

Impact of Multigenerational Interactions on Travel Experience and Well-being of Elderly Tourist Insight from the Tourism Industry

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Abstract

Prior research on elderly travel has mostly examined the travel goals, situations, and happiness of older individuals as distinct factors. However, there has been little investigation into the influence of multigenerational interactions on the journeys and well-being of elderly tourists. Recognizing the urgency and importance of this gap, this study explores the impact of interpersonal connections with younger generations on the travel experiences and well-being of older individuals. Extensive research involving elderly travelers reveals that their interactions with their adult children often occur exclusively during shared travel, encompassing the period before, during, and after the trip. The findings also indicate that the recognition of elderly travelers' experiences by their adult offspring significantly influences the quality of these relationships, which in turn affects the well-being of the elderly. Therefore, conducting a thorough examination of how intergenerational interactions impact the travel experiences and happiness of older individuals enables the tourism industry to make necessary adjustments to its products and services. This approach not only enhances intergenerational connections but also contributes to the growth of the elderly tourist market and boosts the profitability of destinations.

Keywords: elderly tourism, multigenerational travel, multigenerational, travel experience

1. Introduction

Over the past few years, the aging population across different regions worldwide has become a major factor in reshaping the travel and tourism industry, where consumer behavior and preferences are being influenced to an unprecedented extent. Given the increase in the number of aging tourists, it is crucial for researchers to understand their specific needs and preferences related to well-being dimensions, which have become significant competitive factors within the tourism industry and design sector.

Firstly, an emerging area of particular importance is the role that multigenerational interactions may play in elderly tourists' travel experiences and well-being. Family generations traveling together can provide a unique and specific set of opportunities and challenges that will shape the course of the vacation (Zheng, Wu, Teng, Wu, & Wang, 2023).

In recent years, there has been a significant shift in tourism—multigenerational travel. Blended families traveling together, sometimes spanning three or more generations, represent a growing segment in the travel industry. As the global population ages, an increasing number of older travelers are embarking on trips, often accompanied by their younger family members. Multigenerational travel offers the perfect opportunity to visit new places and create memories with family members of all age groups. Beyond fulfilling the family bonding aspect, this mode of travel can cater to the diverse needs and preferences of various age ranges as well (Zhao, Xie, Huang, Wang, & Han, 2023).

The demand for senior travelers is rising rapidly due to longevity gains, better health in the aging population, and their wealth. More recently, it has been recognized that this group is essential to the tourism industry, with demand expected to follow them into their golden years, as seniors increasingly seek experiences that contribute to good health in body, mind, and spirit through travel. Elderly tourists evaluate services primarily based on specific needs and preferences, including ease of accessibility, health considerations, and comforts, which are the experiences they have encountered during their tourism journey (Kibara, Odhiambo, & Njuguna, 2012).

1.1 Interacting with Multiple Generations—Beauty in Travel Experience

Multigenerational travel offers a richer experience than traveling with only immediate family, as it nurtures stronger bonds and helps bridge generation gaps. These interactions can significantly enhance the travel experience for elderly individuals, giving them a sense of belonging and purpose in their later years. For senior citizens, sharing experiences with younger family members can be a powerful way to refresh their health—energizing them in ways they may not have thought possible. Additionally, younger members can assist with practical matters, ensuring that elderly travelers feel supported and safe throughout their trip (Becker, Farja, Greenfeld, Markova-Nenova, & Wätzold, 2022).

1.2 Multigenerational Travel as a Wellbeing Booster

Travel has always been recognized as beneficial to mental health and wellness, offering new avenues for relaxation, exploration, and self-discovery. For older tourists, multigenerational travel can be especially advantageous, supporting not only physical well-being but also emotional and social health. Traveling with family members can help reduce feelings of loneliness and isolation among seniors, potentially elevating their overall happiness and satisfaction through shared travel experiences.

However, travel often involves physical exertion, such as walking through historical sites, participating in outdoor adventures, or simply moving from one location to another. These activities can help elderly tourists stay healthy, hearty, and physically fit, while also improving mobility (Kwok & Koh, 2022).

Emotional well-being is crucial for elderly individuals, and traveling has proven to be an effective antidepressant. Life can become monotonous in older age, so seniors often love traveling for the opportunity to discover unfamiliar locations that can reignite their vitality and introduce a fresh sense of adventure. The social interactions that come with multigenerational travel can strengthen family ties and reduce loneliness. The company and emotional support of family members can make the trip more fulfilling, positively impacting the psychological well-being of elderly tourists (Isik, Dogru, & Turk, 2018).

1.3 The Inception of Multigenerational Travel for the Tourism Industry

The travel and tourism industry has started to recognize the value of designing tours specifically for multigenerational travel, which includes senior citizens. The industry is responding by creating accommodations designed for aging travelers and special travel packages tailored to this demographic. Tour operators and destinations are increasingly offering products that cater to travelers of all ages (Mesci, Pekerşen, & Mesci, 2021).

The best multigenerational travel experiences start with age-friendly accommodations. Lodges and resorts are now adding features such as wheelchair-accessible rooms and mobility aids, ensuring that older tourists can enjoy their stay comfortably and safely. Additionally, offering communal spaces and activities that appeal to both younger and older travelers can make the journey more enjoyable for everyone involved.

Specialized travel offerings targeted at multigenerational groups are increasingly in demand. These packages typically include a range of activities and attractions that teens and younger children will enjoy, ensuring that no one in the family is bored on the next holiday. These packages may include guided tours, cultural experiences, and health and wellness-oriented activities tailored to the interests and capabilities of elderly tourists.

While multigenerational travel has many benefits, there are still challenges in the tourism industry that need to be addressed to maximize this experience for senior travelers. Planning for such trips requires flexibility and a thoughtful balance of diverse interests across different age groups. Accessibility and comfort for elderly travelers, ensuring they can travel hassle-free, are essential components of a successful multigenerational trip.

One of the most challenging aspects of multigenerational travel is keeping everyone happy, as vacations often involve a variety of activity preferences. Younger family members may seek excitement and adventure, while senior tourists might prefer more soothing activities rich in culture. To ensure the success of multigenerational travel, it requires careful planning that includes diverse activities in which people of all ages can participate and enjoy.

Older tourists need accessibility and convenience. The travel industry must communicate that mobility-challenged tourists of all abilities can visit accessible attractions, find suitable accommodations, and engage in appropriate events. This includes providing information on accessibility features, transportation options, and ensuring that health and safety protocols are followed. The travel and tourism sector can be inclusive for older travelers, as long as accessibility to various services is considered (Sun, Chenggang, Khan, Hussain, & Bano, 2021).

This paper provides a thorough analysis of how intergenerational interactions impact the travel experiences and well-being of elderly tourists. It specifically explores different aspects of these interactions and their role in enhancing travel experiences for older individuals.

1.4 The Key Benefits of Elderly Tourists

This article explores the core benefits of multigenerational travel for elderly tourists, focusing on: (a) physical well-being, (b) emotional well-being, and (c) social well-being. The idea that participating in travel activities with younger family members is beneficial for physical health, as it keeps seniors more active and exposes them to new experiences that they might not pursue when traveling alone, is reinforced. It also highlights that emotional support, combined with the exhilarating experiences of travel, can lift the spirits of senior citizens and help them break out of their routine. Moreover, multigenerational travel enhances social interactions among family members and reduces the risk of loneliness in older travelers (Uzuner, Akadiri, & Lasisi, 2020).

1.5 Tourism Industry Adapting

This paper significantly contributes to understanding how the tourism industry is adapting to serve multigenerational travelers, particularly elderly tourists. It offers a comprehensive review of age-friendly housing developments and bespoke travel packages designed to meet the needs of distinct generational groups. The paper also provides concrete suggestions for enhancing the travel experience of older tourists through examples of industry adaptations. This perspective is valuable for professional tourism practitioners aiming to offer the best service and develop an inclusive travel industry.

Family dynamics are not overlooked in the paper, which acknowledges the challenges of balancing the needs of multiple age groups while ensuring access and comfort for elderly travelers. This balanced approach is complemented by new strategies and best practices that emphasize forward-thinking and consideration beyond mere availability. The paper offers wise advice for the tourism industry and families considering multigenerational travel (Sigala, 2020).

Additionally, the paper contributes to the existing academic literature on elderly tourists, tourism, and aging by providing an empirical account of how multigenerational travel affects older travelers. It addresses a research gap; as little effort has been made to understand how travel across generations impacts senior well-being. This paper could guide researchers in developing further inquiries into these domains.

The paper provides practical implications and actionable recommendations for the industry, serving as a guide for tourism professionals seeking to improve their services and deliver effective travel experiences for elderly tourists. It highlights best practices and innovative approaches for catering to this demographic. The analysis and recommendations may assist industry stakeholders in better understanding multigenerational travelers, leading to improved responses to their needs and enhancing the overall travel experiences of elderly tourists.

Finally, this paper concludes with a call to action for the industry to design travel experiences that are accessible, enjoyable, and suitable for elderly travelers, collectively supporting a more inclusive approach to travel. In conclusion, the purpose of this paper is to raise awareness about the importance and benefits of multigenerational travel for seniors, with the hope of inspiring a focus on inclusivity and well-being within the tourism industry.

2. Literature Review

An analysis of Chinese academic research indicates that scholars have employed a dual strategy concerning the leisure activities pursued by elderly Chinese individuals during holidays. The first concept is known as TOR (Travel for Old-Age Resources), where elderly individuals travel to tourist destinations specifically to seek care supplies. This may take the form of healthcare tourism or simply as a way to find assurance. TOR, or Tourist-Oriented Residency, combines elderly tourism with short-term migration, serving as a type of temporary mobility. The second type of elderly travel is more traditional, involving long or immediate vacations, often taken with relatives. These holidays, driven by a desire for adventure and exploration, are not explicitly focused on seeking medical facilities. This approach is similar to the mode of transportation used by Canadian “snowbirds,” who travel in vacation homes to destinations like Florida during the colder months, or individuals who travel in China during the winter. While the distinction between the two may not always be clear-cut, it is possible to differentiate them based on the extent to which traveling is connected to the search for elderly care facilities and resources (Shang, Lian, Chen, & Qian, 2023).

By examining a wide variety of international literature, it becomes clear that prolonged periods spent away from one’s usual place of residence offer numerous advantages, particularly for individuals who typically reside in colder regions. The elderly often chooses to go on long-stay holidays to enhance their quality of life by making the most of the assets available in various regions. This includes enjoying warmer climates, experiencing

different living and tourism areas, immersing themselves in diverse natural and human surroundings, and accessing assistance resources, recreational opportunities, and care services. Additionally, this form of tourism can help elderly individuals residing in urban areas by reducing living expenses, such as paying for winter heating bills, fostering reminiscences, expressing themselves more fully, enhancing their physical fitness, promoting overall well-being, maintaining emotional health, and potentially even preventing cognitive impairment. These extended periods away from home offer a sense of freedom and independence, empowering the elderly to make the most of their lives (Dowling, 1998).

Arquero, Fernández-Polvillo and Jiménez-Cardoso (2024) employed a McFadden choice model to assess the significance of travel, family members, and seasonal attributes in the decision-making process of selecting tourism destinations. Geographical separation, security, privacy, trip type, and facility characteristics are among the main variables that influence the travel selections of older visitors.

Murshed, Mahmood, Alkhateeb and Banerjee (2020) identified that the tourism destination selections of senior individuals are influenced by factors such as availability, connections with residents, alleged security, environmental conditions, and resources that are accessible. Chen (2023) introduced a comprehensive model that explores the factors influencing seniors' choice of a destination for tourism. This model considers the interplay between their emotions, push and pull incentives, and the level of enjoyment they derive from a specific site. Furthermore, various studies indicate that population features, the neighborhood context, previous travels, and familiarity with the destination all play a role in influencing the vacation destination choices of older tourists. Understanding these factors sheds light on the complex decision-making process of older tourists. Previous investigations on short-term retired movement locations have primarily focused on national and regional dimensions.

An exemplary study conducted by Yu, Wang, Katsumata, Zhao, Wang and Jiang (2024) examined the factors influencing the choice of TOR destinations among urban older adults in China. The study focused on personal factors (PF), family factors (FF), social variables (SF), and destination factors (DF). The researchers used descriptive statistical methods to analyze data collected from a sample of 130 participants. Their research demonstrated that urban senior individuals have a preference for cities as their location of choice. Moreover, the study revealed that the proportion of elderly individuals who opt for cities (67.1%) is more than double the proportion of those who select rural locations (32.9%). The study also demonstrated that individuals' decisions between urban and rural places were mostly influenced by criteria such as disposable income, plans for TOR (terms of reference), geriatric services, and medical services.

Nevertheless, the Wu, Lin, Zhang, Dahana and Li (2024) study suffered from a limitation in which multiple aspects were assessed using only one question. Consequently, this restricted the ability to conduct a thorough examination of prospective relationships across factors. Furthermore, the study's sample size was relatively small in comparison to China's vast population of senior citizens, thereby limiting the generalizability of the findings.

Additional studies indicate that elderly individuals who travel in search of resources for old age are typically influenced by various factors, including their characteristics (such as psychological well-being, personal or family financial situation, and population demographics), recommendations from friends and relatives, interactions with others, and the specific circumstances of their final destination. Hence, the primary objective of this study is to analyze the inclination to engage in travel to urban and rural regions, considering the perspectives of PF, FF, SF, and DF, along with other variables and samples.

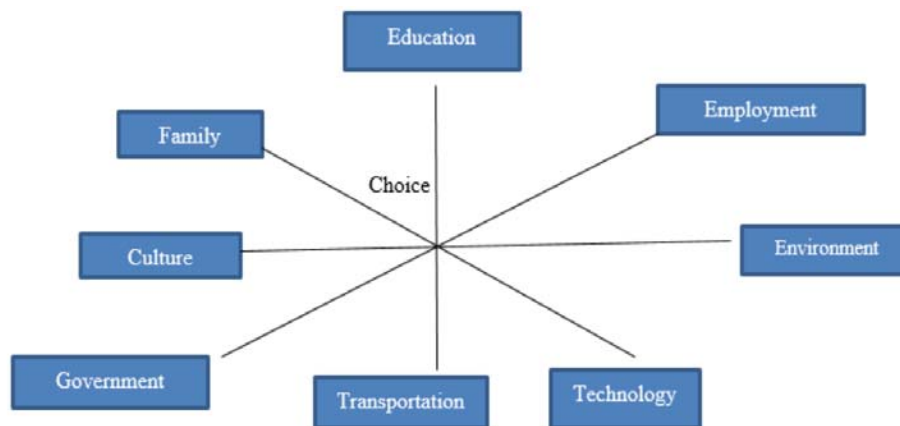


Figure 1. Factor influencing choices

The study is significant because it establishes a direct connection between tourism and senior health care, which is an increasingly important social issue not only in China but also in other countries. If a robust correlation is discovered between the need for healthcare resources and the preference of senior citizens for holidaying in rural areas, this finding would have significant consequences for the continual growth of senior healthcare and rural tourism strategies in China.

3. Methodology

In qualitative investigations, in-depth interviews are a valuable method for collecting data. Investigators can collect primary data by engaging in direct communication with informants (Balsalobre-Lorente, Driha, Leitão, & Murshed, 2021). Qualitative research, as an inductive method, is typically conducted to explore unexplored subjects. Engaging in this kind of work can enhance individuals' understanding of their own lived experiences and the process of generating these memories. Analytical data are valuable for summarizing and elucidating the fundamental meanings of concepts, thereby facilitating the development of new theories (Pata & Balsalobre-Lorente, 2022). The objective of our study was to examine the specific attributes of multigenerational family contact in relation to geriatric tourism within the traditional Chinese cultural setting. This topic remains underexplored, and our study takes a step towards addressing it. Therefore, our choice to utilize a qualitative methodology was justified. This approach also responds to the request made by Khan, Yaseen and Ali (2019) for further investigation into the intricate behavioral processes and interpersonal aspects associated with senior tourism.

Recruiting appropriate sources who possess the ability to provide serious and correct responses to the study's inquiries is of utmost importance (Abbasi, Lv, Radulescu, & Shaikh, 2021). In qualitative analysis, researchers intentionally and deliberately choose particular information providers rather than randomly picking them, to gather the required and adequate data for a thorough study (Shang, Zhu, Qian, & Xie, 2023). Our study was conducted with meticulous attention to detail and thoroughness. Consequently, the data in this study were collected using purposeful sampling and snowball sampling strategies. Initially, the interviewees were prompted to recall their previous travel encounters. To ensure the accuracy of participants' recollections, we invited senior individuals who had traveled during the preceding year. Furthermore, individuals classified as "empty-nesters" (older individuals whose children no longer live with them) and "unemptied-nesters" were specifically requested to participate in discussions. According to the definitions of aging provided by the World Health Organization (WHO) and the Chinese government, all individuals who provided information were sixty-five years of aged or older.

3.1 Research Design

A mixed-methods research design was adopted to investigate the role of multigenerational interactions in influencing elderly tourists' travel experiences and well-being. The study employed a combination of quantitative surveys and qualitative interviews to achieve better understanding of this image-based phenomenon.

3.2 Sampling

The survey focuses on baby boomer travelers, aged 60 and older, who have taken multigenerational trips. Enrollment was done through purposive sampling to include participants who met the study criteria. A follow-up

survey involved of 200 participants, with a subset selected for in-depth qualitative interviews.

3.3 Data Collection

3.3.1 Quantitative Data Collection

A structured questionnaire is written to gather numerical data. The questionnaire included sections on background characteristics (age, sex or gender, education, marital status, and household composition), travel experience (professional travel as part of a job and personal or recreational travel, including travel solo, with peers, or family members, and places visited), and extended family interaction (the nature of interactions with family members during travel, including whom participants interacted with and how often). Additionally, it assessed responses to outcomes/benefits and the challenges of traveling with other generations, focusing on emotional and physical well-being, with subjective measures of health at all stages before the travel experience.

The data were collected via mail and online surveys among various elderly tourists over three months.

3.3.2 Qualitative Data Collection

The qualitative data consisted of in-depth semi-structured interviews with 20 elderly tourists who had engaged in multigenerational travel. The interview guide included open-ended questions on the impact of interactions on their travel experience, the benefits of multigenerational travel on their sense of well-being, and the inspiration for their multigenerational travel experience. Interviews were conducted either in person or via video conferencing, depending on the participants' preferences and locations. The interviews, which lasted between 60 and 90 minutes, were recorded with the participants' audio-recorded consent.

3.4 Data Analysis

3.4.1 Quantitative Data Analysis

Descriptive and inferential statistics were employed to evaluate quantitative data from the surveys. Summaries of the demographic characteristics, travel experiences and well-being measures were presented using descriptive statistics including mean, median (for continuous data) and standard deviations. Inferential statistical tests such as t-tests and ANOVA, test were conducted to explore variation in well-being of both generations, including differences in travel experiences based on demographic factors or the extent of involvement extent in multigenerational interaction.

3.4.2 Qualitative Data Analysis

The interviews were transcribed verbatim and analyzed using thematic analysis. Thematic analysis involved coding the data to identify common themes and patterns around multigenerational interactions, travel experiences, and well-being. Coding and data organization were completed using NVivo software. The analysis was an iterative process, involving ongoing comparison and the development of themes to ensure a comprehensive understanding of the participants' lived experiences.

3.4.3 Validity and Reliability

To ensure the validity and reliability of the study, several strategies were employed. The use of tessellation involved integrating both quantitative and qualitative methods to strengthen the findings. Pilot testing was conducted for the questionnaire and interview guide to identify and address potential issues before the primary data collection phase. Additionally, member checking was utilized by sharing preliminary findings with a subset of interview participants, ensuring that the identified themes were accurate and relevant. Reflexivity was maintained through the use of a reflexive journal, where the researcher documented reflections and positionality throughout the research process. By employing these strategies, the study aims to offer valuable insights into how multigenerational interactions affect the experiences and well-being of elderly tourists, thereby providing practical implications for the travel industry (Song, Zhao, Chang, Razi, & Dinca, 2022).

Table 1. Demographics of interviews

No.	Gender	Age	Education	Life standard	Travel party	Interview type
1	MALE	69	14 th	With family	With young children	Personal
2	FEMALE	68	12 th	Live together	With grandchildren	Personal
3	MALE	67	14 th	Live apart	Couple	Personal
4	FEMALE	62	12 th	With family	With young children	Personal
5	MALE	63	10 th	Live apart	Couple	Personal
6	FEMALE	61	8 th	Live together	With family	Personal
7	MALE	65	16 th	With family	With young children	Personal

4. Results

4.1 Quantitative Findings

The study sample consisted of 200 domestic elderly tourists aged 60 and above. Of the sample, 55% were female and 45% were male. The highest education levels of the respondents were distributed as follows: 45% held a bachelor's degree (≥ 5 years), 25% had completed primary school, 25% had completed junior high school, 15% had earned a master's degree, and 10% had completed senior high school or secondary professional education (within two-year higher college education) or had equivalent qualifications. Regarding travel frequency and type, more than 70% of the survey participants traveled at least once a year. Among these, 60% traveled with family members (e.g., adult children, grandchildren), 25% traveled with a spouse, and 15% traveled without any company. In terms of interactions, 65% of the participants reported having many positive interactions during travel with family members, noting that it improved bonding and had a positive effect as everyone spent extended time together. However, 20% indicated experiencing occasional conflicts and generational differences (Beneki, Eeckels, & Leon, 2012).

4.2 Impact on Well-being

Positive Psychosocial Impact: 80% of respondents noted that multigenerational travel positively affected their mood and reduced stress. Participants described feeling happier and more content with life post-travel. **Physical Well-being:** 50% of respondents reported engaging in physical activities during travel, such as walking outdoors. **Social Well-being:** 75% of elderly tourists traveled with family and were accompanied by an average of 6.45 people. They reported that their family relationships were more connected, and they experienced a greater sense of belonging during their road trips. Additionally, some therapeutic aspects were highlighted, as having younger family members around made them feel more at home (Lyu, 2024). **Mental Well-being:** 60% of respondents stated that travel helped them focus their minds by creating new memories, which increased cognitive function and creativity.

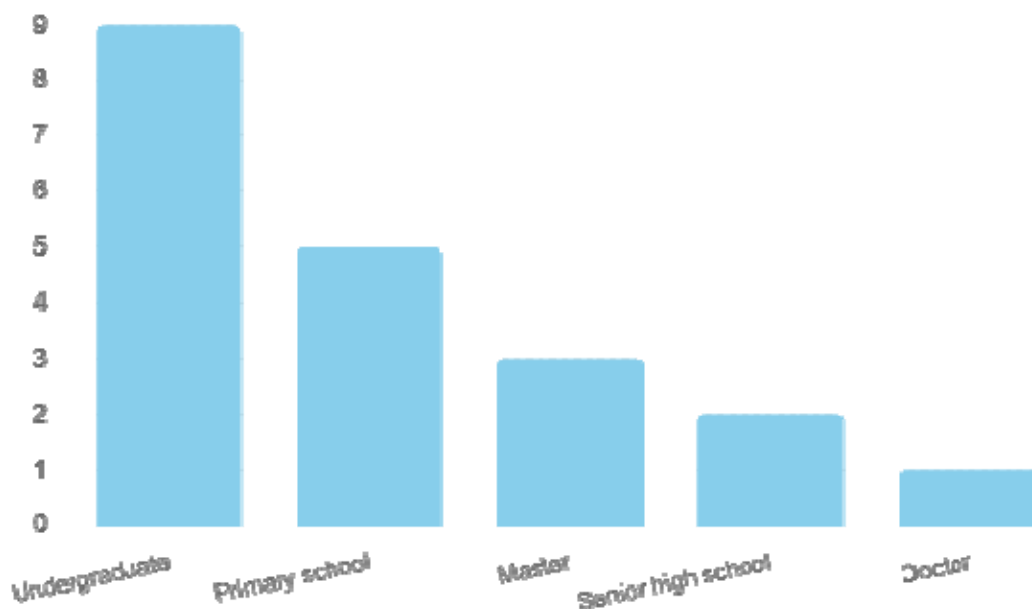


Figure 2. Distribution of Education level among interviewees.

4.3 Qualitative Findings

Improved Family Relations: Multiple participants shared that traveling with multiple generations provided valuable time together, which in turn strengthened intergenerational bonds. Shared experiences such as sightseeing, dining out, and spending time together led to stronger relationships (Waheed, Sarwar, & Dignah, 2020).

Problem and Conflict Resolution: Some participants noted challenges related to differing activity preferences and travel speeds among generations. However, they identified strategies for resolving conflicts, including

negotiating activities and managing expectations, which helped maintain harmony during the trip.

Emotional & Psychological Positive Aspects: Interviewees frequently reported experiencing an emotional high and reduced feelings of isolation during multigenerational vacations. The recurring theme was the value of quality time with family, which contributed to lasting happiness.

Exercise During Travel: Participants mentioned that they enjoyed being active while traveling, including the planning involved in navigating through a new city. These activities contributed to their overall happiness and health during the trip (Ozturk, Aslan, & Altinoz, 2022).

5. Discussion

It was found in this study that the elderly derives a variety of advantages, which shows that there are positive effects on their overall well-being from universality multigenerational travel.

Psychological Well-being: The improvement processes of stress and happy emotions of the participants are in agreement with other studies done in that focus on benefits of travel to consumers. The joy of people in planning for a holiday alongside the enjoyment of experiences and reminiscences contributes largely on the improvement of the people's smiles. This tallies up the idea that traveling can best be described as a motivational process of stress relief for the elderly to escape their monotonous daily life routines and social contexts getting a signed fulfillment and emotional relief instead (Li, Wu, & Patwary, 2022).

Benefits in terms of Physical wellbeing: The physically mobile behaviors, including walking and going for excursions, were often directed from the elderly tourists. These activities reduce unhealthy behaviors, and in addition, promote health and wellbeing. Such results can be confirmed with the former studies because it has been established that participation in leisure activities has a direct and an indirect effect on the physical health of older adults. Elderly people can travel and do some physical activity which helps them improve health in return keeping their heart strong, increasing mobility and independence which are all essential elements of aging healthy (Nosheen, Ahmad, Anjum, & Kouser, 2021).

Rebalance Disney Families and Provide Inclusive Feeling: Participants reported strengthened family relationships and an enhanced sense of belonging as some of the social benefits offered by multigenerational travel. Since elderly tourists travelled with families, they were able to develop and maintain deep lasting relations through all generations thereby reducing social isolation and enhancing social support. These relations help enhance social health in that they protect people emotionally and build communities. When family members take vacations, there are many benefits to the family including the experiences which create strong relationships and connective supports such that even post-travelling, there is a loving and supportive attitude from all family members (Balsalobre-Lorente, Abbas, He, Pilař, & Shah, 2023).

Mental Well-being: New places or experiences that one encounters while traveling provide the stimulation required for mental activity, keeping the mind busy. This in turn is important for the mental wellbeing of an individual as it enables seeking solutions, learning, and adjusting to new situations. They maintained that such engagement involved in the exploration of unfamiliar places and cultures aids in cognitive preservation and alleviation of boredom. This is consistent with previous findings that have argued that for mental sharpness and active cognitive processes among the elderly, there is need for changes in environment and experiences (Kongbuamai, Bui, Yousaf, & Liu, 2020).

Challenges and Solutions: In spite of the many advantages, multigenerational travel has its own share of challenges. Conflicts concerning preferences and activity levels across generational age groups stood out as the majority of participants spoke to such issues Managing different preferences activity levels across generations is bound to present conflicts. These conflicts highlight why there is a need for good communication, compromise and flexibility in order to make the travelling experience memorable to all. Making it possible to resolve these issues can greatly expand the overall satisfaction gained from the experience, so that each of the generations are not only having a good time but also have some added value. Of these conflicts, opportunities for constructive discussions and realistic expectations should be prescribed in order to lessen any confrontations and enhance the quality of travel experience in everyone who takes part (Mejjad, Rossi, & Pavel, 2022).

6. Conclusion and Policy Implications

Most prior research on elderly travel has focused primarily on aspects such as travel goals, circumstances, and the intention to seek happiness while away from home. However, the impact of multigenerational interaction on elderly tourists' travel experiences and well-being remains relatively underexplored. Recognizing this critical gap, this study examines how interpersonal connections with younger family members influence the travel experiences and overall well-being of elderly tourists.

The results indicate that intergenerational interactions play a crucial role in enhancing the well-being of older travelers during their journeys. These interactions, particularly with adult children, contribute significantly to the elderly's perception of their travel experiences. The symmetry in relationships with adult children, both during and after the travel experience, is essential for fostering a positive overall travel perception. When elderly parents receive positive validation of their travel experiences from their grown children, it leads to stronger, healthier relationships and an overall improvement in their well-being. Conversely, a lack of acknowledgment or negative validation can result in unfavorable experiences and potentially adverse effects on the health and well-being of older individuals.

This research, therefore, holds significant value as it provides insights that can inform the customization of tourism products and services to better accommodate the unique needs and preferences of elderly tourists, particularly in the context of intergenerational interactions. By tailoring travel experiences to support and enhance these familial connections, the tourism industry can contribute to the improved quality of life for elderly individuals. Additionally, the findings suggest that enhancing the travel experiences of older adults through thoughtful consideration of multigenerational dynamics has the potential to expand and commercialize the elderly tourism market. This, in turn, could lead to a more inclusive and sustainable tourism industry that recognizes and values the contributions of elderly travelers.

6.1 Policy Implications

- Policy implications for the tourism industry and related stakeholders

Providers could also benefit from designing and marketing packages that appeal to multigenerational groups. These offerings should not only cater to the elderly but also their younger family and guarantee a good time for all generations involved.

- Training for Tourism Staff

Operate training programs for tourism staff to learn more about the multi-generational travellers and their unique needs/preferences. Interactions should be brought about with a positive manner in mind, and have necessary skills that allow them to avoid any conflicts which are likely to arise. Create strength and comfort in tourism destinations to welcome the aged tourists This means making sure we have things like walking aids, more comfortable seating and accessible transport.

- Intergenerational Activities Initiative

The best destinations provide activities that foster cross-generational sharing and participation. It might be cultural excursions, leisure activities or educational sessions for old and young at the same time.

- Recognition Programs:

Recognition programs can be developed to showcase the elderly traveler, their stories and contributions which in turn will help develop relationships and provide you with loyalty travel. This might take the form of unique events, discounts or rewards for multigenerational travel packages.

- Support Services:

Assistance with travel planning, health and wellness programs support services for emergencies may protect elderly travelers. They should be easy to access and designed for the specific needs of older adults who are on-the-go.

- Marketing Strategies:

Campaigns should promote the benefits of multigenerational travel - for family dynamics and activity benefits. Sharing experiences of multigenerational travel through stories and testimonials can motivate additional families to embark on what is an increasingly popular type of journey.

Adopting these policy recommendations could help to make the tourism arena friendlier and more welcoming for older tourists. Multigenerational holidays where older family members get a lot of positive human interactions improve the quality not only in life and health for elderly persons, but also generate value resulting from growth and profitability in tourism market.

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Data sharing statement

No additional data are available.

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