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Title
Travel Motivation of Indonesian Seniors as a Potential Market in Choosing Destination Overseas

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Travel Motivation of Indonesian Seniors as a Potential Market in Choosing Destination Overseas

Travel Motivation of Indonesian Seniors as a Potential Market in Choosing Destination Overseas

Abstract:

Purpose:

The purpose of this paper is twofold. First, to identify push factors driving Indonesian seniors to travel overseas. Second, to examine pull motivating factors when the Indonesian senior groups visited destination abroad.

Design/methodology/approach:

Using the construct of push and pull travel motivation, this exploratory study initiated a novel inquiry into the Indonesian seniors when visiting destination abroad. Questionnaire-based survey was completed to 246 Indonesian seniors aged over 55 years who had travelled abroad. Exploratory factor analysis (EFA) statistical technique was utilised to assist the authors to reduce the total of 33 both push and pull travel motivation variables into new underlying factors.

Findings

The results revealed that, self-exploration; relaxation; and relationship enhancement were three internal factors which push seniors to travel abroad. On the other side, factors of facilities and hygiene; destination familiarity; value for money and destination proximity; local attractions; and supporting travel facilities were found to be the attributes of the destination which pull the seniors to select an overseas country they would like to visit. While the push motivational factors found were similar to senior market as general, interestingly, this study discovered two pull factors of destination familiarity, along with value for money and destination proximity as the dominant pull motives in selecting the destination.

Originality/value:

Although literature on senior travel motivation is abundant, however, to the author's knowledge, empirical studies that focus on examining Indonesian senior outbound travel behaviour are still rare. These findings therefore are valuable in sheding a light for tourism stakeholders to cater to this potential segment more customisedly.

Keywords:

Travel motivation, push factors, pull factors, senior travellers, Indonesians

Paper type:

Research paper

1. Introduction

The World Health Organisation estimates that in accord with the global ageing pattern, the number of Indonesian senior citizen in 2020 will reach 28.8 million people or about 11.34% of the total population BPS (2015). Given its substantial market size, the ageing Indonesian population can be seen as one of the most attractive markets to the tourism industry. Responding to this, the tourism industry stakeholders should be more attentive to different needs and preferences of this senior market. An increase in the average life expectancy, the advancement of medical technology, and better government retirement system have contributed to the increased life quality of Indonesian seniors (Pusat Data dan Informasi Kementerian Kesehatan, 2013). According to Mastercard's *Future of Outbound Travel in Asia Pacific 2016-2021* study, outbound tourism market from the developing countries in the Asia Pacific region is predicted to grow about 7.6% in average within the next five years (Susanti, 2017).

The importance of the senior travel market has been well-acknowledged by both tourism scholars and industry practicioners. Abundant studies on senior travel motivation have been devoted in understanding and better serving the needs and preferences of senior tourists (Jang and Wu, 2006, Kim et al., 2010, Prayag, 2012, Tung and Ritchie, 2011). However, literature has shown that these studies mostly focused on examining the behaviour of senior groups from Western or developed countries such as United States, Australian, or Japanese and South Korean (Chen and Gassner, 2012). To the author's knowledge, little attention has been devoted to understanding travel behaviour of Indonesian seniors. Considering the shortcoming, this study aimed to identify push factors driving Indonesian seniors to travel overseas. Besides, it also aimed to explore pull motivating factors of the group when visiting destination abroad. The findings of this research therefore are anticipated to offer a significant contribution to portray the underlying factors of Indonesian senior travellers' behavioural pattern embracing their travel motivation and their preferences on the destination choice.

2. Literature Review

2.1. Senior Travellers

The literature has shown that there is still no universally accepted consensus as to categorising the senior group. Some define senior market are those aged 55 years old and above (Patterson, 2006), whereas others such as World Tourism Organization (WHO) and Act of the Republic

of Indonesia number 13, 1998 consider those who are 60 years old and plus as seniors. This study refers to the former definition, that is, defining seniors are those aged 55 years old and above.

It is crucial for every business to satisfy the customers with products and services that meet their needs and preferences. To do so, companies need to understand the behaviour of their target market thoroughly, as different segment has different needs and preferences, including the senior segment as well. There are false perceptions attached about older people. They are often stereotyped as somewhat frail, often unwell, and are generally uninterested in trying new travel activities (Wijaya, 2012). In fact, not all those perceptions are true. In many cases, today's seniors much differ from their previous cohorts. Their behaviour in consuming products and services including tourism products and services has changed as well (Chen and Gassner, 2012). Huang and Tsai (2003) argued that many seniors nowadays have changed their traditional ways of thinking from giving their savings to children into willingness to spend on their own interests. Seniors have more free time since they are retired. As such, they are more flexible with their time and this flexibility brings continuity in terms of market demand flow that is not limited with tourism seasonality pattern (school holiday, on leave work). Seniors tend to have a long length of stay when visiting a destination (Avcikurt, 2009).

2.2. Push and Pull Travel Motivation

According to Moutinho (2011), motivation is defined as an inner state of need or a condition that directs an individual to do particular types of action to achieve a feeling of fulfillment. With regard to tourism, travel motivation relates to why a tourist travels to a certain place or destination. Motivation is a basis for understanding why tourists behave in certain ways as it reflects the intrinsic needs of each individual. In the reality, tourist's motivation can be very wide range and complex. They might seek to satisfy not only one single need but also a number of distinct needs simultaneously (Gonzalez and Bello, 2002). Therefore, it is important to know what major motivators which drive tourists for traveling.

Amongst different motivation theories in the literature, Dann's (1977) push and pull motivation concept has been widely adopted in many studies examining traveller motivation. Push factors relate to the internal needs and preferences of travellers such as ego-enhancement, self-esteem, knowledge seeking, relaxation, and socialization (Jang and Wu, 2006). On the contrary, the pull factors are characteristics pertaining to the visited destination and this may include the level of cleanliness, safety; facilities, event, and cost; and natural and

historical sight (Kim et al., 2003). Baloglu and Uysal (1996) have argued that push and pull factors are fundamentally related to each other since pull factors could be seen as the stimuli of push factors which strengthen the reason why travellers choose to visit or not to visit a destination. In other words, the push factors give travellers a reason to visit to a certain destination whilst the pull factors describe their selection of destination on certain attributes that are embedded in a destination (Johann et al., 2016).

Understanding senior's travel motivation is essential to travel and tourism businesses that cater to this growing market. Johann et al. (2016) stated that senior travellers' motivations are seeing something new; getting away from routine; visiting and experiencing sights and culture; concluding a phase of life; rest and relaxation; comfort and pampering; experiencing landscapes and nature; challenging and stimulating oneself. Moreover, the statement is in line with the idea of Jang et al. (2009) who found in their study that senior travellers' motivations were: novelty seeking; self-esteem; ego-enhancement; socialization; rest and relaxation. Lee et al. (2008) in their study discovered that compared to the younger travellers, the seniors paid less attention to physical-intensified and skill-oriented activities. However, the senior respondents did not mind to undertake less rigorous physical activity such as viewing or sightseeing at natural sites and parks. Additionally, senior respondents weighed more family recreation as their trip motivation. Their time was spent in emotional exchanges especially when dealing with their family members. Moreover, Jang et al. (2009) pointed out the presence of emotional reason behind travel decision of the seniors. For instance, for senior couple groups, one of the main motives for travelling is aiming to celebrate a happy life event such as silver or golden wedding anniversary.

3. Research Method

To achieve the aim of the study, a combination of face-to-face and online surveys were completed to 246 participants aged above 55 years old. All participants were Indonesian citizen and live in various cities across Indonesia and had ever travelled overseas at least within one year of the data collection was undertaken. The participants who live in Surabaya were approached personally meanwhile those who do not were required to fill the survey online.

Travel motivation items in the questionnaire were developed based on previous studies examining push-pull motivation construct. In the questionnaire, push factor motivation questions were measured in part 1 of travel motivation. Meanwhile, pull factor motivation

items were assessed in part 2 of destination attributes. Altogether, both push-pull motivational factors developed from the literature were refined to adjust with Indonesian seniors overseas travel context.

There were three sections of the questionnaire. The first part of the questionnaire measured travel motivation of the participants. In total, 16 items related to senior traveller motivation were included indicating their level of agreement or disagreement on a 5-point Likert-type scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The second part aimed to explore the attributes of selecting destination choice. It contained 17 items related to travel destination choices such as availability of shopping facilities, medical facilities, local climate, travel distance and activity choices. In this part, participants were asked to rate the importance of each destination attribute concerning the extent of importance, ranging from 1 (unimportant at all) to 5 (very important). The last part of the questionnaire identified the information related to demographic profiles of the senior travellers such as gender, age, education level, marital status, employment status, and income source.

The method chosen to address the research objective was Exploratory Factor Analysis (EFA) which aimed to reduce the number of variables in two constructs of push motivations and pull motivations. The underlying factors emerged from EFA were represented as correlations among sets of many interrelated variables (Hair et al., 2006).

4. Results and Discussion

A total of 246 questionnaires were usable for data analysis. As can be seen in Table 1, in terms of socio-demographic profiles, there was an equal participation between male and female respondents. In terms of the age, the respondents were classified into four senior groups who are aged 55-60; 61-65; 66-70; and above tha 70 years old. Out of these four groups, the majority of the total sample was the youngest senior aged group, that was 55-60 years old (63.4%). Most respondents were married, whose highest education attainment was secondary school (45.9%); and worked as entrepreneurs whose average monthly income achieved above IDR 10 million (38.6%).

Insert Table 1 here

With regard to travel characteristics, countries of Singapore and Malaysia, were top two overseas destination that most respondents had visited. Significant amount of respondents also

chose Australia and China as the destination they ever explored. Most respondents stated that they travelled overseas for holiday purposes (61%), and travelled together with their family (74.8%). The majority of the respondents expressed their travel expenses were paid by family members.

Insert Table 2 here

For the purpose of this study, exploratory Factor Analysis (EFA) was conducted separately between the push travel and the pull travel motivations. Using varimax rotation, the eigenvalue over 1.0 was used for factor inclusion, and a factor loading of 0.40 was adopted as the standard to include items in a factor. Moreover, Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) were calculated to determine whether sufficient correlations existed among the examined variables.

With regard to push motivational factors, the EFA showed that the value of Kaiser Meyer-Olkin (KMO) test was .877, and Barlett's test of sphericity was highly significant (Chi square = 1,930.587, df = 136, p = .000), indicating a good result for the 16 variables permitted to be analysed further. As shown in Table 3, three push motivation factors with eigenvalues greater than 1.0 were derived to represent the original 16 variables, explaining 59.304% of the total variances. In the table, the variables are ordered and grouped by the size of loading to facilitate interpretation.

Insert Table 3 here

The results showed that the participants were driven to travel by three push motivation factors. The first factor was named *Self-exploration* since it displayed a predominance of items which were linked with participants' desire to equip themselves with new knowledge and experiences while travelling. This was achieved through their willingness to explore such activities as meeting new people, knowing way of life of the local people, and learning new culture in host destination. *Relaxation* was the label given for the second push factor which corresponded to the participants' desire to enjoy leisure time with their family, to enjoy life, to escape from routines by travelling to new places they never visited before, and to improve health stamina. The third push factor was named as *Relationship enhancement,* which confirmed that the desire to improve the quality of their relationship by visiting friends and relatives who live overseas, to enjoy travelling with friends rather than being lonely, to recall

their memories towards nostalgic moments in their lives, and to encounter with spiritual experiences that is expected to enhance the quality of their relationships with others.

Following the EFA results of the push motivational factors, the calculation for the pull factors demonstrated the value of Kaiser Meyer-Olkin (KMO) test was .798, and Barlett's test of sphericity was highly significant (Chi square = 1,868.587, *df* = 136, *p* = .000), indicating a good result for the 17 variables to be valid for further analysis. Five pull motivation factors with eigenvalues greater than 1.0 were derived to represent the original 17 variables, explaining 67.41% of the total variances. Illustrated in Table 4, the findings revealed that the respondents were driven by five pull motivational factors.

Insert Table 4 here

Factor 1 is called ***Facilites and Hygiene*** – it encompassed destination atributes related to transport, hygiene quality, accommodation, and safety security aspects. Factor 2 was labelled ***Destination Familiarity*** – which consisted of the availability of food that is familiar to the senior participants, language that can relatively be easy to understand so that it helped the participants to communicate while they were travelling in the destination, and the climate that was not far different from the one in Indonesia. Interestingly, while some participants pointed the familiarity issues infleuncing their destination selection, some other participants highlighted the availability of local cuisines as the pull factor that drove participants to select the destination. ***Value for Money and Destination Proximity*** was the name given for the third pull factor which represented aspects pertining to travel expenses. This could include travel cost from Indonesia to the selected destination and vice versa, the currency value, and distance proximity between home and visited destination. Factor 4 was labelled as ***Local Attractions*** – contained the variety of cultural attractions and natural attractions that the participants could visit while in the destination, and the availability of the information center of the visited destination. The fifth pull factor revealed was ***Supporting Travel Facilities in Host Destination*** that were shaped by the availability of shopping facilities, health facilities, and various special events held in the destination.

This research attempted to discern travel motivation of the Indonesian seniors and their preferences to the decisions of overseas destinations. The findings revealed that overall, senior participants were internally motivated by three push factors of: 1) self-exploration; 2) relaxation; and 3) relationship enhancement. On the other side, the participants were driven

by five pull factors considered as the external factor, mostly referring to the destination characteristics. This pull factors were: 1) facilities and hygiene; 2) destination familiarity; 3) value for money and destination proximity; 4) local attractions; and 5) supporting travel facilities in host destination.

Self-exploration appeared to be the most important push factor motivating the participants to travel overseas. In this study, self-exploration factor comprised the attributes relating to the desire to challenge the participants' with travel activities that can enhance their knowledge by encountering with new culture and new people including the locals. This finding is similar to Jang and Wu (2006) who found that novelty seeking was one main motive that drove seniors to visit new places. *Relaxation* was appeared to be the second most important push factors motivating participants to travel overseas. The emergence of this factor is unsurprising since most previous studies also highlighted the same factor, in which seniors were driven by the desire to get rid of the boredom of the daily routine life and have a relax leisure time for a while (Jang et al., 2009, Jang and Wu, 2006, Johann et al., 2016). *Relationship enhancement* was emerged as the third contributing to participants' push factors to travel overseas. It is not uncommon to see that after taking a holiday and visiting new places or attending certain types of events, the relationship quality can become better.

In terms of the pull motivating factors, this study has revealed five factors related to the destination that influenced participant selection. First, *facilities and hygiene* factor was merged from transportation, accommodation quality, hygiene and safety attributes. This finding confirms previous research completed by Kim et al. (2003) who also revealed this factor. The second factor was *destination familiarity*. In the survey, participants mentioned Singapore and Malaysia as top two destinations visited. This is unsurprising given that these neighbourhood countries have the same cultural root with Indonesia, thus, the language, the food, the climate of these countries are expected to be similar to Indonesia. Moreover, *value for money and destination proximity* was found to be the third pull factor for the participants to select a destination abroad. As shown in the survey, the most frequent countries to visit were Singapore, Malaysia, and China. These three countries are relatively closed to Indonesia, hence, the short distance for taking trips from home to the destination and conversely would directly affect travel expenses paid by the participants. In fact, Indonesia's currency value is considered very low compared to the values of other countries, thus, travelling to Europe and North America regions will be considered as exorbitant trip. Interestingly, the emergence of

factors 2 and 3 (destination familiarity, and value for money and proximity, respectively) are rarely uncovered in the previous studies. As mentioned earlier in the literature review, most research on senior travellers focused on examining seniors from Western or developed countries. Senior people from these regions might not have encountered with problems related to language and travel expenses since they are relatively more open to the differences and new challenges. According to Reisinger and Turner (2002), as member of high uncertainty avoidance cultures, most Asian travellers are worried about the exposure to language difficulties or other cultural differences when travelling overseas. As a consequence, the two pull factors of destination familiarity, and value for money and destination proximity should be taken into account by tourism and travel providers when catering to the Asian (including Indonesian) seniors.

The fourth pull factor emerged in this study was *local attractions*. This included both natural and cultural attractions, as well as the availability of information centres to provide services to the participants in case they needed any assistance. Last pull factor appeared from the analysis was *supporting facilities in the destination*. This encompassed attributes of destinations of shopping facilities, health facilities, and special events. This result confirms the past studies that also found the role of destination attractions and supporting facilities as the significant puling factors for the seniors to choose a destination (Avcikurt, 2009, Prayag, 2012).

Conclusion and Limitations

To conclude, the results of this study has contributed to a better understanding of how the senior travellers in particular Indonesian seniors is influenced by the push and pull factors when visiting a destination overseas. Such an understanding is crucial for relevant stakeholders such as tour operators both in Indonesian seniors' home country and tourism service providers overseas in designing travel itinerary and activity as well as tourism product and services that suit with this segment.

This study is an exploratory in nature, therefore, it has limitation in terms of the sampling size and the variables examined. Further research could be undertaken to incorporate more respondents to improve the generalisability of the findings. Other variables such as travel satisfaction and revisit intentions could be added in providing better insights as to Indonesian senior market travel behaviour.

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Table 1. Demographic Profiles

Demographic profile	n	%
Gender		
Male	120	48.8
Female	126	51.2
Age group		
55-60 years old	156	63.4
61-65	44	17.9
66-70	18	7.3
Above 70	28	11.4
Marital status		
Married	202	82.1
Not married	6	2.4
Widow	37	15.0
Highest education attained		
Primary or secondary	113	45.9
Diploma or bachelor	101	41.1
Postgraduates	30	12.2
Occupation		
Retired	25	10.2
Employee	11	4.5
Entrepreneur	135	54.9
Professionals	19	7.7
Housewife	53	21.5
Average monthly income		
Less than IDR 3 million	24	9.8
IDR 3-6,999,999 million	59	24.0
IDR 7-9,999,999 million	64	26.0
Above IDR 10 million	95	38.6

Table 2. Travel Characteristics

Travel characteristics	n	%
Visited Destination		
Malaysia	22	8.9
Singapore	80	32.5
Australia	14	5.7
Others (including China)	130	52.8
Purpose of travel		
Holiday or leisure	150	61
Business purpose	27	11
VFR	24	9.8
Medical treatment	31	12.6
Religious purpose	8	3.3
Travel arrangement		
Company paid	9	3.7
Paid by family member	129	52.4
Travel agent or tour operator	54	22
Personal fund	53	21.5
Travel accompany		
Friends	26	10.6
Family	184	74.8
Travel alone	16	6.5
Tour group	10	4.1

Table 3. Push Factors Influencing Seniors to Travel

Factor name	Factor loadings	Eigen values	Variance (%)	Reliability
Factor 1. Self exploration		**6.298**	**37.047**	**.853**
Locals way of life	.848			
Expand knowledge	.764			
Locals do	.725			
Learning culture	.654			
Meet new people	.586			
Factor 2. Relaxation		*2.098*	*12.342*	*.858*
Family time	.809			
Enjoy life	.753			
Places not in Indonesia	.691			
Escape from routine	.684			
Visit new places	.642			
Healthy stamina				
Factor 3. Relationship Enhancement		**1.686**	**9.915**	**.774**
Do hobbies	.763			
Visiting friends and relatives (VFR)	.727			
Nostalgic	.663			
Attending events	.604			
Lonely	.580			
Spiritual experience	.579			

KMO = .877; Barlett's Test of Sphericity: Approx. *Chi-Square* = 1,930.587; *df* =136, *Sig* = .000; Total variance explained = 59.304%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 7 iteration

Table 4. Pull Factors Influencing Seniors to Travel

Factor name	Factor loadings	Eigen values	Variance (%)	Reliability
Factor 1. Facilities and hygiene		**5.564**	**32.727**	**.815**
Transport	.812			
Hygiene	.806			
Accommodation	.785			
Safety	.631			
Factor 2. Destination familiarity		**1.930**	**11.352**	**.750**
Familiar food	.814			
Language	.614			
Local cuisine	.609			
Climate	.570			
Factor 3. Value for money & proximity		**1.617**	**9.510**	**.763**
Cost	.843			
Currency	.771			
Distance	.589			
Factor 4. Local attractions		**1.273**	**7.488**	**.744**
Cultural attractions	.901			
Natural attractions	.863			
Information centre	.466			
Factor 5. Supporting facilities in host destination		**1.077**	**6.333**	**.720**
Shopping facilities	.826			
Special events	.793			
Health facilities	.528			

KMO = .798; Barlett's Test of Sphericity: Approx. *Chi-Square* = 1,868.077; *df* =136, *Sig* = .000; Total variance explained = 67.41%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 7 iteration

2. Bukti konfirmasi review dan hasil review pertama
(5 Desember 2017)

International Journal of Culture, Tourism, and Hospitality Research

Decision Letter (IJCTHR-09-2017-0095)

From: serena.volo@unibz.it

To: serliw@petra.ac.id

CC:

Subject: International Journal of Culture, Tourism, and Hospitality Research - Decision on Manuscript ID IJCTHR-09-2017-0095

Body: 05-Dec-2017

Dear Dr. Wijaya,

Manuscript ID IJCTHR-09-2017-0095 entitled "Travel Motivation of Indonesian Seniors as a Potential Market in Choosing Destination Overseas" which you submitted to the International Journal of Culture, Tourism, and Hospitality Research, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewers have recommended major revisions to your manuscript. Therefore, I invite you to respond to the reviewers' comments and revise your manuscript. Please create a table in a word document and explain how you have addressed the suggestions (one by one) made by the reviewers. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text.

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Prof. Dr. Serena Volo
Editor-in-Chief, International Journal of Culture, Tourism, and Hospitality Research
serena.volo@unibz.it

Reviewers' Comments to Author:

Reviewer: 1

Comments:
Needs to have deeper analysis and discussion.
Lack of contributions to theory and practice

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Interesting paper, but Push and Pull factor is an exhausted concept.
Considers to use different theory or some modification in the concept

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The gap is unclear. Put some more detail why this research is needed.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Why do you use a 5-point Likert scale?
Why varimax?
Measurement items are unclear. Was it adapted?
What questions were being asked? examples?

Did you do a qualitative study? please add qualitative if you have not done so.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Put some more discussions and relate to the existing literature.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The contributions are unclear. What is your contribution to theory? and practice?

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Paper is clearly written.

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Reviewer: 2

Comments:
This reviewer is of the opinion that the base study completed has merit but that it has not be presented in a manner that gives it (& the researcher/s for that matter) the credit deserved. Please use the points as detailed in this review to assist with undertaking the necessary revisions to the current manuscript.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: The paper seeks to address a gap in the current literature with regards to Indonesia seniors undertaking outbound travel. Such effort is to be applauded. Unfortunately, much of the discussion of seniors' travel is rather generic in nature with little evidence of the effort to appropriately link the results back to Indonesian culture/behaviour. A significant reworking of the manuscript would be required in order to make it suitable for publication.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The discussion of seniors travel contained in the manuscript relies on some rather generic sources with little evidence of material discussing the unique aspects of Indonesian culture to be found at all. Some review of the literature with respect the current tourism/leisure behaviour of seniors in Indonesia would seem appropriate in this instance. That the study itself reveals that the majority of those travelling abroad were supported financially by family members is inconsistent with that being posited in Western society about the growing affluence of seniors and their discretionary use of savings in later life. This would suggest there are some unique elements of Indonesian culture (& family life in particular) that the reader would benefit from being informed about very early on the discussion.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The methodology section would benefit from a number of inclusions. First, given the general intent of the study, some effort to state a clear hypothesis/hypotheses to be tested is desired. Then, some clear justification of the study design chosen (& its consistency with the study intent) is warranted. In terms of the development of the study instrument, and more particularly the battery of items selected, some greater detail about the items/scale development, their reliability scores and validity, and how they have been successfully administered previously with an older population would all add much to that presented currently. Some greater effort to more richly detail how respondents were recruited, how the survey was actually administered (face-to-face & online) and what ethical considerations underpinned the study is also required. The lack of citations appropriately supporting some of the statements made in this section is also something needing to be addressed in the revision process.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results have been presented in a sound manner although this reviewer did wonder whether the first identified push factor, self-exploration, might be more appropriately titled as "personal development" or "individual enrichment". The tables presented were appropriate but some effort to quantify what the local currency (IDR) equates to in terms of the US$ would seem a worthwhile consideration for many readers of the journal. Some effort to explain how/why 54.9% of respondents identified themselves as an entrepreneur is also something requiring attention in this section of the manuscript.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The conclusion itself is very limited in nature with little offered in the way of future research or study implications for the industry. Some substantially greater effort is warranted in this regard to validate the true worth of the completed study. A substantial rewrite of the front end of the paper will serve to strengthen the discussion at the tail as it will provide the author/s with a greater opportunity to compare and contrast with past research and then draw inference/implications as appropriate.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: While sound in the main, some greater attention to to grammar/sentence structure would serve the manuscript well. It was also noted that several statements were not supported with appropriate citations so they came across as more of a subjective opinion than anything else.

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**3. Bukti konfirmasi submit revisi pertama, respon kepada reviewer, dan artikel yang diresubmit
(20 Januari 2018)**

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KRISTEN
PETRA

Serli Wijaya <serliw@petra.ac.id>

International Journal of Culture, Tourism, and Hospitality Research - Manuscript ID IJCTHR-09-2017-0095.R1

International Journal of Culture, Tourism, and Hospitality Research <onbehalfof@manuscriptcentral.com>　　　　Sat, Jan 20, 2018 at 2:58 AM
Reply-To: serena.volo@unibz.it
To: serliw@petra.ac.id, wahyuniwati@gmail.com, claudia_khoe@yahoo.co.id, sugiantoevelyn@gmail.com

19-Jan-2018

Dear Dr. Wijaya:

Your manuscript entitled "Travel Motivation of Indonesian Seniors in Choosing Destination Overseas" has been successfully submitted online and is presently being given full consideration for publication in the International Journal of Culture, Tourism, and Hospitality Research.

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Sincerely,
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Travel Motivation of Indonesian Seniors in Choosing Destination Overseas

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Summary of Responses to Reviewers

Manuscript ID: IJCTHR-09-2017-0095
Manuscript Title:
Travel Motivation of Indonesian Seniors in Choosing   Destination Overseas

First of all, we would like to sincerely thank the reviewers for their constructive feedback to the authors. Two table of responses to the comments are addressed in the following order: the first reviewer's comments are listed and addressed first, followed by another table of responses to the second reviewer's comments.

Since the reviewers recommended a major revision for our manuscript, we therefore have taken each comment very carefully to our revision work so that the manuscript can properly meet the reviewers' suggestions which in turn, to make it suitable for publication in the IJCTHR.

As indicated above, the paper has been retitled as: "Travel Motivation of Indonesian Seniors in Choosing   Destination Overseas". The change was made to keep the title succinct and also to meet the requirement of the journal related to the title's word count as mentioned in the submission guideline.

In summary, the revision we have undertaken could be described as follows: First, the Introduction section has been improved by adding more detail discussion as to the rationale of the study. Second, the Literature Review section has been reworked by adding discussion about travel motivation concept. New sub-section labelled as "Indonesian cultural values associated with seniors" was added to showcase the unique aspect of Indonesian cultural values that later on was used for supporting the Discussion section. Next, the Research Method section has also been revised by providing more detail information related to the instrument development, sampling procedures, and the data analysis techniques employed. The Discussion section has been improved by comparing with previous studies in the Literature Review section. Finally, the Conclusion section has been reworked offering conceptual and practical implications as well as the recommendation for further research.

The revised manuscript's structure is now:
Abstract, Introduction, Literature Review; Research Method; Results; Discussion; Conclusion, and References.

<u>**Reviewer 1**</u>

Reviewer's required amendment	Response	Page number/ paragraph
General comment: Needs to have deeper analysis and discussion. Lack of contributions to theory and practice.	Thank you for the valuable feedback. We treat this comment as the main highlight from the first reviewer regarding the revision work we have to perform. The significant differences addressing this comment can be seen in more detail in each section as follows.	-
1. **Originality:** Does the paper contain new and significant information adequate to justify publication?: *Interesting paper, but Push and Pull factor is an exhausted concept. Considers to use different theory or some modification in the concept.*	Thank you for the compliment acknowledging our paper as an interesting one. To address the feedback, it is important to note that the primary data collection of this study has been completed and the research instrument used to measure seniors' motivation was developed based on the push and pull constructs. Unfortunately, the suggestion to use different theory beside push and pull or to modify the concept is considered very difficult to undertake since it would require rigorous efforts and time consuming process to contact all respondents and distribute the questionnaire again. Also, to keep the revision process could be completed in a timely manner, it was not possible to redevelop the measurement scales and redo the field research. We admitted that in the first manuscript, the literature review was not sufficient, thus, leaving the selection of push and pull motivation factor without justifications. It is therefore in the revised draft, we have added the discussion on several motivation theories and justification for choosing push and pull constructs. It can seen as below: There are various theories adopted by different researchers to understand travel motivation ([Jang et al., 2009](#)). Maslow's hierarchical theory of motivation is acknowledged as one of the most commonly applied theory to explain tourist motivation to travel. It was modeled as a pyramid consisting of the physiological needs as the most basic need existed at the bottom ladder of the hierarchy, followed by higher levels of the psychological needs and topped by the need for self-actualisation. Critique on Maslow's theory is brought up due to the prepotency assumption. That is, unless lower level needs are satisfied, the enquiry to satisfy higher level needs would not exist. In fact, human needs would not necessarily go	- Page 6 line 14 – Page 7 line 14.

following the order of the pyramid (Hsu et al., 2007). Iso-Ahola's seminal work (1980, 1982, 1983) proposed that seeking (intrinsic rewards) and escaping (free from routine) are two major reasons explaining why people travel or taking leisure activity. The two factors are broken down into four namely: personal escape, personal seeking, interpersonal escape, and interpersonal seeking. The critique of Iso-Ihola's is the ignorance of the biological aspect of tourist where for some segments for instance for the olders, biological factor may become a determinant in shaping an individual motivation to travel (Hsu et al., 2007).

Dann's (1977) push and pull motivation theory is seen as the most widely adopted in many studies examining traveller motivation (Baniya et al., 2017, Prayag, 2012). ENREF_16 Push factors are defined as "socio-psychological needs that predispose a person to travel, and pull factors are ones that attract the person to a specific destination after push motivation has been initiated" (Jang et al. (2009). Push factors relate to the internal needs and preferences of travellers such as ego-enhancement, self-esteem, knowledge seeking, relaxation, and socialization (Jang and Wu, 2006). On the contrary, pull factors are characteristics pertaining to the visited destination and this may include the level of cleanliness, safety; facilities, event, and cost; and natural and historical sight (Kim et al., 2003). Baloglu and Uysal (1996) argued that push and pull factors are profoundly related to each other since pull factors could be seen as the stimuli of push factors which strengthen the reason why travellers choose to visit or not to visit a destination. In other words, the push factors give travellers a reason to visit to a certain destination whilst the pull factors describe their selection of destination on certain attributes that are embedded in a destination (Johann et al., 2016). Push and pull factors are fundamental in understanding travel behaviour and explaining why people travel which are examined from both internal and external state of a tourist (Jang et al., 2009). Since the nature of this study is exploratory and undertaken within the context of developing country of Indonesia, Dann's (1977) push and pull motivation constructs were therefore considered as more relevant than other motivation theories to be utilised as a basis for accomplishing the empirical work.

| 2. **Relationship to Literature:** Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: *The gap is unclear. Put some more detail why this research is needed.* | The reviewer has been right in bringing up this point, and the authors are thankful for this comment. The gap is discussed in the Introduction section that has been restructured and amended as follows:

Aging of population is an inevitable fact occuring worldwide. With an estimated population of over 261 million people (BPS, 2017), and as the world's fourth most populous country, Indonesia will experience dramatic growth of its older population size. The World Health Organisation estimates that in accord with the global ageing pattern, the number of Indonesian senior citizen in 2020 will reach | Page 2 line 2 – Page 3 line 24 |

28.8 million people or about 11.34% of the total population (BPS, 2015). The advancement of medical science technology has led to an increasing average life expectancy of Indonesian people (from 52.2 years old in 2006 to 71.1 years old estimated in 2020). Besides, the government regulations related to healthcare system and retirement plan have significantly contributed to the increasing quality of life of Indonesian seniors (Pusat Data dan Informasi Kementerian Kesehatan, 2013). These facts have offered more opportunities for Indonesian seniors to undertake either inbound or outbound travel trips (Annisa, 2013, Isnutomo, 2012). As shown in Mastercard's *Future of Outbound Travel in Asia Pacific 2016-2021* study, outbound tourism market from the developing countries in the Asia Pacific region is predicted to grow about 7.6% in average within the next five years (Susanti, 2017). According to the Indonesian Bureau of Statistics, in 2015, there were 10 million Indonesians travelled outbound where 5% of the total were older people aged 55 years and above (Tantowi, 2016). Given its potential market size, the ageing Indonesian population can be seen as one of the most attractive markets to the tourism industry which should not be ignored. Responding to this, the tourism industry stakeholders should be more attentive to different needs and preferences of this senior market.

The importance of the senior travel market has been well-acknowledged by both tourism scholars and industry practicioners. Topics of research include travel motivation, decision making process, travel activity in the destination, segmentation, travel satisfaction, and behavioural intentions of the senior market (Littrell et al., 2004, Abooali et al., 2015, Baniya et al., 2017, Jang et al., 2009, Le Serre et al., 2013, Hsu et al., 2007, Kazeminia et al., 2015). Among these various topics, motivation has been a central of tourism research since it is seen as one of the usefull approaches in understanding travel needs and tourist behaviour (Yoon and Uysal, 2005, Prayag, 2012).

Likewise, ample work on senior travel motivation have been devoted to understanding and better serving the needs and preferences of the market (Jang and Wu, 2006, Kim et al., 2010, Prayag, 2012, Tung and Ritchie, 2011). However, a review of literature has indicated that previous studies mostly focused on examining the behaviour of senior groups from North American and Western countries (Chen and Gassner, 2012, Hsu et al., 2007, Le Serre et al., 2013). Although there have been an increased interest in performing empirical work on senior market in Asia regions particularly in the developed Asian countries such as South Korean, Japan and Taiwan, travel behaviour of tourists in the developing countries like Indonesia, remain less explored (Yousefi and Marzuki, 2015). Having this in mind and supported by the fact that Indonesian people over 55 years

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	old demonstrate an increasing interest in taking holiday activity encouraged the authors to perfom the research on the principal motives of the senior market to travel to and select a destination overseas. Nationality and culture are prevalent issues that should be considered to understand tourist behaviour (Reisinger and Turner, 2003). In their study, Le Serre et al. (2013) compared the travel motivation between French (western) and Chinese (non-western) senior tourists. Escape from routine, and gaining new knowledge appeared to be two important push factors for the two groups. By contrast, significant differences were found in a way that Chinese seniors were more driven by past-oriented motivation connected to nostalgia and patriotism, factors that were not revealed among French seniors. Indonesia is a non-western developing country which has distinct cultural values and beliefs, thus, exploring the factors that motivate seniors to undertake outbound travel while recognising the role of local culture is worth researching (Hsu et al., 2007). The findings of the study is anticipated to contribute to shed a light for the role of local culture values and beliefs could shape the behaviour of the seniors which in turn, may influence them to travel and select the destination they would visit.	
3. **Methodology:** Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: *Why do you use a 5-point Likert scale? Why varimax? Measurement items are unclear. Was it adapted? What questions were being asked? Examples? Did you do a qualitative study? Please add qualitative if you have not done so.*	The Research Methods section has been rewritten to provide more detail descriptions as required by the reviewer. With regards to: 1. 5-point Likert scale: As described earlier, a five-point Likert scale response format was applied in the questionnaire to measure both push and pull motivation factors. According to Babakus and Mangold (1992), the assignment of a five-point Likert scale on the research instrument can be employed depending upon the specific research context or situation faced by the researcher, for instance who the respondents participating in the survey. On this basis, since the respondents of this study were seniors, providing a five-point Likert scale instead of seven or higher-point scale would make the questionnaire looked less confusing for them, which in turn, could obtain higher response rate and better response quality of items questioned. Further, the decision to apply five-point Likert scale was consistent with what had been done in several previous studies examining senior participants too (Le Serre et al., 2013, Chen and Gassner, 2012, Kim et al., 2010, Prayag, 2012). 2. Varimax rotation: Varimax rotation was selected for the intention of the analysis is to minimise the number of variables that have high loadings on each factor. According to Thurstone (1947), when each of the variable loads strongly on only one	Page 7 line 17 – Page 9 line 15 Page 8 lines 15-26 Page 8 line 31 – Page 9 line 5

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component, and each component being represented by a number of strongly loading variables, this will assist the researchers to interpret more easily the nature of the identifying factors by checking the variables that load strongly on each of them (quoted in Pallant, 2011, p. 185).

3. Measurement items:
    With regard to the survey instrument, travel motivation items in the questionnaire were developed based on previous studies that are considered most relevant with the examination of the push and pull motivation constructs. Questions associated with push factors included escape and relaxation, novelty, socialisation were adopted mainly from Prayag (2012) while items of nostalgia, improving wellbeing and spiritual experience were derived from studies of Hsu et al. (2007), Huang and Tsai (2003), and Le Serre et al. (2013). Further, questions related to pull factors encompassing natural environment, weather, historical attractions, and expenditure were adopted from Prayag (2012). Pilot study to 30 respondents was completed prior to the final survey aiming to test the validity and reliability of the research instrument. All 34 items of push and pull motivations were valid at a significant level of 0.05 and reliable (above the cut off value of 0.60).

		Page 7 line 25 – Page 8 line 3

Regarding the feedback to undertake qualitative study, it has been addressed although the qualitative study taken was considered as an informal one. During the data collection, the authors actually have asked more detail questions to some respondents in regard to their answers of the questionnaires. Addressing the reviewer's comment in this issue has been done by including the results obtained from the informal interviews into the Research Methods and Discussion sections.

Page 9 lines 9-15

4. **Results:** Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: *Put some more discussions and relate to the existing literature.*

The feedback has been addressed in the Discussion section by relating the findings with the existing literature. The examples provided below was taken from the discussion on push factors:

This research attempted to discern travel motivation of the Indonesian seniors and their preferences to the decisions of overseas destinations. The study reconfirms that senior tourists' motivation to travel are driven by both internal and external forces. That is, the push factors are internal and drive a desire for people to travel whilst the pull factors are externally related to destination attributes that influence where to go (Prayag, 2012).

Looking at the factors emerged as push attributes, this study revealed that *personal*

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development appeared to be the most important motive that trigger the Indonesian seniors to travel overseas. In this study, self-exploration factor comprised the attributes relating to the desire to undertake travel activities that allow the seniors to learn about new culture, encounter with the locals and learn from them their ways of life, and meet with new people at the visited destination. This evidence is consistent with previous studies about the importance of novelty seeking as the main motive driving seniors to visit new places (Jang and Wu, 2006, Jang et al., 2009, Prayag, 2012). Based on the informal interviews to several respondents, it was discovered that having such opportunities would expand the knowledge about the places visited. Accordingly, naming the factor as personal development instead of novelty seeking was considered more appropriate for this finding.

Relaxation was found as the second most important push factors motivating Indonesian seniors to take outbound travel. The emergence of this factor was unsurprising since most previous studies also highlighted the same motive, in which seniors were driven by the desire to get rid of the boredom of the daily routine life and have a relax leisure time for a while (Jang et al., 2009, Jang and Wu, 2006, Johann et al., 2016, Prayag, 2012, Le Serre et al., 2013). Interestingly, in addition to a strong agreement to escape from routine and maintain a healthy stamina, the relaxation factor was also shaped by the seniors' motive to enjoy life and spend time with family members since most respondents travelled with their family. Indonesia is known as a collectivistic society in which bonding at an extended family level is still strongly nurtured (Annisa, 2013). As such, taking holiday to overseas along with family members not only is seen as a great way to escape from routine and relax but also is considered as a good opportunity to enjoy family time together.

Relationship enhancement was revealed as the third contributing to the seniors' push factors to travel overseas. Although this factor was labelled differently in previous studies (Le Serre et al., 2013, Prayag, 2012), the push motivating items of this factor was grouped consistently to form as new factor of relationship enhancement. It is common to see that after taking a holiday and visiting new places, people have an expectation that the quality of their relationships with others would be better.

5. **Implications for research, practice and/or society**: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the	This comment was addressed by reworking the Conclusion section. The contributions to the theory as well as to the relevant stakeholders were given. It can be seen as follows: This study offers significant conceptual contribution to senior tourism literature by extending our understanding of senior travel motivation in an emerging market of	Page 14 lines 5-23

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research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: *The contributions are unclear. What is your contribution to theory? And practice?*	Indonesia that was unique compared to senior tourists from different cultural backgrounds. Since culture showed its role in shaping Indonesian seniors' motivation to travel overseas, it is expected that this study would stimulate more academic discussions on senior leisure travel in developing countries as well as cross-cultural comparisons between the segment in the developed and the developing countries. In terms of practical contribution, the findings of this study provide an appealing overview for the relevant tourism stakeholders to establish a variety marketing strategy aimed at the Indonesian senior market, since travel motivation factors influenced by Indonesian cultural values were revealed. For instances, the result showed that the majority of Indonesian seniors travelling overseas with their families, therefore tour operators could offer family-friendly travel itinerary and design holiday activities involving the whole family members in the visited destination. Further, since destination familiarity appeared to be an important pull motivating factor for Indonesian seniors, overseas tourism organisations could provide pre-departure information, such as the local food and the weather, to improve the likelihood for the destination to be selected by the seniors.	
6. **Quality of Communication:** Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: *Paper is clearly written.*	Thank you for the comment. We really appreciate it.	-

Reviewer 2

Referee's required amendment	Response	Page number/ paragraph
General comment: This reviewer is of the opinion that the base study completed has merit but that it has not be presented in a manner that gives it (& the researcher/s for that matter) the credit deserved. Please use the points as detailed in this review to assist with undertaking the necessary revisions to the current manuscript.	We would like to thank you for the compliment given to the merit of the study. However, the authors realise that the quality of paper delivery need significant revision work as pointed out by the reviewer. We are grateful for the very detail feedback given to improve the quality of the paper. Please find below the revision we have completed in line with the suggestions offered to the authors.	-
1. **Originality:** Does the paper contain new and significant information adequate to justify publication?: *The paper seeks to address a gap in the current literature with regards to Indonesia seniors undertaking outbound travel. Such effort is to be applauded. Unfortunately, much of the discussion of seniors' travel is rather generic in nature with little evidence of the effort to appropriately link the results back to Indonesian culture/behaviour. A significant reworking of the manuscript would be required in order to make it suitable for publication.*	The gap in the current literature with regards to Indonesia seniors taking outbound trip has been added in the Introduction section, as can be seen as below: Aging of population is an inevitable fact occuring worldwide. With an estimated population of over 261 million people (BPS, 2017), and as the world's fourth most populous country, Indonesia will experience dramatic growth of its older population size. The World Health Organisation estimates that in accord with the global ageing pattern, the number of Indonesian senior citizen in 2020 will reach 28.8 million people or about 11.34% of the total population (BPS, 2015). The advancement of medical science technology has led to an increasing average life expectancy of Indonesian people (from 52.2 years old in 2006 to 71.1 years old estimated in 2020). Besides, the government regulations related to healthcare system and retirement plan have significantly contributed to the increasing quality of life of Indonesian seniors (Pusat Data dan Informasi Kementerian Kesehatan, 2013). These facts have offered more opportunities for Indonesian seniors to undertake either inbound or outbound travel trips (Annisa, 2013, Isnutomo, 2012). As shown in Mastercard's *Future of Outbound Travel in Asia Pacific 2016-2021* study, outbound tourism market from the developing countries in the Asia Pacific region is predicted to grow about 7.6% in average within the next five years (Susanti, 2017). According to the Indonesian Bureau of Statistics, in 2015, there were 10 million Indonesians travelled outbound where 5% of the total were older people aged 55 years and above (Tantowi, 2016). Given its potential market size, the ageing Indonesian population can be seen as one of the most attractive markets to the tourism industry which should not be ignored. Responding to	Page 2 lines 2-22

	this, the tourism industry stakeholders should be more attentive to different needs and preferences of this senior market.	
	Likewise, ample work on senior travel motivation have been devoted to understanding and better serving the needs and preferences of the market (Jang and Wu, 2006, Kim et al., 2010, Prayag, 2012, Tung and Ritchie, 2011). However, a review of literature has indicated that previous studies mostly focused on examining the behaviour of senior groups from North American and Western countries (Chen and Gassner, 2012, Hsu et al., 2007, Le Serre et al., 2013). Although there have been an increased interest in performing empirical work on senior market in Asia regions particularly in the developed Asian countries such as South Korean, Japan and Taiwan, travel behaviour of tourists in the developing countries like Indonesia, remain less explored (Yousefi and Marzuki, 2015). Having this in mind and supported by the fact that Indonesian people over 55 years old demonstrate an increasing interest in taking holiday activity encouraged the authors to perfom the research on the principal motives of the senior market to travel to and select a destination overseas.	Page 3 lines 1-24
	Nationality and culture are prevalent issues that should be considered to understand tourist behaviour (Reisinger and Turner, 2003). In their study, Le Serre et al. (2013) compared the travel motivation between French (western) and Chinese (non-western) senior tourists. Escape from routine, and gaining new knowledge appeared to be two important push factors for the two groups. By contrast, significant differences were found in a way that Chinese seniors were more driven by past-oriented motivation connected to nostalgia and patriotism, factors that were not revealed among French seniors. Indonesia is a non-western developing country which has distinct cultural values and beliefs, thus, exploring the factors that motivate seniors to undertake outbound travel while recognising the role of local culture is worth researching (Hsu et al., 2007). The findings of the study is anticipated to contribute to shed a light for the role of local culture values and beliefs could shape the behaviour of the seniors which in turn, may influence them to travel and select the destination they would visit.	
2. **Relationship to Literature:** Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: *The*	Indeed, in the first manuscript, the literature review section did not touch specific or unique leisure behaviour of the Indonesian seniors. So, we thank you for pointing out this issue. As indicated in the revised manuscript, the academic references discussing Indonesian seniors	

discussion of seniors travel contained in the manuscript relies on some rather generic sources with little evidence of material discussing the unique aspects of Indonesian culture to be found at all. Some review of the literature with respect the current tourism/leisure behaviour of seniors in Indonesia would seem appropriate in this instance. That the study itself reveals that the majority of those travelling abroad were supported financially by family members is inconsistent with that being posited in Western society about the growing affluence of seniors and their discretionary use of savings in later life. This would suggest there are some unique elements of Indonesian culture (& family life in particular) that the reader would benefit from being informed about very early on the discussion.

travel behaviour and its link with the Indonesian culture are very rare. Nevertheless, to address the feedback, the authors have managed to add a new sub-section under the Literature Review section the discussion about the Indonesian cultural values associated with senior people. This can be seen as follows:

2.2. Indonesian Cultural Values Associated with Seniors

Indonesia embraces the common cultural values and beliefs as other Asian countries. Referring to Hofstede's cultural framework, Indonesia is rated as a strong collectivistic, long-term oriented, and masculine society. Indonesia also values high power distance and uncertainty avoidance (Hofstede and Hofstede, 2005). In addition to Hofstede's universal cultural classification, Indonesia has a more specific cultural values and beliefs that are unique yet significant in shaping people's attitude and behaviour. These are shown in day-to-day lives including the interaction with older or senior people especially in the family life context.

First, it is common for Indonesian seniors to stay with their children even though the children already got married and have their own children. In Western countries, by contrast, once the children reach 18 years old, they are free to go and live independently from their parents. Living together as an extended family is acceptable and even it is normal to see three generations (i.e. grandparents, children, and grandchildren) live in one roof (Annisa, 2013). Second, Indonesian cultural value believe that taking care of old parents is seen as compulsory obligation to show respect to parents for they have raised the children until the children got married and started their own lives (Riasmini et al., 2013). Since parents have sacrifised their lives for raising their children, it is respectful if they serve the parents in return. Travelling together with parents and pay for the travel expenses is not uncommon pratice in Indonesia since this is viewed as the expression of gratitude from children to their parents (Annisa, 2013). Referrring to Hofstede's cultural framework, this is the distinct characteristic appeared in the collectivistic society where people are born into extended families. Likewise, in a high power distance society, showing respect for parents and older relatives is considered as a basic and lifelong virtue (Hofstede and Hofstede, 2005).

Page 4 line 22 – Page 5 line 15

3. **Methodology:** Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: *The methodology section would benefit from a number of inclusions. First, given the general intent of the study, some effort to state a clear hypothesis/hypotheses to be tested is desired. Then, some clear justification of the study design chosen (& its consistency with the study intent) is warranted. In terms of the development of the study instrument, and more particularly the battery of items selected, some greater detail about the items/scale development, their reliability scores and validity, and how they have been successfully administered previously with an older population would all add much to that presented currently. Some greater effort to more richly detail how respondents were recruited, how the survey was actually administered (face-to-face & online) and what ethical considerations underpinned the study is also required. The lack of citations appropriately supporting some of the statements made in this section is also something needing to be addressed in the revision process.*	Thank you for giving us a very detail feedback to improve the methodology section of the paper. The amendment has been made as indicated below:	
	1. Development of the study instrument & its validity reliability scores: With regard to the survey instrument, travel motivation items in the questionnaire were developed based on previous studies that are considered most relevant with the examination of the push and pull motivation constructs. Questions associated with push factors included escape and relaxation, novelty, socialisation were adopted mainly from Prayag (2012) while items of nostalgia, improving wellbeing and spiritual experience were derived from studies of Hsu et al. (2007), Huang and Tsai (2003), and Le Serre et al. (2013). Further, questions related to pull factors encompassing natural environment, weather, historical attractions, and expenditure were adopted from Prayag (2012). Pilot study to 30 respondents was completed prior to the final survey aiming to test the validity and reliability of the research instrument. All 34 items of push and pull motivations were valid at a significant level of 0.05 and reliable (above the cut off value of 0.60).	Page 7 line 25 – Page 8 line 3
	2. Measurement scale As described earlier, a five-point Likert scale response format was applied in the questionnaire to measure both push and pull motivation factors. According to Babakus and Mangold (1992), the assignment of a five-point Likert scale on the research instrument can be employed depending upon the specific research context or situation faced by the researcher, for instance who the respondents participating in the survey. On this basis, since the respondents of this study were seniors, providing a five-point Likert scale instead of seven or higher-point scale would make the questionnaire looked less confusing for them, which in turn, could obtain higher response rate and better response quality of the items questioned. Further, the decision to apply five-point Likert scale was consistent with what had been done in several previous studies examining senior participants too (Le Serre et al., 2013, Chen and Gassner, 2012, Kim et al., 2010, Prayag, 2012).	Page 7 line 25 – Page 8 line 3
	3. The sampling approach: A questionnaire-based survey was completed to 246 respondents aged 55 years old and over who had ever travelled overseas at least within one year of the data collection was undertaken. Since the respondents live in different cities across Indonesia, two survey techniques were employed. First, respondents who reside in Surabaya were approached personally. The	Page 7 lines 17-24

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	researcher-administered survey was conducted in public places such as shopping centres wherein respondents were purposively sampled. Second, to reach respondents who live outside Surabaya, online survey was performed using the same questionnaire content delivered offline. Given the nature of the study that was exploratory as to discover what motivational factors driving Indonesian seniors to travel overseas therefore, the development of hypotheses is not needed. Besides, the study was not aimed to test the existing theory, thus, it did not require hypotheses formulation and testings.	
4. **Results:** Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: *The results have been presented in a sound manner although this reviewer did wonder whether the first identified push factor, self-exploration, might be more appropriately titled as "personal development" or "individual enrichment". The tables presented were appropriate but some effort to quantify what the local currency (IDR) equates to in terms of the US$ would seem a worthwhile consideration for many readers of the journal. Some effort to explain how/why 54.9% of respondents identified themselves as an entrepreneur is also something requiring attention in this section of the manuscript.*	Thank you for the feedback. The authors agreed with the reviewer and took the suggested name for push factor-1 and relabel the factor into Personal Development instead of self-exploration. The name in Table 3 has also amended too. The selection of the name was supported by the discussion as can be seen below: The results showed that the participants were driven to travel by three push motivation factors. The first factor was named ***Personal development*** since it displayed a predominance of items which were linked with participants' desire to equip themselves with new knowledge and experiences while travelling. This was achieved through their willingness to explore such activities as meeting new people, knowing way of life of the local people, and learning new culture in host destination. Table 1 that describe the local currency (IDR) has been revised by adding the US$ as suggested. In Table 1, there were 54.9% of total respondents stated that they worked as entrepreneurs. This was just term used by the authors to explain the respondents who run their own business. In the revised manuscript, the term has been amended into "self-employed" to avoid any misleading perception.	Page 10 lines 20-25 Table 1 Table 1
5. **Implications for research, practice and/or society**: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge	Thank you for the feedback to improve the conclusion section of the paper with depicting more clearly the implications of the study. We have reworked it as can be read below: This study offers significant conceptual contribution to senior tourism	Page 14 lines 5-30

the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: *The conclusion itself is very limited in nature with little offered in the way of future research or study implications for the industry. Some substantially greater effort is warranted in this regard to validate the true worth of the completed study. A substantial rewrite of the front end of the paper will serve to strengthen the discussion at the tail as it will provide the author/s with a greater opportunity to compare and contrast with past research and then draw inference/implications as appropriate.*

literature by extending our understanding of senior travel motivation in an emerging market of Indonesia that was unique compared to senior tourists from different cultural backgrounds. Since culture showed its role in shaping Indonesian seniors' motivation to travel overseas, it is expected that this study would stimulate more academic discussions on senior leisure travel in developing countries as well as cross-cultural comparisons between the segment in the developed and the developing countries.

In terms of practical contribution, the findings of this study provide an appealing overview for the relevant tourism stakeholders to establish a variety marketing strategy aimed at the Indonesian senior market, since travel motivation factors influenced by Indonesian cultural values were revealed. For instances, the result showed that the majority of Indonesian seniors travelling overseas with their families, therefore tour operators could offer family-friendly travel itinerary and design holiday activities involving the whole family members in the visited destination. Further, since destination familiarity appeared to be an important pull motivating factor for Indonesian seniors, overseas tourism organisations could provide pre-departure information, such as the local food and the weather, to improve the likelihood for the destination to be selected by the seniors.

This study is an exploratory in nature, therefore, it has limitation in terms of the sampling sizeand the variables examined. Further research could be undertaken to incorporate more respondents to improve the generalisability of the findings. Other variables such as travel satisfaction and revisit intentions could be added to provide more comprehensive insights as to Indonesian senior market travel behaviour. Comparison with other domestic market undertaking outbound tourism in other countries is also suggested to gain better cross-cultural understanding about the seniors' outbound travel motivation.

Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: *While sound in the main, some greater attention to to grammar/sentence structure would serve the manuscript well. It was also noted that several statements were not*	Thank you for the comment. Greater attention to grammatical issues has taken into account. In-text citations have been checked as well to ensure appropriate referencing meeting the academic writing standard. Once again, many thanks for the valuable feedback. It is very much appreciated.	-

supported with appropriate citations so they came across as more of a subjective opinion than anything else.		

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Travel Motivation of Indonesian Seniors in Choosing Destination Overseas

Abstract:

Purpose:

This study focuses on the Indonesian seniors' motivation in terms of travelling to a destination abroad. Utilising the push-pull motivation constructs and recognising the role of culture in influencing travel behaviour, the purpose of the study is to develop a better understanding of the underlying factors which explain why Indonesian seniors travel to and select an international destination.

Design/methodology/approach:

A questionnaire-based survey was completed to collect data from 246 Indonesian seniors aged 55 years and over who had travelled overseas. Factor analysis was applied to reduce the total of 34 push and pull travel motivation items into new underlying factors. Informal interviews were also undertaken to support the analysis.

Findings

Personal development; relaxation; and relationship enhancement appeared to be three factors which internally pushed the seniors to travel abroad. Meanwhile, facilities and hygiene; destination familiarity; value for money and destination proximity; local attractions; and supporting travel facilities were found to be the factors which pulled the seniors to select an international destination they would like to visit. The emergence of relationship enhancement, destination familiarity, and value for money and destination proximity factors were evident that the unique aspect of Indonesian cultural values could shape the motivation of Indonesian seniors to go travelling.

Originality/value:

Although studies on senior travel motivation are abundant, empirical research that focus on examining Indonesian senior travel behaviour are still rare. This study therefore serves as one of the first attempts to examine the behaviour of Indonesian seniors when undertaking outbound travel trip. Based on the study's findings, practical recommendations were offered to tourism stakeholders involved in tailoring a specific tourism product and services for the Indonesian senior tourist market.

Keywords:

Motivation, push factors, pull factors, senior travellers, Indonesian

Paper type:

Research paper

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7   1   **1. Introduction**
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9   2   Aging of population is an inevitable fact occuring worldwide. With an estimated population
10   3   of over 261 million people (BPS, 2017), and as the world's fourth most populous country,
11   4   Indonesia will experience dramatic growth of its older population size. The World Health
12   5   Organisation estimates that in accord with the global ageing pattern, the number of Indonesian
13   6   senior citizen in 2020 will reach 28.8 million people or about 11.34% of the total population
14   7   (BPS, 2015). The advancement of medical science technology has led to an increasing
15   8   average life expectancy of Indonesian people (from 52.2 years old in 2006 to 71.1 years old
16   9   estimated in 2020). Besides, the government regulations related to healthcare system and
17   10   retirement plan have significantly contributed to the increasing quality of life of Indonesian
18   11   seniors (Pusat Data dan Informasi Kementerian Kesehatan, 2013). These facts have offered
19   12   more opportunities for Indonesian seniors to undertake either inbound or outbound travel trips
20   13   (Annisa, 2013, Isnutomo, 2012). As shown in Mastercard's *Future of Outbound Travel in Asia*
21   14   *Pacific 2016-2021* study, outbound tourism market from the developing countries in the Asia
22   15   Pacific region is predicted to grow about 7.6% in average within the next five years (Susanti,
23   16   2017).

24   17   According to the Indonesian Bureau of Statistics, in 2015, there were 10 million Indonesians
25   18   travelled outbound where 5% of the total were older people aged 55 years and above
26   19   (Tantowi, 2016). Given its potential market size, the ageing Indonesian population can be
27   20   seen as one of the most attractive markets to the tourism industry which should not be
28   21   ignored. Responding to this, the tourism industry stakeholders should be more attentive to
29   22   different needs and preferences of this senior market.

30   23   The importance of the senior travel market has been well-acknowledged by both tourism
31   24   scholars and industry practicioners. Topics of research include travel motivation, decision
32   25   making process, travel activity in the destination, segmentation, travel satisfaction, and
33   26   behavioural intentions of the senior market (Littrell et al., 2004, Abooali et al., 2015, Baniya
34   27   et al., 2017, Jang et al., 2009, Le Serre et al., 2013, Hsu et al., 2007, Kazeminia et al., 2015).
35   28   Among these various topics, motivation has been a central of tourism research since it is seen
36   29   as one of the usefull approaches in understanding travel needs and tourist behaviour (Yoon
37   30   and Uysal, 2005, Prayag, 2012).

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Likewise, ample work on senior travel motivation have been devoted to understanding and better serving the needs and preferences of the market (Jang and Wu, 2006, Kim et al., 2010, Prayag, 2012, Tung and Ritchie, 2011). However, a review of literature has indicated that previous studies mostly focused on examining the behaviour of senior groups from North American and Western countries (Chen and Gassner, 2012, Hsu et al., 2007, Le Serre et al., 2013). Although there have been an increased interest in performing empirical work on senior market in Asia regions particularly in the developed Asian countries such as South Korean, Japan and Taiwan, travel behaviour of tourists in the developing countries like Indonesia, remain less explored (Yousefi and Marzuki, 2015). Having this in mind and supported by the fact that Indonesian people over 55 years old demonstrate an increasing interest in taking holiday activity encouraged the authors to perfom the research on the principal motives of the senior market to travel to and select a destination overseas.

Nationality and culture are prevalent issues that should be considered to understand tourist behaviour (Reisinger and Turner, 2003). In their study, Le Serre et al. (2013) compared the travel motivation between French (western) and Chinese (non-western) senior tourists. Escape from routine, and gaining new knowledge appeared to be two important push factors for the two groups. By contrast, significant differences were found in a way that Chinese seniors were more driven by past-oriented motivation connected to nostalgia and patriotism, factors that were not revealed among French seniors. Indonesia is a non-western developing country which has distinct cultural values and beliefs, thus, exploring the factors that motivate seniors to undertake outbound travel while recognising the role of local culture is worth researching (Hsu et al., 2007). The findings of the study is anticipated to contribute to shed a light for the role of local culture values and beliefs could shape the behaviour of the seniors which in turn, may influence them to travel and select the destination they would visit.

2. Literature Review

2.1. Senior Travellers

The tourism literature has shown that there is still no universally accepted consensus on who constitutes a senior traveller (Littrell et al., 2004). In several studies, researchers categorise senior market are those aged 55 years old and above (Patterson, 2006), whereas others such as World Tourism Organization (WHO) and Act of the Republic of Indonesia number 13, 1998

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consider those who are 60 and older as seniors. This study refers to the former definition, that is, defining seniors are those aged 55 years old and above.

It is crucial for every business to satisfy the customers with products and services that meet their needs and preferences. To do so, companies need to understand the behaviour of their target market thoroughly, as different segment has different needs and preferences, including the senior segment as well. There have been false perceptions attached about older people. They are often stereotyped as somewhat weak, often unwell, and are generally uninterested in trying new travel activities (Wijaya, 2008). In fact, not all those perceptions are true. In many cases, today's seniors much differ from their previous cohorts. Seniors now enjoy a higher level of wealth, more leisure time, and a greater desire to travel than their previous generations. Many are having stronger stamina and keep active, taking frequent and longer holidays and willing to explore novel travel activities (Huang and Tsai, 2003, Kazeminia et al., 2015). As such, their behaviour in consuming products and services including tourism products and services has changed as well (Chen and Gassner, 2012). Huang and Tsai (2003) argued that many seniors nowadays have changed their traditional ways of thinking from giving their savings to children into willingness to spend on their own interests. Seniors have more free time since they are retired. As such, they are more flexible with their time and this flexibility brings continuity in terms of market demand flow that is not limited with tourism seasonality pattern such as school holiday and on leave work like the younger aged groups (Avcikurt, 2009).

2.2. Indonesian Cultural Values Associated with Seniors

Indonesia embraces the common cultural values and beliefs as other Asian countries. Referring to Hofstede's cultural framework, Indonesia is rated as a strong collectivistic, long-term oriented, and masculine society. Indonesia also values high power distance and uncertainty avoidance (Hofstede and Hofstede, 2005). In addition to Hofstede's universal cultural classification, Indonesia has a more specific cultural values and beliefs that are unique yet significant in shaping people's attitude and behaviour. These are shown in day-to-day lives including the interaction with older or senior people especially in the family life context.

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First, it is common for Indonesian seniors to stay with their children even though the children already got married and have their own children. In Western countries, by contrast, once the children reach 18 years old, they are free to go and live independently from their parents. Living together as an extended family is acceptable and even it is normal to see three generations (i.e. grandparents, children, and grandchildren) live in one roof (Annisa, 2013). Second, Indonesian cultural value believe that taking care of old parents is seen as compulsory obligation to show respect to parents for they have raised the children until the children got married and started their own lives (Riasmini et al., 2013). Since parents have sacrifised their lives for raising their children, it is respectful if they serve the parents in return. Travelling together with parents and pay for the travel expenses is not uncommon pratice in Indonesia since this is viewed as the expression of gratitude from children to their parents (Annisa, 2013). Referrring to Hofstede's cultural framework, this is the distinct characteristic appeared in the collectivistic society where people are born into extended families. Likewise, in a high power distance society, showing respect for parents and older relatives is considered as a basic and lifelong virtue (Hofstede and Hofstede, 2005).

2.3. Travel Motivation

According to Moutinho (2011), motivation is defined as an inner state of need or a condition that directs an individual to do particular types of action to achieve a feeling of fulfillment. With regard to tourism, travel motivation relates to why a tourist travels to a certain place or destination. Motivation is a basis for understanding why tourists behave in certain ways as it reflects the intrinsic needs of each individual. In the reality, tourist's motivation can be very wide range and complex. People travel might seek to satisfy not only one single need but also a number of distinct needs simultaneously (Gonzalez and Bello, 2002). Therefore, it is important to know what major motivators which drive tourists for traveling. Research in tourism marketing has identified a wide variety of motivators ranging from the physical characteristics of the desired destination areas such as natural landscape, local people and culture, to psychologically-based motivations like escape from routine and relaxation (Chiang and Jogaratnam, 2006).

Understanding seniors' travel motivation is essential to travel and tourism businesses that cater to this growing market. A study by Johann et al. (2016) found that senior travellers' motivations include seeing something new; getting away from routine; visiting and

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experiencing sights and culture; concluding a phase of life; rest and relaxation; comfort and pampering; experiencing landscapes and nature; challenging and stimulating oneself. The previous findings were in line with the study of Jang et al. (2009) who identified that senior travellers' motivations were: novelty seeking; self-esteem; ego-enhancement; socialization; rest and relaxation. Lee et al. (2008) in their study discovered that compared to the younger travellers, the seniors paid less attention to physical-intensified and skill-oriented activities. However, the senior respondents did not mind to undertake less rigorous physical activity such as viewing or sightseeing at natural sites and parks. Additionally, senior respondents weighed more family recreation as their trip motivation. Their time was spent in emotional exchanges especially when dealing with their family members. Moreover, Jang et al. (2009) pointed out the presence of emotional reason behind travel decision of the seniors. For instance, for senior couple groups, one of the main motives for travelling is aiming to celebrate a happy life event such as silver or golden wedding anniversary.

There are various theories adopted by different researchers to understand travel motivation (Jang et al., 2009). Maslow's hierarchical theory of motivation is acknowledged as one of the most commonly applied theory to explain tourist motivation to travel. It was modeled as a pyramid consisting of the physiological needs as the most basic need existed at the bottom ladder of the hierarchy, followed by higher levels of the psychological needs and topped by the need for self-actualisation. Critique on Maslow's theory is brought up due to the prepotency assumption. That is, unless lower level needs are satisfied, the enquiry to satisfy higher level needs would not exist. In fact, human needs would not necessarily go following the order of the pyramid (Hsu et al., 2007). Iso-Ahola's seminal work (1980, 1982, 1983) proposed that seeking (intrinsic rewards) and escaping (free from routine) are two major reasons explaining why people travel or taking leisure activity. The two factors are broken down into four namely: personal escape, personal seeking, interpersonal escape, and interpersonal seeking. The critique of Iso-Ihola's is the ignorance of the biological aspect of tourist where for some segments for instance for the olders, biological factor may become a determinant in shaping an individual motivation to travel (Hsu et al., 2007).

Dann's (1977) push and pull motivation theory is seen as the most widely adopted in many studies examining traveller motivation (Baniya et al., 2017, Prayag, 2012). Push factors are defined as "socio-psychological needs that predispose a person to travel, and pull factors are ones that attract the person to a specific destination after push motivation has been initiated" (Jang et al. (2009). Push factors relate to the internal needs and preferences of travellers such

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as ego-enhancement, self-esteem, knowledge seeking, relaxation, and socialization (Jang and Wu, 2006). On the contrary, pull factors are characteristics pertaining to the visited destination and this may include the level of cleanliness, safety; facilities, event, and cost; and natural and historical sight (Kim et al., 2003). Baloglu and Uysal (1996) argued that push and pull factors are profoundly related to each other since pull factors could be seen as the stimuli of push factors which strengthen the reason why travellers choose to visit or not to visit a destination. In other words, the push factors give travellers a reason to visit to a certain destination whilst the pull factors describe their selection of destination on certain attributes that are embedded in a destination (Johann et al., 2016). Push and pull factors are fundamental in understanding travel behaviour and explaining why people travel which are examined from both internal and external state of a tourist (Jang et al., 2009). Since the nature of this study is exploratory and undertaken within the context of developing country of Indonesia, Dann's (1977) push and pull motivation constructs were therefore considered as more relevant than other motivation theories to be utilised as a basis for accomplishing the empirical work.

3. Research Method

A questionnaire-based survey was completed to 246 respondents aged 55 years old and over who had ever travelled overseas at least within one year of the data collection was undertaken. Since the respondents live in different cities across Indonesia, two survey techniques were employed. First, respondents who reside in Surabaya were approached personally. The researcher-administered survey was conducted in public places such as shopping centres wherein respondents were purposively sampled. Second, to reach respondents who live outside Surabaya, online survey was performed using the same questionnaire content delivered offline.

With regard to the survey instrument, tTravel motivation items in the questionnaire were developed based on previous studies that are considered most relevant with the examination of the push and -pull motivation constructs. Questions associated with push factors included escape and relaxation, novelty, socialisation were adopted mainly from Prayag (2012) while items of nostalgia, improving wellbeing and spiritual experience were derived from studies of Hsu et al. (2007), Huang and Tsai (2003), and Le Serre et al. (2013). Further, questions related to pull factors encompassing natural environment, weather, historical attractions, and expenditure were adopted from Prayag (2012). Pilot study to 30 respondents was completed

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prior to the final survey aiming to test the validity and reliability of the research instrument. All 34 items of push and pull motivations were valid at a significant level of 0.05 and reliable (above the cut off value of 0.60).

There were three parts of the questionnaire. The first part of the questionnaire measured travel internal motivation of the participants. In total, 17 items related to senior traveller motivation were included indicating their level of agreement or disagreement on a 5-point Likert-type scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The second part of the questionnaire aimed to explore the attributes of selecting destination choice. It contained 17 items related to travel destination choices such as availability of shopping facilities, medical facilities, local climate, travel distance, and activity choices. In this part, participants were asked to rate the importance of each destination attribute concerning the extent of importance, ranging from 1 (unimportant at all) to 5 (very important). The last part of the questionnaire explored the information related to demographic profiles (gender, age, education level, marital status, employment status, and income), and travel characteristics (last destination visited, travel purpose, travel arrangement method, and travel accompany).

As described earlier, a five-point Likert scale response format was applied in the questionnaire to measure both push and pull motivation factors. According to Babakus and Mangold (1992), the assignment of a five-point Likert scale on the research instrument can be employed depending upon the specific research context or situation faced by the researcher, for instance who the respondents participating in the survey. On this basis, since the respondents of this study were seniors, providing a five-point Likert scale instead of seven or higher-point scale would make the questionnaire looked less confusing for them, which in turn, could obtain higher response rate and better response quality of the items questioned. Further, the decision to apply five-point Likert scale was consistent with what had been done in several previous studies examining senior participants too (Le Serre et al., 2013, Chen and Gassner, 2012, Kim et al., 2010, Prayag, 2012).

The quantitative data analysis employed Exploratory Factor Analysis (EFA) which aimed to reduce the number of variables of push and pull motivations. The underlying factors emerged from EFA were represented as correlations among sets of many interrelated variables (Hair et al., 2006). Push travel motivation items and pull travel motivation items were factor analysed separately, employing principal component analysis. Varimax rotation was selected for the intention of the analysis is to minimise the number of variables that have high loadings on

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each factor. According to Thurstone (1947), when each of the variable loads strongly on only one component, and each component being represented by a number of strongly loading variables, this will assist the researchers to interpret more easily the nature of the identifying factors by checking the variables that load strongly on each of them (quoted in Pallant, 2011, p. 185). A factor loading of 0.40 and above was adopted as the standard to include items in a factor. Bartlett's test of sphericity and the Kaiser- Meyer-Olkin (KMO) with a minimum cut off value of 0.60 were calculated to determine whether sufficient correlations existed among the examined variables.

The purpose of this study is to identify push and pull factors which motivated seniors to take outbound travel while at the same time, it attempts to discover whether culture plays its role in influencing the motivation. The researchers therefore conducted subsequent informal interviews to several respondents to obtain a more detail picture on this area. The interviews allowed the respondents expressed more freely about the reasons they travelled and factors being considered in selecting the visited destination. Given the nature of the interviews was short and informal, the qualitative data obtained were then solely used to support the discussions of the main findings of the study.

4. Results

A total of 246 questionnaires were usable for data analysis. As can be seen in Table 1, in terms of socio-demographic profiles, there was an equal participation between male and female respondents. In terms of the age, the respondents were classified into four senior groups aged 55-60; 61-65; 66-70; and 70 years old and above. Out of these four groups, the majority of the total sample was the youngest senior aged group, that was 55-60 years old (63.4%). Most respondents were married (82.1%), whose highest education attainment was secondary school (45.9%). In terms of occupation, more than half of total respondents (54.9%); and worked as were entrepreneurs self-employed, meaning that they run their own business. The majority of the respondents (38.6%) had average monthly income of above IDR 10 million or around USD$ 740 (note: 1 USD$ equal to IDR 13,500). For senior citizens in Indonesia, earning this amount of monthly income is considered as a relatively high.

Insert Table 1 here

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With regard to travel characteristics, countries of Singapore and Malaysia, were top two overseas destination that most respondents had visited (41.4%). Significant amount of respondents also chose Australia and China as the destination they ever explored. In terms of travel purpose, most respondents stated that they travelled overseas for holiday (61%), and travelled together with their family (74.8%), followed by travelling with friends (10.6%). Although a relatively large percentage of respondents stated that they paid their own travel expenses (21.5%), interestingly, more than half expressed their travel expenses were paid by family members (52.4%) such as children or grand children.

Insert Table 2 here

In terms of push travel motivation, three factors emerged with eigenvalue greater than 1.0, which together explained 59.304% of the variance in the 17 push travel motive items. The value of KMO was 0.877, and Barlett's test of sphericity was highly significant (chi square = 1,930.587, df = 136, p = .000), indicating the robustness of the analysis, thus, the 17 variables were permitted to be analysed further. As shown in Table 3, three push motivation factors had eigenvalues greater than 1.0. The variables are visualised in order and grouped by the size of loading to facilitate factor interpretation.

Insert Table 3 here

The results showed that the participants were driven to travel by three push motivation factors. The first factor was named *~~Self-exploration~~Personal development* since it displayed a predominance of items which were linked with participants' desire to equip themselves with new knowledge and experiences while travelling. This was achieved through their willingness to explore such activities as meeting new people, knowing way of life of the local people, and learning new culture in host destination. *Relaxation* was the label given for the second push factor which corresponded to the participants' desire to enjoy leisure time with their family, to enjoy life, to escape from routines by travelling to new places they never visited before, and to improve health stamina. The third push factor was called as *Relationship enhancement,* which confirmed that the desire to improve the quality of their relationship by visiting friends and relatives who live overseas, to enjoy travelling with friends rather than being lonely, to recall their memories towards nostalgic moments in their lives, and to encounter with spiritual experiences that is expected to enhance the quality of their relationships with others.

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1 Following the EFA results of the push motivational factors, the calculation for the pull factors

2 demonstrated the value of KMO test was 0.798, and Barlett's test of sphericity was highly

3 significant (chi square = 1,868.587, df = 136, p = .000), indicating a good result for the 17

4 variables to be valid for further analysis. As seen in Table 4, five pull motivation factors with

5 eigenvalues greater than 1.0 emerged to represent the original 17 variables, explaining

6 67.41% of the total variances.

7   **Insert Table 4 here**

8

9 Factor 1 was named ***Facilities and hygiene*** – it encompassed destination atributes related to

10 transport, hygiene quality, accommodation, and safety security aspects. Factor 2 was labelled

11 ***Destination familiarity*** – which consisted of the availability of food that is familiar to the

12 senior participants, language that can relatively be easy to understand so that it helped the

13 participants to communicate while they were travelling in the destination, and the climate that

14 was not far different from the one in Indonesia. Interestingly, while some participants pointed

15 the familiarity issues infleuncing their destination selection, some other participants

16 highlighted the availability of local cuisines as the pull factor that drove participants to select

17 the destination. ***Value for money and destination proximity*** was the name assigned to the

18 third pull factor which represented aspects pertaining to travel expenses. This encompassed

19 travel cost from Indonesia to the selected destination and return; the currency value; and

20 distance proximity between home and visited destination. Factor 4 was labelled as ***Local***

21 ***attractions*** – containing the attributes of cultural attraction and natural attraction varieties in

22 the visiting destination; and the availability of tourist information center. The fifth pull factor

23 appeared was ***Supporting travel facilities*** that were emerged from the items of shopping

24 facilities, health facilities, and various special events held in the destination.

25

5. Discussions

27 This research attempted to discern travel motivation of the Indonesian seniors and their

28 preferences to the decisions of overseas destinations. The study reconfirms that senior

29 tourists' motivation to travel are driven by both internal and external forces. That is, the push

30 factors are internal and drive a desire for people to travel whilst the pull factors are externally

31 related to destination attributes that influence where to go (Prayag, 2012). Looking at the

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factors emerged as push attributes, this study revealed that ~~Self-exploration~~ *personal development* appeared to be the most important motive that trigger the Indonesian seniors to travel overseas. In this study, self-exploration factor comprised the attributes relating to the desire to undertake travel activities that allow the seniors to learn about new culture, encounter with the locals and learn from them their ways of life, and meet with new people at the visited destination. This evidence is consistent with previous studies about the importance of novelty seeking as the main motive driving seniors to visit new places (Jang and Wu, 2006, Jang et al., 2009, Prayag, 2012). Based on the informal interviews to several respondents, it was discovered that having such opportunities would expand the knowledge about the places visited. Accordingly, naming the factor as personal development instead of novelty seeking was considered more appropriate for this finding. *Relaxation* was found as the second most important push factors motivating Indonesian seniors to take outbound travel. The emergence of this factor was unsurprising since most previous studies also highlighted the same motive, in which seniors were driven by the desire to get rid of the boredom of the daily routine life and have a relax leisure time for a while (Jang et al., 2009, Jang and Wu, 2006, Johann et al., 2016, Prayag, 2012, Le Serre et al., 2013). Interestingly, in addition to a strong agreement to escape from routine and maintain a healthy stamina, the relaxation factor was also shaped by the seniors' motive to enjoy life and spend time with family members since most respondents travelled with their family. Indonesia is known as a collectivistic society in which bonding at an extended family level is still strongly nurtured (Annisa, 2013). As such, taking holiday to overseas along with family members not only is seen as a great way to escape from routine and relax but also is considered as a good opportunity to enjoy family time together. *Relationship enhancement* was revealed as the third contributing to the seniors' push factors to travel overseas. Although this factor was labelled differently in previous studies (Le Serre et al., 2013, Prayag, 2012), the push motivating items of this factor was grouped consistently to form as new factor of relationship enhancement. It is common to see that after taking a holiday and visiting new places, people have an expectation that the quality of their relationships with others would be better.

With regard to the pull motivating factors, this study has revealed five external factors. First, *facilities and hygiene* factor consisted of transportation, accommodation quality, hygiene and safety attributes. This finding confirms previous research completed by Kim et al. (2003) who also revealed this factor. The second factor was *destination familiarity*. In the survey, participants mentioned Singapore and Malaysia as top two destinations visited. This is

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1 unsurprising given that these neighbourhood countries have the same cultural root with

2 Indonesia, thus, the language, the food, the climate of these countries are expected to be

3 similar to Indonesia. Moreover, *value for money and destination proximity* was found to be

4 the third important pull factor for the seniors to select a destination abroad. Value for money

5 refers to perceived benefit of the trip taken when being compared with the amount of money

6 paid by tourist for travelling to a destination. Value for money itself was also identified as a

7 pull motivation factor in Prayag's (2012) study. The fact that Indonesia's currency value that

8 is very low compared to the values of other countries has become an important motive

9 influencing the decision to travel or not to travel abroad. Most respondents stated that their

10 travel expenses were paid by family members and the information obtained from the

11 interviews revealing that doing so was an expression of gratitude from the children or

12 grandchildren to the parents, confirming the cultural values held by the Indonesian families

13 (Riasmini et al., 2013). As shown in the survey, the most frequent countries to visit were

14 Singapore andMalaysia. These two countries are relatively closed to Indonesia, hence, the

15 short distance for taking trips from home to the visited destination and conversely would

16 directly affect travel expenses paid by the seniors. Therefore, Europe and North America

17 regions are less preferred destinations selected by the Indonesian seniors since the travel

18 expenses to these destinations will be exorbitant. Interestingly, the emergence of factors 2 and

19 3 (destination familiarity, and value for money and proximity, respectively) are rarely found

20 in the previous studies. As mentioned earlier in the literature review, most research on senior

21 travellers focused on examining seniors from Western or developed countries. Senior people

22 from these regions might not have encountered with problems related to language and travel

23 expenses since they are relatively more open to the differences and new challenges.

24 According to Reisinger and Turner (2002), as member of high uncertainty avoidance cultures,

25 most Asian travellers are worried about the exposure to language difficulties or other cultural

26 differences when travelling overseas. As a consequence, the two pull factors of destination

27 familiarity, and value for money and destination proximity should be taken into account by

28 tourism and travel providers when catering to Indonesian seniors. The fourth pull factor

29 emerged in this study was *local attractions*. This included both natural and cultural

30 attractions, as well as the availability of information centres to provide services to the

31 participants in case they needed any assistance. The last pull factor appeared from the analysis

32 was *supporting travel facilities*. This encompassed attributes of destinations of shopping

33 facilities, health facilities, and special events that being considered by the seniors when

34 selecting a destination. The emergence of the last two factors confirm the past studies that

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also found the role of destination attractions and supporting facilities as the important pulling factors for the seniors to choose a destination (Avcikurt, 2009, Prayag, 2012).

6. Conclusion

This study offers significant conceptual contribution to senior tourism literature by extending our understanding of senior travel motivation in an emerging market of Indonesia that was unique compared to senior tourists from different cultural backgrounds. Since culture showed its role in shaping Indonesian seniors' motivation to travel overseas, it is expected that this study would stimulate more academic discussions on senior leisure travel in developing countries as well as cross-cultural comparisons between the segment in the developed and the developing countries. To conclude, the results of this study has contributed to a better understanding of how the senior travellers in particular Indonesian seniors is influenced by the push and pull factors when visiting a destination overseas.

In terms of practical contribution, the findings of this study provide an appealing overview for the relevant tourism stakeholders to establish a variety marketing strategy aimed at the Indonesian senior market, since travel motivation factors influenced by Indonesian cultural values were revealed. For instances, the result showed that the majority of Indonesian seniors travelling overseas with their families, therefore tour operators could offer family-friendly travel itinerary and design holiday activities involving the whole family members in the visited destination. Further, since destination familiarity appeared to be an important pull motivating factor for Indonesian seniors, overseas tourism organisations could provide pre-departure information, such as the local food and the weather, to improve the likelihood for the destination to be selected by the seniors.

This study is an exploratory in nature, therefore, it has limitation in terms of the sampling size and the variables examined. Further research could be undertaken to incorporate more respondents to improve the generalisability of the findings. Other variables such as travel satisfaction and revisit intentions could be added to provide more comprehensive insights as to Indonesian senior market travel behaviour. Comparison with other domestic market undertaking outbound tourism in other countries is also suggested to gain better cross-cultural understanding about the seniors' outbound travel motivation.

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Table 1. Demographic Profiles

Demographic profile	n	%
Gender		
Male	120	48.8
Female	126	51.2
Age group		
55-60 years old	156	63.4
61-65	44	17.9
66-70	18	7.3
Above 70	28	11.4
Marital status		
Married	202	82.1
Not married	6	2.4
Widow	37	15.0
Highest education attained		
Primary or secondary	113	45.9
Diploma or bachelor	101	41.1
Postgraduates	30	12.2
Occupation		
Retired	25	10.2
Employee	11	4.5
Self-employed	135	54.9
Professionals	19	7.7
Housewife	53	21.5
Average monthly income[*]		
Less than USD$ 222 / less than IDR 3 million	24	9.8
USD$ 222-518 / IDR 3-6,999,999 million	59	24.0
USD$ 519-740 / IDR 7-9,999,999 million	64	26.0
USD$ 741 and above / IDR 10 million and above	95	38.6

[*]note: 1 USD$ = IDR 13,500.00

Table 2. Travel Characteristics

Travel characteristics	n	%
Visited Destination		
Malaysia	22	8.9
Singapore	80	32.5
Australia	14	5.7
Others (including China)	130	52.8
Purpose of travel		
Holiday or leisure	150	61
Business purpose	27	11
VFR	24	9.8
Medical treatment	31	12.6
Religious purpose	8	3.3
Travel arrangement		
Company paid	9	3.7
Paid by family member	129	52.4
Travel agent or tour operator	54	22
Personal fund	53	21.5
Travel accompany		
Friends	26	10.6
Family	184	74.8
Travel alone	16	6.5
Tour group	10	4.1

Table 3. Push Factors Influencing Seniors to Travel

Factor name	Factor loadings	Eigen values	Variance (%)	Reliability
Factor 1. Personal development		**6.298**	**37.047**	**.853**
Learning about locals way of life	.848			
Expanding personal knowledge	.764			
Knowing what locals do	.725			
Learning new culture	.654			
Meeting with new people	.586			
Factor 2. Relaxation		*2.098*	*12.342*	*.858*
Enjoying time with family	.809			
Enjoying life	.753			
Visiting places outside Indonesia	.691			
Escape from routine	.684			
Visiting new places that never been traveled to	.642			
Keeping the stamina to be healthy	.623			
Factor 3. Relationship enhancement		**1.686**	**9.915**	**.774**
Spending time with people who have the same hobbies	.763			
Visiting friends and relatives (VFR)	.727			
Nostalgia remembering places that had visited in the past	.663			
Attending events	.604			
Lonely	.580			
Spiritual experience	.579			

KMO = .877; Barlett's Test of Sphericity: Approx. *Chi-Square* = 1,930.587; *df* =136, *Sig* = .000; Total variance explained = 59.304%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 7 iterations

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Table 4. Pull Factors Influencing Seniors to Travel

Factor name	Factor loadings	Eigen values	Variance (%)	Reliability
Factor 1. Facilities and hygiene		**5.564**	**32.727**	**.815**
Transportation	.812			
Hygiene and cleanliness standard	.806			
Accommodation facilities	.785			
Safety and security	.631			
Factor 2. Destination familiarity		**1.930**	**11.352**	**.750**
Familiar food	.814			
Language t	.614			
Local food of the visiting destination	.609			
Climate	.570			
Factor 3. Value for money & proximity		**1.617**	**9.510**	**.763**
Total travel expenses	.843			
Currency value	.771			
Distance proximity	.589			
Factor 4. Local attractions		**1.273**	**7.488**	**.744**
Cultural attractions	.901			
Natural attractions	.863			
Tourist information centre	.466			
Factor 5. Supporting travel facilities		**1.077**	**6.333**	**.720**
Shopping facilities	.826			
Special events	.793			
Health facilities	.528			

KMO = .798; Barlett's Test of Sphericity: Approx. *Chi-Square* = 1,868.077; *df* =136, *Sig* = .000; Total variance explained = 67.41%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 7 iterations

4. Bukti konfirmasi artikel accepted (23 Januari 2018)

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Dear Dr. Wijaya:

It is a pleasure to accept your manuscript entitled "Travel Motivation of Indonesian Seniors in Choosing Destination Overseas" in its current form for publication in International Journal of Culture, Tourism, and Hospitality Research. The comments of the reviewer(s) who reviewed your manuscript are included at the foot of this letter.

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Editor, International Journal of Culture, Tourism, and Hospitality Research
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Travel motivation of Indonesian seniors in choosing destination overseas
Serli Wijaya, Wahyuniwati Wahyudi, Claudia Benita Kusuma, Evelyn Sugianto,

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Travel motivation of Indonesian seniors in choosing destination overseas

Serli Wijaya, Wahyuniwati Wahyudi, Claudia Benita Kusuma and Evelyn Sugianto

Abstract

Purpose – *This study focuses on the Indonesian seniors' motivation in terms of travelling to a destination abroad. Using the push–pull motivation constructs and recognising the role of culture in influencing travel behaviour, the purpose of this study is to develop a better understanding of the underlying factors that explain why Indonesian seniors travel to and select an international destination.*

Design/methodology/approach – *A questionnaire-based survey was completed to collect data from 246 Indonesian seniors aged 55 years and over who had travelled overseas. Factor analysis was applied to reduce the total of 34 push and pull travel motivation items into new underlying factors. Informal interviews were also undertaken to support the analysis.*

Findings – *Personal development, relaxation and relationship enhancement appeared to be the three factors that internally pushed the seniors to travel abroad. Meanwhile, facilities and hygiene, destination familiarity, value for money and destination proximity, local attractions and supporting travel facilities were found to be the factors that pulled the seniors to select an international destination they would like to visit. The emergence of relationship enhancement, destination familiarity and value for money and destination proximity factors were evident that the unique aspect of Indonesian cultural values could shape the motivation of Indonesian seniors to go travelling.*

Originality/value – *Although studies on senior travel motivation are abundant, empirical research studies that focus on examining Indonesian senior travel behaviour are still rare. This study therefore serves as one of the first attempts to examine the behaviour of Indonesian seniors when undertaking outbound travel trip. Based on the study's findings, practical recommendations were offered to tourism stakeholders involved in tailoring a specific tourism product and services for the Indonesian senior tourist market.*

Keywords *Motivation, Pull factors, Push factors, Indonesian, Senior travellers*

Paper type *Research paper*

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1. Introduction

Aging of population is an inevitable fact occurring worldwide. With an estimated population of over 261 million people (BPS, 2017), and as the world's fourth most populous country, Indonesia will experience dramatic growth of its older population size. The World Health Organisation estimates that in accord with the global ageing pattern, the number of Indonesian senior citizen in 2020 will reach 28.8 million people or about 11.34 per cent of the total population (BPS, 2015). The advancement of medical science technology has led to an increasing average life expectancy of Indonesian people (from 52.2 years old in 2006 to 71.1 years old estimated in 2020). Besides, the government regulations related to health-care system and retirement plan have significantly contributed to the increasing quality of life of Indonesian seniors (Pusat Data dan Informasi Kementerian Kesehatan, 2013). These facts have offered more opportunities for Indonesian seniors to undertake either inbound or outbound travel trips (Annisa, 2013; Isnutomo, 2012). As shown in Mastercard's *Future of Outbound Travel in Asia Pacific 2016-2021* study, outbound tourism market from the developing countries in the Asia Pacific region is predicted to grow about 7.6 per cent in average within the next five years (Susanti, 2017).

According to the Indonesian Bureau of Statistics, in 2015, there were 10 million Indonesians travelled outbound where 5 per cent of the total were older people aged 55 years and above (Tantowi, 2016). Given its potential market size, the ageing Indonesian population can be seen as one of the most attractive markets to the tourism industry which should not be ignored. Responding to this, the tourism industry stakeholders should be more attentive to different needs and preferences of this senior market.

The importance of the senior travel market has been well-acknowledged by both tourism scholars and industry practitioners. Topics of research include travel motivation, decision-making process, travel activity in the destination, segmentation, travel satisfaction and behavioural intentions of the senior market (Littrell *et al.*, 2004; Abooali *et al.*, 2015; Baniya *et al.*, 2017; Jang *et al.*, 2009; Le Serre *et al.*, 2013; Hsu *et al.*, 2007; Kazeminia *et al.*, 2015). Among these various topics, motivation has been a central of tourism research, as it is seen as one of the useful approaches in understanding travel needs and tourist behaviour (Yoon and Uysal, 2005, Prayag, 2012).

Likewise, ample work on senior travel motivation has been devoted to understanding and better serving the needs and preferences of the market (Jang and Wu, 2006, Kim *et al.*, 2010; Prayag, 2012; Tung and Ritchie, 2011). However, a review of literature has indicated that previous studies mostly focused on examining the behaviour of senior groups from North American and Western countries (Chen and Gassner, 2012; Hsu *et al.*, 2007; Le Serre *et al.*, 2013). Although there has been an increased interest in performing empirical work on senior market in Asia regions particularly in the developed Asian countries such as South Korean, Japan and Taiwan, travel behaviour of tourists in the developing countries like Indonesia remains less explored (Yousefi and Marzuki, 2015). Having this in mind and supported by the fact that Indonesian people over 55 years of age demonstrate an increasing interest in taking holiday activity, encouraged the authors to perform the research on the principal motives of the senior market to travel to and select a destination overseas.

Nationality and culture are prevalent issues that should be considered to understand tourist behaviour (Reisinger and Turner, 2003). In their study, Le Serre *et al.* (2013) compared the travel motivation between French (Western) and Chinese (non-Western) senior tourists. Escape from routine and gaining new knowledge appeared to be two important push factors for the two groups. By contrast, significant differences were found in a way that Chinese seniors were more driven by past-oriented motivation connected to nostalgia and patriotism, factors that were not revealed among French seniors. Indonesia is a non-Western developing country which has distinct cultural values and beliefs; thus, exploring the factors that motivate seniors to undertake outbound travel while recognising the role of local culture is worth researching (Hsu *et al.*, 2007). The findings of the study are anticipated to contribute to shed a light for the role of local culture values and beliefs could shape the behaviour of the seniors which, in turn, may influence them to travel and select the destination they would visit.

2. Literature review

2.1 Senior travellers

The tourism literature has shown that there is still no universally accepted consensus on who constitutes a senior traveller (Littrell *et al.*, 2004). In several studies, researchers categorise senior market as those aged 55 years old and above (Patterson, 2006), whereas others such as World Tourism Organization (WHO) and Act of the Republic of Indonesia number 13, 1998, consider those who are 60 and older as seniors. This study refers to the former definition, that is, defining seniors as those aged 55 years old and above.

It is crucial for every business to satisfy the customers with products and services that meet their needs and preferences. To do so, companies need to understand the behaviour of

their target market thoroughly, as different segment has different needs and preferences, including the senior segment as well. There have been false perceptions attached about older people. They are often stereotyped as somewhat weak, often unwell and as generally uninterested in trying new travel activities (Wijaya, 2008). In fact, not all those perceptions are true. In many cases, today's seniors much differ from their previous cohorts. Seniors now enjoy a higher level of wealth, more leisure time and a greater desire to travel than their previous generations. Many are having stronger stamina and keep active, taking frequent and longer holidays and willing to explore novel travel activities (Huang and Tsai, 2003; Kazeminia et al., 2015). As such, their behaviour in consuming products and services including tourism products and services has changed as well (Chen and Gassner, 2012). Huang and Tsai (2003) argued that many seniors nowadays have changed their traditional ways of thinking from giving their savings to children into willingness to spend on their own interests. Seniors have more free time, as they are retired. As such, they are more flexible with their time and this flexibility brings continuity in terms of market demand flow that is not limited with tourism seasonality pattern such as school holiday and on leave work like the younger aged groups (Avcikurt, 2009).

2.2 Indonesian cultural values associated with seniors

Indonesia embraces the common cultural values and beliefs as other Asian countries. Referring to Hofstede's cultural framework, Indonesia is rated as a strong collectivistic, long-term oriented and masculine society. Indonesia also values high power distance and uncertainty avoidance (Hofstede and Hofstede, 2005). In addition to Hofstede's universal cultural classification, Indonesia has more specific cultural values and beliefs that are unique yet significant in shaping people's attitude and behaviour. These are shown in day-to-day lives including the interaction with older or senior people especially in the family life context.

First, it is common for Indonesian seniors to stay with their children even though the children already got married and have their own children. In Western countries, by contrast, once the children reach 18 years old, they are free to go and live independently from their parents. Living together as an extended family is acceptable and even it is normal to see three generations (i.e. grandparents, children and grandchildren) live in one roof (Annisa, 2013). Second, Indonesian cultural values believe that taking care of old parents is seen as compulsory obligation to show respect to parents for they have raised the children until the children got married and started their own lives (Riasmini et al., 2013). As parents have sacrificed their lives for raising their children, it is respectful if they serve the parents in return. Travelling together with parents and pay for the travel expenses is not an uncommon practice in Indonesia, as this is viewed as the expression of gratitude from children to their parents (Annisa, 2013). Referring to Hofstede's cultural framework, this is the distinct characteristic appeared in the collectivistic society where people are born into extended families. Likewise, in a high power distance society, showing respect for parents and older relatives is considered as a basic and lifelong virtue (Hofstede and Hofstede, 2005).

2.3 Travel motivation

According to Moutinho (2011), motivation is defined as an inner state of need or a condition that directs an individual to do particular types of action to achieve a feeling of fulfilment. With regard to tourism, travel motivation relates to why a tourist travels to a certain place or destination. Motivation is a basis for understanding why tourists behave in certain ways, as it reflects the intrinsic needs of each individual. In reality, tourist's motivation can be very extensive and complex. People travelling might seek to satisfy not only one single need but also a number of distinct needs simultaneously (Gonzalez and Bello, 2002). Therefore, it is important to know what major motivators drive tourists for travelling. Research in tourism marketing has identified a wide variety of motivators ranging from the physical

characteristics of the desired destination areas such as natural landscape, local people and culture, to psychologically based motivations like escape from routine and relaxation (Chiang and Jogaratnam, 2006).

Understanding seniors' travel motivation is essential to travel and tourism businesses that cater to this growing market. A study by Johann *et al.* (2016) found that senior travellers' motivations include seeing something new, getting away from routine, visiting and experiencing sights and culture, concluding a phase of life, rest and relaxation, comfort and pampering, experiencing landscapes and nature and challenging and stimulating oneself. The previous findings were in line with the study of Jang *et al.* (2009) who identified that senior travellers' motivations were novelty seeking, self-esteem, ego-enhancement, socialization and rest and relaxation. Lee *et al.* (2008) in their study discovered that compared to the younger travellers, the seniors paid less attention to physical-intensified and skill-oriented activities. However, the senior respondents did not mind to undertake less rigorous physical activity such as viewing or sightseeing at natural sites and parks. Additionally, senior respondents weighed more family recreation as their trip motivation. Their time was spent in emotional exchanges especially when dealing with their family members. Moreover, Jang *et al.* (2009) pointed out the presence of emotional reason behind travel decision of the seniors. For instance, for senior couple groups, one of the main motives for travelling is aiming to celebrate a happy life event such as silver or golden wedding anniversary.

There are various theories adopted by different researchers to understand travel motivation (Jang *et al.*, 2009). Maslow's hierarchical theory of motivation is acknowledged as one of the most commonly applied theory to explain tourist motivation to travel. It was modelled as a pyramid consisting of the physiological needs as the most basic need existed at the bottom ladder of the hierarchy, followed by higher levels of the psychological needs and topped by the need for self-actualisation. Critique on Maslow's theory is brought up because of the prepotency assumption. That is, unless lower level needs are satisfied, the enquiry to satisfy higher level needs would not exist. In fact, human needs would not necessarily go following the order of the pyramid (Hsu *et al.*, 2007). Iso-Ahola's (1980, 1982, 1983) seminal work proposed that seeking (intrinsic rewards) and escaping (free from routine) are two major reasons explaining why people travel or taking leisure activity. The two factors are broken down into four, namely, personal escape, personal seeking, interpersonal escape and interpersonal seeking. The critique of Iso-Ahola's is the ignorance of the biological aspect of tourist where for some segments, for instance, for the older people, biological factor may become a determinant in shaping an individual motivation to travel (Hsu *et al.*, 2007).

Dann's (1977) push and pull motivation theory is seen as the most widely adopted in many studies examining traveller motivation (Baniya *et al.*, 2017; Prayag, 2012). Push factors are defined as "socio-psychological needs that predispose a person to travel, and pull factors are ones that attract the person to a specific destination after push motivation has been initiated" (Jang *et al.* (2009). Push factors relate to the internal needs and preferences of travellers such as ego-enhancement, self-esteem, knowledge seeking, relaxation and socialization (Jang and Wu, 2006). On the contrary, pull factors are characteristics pertaining to the visited destination and this may include the level of cleanliness, safety; facilities, event and cost and natural and historical sight (Kim *et al.*, 2003). Baloglu and Uysal (1996) argued that push and pull factors are profoundly related to each other, as pull factors could be seen as the stimuli of push factors which strengthen the reason why travellers choose to visit or not to visit a destination. In other words, the push factors give travellers a reason to visit to a certain destination, whilst the pull factors describe their selection of destination on certain attributes that are embedded in a destination (Johann *et al.*, 2016). Push and pull factors are fundamental in understanding travel behaviour and explaining why people travel which are examined from both internal and external state of a

tourist (Jang *et al.*, 2009). As the nature of this study is exploratory and undertaken within the context of developing country of Indonesia, Dann's (1977) push and pull motivation constructs were therefore considered as more relevant than other motivation theories to be used as a basis for accomplishing the empirical work.

3. Research method

A survey was completed to 246 respondents aged 55 years old and over who had ever travelled overseas at least within one year of the data collection was undertaken. As the respondents live in different cities across Indonesia, two survey techniques were used. First, respondents who reside in Surabaya were approached personally. The researcher-administered survey was conducted in public places such as shopping centres wherein respondents were purposively sampled. Second, to reach respondents who live outside Surabaya, online survey was performed using the same questionnaire content delivered offline.

With regard to the survey instrument, travel motivation items in the questionnaire were developed based on previous studies that are considered most relevant with the examination of the push and pull motivation constructs. Questions associated with push factors included escape and relaxation, novelty and socialisation and were adopted mainly from Prayag (2012), while items of nostalgia, improving well-being and spiritual experience were derived from studies of Hsu *et al.* (2007); Huang and Tsai (2003) and Le Serre *et al.* (2013). Further, questions related to pull factors encompassing natural environment, weather, historical attractions and expenditure were adopted from Prayag (2012). Pilot study to 30 respondents was completed prior to the final survey aiming to test the validity and reliability of the research instrument. All 34 items of push and pull motivations were valid at a significant level of 0.05 and reliable (above the cut off value of 0.60).

There were three parts of the questionnaire. The first part of the questionnaire measured travel internal motivation of the participants. In total, 17 items related to senior traveller motivation were included indicating their level of agreement or disagreement on a five-point Likert-type scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The second part of the questionnaire aimed to explore the attributes of selecting destination choice. It contained 17 items related to travel destination choices such as availability of shopping facilities, medical facilities, local climate, travel distance and activity choices. In this part, participants were asked to rate the importance of each destination attribute concerning the extent of importance, ranging from 1 (unimportant at all) to 5 (very important). The last part of the questionnaire explored the information related to demographic profiles (gender, age, education level, marital status, employment status and income) and travel characteristics (last destination visited, travel purpose, travel arrangement method and travel accompany).

As described earlier, a five-point Likert scale response format was applied in the questionnaire to measure both push and pull motivation factors. According to Babakus and Mangold (1992), the assignment of a five-point Likert scale on the research instrument can be used depending upon the specific research context or situation faced by the researcher, for instance, who are the respondents participating in the survey. On this basis, as the respondents of this study were seniors, providing a five-point Likert scale instead of seven- or higher-point scale would make the questionnaire look less confusing for them, which, in turn, could obtain higher response rate and better response quality of the items questioned. Further, the decision to apply five-point Likert scale was consistent with what had been done in several previous studies examining senior participants too (Le Serre *et al.*, 2013; Chen and Gassner, 2012; Kim *et al.*, 2010; Prayag, 2012).

The quantitative data analysis used exploratory factor analysis (EFA) which aimed to reduce the number of variables of push and pull motivations. The underlying factors emerged from

EFA were represented as correlations among sets of many interrelated variables (Hair *et al.*, 2006). Push travel motivation items and pull travel motivation items were factor analysed separately, using principal component analysis. Varimax rotation selected for the intention of the analysis is to minimise the number of variables that have high loadings on each factor. According to Thurstone in 1947 as quoted from Pallant (2011, p.185), when each of the variable that load strongly on each of them. A factor loading of 0.40 and above was adopted as the standard to include items in a factor. Bartlett's test of sphericity and the Kaiser–Meyer–Olkin (KMO) with a minimum cut off value of 0.60 were calculated to determine whether sufficient correlations existed among the examined variables.

The purpose of this study is to identify push and pull factors which motivated seniors to take outbound travel, while at the same time, it attempts to discover whether culture plays its role in influencing the motivation. The researchers therefore conducted subsequent informal interviews to several respondents to obtain a more detailed picture on this area. The interviews allowed the respondents to express more freely about the reasons they travelled and factors being considered in selecting the visited destination. Given that the nature of the interviews was short and informal, the qualitative data obtained were then solely used to support the discussions of the main findings of the study.

4. Results

A total of 246 questionnaires were usable for data analysis. As can be seen in Table I, in terms of socio-demographic profiles, there was an equal participation between male and female respondents. In terms of the age, the respondents were classified into four senior groups aged 55-60, 61-65, 66-70 and 70 years old and above. Out of these four groups, the majority of the total sample was the youngest senior aged group, that was 55-60 years old (63.4 per cent). Most respondents were married (82.1 per cent), whose highest education attainment was secondary school (45.9 per cent). In terms of occupation, more than half of total respondents (54.9 per cent) were self-employed, meaning that they run their own business. The majority of the respondents (38.6 per cent) had average monthly income of above IDR 10m or around USD$740 (note: 1 US dollar equal to IDR 13,500). For senior citizens in Indonesia, earning this amount of monthly income is considered as relatively high.

With regard to travel characteristics, countries of Singapore and Malaysia were top two overseas destinations that most respondents had visited (41.4 per cent). Significant number of respondents also chose Australia and China as the destination they ever explored. In terms of travel purpose, most respondents stated that they travelled overseas for holiday (61 per cent) and travelled together with their family (74.8 per cent), followed by travelling with friends (10.6 per cent). Although a relatively large percentage of respondents stated that they paid their own travel expenses (21.5 per cent), interestingly, more than half expressed their travel expenses were paid by family members (52.4 per cent) such as children or grandchildren. (Table II)

In terms of push travel motivation, three factors emerged with eigenvalue greater than 1.0, which together explained 59.304 per cent of the variance in the 17 push travel motive items. The value of KMO was 0.877, and Barlett's test of sphericity was highly significant (chi square = 1,930.587, *df* = 136, *p* = 0.000), indicating the robustness of the analysis; thus, the 17 variables were permitted to be analysed further. As shown in Table III, three push motivation factors had eigenvalues greater than 1.0. The variables are visualised in order and grouped by the size of loading to facilitate factor interpretation.

The results showed that the participants were driven to travel by three push motivation factors. The first factor was named *Personal development*, as it displayed a predominance of items which were linked with participants' desire to equip themselves with new

Table I Demographic profiles

Demographic profile	n	(%)
Gender		
Male	120	48.8
Female	126	51.2
Age group		
55-60 years old	156	63.4
61-65	44	17.9
66-70	18	7.3
Above 70	28	11.4
Marital status		
Married	202	82.1
Not married	6	2.4
Widow	37	15.0
Highest education attained		
Primary or secondary	113	45.9
Diploma or bachelor	101	41.1
Postgraduates	30	12.2
Occupation		
Retired	25	10.2
Employee	11	4.5
Self-employed	135	54.9
Professionals	19	7.7
Housewife	53	21.5
*Average monthly income**		
Less than US$222/less than IDR 3m	24	9.8
US$222-518/IDR 3-6,999,999m	59	24.0
US$519-740/IDR 7-9,999,999m	64	26.0
US$741 and above/IDR 10m and above	95	38.6

Note: *1 US$= IDR 13,500.00

Table II Travel characteristics

Travel characteristics	n	(%)
Visited destination		
Malaysia	22	8.9
Singapore	80	32.5
Australia	14	5.7
Others (including China)	130	52.8
Purpose of travel		
Holiday or leisure	150	61
Business purpose	27	11
VFR	24	9.8
Medical treatment	31	12.6
Religious purpose	8	3.3
Travel arrangement		
Company paid	9	3.7
Paid by family member	129	52.4
Travel agent or tour operator	54	22
Personal fund	53	21.5
Travel accompany		
Friends	26	10.6
Family	184	74.8
Travel alone	16	6.5
Tour group	10	4.1

Table III Push factors influencing seniors to travel				
Factor name	Factor loadings	Eigen values	Variance (%)	Reliability
Factor 1. Personal development		*6.298*	*37.047*	*0.853*
Learning about locals' way of life	0.848			
Expanding personal knowledge	0.764			
Knowing what locals do	0.725			
Learning new culture	0.654			
Meeting with new people	0.586			
Factor 2. Relaxation		*2.098*	*12.342*	*0.858*
Enjoying time with family	0.809			
Enjoying life	0.753			
Visiting places outside Indonesia	0.691			
Escape from routine	0.684			
Visiting new places that never been travelled to	0.642			
Keeping the stamina to be healthy	0.623			
Factor 3. Relationship enhancement		*1.686*	*9.915*	*0.774*
Spending time with people who have the same hobbies	0.763			
Visiting friends and relatives (VFR)	0.727			
Nostalgia remembering places that had visited in the past	0.663			
Attending events	0.604			
Lonely	0.580			
Spiritual experience	0.579			

Notes: KMO = 0.877; Barlett's Test of Sphericity: Approx. *Chi-Square* = 1,930.587; *df* =136, *Sig* = 0.000; Total variance explained = 59.304%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 7 iterations; the significance of italics value should be 0.05 or smaller

knowledge and experiences while travelling. This was achieved through their willingness to explore such activities as meeting new people, knowing way of life of the local people and learning new culture in host destination. *Relaxation* was the label given for the second push factor which corresponded to the participants' desire to enjoy leisure time with their family, to enjoy life, to escape from routines by travelling to new places they never visited before and to improve health stamina. The third push factor was called as *Relationship enhancement*, which confirmed that the desire to improve the quality of their relationship by visiting friends and relatives who live overseas, to enjoy travelling with friends rather than being lonely, to recall their memories towards nostalgic moments in their lives and to encounter with spiritual experiences that is expected to enhance the quality of their relationships with others.

Following the EFA results of the push motivational factors, the calculation for the pull factors demonstrated that the value of KMO test was 0.798, and Barlett's test of sphericity was highly significant (chi square = 1,868.587, *df* = 136, *p* = 0.000), indicating a good result for the 17 variables to be valid for further analysis. As seen in Table IV, five pull motivation factors with eigenvalues greater than 1.0 emerged to represent the original 17 variables, explaining 67.41 per cent of the total variances.

Factor 1 was named *facilities and hygiene* – it encompassed destination attributes related to transport, hygiene quality, accommodation and safety security aspects. Factor 2 was labelled *destination familiarity* – which consisted of the availability of food that is familiar to the senior participants, language that can relatively be easy to understand so that it helped the participants to communicate while they were travelling in the destination and the climate that was not far different from the one in Indonesia. Interestingly, while some participants pointed the familiarity issues influencing their destination selection, some other participants

Table IV	Pull factors influencing seniors to travel				
Factor name	Factor loadings	Eigen values	Variance (%)	Reliability
Factor 1. Facilities and hygiene		5.564	32.727	0.815
Transportation	0.812			
Hygiene and cleanliness standard	0.806			
Accommodation facilities	0.785			
Safety and security	0.631			
Factor 2. Destination familiarity		1.930	11.352	0.750
Familiar food	0.814			
Language t	0.614			
Local food of the visiting destination	0.609			
Climate	0.570			
Factor 3. Value for money and proximity		1.617	9.510	0.763
Total travel expenses	0.843			
Currency value	0.771			
Distance proximity	0.589			
Factor 4. Local attractions		1.273	7.488	0.744
Cultural attractions	0.901			
Natural attractions	0.863			
Tourist information centre	0.466			
Factor 5. Supporting travel facilities		1.077	6.333	0.720
Shopping facilities	0.826			
Special events	0.793			
Health facilities	0.528			

Notes: KMO = 0.798; Barlett's Test of Sphericity: Approx. *Chi-Square* = 1,868.077; *df* =136, *Sig* = 0.000; Total variance explained = 67.41%; Extraction method: Principal Component Analysis; Rotation method: Varimax with Kaiser Normalisation; Rotation converged in 7 iterations

highlighted the availability of local cuisines as the pull factor that drove participants to select the destination. *Value for money and destination proximity* was the name assigned to the third pull factor which represented aspects pertaining to travel expenses. This encompassed travel cost from Indonesia to the selected destination and return, the currency value and distance proximity between home and visited destination. Factor 4 was labelled as *local attractions* – containing the attributes of cultural attraction and natural attraction varieties in the visiting destination and the availability of tourist information centre. The fifth pull factor appeared was *supporting travel facilities* that were emerged from the items of shopping facilities, health facilities and various special events held in the destination.

5. Discussions

This research attempted to discern travel motivation of the Indonesian seniors and their preferences to the decisions of overseas destinations. The study reconfirms that senior tourists' motivation to travel are driven by both internal and external forces. That is, the push factors are internal and drive a desire for people to travel, whilst the pull factors are externally related to destination attributes that influence where to go (Prayag, 2012). Looking at the factors emerged as push attributes, this study revealed that *personal development* appeared to be the most important motive that triggers the Indonesian seniors to travel overseas. In this study, self-exploration factor comprised the attributes relating to the desire to undertake travel activities that allow the seniors to learn about new culture, encounter with the locals and learn from them their ways of life and meet with new people at the visited destination. This evidence is consistent with previous studies about the importance of novelty seeking as the main motive driving seniors to visit new places (Jang and Wu, 2006; Jang *et al.*, 2009, Prayag, 2012). Based on the informal interviews to several respondents, it was discovered that having such opportunities would expand the

knowledge about the places visited. Accordingly, naming the factor as personal development instead of novelty seeking was considered more appropriate for this finding. *Relaxation* was found as the second most important push factor motivating Indonesian seniors to take outbound travel. The emergence of this factor was unsurprising, as most previous studies also highlighted the same motive, in which seniors were driven by the desire to get rid of the boredom of the daily routine life and have a relax leisure time for a while (Jang *et al.*, 2009; Jang and Wu, 2006; Johann *et al.*, 2016; Prayag, 2012; Le Serre *et al.*, 2013). Interestingly, in addition to a strong agreement to escape from routine and maintain a healthy stamina, the relaxation factor was also shaped by the seniors' motive to enjoy life and spend time with family members, as most respondents travelled with their family. Indonesia is known as a collectivistic society in which bonding at an extended family level is still strongly nurtured (Annisa, 2013). As such, taking holiday to overseas along with family members is not only seen as a great way to escape from routine and relax but also considered as a good opportunity to enjoy family time together. *Relationship enhancement* was revealed as the third contributing factor to the seniors' push factors to travel overseas. Although this factor was labelled differently in previous studies (Le Serre *et al.*, 2013; Prayag, 2012), the push motivating items of this factor was grouped consistently to form as new factor of relationship enhancement. It is common to see that after taking a holiday and visiting new places, people have an expectation that the quality of their relationships with others would be better.

With regard to the pull motivating factors, this study has revealed five external factors. First, *facilities and hygiene* factor consisted of transportation, accommodation quality, hygiene and safety attributes. This finding confirms previous research completed by Kim *et al.* (2003) who also revealed this factor. The second factor was *destination familiarity*. In the survey, participants mentioned Singapore and Malaysia as top two destinations visited. This is unsurprising given that these neighbourhood countries have the same cultural root with Indonesia; thus, the language, the food, the climate of these countries are expected to be similar to Indonesia. Moreover, *value for money and destination proximity* was found to be the third important pull factor for the seniors to select a destination abroad. Value for money refers to perceived benefit of the trip taken when being compared with the amount of money paid by tourist for travelling to a destination. Value for money itself was also identified as a pull motivation factor in Prayag's (2012) study. The fact that Indonesia's currency value that is very low compared to the values of other countries has become an important motive influencing the decision to travel or not to travel abroad. Most respondents stated that their travel expenses were paid by family members and the information obtained from the interviews revealing that doing so was an expression of gratitude from the children or grandchildren to the parents, confirming the cultural values held by the Indonesian families (Riasmini *et al.*, 2013). As shown in the survey, the most frequent countries to visit were Singapore and Malaysia. These two countries are relatively close to Indonesia; hence, the short distance for taking trips from home to the visited destination and conversely would directly affect travel expenses paid by the seniors. Therefore, Europe and North America regions are less preferred destinations selected by the Indonesian seniors, as the travel expenses to these destinations will be exorbitant. Interestingly, the emergence of Factors 2 and 3 (destination familiarity and value for money and proximity, respectively) are rarely found in the previous studies. As mentioned earlier in the literature review, most research on senior travellers focused on examining seniors from Western or developed countries. Senior people from these regions might not have encountered with problems related to language and travel expenses since they are relatively more open to the differences and new challenges. According to Reisinger and Turner (2002), as member of high uncertainty avoidance cultures, most Asian travellers are worried about the exposure to language difficulties or other cultural differences when travelling overseas. As a consequence, the two pull factors of destination familiarity and value for money and destination proximity should be taken into account by tourism and travel providers when catering to Indonesian seniors.

The fourth pull factor emerged in this study was *local attractions*. This included both natural and cultural attractions and the availability of information centres to provide services to the participants in case they needed any assistance. The last pull factor appeared from the analysis was *supporting travel facilities*. This encompassed attributes of destinations of shopping facilities, health facilities and special events that are being considered by the seniors when selecting a destination. The emergence of the last two factors confirm the past studies that also found the role of destination attractions and supporting facilities as the important pulling factors for the seniors to choose a destination (Avcikurt, 2009; Prayag, 2012).

6. Conclusion

This study offers significant conceptual contribution to senior tourism literature by extending our understanding of senior travel motivation in an emerging market of Indonesia that was unique compared to senior tourists from different cultural backgrounds. As culture showed its role in shaping Indonesian seniors' motivation to travel overseas, it is expected that this study would stimulate more academic discussions on senior leisure travel in developing countries as well as cross-cultural comparisons between the segment in the developed and the developing countries.

In terms of practical contribution, the findings of this study provide an appealing overview for the relevant tourism stakeholders to establish a variety marketing strategy aimed at the Indonesian senior market, as travel motivation factors influenced by Indonesian cultural values were revealed. For instances, the result showed that the majority of Indonesian seniors travelled overseas with their families; therefore, tour operators could offer family-friendly travel itinerary and design holiday activities involving the whole family members in the visited destination. Further, as destination familiarity appeared to be an important pull motivating factor for Indonesian seniors, overseas tourism organisations could provide pre-departure information, such as the local food and the weather, to improve the likelihood for the destination to be selected by the seniors.

This study is exploratory in nature; therefore, it has limitation in terms of the sampling size and the variables examined. Further research could be undertaken to incorporate more respondents to improve the generalisability of the findings. Other variables such as travel satisfaction and revisit intentions could be added to provide more comprehensive insights as to Indonesian senior market travel behaviour. Comparison with other domestic market undertaking outbound tourism in other countries is also suggested to gain better cross-cultural understanding about the seniors' outbound travel motivation.

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