

University of Wales Trinity Saint David

School of Business

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Quantitative Research Methods

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Assignment: Component 1 – Project Report

Travel Motivations and Intentions of Senior Travellers in Hong Kong

Travel Motivations and Intentions of Senior Travellers in Hong Kong

INTRODUCTION

The rapid increment of life expectancy in global and the baby booms after the World War II reaching senior ages lead to the growing of senior population ((Brög, Erl, & Glorius, 1998; Metz, 2003). Thus, this has alerted the tourism industry about the potential market of senior travellers. The expanding size of senior travellers market and its huge economic potential are the two major reasons that affect the phenomenon of tourists' trend in the new century (Cho, 2002; Rasmusson, 2000).

Looking at the statistics from Hong Kong census, similar phenomenon and longer life expectancy are occurring in Hong Kong. Below are the figures from the report of "Demographic Trends in Hong Kong 1986-2016" that released in Dec, 2017 by the Census and Statistics Department of Hong Kong (SAR) Government.

Table 1.1 Summary of key statistics

	1986	1991	1996	2001	2006	2011	2016
人口 Population							
年中人口 ⁽¹⁾ Mid-year population ⁽¹⁾	5 524 600	5 752 000	6 435 500	6 714 300	6 857 100	7 071 600	7 336 600
性別比率（男性數目相對每千名女性的比率） Sex ratio (males per 1 000 females)	1 062 (1 073)	1 044 (1 074)	1 001 (1 048)	956 (1 021)	912 (971)	876 (948)	852 (925)
人口百分比 Percentage of population							
0 – 14 歲 Aged 0 – 14	23.1 (23.2)	20.8 (21.1)	18.7 (19.2)	16.4 (16.9)	13.7 (14.2)	11.6 (12.1)	11.3 (11.8)
15 – 64 歲 Aged 15 – 64	69.3 (69.1)	70.4 (70.0)	71.1 (70.4)	72.4 (71.5)	73.9 (73.0)	75.0 (74.0)	72.8 (71.6)
65 歲及以上 Aged 65 and over	7.7 (7.7)	8.7 (8.9)	10.2 (10.4)	11.2 (11.6)	12.4 (12.9)	13.3 (13.9)	15.9 (16.6)

From the statistics of Hong Kong Census, it indicates the trend of ageing population in Hong Kong in the recent thirty years. The population of age 0-14 has fallen drastically from 23.2% in 1986 to 11.8% in 2016. This reflects the continued reduction of birth rates in Hong Kong. On the contrary, the population of aged 65 or above increased from 7.7% in 1986 to 16.6% in 2016, which proven again the ageing population situation. (Table 1.1).

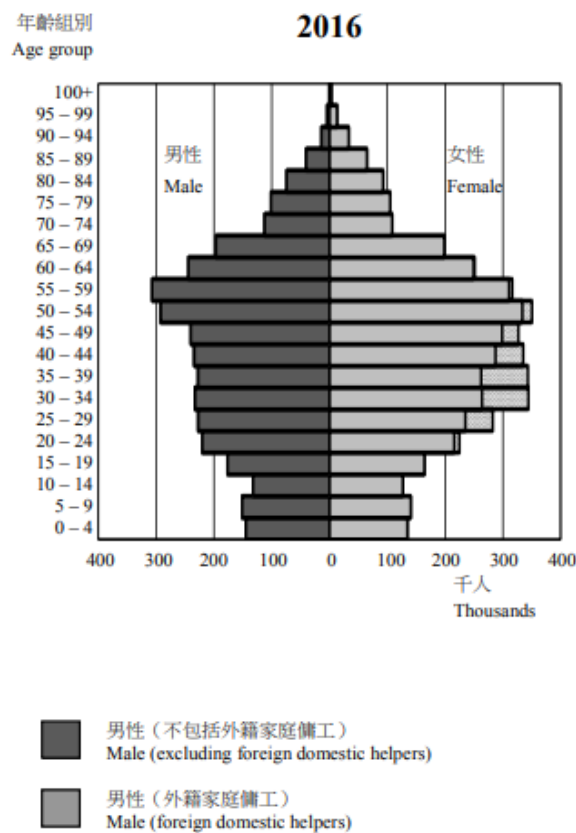
Studying the ageing situation of Hong Kong's population, it is resulted from the life expectancy for Hong Kong people among the longest in the world.

Below are the other part of figures from the report of “Demographic Trends in Hong Kong 1986-2016” that released in Dec, 2017 by the Census and Statistics Department of Hong Kong (SAR) Government that indicates the life expectancy of male and female population in Hong Kong. .

Table 1.1 (cont'd) Summary of key statistics

	1986	1991	1996	2001	2006	2011	2016
死亡 Mortality							
死亡人數 Number of deaths	25 912	28 429	32 176	33 378	37 457	42 346	46 905
粗死亡率（按每千名人口計算） Crude death rate (per 1 000 population)	4.7	5.0	5.0	5.0	5.5	6.0	6.4
嬰兒死亡率（按每千名活產嬰兒計算） Infant mortality rate (per 1 000 live births)	7.7	6.4	4.1	2.6	1.8	1.3	1.8
出生時平均預期壽命（年） Expectation of life at birth (years)							
男性 Male	74.1	75.2	76.7	78.4	79.4	80.3	81.3
女性 Female	79.4	80.7	82.7	84.6	85.5	86.7	87.3

Chart 2.1 Population pyramid, 2016



資料來源： 人口普查／中期人口統計的結果

As of 2016, men were living up to 81.3 years old on average where women lived up to 87 years old on average. (Table 1.1 & Chart 2.1).

Hong Kong is forecast to rank fifth in the world for cities with the largest percentage of older adults. By then, according to the World Health Organization, 40 per cent of the population will be over the age of 65.

As a result projected by the figures of Hong Kong Census, by 2050, the projected life expectancy of male is 85.73 years where female is 91.72 years. (Table E483).

Table E483 **Projected Hong Kong life tables, 2018-2066**
(first published on 8 September 2017)

Projected Hong Kong life table for males, 2050						
年齡 Age	確切年齡 x 歲和 $x+1$ 歲之間的死亡概率 Probability of dying between exact age x and age $x+1$	確切年齡 x 歲的尚存人數 Number of survivors at exact age x	確切年齡 x 歲和 $x+1$ 歲之間的死亡人數 Number of deaths between exact age x and age $x+1$	確切年齡 x 歲和 $x+1$ 歲之間的生存人年 Number of person-years lived between exact age x and age $x+1$	確切年齡 x 歲以上總生存人年 Total person-years lived after exact age x	確切年齡 x 歲的平均預期壽命 Expectation of life at exact age x
x	$q(x)$	$l(x)$	$d(x)$	$L(x)$	$T(x)$	$e(x)$
0	0.00100868	1 000 000	1 009	999 142	85 726 235	85.73

Projected Hong Kong life table for females, 2050						
年齡 Age	確切年齡 x 歲和 $x+1$ 歲之間的死亡概率 Probability of dying between exact age x and age $x+1$	確切年齡 x 歲的尚存人數 Number of survivors at exact age x	確切年齡 x 歲和 $x+1$ 歲之間的死亡人數 Number of deaths between exact age x and age $x+1$	確切年齡 x 歲和 $x+1$ 歲之間的生存人年 Number of person-years lived between exact age x and age $x+1$	確切年齡 x 歲以上總生存人年 Total person-years lived after exact age x	確切年齡 x 歲的平均預期壽命 Expectation of life at exact age x
x	$q(x)$	$l(x)$	$d(x)$	$L(x)$	$T(x)$	$e(x)$
0	0.00068839	1 000 000	688	999 415	91 717 776	91.72

The normal retirement age in Hong Kong is starting from 60 years old. From age 60 to age 85 or 90, there will be 25-30 years of life after retirement. This translates into a huge and growing so-called ‘silver hair market’ – creating opportunities for business across a range of sectors and industries.

In Hong Kong, the outbound tourism market is definitely one of the major industries contributing to Hong Kong's economy. The harvest years of life after retirement of age 60 in common, namely the “silver hair market”, will benefits to the size of market segment and potential spending power of tourism industry as well.

A survey of pilot study for the senior travellers in Hong Kong is conducted and elaborated in this article in order to find out the followings:

- 1) The travel motivations attributions of senior travellers in Hong Kong
- 2) The demographic background of the senior travellers segment in Hong Kong
- 3) The travel motivations towards travel intentions of senior travellers in Hong Kong.

LITERATURE REVIEW

The rapid development of Hong Kong's tourism has attracted more and more international attention and academic research. People's way of thinking travel and behavior are often subject to their background and many attributes, pull factors and push factors.

According to the source of Export.gov (2016), there are some reasons contributing to the rapid outbound tourism as explained below:

- (1) HK is a relatively small city with the most crowded population in the world. HK has insufficient recreation facilities. Therefore, HK citizens usually travel abroad when they have holidays.
- (2) HK is the third highest GPD per citizen in Asia. They have higher leisure money to spend.
- (3) HK has excellent accessibility with great infrastructure such as the awarded international airport, railways and subways, ferry, etc. Excellent location geographically as the hub in the Asia connects to the other continents.
- (4) Lots of the citizens in HK speak fluent English and able to understand English which encourage they travel to English speaking countries.
- (5) The Special Administrative Region (SAR) passport is very useful and convenient. The SAR passport holders can go to 156 countries and no need to apply visa.
- (6) Moreover, HK government does not have any limitation or control for bringing any currency out of HK. HK people have high freedom of bringing money for travel.

How about the senior tourists segment as projected to be increasing in the coming decades? What are their attributes and travel motivations to go travelling?

In many studies of tourism explain that travel can satisfy varies needs of different people. These studies help people possible to understand more about the tourist intentions of travel behaviour. (Baloglu & Uysal, 1996; Crompton, 1979; Gilbert & Terrata, 2001; Kozak, 2002; Mayo & Jarvis, 1981).

Apart from that, there is other study explaining that there are lots more variables affect tourists travel behaviour. Travel motivation is one of an important variable that indicating and directing the

preferences of tourists behaviour. Motivation is an internal factor to fulfil an internal desire, such as travel motivation leading to travel decision is fulfilling a need of satisfaction.

(Fodness, 1994).

Conceptual Framework

The concept of this study is developed from the theories of literature: "Affect, travel motivation, and travel intention: senior market" (SC Jang, Billy Bai, Clark Hu & Chi-Mei Emily Wu, 2009).

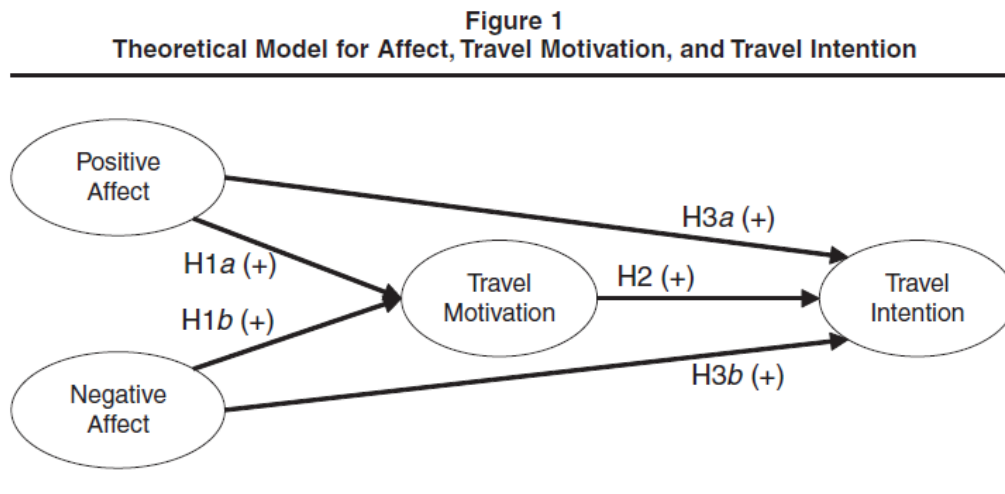
The research of this literature is to study the "seniors' affect" and "travel motivations", as well as to find out the relationship of these constructs. Also, explore the interrelationships about consequence of affect and motivation towards travel intentions of the seniors tourists (age 65 or above) in Taiwan.

From the study sample of Taiwanese seniors, "novelty seeking" is identified as the most important factor for travel. On the other hand, novelty-seeking also stimulated by affect and enhances travel intention, The findings of this literature is an exploratory study on senior tourists giving empirical support in learning more about the psychological aspects.

Apart from the above, the study of Hagan and Uysal's study (1991) also explains a large sample of senior travellers in US considering similar important travel motivators, including social opportunities, novel exposure, escape from stress of daily living.

Many literatures are done to study the tourism trend in Hong Kong, however, merely efforts is devoted to study about the psychological attributes such as travel motivations of Hong Kong's senior tourists. Thus, this study will apply the theories from the literatures and conduct a survey of plot study about the travel motivations and travel intentions of senior tourists in Hong Kong.

Hypothesis Development



Hypothesis 1: Degree of seniors' affecting variables influences the travel motivations; (Hypothesis 1b) has significant effects on the level of travel motivations.

Hypothesis 2: The seniors' travel motivations influence their travel intention significantly

Hypothesis 3: The level of affective states perceived by seniors influences their travel Intentions. Specifically, affect include positive (Hypothesis 3a) and negative respectively. (Hypothesis 3b) have effects on travel intentions significantly.

Grounded Methodology

Quantitative survey is adopted in this article. There are 50 senior travelers targeted in this survey. For the pilot survey, focus group is not practical to collect valuable details for grounding and developing sets of variables nor finding possible links among variables. Therefore, individual interviews for five senior representatives are conducted to replace focus group interview. The five senior representatives including: the retired senior executive from Hong Kong Tourism Board, the chief operation officer of an outbound travel agent, the senior executive of Travel Industry Council of Hong Kong and two retired educators who travel more than three times every year. It is hoped that the detail of information collected from these five senior representatives is useful for grounding variables in further development of the survey.

5 factors of travel motivations variables are agreed and grounded from the individual interviews of the five senior representatives.

Based on the insightful comments from the five senior representatives, the items under each factor are rewritten with better distinguished meaning that can explain and elaborate each factor. The 5 factors are adopted from the literature, only the items are improved for better interpretation as below.

- 1) H1: Education is positively and significantly related with all the travel motivation variables
- 2) H2: Gender is positively and significantly related with the travel motivation variables-Novelty Seeking.

Design of Research Instruments

The below questionnaire is developed base on the factors elaborated in the grounded process: The questionnaire is divided into two parts: demographic data and statements of travel motivation variables.

First part for demographic data and background information:

1. **Age**
2. **Gender:** MaleFemale
3. **Marital Status:** Married, Widowed, Single, Divorced
4. **Education Level:** Primary School or below, Secondary School, Technical or Vocational Institute
5. **Employment:** Employed Full-time Job, Employed Part-time Job, Contract or Temporary Job, Retired, Temporarily Unemployed, Housewife or Major Family Carer, Self-business Owner, Other

Second part for the statements of travel motivations:

Motivation Factors of Hong Kong Senior Travelers **Push Factors (Reliability Alpha)**

Factor 1: Novelty Seeking

I enjoy explore and experience new cultures from foreign countries.
I enjoy watch out new things that I am not usually seeing.
I enjoy participate cultural activities that I cannot find at home country.
I enjoy travel to some places that always in my wish list.

Factor 2: Self-Esteem

Available choices of good food and beverage outlets are important.

I want good food, comfortable place and luxury.

To go someplace fashionable and indifferent is important for me in a vacation.

To me, the kind of accommodations and service is very important when go travel.

Factor 3: Ego Enhancement

I share to everyone about my holiday when I go back home.

I like to talk about what I have learnt in the trip when I return.

I like to be capable to speak about the places and things that I have visited and seen in the trip.

I like to talk to everyone about my favourite elements in the vacation when return.

Factor 4: Socialization

I like to visit the places that my family originally came from.

I like to get along with my family and friends in a vacation.

I like to meet and social with foreign people while travel.

I like to join different tour to meet new companions in vacation.

Factor 5: Rest and Relaxation

I like to slow down and do nothing in vacation.

I have worries free about my daily life, work and family while in vacation.

I am very happy to have no deadlines when having a vacation.

I just want to take more rest and relax in vacation.

Scale development

The formal questionnaire will be listed by separation of 5 factors. There are 3 items under each factor.

Likert Scale is applied in this survey as to ask the "Level of Agreement" from respondents in answering the series of statements in the questionnaire. (Vagias, Wade M. (2016))

The common 5-point Likert Scales is adopted:

0 = strongly disagree, 2.5 = disagree, 5 = neutral, 7.5 = agree, 10 = strongly agree.

Sampling Design

"One of the real advantages of quantitative methods is their ability to use smaller groups of people to make inferences about larger groups that would be prohibitively expensive to study" (Holton & Burnett, 1997, p. 71)

Since individual interviews for five senior representatives are conducted respectively, the following survey are targeted to collect data from 50 senior travelers by distributing questionnaires to travel agents through the senior executives, elders' home through social workers and the "Life Journey Centre" at Homantin that run by the Senior Citizen Home Safety Association.

The five senior representatives will be excluded from the questionnaire survey in order to collect more fair views from the public.

SPSS is used for statistical output to analyze the data. The general demographic data and travel characteristics are summarized by descriptive statistics method.

Limitations

This study has consulted the experts' opinions before pre-test. And a pre-test is done on a group of 5 senior representatives. Nevertheless, the survey eventually that being conducted on 50 respondents is considered small sample size due to limited time, manpower and resources.

Evidence of Piloting of Research Instrument

There is a limitation as this is considered a non-random sampling design. The respondents are limited found nearby this center and through the travel agents and social workers. The sampling frame is designed to start at the retirement age, those the elders aged 60 or above that have traveled out of Hong Kong in the past one year. In average each respondent spend half an hour to complete the questionnaires due to different level of communication ability.

A pilot sample of 50 questionnaires had been collected from the senior representatives, elders' home and social workers. The analysis of the respondents' background information indicates as in the following tables.

Frequency Table

Statistics

Age (years)

N	Valid	50
	Missing	0
Mean		62.1600

1) The age of respondents start at 60 or above. The mean of age of all 50 respondents is 62.16.

		Age (years)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	60.00	16	32.0	32.0	32.0
	61.00	9	18.0	18.0	50.0
	62.00	8	16.0	16.0	66.0
	65.00	7	14.0	14.0	80.0
	63.00	6	12.0	12.0	92.0
	64.00	2	4.0	4.0	96.0
	70.00	1	2.0	2.0	98.0
	72.00	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

2) The age spread from 60 to 72 years old. Majority of respondents is at age 60 (32%). The minority is age 64 or above as only 8% of the total respondents.

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	29	58.0	58.0	58.0
	male	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

3) 16% slightly more number of respondents is female, where 58% is female and 42% is male.

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	31	62.0	62.0	62.0

Divorced	11	22.0	22.0	84.0
Widowed	5	10.0	10.0	94.0
Single	3	6.0	6.0	100.0
Total	50	100.0	100.0	

- 4) Majority of the respondents are married (62%). The rest are divorced (22%) and widowed (10%). The least number of respondents is Single (6%).

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	19	38.0	38.0	38.0
	Primary School or below	16	32.0	32.0	70.0
	Technical or Vocational Institute	8	16.0	16.0	86.0
	Degree Graduate or above	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

- 5) 38% of the respondents which majority is secondary school educated. The similar number of respondents is 32%, primary school educated or below. Minority of respondents receive higher education where 16% is technical or vocational school educated and only 14% is degree holder or above.

		Employment			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed Part-time Job	14	28.0	28.0	28.0
	Employed Full-time Job	10	20.0	20.0	48.0
	Retired	9	18.0	18.0	66.0
	Housewife or Major Family Carer	9	18.0	18.0	84.0
	Contract or Temporary Job	7	14.0	14.0	98.0
	Self-Business Owner	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

- 6) Over half of the respondents are engaged at work. 28% of respondents is having part-time job, 20% with full-time job, 14% on contract or temporary work, and 2% is self-business owner.
- 7) Considering majority of the respondents are at age 60 to 64, most of them still need to work. Therefore, only 18% of respondents are retired.
- 8) 62% are married and 58% is female in this sample of pilot survey, thus, 18% is housewife or family career.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Novelty Seeking, enjoy travel to places always in wish list	50	4	5	4.66	.479
Novelty Seeking, join foreign cultural activities	50	3	5	4.28	.640
Novelty Seeking, new cultures	50	3	5	4.26	.633
Novelty Seeking, observe foreign living	50	3	5	4.10	.614
Socialization, gathering with friends and family	50	3	5	4.00	.782
Relaxation, take more rest and relax in vocation	50	3	4	3.74	.443
Relaxation, worries free about my daily life, work and family	50	3	4	3.60	.495
Ego Enhancement, share to everyone about my holiday	50	2	4	3.60	.606
Relaxation, slow down and do nothing	50	2	4	3.40	.606
Ego Enhancement, share my favourite elements in trip	50	2	4	3.18	.596
Self Esteem, accommodations and service is important	50	2	4	3.18	.629
Self Esteem, good outlets for food and drinks	50	2	4	3.18	.523
Relaxation, no deadlines when having a vacation	50	2	4	3.16	.584
Ego Enhancement, capable to talk about the places	50	2	4	3.16	.548
Ego Enhancement, share what learnt in trip	50	2	5	3.16	.889
Socialization, meet new accompanies in vocation	50	2	3	2.72	.454
Socialization, visit family	50	1	3	2.44	.611
Socialization, social with foreign people	50	1	3	2.36	.802
Self Esteem, luxury, good food & places	50	1	3	1.88	.659
Self Esteem, fashionable and indifferent destination	50	1	3	1.86	.606
Valid N (listwise)	50				

- 1) Further to the descriptive table, the mean of 5 independent variables is lower than 3. The respondents disagree these 5 variables will affect their travel intention.
- 2) The mean score of 3 variables in the category of socialization is below than 3. It implies that the majority of respondents do not agree that the main activities of socialization are the key consideration for travel.
- 3) For visiting family under socialization, the mean score is 2.44. It implies that this sample of respondents not agree that going to travel is for visiting families, maybe, perhaps the majority figures are married, their family are in Hong Kong, not necessary to travel and visit family member.
- 4) In the category of socialization, the mean score of meeting new accompanies in tour is 2.72 where social with foreign people is 2.36. This indicate that respondents are disagree these two are the travel motivation factors for them.
- 5) There are two independent variables in the category of self-esteem got the mean score below 3, which are having luxury, good food and places (1.88) and fashionable and indifferent destination (1.86). The respondents do not agree these two variables can push them to travel.

Factor Analysis

Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.402	22.010	22.010	3.163	15.817	15.817
2	2.976	14.878	36.888	2.381	11.905	27.722
3	2.175	10.873	47.762	2.255	11.274	38.996
4	1.649	8.244	56.005	2.243	11.214	50.210
5	1.548	7.742	63.747	2.156	10.778	60.987
6	1.384	6.922	70.669	1.819	9.096	70.084
7	1.281	6.407	77.075	1.398	6.992	77.075
8	.789	3.947	81.022			
9	.715	3.575	84.597			
10	.596	2.982	87.580			
11	.538	2.692	90.272			
12	.411	2.053	92.325			
13	.388	1.942	94.268			
14	.277	1.384	95.652			

15	.236	1.180	96.832			
16	.201	1.005	97.837			
17	.150	.748	98.584			
18	.125	.627	99.212			
19	.097	.485	99.697			
20	.061	.303	100.000			

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component						
	1	2	3	4	5	6	7
Novelty Seeking, new cultures	.028	.057	.076	.524	.436	-.197	.204
Novelty Seeking, observe foreign living	-.035	-.121	.070	.122	.026	.844	.178
Novelty Seeking, join foreign cultural activities	.327	-.175	.404	.016	.047	.538	-.358
Novelty Seeking, enjoy travel to places always in wish list	.094	-.029	.071	-.092	.070	.081	.891
Self Esteem, good outlets for food and drinks	.119	.015	-.101	.665	-.009	.385	.040
Self Esteem, luxury, good food & places	-.732	-.222	.122	-.318	-.246	-.057	-.169
Self Esteem, fashionable and indifferent destination	.819	.088	-.225	-.125	-.154	-.028	-.002
Self Esteem, accommodations and service is important	.206	.692	-.395	.182	.058	-.096	-.141
Ego Enhancement, share to everyone about my holiday	-.145	-.103	.919	.003	-.073	.059	.016
Ego Enhancement, share what learnt in trip	.323	.799	.082	-.071	.127	-.178	.115
Ego Enhancement, capable to talk about the places	-.100	.532	-.092	.631	-.016	.084	-.234
Ego Enhancement, share my favourite elements in trip	-.097	.001	.069	.065	.888	.081	.018
Socialization, visit family	-.414	.117	.775	.110	.286	.023	.027
Socialization, gathering with friends and family	.589	-.177	.028	-.107	-.080	-.642	.082

Socialization, social with foreign people	.838	.271	-.175	.075	.163	-.052	-.105
Socialization, meet new accompanies in vocation	.449	.315	-.137	-.124	.585	.276	.121
Relaxation, slow down and do nothing	-.249	-.057	-.232	.273	-.520	.028	.464
Relaxation, worries free about my daily life, work and family	-.267	-.502	-.051	-.594	-.043	-.039	.000
Relaxation, no deadlines when having a vacation	-.246	-.250	.335	.687	-.242	.023	-.188
Relaxation, take more rest and relax in vocation	-.154	.573	.399	.042	-.522	.259	.021

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Transformation Matrix							
Component	1	2	3	4	5	6	7
1	.749	.446	-.398	.079	.249	-.110	.024
2	-.131	.438	.345	.700	.125	.400	-.076
3	.133	-.227	.398	-.277	.810	.191	.048
4	.210	-.508	-.380	.185	-.100	.693	.173
5	.504	.037	.549	-.284	-.481	.247	-.264
6	-.082	.358	.107	-.287	-.132	.192	.847
7	.314	-.412	.327	.479	-.080	-.462	.418

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Regression

H1: Education is positively and significantly related with all the travel motivation variables.

- 1) A regression analysis is run for testing the hypothesis, figures are shown in the model summary
- 2) The R value is 0.769 which represents a high degree of correlation among the variables.
- 3) The R² value is 0.850 shows how much the dependent variables: education level can be explained by the independent variables (all 20 travel motivators variables)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.309	.85025

a. Predictors: all 20 variables

- 4) The ANOVA table shows the significance of the regression model. The p is 0.034 which is <0.05. It is sufficient to predict the outcome.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.315	20	1.516	2.097	.034 ^b
	Residual	20.965	29	.723		
	Total	51.280	49			

a. Dependent Variable: Education

b. Predictors: all 20 variables

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.864	5.274		1.302	.203
	Novelty Seeking, new cultures	.027	.256	.017	.107	.915
	Novelty Seeking, observe foreign living	-.234	.307	-.140	-.761	.453
	Novelty Seeking, join foreign cultural activities	-.288	.277	-.180	-1.040	.307
	Novelty Seeking, enjoy travel to places always in wish list	-.529	.327	-.247	-1.616	.117
	Self Esteem, good outlets for food and drinks	.335	.316	.171	1.059	.298
	Self Esteem, luxury, good food & places	.253	.471	.163	.538	.595
	Self Esteem, fashionable and indifferent destination	.731	.429	.433	1.703	.099

Self Esteem, accommodations and service is important	.051	.343	.031	.147	.884
Ego Enhancement, share to everyone about my holiday	.464	.419	.275	1.106	.278
Ego Enhancement, share what learnt in trip	-.083	.268	-.073	-.311	.758
Ego Enhancement, capable to talk about the places	-.397	.373	-.213	-1.065	.296
Ego Enhancement, share my favourite elements in trip	-.132	.390	-.077	-.339	.737
Socialization, visit family	-.182	.486	-.109	-.374	.711
Socialization, gathering with friends and family	-.461	.276	-.353	-1.672	.105
Socialization, social with foreign people	.364	.382	.286	.955	.348
Socialization, meet new accompanies in vocation	-.058	.487	-.026	-.119	.906
Relaxation, slow down and do nothing	-.393	.294	-.233	-1.338	.191
Relaxation, worries free about my daily life, work and family	.513	.446	.248	1.150	.260
Relaxation, no deadlines when having a vacation	.316	.355	.180	.890	.381
Relaxation, take more rest and relax in vocation	-.781	.496	-.338	-1.576	.126

a. Dependent Variable: Education

5) In general, Education is sufficient enough to affect the travel motivation variables.

6) Therefore, H1 is accepted

Regression

H2: Gender is positively and significantly related with the travel motivation variables-Novelty Seeking.

- 1) A regression analysis is run for testing the hypothesis
- 2) The R value is 0.353 which represents a lower correlation among the variables.
- 3) The R² value is 0.125 shows how much the dependent variables can be explained by the independent variables

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.353 ^a	.125	.047	.48668
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a. Predictors: (Constant), Novelty Seeking, enjoy travel to places always in wish list, Novelty Seeking, new cultures, Novelty Seeking, join foreign cultural activities, Novelty Seeking, observe foreign living

4) The ANOVA table shows the significance of the regression model. The p is 0.189 which is insufficient to predict the outcome.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.521	4	.380	1.606	.189 ^b
	Residual	10.659	45	.237		
	Total	12.180	49			

a. Dependent Variable: Gender

b. Predictors: (Constant), Novelty Seeking, enjoy travel to places always in wish list, Novelty Seeking, new cultures, Novelty Seeking, join foreign cultural activities, Novelty Seeking, observe foreign living

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.187	1.001		.186	.853
	Novelty Seeking, new cultures	.149	.111	.189	1.343	.186
	Novelty Seeking, observe foreign living	-.157	.125	-.193	-1.258	.215
	Novelty Seeking, join foreign cultural activities	.264	.119	.338	2.210	.032
	Novelty Seeking, enjoy travel to places always in wish list	.059	.152	.057	.388	.700

a. Dependent Variable: Gender

- 5) Only the “novelty seeking, join foreign cultural activities” the P is 0.032 < 0.05, which is sufficient enough.
- 6) In general, gender is insufficient enough to predict the travel motivation – novelty.
- 7) Therefore, H2 is rejected.

Implications for marketing of tourism industry

From the outcome of demographic data, the majority of the respondents are age at 60-64.

38% of the respondents which majority is secondary school educated. The similar number of respondents is 32%, primary school educated or below. Minority of respondents receive higher education where 16% is technical or vocational school educated and only 14% is degree holder or above.

This reflects that the majority of respondents aim to seek for novelty in travel. The respondents would relatively love to explore new cultures, rather than consume luxury items or social with new people.

Over half of the respondents are engaged at work. 28% of respondents is having part-time job, 20% with full-time job, 14% on contract or temporary work, and 2% is self-business owner. This reflects that although elders over age 60 may be less busy than middle age adults, majority of them still would like to go travel for relaxation as larger portion of them still engaged in different format of work life. Only 18% of respondents are retired.

Besides, 62% are married and 58% is female in this sample of pilot survey, thus, 18% is housewife or family career. One of the travel motivator factors is to get together with friends and family. Respondents are motivated to travel as they find travel is a great chance to spend time with their beloved friends and family, which is the factor they cherish, rather than exploring luxury or fashionable places.

Changes in Family and Household Characteristics

Firstly, there are more aggregate families. Since there are more elderly, more unmarried couples and more re-married couples with children of their former spouses, the family combination is becoming more complex than ever. In addition, there will be more single parent families and more divorced singles.

Secondly, there is a significant decline in the household size. It dropped from 4.3 percent in 2001 to 1.2 percent in 2015. The number of household per unit also dropped.

Thirdly, families become wealthier. This can be reflected from the increase number of home owners and the general increase in family income. More and more married women are working women but not full time housewife. Their participation in workforce generates more income for the families. Hong Kong people living in public rental housing has dropped from 31.8 percent in 2001 to 29.6 percent in 2015, whereas people own their private permanent housing has increased from 49 percent in 2001 to 51.5 percent in 2015.

Changes in Buying Behavior

Firstly, the population believes that product differentiation is required in Hong Kong, not only for the basic demographic and psychographic differences, but also as a way to differentiate status. An obvious example is the private vehicle. Benz and Rolls Royce are for the proprietors; Toyota and Honda are for the middle managers etc... There are also more classes of department stores than in the past. From well-known Top bands like Harvey Nichols and Lane Crawford, more middle class style like Marks and Spender and Sogo, down to more basic one like Jusco. Supermarkets also become much diversified. From City Super selling top fresh oysters and raw beef, to Market Place, 360, International, targeting in middle classes, to more basic like Welcome and Park'n, tailor for different social classes. A similar phenomenon is found even in smaller retailer shops, groceries, beauty salons, restaurants and boutique shops.

One dramatic change in Hong Kong people buying behavior is shopping online. From most recent smart phone to daily groceries, from local clothing to international fine wine, it is more than common that people shop in the internet. Of course it is a global trend, but the extreme high penetration rate of wireless network and low cost of the monthly fee also contribute to this phenomenon.

From the foregoing facts, it can be visualized that there are new demographic and

psychographic segments emerging. The exiting segments are also disintegrating into smaller segments. As a result, lifestyles of the population keep on changing. Travel products have to be more differentiated and each of them may be suitable to a particular segment. General advertising may be too costly for these differentiated and specialized products. The wastage of general advertising may be high. New marketing strategies and techniques are required to launch the differentiated or specialized products to the targeted populations.

Implications to tourism industry and future study

The existing literature and result of survey on demographic statistics, which is useful and applicable for further study that provided primary data for more in-depth survey and study.

For future study, more factors can be studied includes: safety concern, design of package tours, supplementary service, and marketing strategies, etc. in particular for senior tourists segment. This translates into a huge and growing so-called 'silver hair market' – creating opportunities for business across a range of sectors, benefits to tourism industry as well.

A segmentation analysis aiming to study the consumer behavior of "silver-hair residents" in Hong Kong is well worthy to study more in-depth.

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