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Factors under the Influence of the Elderly Tourists' Motive in Vietnam: Study in Hanoi

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Abstract:

Travel is such an excellent way to relieve tension and an exciting and rewarding journey for everyone with new experiences, delicious specialties, beautiful scenery, and unique living pace. Travelers reported that their stress and anxiety are almost disappeared when returning home after the holiday. A study at the University of Surrey (2002) concluded that people perceived happier and more delightful when travelling. In recent years, as society develops with the improvement of living standards and health measures for life span expanding along increasing the life quality of elderly, tourism has played an important role in improving the quality of life of the elderly. Nowadays in Vietnam, with the development of all aspects of life, there have been a large number of elderly people wishing to travel. According to statistics of Vietravel, the number of customers aged 50 and over of the business accounted for 35%, of which 87% are regular customers, going for 2 - 3 times or more. In the world, there have been many studies illustrating factors affecting the behavior of tourism of the elderly, but the number of studies on the elderly subjects is still limited. Approaching from the needs of the elderly has not been widely conducted because the travel behavior studies has mainly focused on travelling motivation such as: tourism marketing; strategies for providing tourism services; destinations development... The question is what factors affect the travel behavior of the elderly in Vietnam. Due to the differences in the political system, economic level, education attainment level and living habits between Vietnamese elderly and foreign elderly, the conclusions may not be appropriate for the elderly in Vietnam. Understanding elements arising from the needs of the elderly influencing their travel behaviors is a necessary for tourism managers to improve services quality and attract the elderly to travel. As a result, the travelling for the elderly to improve their health condition, living standards, longevity and spiritual life for the elderly has become a problem concerning society. The article applied both qualitative and quantitative researches. Descriptive statistics were used to describe differences in travel behaviors of the elderly by age, gender, health status, and incomes. The observational factor analysis with 16 variables was used to find out factors affecting the behavior of tourism among the elderly. In addition to secondary data collected from books, newspapers and reports, there were primary data sources collected from 300 elderly people randomly selected and in-depth interviews with 10 cases living in Hanoi. Research results demonstrated that the four main determinants of the behavior of the elderly were self-esteem (relaxation motivation for "desire to relax both mind and body, gain health benefit through leisure activities, resting health care, recreation, entertainment, physical activity), socialization (meet new people, visit friends and relatives, create memories with family and friends), seek knowledge (learn about historical sites, explore nature) and self-actualization (desire through tourism activities to express prestige, status, social recognition, self-improvement, personal development). The results revealed that: among the 300 elderly participants in the age group of 60-69, the majority of men planned to travel more but the difference was slightly negligible, mainly was married men with their family. People with average incomes and income mainly from pensions occupied the majority of the traveling elderly. The most of elderly people traveling with family and friends, therefore, backpacking tourism was preferred by 65.52% among the elderly in the survey. Self-organized trips helped the elderly to have close spaces with their family and friends and create memories with them. The article also offered some solutions to develop and attract this potential customers group: Developing attractive tourist products suitable for age, health and needs; Wide range of tourism forms such as: sightseeing travel, leisure travel, medical travel, spiritual travel; therefore, tour agency should pay close attention to invest in expansion types of service products to meet this need of the elderly; Traveling tours with different suitable prices for each type of the elderly should also be designed; Strengthening, enhancing health care equipment to ensure the safety of the elderly throughout the trip; Upgrading and developing the infrastructure of destinations such as physiotherapy area, green spaces is an important issue that needs addressing to promote the traveling motivation of the elderly.

Keyword: Elderly, travel behavior, travelling for the elderly

1. Introduction

Currently, there are about 10.1 million of the elderly in Vietnam, making up 11% of the population, it is forecast that the density of the elderly in Vietnam will gain 18% in 2030 and then 26% in 2050. In recent years, with increased living standards and improved health, human life-span is increasingly risen, associated with the requirements of life quality increase for the elderly. Tourism is a good measure in order to release the stress and an enjoyable and useful trip

for everyone. For the elderly who has the good health, idle time and stable income, tourist is an indispensable need in their life. According to Vietravel's statistics, the company's customer numbers from 50 years-old or more make up 35%, in which 87% are regular customers who tour from 2-3 times or more. It is necessary for tourist managers to study the factors affecting the elderly tourist's motive in order to improve the service quality and attract more and more the elderly for traveling, thence, bringing them a happier, healthier and more useful life.

2. Literature review

2.1. Theory of Tension and Repulsion Affecting the Elderly Tourist's Behavior

Dann & et al. (1977) explains that human behavior of tourist is originated because they are controlled by internal factors (known as repulsion) and attracted to a specific destination by destination attributes (known as tension). Repulsion refers to internal factors that motivate or create expectation of satisfying tourism need, for example: Expectation of release, having a rest and relaxation, finding out understanding, social connection, adventure, enjoyment, reputation, status, improved health, social interaction, attachment to family (Uysal & Jurowski, 1944; Klenosky, 2002). Meanwhile, tension is just the attributes of tourist destination which could be strengthened by inherent repulsions (Uysal & Jurowski, 1994). Tensions are attractive points of destination of which tourists are aware such as: beach, entertainment means, nature, attractive culture and tourist's expectations (Uysal & Jurowski, 1994).

2.2. Factors Affect The Elderly Tourist's Motive

While learning about tourist behavior, the said studies have shown various motives that affect tourist behavior. The study group has summed up into four major factors that affect in the highest level to the elderly tourist's motive in order to put into their study model, including: the "self respect" motive, the "social connection" motive, the "finding out understanding" motive, the "being recognized" motive.

2.2.1. Self-Respect

Includes close factors to "having a rest", "body relaxation" and "self-respect" motives. The "body relaxation" motive is made through tourist activities such as relaxation, nursing, having fun, entertainment, diverting oneself, exercise so as to overcome the stress, relax, be cheery in the spirit, improve the self-health, enjoy the life and create the self-happiness. In addition, some other variables relating to the "respected" motive such as the destination is a famous place that is attractive, close to the nature, has delicious food with the best service quality which is mentioned in the study of Maryam Yousefi & Azizan Marzuki (2011). The study of Fleischer & Pizam (2002) and Wang (2005) states that tourist releases stresses in the routine, improves the elderly's health as well.

2.2.2. Social Connection

Which has been shown in the study of Mohammad and Mat Som (2010) aims to meet newcomers, visit friends and relatives, create many memories with the family and friends. Some other variables mentioned in this motive such as coming back to the native soil, thinking of old memories have been presented by Huang & Tsai (2003); Chen & Wu, (2009). According to Maslow (1943), Pearce (1988), the "social connection" motive is an attachment to the family, to strengthen the relationship with the relatives, maintain personal, social relations. The another view of McIntosh, Goeldner & Richie (2009) states that the "social connection" motive is "through tourist activities to make friends, extend social relations, visit friends and relatives and acquire new experience, feelings, establish relations and reinforce them in the sustainable direction. For the people with this motive, tourist is an avoidance from the monotony in daily social relation or due to the spirit and social responsibility".

2.2.3. Finding out the Understanding

Huang & Tsai (2003); Jang & Wu (2006), Xia Xiao-jing & et al. (2014) study the effect of "finding out the understanding" motive for the elderly tourist's behavior through the scales such as learning about different cultures, historical relics, discovering the nature and are aware that these motives have the positive effect to their tourist behavior. For the "finding out the understanding" motive, according to McIntosh, Goeldner & Richie (2009), it is "a desire in which through tourist activities such as discovering and learning about customs, cultures historical relics, religions so as to satisfy the desire of learning about the knowledge, acquire the more understanding of other cultures, witness the people in the other country with regard to lifestyle, customs, types of art, etc., with the own eyes".

2.2.4. Being Recognized

According to McIntosh, Goeldner & Richie (2009), the "being recognized" motive is "a desire through tourist activities to express reputation, status, social recognition, self-increase, private development". Yousefi & Marzuki (2012); Jang & Wu (2006) highlight the effect of "being recognized" motive to the elderly tourist's behavior and suggest the following scales: Coming to the place where friends have ever come to, where everyone all highly appreciates, tell others at home.

3. Methodology and Model

3.1. Methodology

The study uses the secondary data source which is collected from books, newspapers, reports. The primary data source is collected from 300 the elderly who are randomly selected in Hanoi and in which 10 cases are deeply interviewed. Dependent variable is "the elderly tourist's behavior", measured by tourist frequency.

Independent variable: includes: (1) self-respect; (2) social connection; (3) finding out the understanding; (4) being recognized;

Regulating variable: Demography includes: age, gender, marital status. Social variable includes: income and income source

Variables are measured on the 5-grade Likert scale: 1: disagree, 5: absolutely agree.

Factor	Observing Variable	
	Symbol	Content
Self-respect (SR)	SR1	Have a rest, relax
	SR2	Enjoy the life and create the self-happiness
	SR3	Close to the nature
	SR4	Get rid of the routine, release the stress
	SR5	Improve the health
	SR6	The destination is a famous, attractive place
	SR7	Enjoy delicious, strange food
	SR8	Enjoy the best service quality of destination
Social connection (SC)	SC1	Create a lot of memories with the family, friends
	SC2	Meet newcomers
	SC3	Come back to the native soil
	SC4	Think of old memories
Finding out the understanding (FOB)	FOB1	Have new experience
	FOB2	Learn about different cultures
	FOB3	Discover, conquer the nature
	FOB4	Learn about historical relics
	FOB5	Learn about new lands, gain dreams and curiosity of destination where desires to visit to
Being recognized (RE)	RE1	Come to the place where friends have ever come to
	RE2	Come to the place where everyone highly appreciates
	RE3	Tell everyone at home

Table 1: Description of Model Variables

3.2. Study Model and Assumptions

The theoretical framework for studying the factors effecting the elderly tourist's behavior is generalized in the following chart:

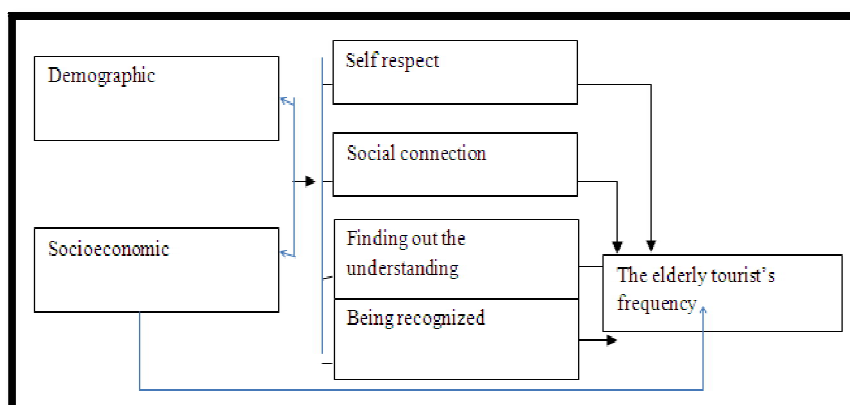


Figure 1

4. Results

4.1. Analysis of Description

The study results show that there is no difference of gender in the group of the tour for elderly in which 55.17% are men and 44.83% are women. The majority of the elderly tour with their family, friends, therefore, the tour method of self-organization makes up 65.52% of the elderly in the survey. Self-organization helps the elderly have the space close to their family and friends, and create a lot of memories with them. Among 300 surveyed persons, 63.4% of the elderly are aware that they are in the medium and stable income level enough to meet their basic needs. With this income level, they evaluate themselves that they gain sufficiently economic condition for tourist decisions. The majority of main income of the elderly is originated from pension salary (65.17%), thus, they basically gain the stability of income and favorable conditions for tours. With the stable income level and a lot of idle time, tours to be close to the nature, enjoy the happy life and create many memories with the family, relatives are now the choice of a great number of the elderly.

4.2. Results of Multi-Variable Analysis

4.2.1. Verifying the Reliability of Variable Scale.

The results of verifying the reliability of data by Cronbach's Alpha coefficient for each variable, observing variables have the correlation coefficient of global variable more than 0.3. However, observing variables "I desire to come back to my native soil" has the group coefficient of 0.4773 more than global variable (0.4510), thus, they are removed from the scale. Also, the global scale only gains 0.4516 < 0.6, thus, the scale "The social connection move" is removed. The study group gives a summary of results of verifying the Cronbach's Alpha reliability for each group of factors

Group of factors	Variable number	Cronbach's Alpha coefficient	Conclusion
The self-respect motive	8	0.627	Accept
The understanding motive	5	0.6849	Accept
The being recognized motive	3	0.661	Accept
The social connection motive	4	0.451	Refuse

Table 1: Summary of Results of Verifying the Cronbach's Alpha Reliability for Each Group of Factors

Source: The Study Group Sums up from the Study Results

4.3. Factor Analysis (EFA-Exploratory Factor Analysis) for Independent Variable

The study group presents 16 observing variables with sufficient reliability of 5 scales as follows:

Variables	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
I desire to have a rest and relax my body					0.7644
I desire to enjoy and make myself happy when traveling					0.7108
I desire to be close to the nature				0.7588	
I desire to get rid of habits and stresses in the routine.					
I desire to improve my health				0.6518	
The tourist destination is a famous, attractive place					
I desire to enjoy delicious, strange food, stay in luxurious places		0.6341			
I desire to enjoy the best services of destination		0.7522			
I desire to have new experience in my life			0.7897		
I desire to come to the places with different cultures			0.5874		
I desire to discover, conquer the nature			0.6201		
I desire to learn about historical relics in the places where I come to					
I desire to gain my dreams and curiosity of the places where I always desire to visit to	0.6318				
I desire to come to the places where my friends have ever come to	0.6902				
I desire to come to the place where everyone highly appreciates	0.7897				
I desire to tell everyone when I come back home					

Table 2: Results of Factor Rotation Matrix

Source: The Study Group Sums up from the Study Results

The table shows that the factors make the strong effect on the elderly tourist's motive comprise of: desiring to come to the place where everyone highly appreciates (0.7897), desiring to have new experience in my life (0.7897) and desiring to have a rest and relax the body (0.7644), next desiring to be close to the nature (0.7588), desiring to enjoy and make the self happy when traveling (0.7108). In consideration of rotation matrix table, the EFA rotation matrix gives 3 factors, in which 4 variables have the blank load coefficient. Therefore, the study group implements the 4-variable type as follows: desiring to get rid of habits and stresses in the routine (SR4); The tourist destination is a famous, attractive place (SR6); desiring to learn about historical relics in the places where I come to (FOB4); desiring to tell everyone when I come back home (RE3).

4.3.1. Pearson Correlation Coefficient

Dependent variable "tourist behavior" has the weak correlation with variables "health status", "income", "income evaluation" (respective correlation coefficients are 0.2115; 0.3241; 0.2835) and has not the correlation with variables "income source", "accompanying tourist" (respective correlation coefficients are 0.0263; 0.1037).

The aforesaid analysis results show that independent variables of demography such as gender, health, income, income evaluation, income source, tourist method, accompanying tourist have the low correlation with each other. As a result, independent variables have not the multicollinearity which is unable to replace each other in the model.

4.3.2. Analysis Results of Motive Effect on the Elderly Tourist's Behavior

The study results indicate that desiring to be close to the nature (SR3) and desiring to improve the health (SR5) have the value $\beta_4=0.5010247$, thence it is proved that these two factors have the same directional effect on the elderly tourist's behavior. Desiring to have a rest and relax the body (SR1) and desiring to enjoy and make them happy when traveling (SR2) have the value $\beta_5= 0.4520775$, thence it is proved that these two factors have the same directional effect on the elderly tourist's behavior or namely, the positive effect on their tourist behavior.

- Health status: The value $P > |z|$ is higher than 0.05, therefore, the difference of health status from participants has no influence on tourist behavior. These analysis results are quietly suitable with the reality as the elderly often selects the destinations that are peaceful with slow life rhythm and fresh space such as old town, home village, island or "Slow Trips" for the elderly only (the number of tourists in each delegation is not too crowded, visit and service points are relaxing places, resorts, tour managers are enthusiastic, the travel schedule is suitable with the health, meals are nutritional, doctors, nurses accompany on demand, etc.), bringing a lot of experience opportunities for the elderly. The elderly often selects the resort tour, the tour combined with health examination and treatment (this type of tour helps human being recover their health, return the spirit through building and opening health regeneration center, thermal spring bath, mud bath, massage, acupressure, etc., and applying the achievements of traditional medicine). Consequently, tourist is always the enjoyable and useful trip for the elderly, it is the way to improve the life quality, extend the life-span and enable them love of life and then the health would not be an obstacle for the elderly tourist's motive.
- Income and income source: With $\alpha < 0.05$, it indicates that the difference of income and income source has the effect on the tourist behavior. The higher income the people have, the more tourist motive is, because an amount of money is required for each tour, with the economic condition plus the idle time, they can travel whenever. For the people with the low income, the money they have accumulated is only enough to pay the daily expenses, for the persons who are striving to make a living, traveling one or twice a year is also the luxury for them.
- The analysis results show that the difference between men and women has no effect on the probability of tourist behavior. In the study article of the group, traveling a lot or a little by the male or female elderly has no difference in the current context, perhaps the male elderly would select different tourist methods compared to the female elderly.
- Accompanying tourist: With the value $P > |z|$ lower than 0.05, it is proved that the tourist behavior is influenced by the difference between accompanying tourists as well. Tourist is always the perfect activity so that the members have a strong attachment. The elderly often encounters matters regarding health, travel ability, it is very important to add accompanying friends for mutual support as necessary in the trips.

5. Conclusions and Recommendations

- The self care motive has a strong effect on the elderly tourist's behavior. On the the natural rule of human body, the higher the age is, the more reduced the health is, accordingly, the focus on improving the self health is always emphasized. When the health and psychology get changed, the elderly often orient to the past and the peaceful, gentle life, thus, they always desire to be close to the nature, visit the beautiful landscapes in the regions.
- The elderly tourist's behavior is influenced by the relaxing motive, they feel to desire to enjoy new spaces, go outside to release negative thoughts and make them happier. One interesting thing is that the elderly tourist's behavior is under the influence of accompanying tourist as well, from this reason, tourist marketers can build promotional programs for mutual tours, crowded tours so as to simulate the elderly to travel.
- Developing many tourist products with different prices in accordance with each object of the elderly is a necessary thing as this is an important criterion influencing on their tourist behavior. That having tourist products with different prices will create numerous choices for the elderly.
- In this stage, the elderly have the certain changes of health and psychology, thus, tour organization for them requires the detailed carefulness and giving prominence to the service quality. Besides, the elderly take interest in

the health, diet as well, consequently, tourist companies should arrange travel managers who are experienced, well-informed about elderly tourists in order to flexibly deal with unexpected situations occurred.

- The elderly often tour with their family or friends, for this reason, tourist destinations for the elderly should create close spaces, exchanges for mutual attachment. In addition, the schedule of each trip for the elderly should be at ease, not too hurried and have the relaxed time.
- Infrastructure construction in the destinations which suits the elderly' desires, tourist motive will enable the positive influence on their tourist behavior. With "self-care", "relaxed" motives, infrastructure construction in the destinations such as thermal spring bath, mud bath zone, physical treatment zone, greenery spaces are absolutely necessary. To make sure of satisfaction during their trip, infrastructure improvement and development are also the matter for proper attention and investment.

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