
Culture	2.21	2.82	2.94	2.11	2.052	.106
Therapeutic	1.93	3.52	3.57	1.05	7.480	.000
Soft Adventure	3.45	2.93	2.47	3.42	6.478	.000

The four segments were compared on a range of activity variables in identifying activity preferences, using ANOVA. It was found that differences did exist among value segments on the activity factors. As shown in Table 6, Segment I stressed the achievement, hedonic and companionship domains viewed activities related to adventure and outdoor activities significantly more favorable than did Segment IV, which highlighted the social recognition domain. A difference was also found between these two segments on the culture factor. Specifically, Segment IV differed from Segments I and II. Segment I emphasised the achievement domain and Segment II placed the hedonic as most favorable while both viewed social recognition values least favorable. Social recognition are common value priorities for Segment III and IV and they fulfil this by participating in cultural activities.

Discussion and Conclusions

The characteristics of four clusters were developed from an analysis of the mean scores of the main motivation and, personal values factors, then combined with an analysis of the demographic data of each cluster.

Cluster 1: Relationship Travelers

About 30% of the sample in the first cluster consisted of more mature tourists, with 45.4% aged 61–65 years old. They were mainly motivated by opportunities for friends/family visits. This cluster is similar to Cleaver et al.'s (1999) 'Nostalgics' who travel for renewing their memories and foster family intimacy. older adults as more likely to visit relatives and friends than other groups because they have moved out of their homeland, and therefore, will find a chance to return to their origins more than any other groups. In addition, good relationships with family members and friends are important for seniors because it is an important source of enjoyment and socializing.

The members in this cluster also chose warm relationship with others and sense of belonging as main values, and they fulfil this by participating in soft adventure and outdoor activities that allow them to spend time with their peers. To encourage this group to participate in tourism activities, the destinations need to offer activities that provide opportunities for family togetherness which will help create family bonds and in turn create tourism value for the destinations. However, it is difficult to create suitable tourism opportunities for this group as they also showed an interest in travelling to return to places with family/friends where they can recall memories and they have family roots. Therefore, the designation for their tourism opportunities might be too idealistic.

Cluster 2: Explore and Relaxation Seekers

This was the largest cluster for the region, representing 31.65% of the senior market. Relaxation and new experiences influenced their motivation to travel. This group has the highest number of seniors who want to



travel alone and take longer trips. Research found that the location of activities plays an important role for tourists who have a need for relaxation and discovery (Nordbakke, 2019). The destination attributes of particular importance to this group are nature landscapes and a cool climate. Some similarities can be seen between this group and Ward's (2014) 'enthusiastic travellers' and Carneiro et al.'s (2013) 'active seniors' segment. These segments seek to learn something new and experience tourism activities at destinations.

The popular values among this cluster are self-fulfillment and fun and enjoyment & excitement, showing that they enjoyed both interactive and passive activities. Travel opportunities for this cluster need to allow them to relax and learn new things; activities such as a spa and learning local culture can attract them to destinations. Moreover, this group is still interested in activities that offer fun and enjoyment, for example, soft adventure activities. Therefore, the destinations that offers a variety of activities and unique experiences will be particularly appealing to this group.

Cluster 3: Health Seekers

This segment encompassed 23.94% of the respondents and consisted of tourists in the 55–60 age category. They were more health-oriented people. Therefore, cleanliness and hygiene play a key role in their decision to visit a destination. The finding showed that they are least likely to travel by themselves as they seem too concerned about safety issues. Unlike other segments, this group has a distinct pattern of travel behavior. While they showed low interest in interactive activities, they preferred passive activities such as individual care, cultural and relaxation programs. This segment demonstrates similarities to González et al.'s (2009) 'active liver', Mak et al.'s (2009) 'spa goers' tourists, all of which are described by their authors as having a particular interest in health-related reason in the decision to go on holiday. As described by Mak et al. (2009), of all the different segments identified, these tourists consider travel to be necessary for maintaining their health, enjoy taking time out to relax and experience the health care facilities.

In addition, security and being well respected are the most common values for the Health Seekers. Thus, the chosen attraction should be health related that can demonstrate their status. Tourism opportunities for this group can be packages that offer affordable wellness products and services such as spas, standard beauty and medical treatments and also food or beverages that can improve health and well-being. The common destinations that can offer an excellent health product and a positive reputation indicate a high possibility of success in this segment.

Cluster 4: Escapists

This is the smallest cluster encompassing only 14.36% of the sample. This group was driven by the initial need to get away from daily routine. Additionally, the Escapists had the highest percentage in the fun and enjoyment & excitement value, followed by self-fulfillment. It can be assumed that they look for some enjoyable activities choosing soft adventure activities as their preferred activity and therapeutic activities as their less favorable. This group is very similar to Ward's (2014) and Cleaver et al.'s (1999) 'escapists'. The authors describe this group as mass tourists because they want to escape from the demands of daily life and responsibilities.

Nonetheless, it is the group with the lowest income, they tend to travel on weekdays without staying overnight. In developing tourism products, travel opportunities designed for this group do not have to be full of activities. They should include activities that can offer them fun experiences and at affordable prices. Moreover, various forms of promotion such as discounts at the point of sale, ready-made holiday packages, and half day trips would attract more tourists.



To sum up, understanding the four clusters by their profile and personal values is useful for tourism practitioners to design tourism activities to attract tourists to destinations and meet their expectations. While senior tourists are valuable to the tourism industry, each group has different characteristics which is challenging for the industry. For example, the two largest segments, Relationship Travelers and Explore and Relaxation Seekers, make up more than half of the respondent sample, but they have different preferences in tourism activities. In addition, although the other two segments, Health Seekers and Escapists, are not main segments for the region, it is still valuable to focus on growing these segments through tourism strategies focusing on making more opportunities accessible to these segments.

The study makes theoretical and practical contributions to senior tourist segmentation based on personal values. More specifically, it has addressed a knowledge gap regarding the effects of personal values in segmenting senior tourists. The results then confirmed that personal values developed by Kahle (1983) provide an understanding of the segmentation of Thai senior tourists. Study has shown that understanding of values towards a particular marketing activity can allow for individuals to satisfy these needs. For example, it was found that each segment has different preferred tourism activities due to their diverse personal values. However, the intent of this study is not to suggest that personal values are the only variable to segment markets; the knowledge of personal values combined with other variables such as demographics and travel motivation are still important to identify meaningful segment profiles.

However, some limitations can be considered for future research. Firstly, the sample is probably biased as many of the respondents were still working, to some extent, were less educated and had lower income. They may have a different tendency for personal values than other senior citizens who are wealthy and well educated. Secondly, the study does not differentiate between seasonal tourists. Hence, future research should examine diverse populations and longitudinal. Lastly, it should be noted that this study was conducted during the COVID-19 pandemic, this might impact on the perceptions of senior tourists in terms of their concern over health issues. This limits its contribution of the study to understand the underlying aspects of personal values. Further research then could focus on this issue.

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