

A Study of Seniors' Overseas Travel Characteristics, Travel Risk Perception and Travel Constraints - The Case Of Taichung

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ABSTRACT

This research aimed at exploring relationship the travel characteristics, travel risk perception and travel constraints of Taichung senior citizens. Using a convenience sampling, Taichung residents who aged 55 and older and had overseas travel experience were recruited as the study subjects. Of the 550 questionnaires distributed, 515 completed questionnaires were returned. The data were analyzed by descriptive statistics, reliability test, factor analysis, one-way ANOVA, Pearson correlation. With Travel Constraints, Three factors were extracted from factor analyses, three “ Health and Family Constraints ”、“ Tours Constraints ” and “ Responsibility and financial resources Constraints ”. The profile of a respondent was female, 55 to 60 years old, retired, senior high school education, married, had children and living together, perceived health status is fine, with a monthly discretionary income of \$10,000-\$30,000; the most important source of income is their own savings pension, in recent years overseas travel 1 to 5 times, 3 to 8 days, 11 to 20 people, group tourism, recommended by the travel industry, enjoy the scenery, the total cost of \$30,001-\$50,000, the result indicated that: 1. Education level, perceived health status, with a monthly discretionary income and the most important source of income for seniors with different travel risk perceptions are significant differences. ? 2. Age, educational level, perceived health status, with a monthly discretionary income and the most important source of income for seniors with different travel constraints are significant differences. 3. Recent overseas travel days , companion, number of people, total cost, sources of information, travel desire in the future and previous destination for seniors with different travel risk perceptions are significant differences. 4. Want to go, but not the destination is Oceania for seniors with different travel constraints are significant differences. 5. There was a significant positive relationship between travel risk perceptions and travel constraints for seniors.

Keywords : travel characteristics、travel risk perception、travel constraints

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