

The Travel Motivation Behaviors: A Study amongst Senior Tourists in Malaysia

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ABSTRACT

The senior population has been continuously rising because of longer life expectancy. Recently, senior tourism has been a fast-growing form of tourism that has attracted the tourism industry's attention around the world. The characteristics of senior tourists have become an important area of interest because of the market size and its potential for growth. Research has been conducted to examine the motivation behavior for travel of seniors. This research utilized a quantitative approach using a survey method for data collection. A total of 352 senior Malaysian tourists aged 55 years and above were selected by purposive sampling. This study can give awareness to the community on how important it is to take care of the welfare and needs of the elderly. Especially in the tourism sector, where the parties involved, such as hotels and travel agencies, ensure the senior tourists' safety, needs, and facilities are examined and well monitored.

Keywords: Travel Motivation; Behavior; Senior Tourism; Malaysia.