

MASTER IN INNOVATIVE HOSPITALITY MANAGEMENT

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ABSTRACT

Tourism has become one of the fast growing industries in China. In December 2009, the Chinese State Council issued official document named “Opinions about developing tourism industry rapidly” in which tourism industry will be cultivated as strategic pillar industry in national economy and modern service industry that make public perceive more satisfactory (GOV, 2009). The purpose is to strive for developing inbound tourism market, domestic tourism market and outbound tourism market vigorously at the same time. As of the beginning of 2017, people above 65 years old in China reached 122 392 267, which accounted for 8.9% of total population (NBS, 2017). Presumably, China may become the oldest country in the world in next 20 years (Shun, 2017). More and more countries and regions give favorable visa policies to Chinese citizens, the scale of outbound travel market will be expanded even further. Therefore, the willingness of travelling abroad by seniors is becoming easier and easier to achieve. As a result, seniors’ satisfaction is a hot issue in today’s Chinese society, however, the outbound travel requirements and satisfaction of seniors have been not taken seriously by practitioners in tourism industry.

Thus, researchers chose the senior tourism market as a segmented market and conducted a study on senior satisfaction towards products and services in the outbound group package tour, which is expected that to understand the characteristics of senior travel market and analyze the importance and performance of each factor and items that influence customer satisfaction. Through IPA model, the advantages and disadvantages of services provided by travel agencies can be and the suggestions will be proposed to make up the weaknesses of current services.

This study applies the mixed research method in which involves quantitative research method (survey) and qualitative research method (in-depth interview) in order to collect first-hand data.

The results provide new findings of travel preferences and demands of senior travelers to the travel agencies and indicate how to improve the services which can meet the seniors’ travel expectation.

Key Words: Senior tourists in China; outbound travel; service quality; expectation and satisfaction

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1. Introduction

This chapter aims to give readers a general background and context of tourism development in China, in which the whole research will be conducted. Then the research problem, research questions, research aims and objectives will be identified in order to build clear and concise statements of the specific position that will be explored in this thesis.

1.1 Background and rational study

Tourism has developed rapidly in China after implementing the reforming and opening policy in 1978, and now tourism industry has become one of the most powerful industries in Chinese economy (TSE, 2015). In 38 years, tourism development in China has passed through three patterns from inbound tourism, domestic tourism to outbound tourism, and now China has formed a balanced situation which is composed by inbound tourism market, domestic tourism market and outbound tourism market (TSE, 2015). Chronologically, the inbound tourism developed before domestic tourism and outbound tourism, because the aims on tourism industry at the beginning of tourism development in China were increasing foreign exchange income and improving relationship with foreigners (TSE, 2015). Then in 1993, the domestic tourism began to increase after the Chinese State Council issued a document named "Opinions on developing domestic tourism". But the development of Chinese outbound tourism was much behind inbound tourism and domestic tourism, which was in full swing by 2000s (TSE, 2015). This thesis will emphasize on the research of senior outbound tourism market.

According to the China National Tourism Administration, Chinese outbound tourists reached 59.03 million in the first half of 2016, which increased 4.3% over the same period of 2015 (CNTA, 2016). After a decade's development, China have surpassed Germany and Japan to become the largest source of tourists in Asia and even in the world, which prompted numerous countries to simplify the visa application processes for Chinese (Yuk Wah, 2016). Therefore, more and more tour enterprises and tourism administration departments in China and destination countries pay much attention to the Chinese outbound tourism market due to enormous business opportunities which were brought by the fast-growing market and the strong compensation power of Chinese tourists (IPSOS, 2016). In recent years, Chinese outbound tourists have left their footprints all over the world in which Asia cities were most popular destinations among Chinese outbound tourists (77.67%), then followed by European cities (32.07%) and American cities (20.29%) (IPSOS, 2016). In 2016, the top ten destination cities where Chinese tourists chose for outbound travel were Bangkok, Seoul, Hong Kong,

Taipei, Singapore, Tokyo, Osaka, Kuala Lumpur and Macao (CNTA, 2016). All in all, Chinese tourists tend to travel in Asia cities and more than two-thirds of Chinese travelers choose Asia countries and areas to be the outbound travel destinations. Thailand, Korea and Japan were the biggest winner in 2016 (CNTA, 2016). In addition, the negative impacts of terror attacks in Europe made more Chinese people stay in Asia (CNTA, 2016). The data shows that more friendly and safer the destinations are, the faster Chinese tourists grow (CNTA, 2016).

According to the definition of the World Health Organization, if the elderly people over 60 accounts for more than 10% of total population in a country, or the elderly people over 65 accounts for more than 7% of the total population, then this country is regarded as the aging society (WHO, 2010). As of the beginning of 2017, people above 65 years old in China reached 122 392 267, which accounted for 8.9% of total population (NBS, 2017). Presumably, China may become the oldest country in the world in next 20 years (Shun, 2017). The senior tourism market has become the most potential blue ocean in the Chinese tourism market (Tian, 2016). With the growing proportion of senior population, the size of Chinese senior tourism market is tremendous, which predicts that senior tourism industry will show great opportunities for development. Compare to other age groups, seniors have different physiological characters, living habits and expense consciousness (Tian, 2016). Therefore, seniors should be as a segmented market and should be studied carefully. Regardless of academic and practical implications, examining senior tourism market is worthwhile.

1.2 The problem statement

Senior tourism market is an important component of Chinese outbound tourism market. Nowadays, there are some tourism service sectors such as travel agencies that have realized the importance of senior tourism market and started to provide special services for senior tourists (Xiling, 2012). For example, the online travel agency “Tuniu” launched a group package tour for elder tourists aged 50-70. This package tour will provide professional nurse for the elderly people in case of emergency, and design the security programs according to the problems that always happen to elderly tourists (Xiling, 2012).

However, there are not so many group package tours that are especially designed for the elderly people in the Chinese tourism market, and the existing products and services cannot satisfy the constantly changing needs of elderly tourists (Tian, 2016). For example, the package tour prices of inbound tourism for elderly people are mostly at the interval of 2000-3000 yuan (266-400 Euros) in Chinese tourism market, or even lower. The reason might be that elderly people are sensitive to the price but care little

about tour quality, which results in that travel agencies only provide the cheapest ways of transportation and the lowest standards of accommodation and meals. Travel agencies make low prices as the main selling point, facing with chaotic phenomena such as tight travel schedule, the hidden items that are needed at own expenses, and lack of integrity (Xiang, 2014). Therefore, exploring senior tourism market and providing special services for elderly tourists are the opportunities to make travel agencies develop and grew.

Based on the problems that have been found above from previous studies (Gibson, 1998; Moscard & Green, 1999) this thesis investigates the senior outbound tourism market of China, explore essential features of senior tourists about outbound tourism, and analyzes the factors that influence the satisfaction degree of seniors with an outbound group package tour. Therefore, the research question is stated as follows: Are Chinese senior tourists satisfied with outbound travel experience (products and service) with a package tour? If not, why and how to improve?

Sub-questions:

1. What are products and services involving in the package tour for elder tourists?
2. What are the travel preferences of elder tourists?
3. Can existing package tour's service and products fulfill the expectation of elder tourists?

1.3 Research aims and objectives

In reference to the identified research problem, the overall aim of thesis is to investigate the satisfaction degree of elder tourists regarding products and services in the group package tour. According to the aim, research objectives are deliverable are presented as follows:

- (1). Display the demography and travel characteristics of senior tourists through quantitative data analysis
- (2). Clarify travel products and services in a group package tour aiming at elderly people through in-depth interviews with directors of Chinese travel agencies
- (3). Establish evaluation system for customer satisfaction in senior outbound tourism market through applying IPA model, research the importance and satisfaction degree of each element and point out the weaknesses and strengthens in senior outbound tourism market
- (4). Propose the recommendations for improving satisfaction of senior tourists according to the finding of problems

1.4 Originality and contribution to the knowledge

From 1980 to 2000, the studies on senior tourism in western countries were more active than China, and western scholars (Gibson, 1998; Moscard & Green, 1999) researched about this theme mainly from economic, sociological and marketing perspectives. For example, Moscard et al. (Moscard & Green, 1999) studied the relationship between age and travel participants from economical perspective and discussed profit problem and supply demand relations of the senior tourism market. From the viewpoint of sociology in American society, Gibson (Gibson, 1998) considered that gender, the race, and social status have the impact on the senior tourism. From marketing perspective, Anderson et al. (Anderson & Langmeyer, 1982) pointed out that elderly people have special requirements for the accommodation after investigating the touristic behavior of elderly people and comparing different age groups, and drew a conclusion that elderly people prefer to travel with a group package tour rather than a self-service tour. During this period, western researchers mainly focused on a certain behavioral trait or a certain market characteristic of senior tourists, but the comprehensive and systemic researches on this topic were still missing.

Senior tourism market is a niche outbound tourism market in China that is full of opportunities, which has not been well utilized and developed. Only a few researchers in China (Heung, 2000; Huang, 2003) explored senior tourists' travel needs and perceptions toward service features. However, each of them have several drawbacks which are discussed below.

For example, Wang et al. (2000) studied service features in the group package tour. In their study, 25 service features from 9 group package tour sectors. However, the samples especially senior samples were limited. Besides, the study mainly focused on the tour leaders, and the views of tourists involved in the group package tour were not taken into consideration. Another research of Huang and Tsai (Huang & Tsai, 2003) provided useful information about senior travel behavior, however, it neglected some important service sectors of a group package tour, such as coach and optional tours. These sectors, as noticed by Wang et al. (2000) are essential to the group package tour either from tourists' or employees perspectives. In addition, this study only used one item that is quality of accommodation to measure the satisfaction degree regarding the accommodation in a group package tour. As Churchill (1979) argued that marketers should develop multi-item measurements rather than single-item.

Heung and Chu (Heung & Chu, 2000) identified 29 service factors that attribute to select a travel agency for all-inclusive package tours. However, some critical factors such as tour leader and safety that are perceived as important performances of travel

agencies by seniors during the tour were not included in this study. Therefore, the results of the study might be not comprehensively.

Van Harsfel (van Harsfel, 1994) defined seven service characters that seniors care about during the tour. However, there are two drawbacks existing in Van Harsfel's study. First, the researcher obtained these service features from a single research method that was focus groups, which is not sufficient to producing an item pool of customer satisfaction for the marketing research. Second, the travel mode that was mentioned in this research is not explicit. The author should classify the travel patterns of senior tourists with different preferences because various travel modes such as group package tour or the independent tour require diverse service features. As a result, it is doubted that this study can fully represent the service features of the group package tour that seniors care about.

In most studies, scholars (Douglas & Connor, 2003; Reimer & Kuehn, 2005) do the research on customer satisfaction based on the scale of SERVQUAL which is known as Service Quality. The SERVQUAL model is still the most predominant approach that measures the service quality depending on the gap between customers' expectations before providing services and customers' perceptions after receiving services (Saravanan & Rao, 2007). With the evolution of this model, now SERVQUAL includes five dimensions which are tangible, reliability, responsiveness, assurance, and empathy (Saravanan & Rao, 2007). The measurement therefore is based on both how customers evaluate the process of services delivered and the results of services perceived. All in all, the good service quality is the one that can meet or exceed customers' expectations (Saravanan & Rao, 2007). Although SERVQUAL instrument is good for measuring service quality, it cannot offer valuable information on how customers prefer to be served in order to recommend service providers for improvements.

Therefore, this thesis has two innovations compare to previous studies:

- Firstly, this study specifies the senior outbound tourism market from the enormous customer groups in the tourism market, and analyzes the travel characteristics of senior tourists, which enriches the research content of outbound tourism market in China and provides a direction for travel agencies to develop special tourism products for elder tourists.
- Secondly, this study evaluates and compares elements that influence senior satisfaction according to the IPA model (Importance-Performance Analysis model), points out the strengthens and weaknesses of services in the package tour travel

agency, and proposes recommendations for travel agencies in order to enhance the elder tourists' satisfaction with outbound travel experience.

China has a huge senior outbound tourism market with big potential and wide prospects. Therefore, in the context of growing aging population in China, it is essential and vital to come up with some advices and strategies based on the intensive and comprehensive study on travel characteristics and satisfaction degree of elder tourists, which can help travel agencies to achieve precise positioning and marketing for the senior tourism market.

2. Literature Review

In this chapter, the relevant literature related to the customer satisfaction and senior tourism market will be reviewed in order to enhance the understanding of the topic and provide theoretical support for the practical research.

2.1 The Brief History of Marketing Concepts

The marketing concept originated in the United States in the late 19th century. The social climate at that time was inspired by economic growth in American society, and even salesmen was regarded as a "proud symbol of American Commerce" (Converse, 1959). In this context, the term of marketing first appeared in a scientific publication in 1910 when an American scholar Powell (Powell, 1910) described the distribution of Californian fruit to the Eastern market. The theory of marketing has risen abruptly in the true sense after the World War I. From 1920 to 1930, there were 29 marketing monographs published to contribute the methodology of marketing knowledge (Bartels, 1988). In the 1990s, some leading institutions such as the "Journal of Marketing" (1936) and the "American Marketing Association" (1937) were founded to support and organize the marketing practice and research.

After the World War II, Marketing specialists began to develop marketing management concepts and marketing theories that are still used today (Bubik, 1996). The most famous examples include McCarthy's 4P's in 1964, Borden's Marketing-Mix in 1965, Fishbein's Measurement of Mental Attributes in 1967, the Boston Consulting Group's Portfolio Matrix in 1970, Porter's 5-Forces in 1979 and the SWOT Analysis in 1978. Kotler and Levy (1969) published an influential discussion "Broadening the Concept of Marketing" with focus on the marketing in the late 1960s. In this publication, they addressed that marketing principles should not be used only in the business context, but also for non-profit organizations (Luck, 1969). At the same time, the first edition of "Marketing Management" (Kotler P. , 1967) and the "Marketing" (Nieschlag & Hörschgen, 1969) came out. These scholarly works continuously update the marketing

knowledge till today.

In the age of digital networks and globalization, many valuable suggestions might not be noticed in the hundreds of marketing publications. However, there were expectations. In the later 1990s, Fournier (1998) came up with importance of management on customer relationship, and stressed that maintaining customer relationship had positive impacts on the marketing results. Especially the rise of computer technologies provided a means that could systematically monitor the customer interaction data. In addition, the one-to-one marketing was introduced into the field of marketing, but soon it was proven that this method was ineffective in many empirical cases (Brown, 2003).

After decades development, marketing has formed own theoretical system today. According to American Marketing Association (2004), Marketing was defined as “an organizational function and a set of process for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. With raising of this definition, the previous concepts were modified, for example, altering exchange of goods into exchange of values, supporting financial goals of the company into supporting the benefits of stakeholders, and managing individual exchanges into managing customer relationships (AMA, 2004).

The exchange process is central to the marketing, in which two or more traders give value to each other in order to satisfy both needs (Guiltinan & Paul, 2015). In some exchanges, people trade tangible products for money; in others, they exchange intangible services. These concepts also identify the four variables in the marketing activities-product, price, promotion and place-that combine to contribute to the customer satisfaction. Moreover, these marketing literatures stress that organizations should start with identifying and analyzing customer segments that they will be satisfied through production and marketing behaviors (Guiltinan & Paul, 2015).

As reviewed above, marketing originates from the exchange activities. When people exchange goods, they involve in a marketing effort. Even though marketing has been a part of business, its functions has varied in different ages (Guiltinan & Paul, 2015). Therefore, the table below illustrates the five eras in the evolution of marketing (Guiltinan & Paul, 2015) .

Era	Attitude and Approach
Production	• Customers favor products that are affordable

	<ul style="list-style-type: none"> • Improving production and distribution • Affordability is what customers want
Product	<ul style="list-style-type: none"> • Customers favor products that provide high quality, performance and innovative features • A good product can sell itself
Sales	<ul style="list-style-type: none"> • Consumers prefer to buy products only if the companies sell and promote these products • Creative selling methods and advertising will overcome customers' resistance and convince them to buy
Marketing	<ul style="list-style-type: none"> • Focusing on needs and wants of target markets and delivering satisfaction to them better than competitors • Customers are king! Find their needs and fill them.
Relationship Marketing	<ul style="list-style-type: none"> • Focusing on needs and wants of target markets and delivering superior value • Maintaining long-term relationships with consumers and other partners

The production era mainly focused on efficiency of production and distribution, the goal in the period was to make products available and affordable to the buyers. In the product era, the aim was to design a better quality of products. However, inventing the good new products is not enough, the products must also fulfill the needs of target markets (Guiltinan & Paul, 2015). In the sales era, companies attempted to match the output to the potential customers, and they assumed that selling and advertising are useful to convince consumers to buy (Guiltinan & Paul, 2015). Then the marketing era came during when firm focus changed from production and selling to satisfying customers' needs (Guiltinan & Paul, 2015). The marketing concept therefore can be presented by the transition from a seller's market to a buyer's market. A strong buyer's market aimed to create the needs for customer orientation, in which companies had to market products and services, not just produced them (Guiltinan & Paul, 2015). The keyword of marketing era was customer orientation. All efforts of organizations must assess and analyze customer needs and wants first and then try their best to meet the demand (Guiltinan & Paul, 2015). The more recent one was relationship marketing era. Organizations carried customer orientation in marketing era one step further by establishing and maintaining with customers and partners. This effort represented a shift from the conventional concept of the marketing as a simple trade between buyers and sellers (Guiltinan & Paul, 2015). Relationship marketing, on the contrary, involves value-added and long-term relationships that are developed over time with customers and partners (Guiltinan & Paul, 2015).

2.2 Target Marketing

The basic elements of the marketing strategy comprise target markets and the marketing mix which refers to product, price, promotion and place (Kotler & Bowen, 2006). Since marketing activities are customer-oriented, the organizations should start the marketing strategy with a detailed description of target markets (Kotler & Bowen, 2006). According to different needs, wants, preferences, habits, and purchase behaviors, customers are grouped to differentiate target marketing from mass marketing. Kotler and Armstrong (2008) identified target marketing as a customer-driven marketing strategy which involves three main steps: market segmentation, targeting and positioning. Thus, the goal of target marketing is to build right relationships with right customers.

2.2.1 Market segmentation

Market segmentation is one of the main aspects in marketing that assists in identifying different customer groups (Dickson & Ginter, 1987). The market segmentation aims to identify homogeneous groups of customers in order to satisfy their desires and preferences with more specific strategies rather than a mass marketing strategy (Dickson & Ginter, 1987). The information gathered through marketing research is vital in the marketing planning process because products and services cannot be developed for specific customers groups, thereby gaining competitive advantages. Thus, the marketing strategies are more effective and efficient (Dickson & Ginter, 1987).

There are various criteria for the marketing segmentation. The criteria that most often used for segmenting customer groups are demographic (gender, age, income, family status), geographic, psychographic (personality, lifestyle) and behavioral (loyalty and frequency of use) (Kotler, 2000). Besides domestic market segmentation, international companies also engage in international affairs (Kotler, 2000). Therefore, they need to recognize international customer segments based on the grouping criteria such as geographic, political, economic, legal and cultural factors (Kotler, 2000). Travel and tourism companies involve international customers because they target not just domestic markets, but also international markets. Thus, the travel destinations should target customers based on specific countries such as Germany, France and China, or regions like Asia and Middle East (Kotler, 2000). And another method that international companies take is intermarket segmentation (Kotler & Armstrong, 2008). In that case, international travel companies develop customer groups with similar needs and buying habits although they come from different countries and regions. For instance, some tourism destinations with developing extreme sports intend to attract worldwide tourists who interest in experiencing extreme activities (Kotler & Armstrong,

2008).

2.2.2 Market Targeting

The second step is market targeting which includes the evaluation of market segments and the selection of target markets (Dibb, 1999). When assessing market segments, companies should evaluate the market size (the number of customers), the market growth (sales and profitability) and internal and external analysis of each market segment (SWOT Analysis, PESTEL Analysis and Five Forces Model) while taking into account companies' resources and strategies (Dibb, 1999). These criteria will assist firms in deciding the market size and which segments they should put more efforts on. Basically, they have a couple of choices of market targeting as below (Dibb, 1999):

- (1). Unified Marketing (target the market as a whole without differentiation);
- (2). Differentiated Marketing (target varied market segments with diverse offers to each market segment)
- (3). Niche Marketing (target one or few small niches which have a large market share)
- (4). Micromarketing (tailor offers to specific customers)

In tourism organizations, differentiated marketing is most frequently used approach of market targeting at present.

2.2.3 Market Positioning

In the step of market positioning, companies should decide what value proposition they would like to deliver to the targeted customer groups. According to Kotler (Kotler, 1997), positioning is the tasks to design companies' offering and image so that they can occupy the favorable competitive position in the targeted market. Hence, companies need to develop differentiated values for their market segments, and try to deliver value proposition to the positioned customers (Kotler, 1997). Therefore, the marketing department of the company need to decide the positioning of the products and services, analyze market demands and develop marketing mixes that are in line with the aimed positions, and finally communicate the selected positions to the targeted market segments (Kotler, 1997).

Market positioning should take strategic approaches by making things differently from competitors, in this way that delivers a unique value to customers (Porter, 2001). Positioning by attributes, by users, by use, by products, by benefits, by price and quality are the most well-known positioning strategies in the market (Aaker & Shansby, 1982). According to the O'Sullivan (1991) target marketing reflects the degree to which market segments that organizations wish to target are diverse or homogeneous, the organizations' goals and mission, and the type of the competition.

However, market segments various in nature which results in the changes in market size, component, and buying behavior of customers (Janssen & Jager, 2001). Therefore, a profitable market segment might be smaller and reduce sales because customers' needs and preferences change all the time. There are many reasons that cause changes in customer preferences, for example, changes in demography and life style or more attractive products and services that are provided by competitors. Thus, the target marketing strategy and its steps should be altered all over again after a period of time (Janssen & Jager, 2001).

2.3 Senior Tourism

According to the World Tourism Organization (WTO, 2001), some of the tourism market trends in 2020 are influenced by the following scenarios:

- An increase in number of tourists over 55 years old
- Higher demand in terms of quality and sophistication
- More market segments
- The shortage of time but plenty of money
- A growing awareness of environmental and sustainability issues
- More individual travelers

A few years ago, senior tourism as a market segment was ignored by tourism organizations, however, the trend is changing now. In general, the increasing importance of senior tourists in the market segment is determined by the aging population worldwide (Norman, Daniels, McGuire, & Norman, 2001). In this case, some researchers (Nedelea & State, 2008) believed that the change in the demographic structure refers to the shift in the tourism market. Particularly, some authors (Prideaux, Wei, & Ruys, 2001) pointed out the baby boomer generation is the one that will bring change to the market segments in the coming decades. The two reasons of this phenomenon are an increasing life expectancy of elderly citizens and a slowing birth rate (Metz & Underwood, 2005). As the generation of baby boomer has been a part of mature population, the attention to seniors as a segmented market has increased (Norman, Daniels, McGuire, & Norman, 2001).

This customer segment is considered still very new; therefore, there are not so much literatures that address issues of senior tourists. This leads to a lack of concept description of seniors, since there is no consensus on definition of it (Chen, 2009; Le Serre, 2008). In 2003, Hossain et al. (2003) begun to use the term "seniors" for those over 55, and defined "non-seniors" as those under 55 but over 15 years old. More

specially, these scholars divided seniors into two subgroups: younger seniors with age from 55 to 64 and older seniors whose age is above 65. On the other hand, Alcaide (2005) claimed that some companies set the age for seniors break at 55, the age at which travelers begin to have different needs, plans and preferences due to aging. From this age, they are registered as the elderly group in the banking system, which need a specialized treatment for them. Other companies set the boundary of seniors at 60, the age that implies the differentiation between elderly people and other age groups. In the diagnostic phase of the plan for enhancing competitiveness of the Tourism Cluster in Montevideo (Batra, 2009), senior tourists are deemed to be consisted of people over 60 who have sufficient mental and physical and also have time and financial resources to visit and travel a tourism destination. To sum up, to ages that are used to define senior tourists are varied on the basis of different authors' points of view, but it can be separated into four types of studies:

- Those that define a senior as an individual over 55 years old (Cleaver, 2000; Kim, Wei and Ruys, 2003; Littrell, Paige and Song, 2004; Sellick, 2004; Wang, 2006).
- Those that place senior tourists at the age beyond 55 (Fleischer and Pizam, 2002; Hossain, Bailey and Lubulwa, 2003, Hsu and Lee, 2002; Huang and Tsai, 2003; Reece, 2004; Shim, Gehrt and Siek, 2005).
- Those that define senior tourists as 60 or older (Horneman, Carter, Wey and Ruys, 2002; Jang and Wu, 2006; Lee and Tideswell, 2005).
- Those that define senior tourists as ages between 65 and 74 (Zimmer, Brayley, and Searle, 1995)

Therefore, the cognitive age, whether self-perceived or subjective, is commonly applied to assess the customer needs and buying behavior of the elderly. Grande (1993) professed that the key age for market segmentation is the self-perceived age. Similarly, González et al. (2009) considered that the cognitive age can explain customer behaviors better than other variables such as education, health, and income.

In terms of aspects that define senior consumers, most literatures stress two things: each definition is essentially related to an approach that differentiate between senior tourists and non-senior tourists; and there is no consensus on definition of senior tourists, as a consequence, the criteria replaces the definition to identify senior tourists (Moschis, 2003). In marketing, there are two criteria to distinguish senior tourism market: "chronological age" and "retirement age" (Moschis, 2003). Chronological age means the age of person measured in days, months and years from the date the person was born (Moschis, 2003). However, chronological age is a quite simple criterion about giving a definition of a senior segment which comprises of heterogeneous categories (Moschis, 2003). When defining senior tourists, some

dynamic variables like historical, cultural, economic and social circumstances should also be taken into consideration in the criteria because these dynamic factors can vary over time. As a result, the criterion of chronological age is inadequate and should be supplemented (Moschis, 2003). On the other hand, the retirement age is also difficult to compare the results of senior groups because it may vary from one country to another (Le Serre, 2008). Although in some European countries the legal retirement age is 65, the age differs in other countries. For example, the legal retirement age in Norway is 67, in Korea and France the retirement age is 60, and in China the retirement age for female is 55 and for male is 60 (Le Serre, 2008). In addition, people can apply for early retirement in some contexts. And the legal retirement age in different countries may also vary in accordance with political and social changes (Le Serre, 2008). Therefore, the observations above suggest that the criterion of retirement is too restrictive to interpret the senior citizens (Le Serre, 2008).

Therefore, the definition of senior tourists can be summarized in general as follows:

- Retired people aged above 60 have time and money to travel or they are nearly at a retirement age but still employed because of local regulations (Dragica & Vladimir, 2013).

With consideration of Chinese context, the study objective of this dissertation is people aged from 55 to 75 have willingness and abilities (time and money) to travel abroad.

2.4 Profile of senior tourists

Previous studies indicate researchers and tourism organizations use the variable of age to segment the senior tourism market and to predict the tourists' needs and behaviors (Tkaczynski, 1992). Indeed, the characteristics of senior customers differ from those of younger tourists. One of the most different aspects is that the elderly has more leisure time (Lee and Tideswall, 2005). In fact, there are some ways that can increase life expectancy and retard the aging process. For example, travelling can help people stay active and avoid loneliness (Marín, García-González and Troyano, 2006). As for the positive effect of leisure activities on seniors, Lee and Tideswell (2005) emphasized life satisfaction. Travelling can enrich experience for elderly people because it can provide a change in their daily life. According to the definition of tourism, tourist activities involve displacement and movement to the different places from the residence place, discovery of new experiences, relaxing, interaction with the environment and local culture. Moreover, Santos (1992) also found that older customers spend more income on travel rather than other things.

There are several discussions about socio-demographic characteristics of senior tourists, it is assumed that they are over 55, retired with social benefits and pensions, and have leisure time to travel at any period of the year. Looking deeper into their characteristics, senior tourists show in the following:

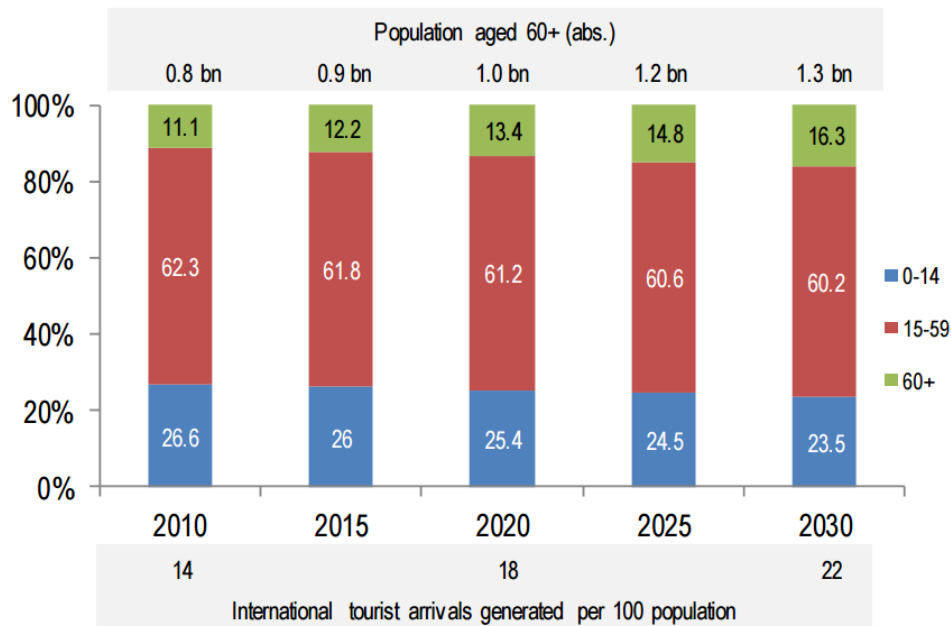
- With regard to gender, it seems that women play a more dominant role in purchasing decisions than men (Gunter, 1998). However, this feature cannot be generalized to all women and cannot ignore the changes in the consumption habits of men today.
- Marital status also influences the buying behavior of senior citizens, and different patterns exist in spending due to transition in household structures in recent years. Nowadays, there are many marital statuses such as single, widowed, married and remarried and so on, which determine the consumption patterns of senior citizens.
- Social-economic status which is determined by educational background and occupation can discriminate among various customer groups. Gunter (1998) mentioned that people with a higher social-economic status are more loyal to the brands and are more influenced by the social media, contrary to those having a lower social-economic status are affected by the television in their buying decision. Anken (2008) and Grande (1998) argued that buying behavior of senior tourists is not only influenced by gender, age, education level and income, but personality of individuals and life styles also are related to the purchasing decisions.

Accordingly, tourism organizations make an endeavor to analyze the variables that impact on the travelling decisions of senior tourists, together with their desires, needs, and preferences, which are key factors to understand and respond to their needs. Variables that can help to describe senior tourists' behavior include source of information, type of accommodation and restaurant, travel duration, means of transport.

2.4.1 Demographic trends affecting tourism in the world

Worldwide, societies are changing due to declining of fertility rate, extending of life expectancy, migration and urbanization. The demographic change in the world poses new challenges in economy, policy and regulation that may affect the structure of the society. For example, in the tourism sector, the demographic changes will impact on the characteristics of market segments, with the domino effects on the tourism products, services and activities. Along with the new challenges, it will also bring some new opportunities for the tourism industry (ETC & UNWTO, 2012).

World - population by age group*, international tourist arrivals per 100 population**



Sources: * = UNDESA, Population Division; ** = UNWTO.

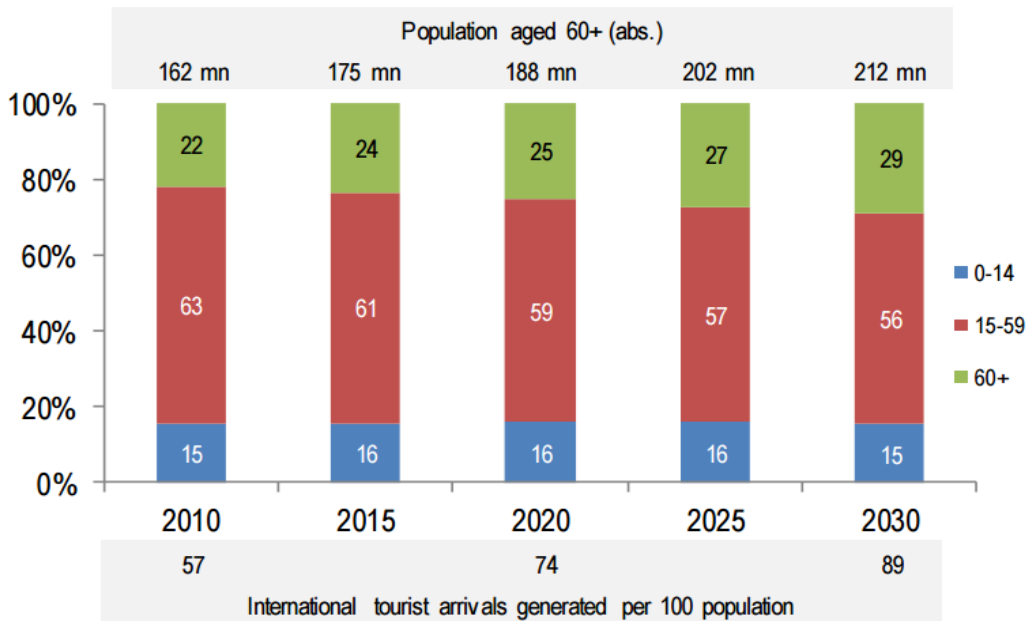
Source: (UNDESA, 2012; ETC & UNWTO, 2012)

World population is predicted to increase from 6.9 billion in 2010 to 8.3 billion by 2030, according to the report of United Nation. With the aging process, the elderly are expected to be faster than any other age groups. Especially, the number of people over 60 is forecasted to reach 1.3 billion by 2030, accounting for 16.3% of the total population of the world increasing from 11.1% in 2010. In addition, the average life expectancy is expected to go up from 69 years in 2010-2015 to 72 years in 2025-2030 (ETC & UNWTO, 2012)..

The process of aging is fast-growing in some world regions such as Europe, North America and Asian countries like China. A quarter of European population will belong to the age group 60+ by 2020, and one in three by 2030. A similar situation happens in North America. Populations in Asia, Latin America and Caribbean are showed to maintain a younger profile, however, China is an exception, where one-child policy produced similar results as fertility decline in the advanced countries (ETC & UNWTO, 2012).

In order to recognize the travel demand of seniors, charts below present the volume of seniors over 60 years of age in the world and by selected regions. It also includes the prediction of the international tourist arrivals of elderly people in each continent.

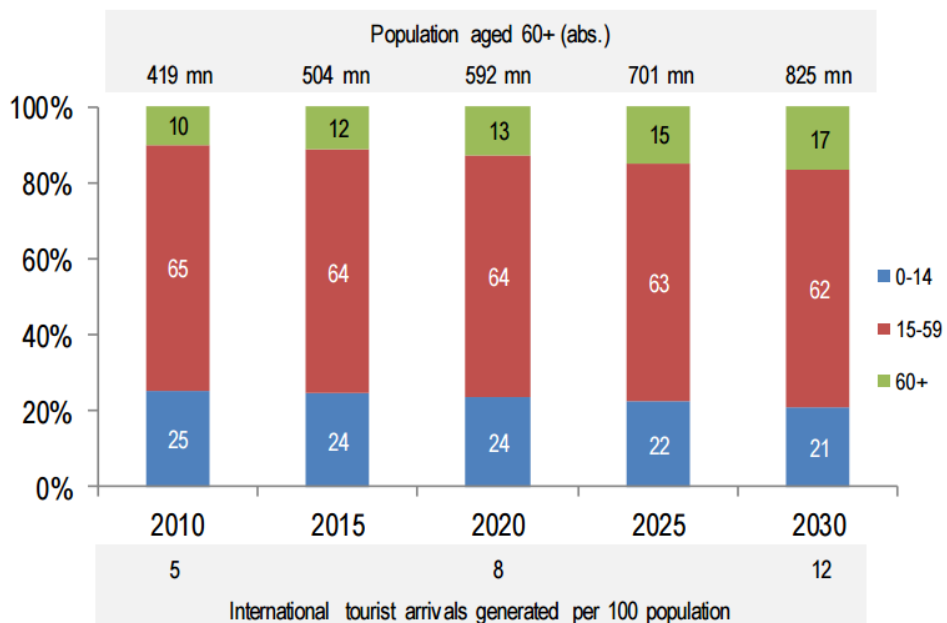
Europe - population by age group*, international tourist arrivals per 100 population**



Sources: * = UNDESA, Population Division; ** = UNWTO.

Source: (UNDESA, 2012; ETC & UNWTO, 2012)

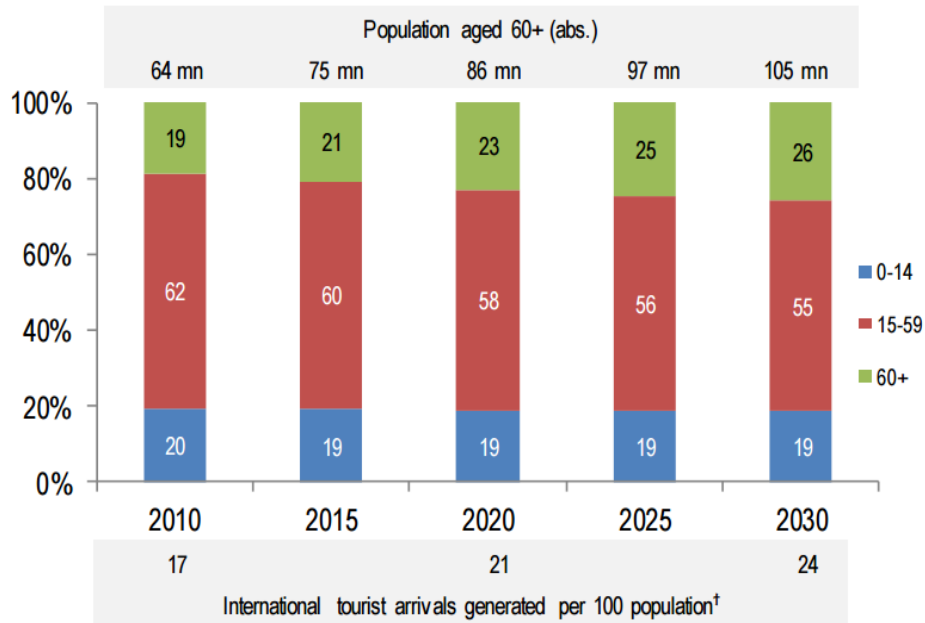
Asia - population by age group*, international tourist arrivals per 100 population**



Sources: * = UNDESA, Population Division; ** = UNWTO.

Source: (UNDESA, 2012; ETC & UNWTO, 2012)

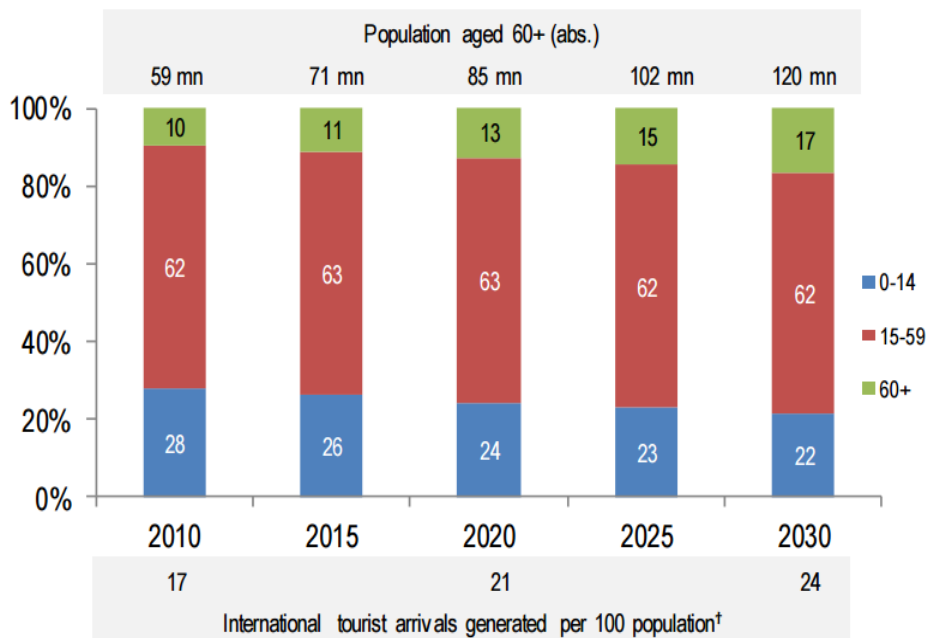
North America - population by age group*, international tourist arrivals per 100 population**



Sources: * = UNDESA, Population Division; ** = UNWTO.

Source: (UNDESA, 2012; ETC & UNWTO, 2012)

LatAm/Caribbean - population by age group*, international tourist arrivals per 100 population



Sources: * = UNDESA, Population Division; ** = UNWTO.

Source: (UNDESA, 2012; ETC & UNWTO, 2012)

Population in the age band 60+ by country (thousands)

	2010	2020	2030
China	242,435	289,348	345,613
India	133,615	156,646	181,392
United States of America	77,149	86,387	92,962
Japan	43,225	44,089	45,230
Brazil	29,482	35,723	41,644
Russian Federation	30,347	31,873	31,129
Germany	24,701	27,077	28,963
Italy	17,972	19,496	21,162
France	17,491	18,927	20,264
United Kingdom	16,202	17,812	19,353
Canada	9,318	10,696	11,595
Netherlands	4,551	5,049	5,469

Source: UNDESA, Population Division.

Source: (UNDESA, 2012; ETC & UNWTO, 2012)

Europe

Demographic indicators: Senior citizens over 55 years old account for 25% of total European population. The population with active ages tend to go down constantly in future, while senior population with age over 65 years represent more than 30% of European population (Eurostat, 2014). This trend, although indicates the potential of senior tourism market, it also points out possible challenges in developing this market segment (Eusebio, Carneira, & Kastenholz, 2012).

Implications on outbound travel: Borja et al. (2002) has shown that the senior tourists will be the most important component of tourists in Europe; these senior adults are featured by extensive travel experience, more demanding and shifting away from peak seasons because this customer segment is often retired. Moreover, the senior population group involves individuals with strong purchase power and more leisure time, which contains significant business opportunities. The European Commission (2013) believes that it is essential to develop specific tourism offers for senior tourists,

focusing on transnational travels by building strong relationships between public and private sectors. In Europe, more than half senior tourists organize their trips by themselves, without help of travel agencies or tour operators, one third will ask for help of travel agency and few of them decide to buy tour package via internet. Because in this age group there are less internet users, compared to other age groups. However, the number has risen in recent years and will grow quickly in the next decades. The health problems and physical condition are the most important aspects that can hinder travel decision. However, it can also favor senior tourism market in some extents because travel agencies or tour operators can develop well-being and health touristic products for the senior tourists in order to fulfill the specific requirements of this market (Alen, Dominguez, & Losada, 2012).

Brazil

Demographic indicators: The fertility rate in Brazil will decrease over the period and average life expectancy is forecast to ascend from 65.3 in 1990 to 76.9 in 2030. The aging population is not seen as a significant issue in Brazil. In 1990, the largest proportion of population in Brazil was teenagers under 14 years old. In 2030, the age group from 10 to 14 will remain the dominant in the next coming years. Therefore, the older population does not have so much impact on the demographic structure because of the large volume of younger population (ETC & UNWTO, 2012).

Implications on outbound travel: The Brazilian outbound travelers are characterized by higher social classes, relatively affluent, multilingual, well-educated and most commonly in their ages between 30s and 40s. However, tour operators deem that the senior tourists aged 50-65 have more time to travel which form the second largest age group in Brazilian tourism market. Under this circumstance, the elderly people are playing a more and more important role since an increase in the number of population belongs to this age group (ETC & UNWTO, 2012).

United States

Demographic indicators: Fertility rates in United States showed an instability but are predicted reach 1.85 children per woman by 2030. The average life expectancy in the United States will rise but not as much as in other countries, increasing from 75 in 1990 to 81.3 in 2030 (ETC & UNWTO, 2012).

Implications on outbound travel: Mostly, Americans prefer to travel as couples, and they are middle-aged, wealthier and well-educated than the average. Besides, there is the other increasing trend which is multi-generational travel like grandparents, parents

and children. Now 10% of American online travelers comprise of seniors over 66, and the increase of Baby Boomers in which young Baby Boomers are 45-55 and older Baby Boomers are 55-65 was more significant in recent years. These customer groups are particularly regarded as richer, more experienced, more confident than predecessor. The most attractive factor for them is the cultural and historical heritage (ETC & UNWTO, 2012).

Australia

Demographic indicators: The aging population in Australia is the result of increasing life expectancy and low fertility rate after the Baby Boom. For over twenty years, aging population has greatly influenced a range of social policies in Australia. At the same time, the demand for health care has been increasing (Australian Bureau of Statistics, 2012).

Implications on outbound travel: Australians retire earlier and are healthier in their older age than ever before. Moreover, most Australian seniors are financially secure than the younger generations, and also they spend more income for travel than younger people. Therefore, senior citizens in Australia can fulfill the requirements-time, money and health-of long-haul journey. Thus, senior tourism market is an important sector of Australian economy through their consumption and expenditure. And the data showed that senior tourists tend to travel more often and stay longer in travel destinations than younger adults (Leitner & Leitner, 2004, p. 216).

2.4.2 Motivation of senior tourists

From a viewpoint of theory, experts (Pearce, 1982; Snepenger, King, Marshall and Uysal, 2006) stated that the understanding of motivations is vital for understanding the decision-making process of senior tourists and for assessing the satisfaction according to their travel experiences. The tale below provides an outline of researches on motivation of senior tourists.

As it can be known from the literatures, the senior tourism market is heterogeneous, and many reasons can influence the choice of travel decisions, but especially for the rest and relaxation, socializing, enriching new experiences (Fleischer and Pizam, 2002). These reasons may vary depending on personal social-cultural context, educational level and working environment.

Authors and Location	Motivations of senior tourists
Europe	Motivate by educative and cultural experiences Relax in a different context

	Motivate by social interaction and development of friendship
United States	Authentic experiences Rest and relaxation Spend time with friends and relatives
Horneman et al. (2002) Queensland (Australia)	Travel when health is good Spend time with friends and family Visit places where they always want to travel
Acevedo (2003) Brazil	Try new things and go to new places Relax and rest Escape the daily routine Interact with local people
Hossain, Bailey and Lubulwa (2003) Australia	Vacations Visit friends and family
Lee and Tideswell (2005) Korea	Enjoy natural attractions Try new things and visit new places Relax Fill the free time
Chen (2009) China	Relaxation Experience new things during the vocation Visit friends and family

Table 1: Researches on motivations of senior tourists

2.4.3 Travel preferences of senior tourists

The travel patterns and preferences of elder customers are diverse in accordance with their motivations, in which they have different choices of food, recommendation, transportation, shopping and entertainment of senior travelers (Hsu, Cai, & Wong, 2007).

- Type of accommodation. The choices of accommodations are linked to some factors like income, reasons of travel, travel agencies. Therefore, senior tourists have a broad selection when choosing accommodation.
- Travel Companions. In this respect, senior tourists from different cultures are heterogeneous. For example, seniors in western countries are more independent when they are travelling, but in China seniors need at least one travel companion due to health consideration.
- Time preparation for travel. Along with the travel information where senior tourists get, a better understanding of this behavior is the key to create effective marketing to

reach the target market effectively. Some researches, for example, Gitelson and Crompton (1983) stated that people who travel for a long period and distance will plan in advance. Otherwise, those visiting friends and family plan less. Fodness and Murray (2006) suggested that tourists who enjoy a longer stay, visit a great number of destinations, and more attractions dedicate more time to plan trips.

- Duration of the trip. Opinions regarding this behavior are widely divided. However, it is believed that senior tourists enjoy staying longer in travel destination than other customer groups. Bai et al. (1999) listed several studies that mentioned that the length of stay of senior tourists can span from 1 to 9 nights, or even longer.

- Means of transportation. The car is the preferred means of transportation by seniors for leisure travel, then followed by air planes and trains (Javalgi et al., 2006). And it is worth to notice that the bus is recurrent theme in this market segment, typically a senior couple frequently uses the bus as mode of transportation (Patterson, 2006). However, the type of trip will determine which type of transport will be used by senior citizens. Moreover, this choice is also influenced by other factors such as reasons of travel and the travel distance (Patterson, 2006).

- Organization of travel. Group tour packages are the most preferred options by the seniors compare to non-seniors (Javalgi et al., 2001), mainly because of convenience, security, and language (Patterson, 2006). Some studies (Bai et al., 1999) use age as the sole criterion to explain why elderly people travel with group package tour. However, other studies showed that (Patterson 2006) the age is one of the variables to describe this behavior, and it should consider other variables such as sex, income, and employment status. In this sense, Patterson (2006) found relationships between travel mode and travelers' income and employment status. He suggested that the retired seniors who depend on pensions prefer group package tours because the group package tours are cheaper, compare to senior citizens who still work in the labor market and younger seniors. On the other hand, some senior tourists also travel independently, especially younger individuals from 55-60 years of age like to organize their trips themselves.

- Source of information. In some literatures, there were a number of conclusions concerning the sources of information that are used by elderly people (Chen, 2009; Cleaver, 2000; Horneman et al., 2002; Grande, 1993; Shim et al., 2005):

- The main source of information for senior travelers is the experience as customers.
- The information search process is influenced by the customers' income, educational level, and socialization.
- They acquire travel information through family, friends, neighbors, acquaintances, and word of mouth. Ananth, DeMicco, Moreo and Howey (1992) confirmed that comments, remarks and the reputation of a hotel play an important role by senior

tourists in decision-making when selecting a hotel.

- Elderly people also read a lot newspaper and listen to the radio. Thus, the print media and radio are effective means to reach this customer segment. Horneman et al. (2002) demonstrated that travel agencies and the print media are highly valued by senior customers, Shim et al. (2005) highlighted that the mass media is a main source of information for seniors.

- According to Grande (1993), the travel information that travel agencies provide through brochures and catalogues is not read widely by elder people. However, Ryan (1995) concluded that leaflets are favorite print media chosen by senior tourists and have a strong influence on choosing of travel destinations.

2.5 Conceptual Framework

The conceptual framework of this thesis is based on the impacts of quality of products and service on customer satisfaction. The overview of conceptual framework is illustrated in the figure below. Furthermore, this thesis also discusses the importance of seven main factors and sub items to customers and satisfaction of elder tourists.

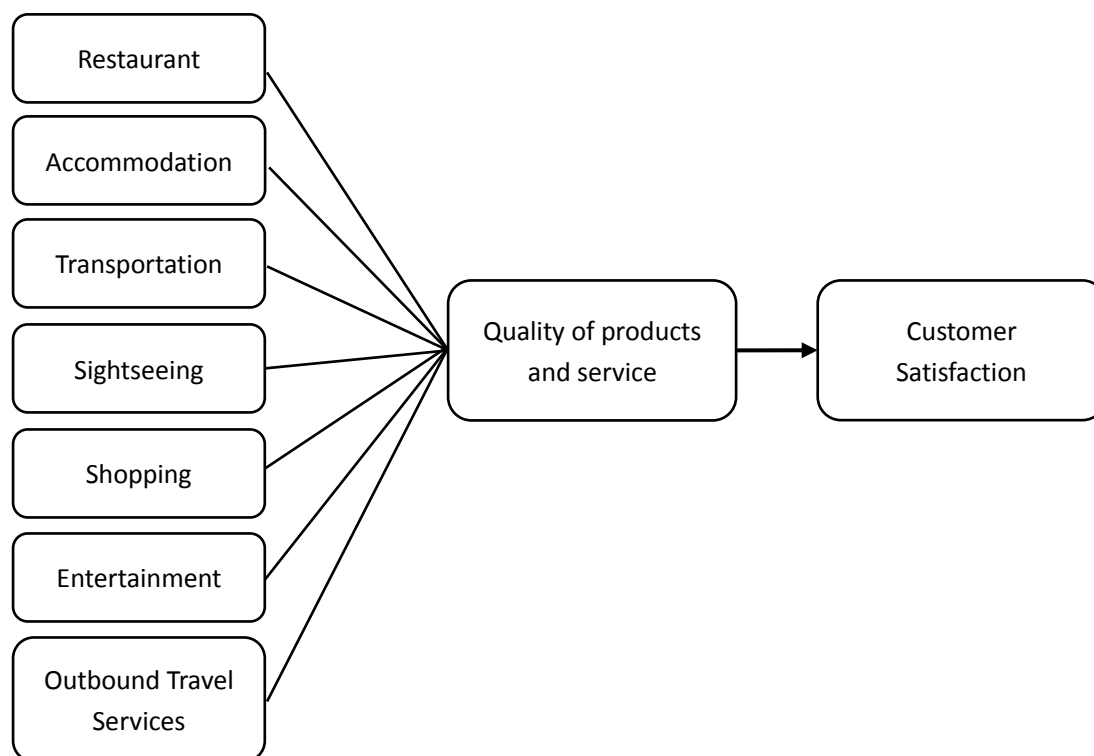


Figure 2.1: Conceptual Framework

In order to quantify the customer satisfaction, the IPA (Importance-Performance Analysis) model will be applied in this thesis.

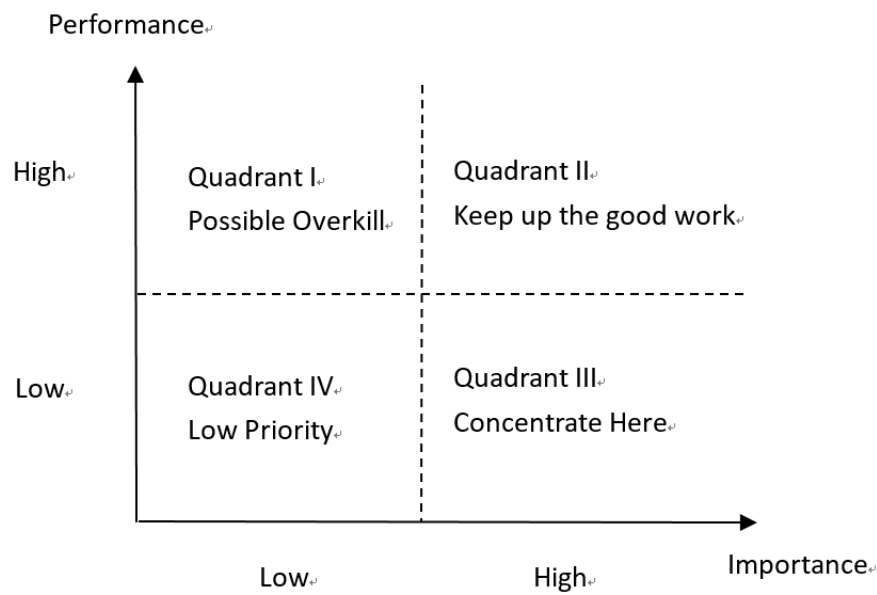


Figure 2.2: IPA Model

3. Methodology

This chapter introduces the research methodology that will be applied in the thesis. The overall research design is conducted based on the research approach, research method, data collection and data analysis. Then follows the data collection techniques, the key step is data analysis, which is shown in the last part.

3.1 Overall Research Design

Below is a brief summary of main elements of research design applied to this thesis. They include the research approach, reasoning, options and method.

Table 3.1 Overall research design

Methodology	Approach	Main Objectives
Research Approach	Explorative	Gaining more insights into the topic and attempt to lay the groundwork for further studies
	Inductive	Moving from the specific observations to broader generalizations and theories, this is often called "bottom-up" approach
	Deductive	Moving from general premises to a specific conclusion, this is often call "top-down" approach
	Primary Research	Collecting and analysing own data by using data collection techniques like in-depth interviews and online survey

	Secondary Research	Gathering relevant information mainly from online documents and literatures such as journals, magazines, books and reports
Research Method	Mixed research method	Involving collecting, analysing and integrating quantitative (e.g. surveys and experiments) and qualitative (e.g. focus groups and interviews) research and providing a better understanding of a research problem than a single method
Data Collection1	In-depth interviews	Involving conducting interviews to managers in travel agencies to explore their opinions and perspectives on senior tourism
Data Collection2	Survey	Involving structured questions to investigate the seniors' perception and satisfaction about services in a group packaged tour
Data Analysis 1	Interpretive Analysis	Interviews will be recorded, transcribed, and then translated into English in order to find out what products and services that are provided in a group packaged tour by travel agencies
Data Analysis 2	Statistical Analysis	Using online survey tool and SPSS to analyse the statistical data

3.2 Data Collection Techniques and Research Model

3.2.1 Data Collection Techniques

3.2.1.1 Qualitative Research Method

Qualitative research method can generate comprehensive understanding around a topic by means of analysis of literature review and in-depth interviews with managers from travel agencies in China. Especially, in-depth interviews are essential to achieve a better understanding of senior tourism market and existing products and services involving in the group packaged tours.

Procedures:

Literature Review. Through search of literature regarding senior tourism, there is a gap has been found which is there are not so many group package tours that are designed for elderly people and existing products and services cannot fulfill the changing demands of senior tourists. According the theory of target marketing, market segmentation is one of the main aspects in target marketing that assists in identifying different customer groups. With the aging population in the world, the senior tourism market deserves more attention in today's tourism industry when planning marketing

strategy. It is known from the literature, the characteristics of senior tourists differ from those of younger travelers. Therefore, travel organizations should make efforts on the analysis of variables that affect travelling decisions and satisfaction of senior tourists, together with their desires, needs, and preferences.

In-depth Interview. The 5 in-depth interviews with managers in charge of senior tourism market from travel agencies in China will be conducted. The interviews are designed as open-ended mode with 10 questions in order to know the status quo of senior tourism market in China and problems and difficulties when developing senior group package tours from tourist experts who have been worked in this field for years. Researcher will use phone interview through WeChat which is a Chinese social platform to collecting qualitative data, due to the locations of tour operators in China where are far away from researcher's location.

The interview questions are detailed, brief and self-explanatory. 10 questions will be asked in general, which are able to generate the views and opinions of managers of travel agencies on the research questions. Furthermore, the interviews are planned to take 30 to 35 minutes for completion. And the design of interview questions must follow the anonymous rule and no privacy. During the interpretation process of qualitative data, the full name of interviewees will be concealed, only surname instead. In the beginning of the interview, researcher identity, the purpose of the interview and confidentiality commitment will be clarified in order to build a trusting relationship with respondents.

3.2.1.2 Quantitative Research Method

This section details how the items derived from literature will be graded by senior tourists and further investigates the satisfaction towards products and services in group package tour of seniors. Furthermore, several questions that capture senior's demographic attributes and expectation to outbound travel services will be included. Before the surveys are actually conducted, two senior lecturers from researcher's bachelor university will be invited to assess the content of the survey and relevant elements, so as to make adjustments prior to the investigation.

Procedures

Survey Design. Questionnaire content is the core value of a survey. If the questions can be expressed to be brief and to the point and if the questions mentioned in the survey are comprehensive, these concerns directly influence the quality of research results. The survey is divided into three parts: (1) collecting the general demographic information of samples; (2) understanding the outbound travel characteristics of

samples; (3) examination the senior tourists' attitude with regard to the importance and performance of each travel element.

In order to be answered easily and conveniently, the questions in first two parts are designed to be single choice and multiple choices. As for the third part, 7 elements and 25 sub-elements that effect customer satisfaction will be included in the survey for developing two five-point Likert-type scales, in which items anchor by extremely important to extremely unimportant and by extremely satisfied to extremely unsatisfied. A five-point Likert-type scale use numbers 5 to 1 corresponding to the five different important and satisfied degrees.

Survey Distribution. The survey includes 30 questions that is processed by Chinese online survey website in Mandarin. *These questions* will help researcher to know the demands and attitude of Chinese senior tourists. The samples are seniors in the age of 55-75 group who had outbound travel experience with group package tour. Respondents are asked to rate the importance and performance of each travel element on a scale of 5 to 1 according their previous outbound travel experience.

According to the Edward & Richard (1979), on one hand reliability of a research means the level in which a test, an experiment or measuring procedure produced the same result again and again when the research is conducted on different time with different materials. On the other hand, reliability defines that a study is valid if its measure means actually measure what they aim to, and if there are no logic errors in drawing conclusions from the collected data (Edward & Richard, 1979). In order to get the answers from the right targeted respondents, researcher asks for the favor of Chinese friends who have been worked travel agencies. Because they have resources to access the senior tourists. In the end, there are 305 questionnaires taken back, in which 300 are valid. Therefore, the effective rate is 98%.

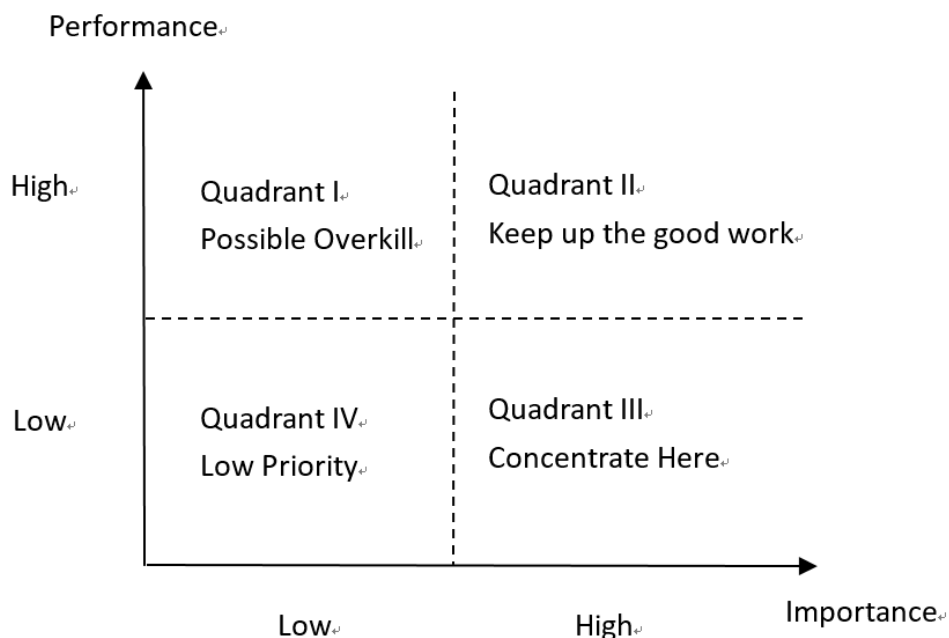
3.2.2 Research Model

Customer satisfaction has been considered as a specific transaction meaning it is based on the gap between expected services and perceived services (Cronin & Taylor, 1992). The smaller the gap between expected services and perceived services is, the higher customers satisfy. As for the relationship between customer satisfaction and service quality, some researchers (Anderson & Fornell, 1994) pointed out that customer satisfaction came as the result of the service quality. Furthermore, some researchers also have found empirical models to measure the customer satisfaction and service quality. For example, in 1985, Parasuraman et al. (1985) proposed the SERVQUAL scale, which is most commonly used to measure the service quality. In addition to this model,

Martilla and James (1977) developed Importance-Performance Analysis which is commonly used to measure the level of service aspects between importance and performance in the service process.

In this thesis, IPA model will be used to quantify customer satisfaction through evaluating the performance of factors and importance of that factor that affects customer satisfaction. There are two reasons for applying this model: first, IPA model does not have special restriction on items that are involved in the evaluation; second, IPA model can reveal the relationship between importance and performance of every item and provide an overview of satisfaction with clear instructions for management and distribution of resources. This measurement tool has proven to be easy to use, and it is a way to optimize the marketing strategies, because it facilitates the data interpretation and increases effectiveness and rationality in making decisions (Silva & Fernandes, 2010).

The IPA model comprises a pair of axis on the grid where the performance (horizontal axis) and importance (vertical axis) of different variables involve in the service process are compared. According to the average scores of performance and importance evaluated by customers, the IPA mode is divided into four quadrants (see figure 3.2). And each quadrant suggests a marketing strategy.



Source: (Martilla & James, 1977)

The four quadrants in IPA model are characterized as table (3.3) follow:

Quadrants	Implication
<i>Quadrant 1: Possible Overkill</i>	Low importance, high performance: meaning respondents are satisfied with performance of services, however, managers should put resources on somewhere else because efforts on attributes of this grid are unnecessary and superfluous.
<i>Quadrant 2: Keep up the good work</i>	High importance, high performance: respondents perceive these attributes to be very important, meanwhile, the organization has the high level of performance in these attributes, which indicates the opportunities for maintaining competitive advantages and are main strengths.
<i>Quadrant 3: Low Priority</i>	Low importance, low performance: the attributes of this grid are not perceived to be very important by customers, therefore, managers should not be concerned excessively and the marketing strategy about this cell do not require additional efforts.
<i>Quadrant 4: Concentrate Here</i>	High importance, low performance: this grid contains attributes of high importance, but where performance level is relatively low. This suggests the activities and efforts of improvement should be concentrated here.

Source: (Martilla & James, 1977)

IPA model is used for assessing tourists' perceptions towards services in a group packaged tour and the marketing priorities to be considered by decision makers in order to improve services of travel agencies. The operating steps of IPA model are: (1) selection of variables that affect customer satisfaction according to the literature; (2) asking for consumers to grade the importance and performance of each variable; (3) calculating the mean scores for both importance and performance of each variable; (4) presentation the mean values of importance and performance for each variable in IPA model.

As for the selection of variables that determine the senior tourists' satisfaction, the choice of elements has been made based on the previous literature. In the light of 6 elements of travel activities which are restaurant, accommodation, transportation, sightseeing, shopping and entertainment, 2-4 representative sub-elements under each key element are selected as the second-tier scale. Meanwhile, aiming at the features of senior outbound tourism, outbound travel services are added into the key elements, and 4 items get along with it. As a result, the following attributes are shown in the table below:

7 key elements	25 sub-elements
Restaurant	Restaurant Environment; Cuisine Quality; Staff service in restaurants
Accommodation	Hotel Location; Environment; Infrastructure; Staff service in hotels

Transportation	Safety and coziness of transportation mode; Driver service
Sightseeing	Value of watching; Service of local tour guide; Public Infrastructure (toilets and souvenir shops); Rationality of time arrangement in scenic spots
Shopping	Shopping environment; Quality of products; Shopping service; Rationality of time arrangement in shops
Entertainment	Richness of entertainment; Specialty of entertainment; Participation of entertainment; Staff service in entertainment venues
Outbound travel services	Simplification of applying for a visa; Convenience of currency exchange; Service of tour leader; Medical preparation

Table 3.4 7elements and 25 sub-elements

3.3 Research Context and Participants

In China, the study on customer satisfaction started from 1990, which experienced the process from qualitative researches to quantitative researches.

Although the start of researches on customer satisfaction is later than Western countries, Chinese researchers (YanJun, 2002; Guanzhi, 2005) still have achieved some research findings about customer satisfaction models and evaluation system of customer satisfaction. For example, YanJun has built the Quality Interaction Model in 2002 and Guanzhi has built Fuzzy Synthetic Evaluation Model in 2005. Basically, Chinese researchers (YanJun, 2002; Guanzhi, 2005) applied European or American customer satisfaction models in own practical researches and built new evaluation system about customer satisfaction according to different subjects and angles, and then came to the conclusions. The cities where will be conducted for the research are mostly first tier and second tier cities of China like Beijing, Shanghai, Tianjin, Hangzhou, Nanjing, Chongqing etc. There are some following reasons why the first tier and second tier cities are chosen:

- These cities are developed areas with higher level of salaries and pensions.
- The aging population is becoming serious.
- The elder citizens in these cities are easier to apply for an outbound travel visa.

The quantitative surveys cover a sample from the population of senior Chinese aged

from 55 to 75, which is shown as follows:

Population	The senior Chinese aged 55-75 in big cities like Beijing, Shanghai, Tianjin, Hangzhou etc.
Sample	Seniors who want to travel to abroad or have already been to overseas
Sample Frame	Seniors in big cities of China
Sampling Methods	Purposeful Sample
Sampling Size	300

Table 3.5: Quantitative Sampling

The sampling of qualitative interviews is described as below:

Population	Directors or event planners of travel agencies in China
Sample	Directors of travel agencies who are responsible for overseas travelling
Sample Frame	Directors of travel agencies who are familiar with senior tourism market
Sampling Methods	Snowball Sampling
Sampling Size	5

Table 3.6: Qualitative Sampling

3.4 Data Analysis

Qualitative Data Analysis.

Data collected from in-depth interviews will be recorded, transcribed, translated and process thoroughly. The interview includes 10 questions and responses from each of questions will be analyzed individually based on the research questions.

Quantitative Data Analysis.

Data collected from surveys will be diagrammed and interpreted in presentable formats. The survey includes 30 questions, in which the first 5 questions are used to collect demographic information of respondents, questions 6 to 14 are conducted to collect outbound travel characteristics during the journey, questions 15 to 30 aims to investigate the attitude of senior tourists about outbound travel experience and perceived services in a group package tour provided by travel agencies. Besides, Microsoft office excel and SPSS are used to carry out the analysis of data collected from the survey.

Both interviews and online surveys will give researcher the suggestions and advices on the research topic, meanwhile, they help to gather valuable information for answering research questions and to give ideas for further recommendations and limitations.

3.5 Ethnical Considerations

Firstly, the participation of respondents in this research is voluntary. Researcher will ask friends in China who work in travel agencies for help and support in the data collection. Secondly, the offensive, discriminatory, or other uncomfortable words will be avoided in formulating questionnaire and interview questions. Two senior lecturers from university in China are participated in assessing wording and clarify of items. Thirdly, quotation of other authors will be cited in the APA form according to the dissertation rubrics. Lastly, analyses throughout the research process and findings as well as conclusions will maintain the highest level of objectivity. The ethic form that was signed by me and my supervisor is included in the Appendixes.

4. Findings and Discussion

This chapter presents the main findings and results of the data collection. It begins with qualitative results from interview questions and answers, which can reply the first sub-question. After that, researcher displays the result of quantitative result from online survey, including the demographic characteristics, travel behavior characteristics, and the attitude towards service satisfaction, which is designed to answer the second and third sub-questions.

4.1 Findings

4.1.1 Qualitative Results

Travel agency is defined as a firm qualified to arrange for travel-related services on behalf of various tourism industry principles (Goldblatt & Nelson, 2001). According to the different business types, travel agencies divided into tour wholesaler, tour operator and travel agent. Tour wholesalers are responsible for design, combination and marketing of travel products (Carmen, 2014). They make arrangements and contracts with airlines, hotelier and other travel suppliers, and then sell and promote those assembled travel packages, sell to tour operators and travel agents in the form of wholesale (Carmen, 2014). Tour wholesalers do not directly retail travel packages to travelers, but through intermediaries. Then intermediary organizations collect travelers from all over China and pass the number and information of travelers to the tour wholesalers. Finally, the tour wholesalers organize the whole process of outbound travel, provide tour guide and other travel services, and also handle customer disputes and complains (Carmen, 2014). The businesses of tour operators are more comprehensive and complex. On one hand, tour operators can sell and promote the travel packages that are designed by self or purchased by tour wholesalers. On the other hand, they can retail the travel products and provide travel services like tour guide and visa application to customers through own offline stores (Carmen, 2014).

Travel agents play a role of selling and administrating tour packages from various tour operators and tour wholesalers to their customers based on what travelers are looking for and which package suits each client best. While tour operators and tour wholesalers focus on select range of destinations, travel agents narrow down the tour packages for a specific area or a destination that customers are looking to travel according to the clients' budget, preferred transportation mode, and interests (Carmen, 2014). Travel agents also sell the individual components like flights, car rental, hotel, etc. for independent travelers. According to the scope of business, travel agency also divides into international travel agency and domestic travel agency. Till September of 2016, China had 3667 international travel agencies in total (Yiguan, 2016). Therefore, five Chinese international travel agencies were chosen for conducting what the current outbound travel products and services exist in the group package tour. These five international travel agencies are listed as below, in which 1, 2 and 4 are travel agents, 3 and 5 are tour wholesalers.

1.	China Youth Travel Service Co., LTD. Baotou Branch in Inner Mongolia
2.	Wuzhou International Travel Service Co., LTD Hohhot in Inner Mongolia
3.	Beijing Jiedajiaqi International Travel Service Co., LTD
4.	China Travel Service Head Office Co., LTD in Beijing
5.	Farers International Co., LTD in Shanghai

Table 4.1

Interviewees of above five travel agencies were asked to provide itineraries of outbound group package tours which popularize among senior tourists. It is worthy to notice that these outbound group package tours are not specially designed for seniors. Because there are few group package tours that specialize seniors' needs in Chinese tourism market, according to the interview result. However, in these group package tours, the number of participated seniors accounts for one third or more than half of total number of tourists. The theme of these package tours are named in the table below.

1.	Baotou-Krabi, Thailand for 7 days Price: 4980 RMB (680 Euros)
2.	Beijing-Germany, France, Italy and Switzerland for 12 days Price: 12000 RMB (1639 Euros)
3.	Tianjin-Korea and Japan Cruise Ship for 6 days Price: from 6899 to 7599 RMB (942 Euros to 1037 Euros)
4.	Beijing-Australia and New Zealand for 15 days Price: 30800 RMB (4206 Euros)
5.	Beijing-Italy and Turkey Cruise Ship for 13 day Price: 40000 RMB (5462 Euros)

Researcher summarized the restaurant, accommodation, transportation, sightseeing, shopping, entertainment and outbound travel services from each itinerary in order to

give the answer for first sub-research question. Due to words limitation, not every details would be included in, but more details can be seen in the Appendix F.

1. Baotou to Krabi, Thailand for 7 days from China Youth Travel Service Co., LTD. Baotou Branch in Inner Mongolia

Restaurant	Breakfast: Buffet in hotel (same for every day) 2 nd D: Lunch—Seafood; Diner--Thai flavor cuisine; 3 rd D: Lunch—Quick Meal on Island; Dinner—Thai flavor cuisine; 4 th D: Lunch—Quick Meal on Island; Dinner—BBQ; 5 th D: Lunch—Curry Crab; Dinner—Chinese Cuisine; 6 th D: Self-catering 7 th D: On the airplane
Accommodation	Thai five-star hotel
Transportation	Airplane for arriving and departing; 2 nd D: Long-tail boat 3 rd D: Speedboat
Sightseeing	2 nd D: Phang-Nga; Cutthroat Islands; Elephant and Fruit Garden 3 rd D: Similan Islands (Koh Miang; Koh Bangru; Koh Similan; Fantasy Reef) 4 th D: Coral Island; Wat Chalong Temple (most famous temple in Thailand); Pearls and Jewels Centre 5 th D: Prom Thep Cape; Fruit Street 6 th , 7 th D: Free Time on Phuket Islands
Shopping	4 th D: Thai Silk; Natural Emulsion Centre; Leather Tax-free store 5 th D: International Tax-free store
Entertainment	4 th D: Thai Massage;
Outbound services	Applying for visa; Tour Guide

Illustration: 2D means the 2nd Day of journey, 3D means the 3rd Day and so on.

2. Beijing to Germany, France, Italy and Switzerland for 12 days from Wuzhou International Travel Service Co., LTD Hohhot in Inner Mongolia

Restaurant	1 st D: No meal 2 nd D: Breakfast—Buffet in hotel; Lunch/Dinner—Chinese Cuisine 3 rd D: same as the 2 nd D 4 th D: same 5 th D: Breakfast—Buffet in hotel; Lunch—Italian Cuisine; Dinner—Chinese Cuisine 6 th D: Breakfast—Buffet in hotel; Lunch/Dinner—Chinese Cuisine 7 th D: Breakfast—Buffet in hotel; Lunch/Dinner—Self-catering 8 th D: Breakfast—Buffet in Hotel; Lunch—Self-catering; Dinner—Chinese Cuisine 9 th D: Breakfast—Buffet in hotel; Lunch—Self-catering; Dinner—Chinese Cuisine 10 th D: Breakfast—Buffet in hotel; Lunch/Dinner—Chinese Cuisine 11 th D: Breakfast—Buffet in hotel; Lunch—Chinese Cuisine;
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	Dinner—self-catering
Accommodation	Three or four-star hotel
Transportation	1 st D: Flight from Beijing to Berlin 2 nd -6 th D: Coach 7 th D: Coach and Train 8 th -11 th D: Coach 12 th D: Coach, flight to from Brussel to Beijing
Sightseeing	2 nd D: Berlin—Brandenburg Gate, Unter den Linden, Berlin Reichstag, Site of the Berlin Wall 3 rd D: Nuremburg Fussen (Neuschwanstein Castle); Innsbruck (Golden Roof, Hofkirche) 4 th D: To Venice by coach (3 hours on road)—St. Mark Square; St. Mark Church; The Bridge of Signs; Glass Art Museum 5 th D: To Florence by coach—Monarch Square; Basilica di Santa Maria del Fiore 6 th D: To Roma by coach—Colosseum; Arco di Costantino; Roman Forum; Vatican City (St. Peter Cathedral) 7 th D: To Interlaken in Switzerland by coach—Hoheweg; Afternoon: To Lucerne by train--Lucerne Lake (20 mins); Church Bridge; Lion Monument 8 th D: Rigi Mountain; To Colmar by coach; Strasbourg 9 th D: To Paris by coach—Notre Dame de Paris; Eiffel Tower; Place de la Concorde; Arch of Triumph; Les Invalides; Grand et Petit Palais 10 th D: Louvre Museum; Fragrance Museum; Seine Cruise 11 th D: Palace of Versailles; Galeries Lafayette 12 th D: France town to Brussel by coach, and fly to Beijing 13 th D: in Beijing
Shopping	3 rd D: Tax-free store in Germany; Swarovski in Innsbruck 4 th D: Glass Factory in Venice; Leather products stores in Roma 7 th D: Watch shops in Interlaken and Lucerne 10 th D: Tax-free shops in France
Entertainment	
Outbound services	Applying for visa; Tour Guide

3. Tianjin to Korea and Japan Cruise Ship for 6 days from Beijing Jiedajiaqi International Travel Service Co. LTD

Restaurant	1 st D: departure from Tianjin at 18:00 2 nd D: Buffet on the ship 3 rd D: Breakfast on the ship; Lunch/Dinner: Korean Cuisine 4 th D: Breakfast on the ship; Lunch/Dinner: Japanese Cuisine
Accommodation	On the Ship
Transportation	Cruise Ship
Sightseeing	3 rd D: Arriving at Korea Cheju Island at 9 am and back to ship at 18:00 4 th D: Arriving at Japan Fukuoka at 8 am and back to ship at 17:00 5 th D: Whole day on the ship

	6 th D: Arriving in Tianjin at 10 am
Shopping	5 th D: Shopping at tax-free shop on the ship
Entertainment	DIY lantern; Theatre; Cinema; Live music; Library; Chess room; Fitness; Swimming and massage pool;
Outbound services	Applying for visa; Tour Guide; Insurance

4. Beijing to Australia and New Zealand from China Travel Service Head Office Co., LTD

Restaurant	1 st D: On the airplane 2 nd D: Breakfast—Buffet in hotel; Lunch—Steak; Dinner—Local flavor 3 rd D: Breakfast—Buffet in hotel; Lunch/Dinner: Chinese Food 4 th D: On the airplane 5 th D: Breakfast—Buffet in hotel; Lunch/Dinner: Chinese Food 6 th D: Breakfast—Buffet in hotel; Lunch/Dinner: Chinese Food 7 th D: same as above 8 th ,9 th D: Self-catering 10 th -14 th D: Breakfast: Buffet in hotel; Lunch/Dinner: Chinese Food
Accommodation	Four-star hotel
Transportation	1 st D: Flight from Beijing to Auckland 2 nd D: Coach from Auckland to Rotorua (3hs15mins) 3 rd D: Coach from Rotorua to Auckland 4 th D: Flight from Auckland to Queenstown 5 th D: Coach from Queenstown to Milford Sound (8hs for a round trip) 6 th D: Coach from Queenstown to Arrowtown (1.5hs for a round trip) 7 th D: Coach from Queenstown to Christchurch (6hs for a round trip) 8 th D: Flight from Christchurch to Melbourne (3.50hs); Coach 9 th D: Coach from Melbourne to Great Ocean Road (6hs for a round trip) 10 th D: Coach 11 th D: Flight from Melbourne to Cairns (3.2hs); Coach 12 th D: Cruise from Cairns to Great Brrier Reef (3hs for a round trip) 13 th D: Flight from Cairns to Sydney (3hs) 14 th D: Flight from Sydney to Beijing (11.50hs) 15 th D: Arriving in Beijing
Sightseeing	2 nd D: Maori Village; Municipal Garden; Lake Rotorua; Redwood forest 3 rd D: Agrodome farm land; Auckland Harbour Bridge; Labour Memorial; Mount Eden; 4 th D: City tour in Queenstown; Cruising cross Lake Wakatipu 5 th D: Milford Sound; Cruising cross Milford 6 th D: City tour in Arrow town and Lake Hayes

	<p>7thD: Lake Tekapo; Mount Cook National Park; Kanbei Li Prairie 8thD: Hagley Park; St. Paul's Cathedral; Art Block 9thD: Great Ocean Road; The Twelve Apostles; 10thD: Royal Botanic Garden; The Australian War Memorial; Federation Square; Royal Exhibition Building; Cook's Cottage; City Circle Tram 11thD: Rainforest station Nature Park; National Library; Flecker Botanic Garden 12thD: Green Island; Norman Outer Reef 13thD: Sydney Opera House; Sydney Royal Botanic Garden; Hyde Park; St. Mary's Cathedral; Bondi Beach 14thD: The Blue Mountain National Park</p>
Shopping	<p>3rdD: Souvenir shops in Auckland 6thD: Souvenir shops in Queenstown 10thD: Souvenir shops in Melbourne 13thD: Souvenir shops in Sydney</p>
Entertainment	Depending on the situation
Outbound services	Applying for visa; Tour Guide; Insurance

5. Beijing to Italy and Turkey for 13 days from Farer International Co. LTD in Shanghai

Restaurant	<p>1stD: on the airplane 2nd–3rdD: Breakfast in hotel; Lunch/Dinner: Local flavor 4th–11thD: Breakfast on the cruise; Lunch/Dinner: Local flavor 12thD: Breakfast in hotel; Lunch/Dinner: Chinese Cuisine</p>
Accommodation	<p>2ndD: Bernni Bristol hotel (Five-star Hotel in Roma) 3rdD: Sina Centurion Palace Venezia (Five-star Hotel in Venice) 4th–11thD: Sleeping on the Cruise Ship 12thD: Shangri-La Bosphorus, Istanbul (Five-star Hotel)</p>
Transportation	<p>1stD: Flight from Beijing to Roma 2ndD: Coach from Roma to Pompei and back to Roma 3rdD: Flight from Roma to Venice in the evening 4th–11thD: Cruise Ship starting from Venice at 18:00 8thD: Arriving at the wharf then by coach to Itea 11thD: Arriving in Istanbul 12thD: Coach and ship 13thD: Flight from Istanbul to Beijing</p>
Sightseeing	<p>1stD: Vatican City—St. Peter's Cathedral; Venice Square 2ndD: Pompei—Historical remains; Art relics 3rdD: Roma—Colosseum; Arco di Costantino 4thD: Venice—The Piazza of St. Mark; Palazzo Ducale; The bridge of Sighs; 5thD: Split (13:00-19:00)*—The Krka National Park; Visovac Island 6thD: Dubrovnik (7-18:00)*—City tour in the old city; Dubrovnik Cathedral; Lokrum Island 7thD: Arta(13:00-19:00)*—Castle from 13th Century;</p>

	Archaeological Museum; Palaboerniya Church 8 th D: Itea (7:00-14:00)*--Archaeological Site of Delphi; Temple Apollo; Delphi Archaeological Museum 9 th D: Delos Island (7:00-12:00); Free time on Mykonos Island (14:00-21:00) 10 th D: Dikili (8:00-13:00)*—Asklepion Temple; Roman Temple; The Acropolis 11 th D: Istanbul—Hagia Sophia; Sultan Ahmet Mosque; The Topkapi Palace 12 th D: Boating on Bosphorus (2hs); Dolmbahce Palace; Camlica Hill 13 th D: Istanbul to Beijing
Shopping	4 th –11 th D: Tax-free shop on the ship
Entertainment	Spa, Cinema, Swimming Pool, Fitness on the Cruise Ship
Outbound services	Applying for visa; Tour Guide; Insurance

Illustration: Split (13:00-19:00)* means the length of stay in sightseeing spots and so on

From above five different outbound travel itineraries of five travel agencies, the travel products and services in Chinese tourism market can be roughly known. Therefore, the common points of outbound package tours can be summarized as follow:

Restaurant: travel agencies can provide Chinese cuisine and local flavor or combination to two during the journey.

Accommodation: The selection of hotels is quite well, the level of hotels is at least 3-star hotels in local.

Transportation: The main transportation from China to the overseas destinations is by airplane. When arriving at the destinations, the coach is the main mode of transport. However, these traditional travel modes might be not suitable for the elderly. Therefore, the new concept of travel like cruise ship is more popular and more comfortable for seniors than the traditional mode. Seniors do not need to carry their luggage up and down when arriving at destinations, which can save their energy.

Sightseeing: Most sightseeing spots in the outbound group package tours are the famous ones which can represent local history and culture. Furthermore, they are evaluated to be worthy seeing in the local travel sites. However, time arrangement in the sightseeing spots should be more considerable.

Shopping: Almost every package tour includes the shopping venues, only the number of shopping venues is different. If the price of package tour is higher, then the shopping venues would be less. Sometimes, customers complain about there are so many

shopping venues involving in the travel process which influence the travel perception.

Entertainment: At present, the entertainments in the package tour that are suitable for seniors' participation are less and less.

Outbound travel services: All travel agencies can do visa application for customers and the insurance fee is included in the total travel fee. However, the currency exchange needs to be done by customers themselves. And the tour guide companion the tour group in the whole travel process and take care of safety of each traveler. However, seniors especially above 65 years old need to be paid more attention for their health and safety. Only one tour guide in a package tour group with majority of seniors is insufficient.

According to the interview results, all practitioners in travel agencies recognize the potential of senior tourism market. However, they also mentioned some difficulties to develop senior tourism market. The subjective reasons are the high costs to develop a package tour for elderly people but low profits. Normally, an outbound travel package is expensive, and the specialized package tour for elderly people is even more expensive than the normal products, because developing a senior travel route need more consideration and more professional services. Although some seniors are wealthy, they begrudge spending so much money on the outbound travel. The objective reason is the whole environment of travel agency industry in China still in chaos. For example, in order to attracting more customers, travel agencies are competing fiercely on price, which might make a vicious circle. Therefore, most travel agencies take a wait and see attitude toward this new emerging tourism market. Since the pending attitude of travel agencies, the marketing strategy for senior tourism market is just idle talk.

4.1.2 Quantitative Results

Reliability Analysis of Survey

Before starting analysis of the statistical data collected from survey, reliability should be tested in order to be assure the quality of survey results. Reliability indicates the consistency and stability with which the data collection instrument measures the research concept and help to assess the goodness of reliability of a scale (Cavana, Delahaye, & Sekaran, 2001). Reliability coefficient is the measure index of reliability, which is commonly represented by Cronbach's Alpha. The value of Cronbach's Alpha ranges from 0 to 1. According to Sekaran (2003), the closer Cronbach's Alpha gets to 1, the scale more reliable is. Those values over 0.8 are identified as good, those values in 0.7 to 0.8 are considered to be acceptable, and those less than 0.6 go for poor. This study uses SPSS to test the reliability of the survey, which is shown in the table 4.1

below. And Cronbach’s Alpha coefficients for individual variable are shown in the table 4.2.

Table 4.1 Cronbach’s Alpha coefficient of the scale

Construct	Alpha Coefficient		Number of items
	Importance	Performance	
7 elements	0.791	0.920	14

Table 4.2 Cronbach’s Alpha coefficient of the sub-scales

Construct	Alpha Coefficient		Number of items
	Importance	Performance	
Restaurant	0.851	0.930	6
Accommodation	0.889	0.927	8
Transportation	0.752	0.853	4
Sightseeing	0.860	0.913	8
Shopping	0.904	0.928	8
Entertainment	0.921	0.946	8
Outbound Services	0.922	0.938	8

In conclusion, the results show that all values of Cronbach’s Alpha exceed the threshold of 0.7 and most of them are over 0.8, therefore, the measurement scale of constructs are consistent and stable.

Demographic Characteristics

This section is the overview of demographic characteristic of participated respondents including gender, age group, cities, occupation before retirement, and income.

Figure4.1 Gender of respondents, n=300

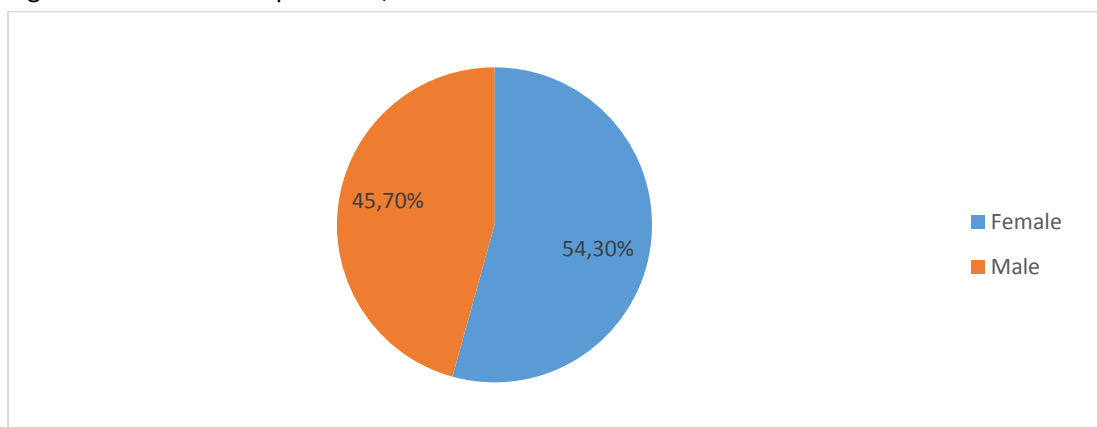


Figure 4.1 reports that the gender of respondents. Among those who participated in this survey, around 54.3% are female, and 45.7% are male, indicating that female prefer travelling than male.

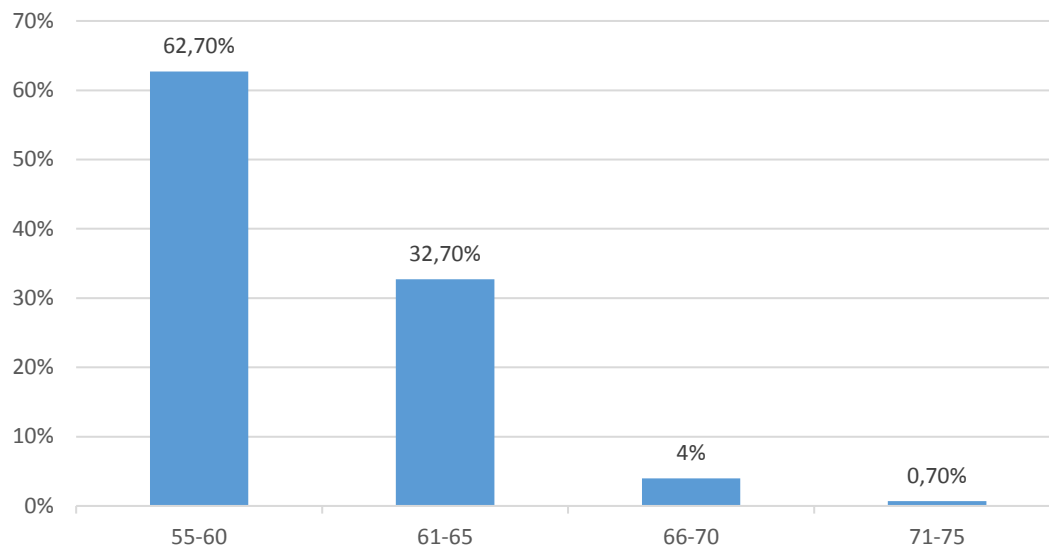
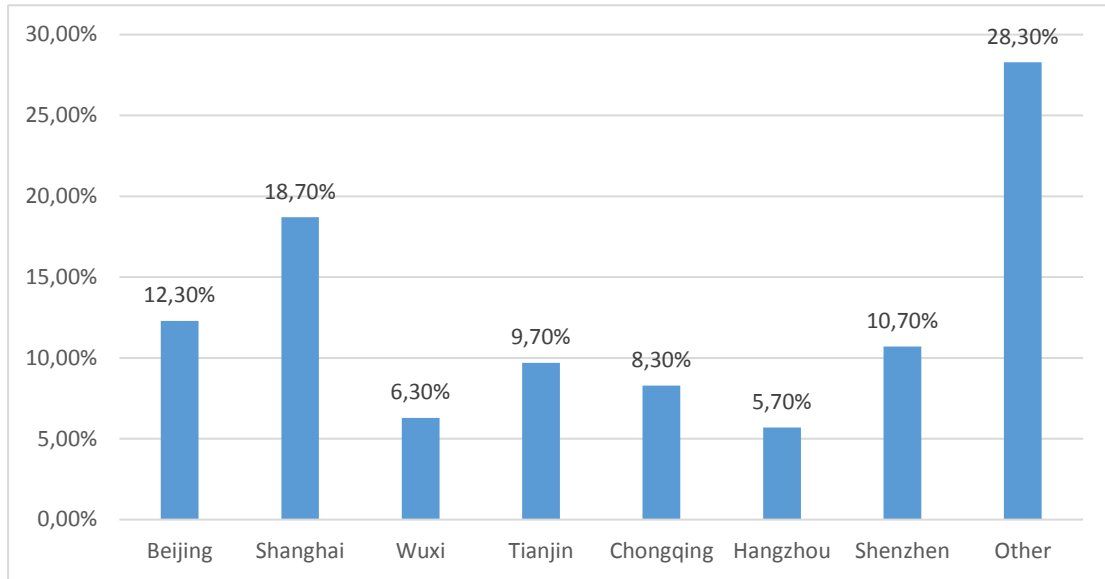


Figure 4.2 Age of respondents, n=300

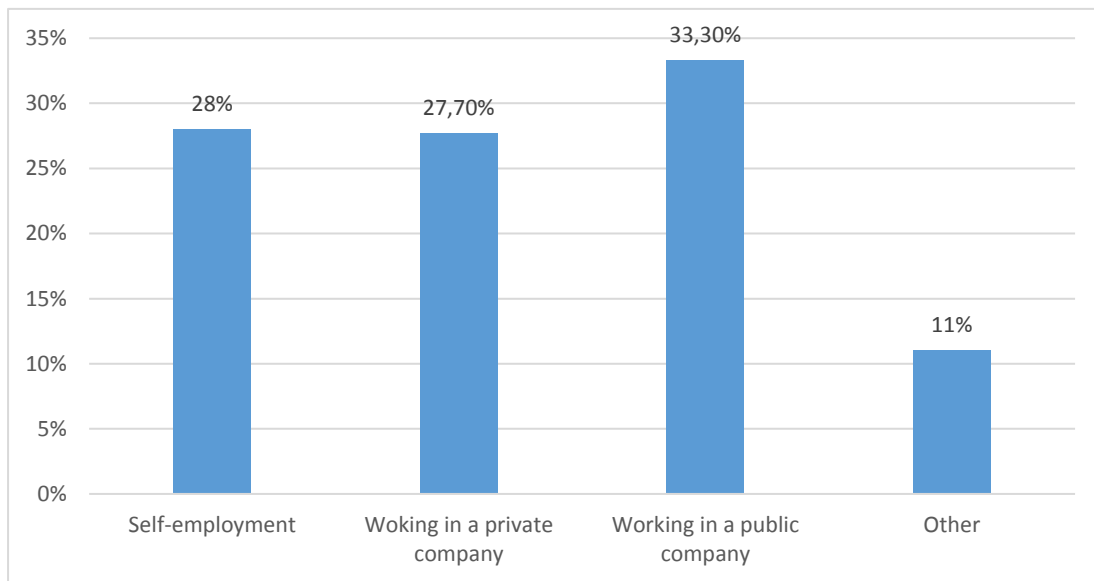
As shown in the figure 4.2, the age of respondents concentrates on 55-65, which accounts for 95.4% of total respondents. The age groups match to the sample clarified in the methodology, which proved the validity of the survey, getting answers from the right target groups. According to the literature review, seniors aged 55-65 belong to younger seniors, and they still have physical strength and willingness to travel outbound. However, after the age of 66, seniors reduce the number of outbound travel and feel difficult to join the travel activities due to physical and mental conditions. Therefore, the age of 65 can be seen as a boundary of seniors who can go to travel overseas. With the age gets older and older, seniors and their families become more cautious when they choose a travel destination and a travel agency. As Ms. Zhang from Wuzhou International Travel Agency suggested, the age of 55-65 is the golden phase for seniors' travel. She stressed that there is a relative large number of seniors who choose to travel abroad during this stage, and they can join the every outbound travel products. But seniors aged 66-75 travel less and need companions of family. In addition, according to Chinese regulation, the current retirement age starts from 50 or 55 for women and 60 or 65 for men depending on the position of his or her in the working place. Therefore after 55 years old, more and more people have spare time to plan their personal life (Yiqian, 2013). The survey result at this point is consistent with the opinion of practitioner in tourism industry.

Figure 4.3 regions of respondents, n=300



This survey was conducted in whole China, mostly in first-tier and second-tier cities. As shown in figure 4.3, 71.7% of respondents come from Beijing, Shanghai, Wuxi, Tianjin, Chongqing, Hangzhou, and Shenzhen, where are developed cities in China. And 28.3% respondents are from other cities like Hohhot, Jilin and so on, where are the second-tier cities in China.

Figure 4.4 Occupation of respondents before retirement, n=300



In this theme, public companies include government offices, government owned companies, public educational institutions like high school, and government owned medical institutions like hospital. Private companies include private owned enterprises, joint venture enterprises, and private educational institutions like language training school and private medical institutions. And self-employment is identified as freelance and self-employed person. Therefore, respondent seniors are mainly working in a public company (33.3%), self-employment (28%) and working in a private company

(27.7%) before retirement. The other occupations that are not on the list have an 11% share. Here should be clarified that public and private companies specify the retirement age and pay the pension to the retirees, however, self-employment does not have a fixed retirement age because they work for themselves and they can stop working whenever they want, and also they do not have pension from company. This may influence the decision making of travel.

Figure 4.5 Income of respondents, n=300

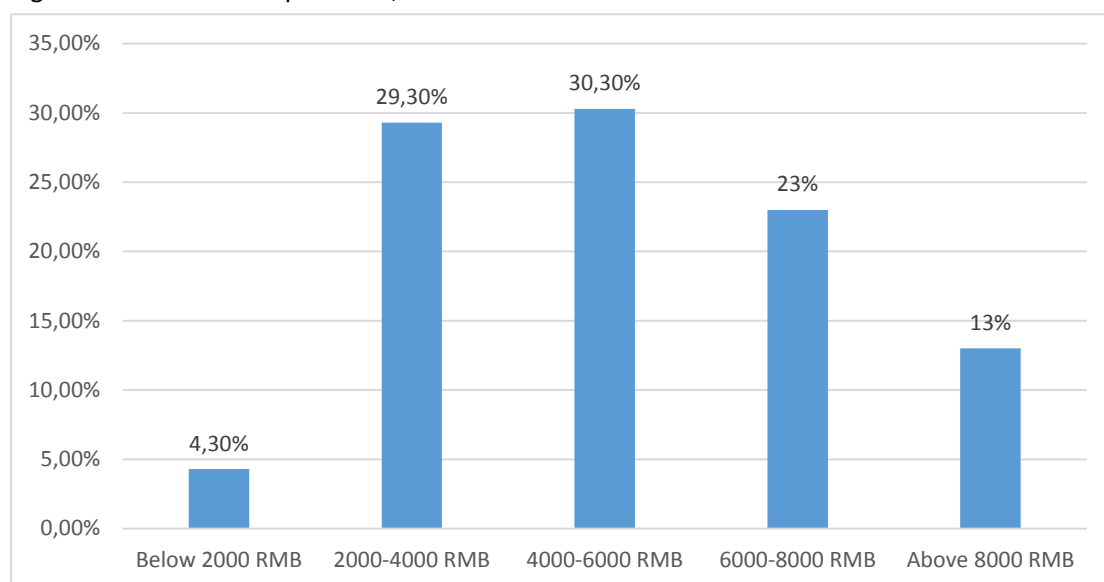
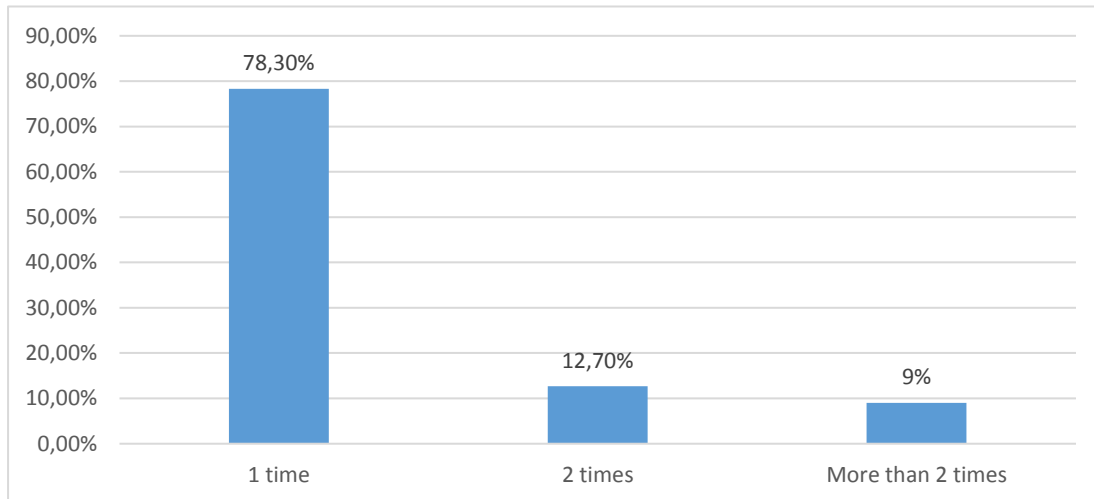


Figure 4.5 shows that the incomes of most respondents range from 2000 to 8000 RMB, which account for 82.6% of total sample. The percentage of monthly income over 8000 RMB is 13%, and the percentage of monthly income below 2000 RMB is least which is only 4.3%. The result of income investigation is roughly equal to the situation in China. In 2016, the average monthly salary in main cities of China was 6700 RMB, in which the average monthly salary in Beijing was highest that was 8894 RMB, then followed Shanghai, Shenzhen and Hangzhou (Zhaopin, 2016).

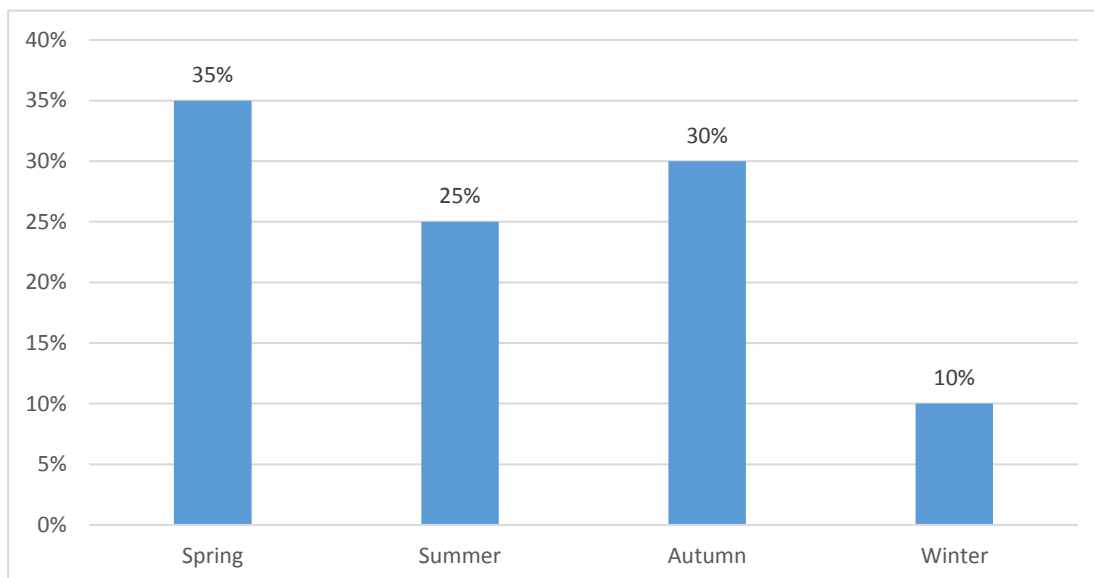
Outbound travel characteristics

Figure 4.6 Outbound travel number in a year, n=300



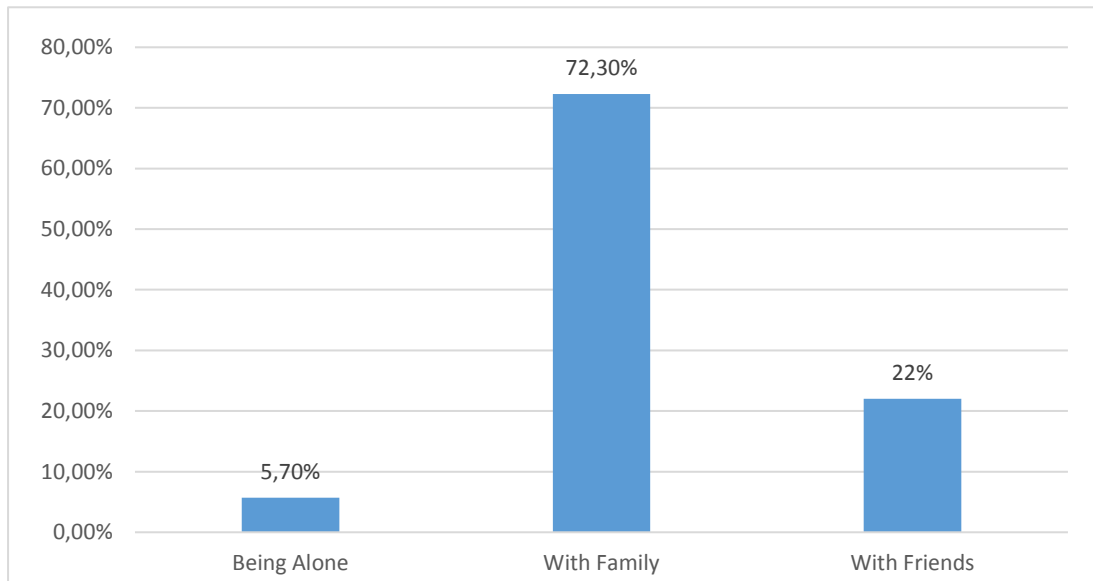
Through analysis of sample, 78.3% of senior respondents travel once in a year, 12.7% of them travel twice and only 9% of them have more than 2 times of journey in overseas. This can be seen that the outbound travel number of senior tourists is few. For senior tourists, outbound travel is still a luxury consumption.

Figure 4.7 the season that senior travelers choose to travel, n=300



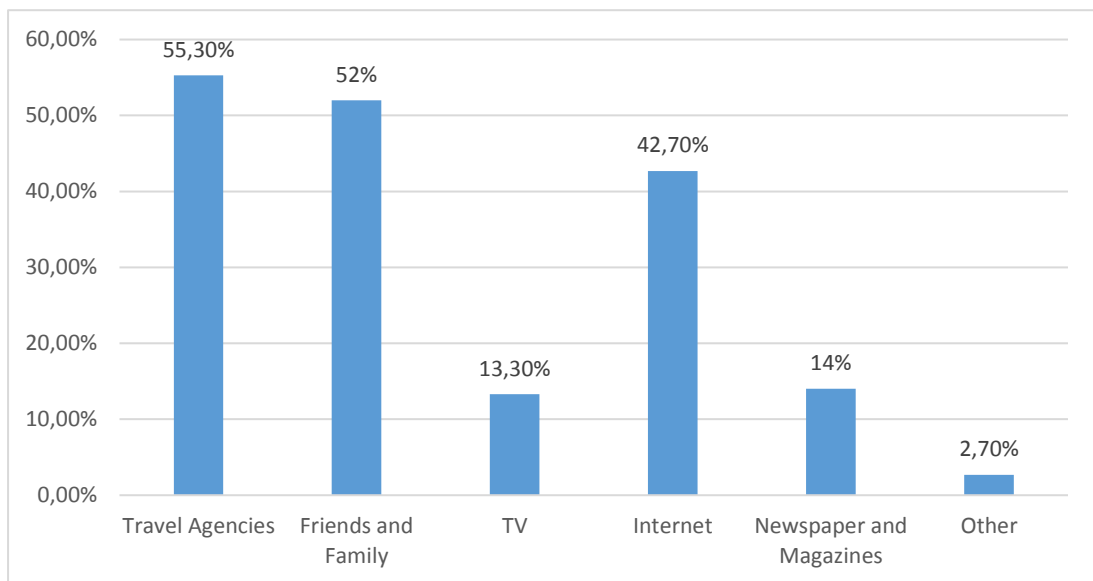
In terms of choosing travel season, 35% of seniors like travelling in spring, which is a little higher than any other seasons. Then 30% of seniors choose to travel in autumn, the other 25% prefer travelling during summer. However, only 10% choose to travel outbound in winter. In general, seniors are free to choose in which season they want to. It can be seen from the figure 4.7 that there is no big difference of senior travelers among spring, summer and autumn. But in winter, the weather is cold and seniors are easy to get sickness. Therefore, winter may not be a suitable season for seniors to have a long-distance journey.

Figure 4.8 companion of senior travelers, n=300



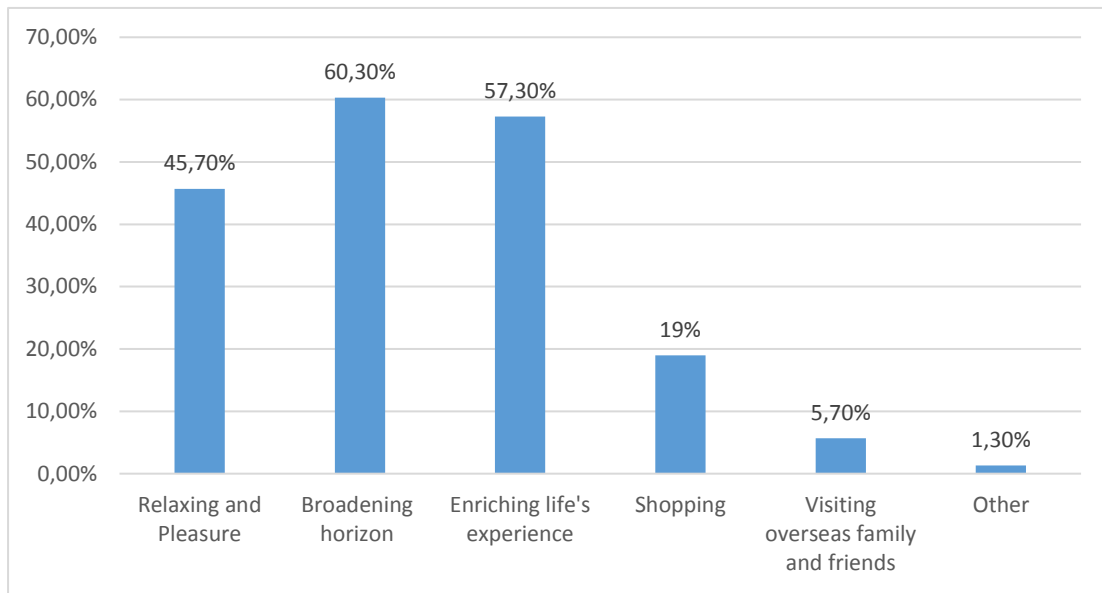
From figure 4.8, 94.3% seniors would like to travel together with their family (72.3%) and friends (22%). Only 5.7% senior tourists will travel alone. This shows that when seniors make a travel decision, it will motivate at least one family member or a friend coming together with them.

Figure 4.9 Channels to acquire information, n=300



This question was designed as the multiple-choice in the survey. It is easy to see from the figure that most senior travelers will use the more than one channel to acquire outbound travel information. In 300 surveys, 55.3% respondents choose travel agencies as one of the main means of accessing travel information. Then followed by friends and family (52%) and Internet (42.7%). This can indicate that the promotion of senior tourism market can rely on the advertisement of travel agencies and search engines, meanwhile the word-of-mouth marketing among family and friends also has a certain influence on their travel decision.

Figure 4.10 purpose of the trip, n=300



As shown in the figure 4.10, senior tourists have no pressure from work and their lives tend to be tedious after retirement. Therefore, more than half of seniors would like to have at least once outbound travel experience for broadening horizon (60.3%) and enriching life's experience. In addition, 45.7% seniors travel abroad for relaxing and pleasure. Followed by shopping (19%) and visiting overseas family and friends (5.7%). The main purposes of senior travelers are broadening horizon and enriching life's experience. Therefore, it is vital to pay a close attention to seniors' satisfaction.

Figure 4.11 Preferred overseas destinations, n=300

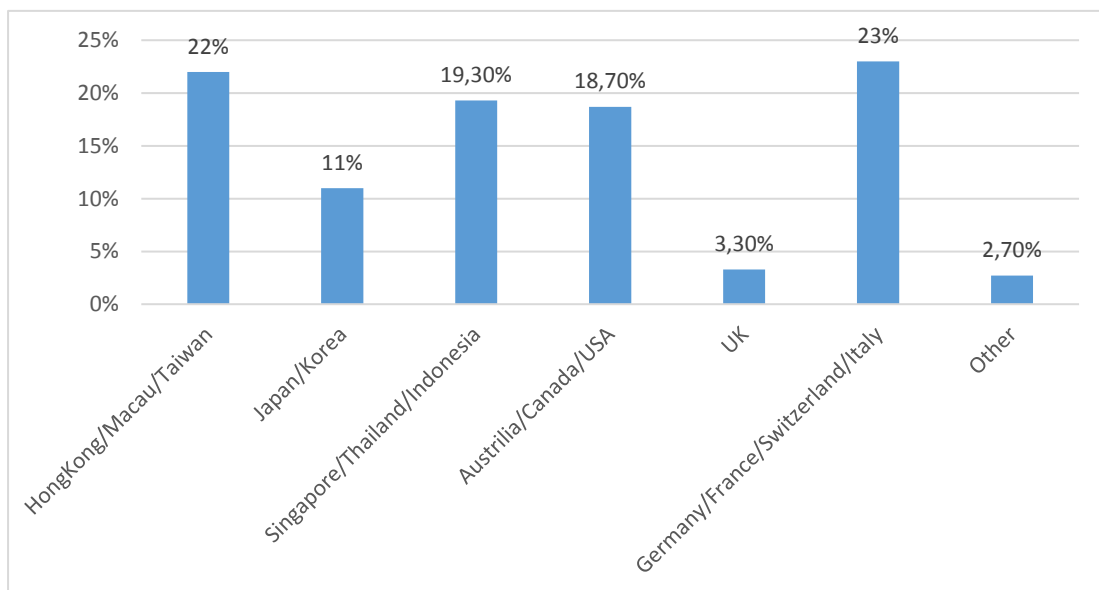
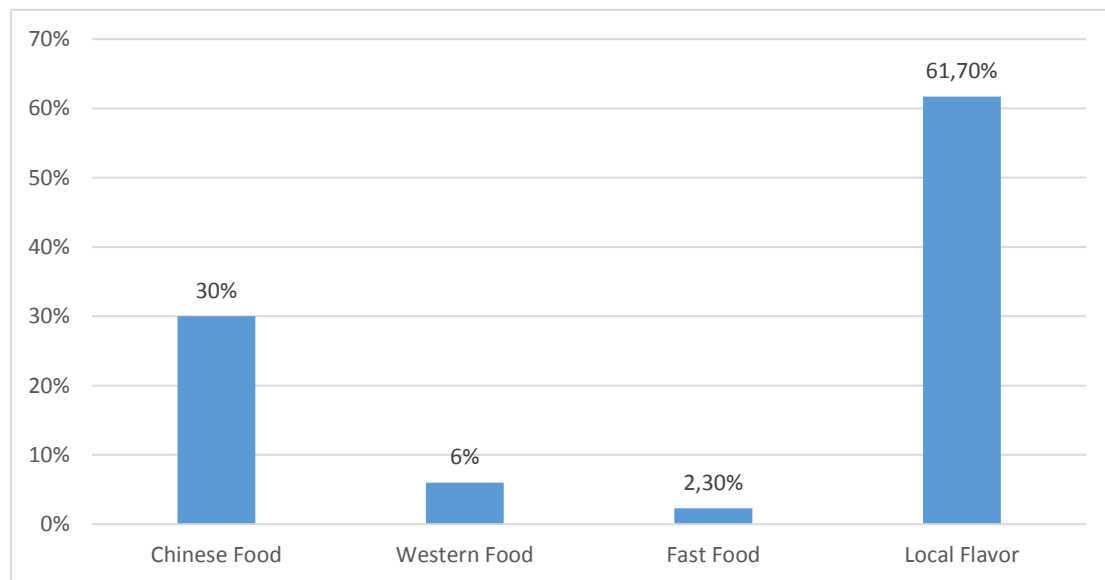


Figure 4.11 shows that European countries like Germany, France, Switzerland and Italy are most favorable outbound travel destinations among senior tourists, which

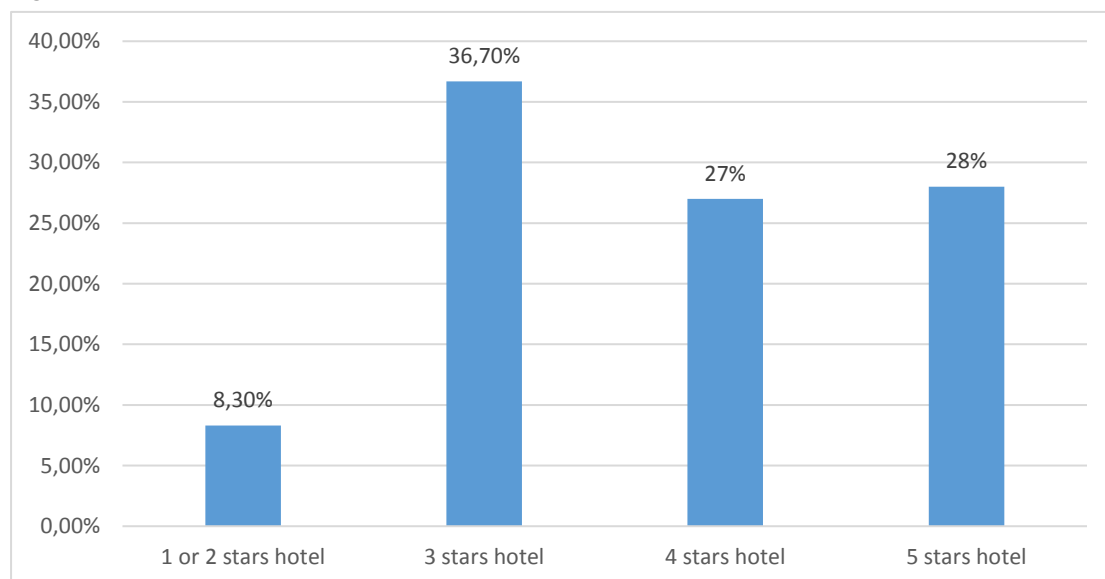
accounts for 23% of total respondents. In addition, Hong Kong/Macau/Taiwan, Singapore/Thailand/Indonesia, and Australia/Canada/USA are also popular, which achieve 22%, 19.3% and 18.7% respectively. Here it is worthy to be mentioned that Chinese citizens need to apply for a permit to visit Hong Kong, Macau and Taiwan. Therefore, travelling to Hong Kong, Macau and Taiwan is regarded as outbound tourism for Chinese citizens. Besides, Japan, Korea and UK are not liked by most senior tourists. Currently, the outbound travel behavior of senior is dominated by short-distance trips. However, they do not exclude going to a far place like a European country.

Figure 4.12 Preferred meal option, n=300



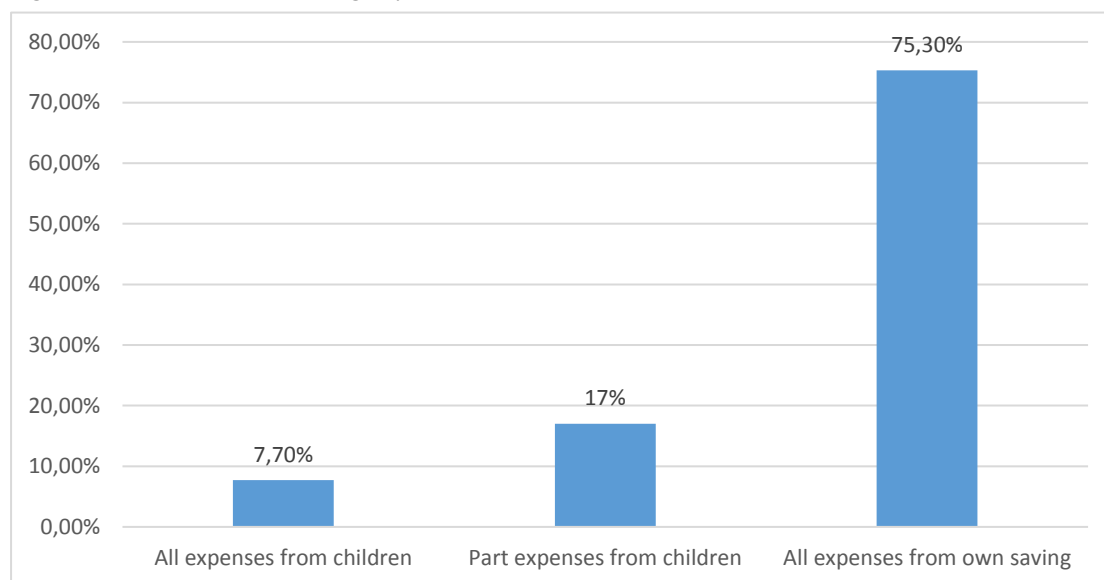
61.7% seniors are expected to be served by local flavor, and 30% want Chinese food. A small proportion of people (6%) will choose western food for a change. But few seniors like fast food.

Figure 4.13 Preferred accommodation, n=300



As shown in figure 4.13, the ranking of accommodations that are preferred by seniors from high to low is 3 stars hotel>5 stars hotel>4 stars hotel>1 or 2 stars hotel. Overall, the level of the preferred accommodation among seniors is above 3 stars hotel, which illustrate that seniors have a higher requirement for accommodation.

Figure 4.14 Source of travelling expense, n=300



According to the survey, the expenses of 75.3% seniors come from own saving to afford their outbound travel activities, which reflects that these seniors have a strong sense and ability to travel and they do not want to increase the burden of children. Seniors are supported partly by children accounting for 17% and all by children accounting for 7.7%. Some children encourage and support their parents to travel abroad in order to express filial piety, therefore, financial contribution from Children has a certain influence on the seniors' travel decision making.

To sum up for answering the second sub-research question, seniors prefer to travel in the spring, autumn and summer seasons; most seniors travel with family and friends; the purposes of travelling for seniors are broadening horizon, enriching life experience and relaxing; normally, they acquire travel information through travel agencies and family and friend, however, the influence of internet should not be neglected; as for the selection of overseas destinations, they would choose the neighbor places where are nearby from home, but the European countries are also attractive to seniors; local flavor as a type of meal is welcomed by senior tourists, then followed by Chinese food; seniors require high standard of accommodations which are at least 3-star hotels.

Evaluation and statistical analysis of elements in outbound tourism

Evaluation and comparison analysis of main elements in senior outbound tourism

The seniors were asked to rate the level of importance and performance with the items of travel products and services in a group package tour in order to help researcher to answer the research question.

Table 4.3 Importance and performance of 7 essentials in the group package tour

	Mean Importance	Ranking	Mean Performance	Ranking
Restaurant	4.35	3	4.09	3
Accommodation	4.32	4	4.11	2
Transportation	4.51	1	4.16	1
Sightseeing	4.48	2	4.09	4
Shopping	3.57	7	3.7	7
Entertainment	3.91	6	3.83	6
Outbound Travel Services	4.21	5	3.95	5

From table 4.3, the transportation in a group package tour is the most important essential for senior tourists, and the shopping is the least important. The average scores rate for respective importance of each element are transportation (4.51), sightseeing (4.48), restaurant (4.35), accommodation (4.32), outbound travel services (4.21), entertainment (3.91) and shopping (3.57).

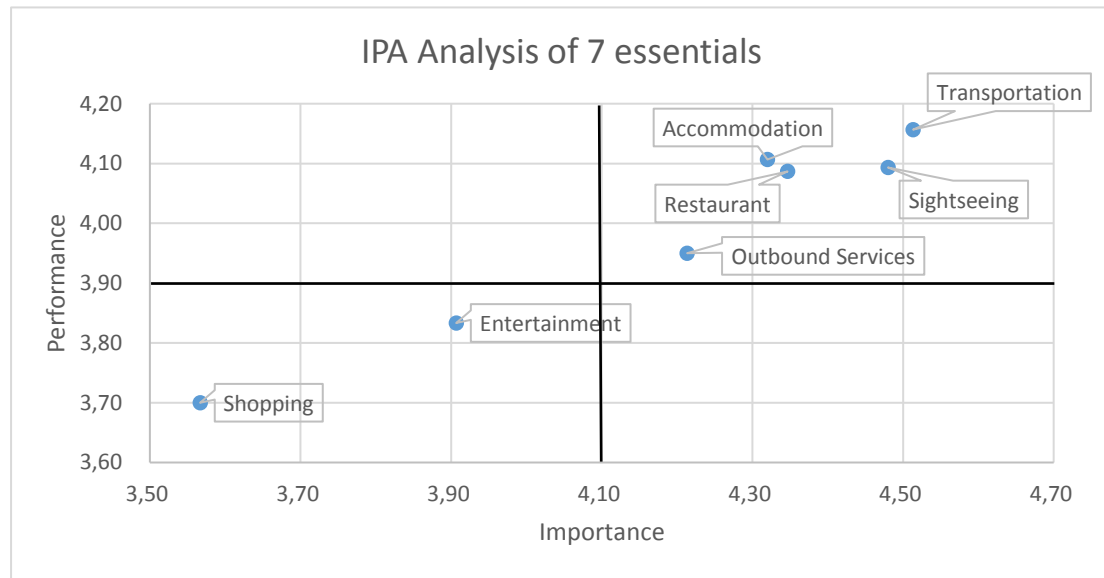
Among all these elements, the importance of transportation is highest, and the satisfaction of performance in transportation is also highest, which reflects the overall satisfaction on transportation greatly influence the perception of senior tourists about the travel experience. The more comfortable the transportation is, the higher satisfaction senior travelers have.

Senior tourists regard sightseeing element as the second importance, however, the satisfaction on this element only ranks fourth place, which is not as satisfied as seniors expect. That because the main purposes of travelling abroad for seniors are broadening horizon, enriching life experience and relaxing. Yet the travel routes that are especially for seniors are relatively limited, which cannot meet the requirements of seniors on sightseeing. Thus there is a large room for improvement this element in a group package tour.

Bodily functions of the elderly recover relatively slow compare to millennials, and the adequate and cozy sleep is an important guarantee for seniors to continue the journey for the next day. Although the ranking of importance is four, the satisfaction on this point is relatively high, which is ranked two. It can be concluded that the service standard of hotels in popular tourist destinations has developed into a rather mature stage, which can satisfy most a large majority of senior customers' demand on the accommodation.

Except the three elements mentioned above, the importance and performance of other elements are same. In addition, the means of all degrees of importance and performance for 7 essentials in group package tour are used to divide the IPA matrix into four quadrants, as shown in figure 4.15.

Figure 4.15 IPA Analysis of 7 essentials



It can be concluded from the figure 4.15, accommodation, transportation, restaurant, sightseeing and outbound services are plotted in the “keep up the good work” quadrant, shopping and entertainment fell over the “low priority” quadrant, and there are no elements in the “concentrate here” and “possible overkill”.

Evaluation and comparison analysis of sub-elements in senior outbound tourism

Table 4.4 Importance and satisfaction of 25 sub-elements in a group package tour

Seven Essentials	25 Sub-elements	Mean Importance	Ranking	Mean Satisfaction	Ranking
	Restaurant Environment	4.41	10	4.29	7
	Cuisine Quality	4.50	4	4.18	18
	Staff Service	4.42	8	4.22	9
	Location	4.38	11	4.22	10
	Hotel Environment	4.37	13	4.25	8
	Hotel Infrastructure	4.34	16	4.18	19
	Staff Service	4.37	14	4.22	11
	Safety and coziness of transport	4.57	1	4.36	2
	Driver Service	4.47	7	4.38	1
	Value of Watching	4.51	2	4.30	6

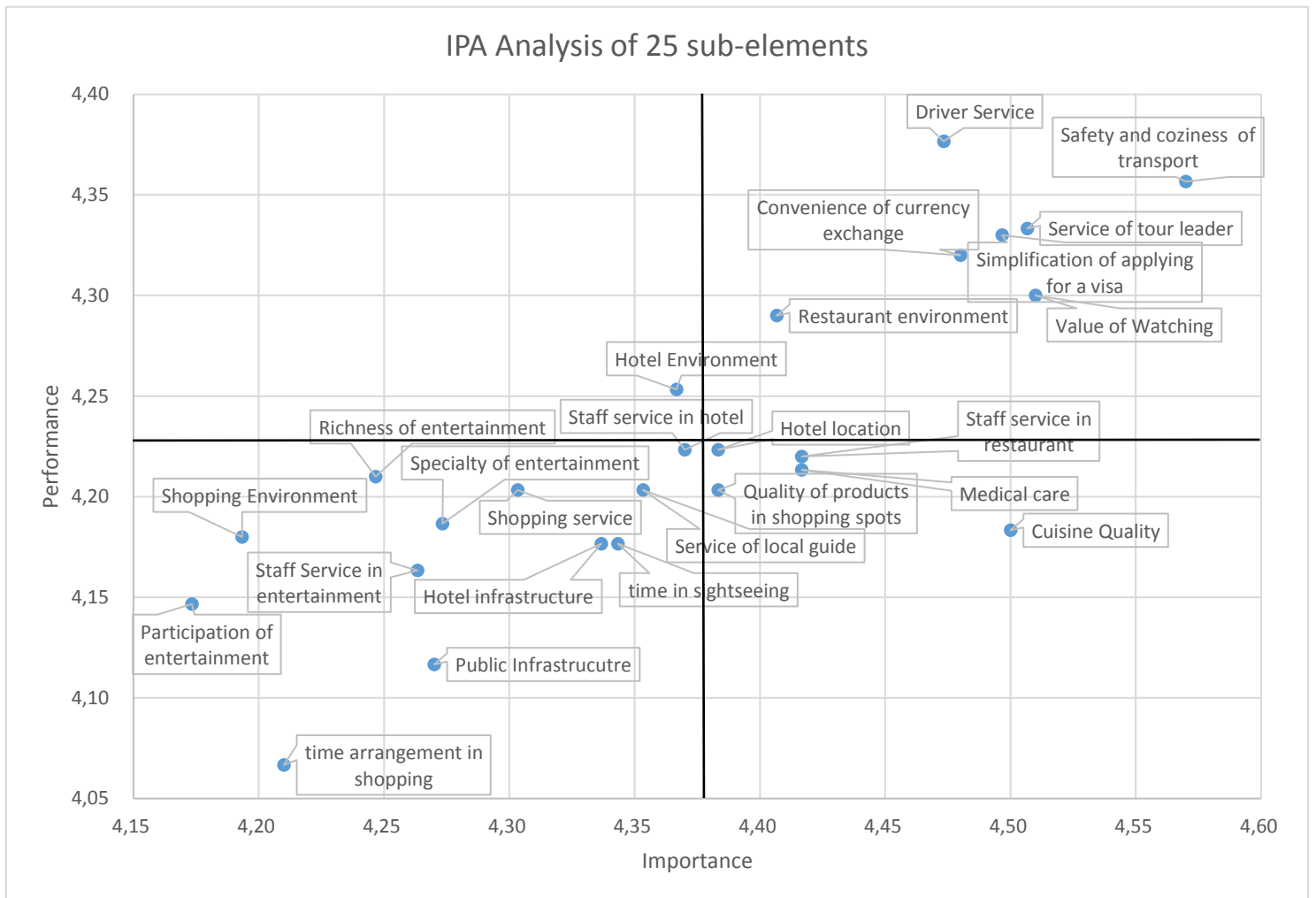
Sightseeing	Service of Local guide	4.35	15	4.20	14
	Public Infrastructure	4.27	19	4.12	24
	Rationality of time arrangement	4.34	17	4.18	20
	Shopping Environment	4.19	24	4.18	21
	Quality of Products	4.38	12	4.20	15
	Shopping Service	4.30	18	4.20	16
	Rationality of time arrangement in shops	4.21	23	4.07	25
	Richness of entertainment	4.25	22	4.21	12
	Specialty of entertainment	4.27	20	4.19	17
	Participation of entertainment	4.17	25	4.15	23
	Staff Service	4.26	21	4.16	22
	Simplification of applying for a visa	4.50	5	4.33	3
	Convenience of currency exchange	4.48	6	4.32	5
	Service of tour leader	4.51	3	4.33	4
	Medical Care	4.42	9	4.21	13

Through calculation, the average score of importance for 25 items is 4.37, the average score of performance for 25 items is 4.23. Senior customers expect higher standard of restaurant when they participate in a group package tour, and the local flavor is preferred meal option according to the previous investigation of seniors' travel characteristics. However, the satisfaction scores of the cuisine quality and staff service in the restaurant rank 18th and 9th respectively, which are lower than the average score of 4.23. Except restaurant environment, the cuisine quality and staff service in restaurant cannot make senior customers happy. Considering the accommodation condition, senior customers regard it as modest importance. Compare to the importance of each element on accommodation, senior tourists have a relative satisfaction on hotel location, hotel environment and staff service in hotel. As the same as the previous result in table 4.15, transportation is evaluated the most important factor in a group package tour by senior customers. The importance of two items which

are safety and coziness of transport and driver service is above average score of 4.37 (ranking 1st and 7th respectively). Correspondently, the satisfaction of these two items are highest, which means transportation services can exceed the senior customers' expectation. The value of watching in sightseeing is number 2 in the importance ranking and number 6 in the performance ranking, which reveals that this factor is of great importance to senior customers, meanwhile its performance in a group package tour strongly affects the customer satisfaction and travel experience. Other factors in sightseeing are not decisive factors to affect customer satisfaction. Senior consumption is considered to be prudent and rational, therefore shopping seems least important to seniors and least satisfied on performance as well. However, in all factors of shopping seniors expect higher quality of goods in the shopping venues. In fact, quality of goods is less than inspiring, which cannot generate the impulsive consumption of senior travelers. In addition, the importance and satisfaction of each factor in entertainment are fairly low, which are below average. Simplification of applying for a visa, convenience of currency exchange and service of tour leader are the projects that rank as the relatively higher category on the importance list. However, the satisfaction ranking of medical care that is needed during the senior outbound travel process is in the 13th place, which cannot match the demand of seniors on this aspect. Significantly, the medical items and staff are a must for the special customer groups like seniors and people with disabilities. The service quality of medical care in the current stage restricts senior satisfaction of whole journey.

In order to visualize the satisfaction analysis, the means of importance and performance of 25 sub-elements are used to divide into the IPA model into four grids, as shown in figure 4.16.

Figure 4.16 IPA Analysis of 25 sub-elements



Quadrant I: Hotel environment locating in the upper-left grid belongs to the area where it has the low importance and high performance. The service quality here can exceed the customer expectation. Taken together, hotel environment is an important base for evaluating if a travel area has been developed as a mature travel destination and is a result of continuous efforts over long years. However, it is quite different from the main purposes of outbound travel for the elderly. Thus, it is not necessary to put so much efforts on this project.

Quadrant II: Driver service, safety and coziness of transport, service of tour leader, simplification of applying for a visa, convenience of currency exchange, value of watching, restaurant environment locating in the upper-right grid belong to the area where it has high importance and high performance, which are the advantaged projects that provide seniors with satisfactory services. Nowadays, almost 120 million Chinese travel abroad each year, every country would like to obtain bigger market share from Chinese outbound tourism market. At present, China has signed the visa abolition agreement with 99 countries covering different types of passports, and

signed simplification agreement of visa procedure with 36 countries. Furthermore, 36 countries and regions unilaterally grant for giving visa on arrival to Chinese citizens, and other 11 countries and regions unilaterally allow Chinese people enter into the countries and regions without visa (see the appendix G).

Quadrant III: “Concentrate here” of quadrant III in lower-right is a key success factor to improve service quality. Hotel location, quality of products in shopping venues, staff service in restaurant, cuisine quality in restaurant, and medical care locate in the area, which suggest that tour operators and travel agencies should concentrate improvement efforts here. The location of hotels should be close to the attractions to reduce the distance between hotels and attractions. The goods quality in shopping venues and cuisine quality in restaurant are the key items that need to be rectified. Staff in restaurant should improve their qualities and skills in order to serve senior customers better. The most important, the improvement of medical services during the travel process can give the maximum guarantee to senior tourists.

Quadrant IV: “Low priority” of quadrant IV in lower-left include staff service in hotel, service of local guide, time arrangement in sightseeing, hotel infrastructure, shopping service, specialty of entertainment, richness of entertainment, staff service in entertainment, public infrastructure in sightseeing, shopping environment, participation of entertainment, time arrangement in shopping venues, which have low importance and low satisfaction (performance). Hence, travel organizations need to decide if they are necessary to be improved or given up in accordance with different circumstances.

After all satisfaction analysis, the third sub-research question can be answered:

Senior customers are basically contented with the travel products and services in a group package tour, especially with restaurant, accommodation, transportation, sightseeing, and outbound travel services, summarize from the figure 4.15.

However, some sub-elements need to be improved urgently, for example, hotel location (accommodation), cuisine quality and staff service in restaurant (restaurant), quality of products in shopping spots (shopping) and medical care (outbound services). The outbound travel services like visa application and currency exchange, transportation and accommodation already can satisfy the seniors’ needs. However in the selection of the restaurant, cuisine quality is most unsatisfactory to senior travelers. The consumption potential and enthusiasm to participate in the entertainment of senior travelers have not yet been stimulated. Except rational time arrangement in shops, seniors more value the quality of goods.

All in all, transportation, accommodation and outbound travel services can mostly meet the senior tourists' expectation, however some details of restaurant, sightseeing, shopping and entertainment need to be improved in order to meet the elderly customers' expectation.

4.2 Discussion

This study used the IPA Model to analyze the most important attributes that perceived by senior tourists in the group package tour and the satisfaction degree towards these important factors, which has significant implications for both academics and practitioners working in the tourism industry. From the management perspective, the findings may help the travel organizations to understand the senior customers' travel characteristic and preferences and give them the guidance for improvement the products and service quality in order to meet the customers' expectation. Nowadays, tourism enterprises including travel agencies should provide products and services with customer-driven strategy. As recommend by Pettigrew (2011), age-friendly service strategy will provide suitable services for senior tourists. In summary, by incorporating senior perceptions and satisfaction of a group package tour, travel agencies can adjust their marketing direction and make directors and practitioners flexible to react the environmental changes and seniors' needs timely and efficiently. It is ideal that the findings of this research can contribute to both government and industry policy-makers, especially in the development of travel services.

From the academic perspective, this study adopts IPA model as an analysis framework to evaluate customer satisfaction. Therefore, such a framework can also be utilized in further researches on tourist satisfaction, for instance, further studies could examine the satisfaction of other segmented markets like millennial tourists or international inbound tourists.

5. Conclusions and Recommendations

5.1 Conclusions

Based on the research problems which are not so many group package tours are especially designed for elderly people and the existing travel products and services cannot meet the consistently changing needs of the elderly tourists, the thesis aims to answer the research question that is "are Chinese senior tourists satisfied with outbound travel experience (products and service) with a package tour? If not, why and how to improve?" and to propose solutions in the end of the thesis. Basically, three sub-questions have been answered in the findings. Here is the summary of the answers of the sub-questions.

(1) What are products and services involving in the package tour for elder tourists?

Restaurant: travel agencies can provide Chinese cuisine and local flavor or combination to two during the journey.

Accommodation: The selection of hotels is quite well, the level of hotels is at least 3-star hotels in local.

Transportation: The main transportation from China to the overseas destinations is by airplane. When arriving at the destinations, the coach is the main mode of transport.

Sightseeing: Most sightseeing spots in the outbound group package tours are the famous ones which can represent local history and culture. Furthermore, they are evaluated to be worthy seeing in the local travel sites.

Shopping: Almost every package tour includes the shopping venues, only the number of shopping venues is different.

Entertainment: At present, the entertainments in the package tour that are suitable for seniors' participation are less and less.

Outbound travel services: All travel agencies can do visa application for customers and the insurance fee is included in the total travel fee. However, the currency exchange needs to be done by customers themselves.

(2) What are the travel preferences of elder tourists?

- Most seniors travel abroad once a year;
- There is no specific rules of travel seasons for seniors, because they can travel any time what they want in the whole year. Among four seasons, spring and autumn are preferred seasons for outbound travel;
- Normally, seniors travel with family and friends, seldom travel alone;
- Seniors acquire travel information through various channels like travel agencies, friends and family, internet, magazines and newspaper and so forth;
- Relaxing, broadening horizon, and enriching life experience are the major motivations for seniors to travel overseas;
- The most favorable overseas destinations include Germany/France/Switzerland/Italy, Hong Kong/Macau/Taiwan, Singapore/Thailand/Indonesia, which are dominated by the Asian countries and regions.
- Seniors would like to choose the local flavor or Chinese food when they participate in the outbound travel package tour,
- Accommodation level should be higher than 3-star hotel.
- The expenses on the outbound travel are mainly from seniors' own savings, however partly supported by children.

(3) Can existing package tour's service and products fulfill the expectation of elder tourists?

Seniors basically satisfy the services and products in the outbound package tour. Though analysis about importance and performance of each factor and ranking their importance and performance, the results indicate that the key factors that influence seniors' satisfaction include hotel location, staff service in restaurants, medical care, product quality in the shopping spots and cuisine quality in restaurants.

In general, understanding senior tourism market correctly has important actual and direct sense. The reason that senior tourism market is not prosperous in China is that tour operators and travel agencies have a lot of errors on understanding. First, most travel agencies in China have weak consciousness to know and to investigate the seniors' needs and preferences. Basically, travel agencies and tour operators design package tours and make marketing strategies for senior travelers based on the lack of market research and investigation on the senior tourism market, which may result in chaos in operation and administration among travel agency industry in some extent. With the increasing competitiveness and improving market standardization, travel agencies should place the market research on the priority agenda, classify different senior customer groups like retired senior cadres, retired senior workers, housewives, religious believers and so on through market segmentation strategy, and gain deep insights into their economical and behavioral characteristics, consumption preferences, travel motivations and destinations or any other information about travel needs and demands of seniors. After collecting all the necessary data systematically, travel agencies can finally design and improve the travel products and services that can meet customers' needs and make the wise decisions about marketing strategy. Second, according to the interview, all interviewees in travel agencies expressed difficulty for developing senior travel products and services which is high risks and low profits. Travel agency industry has entered into meager profit era, the profit margins of both specialized senior travel products and generic travel products seem no big difference. Therefore, travel agencies have to reduce the price again and again to take market share from the competitors, which are easily to fall into the price war and vicious circle.

Developing the senior tourism market orderly need joint efforts among government, enterprises and market. Under the circumstances of tourism industrialization process, the most powerful and famous tour enterprises should serve as a role model to other tour enterprises, and government should encourage the rookies of travel agency industry to focus on senior tourism market and to provide superior and professional services for senior tourists.

5.2 Recommendations

Due to particularity in many aspects of seniors, it is essential to analyze the

characteristics of senior demands carefully. Tourism department should segment markets, understand the features of each customer group and formulate responding marketing strategies aiming to certain target markets. Now, there are three senior target markets with most potential in China: retired cadres, retired teachers, doctors; retired workers in enterprises with positive profit margin; rich seniors in the cities and rural areas. These seniors have a sound economic base, more leisure time, and willingness to travel abroad. Over the long-time, female seniors might be the main part of the outbound travel market, and shopping demands might be grow consequently. According the above research findings and conclusions, the following suggestions are proposed in order to improve senior satisfaction.

(1) Product Strategy

The physical condition of elderly people decides unique nature of elderly demands for services, and determines that travel agencies cannot meet the individual demands of elderly in the process of meeting common demands of the public, but develop travel products according to the physiological and psychological features of elderly people, especially stressing features in terms of convenience, safety, and wellness of products. Because of age and language barrier, seniors are more likely to participate in the group tour. Therefore, the services in the group package tour should focus on the safety and medical care. The tour leaders and tour guides of senior group package tour should have some professional medical and first-aid knowledge. In addition to assist the completion the whole journey, it is more important to pay attention to healthy condition of senior passengers. For special senior teams, travel organizations could hire professional medical staff as a part of the group from hospital or medical institutions. Considering physical condition the elderly travelers, the pace and tempo of travel itinerary should be slow down. The scheme in aspects of restaurant, accommodation and transportation should be work out with care in order to make sure that seniors can have adequate rest during the journey. In addition, elderly people cherish the every opportunity of travel abroad, therefore they have strong sense of curiosity and strong thirst for knowledge about everything they see and feel in strange countries. With regard to explanation of scenic spots, tour guides should satisfy the curiosity of senior travelers as much as they can. Meanwhile, they can arrange some entertainments and activities that are suitable for seniors to participate. The elderly is a special group who pays more attention to the reputation of travel agencies, thus they are willing to patronize those travel agencies again that provide superior services. Hence, the psychological distance between senior customers and travel agencies can be reduced by most thoughtful and sincere services, so as to build trust relationship between each other. For example, travel agencies can greet customers by calls in the second day after customers return their homes, or they can send postcards or flyers of

new travel routes to the senior travelers because one of the main sources to get travel information for seniors is from travel agencies.

(2) Price Strategy

With the development of tourism market, the traditional form of package tour is challenged by the emerging travel modes, group package tours are still a good choice for the elderly people, which is decided by the characteristics of senior tourism market. In reality, the prices should be adjusted in light of actual conditions. For example, pricing can be made according to peak and off seasons and distances of travel destinations. Senior travelers have special physical conditions and different ways of thinking, sometimes they will ask travel agencies to provide the additional services like extra care and protection. At this time, travel agencies should design the travel products on the basis of special requirements of the elderly and increase fares appropriately according to the costs of extra services. Also for rich seniors, travel agencies can tailor luxury small group journeys for their specific requirements. Normally, rich seniors want a deeper, more authentic travel experience, multiple-night stays in boutique hotels and historical lodges. Or some guests only wish to travel with family and friends, which can also be made as a theme tour like family reunion or celebrating anniversaries. According to the requirements on the level of products and services, travel agencies can make decisions on the pricing of each travel product.

(3) Promotion Strategy

Besides competitive products and reasonable prices, the promotion strategy is indispensable to attract more elderly customers to take part in the package tour. Especially tourism consciousness of senior travelers is not so strong in today's China that it is needed to utilize all kinds of promotional methods and channels to stimulate demands and guide consumption. Older people are not fond of solitude, but they may feel lonely easily, because the children and grandchildren are not around. Therefore, "emotion" would run throughout in all aspects of promotion strategy, which should include several contents. The printed brochures should conform the habits of thinking and reading, which should include the introduction of travel route, available services, and uniqueness of destinations like customs, scenic spots, history and culture in order to trigger travel desire repeatedly. This printed media should gather texts and graphic grounds and could be preserved for a long time. It is worthwhile to consider that the advertisements aimed at senior travelers should avoid the statements of exaggeration and fraudulence. And the power of internet should not be ignored for the advertisement campaign, because the survey of this paper showed that 43% seniors still look for travel information through internet. Furthermore, travel agencies should

take advantage of special festivals like Mother's Day, Father's Day, Mid-Autumn Festival and Spring Festival and produce "family travel products" for encouraging children and parents to travel together. Therefore, the target audiences for the propaganda are not limited to the seniors, but also their children.

(4) Place Strategy

Firstly, the sales people of travel agencies should provide all kinds of travel information with patience and enthusiasm to senior customers and recommend the various service projects that fit to seniors' demands. Even travel agencies could establish senior department, which could track the trends of senior market, analyze the senior travel characteristics, and provide dynamic and personalized services. Secondly, travel agencies should make full use of computer network to establish the booking system for senior travelers. Currently the elderly has become one of the main groups who like surfing online. Therefore, travel organizations should notice this trend, set up online booking system in order to provide most comprehensive information and services for seniors in the simplest way and the fastest pace. Thirdly, travel agencies should cooperate with senior centers in enterprises, organizations, schools, communities and other senior institutions, and promote products at an appropriate timing. In this way, travel agencies could master the changes on the senior demands in order to update and innovate the travel products.

(5) People strategy

With the increasing development of Chinese tourism industry, tourists make more requests of tour leaders and tour guides. Therefore, offering the quality service is key factor affecting seniors' outbound travel satisfaction.

Quality services are mainly embodied with two aspects which are standardization and humanization. First of all, senior tourists are tourists. For every tourist, practitioners in tourism industry should provide standardized services to satisfy the general demands, and must not discriminate against seniors because they are vulnerable members of the society. Secondly, senior tourists are the elderly people. They might be lonely due to lack of children's companion and attention. Thus, in the process of providing services, travel practitioners should give more emotional concerns and empathy to the senior group. The effective measure to improve the service quality of tour practitioners is reinforcing the intensity of assessment and supervision to the qualification. Tour guides must take certificates to make sure that services are always standard. For example, Singapore offers some useful suggestions for the Chinese tourism industry. They regard the service evaluation from the customers as the

standard for review of tour practitioners so as to make them cherish employment opportunity and inspire them to improve own professional quality.

Senior tourism market has been not paid attention to enough, which makes the implementation of marketing strategies on this market more difficult and complex. However, if travel agencies can develop travel products that are suitable for the elderly by combined channels and appropriate pricing strategies, it can be forecasted that travel agencies will have a bright future on the senior tourism market.

6. Limitations

Given the qualitative and quantitative natures of this research, there are still some limitations in this study.

Firstly, the sample of survey was only 300 in first-tier and second-tier cities in China. However, the sample size is relatively small compare to the total population of the research. Due to the time limitation, more data cannot be collected. Further studies with similar topic could be conducted based on a larger sample size so that the results could be more generalized to the population. Also five practitioners in travel agencies in China were interviewed for qualitative data, which has the similar limitation as the quantitative method. Due to the dynamic products and services of group package tour in Chinese tourism market, five types of outbound itineraries for seniors might be not representative for the overall situation of outbound travel products for the seniors. The scale and scope of the sample could be expended into a larger size. Thus, the characteristics of senior tourism markets might be differently compare to this study.

Secondly, the outbound travel activities are comprehensive activities, which involve in many aspects and complex motivations. This research on satisfaction evaluation was based on the 7 essentials and 25 sub-items, however, it still needs to be further investigated that if these 25 sub-items can reach out all dimensions of seniors' satisfaction toward the products and services of outbound group package tour. In order to improve service quality in the tourism organizations, it is also necessary to contact with employees and decision makers regularly and assess their working experiences. As the external customers, internal employees are considered to be the main category of service attributes. This could be a direction for the future study, which examines service quality from both customers' and service providers' points of views. Also, an important issue is about relationship between external customer perception and internal service quality, which should be concerned by the coming researchers.

In addition, the satisfaction of senior travelers in this study was built on the IPA model.

However, the models or tools for assessing the customer satisfaction and service quality in the tourism industry are far more than one, for example SERVQUAL, DINESERV. Therefore, applying different models or tools to assess customer satisfaction might draw alternative conclusions.

Generally speaking, this study on service quality and customer satisfaction is significant and challenging. Therefore, future efforts should continue to deepen the understanding of senior tourism market and improve the means to measure the customer satisfaction.

7. Executive Summary

Abstract: Researchers chose the senior tourism market as a segmented market and conducted a study on senior satisfaction towards products and services in the outbound group package tour, which is expected that to understand the characteristics of senior travel market and analyze the importance and performance of each factor and items that influence customer satisfaction. Through IPA model, the advantages and disadvantages of services provided by travel agencies can be and the suggestions will be proposed to make up the weaknesses of current services.

This study applies the mixed research method in which involves quantitative research method (survey) and qualitative research method (in-depth interview) in order to collect first-hand data.

The results provide new findings of travel preferences and demands of senior travelers to the travel agencies and indicate how to improve the services which can meet the seniors' travel expectation.

Key Words: Senior tourists in China; outbound travel; service quality; expectation and satisfaction

Introduction: According to the China National Tourism Administration, Chinese outbound tourists reached 59.03 million in the first half of 2016, which increased 4.3% over the same period of 2015 (CNTA, 2016). After a decade's development, China have surpassed Germany and Japan to become the largest source of tourists in Asia and even in the world, which prompted numerous countries to simplify the visa application processes for Chinese (Yuk Wah, 2016). Therefore, more and more tour enterprises and tourism administration departments in China and destination countries pay much attention to the Chinese outbound tourism market due to enormous business opportunities which were brought by the fast-growing market and the strong compensation power of Chinese tourists (IPSOS, 2016).

According to the definition of the World Health Organization, if the elderly people over 60 accounts for more than 10% of total population in a country, or the elderly people over 65 accounts for more than 7% of the total population, then this country is regarded as the aging society (WHO, 2010). As of the beginning of 2017, people above 65 years old in China reached 122 392 267, which accounted for 8.9% of total

population (NBS, 2017). Presumably, China may become the oldest country in the world in next 20 years (Shun, 2017). The senior tourism market has become the most potential blue ocean in the Chinese tourism market (Tian, 2016). However, there are not so many group package tours that are especially designed for the elderly people in the Chinese tourism market, and the existing products and services cannot satisfy the constantly changing needs of elderly tourists (Tian, 2016).

Based on the problems that have been found above from previous studies (Gibson, 1998; Moscard & Green, 1999) this thesis investigates the senior outbound tourism market of China, explore essential features of senior tourists about outbound tourism, and analyzes the factors that influence the satisfaction degree of seniors with an outbound group package tour. Therefore, the research question is stated as follows:

Are Chinese senior tourists satisfied with outbound travel experience (products and service) with a package tour? If not, why and how to improve?

Sub-questions:

4. What are products and services involving in the package tour for elder tourists?
5. What are the travel preferences of elder tourists?
6. Can existing package tour's service and products fulfill the expectation of elder tourists?

In reference to the identified research problem, the overall aim of thesis is to investigate the satisfaction degree of elder tourists regarding products and services in the group package tour. According to the aim, research objectives are deliverable are presented as follows:

- (1). Display the demography and travel characteristics of senior tourists through quantitative data analysis
- (2). Clarify travel products and services in a group package tour aiming at elderly people through in-depth interviews with directors of Chinese travel agencies
- (3). Establish evaluation system for customer satisfaction in senior outbound tourism market through applying IPA model, research the importance and satisfaction degree of each element and point out the weaknesses and strengthens in senior outbound tourism market
- (4). Propose the recommendations for improving satisfaction of senior tourists according to the finding of problems

Literature review:

Target Marketing: The basic elements of the marketing strategy comprise target markets and the marketing mix which refers to product, price, promotion and place (Kotler & Bowen, 2006). Kotler and Armstrong (2008) identified target marketing as a customer-driven marketing strategy which involves three main steps: market segmentation, targeting and positioning. Thus, the goal of target marketing is to build right relationships with right customers.

Market segmentation is one of the main aspects in marketing that assists in identifying different customer groups (Dickson & Ginter, 1987). The market segmentation aims to identify homogeneous groups of customers in order to satisfy their desires and preferences with more specific strategies rather than a mass marketing strategy

(Dickson & Ginter, 1987). The information gathered through marketing research is vital in the marketing planning process because products and services cannot be developed for specific customer groups, thereby gaining competitive advantages. Thus, the marketing strategies are more effective and efficient (Dickson & Ginter, 1987).

The second step is market targeting which includes the evaluation of market segments and the selection of target markets (Dibb, 1999). When assessing market segments, companies should evaluate the market size (the number of customers), the market growth (sales and profitability) and internal and external analysis of each market segment (SWOT Analysis, PESTEL Analysis and Five Forces Model) while taking into account companies' resources and strategies (Dibb, 1999).

In the step of market positioning, companies should decide what value proposition they would like to deliver to the targeted customer groups. According to Kotler (Kotler, 1997), positioning is the tasks to design companies' offering and image so that they can occupy the favorable competitive position in the targeted market. Hence, companies need to develop differentiated values for their market segments, and try to deliver value proposition to the positioned customers (Kotler, 1997). Therefore, the marketing department of the company need to decide the positioning of the products and services, analyze market demands and develop marketing mixes that are in line with the aimed positions, and finally communicate the selected positions to the targeted market segments (Kotler, 1997).

Senior tourism: In general, the increasing importance of senior tourists in the market segment is determined by the aging population worldwide (Norman, Daniels, McGuire, & Norman, 2001). In this case, some researchers (Nedelea & State, 2008) believed that the change in the demographic structure refers to the shift in the tourism market. Particularly, some authors (Prideaux, Wei, & Ruys, 2001) pointed out the baby boomer generation is the one that will bring change to the market segments in the coming decades.

In 2003, Hossain et al. (2003) begun to use the term "seniors" for those over 55, and defined "non-seniors" as those under 55 but over 15 years old. More specially, these scholars divided seniors into two subgroups: younger seniors with age from 55 to 64 and older seniors whose age is above 65. On the other hand, Alcaide (2005) claimed that some companies set the age for seniors break at 55, the age at which travelers begin to have different needs, plans and preferences due to aging. From this age, they are registered as the elderly group in the banking system, which need a specialized treatment for them. Other companies set the boundary of seniors at 60, the age that implies the differentiation between elderly people and other age groups. The scholars and researchers identified the distinct senior tourism in each country and culture context.

With consideration of Chinese context, the study objective of this dissertation is people aged from 55 to 75 have willingness and abilities (time and money) to travel abroad.

Profile of senior tourists: According to the definition of tourism, tourist activities involve displacement and movement to the different places from the residence place, discovery of new experiences, relaxing, interaction with the environment and local culture. Moreover, Santos (1992) also found that older customers spend more income on travel rather than other things.

There are several discussions about socio-demographic characteristics of senior tourists, it is assumed that they are over 55, retired with social benefits and pensions, and have leisure time to travel at any period of the year.

Accordingly, tourism organizations make an endeavor to analyze the variables that impact on the travelling decisions of senior tourists, together with their desires, needs, and preferences, which are key factors to understand and respond to their needs. Variables that can help to describe senior tourists' behavior include source of information, type of accommodation and restaurant, travel duration, means of transport

Conceptual framework: The conceptual framework of this thesis is based on the impacts of quality of products and service on customer satisfaction. The overview of conceptual framework is illustrated in the figure below. Furthermore, this thesis also discusses the importance of seven main factors and sub items to customers and satisfaction of elder tourists.

Methodology: The research method in this thesis is mixed research method including qualitative and quantitative research methods.

Qualitative research method can generate comprehensive understanding around a topic by means of analysis of literature review and in-depth interviews with managers from travel agencies in China. Especially, in-depth interviews are essential to achieve a better understanding of senior tourism market and existing products and services involving in the group packaged tours. The interviews are designed as open-ended mode with 10 questions in order to know the status quo of senior tourism market in China and problems and difficulties when developing senior group package tours from tourist experts who have been worked in this field for years. Researcher will use phone interview through WeChat which is a Chinese social platform to collecting qualitative data, due to the locations of tour operators in China where are far away from researcher's location.

In quantitative research method, surveys with 30 questions are send to China to conduct the perception and satisfaction of Chinese seniors in age 55-75 toward outbound travel experience through online survey website.

Research model: In this thesis, IPA model is used to quantify customer satisfaction through evaluating the performance of factors and importance of that factor that affects customer satisfaction. There are two reasons for applying this model: first, IPA

model does not have special restriction on items that are involved in the evaluation; second, IPA model can reveal the relationship between importance and performance of every item and provide an overview of satisfaction with clear instructions for management and distribution of resources. This measurement tool has proven to be easy to use, and it is a way to optimize the marketing strategies, because it facilitates the data interpretation and increases effectiveness and rationality in making decisions (Silva & Fernandes, 2010).

Research context and participants: The cities where are conducted for the research are mostly first tier and second tier cities of China like Beijing, Shanghai, Tianjin, Hangzhou, Nanjing, Chongqing etc. There are some following reasons why the first tier and second tier cities are chosen:

- These cities are developed areas with higher level of salaries and pensions.
- The aging population is becoming serious.
- The elder citizens in these cities are easier to apply for an outbound travel visa.

The quantitative surveys cover a sample from the population of senior Chinese aged from 55 to 75, which is shown as follows:

Population	The senior Chinese aged 55-75 in big cities like Beijing, Shanghai, Tianjin, Hangzhou etc.
Sample	Seniors who want to travel to aboard or have already been to overseas
Sample Frame	Seniors in big cities of China
Sampling Methods	Purposeful Sample
Sampling Size	300

Table 3.5: Quantitative Sampling

The sampling of qualitative interviews is described as below:

Population	Directors or event planners of travel agencies in China
Sample	Directors of travel agencies who are responsible for overseas travelling
Sample Frame	Directors of travel agencies who are familiar with senior tourism market
Sampling Methods	Snowball Sampling
Sampling Size	5

Data analysis:

Qualitative data analysis.

Data collected from in-depth interviews will be recorded, transcribed, translated and process thoroughly. The interview includes 10 questions and responses from each of questions will be analyzed individually based on the research questions.

Quantitative data analysis.

The survey includes 30 questions, in which the first 5 questions are used to collect demographic information of respondents, questions 6 to 14 are conducted to collect outbound travel characteristics during the journey, questions 15 to 30 aims to

investigate the attitude of senior tourists about outbound travel experience and perceived services in a group package tour provided by travel agencies. Besides, Microsoft office excel and SPSS are used to carry out the analysis of data collected from the survey.

Ethnical consideration. Firstly, the participation of respondents in this research is voluntary. Researcher will ask friends in China who work in travel agencies for help and support in the data collection. Secondly, the offensive, discriminatory, or other uncomfortable words will be avoided in formulating questionnaire and interview questions. Two senior lecturers from university in China are participated in assessing wording and clarify of items. Thirdly, quotation of other authors will be cited in the APA form according to the dissertation rubrics. Lastly, analyses throughout the research process and findings as well as conclusions will maintain the highest level of objectivity.

Findings:

Qualitative results. Five Chinese international travel agencies are chosen for conducting what the current outbound travel products and services exist in the group package tour. Interviewees of above five travel agencies were asked to provide itineraries of outbound group package tours which popularize among senior tourists. It is worthy to notice that these outbound group package tours are not specially designed for seniors.

From above five different outbound travel itineraries of five travel agencies, the travel products and services in Chinese tourism market can be roughly known. Therefore, the common points of outbound package tours can be summarized as follow:

Restaurant: travel agencies can provide Chinese cuisine and local flavor or combination to two during the journey.

Accommodation: The selection of hotels is quite well, the level of hotels is at least 3-star hotels in local.

Transportation: The main transportation from China to the overseas destinations is by airplane. When arriving at the destinations, the coach is the main mode of transport. However, these traditional travel modes might be not suitable for the elderly. Therefore, the new concept of travel like cruise ship is more popular and more comfortable for seniors than the traditional mode. Seniors do not need to carry their luggage up and down when arriving at destinations, which can save their energy.

Shopping: Almost every package tour includes the shopping venues, only the number of shopping venues is different. If the price of package tour is higher, then the shopping venues would be less. Sometimes, customers complain about there are so many shopping venues involving in the travel process which influence the travel perception.

Entertainment: At present, the entertainments in the package tour that are suitable

for seniors' participation are less and less.

Outbound travel services: All travel agencies can do visa application for customers and the insurance fee is included in the total travel fee. However, the currency exchange needs to be done by customers themselves. And the tour guide companion the tour group in the whole travel process and take care of safety of each traveler. However, seniors especially above 65 years old need to be paid more attention for their health and safety. Only one tour guide in a package tour group with majority of seniors is insufficient.

According to the interview results, all practitioners in travel agencies recognize the potential of senior tourism market. However, they also mentioned some difficulties to develop senior tourism market. The subjective reasons are the high costs to develop a package tour for elderly people but low profits. Normally, an outbound travel package is expensive, and the specialized package tour for elderly people is even more expensive than the normal products, because developing a senior travel route need more consideration and more professional services. Although some seniors are wealthy, they begrudge spending so much money on the outbound travel. The objective reason is the whole environment of travel agency industry in China still in chaos. For example, in order to attracting more customers, travel agencies are competing fiercely on price, which might make a vicious circle. Therefore, most travel agencies take a wait and see attitude toward this new emerging tourism market. Since the pending attitude of travel agencies, the marketing strategy for senior tourism market is just idle talk.

Quantitative results.

Among 7 main elements, the importance of transportation is highest, and the satisfaction of performance in transportation is also highest, which reflects the overall satisfaction on transportation greatly influence the perception of senior tourists about the travel experience. The more comfortable the transportation is, the higher satisfaction senior travelers have.

Senior tourists regard sightseeing element as the second importance, however, the satisfaction on this element only ranks fourth place, which is not as satisfied as seniors expect. That because the main purposes of travelling abroad for seniors are broadening horizon, enriching life experience and relaxing. Yet the travel routes that are especially for seniors are relatively limited, which cannot meet the requirements of seniors on sightseeing. Thus there is a large room for improvement this element in a group package tour.

Bodily functions of the elderly recover relatively slow compare to millennials, and the adequate and cozy sleep is an important guarantee for seniors to continue the journey for the next day. Although the ranking of importance is four, the satisfaction on this point is relatively high, which is ranked two. It can be concluded that the service

standard of hotels in popular tourist destinations has developed into a rather mature stage, which can satisfy most a large majority of senior customers' demand on the accommodation.

Except the three elements mentioned above, the importance and performance of other elements are same. In addition, the means of all degrees of importance and performance for 7 essentials in group package tour are used to divide the IPA matrix into four quadrants.

Through calculation, the average score of importance for 25 items is 4.37, the average score of performance for 25 items is 4.23. Senior customers expect higher standard of restaurant when they participate in a group package tour, and the local flavor is preferred meal option according to the previous investigation of seniors' travel characteristics. However, the satisfaction scores of the cuisine quality and staff service in the restaurant rank 18th and 9th respectively, which are lower than the average score of 4.23. Except restaurant environment, the cuisine quality and staff service in restaurant cannot make senior customers happy. Considering the accommodation condition, senior customers regard it as modest importance. Compare to the importance of each element on accommodation, senior tourists have a relative satisfaction on hotel location, hotel environment and staff service in hotel. As the same as the previous result in table 4.15, transportation is evaluated the most important factor in a group package tour by senior customers. The importance of two items which are safety and coziness of transport and driver service is above average score of 4.37 (ranking 1st and 7th respectively). Correspondently, the satisfaction of these two items are highest, which means transportation services can exceed the senior customers' expectation. The value of watching in sightseeing is number 2 in the importance ranking and number 6 in the performance ranking, which reveals that this factor is of great importance to senior customers, meanwhile its performance in a group package tour strongly affects the customer satisfaction and travel experience. Other factors in sightseeing are not decisive factors to affect customer satisfaction. Senior consumption is considered to be prudent and rational, therefore shopping seems least important to seniors and least satisfied on performance as well. However, in all factors of shopping seniors expect higher quality of goods in the shopping venues. In fact, quality of goods is less than inspiring, which cannot generate the impulsive consumption of senior travelers. In addition, the importance and satisfaction of each factor in entertainment are fairly low, which are below average. Simplification of applying for a visa, convenience of currency exchange and service of tour leader are the projects that rank as the relatively higher category on the importance list. However, the satisfaction ranking of medical care that is needed during the senior outbound travel process is in the 13th place, which cannot match the demand of seniors on this aspect. Significantly, the medical items and staff are a must for the special customer groups like seniors and people with disabilities. The service quality of medical care in the current stage restricts senior satisfaction of whole journey.

Discussion: This study used the IPA Model to analyze the most important attributes that perceived by senior tourists in the group package tour and the satisfaction degree towards these important factors, which has significant implications for both academics and practitioners working in the tourism industry. From the management perspective, the findings may help the travel organizations to understand the senior customers' travel characteristic and preferences and give them the guidance for improvement the products and service quality in order to meet the customers' expectation. Nowadays, tourism enterprises including travel agencies should provide products and services with customer-driven strategy. As recommend by Pettigrew (2011), age-friendly service strategy will provide suitable services for senior tourists. In summary, by incorporating senior perceptions and satisfaction of a group package tour, travel agencies can adjust their marketing direction and make directors and practitioners flexible to react the environmental changes and seniors' needs timely and efficiently. It is ideal that the findings of this research can contribute to both government and industry policy-makers, especially in the development of travel services.

From the academic perspective, this study adopts IPA model as an analysis framework to evaluate customer satisfaction. Therefore, such a framework can also be utilized in further researches on tourist satisfaction, for instance, further studies could examine the satisfaction of other segmented markets like millennial tourists or international inbound tourists.

Conclusions:

Here is the summary of the answers of the sub-questions.

(1) What are products and services involving in the package tour for elder tourists?

Restaurant: travel agencies can provide Chinese cuisine and local flavor or combination to two during the journey.

Accommodation: The selection of hotels is quite well, the level of hotels is at least 3-star hotels in local.

Transportation: The main transportation from China to the overseas destinations is by airplane. When arriving at the destinations, the coach is the main mode of transport.

Sightseeing: Most sightseeing spots in the outbound group package tours are the famous ones which can represent local history and culture. Furthermore, they are evaluated to be worthy seeing in the local travel sites.

Shopping: Almost every package tour includes the shopping venues, only the number of shopping venues is different.

Entertainment: At present, the entertainments in the package tour that are suitable for seniors' participation are less and less.

Outbound travel services: All travel agencies can do visa application for customers and the insurance fee is included in the total travel fee. However, the currency exchange needs to be done by customers themselves.

(2) What are the travel preferences of elder tourists?

- Most seniors travel abroad once a year;

- There is no specific rules of travel seasons for seniors, because they can travel any time what they want in the whole year. Among four seasons, spring and autumn are preferred seasons for outbound travel;
- Normally, seniors travel with family and friends, seldom travel alone;
- Seniors acquire travel information through various channels like travel agencies, friends and family, internet, magazines and newspaper and so forth;
- Relaxing, broadening horizon, and enriching life experience are the major motivations for seniors to travel overseas;
- The most favorable overseas destinations include Germany/France/Switzerland/Italy, Hong Kong/Macau/Taiwan, Singapore/Thailand/Indonesia, which are dominated by the Asian countries and regions.
- Seniors would like to choose the local flavor or Chinese food when they participate in the outbound travel package tour,
- Accommodation level should be higher than 3-star hotel.
- The expenses on the outbound travel are mainly from seniors' own savings, however partly supported by children.

(3) Can existing package tour's service and products fulfill the expectation of elder tourists?

Seniors basically satisfy the services and products in the outbound package tour. Though analysis about importance and performance of each factor and ranking their importance and performance, the results indicate that the key factors that influence seniors' satisfaction include hotel location, staff service in restaurants, medical care, product quality in the shopping spots and cuisine quality in restaurants.

In general, understanding senior tourism market correctly has important actual and direct sense. The reason that senior tourism market is not prosperous in China is that tour operators and travel agencies have a lot of errors on understanding. First, most travel agencies in China have weak consciousness to know and to investigate the seniors' needs and preferences. Basically, travel agencies and tour operators design package tours and make marketing strategies for senior travelers based on the lack of market research and investigation on the senior tourism market, which may result in chaos in operation and administration among travel agency industry in some extent. With the increasing competitiveness and improving market standardization, travel agencies should place the market research on the priority agenda, classify different senior customer groups like retired senior cadres, retired senior workers, housewives, religious believers and so on through market segmentation strategy, and gain deep insights into their economical and behavioral characteristics, consumption preferences, travel motivations and destinations or any other information about travel needs and demands of seniors. After collecting all the necessary data systematically, travel agencies can finally design and improve the travel products and services that can meet customers' needs and make the wise decisions about marketing strategy. Second, according to the interview, all interviewees in travel agencies expressed difficulty for developing senior travel products and services which is high risks and low profits. Travel agency industry has entered into meager profit era, the profit margins of both specialized senior travel products and generic travel products seem no big difference. Therefore, travel agencies have to reduce the price again and again to take market

share from the competitors, which are easily to fall into the price war and vicious circle.

Recommendations: Due to particularity in many aspects of seniors, it is essential to analyze the characteristics of senior demands carefully. Tourism department should segment markets, understand the features of each customer group and formulate responding marketing strategies aiming to certain target markets. Now, there are three senior target markets with most potential in China: retired cadres, retired teachers, doctors; retired workers in enterprises with positive profit margin; rich seniors in the cities and rural areas.

(6) Product Strategy

The physical condition of elderly people decides unique nature of elderly demands for services, and determines that travel agencies cannot meet the individual demands of elderly in the process of meeting common demands of the public, but develop travel products according to the physiological and psychological features of elderly people, especially stressing features in terms of convenience, safety, and wellness of products. Because of age and language barrier, seniors are more likely to participate in the group tour. Therefore, the services in the group package tour should focus on the safety and medical care. The tour leaders and tour guides of senior group package tour should have some professional medical and first-aid knowledge. In addition to assist the completion the whole journey, it is more important to pay attention to healthy condition of senior passengers. For special senior teams, travel organizations could hire professional medical staff as a part of the group from hospital or medical institutions. Considering physical condition the elderly travelers, the pace and tempo of travel itinerary should be slow down. The scheme in aspects of restaurant, accommodation and transportation should be work out with care in order to make sure that seniors can have adequate rest during the journey. In addition, elderly people cherish the every opportunity of travel abroad, therefore they have strong sense of curiosity and strong thirst for knowledge about everything they see and feel in strange countries. With regard to explanation of scenic spots, tour guides should satisfy the curiosity of senior travelers as much as they can. Meanwhile, they can arrange some entertainments and activities that are suitable for seniors to participate. The elderly is a special group who pays more attention to the reputation of travel agencies, thus they are willing to patronize those travel agencies again that provide superior services. Hence, the psychological distance between senior customers and travel agencies can be reduced by most thoughtful and sincere services, so as to build trust relationship between each other. For example, travel agencies can greet customers by calls in the second day after customers return their homes, or they can send postcards or flyers of new travel routes to the senior travelers because one of the main sources to get travel information for seniors is from travel agencies.

(7) Price Strategy

With the development of tourism market, the traditional form of package tour is challenged by the emerging travel modes, group package tours are still a good choice

for the elderly people, which is decided by the characteristics of senior tourism market. In reality, the prices should be adjusted in light of actual conditions. For example, pricing can be made according to peak and off seasons and distances of travel destinations. Senior travelers have special physical conditions and different ways of thinking, sometimes they will ask travel agencies to provide the additional services like extra care and protection. At this time, travel agencies should design the travel products on the basis of special requirements of the elderly and increase fares appropriately according to the costs of extra services. Also for rich seniors, travel agencies can tailor luxury small group journeys for their specific requirements. Normally, rich seniors want a deeper, more authentic travel experience, multiple-night stays in boutique hotels and historical lodges. Or some guests only wish to travel with family and friends, which can also be made as a theme tour like family reunion or celebrating anniversaries. According to the requirements on the level of products and services, travel agencies can make decisions on the pricing of each travel product.

(8) Promotion Strategy

Besides competitive products and reasonable prices, the promotion strategy is indispensable to attract more elderly customers to take part in the package tour. Especially tourism consciousness of senior travelers is not so strong in today's China that it is needed to utilize all kinds of promotional methods and channels to stimulate demands and guide consumption. Older people are not fond of solitude, but they may feel lonely easily, because the children and grandchildren are not around. Therefore, "emotion" would run throughout in all aspects of promotion strategy, which should include several contents. The printed brochures should conform the habits of thinking and reading, which should include the introduction of travel route, available services, and uniqueness of destinations like customs, scenic spots, history and culture in order to trigger travel desire repeatedly. This printed media should gather texts and graphic grounds and could be preserved for a long time. It is worthwhile to consider that the advertisements aimed at senior travelers should avoid the statements of exaggeration and fraudulence. And the power of internet should not be ignored for the advertisement campaign, because the survey of this paper showed that 43% seniors still look for travel information through internet. Furthermore, travel agencies should take advantage of special festivals like Mother's Day, Father's Day, Mid-Autumn Festival and Spring Festival and produce "family travel products" for encouraging children and parents to travel together. Therefore, the target audiences for the propaganda are not limited to the seniors, but also their children.

(9) Place Strategy

Firstly, the sales people of travel agencies should provide all kinds of travel information with patience and enthusiasm to senior customers and recommend the various service projects that fit to seniors' demands. Even travel agencies could establish senior department, which could track the trends of senior market, analyze the senior travel characteristics, and provide dynamic and personalized services. Secondly, travel agencies should make full use of computer network to establish the booking system

for senior travelers. Currently the elderly has become one of the main groups who like surfing online. Therefore, travel organizations should notice this trend, set up online booking system in order to provide most comprehensive information and services for seniors in the simplest way and the fastest pace. Thirdly, travel agencies should cooperate with senior centers in enterprises, organizations, schools, communities and other senior institutions, and promote products at an appropriate timing. In this way, travel agencies could master the changes on the senior demands in order to update and innovate the travel products.

(10) People strategy

With the increasing development of Chinese tourism industry, tourists make more requests of tour leaders and tour guides. Therefore, offering the quality service is key factor affecting seniors' outbound travel satisfaction.

Quality services are mainly embodied with two aspects which are standardization and humanization. First of all, senior tourists are tourists. For every tourist, practitioners in tourism industry should provide standardized services to satisfy the general demands, and must not discriminate against seniors because they are vulnerable members of the society. Secondly, senior tourists are the elderly people. They might be lonely due to lack of children's companion and attention. Thus, in the process of providing services, travel practitioners should give more emotional concerns and empathy to the senior group. The effective measure to improve the service quality of tour practitioners is reinforcing the intensity of assessment and supervision to the qualification. Tour guides must take certificates to make sure that services are always standard. For example, Singapore offers some useful suggestion for the Chinese tourism industry. They regard the service evaluation from the customers as the standard for review of tour practitioners so as to make them cherish employment opportunity and inspire them to improve own professional quality.

Senior tourism market has been not paid attention to enough, which makes the implementation of marketing strategies on this market more difficult and complex. However, if travel agencies can develop travel products that are suitable for the elderly by combined channels and appropriate pricing strategies, it can be forecasted that travel agencies will have a bright future on the senior tourism market.

Further research: Given the qualitative and quantitative natures of this research, there are still some limitations in this study.

Firstly, the sample of survey was only 300 in first-tier and second-tier cities in China. However, the sample size is relatively small compare to the total population of the research. Due to the time limitation, more data cannot be collected. Further studies with similar topic could be conducted based on a larger sample size so that the results could be more generalized to the population. Also five practitioners in travel agencies in China were interviewed for qualitative data, which has the similar limitation as the quantitative

method. Due to the dynamic products and services of group package tour in Chinese tourism market, five types of outbound itineraries for seniors might be not representative for the overall situation of outbound travel products for the seniors. The scale and scope of the sample could be expanded into a larger size. Thus, the characteristics of senior tourism markets might be differently compare to this study.

Secondly, the outbound travel activities are comprehensive activities, which involve in many aspects and complex motivations. This research on satisfaction evaluation was based on the 7 essentials and 25 sub-items, however, it still needs to be further investigated that if these 25 sub-items can reach out all dimensions of seniors' satisfaction toward the products and services of outbound group package tour. In order to improve service quality in the tourism organizations, it is also necessary to contact with employees and decision makers regularly and assess their working experiences. As the external customers, internal employees are considered to be the main category of service attributes. This could be a direction for the future study, which examines service quality from both customers' and service providers' points of views. Also, an important issue is about relationship between external customer perception and internal service quality, which should be concerned by the coming researchers.

In addition, the satisfaction of senior travelers in this study was built on the IPA model. However, the models or tools for assessing the customer satisfaction and service quality in the tourism industry are far more than one, for example SERVQUAL, DINESERV. Therefore, applying different models or tools to assess customer satisfaction might drew alternative conclusions.

Generally speaking, this study on service quality and customer satisfaction is significant and challenging. Therefore, future efforts should continue to deepen the understanding of senior tourism market and improve the means to measure the customer satisfaction.

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9. Appendices:

Appendix A:

Questionnaire for Surveys (English Version)

*MSc Innovative Hospitality Management
Dissertation about Senior Tourism Market
Student: Xin Su*

Dear Ladies/Gentlemen,

Thank you very much for helping me to fill in the survey. I am a master student who study Innovation Hospitality Management. Now, I am doing my master thesis about customer satisfaction of elder outbound tourists, therefore your participation is very important for my research. This survey is in an anonymous form and will not be leaked to any third parties. I expect that you can tell me your experience and perception when you travel abroad with a package tour. If you have many times of overseas travel experience, then please inform the latest one. Thank you for your supporting and collaboration!

1. Demographic Investigation of elder tourists

1.1 What is your gender?	A. Female B. Male
1.2 What is your age group?	A. Below 55 B. 55-60 C. 61-65 D. 66-70 E. 71-75 F. Above 75
1.3 Where are you from?	A. Beijing B. Shanghai C. Nanjing D. Tianjin E. Hangzhou F. Other_____
1.4 What was your occupation?	A. Self-employment B. Employee in a private company C. Employee in a public company D. Other_____
1.5 What is your average income for a month?	A. Below 2000 RMB B. 2000-4000 RMB C. 4000-6000 RMB D. 6000-8000 RMB E. Above 8000 RMB

2. Characteristics Investigation of elder tourists

2.1 How many trips do you have for overseas travel in a year?	A. Zero B. One time C. Two times D. More than two times
2.2 In which season do you prefer to travel?	A. Spring B. Summer C. Autumn D. Winter
2.3 Who is your companion when you travel abroad?	A. Alone B. With your family C. With your friends
2.4 Through which channels do you acquire travel information? (Multi Choices)	A. Travel Agencies B. Friends and Family C. TV D. Internet E. Newspaper and Magazine

	F. Other _____
2.5 What are your main purposes to travel abroad? (Multi Choices)	A. Relaxing and Pleasure B. Broadening Horizon C. Enriching Life's experience D. Shopping E. Visiting overseas family and friends
2.6 Where is your first choice of overseas destination?	A. Hong Kong/Macau/Taiwan B. Japan/Korea C. Singapore/Thailand/Indonesia D. Austria/Canada/USA E. UK F. German/France/Switzerland/Italy G. Other _____
2.7 What kind of food do you like in the restaurant?	A. Chinese Food B. Western Food C. Fast Food D. Local Flavor
2.8 Which type of accommodation do you prefer?	A. 1 or 2 star hotel B. 3 stars hotel C. 4 stars hotel D. 5 stars hotel
2.9 What is the funding proportion from children when traveling abroad?	A. All funding from children B. Partly funding from children C. All funding from own savings

3. Investigation on the importance and satisfaction of each factor (the rates of importance from high to low are: most important=5、very important=4、general important=3、not important=2、extremely not important=1; the rates of satisfaction from high to low are: most satisfied=5、very satisfied=4、general satisfied=3、not satisfied=2、extremely not satisfied=1)
Compare to the expectation before travelling, please mark the importance and satisfaction of each factor in the table below.

3.1 The seven main factors that influence customer perception and experience

Factors	The Importance					The Satisfaction				
	5	4	3	2	1	5	4	3	2	1
Restaurant										
Accommodation										
Transportation										
Sightseeing										
Shopping										
Entertainment										
Outbound travel services										

3.1 Restaurant

Sub Factors	The Importance					The Satisfaction				
	5	4	3	2	1	5	4	3	2	1
Restaurant Environment										
Cuisine Quality										
Staff Service										

3.2 Accommodation

Sub Factors	The Importance					The Satisfaction				
	5	4	3	2	1	5	4	3	2	1
Hotel Location										
Hotel Environment										
Hotel Facilities										
Staff Service										

3.3 Transportation

Sub Factors	The Importance					The Satisfaction				
	5	4	3	2	1	5	4	3	2	1
Safety and Coziness of Bus										
Driver Service										

3.4 Sightseeing

Sub Factors	The Importance					The Satisfaction				
	5	4	3	2	1	5	4	3	2	1
Worth Watching										
Service of local tour guide										
Public Infrastructure										
Rationality of time arrangement in scenic spots										

3.5 Shopping

Sub Factors	The Importance					The Satisfaction				
	5	4	3	2	1	5	4	3	2	1
Shopping Environment										
Quality of Commodities										
Shopping Service										
Rationality of time arrangement in shopping spots										

3.6 Entertainment

Sub Factors	The Importance					The Satisfaction				
	5	4	3	2	1	5	4	3	2	1
Richness of Entertainment										
Specialty of Entertainment										
Participation of Entertainment										
Staff Service										

3.7 Outbound travel services

Sub Factors	The Importance					The Satisfaction				
	5	4	3	2	1	5	4	3	2	1
Simplification of Applying for a visa										
Convenience of Currency Exchange										
Service of the tour leader										
Medical Care										

Thanks for your collaboration again! Wish you all the best!

Guide Translate to Chinese

*MSc Innovative Hospitality Management
Dissertation about Senior Tourism Market in China
Student: Xin Su*

關於中國老年遊客對出境遊的滿意度調查問卷

親愛的女士/先生：

您好！非常感謝您能在百忙之中幫助我填寫這份調查問卷。我是西班牙拉蒙尤以大學酒店管理學院創新酒店管理專業的研究生。現在正在完成一份關於老年出境遊的顧客滿意度的畢業論文，因此您的參與對我的研究有很重要的作用。此次調研會採取匿名形式，您的個人資訊將不會洩露給協力廠商。期待您能把您跟團出境遊的經歷和感受分享給我，若有多次出行經歷，請填寫最近一次即可，再次感謝您的支持和合作！

一、遊客的基本資訊

1.1 您的性別？	A. 女 B. 男
1.2 您的年齡？	A. 55 歲以下 B. 55-60 C. 61-65 D. 66-70 E. 71-75 F. 75 歲以上
1.3 您來自中國的那個城市？	A. 北京 B. 上海 C. 南京 D. 天津 E. 杭州 F. 其他_____（請填寫）
1.4 您在退休之前的職業是什麼？	A. 自由職業者 B. 私企員工 C. 企事業單位 D. 其他_____（請填寫）
1.5 您的月平均收入是多少？	A. 2000 元以下 B. 2000-4000 元 C. 4000-6000 元 D. 6000-8000 元 E. 8000 元以上

二、遊客基本出遊情況調查（請填寫您的跟團遊經歷和感受）

2.1 一年之內您的出境遊的次數是多少？	A. 0 次 B. 1 次 C. 2 次 D. 2 次以上
2.2 一般您的出遊季節為？	A. 春 B. 夏 C. 秋 D. 冬
2.3 您一般是和誰一起出國旅遊？	A. 自己 B. 和家人（配偶，子女） C. 和朋友

2.4 您獲取旅遊資訊的管道有哪些？（多選）	A. 旅行社 B. 朋友和家人 C. 電視 D. 網路 E. 報紙和雜誌 F. 其他_____（請填寫）
2.5 您出境遊的主要目的有哪些？（多選）	A. 消遣娛樂 B. 擴大眼界 C. 豐富人生經歷 D. 購物 E. 探訪海外親友 F. 其他_____（請填寫）
2.6 您最想去海外旅遊目的地的是哪？（單選）	A. 香港/澳門/臺灣 B. 日本/韓國 C. 新加坡/泰國/印尼 D. 澳大利亞/加拿大/美國 E. 英國 F. 德國/法國/瑞士/義大利 G. 其他_____（請填寫）
2.7 如果是跟團遊，哪個是您最喜歡的就餐種類？	A. 中餐 B. 西餐 C. 速食 D. 當地風味
2.8 哪個是您中意的住宿類型？	A. 1-2 星酒店 B. 3 星酒店 C. 4 星酒店 D. 5 星酒店
2.9 您的旅費的來源？	A. 全部由子女承擔 B. 子女承擔部分 C. 全部由自己承擔

三、出國旅遊的各個項目的重要性和滿意度調查（按重要性由高到低排列依次為：5 分—非常重要、4 分—很重要、3 分—一般重要、2 分—不重要、1 分—非常不重要；按滿意度由高到低排列依次為：5 分—非常滿意、4 分—很滿意、3 分—一般滿意、2 分—不滿意、1 分—非常不滿意）

與您出行之前的期望相比，請給您以下每個出境遊中的主要因素的重要性和滿意度打分。

主要因素	評價該因素的重要性					對該因素的滿意度				
	5	4	3	2	1	5	4	3	2	1
餐廳										
住宿										
交通										
遊廊										
購物										
娛樂										
出境遊配備										

請您給以下具體因素的重要性和滿意度打分。

（一） 餐廳

具體因素	評價該因素的重要性					對該因素的滿意度				
	5	4	3	2	1	5	4	3	2	1
餐廳環境										
菜品質量										
員工服務										

（二） 住宿

具體因素	評價該因素的重要性					對該因素的滿意度				
------	-----------	--	--	--	--	----------	--	--	--	--

	5	4	3	2	1	5	4	3	2	1
地理位置										
酒店環境										
酒店設施										
員工服務										

(三) 交通

具體因素	評價該因素的重要性					對該因素的滿意度				
	5	4	3	2	1	5	4	3	2	1
大巴的安全和舒適性										
司乘人員的服務										

(四) 觀光遊覽

具體因素	評價該因素的重要性					對該因素的滿意度				
	5	4	3	2	1	5	4	3	2	1
景區的觀賞性										
地接導遊人員的服務										
景區公共設施(衛生間、紀念品商店)										
遊覽時間安排的合理性										

(五) 購物

具體因素	評價該因素的重要性					對該因素的滿意度				
	5	4	3	2	1	5	4	3	2	1
購物環境										
商品品質										
購物服務										
購物時間安排的合理性										

(六) 娛樂

具體因素	評價該因素的重要性					對該因素的滿意度				
	5	4	3	2	1	5	4	3	2	1
活動的豐富性										
活動特色性										
活動參與性										
人工服務										

(七) 出境配備

具體因素	評價該因素的重要性					對該因素的滿意度				
	5	4	3	2	1	5	4	3	2	1
簽證申請的簡便性										
貨幣兌換的便捷性										
領隊服務										
醫療服務										

再次感謝您的支持與參與！

Appendix B:

Survey Results:

Question 1: What is your gender?

Answer Options	Response Count	Response Percent
Male	137	45.7%
Female	163	54.3%
Valid Samples Size	300	

Question 2: What is your age group?

Answer Options	Response Count	Response Percent
55-60	188	62.7%
61-65	98	32.7%
66-70	12	4%
71-75	2	0.7%
Valid Sample Size	300	

Question 3: Where are you from of China?

Answer Options	Response Count	Response Percent
Beijing	37	12.3%
Shanghai	56	18.7%
Wuxi	19	6.3%
Tianjin	28	9.3%
Chongqing	25	8.3%
Hangzhou	17	5.7%
Shenzhen	32	10.7%
Other	85	28.3%
Valid Sample Size	300	

Question 4: What was your occupation before retirement?

Answer Options	Response Count	Response Percent
Self-Employment	84	28%
Employee in a private company	83	27.7%
Employee in a public company	100	33.3%
Other	33	11%
Valid Sample Size	300	

Question 5: What is your average income per month?

Answer Options	Response Count	Response Percent
Below 2000 RMB	13	4.3%
2000-4000 RMB	88	29.3%
4000-6000 RMB	91	30.3%
6000-8000 RMB	69	23%
Above 8000 RMB	39	13%
Valid Sample Size	300	

Question 6: How many times do you travel abroad in a year?

Answer Options	Response Count	Response Percent
1 time	235	78.3%
2 times	38	12.7%
More than 2 times	27	9%
Valid Sample Size	300	

Question 7: In which season do you prefer to travel?

Answer Options	Response Count	Response Percent
Spring	105	35%
Summer	75	25%
Autumn	90	30%
Winter	30	10%
Valid Sample Size	300	

Question 8: Normally, who is your companion when you travel abroad?

Answer Options	Response Count	Response Percent
Alone	17	5.7%
Family (Spouse, Offspring, Siblings)	217	72.3%
Friends	66	22%
Valid Sample Size	300	

Question 9: Through which channels do you acquire travel information?

Answer Options	Response Count	Response Percent
Travel Agencies	166	55.3%
Friends and Family	156	52%
TV	40	13.3%
Internet	128	42.7%
Newspaper and Magazines	42	14%
Other	8	2.7%
Valid Sample Size	300	

Question 10: What are your main purposes to travel abroad?

Answer Options	Response Count	Response Percent
Relaxing and Pleasure	137	45.7%
Broadening Horizon & Increasing Knowledge	181	60.3%
Enriching Life' s experience	172	57.3%
Shopping	57	19%
Visiting overseas family and friend	17	5.7%
Other	4	1.3%
Valid Sample Size	300	

Question 11: Where is your first choice of overseas destinations?

Answer Options	Response Count	Response Percent
Hong Kong/Macau/Taiwan	66	22%
Japan/Korea	33	11%
Singapore/Thailand/Indonesia	58	19.3%
Australia/Canada/USA	56	18.7%
UK	10	3.3%
Germany/France/Switzerland/Italy	69	23%
Other	8	2.7%
Valid Sample Size	300	

Question 12: What kind of meal do you like to be provided in a group package tour?

Answer Options	Response Count	Response Percent
Chinese Food	90	30%
Western Food	18	6%
Fast Food	7	2.3%
Local Flavor	185	61.7%
Valid Sample Size	300	

Question 13: What kind of hotel do you prefer in a group package tour?

Answer Options	Response Count	Response Percent
1-2 Stars Hotel	25	8.3%
3 Stars Hotel	110	36.7%
4 Stars Hotel	81	27%
5 Stars Hotel	84	28%
Valid Sample Size	300	

Question 14: Where are your travelling expenses from?

Answer Options	Response Count	Response Percent
All expenses from children	23	7.7%
Part expenses from children	51	17%
All expenses from own savings	226	75.3%
Valid Sample Size	300	

Question 15: Investigation on the importance of each factor

Answer Options	1	2	3	4	5
Restaurant	2	1	42	101	154
Accommodation	2	1	33	127	137
Transportation	0	1	25	93	181
Attraction	0	1	18	117	164
Shopping	14	20	117	80	69
Entertainment	8	12	80	100	100
Outbound Travel Services	2	5	52	109	132
Valid Sample Size	300				

Question 16: Investigation on satisfaction of each factor

Answer Options	1	2	3	4	5
Restaurant	1	4	65	128	102
Accommodation	1	2	54	150	93
Transportation	2	3	56	124	115
Attraction	2	1	53	155	89
Shopping	7	17	103	105	68
Entertainment	4	11	90	121	74
Outbound Travel Services	2	10	75	127	86
Valid Sample Size	300				

Question 17: Please mark the importance of each sub-factor of restaurant.

Answer Options	1	2	3	4	5
Restaurant Environment	0	1	30	115	154
Cuisine Quality	0	0	27	96	177
Staff Service	0	1	28	116	155
Valid Sample Size	300				

Question 18: Please mark the satisfaction of each sub-factor of restaurant.

Answer Options	1	2	3	4	5
Restaurant Environment	2	2	35	129	132
Cuisine Quality	3	1	46	138	112
Staff Service	3	2	42	132	121
Valid Sample Size	300				

Question 19: Please mark the importance of each sub-factor of accommodation.

Answer Options	1	2	3	4	5
Location	1	1	40	98	160
Hotel Environment	1	1	28	127	143
Hotel Infrastructure	1	1	27	136	135
Staff Service	0	1	37	112	150
Valid Sample Size	300				

Question 20: Please mark the satisfaction of each sub-factor of accommodation.

Answer Options	1	2	3	4	5
Location	2	3	45	126	124
Hotel Environment	2	2	31	148	117
Hotel Infrastructure	2	3	40	150	105
Staff Service	1	2	49	125	123
Valid Sample Size	300				

Question 21: Please mark the importance of each sub-factor of transportation.

Answer Options	1	2	3	4	5
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Safety and coziness of coach	1	0	16	93	190
Driver Service	0	0	20	118	162
Valid Sample Size	300				

Question 22: Please mark the satisfaction of each sub-factor of transportation.

Answer Options	1	2	3	4	5
Safety and coziness of coach	2	1	29	124	144
Driver Service	2	0	30	119	149
Valid Sample Size	300				

Question 23: Please mark the importance of each sub-factor of attraction.

Answer Options	1	2	3	4	5
Value of Watching	1	0	17	109	173
Service of local tour guide	0	0	35	124	141
Public Infrastructure (toilets and shops)	1	1	38	136	124
Rationality of time Arrangement	0	2	41	111	146
Valid Sample Size	300				

Question 24: Please mark the satisfaction of each sub-factor of attraction.

Answer Options	1	2	3	4	5
Value of Watching	1	2	33	134	130
Service of local tour guide	2	1	52	124	121
Public Infrastructure (toilets and shops)	2	2	52	147	97
Rationality of time Arrangement	2	1	56	124	117
Valid Sample Size	300				

Question 25: Please mark the importance of each sub-factor of shopping.

Answer Options	1	2	3	4	5
Shopping Environment	2	2	56	116	124
Quality of Products	1	1	39	100	159
Shopping Service	1	2	45	109	143
Rationality of time arrangement	1	3	60	104	132
Valid Sample Size	300				

Question 26: Please mark the satisfaction of each sub-factor of shopping.

Answer Options	1	2	3	4	5
Shopping Environment	1	3	59	115	122
Quality of Products	1	5	52	116	126
Shopping Service	1	6	48	121	124
Rationality of time arrangement	1	7	71	113	108
Valid Sample Size	300				

Question 27: Please mark the importance of each sub-factor of entertainment.

Answer Options	1	2	3	4	5
Richness of Entertainment	1	3	53	107	136
Specialty of Entertainment	0	3	49	111	137
Participation of	1	3	63	109	124

Entertainment					
Staff Service	1	3	54	100	142
Valid Sample Size	300				

Question 28: Please mark the satisfaction of each sub-factor of entertainment.

Answer Options	1	2	3	4	5
Richness of Entertainment	1	1	54	122	122
Specialty of Entertainment	1	1	55	127	116
Participation of Entertainment	1	3	57	129	110
Staff Service	1	5	56	120	118
Valid Sample Size	300				

Question 29: Please mark the importance of each sub-factor of outbound travel services

Answer Options	1	2	3	4	5
Simplification of applying for a visa	1	0	23	101	175
Convenience of currency exchange	1	0	29	94	176
Service of tour leader	1	0	22	100	177
Medical Care	1	0	38	95	166
Valid Sample Size	300				

Question 30: Please mark the satisfaction of each sub-factor of outbound travel services.

Answer Options	1	2	3	4	5
Simplification of applying for a visa	1	3	38	112	146
Convenience of currency exchange	1	2	42	110	145
Service of tour leader	1	0	39	118	142
Medical Care	3	1	58	105	133
Valid Sample Size	300				

Appendix C:

Questions Guide for Interviews

*MSc Innovative Hospitality Management
Dissertation about Senior Tourism Market in China
Student: Xin Su*

Profile of interviewees

Interviewees are practitioners who worked or have worked in the travel agency. He or she probably works in the management position, especially in the outbound tourism department of travel agency. All of these interviewees have experience and knowledge about senior tourism market of China from the perspective of service provider.

Confidentiality

In order to protect the personal information of interviewees, the name of interviewees will only use their surnames instead of full names.

Methodology of interview

The interview is performed in Chinese, because the interviewees cannot speak English. According to the approving of interviewees, the form of interview is the voice interview through WeChat which is upgraded Chinese WhatsApp. The following questions are a guide for the interview. New questions could be arisen during the interview. The duration of interviews approximately lasted 40 minutes.

1. How do you see the potential of senior tourism market in China?
2. How many seniors consult outbound package tour in a year? Which destination is most popular?
3. What is the status of senior outbound package tour in your travel agency?
4. Have you designed any domestic or outbound package tours that are especially for elder tourists in your travel agency? If not, why?
5. What products and services for elder tourists do u have in the package tours? (Take one example)
6. How is the review of customers about your products and services? For example, which parts are they most

- satisfied and which parts do they complain most?
7. What do you consider when you design package tours for elder tourists?
 8. What are the main problems for the travel agency to develop senior package tours?
 9. What are your marketing strategies for elder people?
 10. What is your plan to improve the services for elder tourists?

Guide Translate To Chinese

*MSc Innovative Hospitality Management
Dissertation about Senior Tourism Market in China
Student: Xin Su*

受訪者簡介

受訪者都是曾經工作或者還工作在旅行社的從業人員。他們一般都是出境游部門的主管，並且可以從服務提供者的角度對中國老年遊市場的發展和目前存在的問題有自己的見解和認識。

保密性原則

處於對受訪者的保護，文中所有提及的人名均用姓代替，而非全名。

存取方法

由於受訪者均為中國人，所以問卷以中文的形式呈現。在徵詢受訪者同意之後，採訪採用微信語音通話的方式。下面這些問題是訪談的提綱，新的問題可能會在實際訪談中提出。訪談的時間大約為 40 分鐘。

- 1、 你如何看待老年人（55-75）出境遊市場？
- 2、 在一年之中有多少老年人諮詢過出境跟團遊的專案？（大概的數字是多少？）
- 3、 在你的旅行社，有專門為老年人設計的出境遊路線嗎？如果沒有的話，為什麼？
- 4、 目前老年人出境遊中涉及了哪些產品和服務？（可以舉個例子，比如說路線，住宿標準，醫療服務，領隊，出境游服務簽證貨幣兌換方面）
- 5、 顧客對出境游服務品質的回饋怎麼樣？（比如哪個部分的服務最滿意，哪個部分的服務最不满意）
- 6、 你有過專門針對老年人出境遊的市場調查嗎？瞭解過老年人在出境遊的實際需求嗎？
- 7、 當你在設計老年人出境團隊游的專案時，你的考量和依據是什麼？
- 8、 旅行社在開發老年人跟團遊專案的最大的困難是什麼？
- 9、 你有專門針對老年人的行銷策略嗎？是如何做的？
- 10、 你有哪些提高老年人對出境游滿意度的規劃或者策略？

Appendix E

1. The outbound itinerary in a group package tour

第一天(The first day)

包頭-普吉甲米(Baotou-Phuket)

參考時刻：E3 7618(1055-1605)

請客人帶好行禮、護照等旅行必需品，於出發當日由領隊統一辦理出境手續，過海關準備登機；因客人人數較多，請到達機場後請主動與領隊聯繫；乘飛機前往微笑之國“泰國”普吉島，抵達普吉後過海關取行禮出機場，乘車前往酒店入住休息。

早餐：無 Breakfast: No

午餐：無 Lunch: No

晚餐：泰式風味餐 Diner:(Thai Cuisine)

宿：普吉島泰式五星酒店 Hotel: Thai five-star hotel

第二天(The second day)

攀牙灣-遠眺 007 島-割喉群島泛舟-漁民回教村-大象水果風情遊

Sightseeing:

【攀牙灣】 搭乘長尾船途經觀賞兩岸大自然熱帶雨林區的自然海景風光，眺望最著名的拍攝電影 007 系列—金手指而聞名於世的**【007 島】**。

【割喉群島泛舟大自然之旅】 特別贈送割喉島泛舟（請自備每人 100 銖小費給劃泛舟工作人員）首先於船上完成兩人一組的搭配一艘橡皮獨木舟，乘泛舟遊覽海上紅樹林（此處可以觀賞詼諧有趣的兩栖彈塗魚以及海底鐘乳石洞等），參觀海上漁民回教村，並在這裡用餐。

【大象水果園風情遊】：**【騎大象】** 跋山涉水悠遊在橡膠水果林之中，**【橡膠園】** 參觀人們如何利用大自然的產物採集橡膠及橡膠製造過程，**【熱帶水果餐】** 讓您大快朵頤熱帶水果。

早餐：酒店自助 **Breakfast: Buffet in Hotel**

午餐：回教村海鮮餐 **Lunch: Seafood**

晚餐：泰式風味餐 **Dinner: Thai Cuisine**

宿：普吉島泰式五星酒店 **Hotel: Thai five-star hotel**

第三天(The third day)

斯米蘭群島(Similan Islands)

【斯米蘭群島】 早餐後乘快艇前往**【SIMILAN 斯米蘭群島】**，9 個島中我們挑選了其中最美麗的 4 個島，去盡情的游泳與浮潛。同時可以在銀白色的沙灘上自由活動。斯米蘭島的美麗是無法用言辭來形容的，只有您的親身體驗，才能感受它的獨特魅力。首先我們參觀其中最美麗的**【4 號安島(Koh Miang)】**，這裡大片堅固的珊瑚礁高度逐漸地降低到大概 30-40 米，由於海水深度的增加，這個位置被沙子所代替了。在這些島嶼周圍形成的旋渦狀的、營養豐富的水域有著大量色彩豔麗的熱帶魚，在這些水域觀賞到巨大魚兒的機會是很少的，但是在這你也許會偶然碰到美洲豹鯊魚，甚至鯨魚。這裡有二十多處合格的潛水點，有許多已發展起來擁有自己的國際聲譽。之後前往**【9 號班古島(Koh Bangru)】**上的**【聖誕角(Christmas Point)】**，這裡是以系列蜿蜒迷人的海灣而得名，多彩成群的藍鰭鯨，金槍魚穿梭其中，潛水愛好者您不妨體驗暢遊其中的樂趣。後乘快艇往**【8 號斯米蘭島(Koh Similan)】**享用午餐，8 號斯米蘭島上的象頭岩(Elephant Head)可能是這群島嶼中最著名的潛水地帶，這裡是以伸出海面到斯米蘭島西南角的、形狀不規則的岩石而命名的。**【仙境礁(Fantasy Reef)】**，是適合於勘探大量水下岩石形成的受歡迎的地點，同時在這也能碰到一些活的發光物體。我們可以在這裡進行**【浮潛】**，一覽海底世界豐富的魚群，及五彩繽紛的珊瑚，後返回普吉入住酒店休息

早餐：酒店自助 **Breakfast: Buffet in Hotel**

午餐：島上簡餐 **Lunch: Quick Meal on islands**

晚餐：泰式風味自助餐 **Dinner: Thai Cuisine**

宿：**藍灣泳池別墅 Hotel: Blue Bay Pool Villa (Five-Star)**

第四天(The fourth day)

藍鑽珊瑚島-海龍寺-珠寶中心-乳膠展示中心-泰式古法按摩

【藍鑽珊瑚島】 作為泰國國家一級珊瑚保護區，其四周的海域是潛水愛好者必去之地，優質的珊瑚可以和瑪律地夫媲美。一直以來都是歐美人士度假休閒的天堂，四周金髮碧眼的遊客仿佛讓你置身地中海的海灘。客人可自費參加各種水上娛樂項目，刺激的香蕉船和拖傘，探索海底世界的深潛，任何一項都不容錯過。四周的海水裡聚集了成千上萬五彩繽紛的熱帶魚，只要你下到海中，它們就圍攏上來環繞在你的周圍。除此之外，水下童話般的珊瑚世界也在等待您的探索。

【海龍寺】 海島古老寺廟，拜拜四面佛求平安。

【珠寶中心】 泰國是世界上為數不多的高品質寶石出產國之一。

【泰式古法按摩】 通過技師嫺熟的指壓技法，讓您舒筋活絡，通體舒暢。（特別說明：**16 歲以下小孩”SPA 不招待，該項目為贈送不退費用，敬請諒解！**）

之後前往**【泰絲】**，參觀。參觀**【乳膠中心】**，乳膠展示中心內有各種床墊、枕頭、靠墊，讓您先試睡片刻，舒緩下一天的疲勞，同時也為您介紹天然乳膠產品對人體的功效。**【皮革免稅店】** 皮革免稅店 店內有珠珍魚皮、大象皮、蛇皮...等，許多國際奢侈品牌如愛馬仕、LV 等品牌的供應商。各種款式，精心設計的一件件供您選購。

早餐：酒店自助 **Breakfast: Buffet in Hotel**

午餐：離島簡餐 **Lunch: Quick Meal on islands**

晚餐：泰式 BBQ 燒烤自助餐 **Dinner:**

宿：普吉島泰式五星酒店

第五天(The fifth day)

人蛇大戰-土產店-神仙半島-九世皇紀念塔-168 水果街-國際人妖秀-免稅店

【毒蛇研究中心】 一睹世界上最毒之金剛眼睛王蛇的芳容，欣賞驚險的人捉蛇表演，令人大開眼界。

【神仙半島】 臨高欣賞無敵印度洋海景，還可以觀看普吉島與印度洋海天一線的美景

【九世皇登基紀念燈塔】 它是世界上最新的燈塔之一。

【168 水果街】這裡有熱帶水果及日用品等等。

【國際免稅店】各類世界知名品牌服裝、首飾、皮具等。

【國際人妖皇后表演】夜間娛樂欣賞，泰國一大特色文化節目演出，令您歎為觀止讓您大開眼界！

早餐：酒店自助 **Breakfast: Buffet in Hotel**

午餐：榮城咖喱螃蟹餐 **Lunch:**

晚餐：利園餐廳 **Dinner:**

宿：普吉島泰式五星酒店 **Hotel: Thai five-star**

第六天(The sixth day)

普吉島全天自由活動

全天自由活動，您可以一覺睡到自然醒或者起個大早，感受南洋悠閒的渡假生活，體驗酒店不一樣的渡假氣氛，您可以悠閒的在度假村中享受各種設施，也可賴在美麗的私人沙灘的躺椅上，看看書、聽聽音樂、遊游泳、做做日光浴。

早餐：酒店自助 **Breakfast: Buffet in Hotel**

中餐：自理 **Lunch: Self-catering**

晚餐：自理 **Dinner: Self-catering**

宿：普吉島泰式五星酒店 **Hotel: Thai five-star hotel**

第七天(The seventh day)

普吉島全天自由活動

全天自由活動，您可以一覺睡到自然醒或者起個大早，感受南洋悠閒的渡假生活，體驗酒店不一樣的渡假氣氛，您可以悠閒的在度假村中享受各種設施，也可賴在美麗的私人沙灘的躺椅上，看看書、聽聽音樂、遊游泳、做做日光浴。約定時間集合，前往機場，乘飛機返回包頭，結束愉快的旅程！

早餐：酒店自助 **Breakfast: Buffet in Hotel**

中餐：自理 **Lunch: Self-catering**

晚餐：自理 **Dinner: Self-catering**

宿：飛機上

第八天(The eighth day)

普吉甲米-包頭(Phuket-Baotou) **參考時刻：E3 7617(0320-0955)**

抵達包頭，返回溫馨的家！**Back to sweet home!**

以上為參考行程，景點順序在不減少景點情況下可前後調整。

如因天氣及個人自身等特殊原因而無法參加某些景點、用餐和活動，不退費用，謝謝！

費用包含(Fees including)

簽證費、境外司機導遊小費、國內國際段往返機票、燃油附加費、行程中酒店雙標住宿司機導遊服務行程中用車、用餐、中文導遊。

特殊年齡說明

12 周歲以下兒童不占床+300，占床+600 元

12-18 周歲必須占床+600 元

60 周歲以上老人+300 元

單房差 1000 元

春節期間（1 月 29 日）：12 周歲以下兒童不占床報價同成人，占床+1000 元，單房差 1600 元

費用不含

護照費、旅遊意外險、客人的私人開銷、自由活動期間的用車及用餐、單房差、出入境超重行李的托運費及保管費酒店內收費電視、電話、飲品、煙酒等個人消費稅、個人酒店內消費費用自理。行程以外的景點，醫療費以及天氣原因、交通延阻、罷工及人力不可抗拒的因素所引致的額外費用。

簽證說明(illustration of Visa)

1、泰國簽證所需資料：有效期半年以上的因私護照、半年之內白底免冠照片 2 張，簽證時間為 4-5 個工作日，因護照需要回遞，請提前 15 天遞交簽證資料到本社；

2、做落地簽證客人請至少提前 3 個工作日提供護照影本，2 寸白底照片 1 張；

3、如遇節假日或使館臨時休息，送簽日期會相應提前！

旅遊須知及注意事項 (Travel Tips and Notices)

1、中國遊客赴境外旅遊，需遵守所在國家和地區的法律法規、遵守出境游文明公約，體現新時代中國公民的文明素養和精神風尚。

- 2、泰國出入境卡、海關行李申報單等均可請領隊協助填寫。進出海關時，請聽從領隊指示配合團體行動，以免與團體走散，影響進出海關之時間。購物須知及免稅煙酒：以觀光為主，若看到喜歡或合適的物品，請速決定是否購買以免影響其他團體遊客旅程時間。
- 3、飛機上航班座位按姓氏英文字母編排，若需調整座位待起飛後再自行調整；飛機起降及用餐，座椅排背需放直；NO SMOKING 即禁止吸煙，FASTEN SEAT BELT 即系上安全帶；非必要時勿隨意走動，為了安全請務必遵守。
- 4、為避免不必要之尷尬，請勿擅取酒店內和飛機上任何物品；若需留為紀念，請提出購買。
- 5、乘坐遊覽車時，請注意巴士公司名稱、顏色、車號，以免停車時找不到車；請保持車內整潔，旅遊巴士上禁止吸煙。
- 6、請特別注意安全，入住酒店後要記住領隊及導遊房號，需要幫助時可以找到他們。另要清楚自己房間所處位置及酒店走火通道。
- 7、東南亞酒店由於環保因素，無論星級均須自備牙刷、牙膏、拖鞋、電吹筒等生活用品；酒店一般都有游泳池，請自帶泳衣等用品。
- 8、貨幣可在機場、當地銀行或酒店兌換，匯率因素若出現客人與當地個人或商鋪兌換外幣之糾紛責任自負。泰國地區大部分旅遊購物店可使用人民幣及其信用卡；通訊方面，都可以使用中國全球通手提電話；泰國比北京慢一小時時差。
- 9、泰國團餐為：中式自助餐+中式團餐；自助餐請切勿浪費，以免被罰款。詳情查詢導遊或隨團領隊。
- 10、泰國大皇宮對服裝要求較嚴格，不能穿無袖上衣、短褲、拖鞋等。

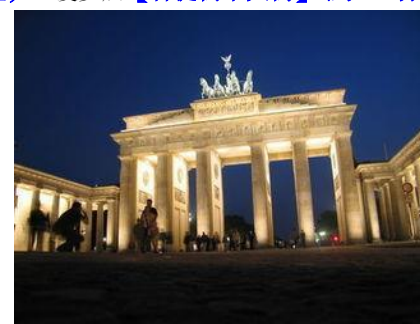
祝您旅途愉快，一路順風！

★★★★★ 特別說明 ★★★★★

特別提醒泰國海關規定進入泰國的每位必須最少攜帶 5000 元人民幣，否則有可能被移民局誤認為打工者，將無法進入泰國。原機返回！！

2. The Germany, France, Italy and Switzerland itinerary in a group package tour

日期	行程 Itinerary	
	北京 Beijing → 柏林 Berlin 參考航班：HU489 PEKTXL 1320 1730	
	自行前往首都機場集合，專人辦理登機及出境手續，準備搭乘國際航班飛往德國首都-柏林。柏林向來有“藝術愛好者天堂”的稱譽，博物館多達 170 座，發達的新聞出版業，優良的體育設施，一流的藝術團體和豐富多彩的文化生活，堪稱世界級的文化藝術之都。抵達後，接機送酒店休息。	
	交通：飛機/巴士	酒店：三-四星酒店
	柏林 Berlin ↔ 紐倫堡 Nuremberg (約 440 公里)	
	早餐： 酒店享用西式早餐 上午： 參觀最重要的城市標誌，稱為“命運之門”的【勃蘭登堡門】(約 10 分鐘)，漫步於【菩提樹下大街】(約 10 分鐘)，外觀【柏林國會大廈】(約 10 分鐘)；之後參觀沿著先前的東西柏林分界線伸展開來，位於柏努爾街的【柏林牆遺址紀念公園】(約 30 分鐘)。 午餐： 六菜一湯 下午： 乘車德國小鎮紐倫堡，抵達後，入住酒店休息。 晚餐： 六菜一湯 晚上： 前往酒店休息	
	交通：巴士	酒店：三-四星酒店
	紐倫堡 Nuremberg ↔ 菲森 Fussen ↔ 因斯布魯克 Innsbruck (約 310+114 公里)	



<p>第三天 4月2日</p>	<p>早餐：酒店享用西式早餐 上午：前往德國小鎮菲森，遊覽一年四季風光各異的夢幻城堡-【新天鵝堡】（遠觀外景）。外觀【高天鵝堡】（遠觀外景），是國王路德維希二世渡過他童年的地方。 午餐：六菜一湯 下午：乘車前往奧地利山城—因斯布魯克，不僅是一個充滿活力的現代化生活中中心，也是一座大學城和奧林匹克城。抵達因斯布魯克後遊覽著名的著名的【黃金屋頂】（約20分鐘）、（外觀）【宮廷教堂】。 晚餐：六菜一湯 晚上：前往酒店休息</p>	
	<p>交通：巴士 餐食：早、中、晚 酒店：三-四星酒店</p> <p>因斯布魯克 Innsbruck 📍 威尼斯 Venice 📍 博洛尼亞 Bologna （約387+153公里）</p> <p>早餐：酒店內西式早餐 上午：乘車前往世界上唯一沒有汽車的城市—水城威尼斯（約3個小時）。遊覽被拿破崙稱之為“歐洲最美的客廳”的【聖馬可廣場】和十字軍第四次東征出發地【聖馬可教堂】（外觀），參觀徐志摩筆下憂傷的【歎息橋】，是威尼斯最著名的景點之一。 午餐：為方便遊覽，需自理； 下午：前往當地著名的【玻璃藝術博物館】，觀看玻璃師傅現場製作玻璃製品，這裡彙聚了從古至今各時代的玻璃工藝品，也可購買一些當作禮物帶回國內送給親朋好友。後特別安排乘坐【威尼斯鳳尾小船】，在威尼斯交錯縱橫的水道中深度遊覽。後乘車前往義大利小鎮入住酒店休息。 晚餐：六菜一湯 晚上：酒店內休息</p>	
	<p>交通：巴士 餐食：早、*、晚 酒店：三-四星酒店</p> <p>博洛尼亞 Bologna 📍 佛羅倫斯 Florence 📍 奧維亞托 Orvieto （約261+166公里）</p> <p>早餐：酒店享用西式早餐 上午：乘車前往文藝復興的發源地—佛羅倫斯，素有“翡冷翠”之稱，也稱為鮮花之城。遊覽【君主廣場】（約10分鐘），外觀【聖母百花大教堂】（約10分鐘），聖母百花大教堂是文藝復興時期一座偉大建築，1295年開始興建，1496年才最後完工，是世界第四大教堂。這座教堂大圓頂是世界上第一座大圓頂，由十塊浮雕組成，圓頂看起來宛如一朵美麗的巨型花，據說高達106米。 午餐：義大利特色餐 Lunch: Italian Cuisine 下午：後乘車前往義大利小鎮入住。 晚餐：六菜一湯 Dinner: Chinese Cuisine 晚上：酒店內休息</p>	
	<p>交通：巴士 餐食：早、中、晚 酒店：三-四星酒店</p> <p>奧維亞托 Orvieto 📍 羅馬 Rome 📍 皮亞琴察 Piacenza （約150+378公里）</p> <p>早餐：酒店內西式早餐 上午：乘車前往永恆之都—羅馬。一座歷盡滄桑的古城，一座巨大的博物館。抵達後遊覽羅馬古城區（約30分鐘）：【鬥獸場】（外觀）是古羅馬時期最大的圓形角鬥場，威嚴而壯觀；旁邊是西元315年修建的【君士坦丁凱旋門】，經歷了2000年的風風雨雨，仍保存了當初的完美造型。【古羅馬市集廢墟】：古羅馬市集不僅是古羅馬的發源地及市中心，也是羅馬七座小山丘的共同交集。 午餐：六菜一湯 Lunch: Chinese Cuisine 下午：參觀全世界天主教的中心教皇國【梵蒂岡】（約1小時），參觀世界上最大、歷時150年修建而成的【聖彼得大教堂】（外觀），這座雄偉壯麗的大教堂內外的雕刻、彩石馬賽克的壁畫……無一不是超凡入勝的藝術結晶。（梵蒂岡聖彼得大教堂是世界天主教信仰中心，經常於週三上午或特殊宗教封聖活動期間，將不對外開放，屆時將無法入內，敬請理解）。後乘</p>	

	<p>車前往義大利小鎮入住酒店休息。</p> <p>晚餐：六菜一湯 Dinner: Chinese Cuisine</p> <p>晚上：酒店內休息。</p>	
交通：巴士	餐食：早. 中. 晚	酒店：三-四星酒店
<p>皮亞琴察 Piacenza 因特拉肯 Interlaken 琉森 Luzern (約 331+67 公里)</p>		
<p>早餐：酒店享用西式早餐 Breakfast: Western style breakfast</p> <p>上午：前往位於布裡恩茨湖和圖恩湖兩湖交接的小鎮--因特拉肯，坐擁少女峰和雪朗峰的因特拉肯，有著全瑞士最好的自然景觀，冬天這裡是滑雪愛好者的天堂，夏天的山間野花盛開，是徒步的最好時候。抵達後可漫步于【何維克街】，一流的餐廳與咖啡店，美輪美奐的時裝店等，完美地林立於此，可自由在此選購心儀的瑞士名品。</p> <p>午餐：為方便遊覽，午餐自理 Lunch: Self-catering</p> <p>下午：乘坐歐洲最美觀景列車【金色山口】前往著名瑞士度假勝地--琉森，前往【琉森湖】(約 20 分鐘) 參觀，因為這美湖，湖畔古城琉森有了“湖畔巴黎”的別名，獨具特色的【教堂橋】(約 15 分鐘)，是斜跨在河面上的一座二百余米的木制長橋，又稱“廊橋”。丹麥雕塑家特爾巴爾森設計的【獅子紀念碑】(約 10 分鐘)，聽瑞士傭軍在法國戰爭中的感人故事，祈求世界和平。</p> <p>晚餐：為方便遊覽，晚餐自理 Dinner: Self-catering</p> <p>晚上：前往酒店休息</p>		
交通：巴士	餐食：早.*.*	酒店：三-四星酒店
<p>琉森 Luzern 科爾馬 Colmar 斯特拉斯堡 Strasbourg (約 162+70 公里)</p>		
<p>早餐：酒店內西式早餐 Breakfast: Western style breakfast</p> <p>上午：前往遊覽被稱為“山巒皇后”的美麗的山峰--【瑞吉山】，在瑞吉山的頂峰，可以俯瞰整個阿爾卑斯山脈，它是旅行者在盧塞恩必遊的景點之一。</p> <p>午餐：為方便遊覽，午餐需自理 Lunch: Self-catering</p> <p>下午：乘車前往小威尼斯--科爾馬。這裡有著五彩繽紛的樓房、鋪滿鵝卵石的小街，每一眼的盡處，都是驚喜，按按隱藏的，卻是世事微妙。後乘車前往歐洲議會所在地--斯特拉斯堡觀光：這裡仍然保留了狹長石板道及昔日的運河遺跡，漫步其中，感覺回到了中古。在老城區欣賞道路兩旁各具特色的建築，在歐洲議會大廈(外觀)前留念，欣賞“集巨大與纖細於一身”的斯特拉斯堡大教堂(外觀)，氣勢非凡令人震撼。</p> <p>晚餐：六菜一湯 Dinner: Chinese Cuisine</p> <p>晚上：酒店內休息</p>		
交通：巴士	餐食：早.*.晚	酒店：三-四星酒店
<p>斯特拉斯堡 Strasbourg 巴黎 Paris (約 500 公里)</p>		
<p>早餐：酒店內西式早餐</p> <p>上午：乘車前往“浪漫之都”--巴黎，成千上萬的櫥窗攤鋪裡充滿了琳琅滿目的創意產品、時尚設計師作品。這些都早已使巴黎成為了一座世界名都，也是無數渴望邂逅浪漫的遊人望穿秋水的地方。</p> <p>午餐：為方便遊覽，需自理；</p> <p>下午：車覽歷史悠久的大教堂--【巴黎聖母院】。參觀世界著名的【埃菲爾鐵塔】(不上塔約 10 分鐘)，它坐落在塞納河南岸瑪律斯廣場的北端，建成於 1889 年，塔身全部是鋼鐵鑲空結構，是世界上第一座鋼鐵結構的高塔。參觀【協和廣場】(約 15 分鐘) 及【凱旋門】(約 15 分鐘)，1670 年，路易十四下令創建榮軍院來安置戰爭歸來的退伍軍人【榮軍院】(外觀約 10 分鐘) 及【大小皇宮】(外觀約 10 分鐘)，車覽巴黎著名的【香榭麗舍大道】法文意為“田園樂土”。後入住酒店。</p> <p>晚餐：六菜一湯</p> <p>晚上：酒店內休息</p>		



	交通：巴士	餐食：早.*.晚	酒店：三-四星酒店
巴黎 Paris			
<p>早餐：酒店享用西式早餐</p> <p>上午：乘車前往參觀世界三大博物館之一的【盧浮宮】☆(入內參觀約 1.5 小時，不含講解)，該館藏物品已達到 40 余萬件，是名副其實的藝術殿堂。館前的透明金字塔造型的入口，是美籍華人貝聿銘設計的。入內參觀鎮館三寶：“蒙娜麗莎”畫像，“維納斯”雕像，“勝利女神”雕像。</p> <p>午餐：六菜一湯 (水上餐廳)</p> <p>下午：前往專門記錄香水歷史的博物館—【香水博物館】(入內參觀含講解約 30 分鐘)，這裡最吸引的人，恐怕要屬陳列擺放著的各個時期的香水瓶。金的、銀的、玻璃的、水晶的、陶瓷的，這些精緻的小瓶沉澱的是歲月的芬芳。後乘坐【塞納河遊船】品味巴黎左岸的浪漫和右岸的現代。</p> <p>晚餐：六菜一湯</p> <p>晚上：前往酒店休息</p>			
	交通：巴士	餐食：早. 中. 晚	酒店：三-四星酒店
巴黎 Paris 法國小鎮 France Town (約 220 公里)			
<p>早餐：酒店享用西式早餐</p> <p>上午：遊覽法國最宏大、最豪華的皇宮—【凡爾賽宮】(入內參觀，含耳機講解)，是人類藝術寶庫中的一顆絢麗燦爛的明珠。</p> <p>午餐：六菜一湯 Lunch: Chinese Food</p> <p>下午：前往歐洲最著名的【老佛爺】等百貨公司自由購物等盡享購物樂趣，後乘車前往法國小鎮入住酒店。</p> <p>晚餐：自理 Dinner: Self-catering</p> <p>晚上：前往酒店休息</p>			
	交通：巴士	餐食：早. 中.*	酒店：三-四星酒店 Three or four Star hotel
法國小鎮 France Town 布魯塞爾 Brussels 北京 Beijing			
參考航班：HU492 BRUPEK 1340 0530+1			
早餐： 酒店享用早餐 Breakfast: Buffet in hotel			
上午：乘車前往機場辦理登機手續。搭乘國際航班返回北京。			
	交通：巴士/飛機	餐食：早.	酒店：無
北京 Beijing			
安抵北京結束愉快而浪漫的非凡歐洲經典之旅！			
請您保留好往返登機牌一起交給領隊拿回銷簽，也有可能請您前往使館面試銷簽，在使館為您留下良好的記錄便於您再次出國。			

- ◇ 上述行程次序、景點、航班及住宿地點可能臨時變動、修改或更換，最終行程以出團通知為準；我公司保留因航空公司、簽證、政府、天氣等因素而更改行程和追加差價的權利。
- ◇ 自由活動期間，無車，司機，導遊服務，請您注意人身安全。如發生人身財產損失旅行社不承擔賠償責任。
- ◇ 特別說明：三歲以下兒童參團，費用按成人團費的九折計算；

行程外活動安排補充說明 The activities not including in itinerary

經旅遊者與旅行社雙方充分協商，就本次旅遊的購物場所和自費項目達成一致，雙方均自願簽署本補充協議。

第一部分：購物場所安排 Shopping Venues

- ◇ 歐洲是購物天堂，大多數名品價格遠低於國內售價。在歐洲旅行期間，合理的購物安排將會成為您旅行的重要收穫之一；
- ◇ 全程絕不強制購物，除本補充協議約定的購物場所外，無其他購物店；
- ◇ 歐洲法律規定：購物金額低於 1000 歐元以內可支付現金，超出 1000 歐元以上金額需用信用卡或旅行支票等支付。如果您此次出行有購物需求，請攜帶 VISA、MASTER 的信用卡；

- ◇ 遊客在本補充協議約定的購物場所購買的商品，非商品品質問題，旅行社不協助退換；
- ◇ 遊客自行前往不在本補充協議中的購物場所購買的商品，旅行社不承擔任何責任；
- ◇ 如遇不可抗力（天氣、罷工、政府行為等）或其他旅行社已盡合理注意義務仍不能避免的事件（公共交通延誤或取消、交通堵塞、重大禮賓等），為保證景點正常遊覽，旅行社可能根據實際需要減少本補充協議約定的購物場所，敬請遊客諒解。

地點	名稱	商店購物內容
	慕尼黑 GermanyStyle	德國雙立人刀具等免稅品
	新天鵝堡 APOLLO	德國雙立人刀具等免稅品
	柏林之星免稅店	德國雙立人刀具等免稅品
奧地利 Austria	因斯布魯克水晶店	SWAROVSKI 專銷代理店
	威尼斯 TRISTAR 水晶玻璃工廠	精美水晶玻璃製品（酒杯、器具、首飾…）
	皮具店 (PERUZZI/FILMA/Adrimar/Michela ngelo/Renascentia)	義大利著名皮具製作銷售店，義大利名品皮衣，皮具以及義大利品牌服飾等
	羅馬三越	免稅商店，各式歐洲名品
列支敦士登 Lichtenstein	列支敦士登手錶珠寶店	Huber 手錶珠寶店
	琉森 SWISSLION、BUCHERER、JUWEILIA、Gubelin 手錶店	瑞士名表、精美禮品
	因特拉肯 KIRCHHOFER 手錶店	瑞士名表
	CHRIST 手錶店	瑞士名表、精美禮品
	免稅店 (BENLUX/鐵塔/老佛爺、春天)	化妝品，手錶，免稅商品
	BUCHERER/Cartier/Omega 手錶店	精品名表

3. The Korea and Japan Cruise Itinerary in a group package tour

D1. 1月29日(大年初二)

天津 Tianjin

預計啟航時間：18:00

D2. 1月30日(大年初三)

海上巡遊 Cruise on the sea

享用豐富早餐後，您可盡情享受豐富多彩的郵輪假期！

Catering and lodging on the ship

D3. 1月31日(大年初四)

韓國濟州島 (9:00-18:00)

預計 9:00 抵達素有“東方夏威夷”之稱的韓國第一大島-濟州島。這裡是熱門韓劇的拍攝地，四面環海，沿海的奇岩、瀑布、白沙場備受人們喜愛！

Korea Cheju Island (9:00-18:00)

Arriving at Cheju Island at 9:00

D4. 2月1日(大年初五)

日本福岡 (8:00-17:00) Japan Fukuoka

預計 8:00 抵達福岡，福岡縣位於九州北端，是一座充滿活力又不乏歷史名勝的迷人城市，全年鮮花盛開，遊客絡繹不絕！**特別贈送：博多拉麵，舌尖上的美食體驗！**

D5. 2月2日(大年初六)

海上巡遊 Cruise on the sea

您將在這艘海上行宮中度過最後一個航海日。可在免稅店選購心儀禮品；或用相機記錄下難忘回憶。

D6. 2月3日(大年初七)

天津 Tianjin

預計靠港時間:10:00

4. The Australia and New Zealand Itinerary in a group package tour

日期	行程安排
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	北京→奧克蘭 Beijing-Auckland by airplane	航班：MU779	PVGAKL	0005	1815
D1	當天遊覽：無 由北京乘國際航班飛往紐西蘭第一大城市——奧克蘭 (Auckland) 是全國工業、商業和經濟貿易中心，集中全國近四分之一的人口。奧克蘭位於紐西蘭北島的奧克蘭區，它擁有 56 個小島，一半是內陸城鎮，一半海邊城鎮的特點使之成為一個多元化的水世界。抵達後接機入住酒店休息。				
用餐：無 Meal: No		酒店：詳細附錄		交通：飛機 Transportation: Plane	
奧克蘭↔羅托魯瓦 (約 230 公里、行車約 3 小時 15 分鐘)					
當天遊覽：毛利文化村和華卡雷瓦地熱保護區、羅托魯阿湖、紅木森林 乘車前往羅托魯瓦，抵達後前往羅托魯阿最有名的【毛利文化村】景區 (約 30 分鐘)，欣賞毛利人的風情民俗；景區內的【華卡雷瓦地熱保護區】(約 40 分鐘) 集溫泉奇景於一身，區內煙霧瀰漫，紐西蘭最大的間歇泉“波胡圖”，泉水噴出高達 30 公尺，擎天水柱傾瀉而出，蔚為奇觀；前往庫瑞山享用紐西蘭羅吐露阿山頂牛排餐。 【市政府花園】 (約 30 分鐘) 這是當年毛利人的議會大樓，花園裡綠草如茵，綠樹成蔭一些頗有特點的小建築物散佈在廣場的綠地和樹叢中，別有韻味。遊覽【羅托魯阿湖】(約 20 分鐘) 美麗的湖光山色；漫步【紅木森林】(約 40 分鐘)，紅木森林裡種植了 170 多種樹木，高大的樹木，清新的芬多精，帶給您神清氣爽的感受。晚餐後入住當地酒店休息。					
用餐：早：√ 中：√ 晚：√		酒店：參考酒店詳細附錄		交通：汽車	
羅托魯瓦↔奧克蘭 (約 210 公里、行車約 3 小時)					
當天遊覽：艾格頓農場 奧克蘭市區 早餐後，前往【愛哥頓農場】(約 1 小時)，乘坐農場專用車體驗紐西蘭地道的牧場生活，沿途可以親手餵食可愛的小羊、小牛和鹿，還可以看到有著軟黃金之稱的駝羊，參觀奇異果園，品嚐異奇果酒。 遊覽結束後乘車返回奧克蘭。【奧克蘭海港大橋】(途經) 是奧克蘭極富代表性的一處景致，始建於 1959 年，這座連接懷提瑪塔海港南北岸的繁忙大橋，加上停泊在奧克蘭遊艇俱樂部的萬柱桅杆，組成了一幅壯觀美麗的圖畫。 遊覽【工黨紀念碑】(外觀約 20-30 分鐘) 紐西蘭有很多的政黨，但只有工黨才擁有紀念碑。因為工黨的第一位黨魁在大選中獲勝時，提出了有名的三高政策：高收入、高稅收、高福利，這也是所有的發達國家中第一個提出的，因此為了紀念他，在此立碑。這三高政策也為紐西蘭的發展奠定基礎。 遊覽【伊甸山】(外觀約 40-50 分鐘)，它海拔 196 米，站在山頂可以將市區和附近的海面一覽無遺。山頂設有瞭望台，視野開闊，是眺望市景的好地方。過去，被毛利人稱為“帕”的堡壘也位於此。從瞭望台向下看，看見的是呈倒圓錐形的火山口，如今，人們在這裡放牧養牛。晚餐後入住當地酒店休息。					
用餐：早：√ 中：√ 晚：√		酒店：參考酒店詳細附錄		交通：汽車	
奧克蘭→皇后鎮 (飛行時間約 12 小時 5 分鐘)					
當天遊覽：乘 TSS 厄恩斯勞號老式蒸汽船、瓦卡提波湖 早餐後乘機飛往紐西蘭最美城市皇后鎮。抵達後：市區觀光，乘坐【TSS 厄恩斯勞號老式蒸汽船】遊覽皇后鎮所在的瓦卡提波湖。登上蒸汽船後可以欣賞到壯麗的高山風光，您也可以登上甲板和船橋觀賞湖光山色。					
用餐：早：√ 中：√ 晚：√		酒店：參考酒店詳細附錄		交通：飛機 汽車	
皇后鎮↔米佛峽灣↔皇后鎮 (單程約公里 290、往返行車約 8 小時)					
當天遊覽：米佛峽灣公園 早餐後前往世界奇景之一【米佛峽灣公園】在景色壯麗秀美的公園，您可欣賞到著名的鏡湖、“荷馬隧道”亨利峽谷等。抵達米佛峽灣後，搭乘遊輪暢遊峽灣，米佛峽灣有被瀑布冲刷的陡峭岩壁，峰巒起伏，有高聳入雲的米特峰，氣勢磅礴，還有高山飛瀑布，風景異常美麗。無論是天上下著傾盆大雨，還是燦爛的陽光照在深水上，峽灣特有的景致都會讓你浮想聯翩。海獅、時爾躍出水面的海豚等沿途野生動物讓你一覽無遺，後返回皇后鎮。 晚餐後入住酒店休息。					
用餐：早：√ 中：√ 晚：√		酒店：參考酒店詳細附錄		交通：飛機 遊船	
皇后鎮↔箭鎮↔皇后鎮 (單程約 30 公里，往返車程約 1.5 小時)					
當天遊覽：箭鎮 哈頁斯湖 皇后鎮 早餐後【尋訪箭鎮】(距皇后鎮僅 30 分鐘，這座坐落於箭河邊的古雅金礦小鎮已經有 150 多年的曆名；最具風景如畫的居住區之一，箭鎮坐落在箭河畔)。百年古鎮一箭鎮，箭鎮古色古香，綠樹成蔭，昔日礦工住的小屋和商業街仍然保留著 19 世紀淘金熱時代的風貌。 後返回皇后鎮，途徑【哈頁斯湖】停車拍照，今日行程較松，約半天結束。 下午可在皇后鎮古老的大街上或湖邊自由活動，也可以自費參加導遊推薦的自費。					
用餐：早：√ 中：√ 晚：√		酒店：參考酒店詳細附錄		交通：汽車	
皇后鎮↔基督城 (約 490 公里、行車約 6 小時)					
當天遊覽：梯卡波湖、庫克山、坎貝利大草原 途徑美麗如畫的【梯卡波湖、庫克山國家公園、坎貝利大草原】您在此還可以看到世界上最小的牧羊人教堂。在					

<p>PUKAKI 湖畔遠眺庫克雪山，拍攝集冰川、雪山、湖泊於一體的頂級美景。沿途還可親臨世界上第一個商業蹦極發源地。下午抵達皇后鎮，入住酒店休息。</p>		
<p>用餐：早：√ 中：√ 晚：√</p>	<p>酒店：參考酒店詳細附錄</p>	<p>交通：汽車</p>
<p>基督城→墨爾本（飛行時間約3小時50分鐘） 航班：待定</p>		
<p>當天遊覽：海格利公園、大教堂廣場、藝術街區 基督城地震廢墟、蒙娜維爾莊園（途徑） 紐西蘭南島城市基督城處處洋溢著濃厚的英國氣息，是英國以外最具英國色彩的城市。這裡給人無可抵擋的魅力，道路潔淨，林蔭處處。城內的懷舊電車，漫遊市內主要景點。 觀看【基督城地震廢墟】（約5分鐘），途徑【蒙娜維爾莊園】，感受紐西蘭人的安逸與舒適！【海格利公園】（約30分鐘）海格利公園是一個處在基督城中心的巨大公園，南、北兩部分，共占地500公頃，是南半球最大的城市公園，裡面有湖泊、河流、高爾夫球場、橄欖球場、網球場、游泳池等，還有精緻優雅的植物園。【大教堂廣場】（約30分鐘）哥特式的建築風格充滿優雅情韻，其高達63公尺的高聳尖塔更是基督城最重要的地標追憶橋：是紀念第一次世界大戰陣亡的紐西蘭軍人而建維多利亞廣場：認為是基督城大門的維多利亞廣場，範圍內包括最高法院、噴水池、花鐘、市政廳及最重要的維多利亞女王雕像。【藝術街區】（約30分鐘）著名的藝術街區，是此城購物與觀光的絕佳景點。下午或晚上乘機飛往墨爾本，抵達後入住酒店休息。</p>		
<p>用餐：早：√ 中：√ 晚：√</p>	<p>酒店：參考酒店詳細附錄</p>	<p>交通：汽車 飛機</p>
<p>墨爾本 大洋路 墨爾本（單程約230公里、往返行車約6小時）</p>		
<p>當天遊覽：大洋路 早餐後，帶您前往【大洋路】，它沿海岸線修成，是世界上最美的海濱公路，去程走海岸線，回程走內陸。此路的修建是為了解決一戰退伍兵的就業安置問題，而這一修就是整整13年。在懸崖峭壁中間開闢出來的大洋路，沿途奇景迭出，幾乎不到一公里就是個絕景。沿途的參觀重點為阿德湖峽、倫敦橋、十二使徒岩等。【十二使徒岩】是石灰岩經海蝕切割後形成的奇觀，像十二使徒岩般堅定的聳立在海中。聳立在海上的岩柱沒有一塊是相同的，夕陽斜照、群鳥飛舞、碧海藍天，美不勝收。</p>		
<p>用餐：早：√ 中：√ 晚：√</p>	<p>酒店：參考酒店詳細附錄</p>	<p>交通：汽車</p>
<p>墨爾本</p>		
<p>當天遊覽：皇家植物園、戰爭紀念館、墨爾本皇家展覽館、古老觀光電車 【皇家植物園】（約50分鐘）歷史悠久的皇家植物園，建造於1845年，這裡展示著大量稀有及澳洲本土特有的植物。它像墨爾本的後花園一樣，與墨爾本市民融為一體，植物園對面的大湖，向您呈現黑天鵝群聚的難得景觀，非常值得欣賞。在這裡您可以看到著名的【戰爭紀念館】（約30分鐘）位於皇家植物園旁邊，對面是La Trobe的家，這是一間規模很大的紀念館。館內奉有第一次世界大戰中陣亡的維多利亞州士兵的靈位，建於1934年，後來在第二次世界大戰和韓戰中陣亡者也供奉於此。在這幢金字塔型屋頂的建築物頂層，可以清晰地眺望北岸的墨爾本市中心和史旺斯頓街的街景。【聯邦廣場】（約20分鐘）幾棟超現實的抽象建築物彙集一處，置身于哥德式教堂、維多利亞式的火車站對面，顯得很叛逆，是墨爾本最熱鬧的文化空間。【墨爾本皇家展覽館】（外觀約20分鐘）建造於1880年的墨爾本皇家展覽館墨爾本皇家展覽館於1880年建成，建築古色古香、美輪美奐，是1880-1881年舉辦萬國博覽會的會場，建築糅合了拜占庭建築、古羅馬建築、和義大利文藝復興建築的風格。2004年六月，墨爾本皇家展覽館被列入聯合國世界文化遺產名錄，是澳大利亞至今唯一被列入該名錄的建築物。【庫克船長小屋】（外觀），這座1775年在英國大愛頓所建的小屋，見證了庫克船長成長的軌跡。 【乘坐觀光電車】（一站式體驗），導遊將帶您乘坐當地的觀光電車，體驗墨爾本古老的、至今仍然是最主要的公共交通工具。今日遊覽景點較多，前後順序或可調整。晚餐後入住酒店休息。</p>		
<p>用餐：早：√ 中：√ 晚：√</p>	<p>酒店：參考酒店詳細附錄</p>	<p>汽車</p>
<p>墨爾本→凱恩斯（飛行時間約3小時20分鐘） 航班：待定</p>		
<p>當天遊覽：熱帶雨林、國立圖書館、弗萊克植物園 搭乘航班飛往凱恩斯，抵達後，導遊熱情接機： 【熱帶雨林】（約60分鐘），這裡是世界一流的熱帶雨林觀光點，是繁榮的植物天堂，您將深入探索神秘的原始雨林。每個家庭贈送一張抱考拉照片！將帶您前往典雅而幽靜的【國立圖書館】（外觀約20分鐘）。之後前往【弗萊克植物園】（約20-30分鐘）這裡收集的椰樹和木生羊齒類植物規模之大在澳大利亞是獨一無二的，還有多種熱帶植物。</p>		
<p>用餐：早：√ 中：√ 晚：√</p>	<p>酒店：參考酒店詳細附錄 s</p>	<p>交通：飛機 汽車</p>
<p>凱恩斯 大堡礁 凱恩斯（往返遊輪約3小時航程）</p>		
<p>當天遊覽：綠島大堡礁、諾曼外堡礁 早餐後前往碼頭搭乘凱恩斯最具規模的冒險號(Great Adventures)，享受獨具特色的大堡礁全新豪華行程：一日雙礁，讓您在大堡礁上玩足5小時！豪華遊船冒險號(Great Adventures)8:30出發，僅需45分鐘就能抵達海上明珠【綠島大堡礁】綠島大堡礁形成至今已有一萬六千年歷史，為大堡礁上唯一有珊瑚礁和熱帶雨林共存的島嶼。抵達後您可專用叢林漫步手冊，深入雨林區探秘。也可使用浮潛用具先在海邊稍加練習浮潛技巧，為您前往諾曼外堡礁的水上活動做足準備。更可自費參加海底漫步——帶上頭盔，毫髮不濕，漫步在水深四米的海底，置身於奇特的珊瑚叢間，多彩繽紛的熱帶魚就環繞在您的身旁。讓您輕鬆下水，自由漫步在水底的珊瑚花園之中。2小時後繼續前往【諾曼外堡礁】大堡礁是世界七大自然奇觀之一，而諾曼外堡礁是凱恩斯地區最漂亮的大堡礁。這裡的大堡礁群落連綿不斷，猶如一片又一片的海底</p>		

<p>森林，不僅面積廣闊，而且層次分明，色彩鮮豔。豪華3層海上觀光平臺有專屬日光浴區，自助餐區與吸煙區，提供絕佳的觀景視野和休憩空間。平臺上設置的純天然海底觀景站，專為不識水性的遊客所提供，不必下水便能以近距離方式觀賞多種珍奇珊瑚與豐富熱帶魚群。水晶廣體半潛艇提供最廣闊的視野，讓您輕鬆一窺神秘的海底世界。平臺上免費提供浮潛用具。</p> <p>特別提示：如遇風浪太大等天氣原因導致不能出海，我社只退還船票費用或在時間充裕的情況下更換相同價格的景點；別忘了攜帶毛巾和泳衣、泳褲，吃點暈船藥非常必要。</p>			
用餐：早:√ 中: √ 晚: √		酒店：參考酒店詳細附錄	交通：汽車 飛機
凱恩斯→悉尼（飛行時間約3小時）		航班：待定	
<p>當天遊覽：悉尼歌劇院、悉尼植物園、邦迪海灘、海德公園</p> <p>抵達悉尼後參觀聞名世界的澳大利亞標誌性建築—【悉尼歌劇院】（入內參約50分鐘）。坐落於悉尼灣的歌劇院由1973年啟用至今，每年吸引世界各地的遊客來悉尼一睹她的風采。這個20世紀的偉大建築工程，外觀仿佛巨大的貝殼，從遠處遙望也像是一艘港灣中的巨大帆船，與悉尼港灣大橋遙相呼應。</p> <p>一旁是綠意盎然的【悉尼植物園】（約50分鐘），園中的麥考利夫人椅是拍攝悉尼歌劇院及港灣大橋全景的絕佳場所。帶您前往遊覽【海德公園】（入內參觀約20分鐘）是菲力浦總督於1792年宣佈開放給公眾使用，公園南端矗立了紐澳軍人紀念碑，為了紀念一戰的法澳聯盟而建的亞奇伯德噴水池。【聖瑪利亞大教堂】（外觀約20-30分鐘）坐落於海德公園東側，是悉尼大主教的所在地，大教堂是由當地的砂岩建成，哥特式的建築風格是歐洲中世紀大教堂的建築遺風。之後遊覽【邦迪海灘】（約60分鐘），邦迪海灘的名字意思是海水拍岸的聲浪，海灘長達1公里，是澳洲最具歷史的衝浪運動中心，是澳洲傳統衝浪救生訓練基地。</p>			
用餐：早:√ 中: √ 晚: √		酒店：參考酒店詳細附錄	交通：汽車 飛機
悉尼→北京（飛行時間約11小時50分鐘）			
<p>當天遊覽：藍山國家公園</p> <p>早餐後前往澳洲最壯麗且引人入勝的【藍山國家公園】遊覽：【藍山國家公園】（單程車程約2小時，遊覽約2小時），這裡覆蓋著廣闊的溫帶桉樹——尤加利樹。在陽光的照射下，尤加利樹葉釋放出天然的油脂微粒散佈在空氣中，將藍山峽谷染出一層淡淡的靛藍，藍山之名由此而來。清爽的高山空氣、瀑布奔瀉的廣闊沙岩山谷、3塊酷似人形的岩石——三姐妹岩、奇特的回音穀等，都是到了藍山不可錯過的體驗。</p> <p>【乘坐橫跨纜車】（30分鐘）是眺望藍山美景最高的索道，可以360度俯覽藍山美景。前往藍山腳下的LEURA小鎮，參觀小鎮極具特色的小店，可能無意間覓得自己心頭好。前往國際機場搭乘航班由悉尼飛回北京。</p>			
用餐：早:√ 中: √ 晚: √		酒店：參考酒店詳細附錄	交通：汽車
北京			
抵達北京，結束愉快行程回到溫暖的家。			
用餐：無		酒店：無	交通：汽車 飛機
服務標準	<ol style="list-style-type: none"> 國際段及內陸段機票（經濟艙）； 當地四星或同級酒店住宿； 行程中所列用餐（6菜一湯、10人一桌、早餐通常為西式自助、正餐部分地方也安排自助餐）； 行程中所列的景點參觀； 全程領隊服務； 當地中文導遊講解服務； 當地空調旅遊用車（當地旅遊局根據人數多少安排用車保證每人一個正座）； 保險：代買旅遊人身意外保險最高限額30.6萬元每人（其中醫療報銷限額40000元，80周歲以上的遊客保額減低至1/3），旅行社責任保險最高限額20萬元每人；具體承保依據、賠付辦法、免責條款以保險公司相關險種規定為準；旅行社責任保險。 澳大利亞、紐西蘭ADSL團體簽證費。 購物：全程有4次購物安排（以當地特產為主，悉尼、墨爾本、奧克蘭、羅托魯瓦各1次，每次不超過1.5小時，自願購買，不強制）。 自費專案（完全自願、不指定、不強制，以當地導遊推薦為準） 		

國家 Country	購物 Shopping Sites	所買商品 Special Goods	停留時間 Stay
	悉尼土特產店	澳大利亞土特產及旅遊紀念品	1.5 hours
	墨爾本土特產店	澳大利亞土特產及旅遊紀念品	1.5 hours
	奧克蘭土特產店	紐西蘭土特產及旅遊紀念品	1.5 hours
	被子加工廠	被子製品	1.5 hours

5. The Italy and Turkey Cruise Travel Itinerary in a group package tour

D1	北京 - 羅馬 Beijing -Roma
D2	羅馬 Roma
D3	羅馬 - 威尼斯 Roma - Venice
D4-D11	郵輪 (D4, 18:30 上船 - D11, 08:30 下船) Cruise Ship
D11-D12	伊斯坦布爾 Istanbul
D13	伊斯坦布爾 - 北京 Istanbul - Beijing

Appendix F: Convenience measures of visa for Chinese citizens

Convenience Measures of Visa	Representative countries
Simplification of application procedure	UK; Belgium; Germany; Italy; Japan; Turkey; France; Finland; Spain
Increasing valid time up to ten year	Singapore; Korea; USA; Canada; Australia
E-visa	India; Turkey
Visa exemption for citizens from both regions	San Marino; Seychelles; Mauritius; Bahamas
Visa exemption for Chinese citizens	Samoa; Haiti; Jamaica; Dominica; Cheju-do of South Korea; American Saipan; Turks and Caicos Islands; South Georgia and The South Sandwich Islands
Visa on arrival for Chinese citizens	Maldives; Indonesia; Georgia; Brunei; Fiji; Comoros; Belau; Burma; Timor-Leste; Bahrain; Jordan; The United Arab Emirates; Laos; Lebanon; Nepal; Sri Lanka; Thailand; Turkmenistan; Iran; Vietnam; Egypt; Togo; Cape Verde; Guinea-Bissau; Cote d'Ivoire; Madagascar; Worawi; Sierra Leone; Tanzania; Uganda; Guyana; Saint Helena; Tuvalu; Vanuatu; Cambodian; Kenya; The People's Republic of Bangladesh

Appendix G: Ethnic form

Ethics form

Ethics forms **MUST BE COMPLETED BY YOURSELF AND SIGNED OFF BY YOUR SUPERVISOR BEFORE UNDERTAKING RESEARCH.**
THE SIGNED ETHICS FORM MUST BE INCLUDED IN THE FINAL RESEARCH THESIS.

Risk checklist – Please answer ALL the questions in each of the sections below.

Risk category 1	Yes	No
Use any information OTHER than that which is freely available in the public domain?		x
Involve analysis of pre-existing data which contains sensitive or personal information?		x
Involve direct and/or indirect contact with human participants?		x
Require consent to conduct?		x
Require consent to publish?		x
Have a risk of compromising confidentiality?		x
Have a risk of compromising anonymity?		x
Involve risk to any party, including the researcher?		x
Contain elements which you OR your supervisor are NOT trained to conduct?		x
Risk Category 2		
Require informed consent OTHER than that which is straightforward to obtain to conduct the research?		x

Require informed consent OTHER than that which is straightforward to obtain to publish the research?		x
Require information to be collected and/or provided OTHER than that which is straightforward to obtain?		x
Risk category 3		
Involve participants who are particularly vulnerable?		x
Involve participants who are unable to give informed consent?		x
Involve data collection taking place BEFORE consent form is given?		x
Involve any deliberate cover data collection?		x
Involve risk to the researcher or participants beyond that experienced in everyday life?		x
Cause (or could cause) physical or psychological negative consequences?		x
Use intrusive or invasive procedures?		x
Include a financial incentive to participate in the research?		x

IF APPLICABLE:


List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2:

.....

Student Declaration: I confirm that I will undertake the research thesis as detailed above. I understand that I must abide by the terms of this approval and that I may not make any substantial amendments to the research thesis without further approval.

Name: Xin Su **Signed:**  **Date:** 01, January, 2017

Agreement from the supervisor of the student:

Name: Tugba Kalafatoglu **Signed:**  **Date:** 01, January, 2017

Risk Category 1: If you answered NO to all the above questions, your study is classified as Risk Category 1.

- The supervisor can give immediate approval for the research thesis.
- A copy of this signed form MUST be included in the Research Thesis.

Risk Category 2: If you answered YES only to questions in Risk Category 1 and/or 2.

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt.
- Once clarified, the actions taken must be stated in the form. Then the supervisor can guarantee approval for the research thesis.
- A copy of this signed form MUST be included in the Research Thesis.

Risk Category 3: If you answered YES to questions included in Risk Category 3.

- You must discuss with your supervisor how to re-direct the research thesis to avoid risks mentioned in Category 3.

- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained.

A copy of this signed form **MUST** be included in the Research Thesis.