



# EFFECTS PRODUCED BY PROPOSING NEW TOURIST SERVICES IN THE DEVELOPMENT OF TOURISM FOR SENIORS

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## Abstract

The tourism sector is facing a redefinition of its products, services and activities to better engage older people, given the emerging opportunities of demographic change, globalization, sustainability, low-cost business models, health and well-being. A key challenge for all countries in the world and, in particular, the European Union, is the aging of the population. It is a major social challenge (in terms of public budgets, labor force, competitiveness and quality of life), but also an opportunity for new jobs. The rapid growth of the senior population is caused by a double reality: the post-World War II generations had fewer children than previous generations and the average life expectancy is higher due to medical advances and a better quality of life. Understanding the motivations and needs of senior travelers is fundamental for tourism businesses. It is also necessary to understand that seniors are interested in tourism in the off-season. Lower prices can attract large groups of seniors, who can support many local businesses. During the peak season there are many customers, but it is also necessary to support businesses in the hospitality industry in the off-season. While currently the 55+ senior group represents 18% of the population, in 2050 it is expected that tourism for the elderly will reach 33%. In the case of a vacation for seniors, where comfort, the right destination, the ideal hotel and the optimal mode of transportation should take precedence, but the way a reservation is made can significantly influence the quality of the experience in that destination. In most cases, a senior needs a little more comfort to properly enjoy their travel experience.

## • Introduction

The tourist product represents a combination of access components, heritage and tourist equipment according to rules and principles resulting from tourism research and experience. Approaching the tourist product from the consumer's point of view involves respecting aesthetic and psychological requirements.

The tourist product is thus considered to be the result of the interdependencies between the attractiveness of an area and the facilities or services offered to the buyer, the resources taking the form of different products only through the provision of specific services - accommodation, food, transport, leisure.

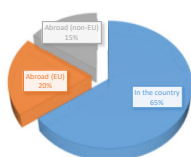
## • Material and method

To understand how the introduction of tourist services in tourism packages for seniors could influence, we used the questionnaire method, a questionnaire intended for people over the age of 50. The questionnaire was applied within the Timisoara municipality between April and June 2024 to a number of 475 people.

## • Results and discussions

The place where people choose to spend their holidays is closely related to the income level of those who answered our questions, a fact highlighted by the large number of those who choose to spend their holidays in the country.

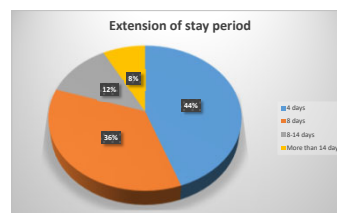
THE PLACE WHERE SENIORS SPEND THEIR VACATIONS



Source: own creation after interpreting the questionnaire

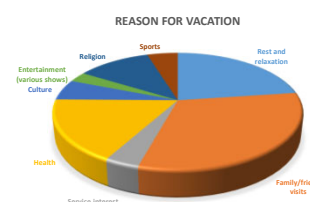
The place where seniors spend their vacations

And the period of stay is closely aligned with the income level of the people interviewed.



Source: own creation after interpreting the questionnaire

Extension of stay period



Source: own creation after interpreting the questionnaire

REASON FOR VACATION

## • Conclusions

Regardless of age, a vacation is the event that is always welcome. The world offers so many places to see, to visit, there are experiences that must be lived and many adventures to try. A quiet vacation in the mountains or visiting traditional places in the country, a trip abroad to places you have seen and known before or to new locations that we have long wanted to visit, cruises and the adventures they offer, nowadays travel is more accessible to everyone than ever.