



## MODERN SENIOR TOURISM IN THE CONTEXT OF YOUNG PEOPLE TOURIST ACTIVITY IN POLAND

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### Abstract

Owing to the world demographic situation, the phenomenon of senior tourism is dynamically developing. More and more retired people want to travel and get to know new places. Therefore, the paper aims to compare the tourist activity of retired people and that of mobile working age people. The results obtained in the performed analysis allow to conclude that the tourist activity of pensioners and of young people is not similar. On the basis of the analysis of the selected characteristics of tourist activity and the seniors' age with the use of the chi-squared test, the authors pointed at the relationships occurring among these characteristics. The comparative analysis showed that the tourist expectations of the studied groups are different. The results prove that the diversity of travel concerns many problems.

### Key words

tourist activity of pensioners, senior tourism in Poland, chi-squared test

## INTRODUCTION

The ageing of the societies in the developed countries has been observed for years, with a specific culmination point in Europe in the year of 2004, when the number of seniors exceeded the number of the youngest population (under 14 years of age). As Śniadek (2006) points, in 2020, 25% of the European Union inhabitants will belong to the 60+ group. This results mainly from the phenomenon of compensation for the losses from the period of World War II, observed in its strongest form in Europe and the United States in the years of 1946–1964.

The bigger and bigger number of the retired results in an increasing number of pensioners taking part in tourist journeys. Owing to the demographic situation,

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the phenomenon of senior tourism is dynamically developing. Senior tourism is included, among others, to social tourism, the term covering also any concepts and phenomena bound with the participation of low-income social groups in tourism. Among the main beneficiaries of social tourism, as Górska (2010) maintains, there are children and youth, the disabled, elderly people, families in specific situations. Senior tourism is often enumerated with reference to disabled people tourism. Buhalis and Darcy (2011) indicate the handicapped groups, pointing at elderly people as one of them. Also, according to Gonzalez (2008), the elderly remains one of the three groups of the research interest regarding the tourism of the disabled. Darcy and Dickson (2009) describe the potential of the whole group within tourism accessible in the context of demographic changes.

Research concerning senior tourism has been performed by many investigators all around the world, including Poland; therefore, it is possible to point at the main research streams. One of the most important refers to travelling motivation. In this field, the following references can be distinguished, among others: Alén et al. (2017), Boksberger and Laesser (2009), Carneiro et al. (2013), Fleischer and Pizam (2002), Hsu et al. (2007), Jang et al. (2009), Littrell et al. (2004), Lohmann and Danielsson (2001), Nikitina and Akimova (2017), Patterson (2002), Prayag (2012), Sangpikul (2008), Tikkanen (2007), Ward (2014), Zsarnóczyky et al (2016).

Another stream focuses on the accommodation and gastronomic facilities for seniors. Here, the following works can be enumerated: Chen et al. (2013), Hjalager and Richards (2003), Huang and Tsai (2003), Lieux et al. (1994), Losada et al. (2017), Oliveira et al. (2018).

Research exploring the influence of tourism on seniors' health and quality of life has also been developed. These issues were described by the following authors, among others: Dann (2002), Hunter-Jones and Blackburn (2007), Milman (1998), Zambianchi (2017).

Senior tourism in Poland has been studied by a number of researchers, e.g. Grzelak-Kostulska et al. (2010, 2011), Grzelak-Kostulska and Hołowiecka (2012), Ociepka and Pytel (2016), Pytel, Rahmonov (2018), Pytel (2017, 2018), Oleśniewicz et al. (2015), Oleśniewicz and Widawski (2015), Straś-Romanowska (2005), Szatur-Jaworska (2010), Szukalski (2008), Śniadek (2006, 2007), Widawski (2010, 2011).

Among works comparing tourist travels of seniors and other social groups, a study by Moisey and Bichis (1999) is worth emphasizing. It focuses on the analysis of differences between senior tourists (50+) and non-senior ones with reference to their motivation to visit places bound with nature, as well as to the paradigm of their travelling and recreational activities. The main purpose of a study by Lehto et al. (2008) was the assessment of similarities and differences between the travellers of the baby boomer generation and of the silent generation (people born in years 1920–1940). The authors observed similarities and differences in the tourism types and the tourist activity of the studied groups. In turn, Shavanddasht (2018)



aimed at presenting the features of grandparents, determining who they were, and investigating the differences in their motivation to travel with spouses and grandchildren or without grandchildren; an approach based on market segmentation was applied. An article by Ishida et al. (2017) points at differences among five generations of tourists. The authors carried out a questionnaire among American tourists; the results proved that there were generation gaps with regard to factors influencing incoming tourism.

On the basis of the literature, one can conclude that studies of the relationships between seniors' journeys and those of people in other age groups have been quite scarce. Therefore, a research gap can be identified, and the authors will attempt to fill it. The gap refers to a comparison between the tourist travels of elderly people and those of their children.

The identification of the research gap allowed the authors to set a goal which consists in depicting the regularities occurring in the tourism of retired people and that of mobile working age people. These are presented on the basis of the analysis of relationships between variables depicting tourist activity and the tourists' age. The research area is Poland, since it is a good representative of the post-communist countries of central Europe, in which the processes studied look similar.

Tourist activity, developing in an exceptionally resilient way in the recent years, is not only a factor, but also a measure of the level of people's quality of life. It belongs to the phenomena most difficult to describe in the methodology of social studies. Tourist activity is an effect of the simultaneous impact of numerous conditions within the economic, social, and psychological spheres of societies.

As Alejziak (2011) indicates, tourist activity is most frequently understood as the entirety of people's occupations and actions related to their participation in tourism. With reference to specific journeys, it is a process beginning long before a given journey takes place and usually still lasting for a certain time after the return. Thus, the following four basic stages of tourist activity can be distinguished:

- the emergence and perception of specific needs, which, bound with the motives, transform into journey aims, generating tourist activity;
- gathering information and making decisions with regard to undertaking tourist activity;
- participation in tourism itself (departure – stay – return);
- behaviours related to the participation in tourism which occur after the return.

In the context of an attempt to assess senior tourism functioning, the group that the phenomenon refers to should be determined first. In fact, some discrepancies can be observed here. Oleśniewicz et al. (2015) point at a diversified approach towards senior age among various researchers. Hossain et al. (2003) use the term *senior* with regard to the age group of 55+. Moreover, they divide the senior group into elder seniors (aged 65+) and younger seniors (between 55 and 64 years of age).



For Alcaide Casado (2005), the senior age begins with 55 years of age. He considers this moment a significant turning point, as it is accompanied by the emergence of new, specific needs related to age. Condition changes also appear which are predictable and refer mainly to physical complaints. Lee and Tideswell (2005), as well as Garcia Sastre and Martorell Cunill (2007) point at the age of 60 years as an important time point of changes; in the majority of people, this is when the life rhythm is modified and needs different from those present so far arise. According to the World Health Organization, the elderly age can be divided into the following stages: the pre-elderly age (45–59 years), early old age (60–74 years), intermediate old age (75–89 years), and late old age or longevity (starting at the age of 90 years and lasting until death).

The criterion of the baseline age in the definition of a senior often refers to the beginning of retirement age. The authors realize that assuming the retirement criterion to define the specific age group is bound with several limitations; nevertheless, for the needs of the paper, the fact of retirement was accepted as the moment of entering the senior age.

## **MATERIAL AND METHODS**

Statistical data concerning the outgoing tourism of pensioners were obtained from the questionnaire studies entitled 'Tourism and recreation in households,' performed by the Central Statistical Office in Poland (GUS, 2001, 2005, 2009, 2013). The questionnaire referred to information concerning, among others, the seniors' preferred ways of spending time intended for recreation, their participation in domestic and foreign journeys, specifying the motivation, directions, and seasonal character of the journeys, and – in the case of seniors who did not travel – explaining the reasons for not engaging in tourist journeys.

For the needs of the presented paper, only selected aspects of tourist activity were investigated, such as:

- the character of the planned journeys;
- the number of the journeys;
- the accommodation facilities;
- months in which the journey took place;
- the distance from the place of permanent residence;
- the form of the journey;
- the agents of the purchased services;
- the means of transportation used to reach the destination.

The material was elaborated with the use of the chi-squared test, an important nonparametric test, employed in determining the measurement error in the life, technical, and social science. It is among the most often applied tests of statistical significance in the field of social science. Its purpose is to study the relationships



between two nominal (categorical) variables on the basis of a comparison of observed values (i.e. those obtained in a research) with expected values. If the difference between the observed and expected values is big (statistically significant), one can conclude that a relationship occurs between the variables.

The formula for the independence chi-squared test is as follows:

$$\chi^2 = \sum_{j=1}^k \frac{(O_j - E_j)^2}{E_j}$$

where:

$\chi^2$  – the chi-squared test;

$O_j$  – the observed number for a given group;

$E_j$  – the theoretical number for a given group.

It is a key issue to put forward the H0 and H1 alternative hypotheses:

- H0: age does not affect the selected elements of tourist activity;
- H1: age affects the selected elements of tourist activity.

To verify if the value of a chi-squared statistic points at a statistically significant relationship, we have to check, with the use of the chi-squared distribution table, if the given value indicates statistically significant differences. In order to do this, we need to know the chi-squared statistic value (the result of the chi-squared test), the number of the degrees of freedom (df), which depends on the number of the analysed groups of people, and the level of significance (p). The number of the degrees of freedom and the assumed level of significance will indicate the critical value of the chi-squared distribution in the table. If the calculated value of the chi-squared test in the study is bigger than the critical value in the table, we will reject the zero hypothesis H0 to the advantage of the alternative one.

## RESULTS

The research by Oleśniewicz and Widawski (2015) proves that practising tourism by seniors is related with taking care of an appropriate level of physical activity, and wish to experience something new, to develop passions. In turn, obstacles in undertaking tourist activity are neither financial problems nor physical condition (as many as 78% of respondents are satisfied with it), but mainly lack of original, stereotype-breaking offers, such as topical trips, regional cycles, or offers bound with actively spending leisure time for single seniors.

In 2013, as many as 84.7% of Polish seniors did not plan any journey. The rest took part mainly in independent (9.5%) and organized (4.1%) domestic journeys. The smallest group of seniors (merely 1.2%) enjoyed organized foreign journeys (Table 1).

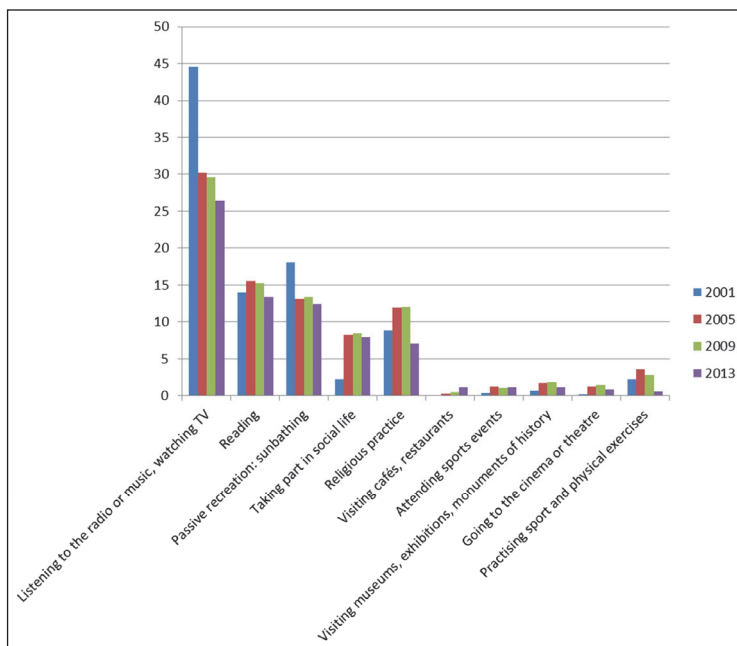


**Table 1** Participation in planned holiday journeys including at least 4-night accommodation in 2013 in Poland (%)

Tourists' age	People planning holiday journeys				People not planning holiday journeys	Not applicable
	domestic		foreign			
	organized	individual	organized	individual		
65 years or more	4.1	9.5	1.2	1.4	84.7	0.4

Source: own elaboration based on Central Statistical Office data (GUS)

On observing that so few seniors travel, one can ask how they spend their free time intended for recreation. In 2013, the favourite way of spending free time for 26% of seniors was listening to music or to the radio, and watching television. Over 13% relaxed reading, and 12% sunbathing or resting in a deckchair. Wandering, walking, and cycling were the perfect way of spending leisure time intended for recreation for 9% of seniors, and resting in the open for almost 9%; ca. 7% visited their allotments or practised religious services. The remaining forms of tourist activity were chosen by few seniors (1%).



**Figure 1**

Favourite ways of spending leisure time intended for recreation among seniors in 2001, 2005, 2009, and 2013 in Poland (%)

Source: own elaboration based on Central Statistical Office data (GUS)



The analysis of the changes in the ways of spending leisure time shows that the share of the most favourite occupation, i.e. listening to music or to the radio, and watching television, decreased substantially from 44.6% in 2001 to 26.4% in 2013. Considerable modifications were also observed in passive recreation: in 2001, it was practised by as many as 18%, and in 2013 only 12.4%. One could hypothesize that a change in the way of spending free time is taking place among 21<sup>st</sup> century seniors. Contemporary seniors are better educated and more conscious that spending leisure time in front of a TV-set is not beneficial, and passive recreation is not, either (Figure 1).

The new senior society spend their time following their hobbies, attending religious services, going to the cinema or to the theatre, and visiting museums, exhibitions or monuments of history. In all these realms, a rising trend is observed. The changes are very advantageous, and they reflect the increasing consciousness of the Polish 21<sup>st</sup> century pensioners. What could be less satisfying is the sole fact that the modifications are still slight.

### **Relationship analysis**

In order to identify the factors indicating the occurrence of relationships between the tourists' age and the characteristics describing the tourist activity, the independence  $\chi^2$  test was applied. The conditioning of seniors' journeys was compared with those of young people aged 25–44 years, i.e. in their mobile working age. In the presented tables, the rows, apart from the last ones, show the partial and general numbers of the variable categories whose relationships were investigated. The last rows inform about the values of the  $\chi^2$  statistics, the number of the degrees of freedom (df), and the critical level of significance (p).

The first of the analysed factors was the character of the planned holiday journeys (Table 2). The calculated value of the chi-squared statistic (3813.4) is bigger than the critical value provided in the distribution table (24.32). Therefore, we reject the zero hypothesis to the advantage of the alternative one and conclude that age influences the character of the planned journeys. The character of the planned journeys is different among seniors and among young people. Although both the majority of the young (76%) and of seniors (40%) choose a relaxation stay, there are considerable discrepancies. The situation turns out similar in the case of meetings with relatives and acquaintances: they are important for 10% of the young but for as many as 32% of pensioners.



**Table 2** The character of the planned holiday journeys in 2013 in Poland

Character of the planned journeys	Tourists' age	
	25–44 years	65 years or more
Relaxation stay	8894	2181
Therapy course	47	890
Sightseeing tour	995	298
Practising sport, hobby	281	16
Developing competences, education	59	16
Meetings with relatives and acquaintances	1276	1769
Visiting own allotment	59	174
Others	82	76
<b>Total</b>	<b>11,691</b>	<b>5420.6</b>
<b>Chi-squared test = 3813.4</b>	<b>df = 7</b>	<b>p &lt; 0.001</b>

Source: own elaboration based on Central Statistical Office data (GUS)

The investigation of the relationships between the number of the journeys among young people and the retired resulted in similar outcomes (Table 3). The calculated value of the chi-squared statistic (21) is bigger than the critical value provided in the distribution table (18.46). Therefore, we reject the zero hypothesis to the advantage of the alternative one and conclude that age influences the number of the journeys. In both age groups, over 80% travel up to five times a year; however, more than 10% of young people travel up to 10 times, and 3% up to 20 times, whereas among pensioners these values turn out much lower.

**Table 3** Participants of short-term domestic journeys by the number of journeys in 2013 in Poland

Number of the journeys	Tourists' age	
	25–44 years	65 years or more
1	1158	251
2–5	1277	259
6–10	299	29
11–20	86	8
Over 20	50	7
<b>Total</b>	<b>2870</b>	<b>554</b>
<b>Chi-squared test = 21</b>	<b>df = 4</b>	<b>p &lt; 0.001</b>

Source: own elaboration based on Central Statistical Office data (GUS)



The comparative analysis of the accommodation facilities and the tourists' age proves that, as in the above mentioned cases, there is a relationship between these elements (Table 4). This arises from the fact that the calculated value of the chi-squared statistic (232.3) is bigger than the critical value provided in the distribution table (31.26). Therefore, we reject the zero hypothesis to the advantage of the alternative one and conclude that age influences the accommodation facilities. Most young people (64%) choose staying with relatives, but this share increases to 76% among seniors. The remaining forms of accommodation for short-term domestic journeys have not much appeal among the studied age groups.

**Table 4** Short-term domestic journeys by the type of the accommodation facilities in 2013 in Poland

Accommodation facilities	Tourists' age	
	25–44 years	65 years or more
Hotel, motel	1047	77
Excursion house, shelter	139	15
Holiday recreational centre	131	11
Private accommodation	724	58
Agritourist accommodation	163	8
Camping site	121	5
Bungalow	73	4
Sanatorium	2	0
Means of transportation (cruise ship, train, car, bus)	26	0
Other rented accommodation	22	10
Staying with relatives	4907	983
Own summer house	271	115
Others	68	3
<b>Total</b>	<b>7694</b>	<b>1289</b>
<b>Chi-squared test = 232.3</b>	<b>df = 11</b>	<b>p &lt; 0.001</b>

Source: own elaboration based on Central Statistical Office data (GUS)

The calculated value of the chi-squared statistic (77) when comparing the months in which the journey took place and the tourists' age is bigger than the critical value provided in the distribution table (31.26). Therefore, we reject the zero hypothesis to the advantage of the alternative one and conclude that age influences the months in which the journey took place (Table 5). Above 10% of seniors travel between April and September; in the case of young people, more than 10% travel between May and August. Young people also turn out more inclined than pensioners to travel in winter.



**Table 5** Short-term domestic journeys by the months in which the journey took place in 2013 in Poland

Months in which the journey took place	Tourists' age	
	25–44 years	65 years or more
January	291	43
February	404	35
March	388	68
April	467	127
May	953	164
June	865	155
July	1331	164
August	1127	186
September	520	130
October	430	87
November	281	39
December	636	89
<b>Total</b>	<b>7693</b>	<b>1287</b>
<b>Chi-squared test = 77</b>	<b>df = 11</b>	<b>p &lt; 0.001</b>

Source: own elaboration based on Central Statistical Office data (GUS)

When analysing the relationship between the tourists' age and the distance from the place of permanent residence, we can similarly presume that it is statistically significant (Table 6). The calculated value of the chi-squared statistic (225.1) is

**Table 6** Short-term domestic journeys by the distance from the place of permanent residence in 2013 in Poland

Distance from the place of permanent residence	Tourists' age	
	25–44 years	65 years or more
Up to 50	1316	439
51–100	2147	296
101–200	2008	250
201–300	1031	157
301–500	908	86
501–700	223	44
701–1000	46	14
Over 1000	23	0
<b>Total</b>	<b>7702</b>	<b>1287</b>
<b>Chi-squared test = 225.1</b>	<b>df = 6</b>	<b>p &lt; 0.001</b>

Source: own elaboration based on Central Statistical Office data (GUS)



bigger than the critical value provided in the distribution table (20.51). Therefore, we reject the zero hypothesis to the advantage of the alternative one and conclude that the tourists' age influences the distance of the travel destination from the place of permanent residence. The majority of pensioners (34%) travel up to 50 km away, whereas the destinations among youngest people (28%) turn out 51–100 km away from their permanent residence. A considerable prevalence of the young occurs for journeys at the distance of 101–200 km: there are 26% of young people and 19% of the retired travelling in this distance range. Young people are more willing to travel far: as many as 12% choose destinations 301–500 km away from their place of permanent residence as compared with 7% of seniors.

The comparison of different ranges of tourists' age and the forms of the journey proved this relationship to be statistically significant (Table 7). This arises from the fact that the calculated value of the chi-squared statistic (746.6) is bigger than the critical value provided in the distribution table (22.45). Therefore, we reject the zero hypothesis to the advantage of the alternative one and conclude that age influences the forms of the journey. Almost 70% of young people as compared with only 43% of seniors choose weekend recreation. Pensioners prefer other forms of journeys (42%) or visiting the allotment (11%). Among young people, only 2% visit the allotment.

**Table 7** Short-term domestic journeys by the forms of the journey in 2013 in Poland

Form of the journey	Tourists' age	
	25–44 years	65 years or more
Weekend recreation	5340	553
Camp	77	0
Excursion, sightseeing event	254	30
Pilgrimage	15	22
Course, training	331	3
Visiting allotment	146	137
Others	1539	545
<b>Total</b>	<b>7702</b>	<b>1288</b>
<b>Chi-squared test = 746.6</b>	<b>df = 6</b>	<b>p &lt; 0.001</b>

Source: own elaboration based on Central Statistical Office data (GUS)

The analysis of the tourists' age and the agents of the purchased services also proved the relationship significant (Table 8). The calculated value of the chi-squared statistic (320.9) is bigger than the critical value provided in the distribution



table (24.32). Therefore, we can conclude that age influences the agents of the purchased services. Young people and seniors purchase tourist services in a different way, as indicated by the calculated  $\chi^2$  test as related to the chi-squared distribution table. More than 90% of pensioners' state that they did not use agents and booking was not necessary. A similar answer was indicated by 80% of young people. Seniors use church organizations (1.7%) and social organizations (2.4%) as agents. In the case of young people, this share is only 0.2%. In turn, they cooperate with their employing institutions (4.2%) as agents.

**Table 8** Short-term domestic journeys by the agents of the purchased services in 2013 in Poland

Agents of the purchased services	Tourists' age	
	25–44 years	65 years or more
Tour operator	46.2	0.0
Employing institution	323.1	0.0
Social organization	15.4	30.9
Church organization	15.4	21.9
Other organization	30.8	0.0
Services independently booked with the supplier	961.8	64.4
Own organization; booking was not necessary	6155.2	1166.9
No indication	153.9	2.6
<b>Total</b>	<b>7701.7</b>	<b>1286.7</b>
<b>Chi-squared test = 320.9</b>	<b>df = 7</b>	<b>p &lt; 0.001</b>

Source: own elaboration based on Central Statistical Office data (GUS)

The comparison of the tourists' age and the means of transportation used to reach the destination (Table 9) brought similar results. The calculated value of the chi-squared statistic (313.1) is bigger than the critical value provided in the distribution table (26.12). Thus, we conclude that age influences the means of transportation. Over 81% of young people choose a car, as compared with only 64% of pensioners. Seniors prefer motor coaches (10%) or trains (11%). A motor coach was indicated by only 4% of young people.



**Table 9** Long-term domestic journeys including at least 4-night accommodation by the means of transportation used to reach the destination in 2013 in Poland

Means of transportation used to reach the destination	Tourists' age	
	25–44 years	65 years or more
Train	777	144
Bus	285	151
Motor coach	315	130
Car	6232	828
Minibus	46	26
City transportation	15	0
Bicycle	0	3
On foot	8	3
Others	8	3
<b>Total</b>	<b>7686</b>	<b>1287</b>
<b>Chi-squared test = 313.1</b>	<b>df = 8</b>	<b>p &lt; 0.001</b>

Source: own elaboration based on Central Statistical Office data (GUS)

## DISCUSSION

When analysing the tourist mobility of seniors with reference to people at their mobile working age, one should univocally state that these groups are characterized by different travelling styles. In the case of seniors, this results from a few accumulated factors, such as age, health-related limitations, often difficult economic status; these were accompanied by reduced motivation and ability to overcome barriers arising from a lower level of education. However, for new seniors of the 21<sup>st</sup> century, these restrictions cease to be significant. Pensioners are more and more willing to face challenges and travel. The results obtained in the study have a practical application, indicating actions that should be taken by tour operators in order to develop tourism among seniors.

The performed investigation allows to state that seniors differ from young people in the following aspects of travelling:

- the character of the planned journeys;
- the number of the journeys;
- the accommodation facilities;
- months in which the journeys take place;
- the distance from the place of permanent residence;
- the form of the journey;
- the agents of the purchased services;
- the means of transportation.



The result remains in line with numerous studies by Polish researchers. Prószyńska-Bordas (2013) indicates that tourist activity is specifically a domain of city-dwellers. Suhecki (2016), in the context of staying with relatives as a form of accommodation, adds that the expenses for tourist activity constitute nearly 2% of the total Polish household expenses and have remained stable for the few recent years. In turn, Stefaniak-Hrycko (2013) maintains that the unaided character of the planned journeys can result from the fact that the age group of 65+ includes 11% of Internet users, who can look for offers on their own. Górna (2015) confirms the low share of pensioners in tourism, proving that among those aged over 65 years ca. every fifth person travelled with tourist or recreational purposes.

Similar research conclusions were reached by Western European investigators. Among the most important aspects regarding the character of the planned journeys enumerated in the subject literature, there is the need to rest and relax (Horneman et al., 2002; Lee and Tideswell, 2005). The need to meet other people and to make new acquaintances is emphasized by Acevedo (2003) or Huang and Tsai (2003). The reasons for tourist trips in the group of seniors also include the simple need to discover new destinations, with their cultural and natural attractions that the seniors have always planned to visit (Horneman et al., 2002); visiting relatives plays an important part, too. Moreover, the number of health-related stays in resorts and spa & wellness centres is rising (Alén et al., 2012; Garcia Sastre and Martorell Cunill, 2007; Kim et al., 2015; Walker, 2004).

## CONCLUSIONS

In the context of the post-war baby boomer generation entering their retirement age, one should expect a gradual rise in the group activity (Szukalski, 2008). The decisive factors in this field will include the more advantageous educational structure (increased share of people with higher education), the higher professional activity of women (decreased share of women who have never worked), the rising availability of modern technology, and, more importantly, the ability to use it obtained before retirement. Additionally, the consciousness of the role of physical and social activity in the human life is of great significance for shaping the lifestyle. Therefore, it should be presumed that the conviction about the benefits of active tourism and recreation in the 21<sup>st</sup> century seniors will translate into the popularization of healthy, active lifestyle.

The performed comparative analysis clearly indicates that the tourist expectations of the studied groups are different. The results prove that the travelling diversities refer to numerous issues. The literature studies presented above concern only one group of tourists, most often seniors; however, these are comparative studies that can provide a complete answer with regard to the regularities occurring in the tourism of seniors and that of mobile working age people, which was the purpose



of the paper. In fact, a common holiday travel of seniors and their children may end up in dissatisfaction of both groups because of their different expectations. When travelling with their children or grandchildren, seniors will present dissimilar expectations and behaviours than their sons or daughters. They will purchase tourist services in a different way, travel in different months and at different distances. The accommodation facilities and the character of the planned travels are also diverse. Therefore, the main research implications have a considerable application significance, suggesting to touroperators the appropriate actions that they should take with regard to seniors in order to develop tourism among them. Elderly people, to derive full satisfaction from travelling, should travel with people of similar age; only then will their expectations be fulfilled.

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