

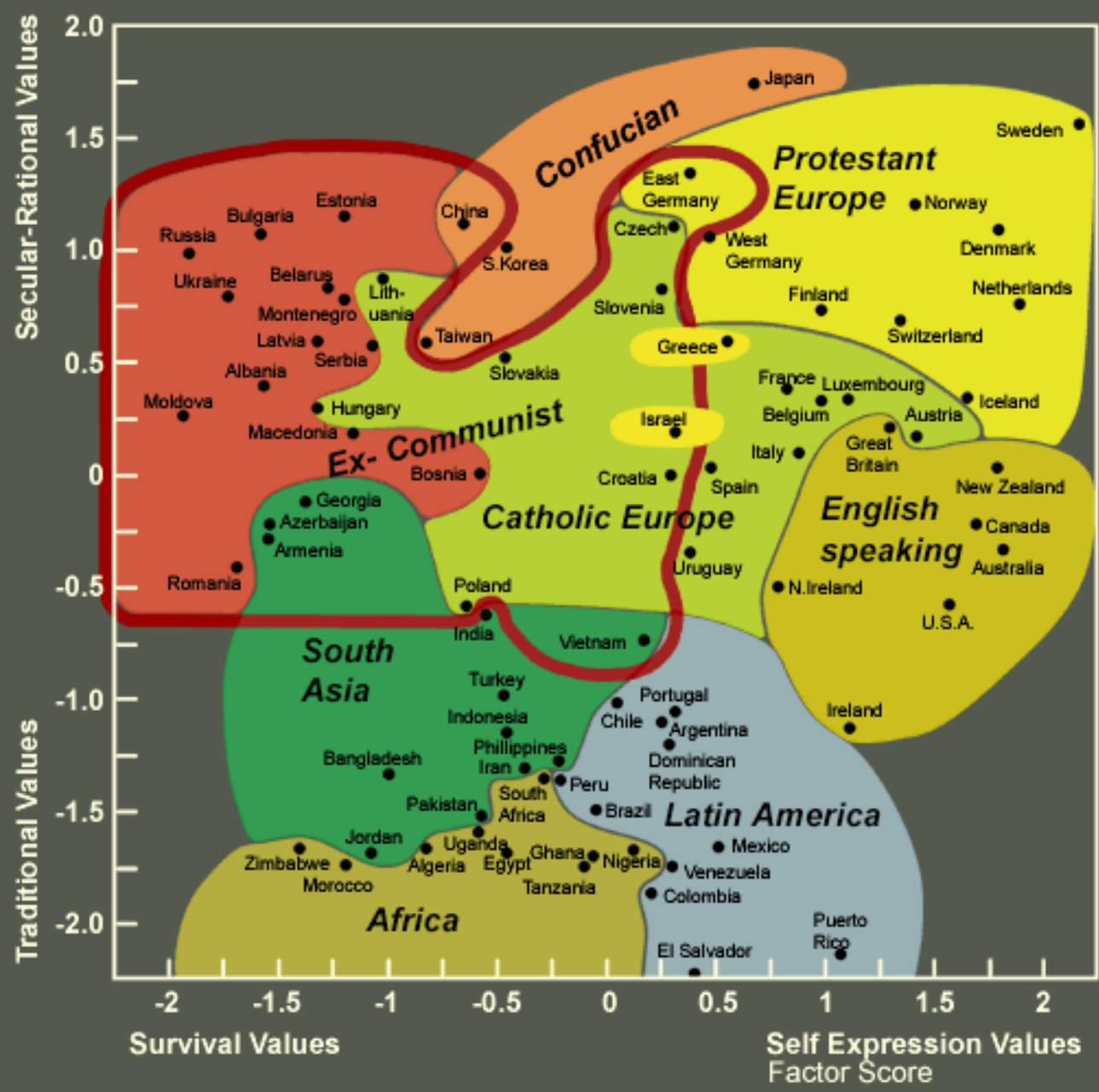
Ageing and Travel Behaviour in the 21st Century

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Characteristics of the Aged in the 1950s

- highly developed work ethic
 - wasting time is a sin
 - suspicion of excessive consumption
 - strong bias in favour of self-discipline
 - investing in future happiness
 - individual moral responsibility
- (cfr. China, according to Inglehart's World Values Map)



Characteristics of the Aged in the 2000s

- balancing between hedonism and asceticism:
- work hard, but enjoy life: focus upon quality of life
- enjoy life, but do not spoil
- doing nothing is 'not done'
- more and more part of a modern consumer culture
- more "here-and-now" oriented, more secular
- less prepared to postpone gratification of needs

Holidays of the Aged in the 2000s

- balancing between hedonism and asceticism:
- many holidays, but limited spending per holiday (camping, basic accommodation, price sensitive)
- holidays must be “deserved”
- “see a lot, do a lot”: growth in city breaks, growth in nature- and culture-oriented travel, tight travel schedules
- educational elements are important
- senior markets are very important, because of early retirement entitlements

Analysis of Elderly “West” – “South” Tourists (van Egmond 2006)



- “doing nothing is not done”; tight travel schedules
- “seeing much, doing much”, “don’t miss something”
- spending time usefully (i.e. educationally)
- romantic perception of nature
- romantic perception of culture
- search for authenticity
- feeling of personal moral responsibility: don’t spoil
- feeling of responsibility and guilt: doing “something”
- balancing between hedonism and asceticism
- sometimes: renouncing of luxury temporarily; even “suffering”

Youth in the 2000s



- hedonistic; having fun is compulsory
- part of a fully-fledged modern consumer culture
- doing nothing is “not done”; life is hectic
- restless searching for ever-new experiences
- here-and-now oriented
- life-worlds / horizons tend to be narrow
- hedonistic, but also idealistic
(cfr. UNESCO Youth Survey 2002)

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Young urban generations in Europe / North America are rather unique consumers



Ageing in the 2050s



- early retirement options or working until 67, 68, 70?
- preserved or declining purchasing power?
- ongoing consumer culture or trend break?
- ongoing restlessness or new spirituality / austerity / asceticism?
- small life-worlds and narrow horizons or wide interests?
- interest in authenticity/uniqueness or tourism highlights?
- a safe world or many safety issues?
- fully-fledged virtual travel options?
- virtual travel more attractive than physical travel?

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Travel Decline Scenarios



- Decline in (air) travel, based upon growing environmental awareness (*An Inconvenient Truth*, Gore, *The Economics of Climate Change*, Stern, etc.): less prepared to use GHG producing energy
- Decline in (air) travel, based upon decrease in interest in exploring / learning and growing comfort of virtual travel at home
- Decline in (air) travel, based upon increasing insecurity and xenophobia