A Comparative Analysis of the Holiday Patterns of the Over 55’s Market in Both Urban & Rural Settings

Bachelor of Business Studies (Honours) in Tourism and Hospitality Management

by

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Declaration

I declare that this research mini-thesis is presented in partial fulfilment of the requirements for the Degree of Bachelor of Business Studies (Honours) in Tourism and Hospitality Management. It is entirely the work of the author and has not been submitted to any other university or institution of higher education higher, or for any other academic award in this institute. Where work of other people has been used, it has been fully acknowledged and referenced.

Signed:- ______________________________ Date:- _________________________

Maura Burke 28th March, 2011
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- **Table of Contents**

<table>
<thead>
<tr>
<th>Contents</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration</td>
<td>ii</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>iii</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>iv</td>
</tr>
<tr>
<td>Abstract</td>
<td>v</td>
</tr>
<tr>
<td>List of Figures</td>
<td>vi</td>
</tr>
<tr>
<td>List of Tables</td>
<td>vii</td>
</tr>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Chapter 1</td>
<td>2</td>
</tr>
<tr>
<td>Literature Review</td>
<td></td>
</tr>
<tr>
<td>Chapter 2</td>
<td>11</td>
</tr>
<tr>
<td>Methodology</td>
<td></td>
</tr>
<tr>
<td>Chapter 3</td>
<td>15</td>
</tr>
<tr>
<td>Results</td>
<td></td>
</tr>
<tr>
<td>Chapter 4</td>
<td>25</td>
</tr>
<tr>
<td>Discussion</td>
<td></td>
</tr>
<tr>
<td>Chapter 5</td>
<td>30</td>
</tr>
<tr>
<td>Conclusion</td>
<td></td>
</tr>
<tr>
<td>Recommendations</td>
<td>30</td>
</tr>
<tr>
<td>Bibliography</td>
<td>31</td>
</tr>
<tr>
<td>Appendices</td>
<td>34</td>
</tr>
</tbody>
</table>
Abstract

The purpose of this dissertation is to investigate and compare the holiday patterns of the over 55’s in both urban and rural settings. The objectives are to analyse the holiday patterns among the over 55’ and to discover if there are different holiday patterns between the urban and rural dweller. To obtain the required information a quantitative method was chosen. A specific questionnaire was compiled which was subsequently administered to a random selection of the over 55’s. The over 55’s are not greatly impacted by the recession as they are continuing to take two holidays per year; Ireland is the most popular destination and passive actives are highly favoured. The differences highlighted the rural resident showing a preference for staycations with ease of access and choice of cuisine as contributing factors.
List of Figures

<table>
<thead>
<tr>
<th>Figures Name</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 3.1.1....Age Categories</td>
<td>15</td>
</tr>
<tr>
<td>Figure 3.1.2... Job Status</td>
<td>16</td>
</tr>
<tr>
<td>Figure 3.1.3...Number of Holidays/Breaks taken in 2010</td>
<td>16</td>
</tr>
<tr>
<td>Figure 3.1.4...Length of Holiday break</td>
<td>17</td>
</tr>
<tr>
<td>Figure 3.1.5...Holiday Companion</td>
<td>18</td>
</tr>
<tr>
<td>Figure 3.1.6...Type of Accommodation</td>
<td>18</td>
</tr>
<tr>
<td>Figure 3.1.7...Main reason for a holiday break</td>
<td>21</td>
</tr>
<tr>
<td>Figure 3.1.8...Preferred country of choice</td>
<td>23</td>
</tr>
<tr>
<td>Figure 3.1.9... Preferred Irish Destination</td>
<td>24</td>
</tr>
</tbody>
</table>
List of Tables

<table>
<thead>
<tr>
<th>List of Tables</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 3.1.1</td>
<td>19</td>
</tr>
<tr>
<td>Table 3.1.2</td>
<td>19</td>
</tr>
<tr>
<td>Table 3.1.3</td>
<td>20</td>
</tr>
<tr>
<td>Table 3.1.4</td>
<td>22</td>
</tr>
<tr>
<td>Table 3.1.5</td>
<td>23</td>
</tr>
<tr>
<td>Table 3.1.6</td>
<td>24</td>
</tr>
</tbody>
</table>
Introduction

According to a significant number of media reports, documentaries, countless articles, documents and authors, the population of the western world is ageing and are living longer healthier more active lives (RTE, WTO, OECD etc.).

Since 1960 life has change dramatically, no world wars, technology has advanced beyond belief, jobs and careers have become more diverse and people in general more affluent. The children of the 60s’ are fast approaching their fifties and having lived a very different lifestyle to previous generations will continue to set new trends in their advancing years.

Tourism and travel is now the accepted norm across all sectors of society and no longer elitist. Growth in tourism in the past twenty years has been driven by affordable air travel and competition as a whole.

According to the experts e.g. WTO, Fáilte Ireland etc. tourism is showing signs of recovery in some destinations with a return to growth in the next few years. It is expected the growth in tourism will be generated by the mature tourist. The mature tourist needs and wants are very different to previous generations. Tourist product and service providers will have to meet these new challenges. Research is an ideal way of discovering what the tourist consumer requirements are.

The aim of this research study is to carry out a comparative analysis of the holiday patterns of the Over 55’s market in both urban & rural settings.

The objectives are as follows:-

1. Analyse the holiday patterns among the over 55’s.
2. To investigate if the holiday patterns differ between the urban and rural dweller.
Chapter 1

Literature Review

1.1 Introduction

This literature review will identify many of the descriptive names of the over 55s’ segment of the tourist market, reveal that it’s an ageing lucrative market, establish the size of this market, reveal their holiday choices and finally analyse the urban and rural segments.

1.2 Description of the Over 55s’

Trying to describe the over 50s’ market is difficult. Authors are unable to agree on one specific name. (Cervantes, Gonzalez, Miranda and Rodriquez, 2009).


In Forster’s presentation at the “Business of ageing conference” (2011), outlined older people having been previously sidelined, desire to be seen and treated as people first rather than for their age and prefer categorisation by attitude. Forster identifies this segment as- Deniers, Providers, Thrivers, Campaigners, Adaptors, Reliers and Separators. Selecting ‘Thrivers’ as an example ; attitude - “life’s still sweet”; are open to trying new brands; travel frequently; have active social lives; frequent restaurants and able to engage and enjoy life to the full.

Active Age Ireland refers to the sector as ‘Active Retired’.
For the purposes of this report the “Mature Tourist” will be used to identify the segment.

1.3 **An Ageing Population**

Hart Robertson et al (2010) in their chapter on Mature Tourism have quoted United Nations statistics of 2002 which predict by 2050 the population will have aged and one in five will be sixty plus and one hundred years later the ratio will be 1:3.

“The 2009 Ageing Report” (working document) prepared by the European Commission and the Economy Policy Committee covering the period 2008 to 2060 has identified the population of the European Union (27 states) as an ageing one. The report goes on to state the population of the sixty five plus group will increase from eighty five million in 2008 to one hundred and fifty one million by 2060, for the same period the eighty plus to increase from twenty two million to sixty one million and the average age to increase from forty to forty eight. The largest increases are expected to be between 2015 and 2035. The reduction in the number of deaths is expected to continue. In the older member states life expectancy is set to increase to eighty nine years for women years and for men to eighty four and half years. (2009: p 19-23)

Patterson and Pegg, (2009) have identified U.S.A., Canada, Australia and Northern Europe as having ageing populations due mainly to the increased birth rates between 1946 to 1964, known as the baby boom years.

The National Council on Ageing and Older people in their 2004 predictions of the Irish population (2002-2021) have indicated that the older female population will increase to approximately 16% and the older males to approximately 14%.

Fáilte Ireland quoting the Eurostat 2009 state that the European Union population of the sixty five years and over will exceed one hundred million by 2019 (2009).

The Centre for Strategic and International Studies (2000) described ageing as the challenge for the 21st century (cited in Singh, 2004: p.164). By 2025 the elderly population will include 21% of Australians and New Zealanders’, 24% of Americans and Canadians and 26% of Japanese. These figures indicate that people are living longer, healthier and have more productive lives as for most of our history the older
sector of society was approximately 2-3% of the population (Cleaver Sellick and Muller, cited in Singh, 2004: p.164).

The Deloitte Hospitality 2015 Global Report and recent ITIC reports concur in highlighting the ageing of the world population as a global phenomenon and more so in developed nations. It is expected by 2015 life expectancy in the U.S. is to increase to eighty point five years form a base of seventy nine point two years in 2010. In the U.K. alone, someone turns fifty every forty seconds.

From the literature, there is an increasing ageing population, and this will have an effect in tourism demands.

1.4 The Mature Tourist Market Segment

According to Standard and Poor’s (2010) analysis “no other force is likely to shape the future of national economic health, public finances and national policies at the irreversible rate at which the world’s population in growing older” (p. 1).

Blanke and Chiesa (2011) identify domestic tourism as a powerful market on its own and with increased costs on long haul and the changes in demographics will drive demand for short distance trips in developed regions. They also highlight the importance of segmenting the domestic market in accordance with the residents’ potential travel and develop and market in accordance to that demand. This process will create strong domestic travel and tourism demands and enhance economic growth (p. 42)

Kruger (2004) and the OECD conference report (2004) identify the mature tourist market for development as it is becoming an important economic factor. He states the mature tourist is fitter than in the past and are spending more than other travellers. He further states both the tourism industry and government need to take action.

The Deloitte and ITIC reports highlight the mature sector with specific emphasis on the Baby Boomers (1946 – 1964) as an emerging market that are time-rich, travel-hungry and more affluent than previous generations. It is expected by 2015 in the U.S. alone, this sector will have 60% of the wealth and spending 40% will focus on travel. Since the Baby Boomers have increased disposable incomes, combined with restricted
travel experiences e.g. time specific, shorter duration and a ‘forever young’ attitude are expected to choose lifestyle holidays like painting and archaeological digs in retirement (2010, 2009).

Magnus (2011) in his presentation stated life expectancy is increasing. In Ireland in 2010 life expectancy in seventy nine point nine and by 2050 expected to reach eighty five. He then deduces people will spend in excess of twenty years in retirement.

Focusing on the Baby Boomers (1946 – 1964) he stated they are the biggest ever generation (25% -30% of adults) and the first are now reaching sixty five (2011) and the last in 2029.

In the U.S. the fifty plus accounts for 54% of spending and have 80% of household net worth. He then advised to use the Boomers effectively as they will be both new drivers and substitution of consumption and business. With over one billion Boomers, businesses are well advised to meet the needs and demands in safety, comfort and ease of use in the provision of products and services. Finally he suggests retirement villages will become big business and the possibility of retirement tourism.

Heinsight International Inc. (2011) indentified the sixty to seventy year olds a very active travellers and activity levels decrease with the seventy plus.

Tourism Queensland (2002) conducted a review into this segment. Their findings disclosed that three million Australians are mature citizens of which 75% are tourists and are a large portion of the domestic market. Approximately 76% of the potential mature market felt travel was important in maintaining health. They often travel in off-peak periods and take longer holidays.

One of the barriers to travel for the single and widowed was the lack of a companion as they felt it reduced their enjoyment. (Hart Robertson et al, 2010; www.tq.com.au/research)

Harsssel (1996) has identified the mature tourist as sophisticated and experienced user of tourism products. He further states mature tourists resulting from life experiences have very different needs and wants to popular perception. (cited in Theobald, 1996, pp 363 – 376).
According to Beioley (2000) 66% of the coach tourism market in the U.K. is dominated by the mature tourist. In 2000 coach tourism had just over 4% of the market share and with the expected increase of the mature population there is potential for growth in the domestic market. UKTS 1997-99 figures for coach holidays were 1-3 nights = 34%, 4-7 nights = 62% and 7+ nights = 4%.

As an indication to the changing nature of the mature tourist market in 2004 Thompson dropped its ‘Young at Heart’ brochure and Cosmo its ‘Golden Times’ brochure. Thompson was developing new lifestyle holidays for this segment (www.ttglive.com).

Middleton (with Clarke), (2001) stated that by 2010 the mature tourist will be so accustomed to travel and leisure pursuits as well has having greater finances will be in a position to continue to do so well into their eighties (p. 58).

The No-Age Society (2011) presentation estimates by 2050 one in five people in US will be over sixty five and one in eight globally. Baby Boomers have no intention of having a quite retirement and aim to enjoy their considerable affluent status. Quality of life, holistic wellbeing, meaningful experiences, using modern technologies e.g. 25% of forty plus use twitter, and partaking in all activities life has to offer are contributing factors in creating a visible and vibrant older generation.

This suggests the mature tourist segment is vibrant, active, healthy and a viable user of tourism products.

1.5 **Holiday Choices**

ITIC and the Deloitte reports state consumers are more careful with spending, demanding more for less and what was once seen as luxury is now the expected norm. They seek adventure and experience from trips. As the fifty plus segment are driving the growth in demand for travel they are now seen by the industry as a viable sector with different requirements. ‘Gran travel’ and multi generational travel parties are on the increase (2009, 2010). ITIC also identified the European traveller as a consumer of the internet (50%) when booking travel and highlighting an increase (10%) in the shorter trip of one to three nights (2009).
Pigram and Wahab (2000) in their discussion on the mature tourist identified this market segment as undertaking strenuous tours and leaving the constraints of previous generations behind (p. 23).

Beard, Leckie, Pomfret, and Swarbrooke (2006) have concluded the mature tourist base their holiday choices on lifestyle rather than on age. They further state that if a mature tourist is active in their everyday lives they are quite likely to choose active holidays (p. 60).

Cleaver and Muller (2001) investigated the holiday differences between the early and late Baby Boomers in Australia and their findings concluded that for the late Boomers status and image were of greater importance and were seeking out activity holidays. (P.199-204)

Saga (2011) is specifically catering to the holiday requirements of the fifty plus. Their offerings are many and varied; are inclusive of ocean cruises, hotel holidays, singles, river cruises, touring holidays, volunteer travel, and themed holidays. (www.saga.co.uk).

The article ‘In My Prime’ of September, 2010 travel and the mature tourist are closely linked. Their choices of holidays and destinations are varied. Many are seeking adventure and experiences and visiting places like China or Vietnam and spending longer periods than the average two weeks. Other for health reasons spend winters in the sun. The numbers visiting families and friends is abroad is on the increase. Other options are singles holidays or even mixed groups. (www.inmyprime.info).

The Baby Boomers in Australia are also keen to experience life and see travel as a way of achieving this. Their holiday choices vary from back packing – the sequel to their earlier years, travelling with grandchildren as a way to connect with the younger generation, green travel is becoming more of a real choice. Because many have time on their hands and they have an interests in sport choose to join a tour for example rugby or cricket. Connoisseur travel are for those with interest in fine wines, other people are interested in educational travel, reunions, volunteerism as in building houses or teaching. (www.babyboomers.com.au)
Hart Robertson et al (2010) state the sun, sand and sea holiday no longer has the same appeal and their suggestions are to encourage the mature to either visit during the low season to purchase a second home (p. 115).

Pope (2011) reporting on the 2011 Holiday Exhibition in Dublin reported the recession was not affecting the over fifty fives as much as one might have thought. He went on to give the results of an on line survey conducted among more than one thousand two hundred and fifty over fifty fives. They results found 36% of respondents plan to take two holidays this year while 28% plan on taking three. Also 60% plans to holiday in Ireland (Irish Times, 2011).

With a growing demand for tourism products and services Active Retirement Ireland is holding their first ever Trade and Tourism show (Tuesday 12th April, 2011) in the conference hall at the Gleneagle Hotel, Killarney, Co. Kerry. It is expected 500 to 700 will attend this free trade fair. (www.activeirl.ie).

Due to an ageing population Fáilte Ireland maintain there will be an increased demand for softer adventure activities, pampering, cultural activities and “hand holding” (Fáilte Ireland, 2009).

According to the Irish 2000 – 2005 statistics on domestic tourism trips by residents in the Border, Midlands and Western region were shorter than in other areas, on average, three point three nights away. The South-West was the most popular destination. Dublin being the most visited county. Business was the fastest growing sector while the over sixties’ was the fastest growing market with an increase of 49% for that period. The mature tourist market had the largest percentage growth in nights spent away from home, on average four nights.

The Mature Tourist is beginning to lose the title of ‘invisible consumer’. Novelty travel for the mature is on the increase, from scuba diving in the warmer climates to climbing Mount Kilimanjaro by the fifty, sixty and even older age groups. They further state people’s values are shaped by their experiences and therefore experiences and not age dictate choices. It therefore can be stated the present mature generation will continue to partake in experiential holidays (Cleaver Sellick and Muller, cited in Singh 2004: pp. 164 -165).
In the European Travel Commission 2006 report it has identified the growing ageing population along with growing concerns for healthier lifestyles as a reason for the increase in health tourism products. Trends are indicating that there is a greater demand for independent holidays. The report also highlights the tourist of today is seeking a far more economical tourist experience thereby creating a new competitive global market. Eco-tourism and demands for natural products are on the increase. The report has identified increases in trips outside the peak summer season.

Grand U.K. Holidays in 2008 highlighted an increase in demand by the widowed and divorced sector for its five day mystery tour over the Christmas period. (www.ttglive.com)

### 1.6.1 Rural Research

Research carried out by Bogue into the quality of life of farm families in 2004 discovered the following:

- 30% of the farmers were fifty five plus and less likely to have a holiday.
- Of the farmers surveyed only half either took a weekend break or none at all.
- Urban and rural dwellers were more likely to take holidays (83% V 62%) and for longer duration.

His analysis was conducted through selecting one hundred and fifty three participants (farmers) of the Planning Post Fischler Programme over nine counties and random telephone calls to ninety three non-farming rural dwellers and ninety eight urban households. He presented his findings of the farming families separately to the non farmers (2004).
1.6.2 **Existing General Research**

Amarach Research carried out a survey of five hundred 50+ adults; two hundred and ten were 50-64; two hundred were 65–74 and ninety were 75+. The results found this segment are an untapped opportunity.

- One point two million (50+) spend more on holidays, new cars, restaurants and other luxuries.
- 80% own a mobile phone.
- They are enthusiastic media and technology users as four out of ten uses the internet regularly to purchases flights, books etc.
- Majority are relatively happy, affluent and confident about the future.

1.7 **Conclusion**

The literature reviewed identified so many definitions and titles applied to this market segment. Various commentators have attempted to define this segment.

Fáilte Ireland, OECD, ITIC, CSO etc. reports and statistics concur and state clearly that the population of the developed world is ageing due mainly to improvements in medicine, diet and lifestyle.

The mature tourist segment choose a wide variety of holidays and as some writers (e.g. Beard et. al.), state is due in part to their lifestyles as opposed to age.

The author feels there is a gap in existing research; little research has been uncovered on the different holiday patterns between urban and rural dwellers in Ireland. Bogue went further and classified the rural dwellers into main categories one being the farming community and other being the non-farming rural dweller, where his results revealed differences between the two groups.

This research will endeavour to discover, if any differences between the holiday patterns of urban and rural dwellers, also the holiday patterns of the over fifty five age group.
Chapter 2.

2. Methodology

2.1 Introduction

The methodology section covers six sections. In the research method the author defines both the quantitative and qualitative methods and provides rational for the chosen method. The sample group and procedures used to carry out the research. Relevant ethical considerations are discussed and the limitations that require identification.

2.2 Research Methods

For this research project it was necessary to carry out either quantitative or qualitative research.

In order to arrive at a decision as to which method to use it is necessary to have an understanding of what both mean.

2.2.1 Quantitative

According to Cameron and Price (2009) quantitative research refers to information being gathered and analysed in a numerical form. Quantitative information is easy to compare and analyse. The disadvantage when carrying out this form of research is that it is difficult to include more elaborate information.

Then Bell and Bryman (2003) in their writings state that quantitative research is gathering a lot of information, testing existing theories and includes the “natural scientific model”.
Cooper and Schindler (1998) take a slightly different approach in that they initially use the word ‘quantity’ which refers to adding or counting to obtain an amount. Quantitative then is about gathering a measurement of an amount.

In his lecture notes O’Connor (2011) stated that the quantitative method referred to quantity. The challenge here is to gather as much information as possible in a measurable way. The respondents and the researcher must have share the same understanding of the information being sought.

2.2.2 Qualitative

Cameron and Price (2009) describe qualitative research as the gathering of more in-depth information either through interview or questionnaire without the use of numbers. This information is harder to quantify, analyse and draw reliable conclusions from.

Bell and Bryman (2003) state qualitative research is about using words (language), generates theories, takes account of how each person sees and interprets their world and rejects the “natural scientific model”.

O’Connor’s (2011) lecture notes stated that qualitative method refers to quality. It endeavours to try to get information which has a high value rather than the size of information. The type of information required is obtained usually through an interview process. This information is more difficult to analyse.

2.2.3 Chosen method

The author chose to carry out a quantitative method as this method lends itself to achieving the goals and objectives as stated. Questionnaires were use to collect all relevant information. In order to analyse the holiday patterns between urban and rural dwellers it was necessary to gather as much information as possible in a measurable way there by enabling comparisons. Qualitative information would have prohibited such an analysis.
2.3 Sample Group

A random sample of 20 respondents from the general population of the over fifty fives was selected. The sample consisted of ten from each of the urban and rural areas. Both male and female participants were selected. There were more female participants to male as females were more than willing to participate and also to agree with the general statistics which states females live longer than their male counterparts.

2.4 Procedure

A pilot questionnaire was used to identify any problems with the style of question, comprehension, relevance of question to objectives, to eliminate any possible misunderstandings of the participants and number of questions required.

The final questionnaire was distributed to random over fifty fives consenting participants, in equal quantities, from both urban and rural areas. The resulting answers were then analysed and graphs where relevant were produced.

Both a draft and final cover letters were produced. The final cover letter was included with the questionnaire in order to obtain consent and provide relevant information as to the purpose of this research.

2.5 Ethical Considerations

In his writings Denscombe (2006) and in a similar vein lecturer O’Connor when writing or speaking on ethical research have stated the importance of maintaining the respect, dignity and confidentiality of the participants in research. It is imperative that the participants’ identity is not disclosed and that their safety is of utmost importance to the researcher.

It is necessary to operate with decency and honesty at all times. What this means is to inform the participants of your identity, what you are doing, the purpose of the research and if the information will be published.

It is also necessary to seek their permission, inform them that it’s voluntary, that they can withdraw at any time if they so wish and of the confidential nature of the information they provide.
A cover letter was provided to seek permission and inform the participants of confidentiality.

2.6 Limitations

In order to meet the criteria of this research project only twenty respondents were required. In the authors opinion this is unrepresentative in providing an adequate analysis of the over fifty fives market. It only provides a glimpse of this segment of the tourism market. Other limiting factors can be the interpretation of questions, the respondent’s willingness to engage fully in completion of the questionnaire.

2.7 Conclusion

The questionnaire method was used in this research project as it lent itself to providing the required information to meet the aims and objectives already established. The questionnaire was completed by the required number of participants which took into consideration all relevant and necessary ethical issues. Due to time limitations and issued constraints it was only possible to evaluate twenty which gave only a limited analysis of the over fifty fives segment.
3. Chapter 3

3.1 The Results

This chapter is an analysis of the responses acquired from questionnaires completed by ten rural and ten urban residents. The questions posed related to the respondents’ holiday patterns during the year indicated.

The results of Question 1 show eleven were male (55%) and nine were female (45%).

![Figure 3.1.1](image)

The results show in response to Question 2; nine respondents (45%) were from each of the 56 - 65 and 66 - 75 age groups. There was no respondent in the 86+ age group and one each (5%) from the remaining two. The one respondent from the 50 – 55 age group informed the author, he was over 55 years.
Figure 3.1.2

From the respondents to **Question 4**: 25% were employed; 25% were farmers and 25% were retired; 10% were either semi-retired or unemployed and 5% were self-employed. There was no respondent to either Housewife/man or carer or other categories. The highest respondents under the urban category (30%), were either employed or retired. 50% of the rural respondents indicated they were farmers.

Figure 3.1.3

The above results are the number of holidays/breaks taken in 2010. The results found the highest number of holidays/breaks taken is two (45%) of total and this breaks down into urban (20%) and rural (25%). The lowest total result (10%) was in the >3 category and divides evenly between urban and rural.
**Question 6** related only to five (25%) respondents where no holiday/break was taken in 2010. The findings from the rural residents were as follows:

- 3/4 years as she now resides in Ireland, also her partner is presently in a nursing home.
- 6 years

The findings from the urban residents were as follows:

- 3 years
- 2009 when two holidays were taken
- 20 plus years ago.

The participants who indicated none to question five were instructed to use the information from their last holiday to answer the remaining questions.

Figure 3.1.4

When answering **Question 7** some respondents supplied information to all of the holidays/breaks taken in 2010. The total number of holidays the graph relates to is thirty; fourteen are rural specific and sixteen urban specific.

From the information supplied it can be noted for total one week was most popular (37%). One week was favoured by 38% of urban and by 36% of rural respondents. Also popular with rural respondents was the short break of 1/3 days (36%).
Some respondents gave more than one answer to **Question 8**; different companions per holiday; total - twenty four.

Of total respondents, the holiday companion was ‘partner’ (42%) and also for rural (50%). The urban respondents in equal proportions holiday companion was - family or partner (33%).

Least popular overall was friends (16.66%). Only the rural respondents holidayed with club/group (25%).

The results found the popular accommodation was the hotel (39%) and also for the rural respondents (50%). For the urban respondent it was self catering (36%). The most popular type of accommodation was hotels at 35% of total and also for the rural
participants at 50% of rural. Self catering was most popular choice for the urban participant at 36% of urban.

In order to answer **Question 10**, the respondents were asked to indicate if their holiday destination was in Ireland or abroad. As multiple holiday/breaks were taken, some ticked both. In total there were twenty four holidays taken; thirteen were in Ireland while eleven were abroad. The following are the results when analysed under urban and rural:

<table>
<thead>
<tr>
<th></th>
<th>Ireland</th>
<th>Abroad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Rural</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>

The above table indicates the rural respondent preferred to holiday at home (75%) and the urban respondent preferred abroad (62%).

**Question 11** requested the respondents to state where and why if they went abroad and the results found:-

<table>
<thead>
<tr>
<th></th>
<th>Numbers</th>
<th>Destination</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>2</td>
<td>Germany</td>
<td>For a wedding</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lourdes and Medjugorje</td>
<td>Religious reasons</td>
</tr>
<tr>
<td>Urban</td>
<td>2</td>
<td>England and London</td>
<td>family</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Fuerteventura</td>
<td>partner suffers with arthritis and needs the sun</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Nice, France</td>
<td>good weather and like to travel</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Cos, Greece also Turkey</td>
<td>always goes to Greece</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Nashville in U.S.A.</td>
<td>a lifelong ambition</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Spain</td>
<td>The weather</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Malta</td>
<td>Guaranteed sun</td>
</tr>
</tbody>
</table>
**Question 12** the respondents were requested to state where and why their holiday was in Ireland. The responses were:-

<table>
<thead>
<tr>
<th>Numbers</th>
<th>Destination</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Killarney and Kerry</td>
<td>Package break at good value</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Where partner is from</td>
</tr>
<tr>
<td>1</td>
<td>Derry</td>
<td>Historical Society outing</td>
</tr>
<tr>
<td>1</td>
<td>Clonmel and Cork City</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Galway and Mayo</td>
<td>Presents from the family</td>
</tr>
<tr>
<td>1</td>
<td>Clare</td>
<td>Dancing and the crack</td>
</tr>
<tr>
<td>1</td>
<td>Roscommon</td>
<td>On holidays from England to visit family</td>
</tr>
<tr>
<td>1</td>
<td>Cork and Dublin</td>
<td>Sightseeing, partner always wanted to visit</td>
</tr>
<tr>
<td>Urban</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Galway</td>
<td>Like Galway and easy to get to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Break with friends</td>
</tr>
<tr>
<td>1</td>
<td>Galway, Mayo and Clare</td>
<td>Love Ireland</td>
</tr>
<tr>
<td>1</td>
<td>Westport, Mayo</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Letterkenny, Donegal</td>
<td>To visit family</td>
</tr>
</tbody>
</table>

**Question 13** was in two parts; the first required a yes or no response; the second part to state their reasons. The results were four replied yes and sixteen replied no. (20% : 80%)

The urban answers were; one stated yes and nine no. (10% = yes; 90% = no)
The rural answers were; three stated yes and seven no. (30% = yes; 70% = no)

Some of the No responses were:-

- Visit different islands in Greece each time
- Depends on cost
- Nice to see different places
- To suit holiday break
- To avoid the bad weather
• Being retired means she can go at anytime.

Some of the Yes responses were:-

• To visit family
• They are pilgrimages
• Suits the family
• For the festival in Lisdoonvarna

Figure 3.1.7

The main reason for a holiday/break

<table>
<thead>
<tr>
<th>Reason</th>
<th>Rural</th>
<th>Urban</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religious reasons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fun</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Culture</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attend festival etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visiting family &amp; friends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rest &amp; Relaxation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Question 14** was to establish the main reason for taking a holiday/break and some gave more than one response. The majority of responses determined rest and relaxation (44%) as main reason. Sport and recreation or business reasons were not responded to.
The following were the activities undertaken while on holidays (Q. 15).

Table 3.1.4

<table>
<thead>
<tr>
<th>Active</th>
<th>Rural</th>
<th>Urban</th>
<th>Passive</th>
<th>Rural</th>
<th>Urban</th>
<th>Attending an Event</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf</td>
<td>0</td>
<td>0</td>
<td>Shopping</td>
<td>5</td>
<td>5</td>
<td>Agriculture Show</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Walking</td>
<td>5</td>
<td>5</td>
<td>Sightseeing</td>
<td>6</td>
<td>4</td>
<td>Horse Racing</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Hill Walking</td>
<td>1</td>
<td>1</td>
<td>Relaxation</td>
<td>4</td>
<td>8</td>
<td>Drama Festival</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Cycling</td>
<td>0</td>
<td>2</td>
<td>Visit</td>
<td>3</td>
<td>2</td>
<td>Ploughing</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Cycling</td>
<td>12</td>
<td></td>
<td>family/friends</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Running</td>
<td>0</td>
<td>0</td>
<td>Eating out</td>
<td>8</td>
<td>8</td>
<td>Music Festival</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Dancing</td>
<td>2</td>
<td>1</td>
<td>Visit public house</td>
<td>3</td>
<td>4</td>
<td>Sporting event</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Skiing</td>
<td>5</td>
<td>5</td>
<td>Read a book</td>
<td>6</td>
<td>Local Festival</td>
<td>3</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>0</td>
<td>Other</td>
<td>2</td>
<td>Other</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

By calculating the number of circles each received, the results are:-

Active... 17 : Passive... 70 : Attending an event or Festival... 24.

This; simple result shows passive activities are significant.

For Question 16 the results found thirteen (59%) were self organised holidays/breaks; six (55%) of the rural responses and seven (64%) of urban responses were self organised.

The respondents to Question 17 indicated their choice of holiday was based on meeting new people; exploring new places; a good and quite location; near the sea.
and sun; nice places; any place in Canada or U.S.A.; Greece the only place; not too far from home; entertainment and festivals.

**Question 18** listed some elements the respondents might consider when choosing a holiday and were requested to indicate their level of importance. 1 – being completely unimportant to 5- being very important. Two of the twenty respondents gave no response.

<table>
<thead>
<tr>
<th>Table 3.1.5</th>
<th>Holiday Considerations.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personal safety and security</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>2</td>
<td>The destination can easily be reached</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Friendliness of the local people</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Climate</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Night life and entertainment</td>
<td>6</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>The opportunity to attend a race meeting</td>
<td>13</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>The offer of local cuisine</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>The offer of cuisine similar to that available at home</td>
<td>3</td>
<td>0</td>
<td>5</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>The cost of food and beverage at the destination</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>The opportunity to rest/sunbathe/chill out</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>11</td>
<td>The opportunity to attend a festival or an event</td>
<td>7</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

**Figure 3.1.8**

**Preferred Country of Choice**

- U.S.A.
- Canary Islands
- Spain
- Scotland
- Italy
- Germany
- France
- Ireland

Legend:
- **Rural**
- **Urban**
- **Total**
England and Northern Ireland were included in Question 19 and received no response. Some respondents identified two while others made no response.

The preferred destination is Ireland showing a result of nine (39%) of which six (67%) were from rural areas and three (33%) from urban.

![Figure 3.1.9 Preferred Irish Destination](image)

Sligo and Wexford were also included as choices for question 20 but were not chosen by any of the respondents.

Some of the respondents ticked two or three boxes while others made no choice at all.

The most popular Irish destination is Mayo due the popularity among the rural residents as it was chosen by 29% respondents.

The final question posed the question if they plan on taking a holiday this year and if so have they decided on where; the results are below.

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Rural</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>

The majority have not yet decided where they intend to go. Those who have, stated - Clare, Kerry, Australia, Germany, Medjugorje, Cyprus and if possible Egypt, Fuerteventura, England and Ireland.

Comments were:-

32
“Irish hotels are offering good value breaks so if trend continues, I think more people will holiday at home if weather permits! Also I often think hotel menus offer too much choice and could offer more economical prices if they just gave a few choices. (I’m thinking of evening meals)”.

“Very expensive”

Chapter 4

4. Discussion

4.1. Introduction

This chapter discusses the findings of the questionnaire. Having established in the previous chapter the equal proportions of urban and rural participants, the author now progresses on to discussing the results under the desired objectives. The results are compared to previous studies and published writings at set out in the literature review.

4.2 Objective 1. Holiday patterns among the over 55’s

It was found that the highest number of holidays taken in 2010 was two, representing 45% of all respondents, which is higher than the respondents to the 2011 Holiday Exhibition held in Dublin where 36% intend to take two holidays this year (Pope 2011).

The respondents were also asked to identify whether they holidayed in Ireland or abroad and the findings showed a slightly greater preference to stay at home (54% as opposed to 46%). This result almost concurs with the findings carried out specifically for the 2011 Holiday Exhibition held in Dublin that identified 60% of respondents plan to holiday in Ireland this year (Pope’s report (2011) in the Irish Times).

The findings went on to reveal the sun still a main attraction in the choice of holiday destinations abroad. The participants clarified their rational for choosing the sun as they firmly believe the sun plays a significant positive role in both their physical and mental health. Hart Robertson, M. et al (2010) in their writings differ here as they have stated the sun sand and sea no longer have the same appeal.
When examining the activities under the headings of active, passive and attending an event/festival in order to establish if there is an identifiable pattern or not in the activities undertaken the author made the following observations from the results:-

- Walking was the most popular active activity with little or no interest in the remaining activities in the category suggesting passive activities may be more importance to the participants.

- Rest and relaxation along with eating out were the most popular passive activities undertaken while on holidays. These finding are in direct opposition to what Pigram and Wahab (2000) had to say as they have identified that this market segment are now undertaking strenuous tours and leaving the constraints of previous generations behind (p.23). Taking a look at what Beard, C.et al (2006) had to say; holiday choices were based on lifestyle as opposed to age and in expanding further concluded that if they are active in their everyday lives are likely to choose an active holiday (p. 60). This suggests that the participants are not involved in activities like hill walking or cycling as an everyday activity and a valid reason as to why they were not chosen under the active activities. It can also be argued that farmers (25% of respondents) are an active lot there by disagreeing with Beard, C.et al (2006) but here the author will argue that in the past thirty years with more machinery and equipment coming on stream farming has become less and less labour intensive thereby becoming more passive and providing a rational for the results.

- Upon examining the results for attending an event or festival; highest in the attendance stakes was the local festival. In the opinion of the author the culture of the holiday destination is a high secondary consideration as 66% of the participants indicated that the friendliness of the local people was either important or very important when making a holiday decision.

- The results show passive activities are important factors in the holiday pattern of the over 55s’.

In agreement with Pope’s (2011) article in the Irish Times the recession is not having the same affects on the over 55’s as the findings of this research were 74%
indicated that they plan to take a holiday this year and is also correlated with their choice of destination as Australia, Cyprus, Egypt, Germany as well as Irish destinations have been selected.

4.3 Objective 2. Do the holiday patterns differ between the urban and rural dweller?

From the study carried the author discovered there is very little difference between the urban and rural dweller when it come to organising the holiday as 66% of urban and 55% of rural organised their own holidays.

Overall the most popular length of holiday was for one week showing a total result of 37%. Taking the one week in isolation there is a slight difference between the urban and rural as it breaks down to 55% urban and 45% rural and posing the argument that there is no difference between the urban and rural dweller. However, when investigating further the short break of one to three days returned the same result for the rural dweller (36%) where this length was less favoured among the urban dweller (13%) indicating a difference.

The findings show 75% of rural dwellers had a holiday at home in 2010 as opposed to 33% of urban dwellers. When analysing the results of holidays abroad the study returned a result which is in complete contrast. Here the urban dweller taking a holiday abroad was 67% as opposed to 25% of rural dwellers. This clearly indicates a difference between the urban and rural dweller.

The study went on to discover that 50% of the rural respondents identified themselves as farmers and when examining the results further discovered that only 20% of them did not have a holiday/break in 2010 which represents 10% of all rural dwellers and 5% of total respondents. This disagrees with Dr Pat Bogue’s findings of 2004 where he concluded that the farmer 55+ was less likely to take a holiday at all. When comparing the “none” holiday participants of urban and rural the result proved identical thereby arguing there is no difference between the two sectors.

Upon examining the results of the country of choice Ireland (39%) was the preferred destination. This result is further broken down in to rural and urban. Here the findings show 46% of the rural dwellers identified Ireland as their choice as opposed
to 30% of the urban dwellers. Ireland being a favourite among the rural dwellers concurs with the findings where they went on holidays in 2010 showing a result of 75%. With 50% of the rural participants being farmers combined with the knowledge the farmer loves the land; led the author in forming the opinion that this is a significant reason for holidaying at home and preferring Ireland. Another consideration would be ease of access and when this question was posed those who answered eighteen (83%) indicated it was either important or very important. All farmers indicated ease of access was either important or very important. A further reason for their choice is the offer of cuisine similar to that at home was 55% of the participants indicated it was important or very important. When examining this result further the author made the following discovery:-

- All the rural participants indicated either the availability of cuisine similar to that was either important or very important with the exception of one who indicated it did not matter.

- Of all the urban participants: 2 failed to answer the question. Only one indicated it was either important or very important.

These results clearly identify food as a real reason when choosing a holiday destination among the rural dweller. Food is also a major significant contributing factor in the holiday preferences between the urban and rural dweller.

4.4 Evaluation of Method

In order to discover the required information questionnaire proved to be successful and satisfactory. Questionnaires were less intrusive, only taking a few minutes of the participants’ time. The questions there in, did not in any way cause embarrassment and confidentially was assured and maintained throughout. The quantitative method proved to be the correct choice in achieving the objectives. The method used was invaluable in obtaining as much information as possible; in the shortest time frame and at the lowest cost. Finally the author feels, the questions were answered freely and
honestly as the respondents were invited to complete the questionnaire and also given the opportunity to withdraw at any time.

4.5 Limitations of Method

The over 55’s is a large selection of the population and increasing, this research was limited to 20 participants which may have been insufficient in providing a clear and concise indication of their holiday patterns. In some cases the interpretation of the questions was a limiting factor. Respondents in some incidents either failed to respond to a question or gave more information than requested. Despite poor weather conditions the author fulfilled the criteria of this research. However, it is believed if conditions were favourable a greater and more diverse selection of the over 55’s would have been available. The author suggests that a larger sample would have been more beneficial in acquiring a more accurate pattern of holidays and especially between the urban and rural communities.
Chapter 5

5.1 Conclusion

The recession has little or no affect on the over 55’s decision to go on holidays and the survey carried out for the 2011 Holiday Exhibition concurs (Pope, 2011). To take it a step further in many cases have two holiday/breaks per year. In general Ireland was the preferred destination of choice due in part to ease of access and choice of cuisine similar to that at home. In general the results concluded the over 55’s in Ireland prefer passive activities with rest and relaxation and eating out being the main ones. Of the activities walking is the only activity of interest. Local festivals and events as well as local culture are of interest to this age category.

When examining the holiday preferences under urban and rural dwellers categories it was surprising to note from the authors knowledge of Irish people in some aspects little has changed since the 1980s’ when holidays became the norm. The results conclude that there is a significant difference between the urban and rural choices in holiday/break decisions.

The urban dweller prefers to go abroad; self-catering is the preferred option; while the rural dweller prefers Irish cuisine, ease of access and Mayo the preferred county.

5.2 Recommendation

Based on the results from the dissertation it identifies a need for the tourism industry to market the urban dweller.

- As from the research carried out the author has discovered a gap in published research with regards to the urban / rural divide and recommends further more precise research.
- There is a need for tourism to continue in developing products and services that meet the needs of the rural dweller.
• There is a need to discover the needs and wants of the urban resident which may mean providing a different product or service.
• As previously stated the domestic market is valuable to the local and national economy and must be protected and where possible enhanced.

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Graying baby-boomers spark tourism boom


Go Grab the Grey Market, Goliath, Travel Trade Gezette Uk and Ireland

http://docs.google.com/viewer?a=v&q=cache:7yWhoNhvZS4J:www.teagasc.ie/ruraldev/docs/Quality_of_Life.pdf+the+quality+of+life+of+farm+families&hl=en&gl=ie&pid=bl&srcid=ADGEESgY84nICZ3KZsi6_NCbFNdweQ5Qms7j9kQdasB8A2mME6N-ToYh6jqZV-0S9JHjuftyjlaH7p6P6h818lg9v0pM52KMX2aIw5lCUB0jx97NeP1OUdI4iaD47BKJjfwOcfmK2Lwr&sig=AHIEtbQ177wfdpFjDDJuN04vKI4msndYjQ (17th March, 2011).
Dear Participant,

My name is Maura Burke, a 4th year student of Bachelor of Business in Tourism and Hospitality Management in Athlone Institute of Technology. To complete my studies for this academic year I am required to produce a mini research thesis on a topic that is connected to the subjects in this course.

For my mini thesis I am examining the holiday patterns of the over 55s’ market from both urban and rural backgrounds.

I am inviting you to participate in this research by completing the attached questionnaire which will only take a few minutes of your time. Participation in this study is voluntary and if you wish you can withdraw at any point.

Please rest assured that your identity will be remain confidential at all times. All information received will be treated anonymously and with respect. The data collected will only be used for the purposes of this research.
The results of this study may be published, but any information that could result in your identification will remain confidential.

Thank you for taking the time to assist me in my educational endeavours.

Yours sincerely,

Maura Burke

Athlone Institute of Technology,

Dublin Road,

Athlone,

Co. Westmeath.

Date: 3rd March, 2011.

Dear Participant,

My name is Maura Burke, a 4th year student of Bachelor of Business in Tourism and Hospitality Management in Athlone Institute of Technology. To complete my studies for this academic year I am required to produce a mini research thesis on a topic that is connected to the subjects in this course.

For my mini thesis I am examining the holiday patterns of the over 55s’ market from both urban and rural backgrounds.

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The results of this study may be published, but any information that could result in your identification will remain confidential.

Thank you for taking the time to assist me in my educational endeavours.

Yours sincerely,

Maura Burke

**Holiday Preferences of the Over 55s’ Questionnaire**

Q.1. Which gender are you?
   - Male
   - Female

Q.2. Which of the following age categories do you belong to?
   - 50 – 55
   - 56 – 65
   - 66 – 75
   - 76 – 85
   - 86+

Q.3. Do you reside in ...
   - An urban setting
   - A rural setting
Q.4. How would you categorise your job status?

- Employed [ ]
- Self-employed [ ]
- Farmer [ ]
- Unemployed [ ]
- Semi-retired [ ]
- Retired [ ]
- Housewife/man or carer [ ]
- Other [ ]

Q.5. How many holidays/breaks did you take in 2010?

- One [ ]
- Two [ ]
- >Three [ ]
- None [ ]

Q.6. If none how long is it since you have taken a holiday/break?

[ ]

(If you have not been on holidays in 2010 please answer the following questions using the information from your last holiday)

Q.7. How long did your holiday/break last?

- 1 / 3 days [ ]
- 4 / 6 days [ ]
- 1 week [ ]
- 10 days [ ]
- 2 weeks [ ]
- Other:- please state [ ]

Q.8. Who did you go on holidays with in 2010?
(You can have more than one answer)

Partner □ On your own □
With Friends □ With club/group □
Family □ Grandchildren only □
Work Colleagues □

Q.9. In which of the following types of accommodation did you stay?
   Hotel □
   Bed & Breakfast □
   Self catering □
   Caravan Park □
   Own Holiday Home □
   With family/friends □

Q.10. Where did you go on holidays in 2010?
   Ireland □
   Abroad □

Q.11. If your holiday destination was abroad please state where and why?

___________________________________________________________________
___________________________________________________________________
___________________________________________________________________

47
Q.12. If your holiday destination was in Ireland please state where and why?
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

Q.13. Do you go to the same destination at the same time each year?
Yes ☐
No ☐
Please state the reason for your answer.
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

Q.14. Which one of the following was the main reason for you to take a holiday/break?
Rest and relaxation ☐
Visiting family and friends ☐
Business reasons ☐
Attending a festival or a similar type of event ☐
Culture ☐
Fun ☐
Sport and recreation ☐
Health
Religious reasons
Other, please state __________________________________________

Q.15. Which of the following activities did you partake in while on holidays?

You can circle more than one answer

<table>
<thead>
<tr>
<th>Active</th>
<th>Passive</th>
<th>Attending an Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf</td>
<td>Shopping</td>
<td>Agricultural Show</td>
</tr>
<tr>
<td>Walking</td>
<td>Sightseeing</td>
<td>Horse racing</td>
</tr>
<tr>
<td>Hill Walking</td>
<td>Relaxation</td>
<td>Drama festival</td>
</tr>
<tr>
<td>Cycling</td>
<td>Visit family/friends</td>
<td>Ploughing championships</td>
</tr>
<tr>
<td>Running</td>
<td>Eating out</td>
<td>Music festival</td>
</tr>
<tr>
<td>Dancing</td>
<td>Visit public house</td>
<td>Sporting event</td>
</tr>
<tr>
<td>Skiing</td>
<td>Reading a book</td>
<td>Local festival</td>
</tr>
<tr>
<td>Other – Please state</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q.16. How was your holiday/break organised?

Self-organised
Organised through a group/club
By a family member
Organised through a travel agent

Q.17. When deciding on a holiday what do you look for?

E.g. beach, quite location, night life

___________________________________________________________________________________
Q.18. Below are listed some elements that you might consider when taking a holiday. Please indicate the level of their importance to you. (1 - being completely unimportant, 2 - unimportant, 3 – neither important or unimportant, 4 - important and 5 – very important)

1. Personal safety and security 1 2 3 4 5
2. The destination can easily be reached 1 2 3 4 5
3. Friendliness of the local people 1 2 3 4 5
4. Climate 1 2 3 4 5
5. Night life and entertainment 1 2 3 4 5
6. The opportunity to attend a race meeting 1 2 3 4 5
7. The offer of local cuisine 1 2 3 4 5
8. The offer of cuisine similar to that available at home 1 2 3 4 5
9. The cost of food and beverage at the destination 1 2 3 4 5
10. The opportunity to rest/sunbathe/chill out 1 2 3 4 5
11. The opportunity to attend a festival or an event 1 2 3 4 5

Q.19. From the list below which is your preferred country of choice for a holiday

Ireland [ ] Northern Ireland [ ]
England [ ] Scotland [ ]
Q.20. From the list below please indicate your preferred Irish destination

- Cork  ☐
- Donegal  ☐
- Dublin  ☐
- Clare  ☐
- Sligo  ☐
- Kerry  ☐
- Galway  ☐
- Wexford  ☐
- Tipperary  ☐
- Mayo  ☐

Q.21. Do you plan to go on holiday this year?

Yes  ☐
No  ☐

If yes please state where you hope to visit.

________________________________________________________________________

Any other comments:-________________________________________________________________________

________________________________________________________________________

Thank you very much for taking the time to complete this questionnaire. It is very much appreciated. Maura Burke.

END OF QUESTIONNAIRE.