ANALYSIS OF THE FACTORS INFLUENCING THE TRAVEL DECISION OF SPANISH SENIOR

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The senior represent a market of particular relevance for a large number of industries. These include the tourism sector as one of the biggest beneficiaries of the changes in the lifestyles of the population, currently more geared to the enjoyment than previous generations and therefore more likely to travel. This group stands out for its enormous potential, but also by its heterogeneity with regard to their condition of travelers. In this context, the aim of this paper is to analysis the factors influencing the travel decision for people over 55 years in Spain. To identify the variables that determine their travel trend an analysis binary logistic regression was used. The results reveal that beyond income and time available, travelling will be explained by a set of personal variables, such as the internal or perceived age, the stage of the life cycle in which they are located, the sociocultural level, which causes the differences between the different generational cohorts, and certain subjective variables which represent the main barriers for the senior trip. Those are called self-perceived factors. Finally, it is shown that there are many managerial implications of great importance for the tourism sector.

KEYWORDS: senior, travel decisions, life cycle, consumer behavior, barriers to travel.