

A PROPOSED FRAMEWORK: UNDERSTANDING SENIOR TOURISTS PARTICIPATION IN MALAYSIA

Nurlida Ismail^{1*}, Harpaljit Kaur², Jayasutha Matiah³, Leow Yen Mee⁴ and Ong Pooi Fong⁵

¹²³⁴⁵Business and Law Faculty, Taylor's University, Subang Jaya, Malaysia

*Corresponding author: nurlida.ismail@taylors.edu.my

Accepted: 16 November 2019 | Published: 4 December 2019

Abstract: *Societies across the world are ageing. The global population aged 60 years or over numbered 962 million in 2017, more than twice as large as in 1980 (United Nations, 2017). However, senior tourist is a segment that has not held great importance in the tourism industry, and it is still a relatively new segment that is poorly studied and mistakenly segmented. The problem in previous studies is that ageing population has usually been generalised and subjected to stereotypes. Generally, older people are seen as poor in health and socially isolated group of society, which led to the lack of provision of diverse range of activities and tourist destination. However, this ageing generation is projected to be healthier, financially more capable and more productive than preceding generations. Previous researchers acknowledged that this group is heterogeneous and they are individuals who have specific needs and expectations. They are travellers who require tailor-made services and prefer to build trust through face-to-face interaction with service providers. They have different preferences,*