



TYPES OF EXPERIENCES ACCOMPANYING POLISH SENIORS IN THE PROCESS OF CONSUMPTION OF TOURISM SERVICES

BY

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Abstract

In modern times interest in seniors manifests itself in various disciplines of science, both in medical sciences, health sciences, philosophy, psychology, but also in economic sciences.

Considering the dynamics of the demographic changing processes, this group will grow in numerical strength. Currently, the important role of seniors in society is emphasized, promoting initiatives for the active social inclusion of seniors. Activation of the elderly takes various forms and concepts, the aim of which is to maintain an active lifestyle among seniors, despite the lost role of an employee. Among the senior community, there is also a noticeable increase in awareness and popularization of a healthy lifestyle. Modern seniors are increasingly aware of how much depends on them in terms of quality of life and maintaining physical and mental fitness for many years.

Keywords: senior, consumer behavior, tourist market, experiences

Introduction

Seniors are an attractive segment of consumers of tourist services because of its size, but also due to the increased awareness and popularization of a healthy lifestyle among Polish society. In recent years, there has been a noticeable increase in interest in the issues of seniors and the ageing process. The intensification of research in this area is the result of contemporary demographic processes, with an unbelievable range and intensity, covering European countries, including Poland.

The dynamic development of the tourism market and the changing needs and expectations of consumers prompt some analysts to develop a new paradigm of tourism [Kozak 2009]. The main direction of the changes is the perception of tourist goods and services through the prism of consumer experiences [Andersson 2007; Frochot, Batat 2013].

The aim of the work is to characterize and systematize theoretical issues in the field of experience economy related to tourist behavior. The basis for the decision to leave the road and the accompanying sensations and departures were taken into account. The source in the work is the following: educational experiences are the greater, the higher the level of

education of younger people, here by searching for monuments and the purpose of an educational journey.

1. The role of experiences in tourist behavior of consumers

The initial models of consumer behaviour on the market were created based on the rationality of consumer decisions. It was assumed that entities on the market make rational decisions in the process of purchasing goods and services. Research by psychologists A. Tversky and D. Kahneman criticized the assumptions of consumer behaviour rationality, taking into account psychological factors such as emotions [Stojanović 2012]. Currently, consumers do not pay so much attention to the functionality of the product, and more and more often they are guided by the emotional components of the product [Mruk 2017, p. 83]. This subchapter is devoted to discussing the assumptions of the new paradigm of consumer behaviour based on the experience economy.

During the above considerations of the assumptions of the economy of sensations, it is not surprising that the tourism sector is currently becoming the leading branch of the new economy. The search for new impressions and sensations has accompanied people for a long time. Participants in the tourist movement differ in the motive behind their decision to leave: some prefer passive rest, others more active, but each trip is



the result of the emerging need to change the current rhythm of life, change the everyday environment. In addition, recently there have been changes in society regarding the choice of more exotic and unpopular destinations. People are looking for new values when traveling to countries representing a different culture and lifestyle. Experiences are the source of making decisions about leaving for cultural, religious, and cognitive purposes. Sensations also play an important role in pursuing your interests. Regardless of the motivation for tourist trips, the consumer of the tourist market goes through a multi-stage process leading to the consumption of tourist goods and services.

2. Methodology of researching the behavior of seniors in the process of meeting tourist needs

The research tool was an original questionnaire, constructed in such a way that the answers to the questions contained therein were a source of data that would allow the achievement of the assumed research goal and hypothesis.

The research was conducted from January 2020 to September 2020. 911 people aged 60 and over participated in the research. Among them, professionally inactive people prevailed (82.76%), which is in line with the specificity of seniors. Considering the gender, the study group was dominated by women (82.76%). Elderly people who declared being in a relationship in relation to their marital status accounted for 60.26% of the respondents. In turn, the structure of the surveyed population in terms of age was as follows: 25.25% of people aged 60-64, 37.32% of people aged 65-69, 26.23% of people aged 70-74, 11, 20% aged 75 and over. More urban residents (74.09%) than rural residents (25.91%) participated in the study.

To check the relationship between qualitative variables, the chi-square test of independence (χ^2) was used. The chi-square test of independence also called Pearson's chi-square test, is used to analyse the relationship between two variables measured on a nominal scale (refers to qualitative data). It is based on he compares the observed values with each other - the responses obtained in the studies with the numbers that can be expected assuming that there is no relationship between the variables. If the difference between the observed values and the expected is large (statistically significant), it can be said that there is a relationship between one variable and the other. However, the strength of the relationship between variables can be measured using, for example, Cramer's V coefficient. This measure is constructed based on the value of the χ^2 statistic [Stanisz, 2006]. Cramer's V coefficient is $<0; 1>$, which means that the closer this value is to 0, the weaker the strength of the relationship between the examined features, and the closer to 1, the stronger the strength of the studied relationship.

3. Types of experiences accompanying Polish seniors in the process of consumption of tourist services

Research related to the motivations and experiences of consumers in the tourist market are one of the most difficult in psychology because they depend on the individual, psychological mechanisms of the individual. According to the literature on the subject, both motivations and sensations are interdependent. According to A. Disagreements in terms of emotions, sensations are the main stimulus that encourages tourists to travel. In addition, motivations change as a result of previous experiences and sensations. Moreover, according to researchers in the field of tourism experiences, motivation contributes to the choices made, which translates on the emergence of tourist experiences [Cutler, Carmichael 2010, Andersen, Prentice, Wantanabe, 2000].

The literature in the field of tourism is rich in topics relating to tourist experiences analyzed in terms of results, with an emphasis on the observed behavior of tourists, but also on the motivations of tourists and their satisfaction [Gnoth, Matteucci 2014, Cutler, Carmichael 2010, Andersen, Prentice, Wantanabe, 2000; Ryan, 2002]. It is worth noting that tourists' experiences are revealed already now of their contact with the enterprise (area), so this applies to searching for information on the websites of travel agencies, hotel facilities, and attractions of a tourist destination, or during a personal visit to a travel agency. From the tourist's point of view, these activities refer to the phase of searching, planning, and imagining the trip, in relation to companies representing the tourism industry, it is their commitment to ensure unforgettable holidays [Stasiak 2016, p. 209]. Foreign literature presents an analysis of tourist experiences, distinguishing e.g. entertainment, education, escape, and aesthetics [Pine & Gilmore 1999]; In turn, Polish literature distinguishes 12 types of tourist experiences: educational, aesthetic, emotional, romantic, retrospective, relaxation, social interaction, fun, active recreation, introspection and contemplation, escape, shopping, collecting souvenirs, penetrating the area [Nowacki 2003, p. 122].

To begin with, the paper refers to the motivations that make older people decide to go on a tourist trip, as factors of seeking new experiences based on one of the most popular classifications of B.J. Pine and J.H. Glimore. Below, an attempt has been made to characterize the impact of such variables as age, education, place of residence, household size, financial situation, and health situation on tourist themes.

Over 65% of respondents prefer to travel for leisure and sightseeing monuments. Contact with nature (43.28%), improving health (17.80%), and walking in the mountains (15.49%) are also important for seniors. On the other hand, the least important purposes of tourist trips among the elderly are getting to know their own roots (0.90%) and shopping (1.41%). Among the older part of society, they become visible escape and aesthetic experiences (Figure 1).

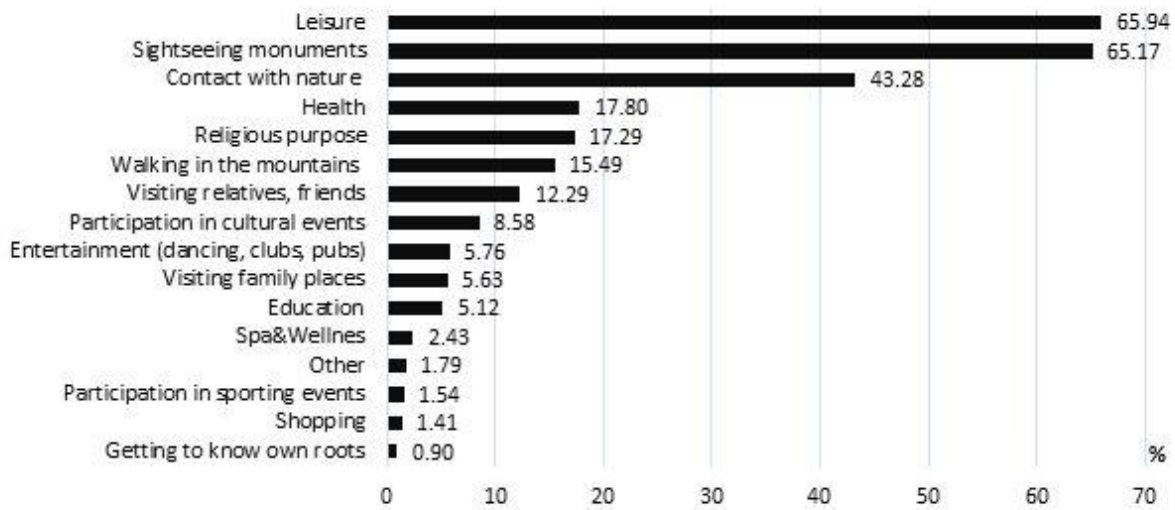


Fig. 1. Declared goals of tourist trips by seniors (in %)

Note: Percentages do not add up to 100% because respondents could choose more than one answer.

Source: own study based on survey results.

The youngest seniors (aged 60–64) most often travel for leisure purposes (71.78%), additionally in search of educational experiences related to sightseeing monuments (59.41%). Similarly, people aged 65–69 travel in search of experiences related to escape from everyday life and education. On the other hand, for older seniors (aged 70–74), trips for educational purposes related to sightseeing monuments are more important (72.14%). The oldest seniors travel mainly for leisure (67.09%). Based on the data in Table 1, a significant relationship can be observed between the age of seniors and trips for religious purposes ($\chi^2=9.20$; $p<0.05$; $V=0.11$), entertainment ($\chi^2=8.72$; $p<0.05$; $V=0.11$) and other factors inducing tourist trips (open question), where the respondents most often declared their willingness to get to know new places and cultures ($\chi^2=5.70$; $p<0.05$; $V=0.09$).

Table 1. The motives of seniors' tourist trips by age (in %) and the results of the dependency analysis

Categories	Age groups				Statistics χ^2	p-value	Factor V Cramer
	60–64	65–69	70–74	75+			
Leisure	71,78	66,67	59,20	67,09	7,25	0,0651	0,0965
Sightseeing monuments	59,41	65,22	72,14	62,03	7,60	0,0529	0,0987
Visiting family places	4,95	4,01	9,45	3,80	7,67	0,0716	0,0991
Contact with nature	43,56	46,98	39,80	37,97	3,56	0,3115	0,0676
Entertainment (dancing, clubs, pubs)	9,90	4,35	3,98	5,06	8,72	0,0484	0,1057
Religious purpose	11,88	16,39	21,39	24,05	9,20	0,0261	0,1085
Participation in cultur events	5,94	9,03	9,45	11,39	2,86	0,3937	0,0606
Visiting relatives, friends	11,39	11,71	10,45	21,52	7,12	0,1035	0,0955
Health	17,33	18,73	17,91	15,19	0,58	0,8987	0,0272
Spa&wellness	4,95	1,34	1,99	1,27	7,52	0,0823	0,0982
Education	3,47	5,70	6,50	3,80	2,41	0,4723	0,0556
Shopping	2,48	1,67	0,50	0,00	4,14	0,1490	0,0728
Participation in	1,49	2,01	0,50	2,53	2,38	0,4289	0,0553

sporting events							
Walking in the mountains	18,32	15,05	15,00	11,39	2,32	0,5018	0,0546
Getting to know own roots	0,99	1,34	0,50	0,00	1,75	0,4859	0,0474
Other	0,00	2,68	2,49	1,27	5,70	0,0279	0,0855

Note: Percentages do not add up to 100% because respondents could choose more than one answer. Explanations: statistically significant correlations at the level of $p < 0.05$ are marked in grey. Source: own study based on survey results.

Among seniors with primary education, the most popular destinations are leisure (62.50%), followed by religious purposes (37.50%). People with vocational and secondary education most often leave for leisure (69.91% and 68.99% respectively) and sightseeing monuments (54.87% and 64.93%). In turn, for seniors with higher education, the most important goal is to visit sightseeing monuments (71.34%). The analysis shows that the motives related to visiting monuments are characteristic of seniors with a higher level of education. The dependence of this motive of tourist trips on the level of education is confirmed using the independence test ($\chi^2=21.81$; $p < 0.001$; $V=0.17$). The above data confirmed the partial hypothesis that educational experiences are the greater, the higher the level of education of the elderly, here through visiting monuments and the educational purpose of the trip. Another significant relationship was observed in relation to contact with nature ($\chi^2=37.97$ $p < 0.001$; $V=0.22$) (Table 2). It can also be noticed that the higher the education, the more often the accompanying experience during trips of the elderly is aesthetics.

Table 2. The motives of seniors' tourist trips by education (in %) and the results of the dependency analysis

Categories	Education				Statistics χ^2	p-value	Factor V Cramer
	Primary	NVQ	Secondary	Higher			
Leisure	62,50	69,91	68,99	61,64	4,82	0,1874	0,0786
Sightseeing monuments	25,00	54,87	64,93	71,34	21,81	0,0001	0,1671
Visiting family places	18,75	3,54	6,96	4,23	8,38	0,0827	0,1036
Contact with nature	12,50	24,11	41,45	54,07	37,97	0,0000	0,2206
Entertainment (dancing, clubs, pubs)	6,25	2,65	8,12	4,23	6,86	0,0692	0,0937
Religious purpose	37,50	26,55	15,36	14,98	13,38	0,0080	0,1309
Participation in sporting events	6,25	15,04	6,67	8,47	7,75	0,0761	0,0996
Visiting relatives, friends	25,00	19,47	10,43	11,07	9,32	0,0419	0,1092
Health	18,75	26,55	20,00	12,05	14,00	0,0028	0,1339
Spa&wellness	6,25	2,65	2,03	2,61	1,28	0,8009	0,0405
Education	6,25	2,65	3,78	7,52	6,33	0,0971	0,0901
Shopping	0,00	2,65	1,16	1,30	1,67	0,6487	0,0463
Participation in sporting events	0,00	1,77	1,16	1,96	0,97	0,7492	0,0353
Walking in the mountains	25,00	8,85	13,62	19,61	9,78	0,0185	0,1120
Getting to know own roots	0,00	0,89	0,87	0,98	0,17	0,9573	0,0148
Other	0,00	0,88	1,74	2,29	1,25	0,6537	0,0400

Note: Percentages do not add up to 100% because respondents could choose more than one answer.
 Explanations: statistically significant correlations at the level of $p < 0.05$ are marked in grey.
 Source: own study based on survey results.

The place of residence does not significantly differentiate the motives for tourist trips among the elderly. Seniors living in village mainly travel for leisure (62.03%) and sightseeing monuments (65.78%). Elderly people with small town and medium-sized cities also go for leisure (69.01% and 72.85%) and sightseeing monuments (67.37% and 51.97%). Similarly, with regard to older people living in medium-sized cities, leisure is the factor that encourages them to leave and sightseeing monuments. On the other hand, people living in large cities most often travel to Sightseeing monuments (73.25%), leisure (59.24%), and in order to contact nature (57.96%). According to the data in Table 3, there is a statistically significant relationship between the respondents' place of residence and motives related to sightseeing monuments ($\text{Chi}^2=16.81$; $p < 0.001$; $V=0.15$), contact with nature ($\text{Chi}^2=23.45$; $p < 0.001$; $V=0.17$), religious purposes ($\text{Chi}^2=26.83$; $p < 0.001$; $V=0.19$) and other purposes ($\text{Chi}^2=7.99$; $p < 0.05$; $V=0.10$), such as getting to know new cultures, inhabitants (natives), monuments, history and making new friends.

Table 3. The motives of seniors' tourist trips by place of residence (in %) and the results of the dependency analysis

Categories	Place of residence				Statistics Chi^2	p-value	Factor V Cramer
	Village	small town	Medium city	Large city			
Leisure	62,03	69,01	72,85	59,24	8,83	0,0315	0,1065
Sightseeing monuments	65,78	67,37	51,97	73,25	16,81	0,0009	0,1467
Visiting family places	4,81	5,61	7,89	4,46	2,11	0,5736	0,0519
Contact with nature	33,16	44,72	38,16	57,96	23,45	0,0000	0,1734
Entertainment (dancing, clubs, pubs)	7,49	5,61	6,58	3,18	3,14	0,3334	0,0634
Religious purpose	21,39	13,68	7,89	28,03	26,83	0,0000	0,1853
Participation in sporting events	10,70	7,72	11,18	5,10	5,08	0,1516	0,0807
Visiting relatives, friends	14,44	11,23	12,50	11,46	1,20	0,7585	0,0393
Health	23,53	18,25	17,76	10,19	10,45	0,0115	0,1157
Spa&wellness	2,67	1,75	1,97	3,82	2,01	0,5957	0,0507
Education	6,42	4,91	4,64	4,49	0,87	0,8408	0,0335
Shopping	1,07	2,11	1,32	0,64	1,83	0,5958	0,0485
Participation in sporting events	1,60	1,40	2,63	0,65	2,05	0,5572	0,0513
Walking in the mountains	17,20	15,44	16,45	12,74	1,43	0,6900	0,0428
Getting to know own roots	0,00	0,35	1,99	1,92	6,50	0,0575	0,0914
Other	0,53	3,16	0,00	2,56	7,99	0,0132	0,1012

Note: Percentages do not add up to 100% because respondents could choose more than one answer.
 Explanations: statistically significant correlations at the level of $p < 0.05$ are marked in grey.
 Source: own study based on survey results.

Single seniors are looking for educational experiences related to sightseeing monuments (65.56%) during tourist trips. Respondents who run a two-person household also decide to travel to sightseeing monuments (66.75%). In turn, leisure is a factor motivating seniors who form households of more than 6 people to travel (77.42%). There is a statistically significant relationship between the size of the household of the elderly and religious purpose ($\text{Chi}^2=17.52$; $p < 0.01$; $V=0.15$), visiting family places ($\text{Chi}^2=9.59$; $p < 0.05$; $V=0.11$) and contact with nature ($\text{Chi}^2=13.54$; $p < 0.05$; $V=0.13$) and other motives ($\text{Chi}^2=13.24$; $p < 0.01$; $V=0.13$), such as learning about the history of the visited country and new cultures.

Table 4. Motives for seniors' tourist trips by household size (in %) and the results of the dependency analysis

Categories	Household size						Statistics Chi ²	p-value	Factor V Cramera
	Single	2 person	3 person	4 person	5 person	Above 6 person			
Leisure	63,90	66,57	64,52	69,44	68,00	77,42	2,65	0,7345	0,0584
Sightseeing monuments	65,56	66,75	66,67	52,78	72,00	48,29	7,30	0,2187	0,0967
Visiting family places	5,81	7,61	1,08	5,56	0,00	0,00	9,59	0,0142	0,1108
Contact with nature	44,58	46,76	44,09	25,00	32,00	22,58	13,54	0,0138	0,1318
Entertainment (dancing, clubs, pubs)	7,05	4,51	5,38	8,33	4,00	9,68	3,25	0,6830	0,0645
Religious purpose	18,26	12,39	21,51	33,33	24,00	29,03	17,52	0,0057	0,1498
Participation in sporting events	6,22	9,86	9,68	8,33	8,00	9,68	2,65	0,7343	0,0583
Visiting relatives, friends	14,11	10,43	8,60	19,44	16,00	19,35	6,53	0,2836	0,0914
Health	13,69	18,31	24,73	16,67	12,00	29,03	9,18	0,1158	0,1084
Spa&wellness	2,90	2,25	1,08	2,78	0,00	6,45	3,75	0,5665	0,0693
Education	3,75	5,65	9,68	0,00	0,00	6,45	8,49	0,0529	0,1044
Shopping	0,41	1,13	2,15	5,56	8,00	0,00	15,01	0,0720	0,1386
Participation in sporting events	1,66	1,98	0,00	2,78	0,00	0,00	3,17	0,3735	0,0638
Walking in the mountains	17,43	14,65	16,30	11,11	8,00	19,36	2,88	0,6876	0,0607
Getting to know own roots	0,83	0,85	2,17	0,00	0,00	0,00	2,54	0,7175	0,0571
Other	0,00	2,82	1,08	0,00	8,00	3,23	13,24	0,0089	0,1303

Note: Percentages do not add up to 100% because respondents could choose more than one answer.

Explanations: statistically significant correlations at the level of p<0.05 are marked in grey.

Source: own study based on survey results.

Elderly people who assess their financial situation as very bad mainly travel for recreation (100.00%), contact with nature (50.00%), and health (50.00%). Seniors with a bad financial situation travel for leisure purposes (62.07%) and sightseeing monuments (44.83%). Elderly people who declare an average financial situation travel to sightseeing monuments (66.10%). In turn, seniors with a good financial situation travel for leisure purposes (70.99%). On the other hand, the main factor encouraging older people with a very good financial situation to travel is sightseeing monuments (75.56%). The analysis shows a significant relationship between the material situation and the following motives for tourist travel: sightseeing monuments (Chi2=11.35; p<0.05; V=0.12), health (Chi2=23.82; p<0.001; V=0.17) and Spa&Wellness (Chi2=13.19; p<0.01; V=0.13).

Table 5. The motives of seniors' tourist trips by financial situation (in %) and the results of the dependency analysis

Categories	Financial situation					Statistics Chi ²	p-value	Factor V Cramera
	Very badly	Bad	On average	Good	Very well			
Leisure	100,00	62,07	62,68	70,99	66,67	6,51	0,1266	0,0914

Sightseeing monuments	0,00	44,83	66,10	64,75	75,56	11,35	0,0201	0,1205
Visiting family places	0,00	6,90	6,34	4,75	4,44	1,15	0,8656	0,0384
Contact with nature	50,00	37,93	43,17	44,56	40,00	0,77	0,9420	0,0314
Entertainment (dancing, clubs, pubs)	0,00	6,90	4,63	5,42	17,78	13,18	0,0535	0,1299
Religious purpose	0,00	13,79	18,54	16,95	11,11	2,34	0,5874	0,0547
Participation in sporting events	0,00	6,90	9,27	7,46	11,11	1,38	0,8186	0,0421
Visiting relatives, friends	0,00	27,59	10,73	13,90	6,67	9,53	0,0718	0,1104
Health	50,00	41,38	20,98	11,53	13,33	23,82	0,0002	0,1746
Spa&wellness	0,00	0,00	0,73	4,75	4,44	13,19	0,0066	0,1299
Education	0,00	0,00	5,85	3,75	11,11	6,56	0,1136	0,0918
Shopping	0,00	3,45	0,98	1,69	2,22	1,84	0,8011	0,0485
Participation in sporting events	0,00	0,00	0,98	2,73	0,00	4,79	0,2330	0,0784
Walking in the mountains	0,00	13,79	14,67	17,97	8,89	3,52	0,4057	0,0671
Getting to know own roots	0,00	0,00	1,23	0,68	0,00	1,34	0,7380	0,0415
Other	0,00	0,00	1,71	2,37	0,00	1,96	0,5125	0,0502

Note: Percentages do not add up to 100% because respondents could choose more than one answer.

Explanations: statistically significant correlations at the level of $p < 0.05$ are marked in grey.

Source: own study based on survey results.

Seniors who assess their health as bad mainly travel for leisure purposes (63.16%) and health (52.63%). Those in good health most often decide to travel to sightseeing monuments (70.49%). On the other hand, the main factor that encourages elderly people in very good health to travel is leisure (69.12%). The research allows to observe a significant relationship between the state of health and individual factors inducing the elderly to go on a tourist trip: visiting family places ($\text{Chi}^2=15.39$; $p < 0.01$; $V=0.14$), health ($\text{Chi}^2=25.42$; $p < 0.001$; $V=0.18$) and walking in the mountains ($\text{Chi}^2=20.27$; $p < 0.001$; $V=0.16$).

Table 6. The motives of seniors' tourist trips by health situation (in %) and the results of the dependency analysis

Categories	Health situation				Statistics Chi^2	p-value	Factor V Cramera
	Bad	On average	Good	Very well			
Leisure	63,16	66,67	65,13	69,12	0,55	0,9083	0,0265
Sightseeing monuments	47,37	61,45	70,49	61,76	9,45	0,0245	0,1100
Visiting family places	10,53	8,99	2,87	1,47	15,39	0,0011	0,1404
Contact with nature	42,11	37,10	48,28	50,00	10,16	0,0169	0,1141
Entertainment (dancing, clubs, pubs)	0,00	6,38	5,73	4,41	1,63	0,4342	0,0457
Religious purpose	5,26	20,29	17,19	5,88	10,29	0,0058	0,1148
Participation in	5,26	8,41	8,60	10,29	0,53	0,9056	0,0262

sporting events							
Visiting relatives, friends	26,32	15,36	9,46	7,35	10,63	0,0176	0,1166
Health	52,63	21,45	13,75	10,29	25,42	0,0001	0,1804
Spa&wellness	0,00	1,16	3,72	2,94	5,36	0,1098	0,0828
Education	0,00	4,06	6,92	2,94	4,78	0,1259	0,0784
Shopping	5,26	1,16	0,57	5,88	13,74	0,0278	0,1327
Participation in sporting events	0,00	0,87	1,72	4,41	5,08	0,2279	0,0808
Walking in the mountains	5,26	9,59	20,34	23,53	20,27	0,0001	0,1612
Getting to know own roots	0,00	0,87	1,15	0,00	1,03	0,6163	0,0364
Other	0,00	2,03	1,72	1,47	0,51	0,8373	0,0256

Note: Percentages do not add up to 100% because respondents could choose more than one answer.

Explanations: statistically significant correlations at the level of $p < 0.05$ are marked in grey.

Source: own study based on survey results.

Then, based on the analysis of literature in the field of tourist experiences, the travel destinations were divided into 5 types of experiences inducing Polish seniors to tourist trips, assigning them the appropriate answer options:

- experience of "contact with nature"¹
- "relaxing" sensations²
- "educational" experiences³
- the "entertainment" experience⁴.
- flashback experiences⁵.

The above-mentioned experiences were analyzed in relation to selected characteristics of the elderly to distinguish the types of experiences that encourage seniors to go on tourist trips (Table 7).

Experiences of contact with nature mainly concern single seniors aged 65-69, with higher education, residents of small towns, who assess their financial situation as average, and their health as good. Relaxation experiences are also the main goals of tourist trips among seniors aged 65-69, but with secondary education, living in small towns, and leading a two-person household, declaring an average financial situation and health. In turn, the profile of a senior looking for educational experiences is a person with higher education, living in a small town, two-person household, assessing their financial situation as average, but in good health. Entertainment experiences are characteristic of seniors with secondary education, also living in small towns, who run a two-person household, declaring an average financial situation and health condition. Flashback experiences accompany older seniors, i.e. aged 70-74, with secondary education, similarly to the previous experience, living in small towns, in two-person households.

Table 7. Tourist experiences depending on selected characteristics of the elderly.

Categories	Experiences of contact with nature	Relaxation experiences	Educational experiences	Entertainment experiences	Flashback experiences
Age					
60-64 age	23,40%	20,22%	17,29%	17,78%	20,99%
65-69 age	38,30%	39,89%	40,65%	38,89%	32,10%
70-74 age	23,40%	28,53%	31,31%	28,89%	34,57%
75 age and more	14,89%	11,36%	10,75%	14,44%	12,35%
Education					
Primary	2,13%	1,39%	1,17%	1,11%	2,47%
NVQ	2,13%	11,63%	11,45%	20,00%	16,05%

¹ answer options: contact with nature, hiking in the mountains,

² answer options: leisure, Spa&Wellness, health,

³ answer options: sightseeing, educational, religious purpose,

⁴ answer options: entertainment, participation in cultural and sports events, shopping.

⁵ answer variant: visiting relatives/friends, visiting family places, getting to know one's own roots,

Secondary	36,17%	47,92%	43,46%	44,44%	46,91%
Higher	59,57%	39,06%	43,93%	34,44%	34,57%
Place of residence					
Village	25,53%	21,88%	23,60%	28,89%	24,69%
Small town	36,17%	41,27%	37,15%	42,22%	41,98%
Medium city	17,02%	15,51%	13,08%	20,00%	12,35%
Large city	21,28%	21,33%	26,17%	8,89%	20,99%
Household size					
Single	53,19%	32,96%	33,41%	25,56%	34,57%
2-person	31,91%	44,60%	45,79%	44,44%	45,68%
3-person	12,77%	10,25%	11,21%	13,33%	4,94%
4-person	0,00%	4,99%	3,74%	7,78%	8,64%
5-person	0,00%	2,77%	2,80%	4,44%	3,70%
Above 6 person	2,13%	4,43%	3,04%	4,44%	2,47%
Financial situation					
Very badly	0,00%	0,28%	0,00%	0,00%	0,00%
Bad	4,26%	3,32%	2,34%	2,22%	4,94%
On average	48,94%	54,85%	57,94%	57,78%	49,38%
Good	42,55%	37,12%	34,35%	35,56%	43,21%
Very well	4,26%	4,43%	5,37%	4,44%	2,47%
Health situation					
Bad	2,13%	1,39%	1,17%	0,00%	2,47%
On average	34,04%	48,75%	45,79%	51,11%	61,73%
Good	55,32%	42,38%	46,73%	41,11%	33,33%
Very well	8,51%	7,48%	6,31%	7,78%	2,47%

Note: Percentages do not add up to 100% because respondents could choose more than one answer.

Source: own study based on survey results.

The above-mentioned experiences are statistically significantly influenced by the analyzed variables, such as age, education, place of residence, and health situation. Only in relation to the size of the household, its influence on the relaxation experience was not observed. The size of the household has a significant impact on educational experiences, contact with nature, and retrospective experiences. Similarly, the financial situation of the elderly significantly affects travel in order to satisfy educational and retrospective experiences.

Summary

One of the most important contemporary economic and social trends is the increase in the share of older people in society. This phenomenon is characteristic mainly for the inhabitants of Europe, it is also not foreign to Poland.

Summing up, the aspirations of the elderly to entertainment experiences are significantly affected by age. The analysis showed that the younger the seniors, the greater the importance of entertainment experiences. Emotional experiences depend on age, place of residence, and household size. Seniors aged 65-74 who live alone in large cities most

often leave for religious purposes. In turn, educational experiences depend on the age and size of the household. Elderly people in the age group of 65–74, who lead a two-person household, are interested in the history of the places they visit and want to learn about new cultures. The experience related to the penetration of the area is significantly affected by education and place of residence. For the purpose of communing with nature, seniors with a higher level of education and living in large cities most often left.

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