Geronotological Approaches in Tourism Research - Demonstrated in the Comparison Between Two European Regions

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Abstract
In the two regions the Turkish Riviera and the Tyrol, tourism plays a significant role. A considerable part of the gross domestic product is generated in this sector. Demographic developments are having an effect on the travel market, as demand from senior travelers is on the rise. There are also other factors indicating that this target group will travel more in the future. This paper explores how the two aforementioned regions are reacting to these demographic changes in their advertising. The aim is to find out whether advertising includes and focuses on age. The study reveals that, so far, only very little effort has been made in this direction, despite the fact that there is a wide range of opportunities that could be seized by decision-makers in tourism. There are already some examples of regions that are focusing on the positive effect of age – including in advertising.

Keywords: senior tourism, the Turkish Riviera, the Tyrol, tourism advertising, tourism marketing.

1 Introduction
Senior tourism is a market that is becoming increasingly interesting for the tourism industry. This sector has seen strong development in recent years, and trends are predicting further growth. “Today, 50 to 75-year-olds account for over 48% of those booking package holidays, although they only constitute 29% of the population” (without author1, 2007). This fact clearly shows the increasing importance of this market. Some further interesting aspects in this context are the following:

- A growing number of seniors travel, and the number of journeys lies above average.
- Seniors increasingly prefer foreign travel destinations.
- Senior tourists prefer staying at hotels and guesthouses.
- Compared with other groups, seniors spend the most money on their travels. (Dettmer et al., 2000: 92)

Furthermore, it is a known fact that seniors spend a large part of their discretionary income on consumer goods, including travelling. For instance, one study reveals that 65 to 70-year-olds spend 4.1% of their consumer goods budget on package holidays. The average for all age groups is 2.7% (Petermann et al., 2006: 59). This illustrates clearly that senior tourism has already become an important pillar of the tourism industry, and there will be even further growth due to demographic development. Hence, the question is to what degree specific holiday regions have already adapted to these and are implementing them in their marketing strategies.

2 State of research
There are already a considerable number of publications on the subject of senior tourism. The following is an exemplary list of noteworthy publications: 'Effects of aging in tourism.
Age as an opportunity for travel operators’ by Artho (1996), ‘Best-agers in tourism, tourism with best-agers’ by Mundt and Kagelmann (2004), ‘Senior tourism: Status, trends, development’ by Heeren (2004), ‘The travel market for seniors’ by Lilienthal (2007) as well as ‘Discovery of the 60+ generation in tourism’ by Neßlböck (2008). These publications, however, refer mainly to the economic effects of an aging clientele in the tourism industry, and less to the marketing strategies of tourist regions, which are the subject of this study.

A large-scale study entitled ‘Effects of demographic change on tourism and implications for tourism policy’ was published in May 2009. This study was commissioned by the German Federal Ministry of Economics and Technology. The objective of this study is to give a clear account of the demographic change and to identify any connections with tourism (Lohmann et al., 2009: 4). The authors focus on three different regions in Germany, exploring the effects of the current demographic development on demand and supply as well as on the labor market in the tourism sector. The study presents the following results:

- There will be a slight increase in demand.
- There will be a shift in the structure of demand, with the importance of seniors in tourism growing faster than the percentage of seniors in the population.
- Travelling with children will experience only a slight decline.
- There will be a shift in travel behavior caused mainly by travelers between the ages of 60 and 70. Examples of these shifts are:
  - More foreign and less domestic travel;
  - More air and car travel and less bus and train travel;
  - Less seasonality (i.e. less summer tourism);
  - As well as an increase in the significance of culture, nature and health, and at the same time a decline of beach and recreational holidays. (Lohmann et al., 2009: 12)

The study indicates that the reduction in domestic travel volume, the rising significance and heterogeneity of target groups and the regional shortage of qualified personnel represent the biggest challenges in the tourism industry caused by the demographic development. According to this study, a reaction to these challenges is expected above all from politicians, who should create appropriate framework conditions to enable tourism to respond to the imminent changes.

In addition to the aforementioned publications, there are a number of institutions that conduct research into tourism. The following institutions are some of the most important in this field. The Department of Strategic Management, Marketing and Tourism at the University of Innsbruck explores changes in the tourism industry and future challenges, above all those affecting the Tyrol region. The School of Economics and Management at the Free University of Bolzano in Bruneck, South Tyrol, offers a ‘Major in Tourism Management’, during which research on changes in the tourism industry is frequently carried out. The Institute for Tourism and Development in Starnberg is an advisory institution that regularly conducts research projects – both carried out by the institute and commissioned – on issues concerning tourism.

3 **Current situation in tourism: Data/Description of the two compared regions**

The following chapter will outline the current situation of tourism in the two regions to be compared: the Turkish Riviera and the Tyrol. The significance of these two regions is confirmed by the fact that they are among the top ten most popular travel destinations worldwide, occupying seventh (Turkey) and ninth place (Austria) respectively. (Deutscher Reiseverband, 2009: 3)

3.1 **The Turkish Riviera tourism region**

Turkey has developed into one of the most popular travel destinations in Europe. In 2009, almost 27.1 million tourists visited the country, German tourists representing the biggest group with around 4.5 million. Yet there were also 550,000 Austrian visitors to Turkey.
Based on the number of tourists, this makes Turkey the seventh most popular tourism destination worldwide. Tourism accounts for 11% of Turkey’s gross domestic product, a value roughly equivalent to the European average (Ehmer and Heymann, 2008: 15). When it comes to the number of tourists, Turkey has experienced a strong upswing. The Turkish tourism industry slowly began organizing itself in the 1960s, but initial development was hesitant. Only in the 1970s and early 1980s, when other Mediterranean countries already had a booming tourism industry, did Turkey start making use of its multifaceted tourist attractions – long beaches, historical and cultural sites. This dramatic growth in the 1980s was above all the result of radical political change which brought with it the introduction of free market economy and a considerably larger orientation towards international market (Zentrum für Türkeistudien, 2002: 19). As a result, major investments were made in the hotel business and infrastructure, leading to an increase in the number of tourists from just over 10 million in 2000 to almost 27.1 million in 2009. Experts predict that these figures will continue to rise in the future, possibly even reaching 30 million tourists by 2010 in the event of very strong year. Thus, Turkey can be referred to as “one of the fastest growing tourism markets worldwide” (Friese and Hermann, 2010). One reason for this strong growth, among others, is the price-performance ratio that tourists consider the best among the Mediterranean countries and which is further strengthened through large-scale offers such as all-inclusive holidays. This is one of the reasons why Turkey has overtaken Italy as the third most popular travel destination among German tourists, and why in the near future it could also catch up with Spain, which is currently Germans’ second most popular holiday destination. In order to maintain this positive trend, Turkey is trying to enter into new markets, an undertaking which seems especially lucrative in the Arab countries due to the fact that most of the tourists from these countries have considerable purchasing power and enjoy spending their vacations in Turkey because they find convenient conditions from a cultural, and above all a religious, point of view. (Friese and Hermann, 2010)

An especially interesting region for tourism in Turkey is the Turkish Riviera. It is the main travel destination for foreign tourists who spend their vacation in Turkey. Depending on the definition, the 'Turkish Riviera' is the name of a 120 to 250 km-long coastline that lies mainly in the area between Antalya and Alanya. Due to the location of the Taurus Mountains behind the coast and its altitude of up to over 3000 m, cold north winds do not reach the coast. Therefore, there is a mild climate throughout the year, making this coastline the perfect location for a tourism region (Wünsche, 2007: 88). Antalya has become the main destination in this area, a fact underlined by the tenfold increase in the population, growing from around 95,000 inhabitants in 1970 to almost a million, since the opening of the tourism market. This clearly illustrates the economic growth the Turkish Riviera has experienced as a result of the introduction of tourism.

From a gerontological point of view, it is interesting to see that the percentage of tourists above the age of 65 years is still relatively small. A survey conducted in 2009 to examine the age pattern of all tourists entering Turkey showed that 7.43% were over 65 years of age (TurkStat).

### 3.2 The Tyrol tourism region

Tourism is also an important sector in Austria. In 2008, more than 32 million tourists spent their vacation in Austria. The average duration of stay was of around four days. This shows that tourism represents an important contribution to the economic performance in Austria. Tourism generates around 5.1% of the gross domestic product and provides around 7% of full time employment (Hummer, 2009: 60). Furthermore, Austria ranks second in the World Economic Forum's Travel and Tourism Competitiveness Index, surpassed only by Switzerland. This ranking indicates to what degree a land is attractive for tourists and in-
cludes 133 countries (World Economic Forum, 2009). This clearly demonstrates the importance of tourism in Austria.

Within Austria, the Tyrol is the region with the largest number of incoming tourists. In the tourism year 2008/2009, 9.1 million arrivals were registered, which accounts for approximately 28% of the total number of arrivals in Austria (Ribing, 2010: 41). In the past ten years, the number of arrivals has increased by 20.5%, whereas the number of overnight stays has risen by only 9.1%. This can be attributed to the fact that the average duration of stay of the individual tourist has declined slightly (Gattringer, 2009: 9). Tourism in the Tyrol has a long history. The first steps were taken as early as the mid 19th century – a development that is closely linked to the foundation of the German and Austrian Alpine Associations. By the end of the 19th century, the ‘Landesverband für Fremdenverkehr in Tirol’ ['Association for Tourism in the Tyrol'] had been founded and, based on this initiative, the Tyrolean Tourism Act was established in 1910. Tourism in the Tyrol recovered relatively quickly from the drop in numbers experienced during and shortly after the Second World War, and in 1959 the number of overnight stays surpassed 10 million. This strong growth continued almost without exception, and in the tourism year 2007/2008 overnight stays peaked at over 43.3 million. (Tirol Werbung1: 2) To highlight the significance of the tourism industry in the Tyrol, it must be mentioned that in excess of 53,000 people are employed in this sector, the majority of them in the hotel and catering business. The importance of tourism can also be demonstrated from an economic perspective: 15.4% of the Tyrol's gross domestic product is generated through tourism - significantly higher than the Austrian national average of 6.4% (Gattringer, 2009: 28). In the Tyrol there is a clear distinction between winter and summer tourism, with winter tourism attracting slightly more tourists (59% of overnight stays). In this context, it should be mentioned that this shift in favor of winter tourism took place as late as the mid-1990s. Until then, the number of summer tourists had been higher than the number of winter tourists.

This paper cannot make a statement about the percentage of senior tourists, since no figures on the age pattern could be found.

4 Research project: Comparison of the two tourism regions the Turkish Riviera and the Tyrol

4.1 Objective and research question
The objective of this article is to examine the presentation in the media of the two tourist regions the Turkish Riviera and the Tyrol. Research focuses on various types of advertising material. The main field of interest will be the degree to which the regions’ advertising includes and focuses on age, and how advertising is implemented graphically. Therefore, the research question is as follows:
How does advertising in the tourism regions the Turkish Riviera and the Tyrol include and focus on age, and how is this implemented in descriptions or images?

4.2 Objects of research and research instrument
The author used various brochures, travel catalogues, tourism websites and newspaper advertisements as objects of research. In addition, the author gathered information in three travel agencies in order to obtain a comprehensive overview. This process was continued until a state of theoretical saturation was reached, which, according to Glaser and Strauss, is the criterion that marks the point “when sampling (for each category) can be stopped” (Glaser and Strauss, 1998: 69). Using a set of criteria, the author analyzed the material in order to subsequently discuss the results obtained in the process.

4.3 Method
The author chose the method of qualitative content analysis, since this seemed most suitable for the analysis of the material collected. "Content analysis is one of the classic pro-
cedures for the analysis of text material of any origin, ranging from media products to interview data” (Flick, 2007: 409). In accordance with the categorization of the defined objects of research as media products, this method offers the possibility to structure the statements contained in the documents and deduce the corresponding results. The information material described in 4.2 was analyzed according to clearly defined criteria. The author defined these criteria as follows: Manner in which persons are portrayed, images of landscapes, description of activities, notes for senior tourists.

"Content analysis is a method for the investigation of social reality which uses the features of a manifest text to draw conclusions about the features of a non-manifest context” (Merten, 1983: 15). This means that a textual base is analyzed, and from this analysis statements are deduced in accordance with pre-defined criteria, filtering the content of the underlying document in such a way as to deliver answers to the research question. Mayring comments: “Qualitative content analysis is an approach of empirical, methodical and controlled analysis even of large text corpora, whereby the material, embedded in its communication context, is analyzed according to the rules of content analysis without resorting to early quantification” (Mayring, 2000). This shows that the researcher is granted a certain degree of freedom, and that qualitative procedures can produce reasonable statements without the use of quantification.

One difficulty in qualitative content analysis lies in the forming of categories. In the descriptions of classic content analysis there are hardly any hints as to how categories were formed and on which basic considerations they are based: “How categories are defined [...] is an art. Little is written about it” (Krippendorf, quoted from Mayring, 2000). On the one hand, this can be seen as a constraint, but on the other hand, it allows the researcher a freer approach to the field of research and leaves more space for the definition of the criteria.

5 Results
5.1 Analysis

Research included eight brochures, ten travel catalogues, five tourism websites and four newspaper advertisements. After an analysis of these sources, a state of theoretical saturation was reached, which marks the point “when sampling (for each category) can be stopped” (Glaser and Strauss, 1998: 69). The set of criteria defined by the author could be maintained, as there were no significant deviations or novelties.

5.2 The Turkish Riviera

All in all, the analysis of the documents at hand led to the conclusion that offers tailored especially to senior tourists are not yet common practice in the Turkish tourism industry. There are only two travel companies already operating in the market segment of senior tourism, namely TUI and Thomas Cook. They offer two hotel complexes in Side in the Turkish Riviera, which are designed especially to cater for the target group of senior tourists (Kuntz, 2010). Above all, emphasis is placed on a higher quality in comparison to common holiday hotels. An important aspect in this context is the focus that is laid upon a homogeneous guest pattern, which is achieved mostly through the lack of special offers for children and family holidays in order to keep this group away.

Inquiries made at travel agencies confirmed that Turkey has, so far, hardly developed any special offers for seniors. The only region recommended in this context was the region around Side, where the highest number of seniors who explicitly ask for senior-friendly facilities spend their vacation. However, there is no specific advertising for these facilities. Their popularity is, rather, a result of customer reviews and recommendations made by travel agencies.

The only widespread measures directed at older guests so far are special discounts for seniors. Various hotels offer discounts under names such as ‘55plus’, ‘60plus’ or ‘65plus’. However, these do not include any special side events, entertainment or cultural programs for...
seniors; they are merely price reductions for visitors who have reached the respective age. Furthermore, these discounts are mostly valid due to the fact that seniors tend to travel outside the traditional holiday seasons.

Furthermore, various tourism companies offer special catalogues for the senior target group which have titles such as ‘Rundreisen der sorglosen Art’ [‘Round trips of the carefree kind’]. It should be mentioned that these tours are always accompanied by a physician, with the aim of conveying a sense of safety to the participants. Still, there are hardly any offers of this kind for Turkey. There is merely a 15-day round trip through Turkey and Syria. The name of the tour operator (Tour Vital) in itself hints at the senior target group. (Thomas Cook Reisen, 2010) The tour operator ‘Berge und Meer’ offers a special catalogue entitled ‘Zeit für mich’ [‘Time for Myself’] which specializes in senior travelers. This becomes obvious through the cover image, which shows a seemingly older couple. This operator offers a wide range of different journeys but here, too, there is only one round trip through Cappadocia, the only offer for the destination Turkey. (Berge und Meer, 2009) Under the title ‘Vital – Zeit für Gesundheit und Wellness’ [‘Vital – Time for Health and Wellness’] TUI offers a catalogue especially for spa & beauty holidays. In this catalogue, Turkey is represented with 13 different hotels, but spa & beauty offers are not included in the price and must be booked additionally for a considerably higher price. The layout of the catalogue, which also shows a full-page image of an older couple, indicates that seniors are the target group. (Tui, 2010)

An examination of the travel catalogues of various tour operators with special catalogues for the travel destination Turkey made it obvious that the majority of the offers are directed at families or younger customers. In most cases this becomes clear by looking at the title images, which often show a young family enjoying their vacation on the beach. Furthermore, the study shows that, apart from young people and families, advertising images include mostly only landscapes or images of historical buildings, which aim at representing the many facets of the Turkish landscape and the country’s cultural roots. However, with the exception of the images in the aforementioned catalogues designed especially for seniors, there are no illustrations of older people used for advertising.

The same holds true for the results of the examination of different websites. For instance, on websites such as www.antalya.de or www.visit-antalya.com you will mainly find images of the Turkish Riviera landscape or of younger people looking for relaxation on long beaches.

5.3 The Tyrol

The most important institution responsible for the marketing of the Tyrol is ‘Tirol Werbung’. This business was founded in 1989 as a private association and transformed into a marketing GmbH [equivalent of Ltd.]. (Tirol Werbung²) Since then, ‘Tyrol’ has been marketed as a brand and determines the relevant topics in advertising for the Tyrol. Among others, Tirol Werbung has published a pictorial book entitled ‘Augenblicke für immer’ [‘Moments for ever’], which contains photographs that aim at giving a comprehensive picture of the Tyrol region (Tirol Werbung³, 2009). The 33 double pages of this book are split into the sections summer and winter. Its main aim is to show different facets of the Tyrolean landscape. Furthermore, it portrays the Tyrol as a tourist destination focused on sporting activities, displaying young, dynamic people practicing the typical mountain sports hiking, climbing, biking and skiing. The only picture hinting at age is an old man with a long beard sitting in front of a traditional Alpine stone hut. However, this is the only image that aims at conveying a sense of calm and relaxation. The majority of the photographs are clearly directed at a young and athletic audience in search of a challenging natural environment to spend their vacation and free time.

In cooperation with ‘Tirol Werbung’, the magazine ‘Eco.nova’ published a special edition in July 2009 entitled ‘Tyrol im Sommer’ [‘The Tyrol in Summer’], which gives an
overview of the range of vacation and leisure time activities in the Tyrol. This information is communicated to a great extent through visual material. There is a striking emphasis on landscape images, often including people. These are either younger people or young families. (Eco.nova, 2009) The aim is to present the Tyrol as a holiday region which offers activity holidays to a younger target group.

The focus on a younger target group was also visible on several websites. For example, the website www.tirol.at shows a young hiker amidst an idyllic landscape; visitors to www.tirolwerbung.at can see a snow-covered winter landscape aimed at highlighting the beauty of the Tyrolean nature. So, on the internet, too, the main objective of marketing is to communicate sporting activity and youthfulness in connection with beautiful landscapes to a younger clientele or young families.

In conclusion, it is obvious that in the creation of its public image and in advertising the Tyrolean tourism industry chiefly uses visual material to highlight idyllic landscapes and sporting activities as assets of the Tyrol, mainly targeting young tourists or young families.

5.4 Summary of results

Following the pre-defined criteria, the author comes to the conclusion that the two compared regions, the Turkish Riviera and the Tyrol, rely chiefly on the positive presentation of their natural scenery. In the case of the Turkish Riviera there are mainly images of beaches or hotel facilities at the beaches; the Tyrol is mostly represented by pictures of typical mountain landscapes that are displayed both in a summer and in a winter context. Referring to the ‘manner in which persons are portrayed’ category, it can be concluded that the depiction of people plays a role in both regions, with an emphasis on images of young people and young families. In the ‘activities’ category there is a focus on pictures of young people practicing sports in the respective region. This category is more pronounced in the Tyrol, due to the fact that sports are a pillar of Tyrolean tourism, whereas the Turkish Riviera places more emphasis on the relaxation aspect.

6 Discussion

In the following, the previously outlined results will be discussed, considering the implications these results have concerning the tourism industry’s possible response to the demographic development and its effects.

The regions under review have so far not undertaken any special conceptual efforts to actively advertise in the emerging market of senior tourism. This is surprising because it is a known fact that this sector is experiencing considerable growth, and also because of the opportunity it provides for travel destinations that focus on seasonal tourism, such as the Turkish Riviera and the Tyrol, to better promote the low seasons. “Holiday trips are increasingly scheduled in periods outside the summer months. With a growing proportion of older travelers, there is a trend towards a more balanced distribution throughout the year.” (Deutscher Sparkassen- und Giroverband, 2009: 14). This opens opportunities to generate a more even tourist flow throughout the year, which cannot otherwise be achieved only by means of traditional seasonal tourism.

From the author’s point of view, the aforementioned growing proportion of older travelers offers new opportunities to a tourist region, which have so far not been a central point of marketing strategies. This can be attributed to the fact that, so far, this increasing percentage of senior travelers is only slightly noticeable. For instance, in Turkey the number of senior travelers is still low. In 2009, only 7.43% of tourists were over 65 years of age (TurkStat²). Nevertheless, due to the demographic development alone, this number can be expected to increase significantly in the years to come, making this target group interesting, including from an economic point of view. It should be noted that 15% of all German travelers are already above the age of 64 years. (without author²). This can be explained by the fact that senior travelers are usually the ones who have better financial resources, enough time
and flexibility (especially in terms of time). This positive outlook should be exploited far more, above all by countries with a strong focus on tourism, such as Turkey and Austria, seeing as they are both among the ten most popular travel destinations worldwide, Turkey ranking seventh and Austria ninth (Deutscher Reiseverband, 2009: 3).

A further indicator that may be of significance for a tourist region such as the Turkish Riviera is air traffic. In this context it is an interesting fact that among the most important destination airports for online bookings by German tourists Antalya ranks first – ahead of, among others, Palma de Mallorca (Deutscher Reiseverband, 2009: 18). This is an important fact in so far as today’s consumers increasingly do not only gather information on the internet but also purchase the respective services online. This trend can be increasingly used and intensified, as a growing number of senior travelers are expected to organize their vacations via the internet. This is a further argument in favor of widening advertising strategies so as to include seniors in order to draw their attention closer to a specific region.

A good example of advertising with images directed at a senior target group is Sardinia, where advertisements actively include and focus on seniors (Sardegna Turismo, 2010). Sardinia’s local tourism association decided to publish advertisements that consciously draw the issue of ‘age’ into the center of attention and mark it as something positive. A full-page advertisement entitled ‘In Sardinien lebt man mehr’ [‘You live more in Sardinia’] shows various photographs typical of the region – including a rock formation (180 million years old) or a stone wall (3,500 years old) – with an indication of the age of the respective object. The final image shows an older man with a walking stick sitting amidst a natural landscape, his age indicated as ‘101 years’. This clearly marks a change in marketing strategy, attributing the positive association of a high quality of life to ‘age’, which normally tends to be regarded as something negative. This strategy is an example of an approach that can be successful in establishing an often neglected topic in tourism advertising.

The South Tyrolean town Merano pursues an opposite strategy. South Tyrolean poet N.C. Kaser once wrote the following mocking lines: “Dear German retirement home, slender bride of the south & early pensioner, adorned with magnolias...” (Kaser, quoted from Lemhöfer, 2010: 21). This clearly shows the negative image this town used to have as a result of its very senior-oriented tourism. Now, Merano’s tourism industry has decided to abandon this one-sided approach and is trying to acquire younger clients, by means of different strategies. In a region that used to attract almost exclusively senior spa guests and hikers, thanks to new investments, there are now also middle-aged tourists who are interested in spa, beauty treatments and sauna on the one hand, but, on the other hand, also enjoy attractions such as bars, clubs or art exhibitions (Lemhöfer, 2010: 21) This example clearly demonstrates that there are initiatives and strategies aimed at establishing a homogeneous mixture of clients in tourism, including a positive approach both to age and youth, and which could lead the way into the future.

Generally, research needs to investigate what effects demographic change has on tourism and which strategies and measures ought to be developed or further pursued in response to this development. After all, the structure of tourism will change in the upcoming years, which will have an effect on the different segments. An important term in this context is ‘trends’. Trends try to make predictions as to which circumstances and conditions will change in the future. This includes shifts in travel behavior, which are manifested in the fact that in the future there will be less demand for the traditional package holiday. In contrast, cruises, spa and health holidays will experience a notable increase (Gaßner, 2010: 2). This implies that the travel market will become more individualized, providing the opportunity to appropriately attend to the needs of senior tourists.

Due to the fact that the structure of tourism is changing, new advertising strategies need to be developed which do not exclude the older generation of travelers. Age should,
rather, be presented as something positive so as to increasingly address senior tourists and include this age group in the travel market.

Based on this discussion, the following may be noted regarding a future tourism strategy that relies on the rising demand from senior tourists: “By perceiving novelties at an early stage and integrating them into business strategies effectively one can set the course for the future quickly, enter new markets and establish a position within them. In doing so, innovative investments in hardware and human capital are essential factors for market success.”

(Deutscher Sparkassen- und Giroverband, 2009: 5)

7 Outlook and areas requiring further research

This scientific research leads to the conclusion that many questions and future scenarios remain to be investigated. A first important step would be to examine various concepts of tourism, mainly focusing on gerontological content. This means that an analysis is necessary in order to find out whether existing concepts have already reacted or are reacting to demographic developments. The objective of a further study could be to examine why, on the one hand, young tourists spend their vacation in certain areas or regions and why, on the other hand, senior tourists prefer other regions. For this purpose, one could take a cross-generational approach, which could be of interest for the tourist regions of the future. In this context another interesting question would be whether tourism is subject to a generational conflict, due to the fact that the interests of young and old concerning their leisure time activities sometimes differ considerably and that these differences are seized by providers of tourism services. Regarding the age pattern of tourists, there could also be research into whether and to what degree traditional holiday destinations, which are visited by tourists who spend their vacation at the same place throughout years or even decades, age with their guests. The strategies of these destinations would be of special interest because there are certainly different approaches. For instance, these destinations could try to lower the average age of their tourists by actively acquiring younger guests; but they could also adopt the opposite strategy and promote age as a positive element in order to set themselves apart from more youth-oriented regions. Finally, there could be further research on the future demand in tourism by conducting qualitative interviews to question tourists on their opinion. The main focus should be on their needs and interests in order to enable providers to respond accordingly or at least to make plans on how to serve the increasingly diversified tourism clientele of the future.

8 Appendix

8.1 Advertisement for the Turkish Riviera (example)

Source: [http://www.visit-antalya.com/antalya-beaches.html](http://www.visit-antalya.com/antalya-beaches.html)
8.2 Advertisement for the Tyrol (example)

Source: http://www.tirolwerbung.at/xxl/de/wallpaper/index.html

8.3 Advertisement for Sardinia (example)

Source: Sardegna Turismo, 2010

9 References


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