



Università degli Studi di Genova

Genoa University



Scuola di Scienze Sociali

BA TOURISM SCIENCES: BUSINESS, CULTURE AND TERRITORY

TOURISM PSYCHOLOGY

Teaching Unit No. 12
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THE SENIOR TOURIST PROFILE

THE EVOLUTION OF THE CONCEPT OF THE ELDERLY

- Typical of advanced development companies
- Linked to better living conditions that have led to longer life expectancy
- No longer waiting for the end of life but still able to make a contribution but also aware that they can usefully use their free time to satisfy their needs and curiosity.

POSSIBLE ATTITUDES WHEN ENTERING THE THIRD AGE (1)

- **Resignement**
 - long working life, basic education, few non-working interests, lack of family members to care for. He struggles to make sense of retirement years, after a sense of freedom from work he sets up routines in search of socialization.
- **Reconversion**
 - medium-high profile worker, work has been central to her life, leisure time can be distressing and nursing/caregiving activities are not satisfactory. If possible, she continues to work as a consultant or engages in voluntary work.

POSSIBLE ATTITUDES WHEN ENTERING THE THIRD AGE (2)

- **Displacement**
 - example of effective coping. The retiree directs his or her resources towards volunteering, nursing/caregiving or activities that meet his or her desire to do, learn about, and deepen. Usually those who adopt the move have a good cultural background and have cultivated hobbies/interests during their working life.
- **Reinvestment**
 - Reinvestors have cultivated interests relatively far removed from their main job and see retirement as an opportunity to make sense of those interests.
- In all cases the importance of personality characteristics and level of education emerges.

MOTIVATIONS AND NEEDS OF THE ELDERLY TOURIST

- Discovered by tour operators
- Equipped with residual economic availability needs to be encouraged with offers that guarantee good levels of service, easy means of transport, margins of freedom in the management of the holiday, facilities in consideration of possible difficulties of walking, all at affordable prices.
- But also the possibility of physical activities in dedicated facilities or outdoors (trekking).
- It is not a high season tourist and therefore meets the need of the host structures to occupy the rooms/houses for a period of the year that is longer than the usual holiday season.