

Gray tourists' preferences in tourist destinations and hotel establishments

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Abstract

This research has been held to identify the main characteristics of the grey tourists who visit Egypt and to identify the preferences of gray tourists concerning the Egyptian tourist destinations attributes in relation to (weather, location, attractions, transportation means, season, kind of journey,) and hotel establishments attributes in relation to (design, features, facilities, kind of stay, type of room, services type,). Also, the research tries to launch special policies and services specifically targeting the old tourists' needs and desires in both hotels and destinations to be able to trigger this important niche market. The research used a questionnaire to collect data from a sample of gray tourists in some five, four and three star hotels in Cairo, Hurghada and Luxor. The data were processed using (SPSS v.22) statistical program. The results showed that gray tourists prefer some attributes in destinations and hotel establishments, these attributes may differ from other tourists' preferences.

Keywords: gray tourists, hotel facilities, age friendly destination, accessible tourism, hotel accessibility features.

Introduction

Gray tourism has become a very important market segment, as longevity became a social and biological phenomenon; the increasing number of the elderly population in all over the world is presently giving implications on the world's economic development (Ward, 2014). According to the United Nations, the number of persons aged 60 years or older had been estimated at 929 million as of 2020 and is projected to grow to almost 2 billion by 2050, representing almost 12% in 2030, 16% in 2050 of the total world populations (Zielińska, 2021).

As the retirement age is being extended, the tourism and hospitality service should be developed to attract this niche market (Janke *et al.*, 2006). As a result, the tourism and accommodation sector is emerging as one of the main beneficiaries of the aging process. the changes in the lifestyle of the people which is becoming more leisure-oriented than previous generations has generated many chances both for travel agents and hotels to innovate proper tourist and hospitality services (Jang and Wu, 2006).

As a result of the growing number of tourist category "60+" with significant tourist flow and the concept of "accessible tourism for all" that helps to offer tourism services and environments suitable to the needs of the handicapped, elderly and chronic diseases individuals through the cooperation of stakeholders, hotel business is becoming more stable and less prone to seasonal changes (Shalini, 2014). The scope will be on destinations and hotels in which not just medical care is available, but also special geriatric care (Kim *et al.*, 2015).

Importance of the study

Travel agents and hotel business could be of the sectors that well favored by the aging of the population, particularly from European and north American countries (Hansruedi and Eveline, 2000). The modifying in lifestyle and elderly population who are giving more importance to health, as well as about beauty, will help in increasing desire for the different types of tourism by the elderly people (Elena, 2015). In terms of strategic management, aging consumers are a "blind zone" in businesses, which means that the travel and accommodation industry have no crate proper plans about this group of consumers and have to poses innovative thoughts to make this group better served (Eunju *et al.*, 2016).

Travel agents and hotel businesses were obligated to give more attention to elderlies as a new potential market segment, as it is a noteworthy market that creates opportunities for the wider visitor economy (Janke *et al.*, 2006). As a result, it has become of increasing need to think of methods to enhance the level of accessibility in buildings, facilities and services in hotels, airports and other related locations for the elderly and disabled people (Eunju *et al.*, 2016). As well, hotel facilities should provide personalized services for all their customers, especially elderly tourists (Abdul Rahim, 2010).

With the aging of society, the elderly population has come an important market segment not only because of its substantial numbers but also for its purchasing power (Chen *et al.*, 2013). Due to this increasing tourist flow; hotel business could be more stable and less prone to seasonal changes (Elena, 2015). Regardless of the age segmentation of older tourists, they obviously represent a profitable source of revenue for all the operators of the tourism industry, from hospitality and accommodation businesses to museums, heritage sites, restaurants, and other service providers in general (Belal and Zakaria, 2022).

Objective of the study

This study aims to:

- 1- Identifying the attributes that gray tourists prefer in tourist destinations.
- 2- Exploring the characteristics of age friendly tourist destination to apply accessible tourism for all.
- 3- Acknowledging the hotel attributes, facilities and services that the gray tourists prefer.
- 4- Formulating standards for barrier-free hotel services.

Problem of the study

1- Gray tourists as one of the more significant segments in the tourism industry that demands a shift in the current services and facilities to meet the needs and motivations of this segment (Bojana and Sanja, 2016). In spite of the importance of the gray tourism segment globally, most of the tourism stakeholders in Egypt are still unaware of the gray tourists' significant demands on health and care services, travel characteristics, preferred tourist attributes, and preferred hotel facilities (Belal and Zakaria, 2022).

2- As the tourist companies and accommodation establishments are facing difficulties in understanding these consumers, it's important to study the needs, preferences of this niche market in hotels and resorts to be able to pursue that market (Elena, 2015).

3- There is a need to make the Egyptian cities age-friendly destinations with age-friendly hospitality organizations. Such barrier-free services and facilities could appeal to elderly tourists who are getting more and more (Belal and Zakaria, 2022).

4- Although some of the five-star hotels have available physicians there are no integrated accessible medical services concerned to elderly and special care tourists, and there is an absence of studies in the gray tourist segment needs and desires in Egypt (Ahmed and Abbas, 2016).

Research questions

RQ1: What are the preferences of grey tourists regarding the destination attributes?

RQ2: What are the preferences of grey tourists regarding the accommodation attributes?

RQ3: Are there differences between grey tourists based on gender towards the destination attributes and the Accommodation organizations attributes?

RQ4: Are there differences between grey tourists based on age towards the destination attributes and the Accommodation organizations attributes?

RQ5: Are there differences between grey tourists based on nationality towards the destination attributes and the Accommodation organizations attributes?

Review of literature

The main trends associated with population aging to which the travel agents and hotel business should pay serious attention are the following: the increase in the segment of tourists, the formation of a new segment of “gray tourism” (Jang and Wu, 2006). The travel and tourism literature shades the light on the income and free time that are the main factors involved in the growing in demand for travel (Diane *et al.* 2011). A number of leisure studies have indicated that retiring from work is one of life’s major transitions and has a big impact on one’s life, including leisure life (Lee and King, 2016).

Destinations, tourist organizations and hotel businesses can create a competitive advantage by providing unique service quality (Diane *et al.*, 2011). As well, a key to providing a superior level of service is predicting and responding to guests’ expectations (Chen *et al.*, 2013). As a result, each hotel corporation develops its own perceptions of what customers want.

The concept of gray tourism

Many studies have used the terms “senior” “gray” and “older adult” tourism interchangeably without a clear definition. Furthermore, tourism research has defined age categories inconsistently (Hansruedi and Eveline, 2000).

The United Nations consider the age of 60 to indicate older individuals, even though many developed countries use the age of 65 as a threshold for retirement and old-age social security benefits (Diane *et al.*, 2011). While reports by the International Monetary Fund (2015) and the World Bank (2015) refer to the age group of 65 and older to the older people (Sibi, 2017).

Furthermore, some scholars have segmented older tourists according to the retirement age as ‘early retirees’ (aged 55-64), older retirees, or mature adults’ (aged 65-74), and ‘Elderly’ (aged 85- plus) (Hansruedi and Eveline, 2000). Gray Tourism’ or ‘Silver Tourism’ is a term usually used to describe a niche market in the tourism industry that targets older tourists and the overall mobility aspects of the aging phenomenon. Generally, people aged 60 and above are the commonsense criterion for Gray Tourism (Sibi,2017; Kofler, 2010).

Gray tourists' motivations for traveling

Motivation could be described as the human needs and wants that arouse an individual’s behavior and activity (Jang and Wu, 2006). The literature reviews of the previous studies show that the most-common elderly tourist motivations are knowledge-seeking, rest and relaxation, social interaction, self-fulfillment, and nostalgia (Pesonen *et al.*, 2015). Mostly, grey tourist motivations are considered to be related to growth needs (knowledge-seeking, rest and relaxation, social interaction, and self-fulfillment) rather than basic needs (Olga and Galina, 2015).

Recently, much attention has been paid to tourism as a way to improve the level of well-being and life satisfaction (Sellick, 2004). When individuals become less active or inactive because of retirement or other life transitions, it becomes important for them to find replacements for their previous activities or work (Ward, 2014).Leisure should be placed above physiological needs and that leisure experience fulfills the needs of elderly people to attain self-satisfaction and personal potential (Lee and king, 2016).

The result of the study by Huang and Tsai (2003) indicated that “relaxation,” “meeting new people,” and “spending time with family” were regarded as major motivations for senior tourists. As well, Nimrod and Rotem (2008) reported that individuals engage in leisure activities to take part in society, which positively influences personal well-being. Meanwhile, Sellick (2004) segmented the senior travel market according to travel motivation, the study clustered major travel motives into four segments as follows: discovery and self-enhancement, enthusiastic connectors, and nostalgic travelers. Senior tourists seeking for social interaction to socialize and spend time with family and friends that frequently leads to happiness and satisfaction (Diane *et al.*, 2013).

According to (Zhang 2013), the reasons directing senior tourists to travel are:

A-Social reasons:

Senior tourists seeking for social interaction to socialize and spend time and have fun with some family members and some friends that frequently provide happiness and satisfaction. This is the most quoted reason for travel, in both domestic and international travel.

B- Relaxation:

Older tourists tend to travel to get rest and relax.

C- Health and well-being:

Health and wellness are important motives for older tourists, as they tend to enhance their health condition and well-being.

D- Self-fulfillment:

Senior tourists are animated by self-fulfillment, ‘to give self a treat’, that could be interpreted as a kind of self-fulfillment desire.

E- Escapism:

Older tourists tend to break out of their daily life routine and stressful environments.

F- Physical activities:

Senior tourists are motivated to travel to engage in physical exercise.

Normally, Physical aging is accompanied by some health problems, which leads to the changing of existing, or even the creation of new needs in the field of disease prevention and medicine, as well as adaptation of everyday life to disability (Allan, 1997). People begin to give more caution to themselves, which is the prerequisites to changing requirements, for example, to food; to forming and updating the requirements related to disease prevention and diagnosis, for example, a check-up program during travel, designed specifically for the elderly, and express-check-up or even a full check-up (Bojana and Sanja, 2016).

In sum, gray tourists are motivated to experience new adventures and active leisure pursuits including travel to get entertained, gain social recognition, and escape from everyday routine (Diane *et al.*, 2011). It is generally accepted that travel contributes to the quality of life for older tourists (Hyelin *et al.*,2015).

Barriers of travel among elderly people

Hansruedi (2000) mentioned that economic problems and health are the most visible obstacles to the travel for the most of aged and handicapped tourists. The health obstacles such as; the inability to move physically or self-service, fatigue represents the most direct obstacles (Sellick, 2004). Apart from this, there are some other obstacles like; decreased coordination or not finding suitable accommodation facilities, and technological inadequacies in moving to the destination or regions (inadequate regulation of buses and taxis), family responsibilities, boor interest in travelling and lack of resources or time have an impact on the tendency to travel or prevent the travel to happen better and regularly (Lee and King, 2016).

According to Shalini (2014) the main physical barriers that may affect elder people and handicapped tourists could be concluded as follow:

1. Wheelchair users

Their movement to certain places is limited because of barriers such as steps or a threshold that is existed normally at the entrance (Shalini, 2014). Moreover, in some cases such as entrances and loading areas, where a ramp is provided, they could not use the facilities because of a steep ramp or inappropriate gradient. (Lee and King, 2016)

2. Visually impaired persons

The movement of visually impaired people is not secure enough due to the shortage of tactile warning surfaces provided by the building management. So, dangerous areas, such as the edges of steps also should be equipped with tactile warning surfaces (Shalini, 2014).

Visually impaired people are not -of course- aware of the changes of level at the staircases and they may fall because no indicators are provided for them. So, a warning block should be provided at the front of steps and landing for visually impaired people (Ivica, 2016). Glass doors or glass walls should be marked with a color band with a contrasting color at eye level to keep visually impaired people or even other people from hitting the glass walls (Isa *et al.*, 2020).

3. Hearing-Impaired Persons

There are some tactics should be taken in consideration to assist hearing impaired persons; flashing lights should be installed in their bathroom and bedroom to indicate an emergency situation because hearing impaired persons cannot hear an emergency signal or if anyone is knocking on their door (Shalini, 2014). Flashing lights could help notify hearing impaired people of visitors to avoid any problems because of not hearing emergency sound signals (Kim, *et al.*, 2015).

To overcome all these barriers, it is advisable - a part from the suitable design of the building and facilities with elderly in mind - to have well trained staff available to help elderly and disabled people, (Elena, 2015). For example, in the reception area, there should be a notice displaying a message such as, "If you require assistance please ring the bell, or there is a disabled logo area at the counter in the reception area." The receptionist should be multi-functional and able to communicate by using sign language (Bojana and Sanja, 2016).

In a similar way, Chen (2013) identified the main barriers to leisure time of this group as:

A- External resources: (lack of information, too much planning required, lack of money, lack of appropriate clothing and lack of transport).

B- Time factors (lack of time, need to work, interruption of normal routine and too many other things to do).

C- Lack of approval (disapproval by their family and friends, fear of making a mistake, having to make too many decisions).

D. Lack of skills and company (not knowing how to do it, lack of skills and lack of company).

E. Physical well-being (lack of energy, health reasons, the climate and being too old or too dependent).

Elderly tourist and hotel service quality

Longevity is a social and biological phenomenon; it is a must that hotel businesses and travel agents respond to these new demographic challenges in society, such as the aging population and active longevity, with new types and forms of tourism and accommodation services (Allan, 1997). Recently, many hotel businesses considered a strategy of differentiation with the aim of creating a brand loyalty, they adopted such strategy to provide a product or service that is unique and differ from competitors. Such strategy is suitable for hotel businesses that do not want to reduce prices during recession periods, they can attract elderly groups- who have enough time to travel any time at the year- during low seasons (Elena, 2015). Differentiations may be adopted via using new technology, changing product's features, improving customer

service and providing special offerings to be more desired by gray customers (Ahmed and Abbas, 2016).

Innovation is an important technique that assist hotel companies to present creative ideas to improve the hotels products, services and processes. The first and most important duties of hospitality managers and staffs' behaviors are to create a fully accessible environment to all (Hansruedi, and Eveline, 2000), it is important to understand the nature of the access requirements of diverse disability groups and elderly guests (Chen *et al.*, 2013).

Elderly service quality could be defined as the elderly tourists' level of expectation and consciousness of any disparity in that expectation when the service is delivered. Namely, (service quality = service expected – the service of the consciousness) (Eunju *et al.*, 2013). Therefore, if an elderly tourist's consciousness of the service level is lower than the expected service level, then the quality will be perceived as low. On the other hand, if the tourist's consciousness of the service level is higher than the expected service level, then the quality of service will be high (Ivica, 2016).

Elder people are of course retirees and retirees are more likely to travel for longer durations, with a larger number of persons in the travel party than those who were still working (Jang and Wu, 2006). Because of having more time, and relatively few obligations, they thoroughly enjoyed the idea that they could travel whenever they want and for as long as they wish (Kim *et al.*, 2015).

Gray tourists' requirements in the tourist destination

There is a need to create an age-friendly destination to be able to trigger that niche market and capture its high potential. Some authors such as, Allan (1997) divided the desire of travel to: push factors (the need to travel), and pull factors (the choice elements of destination). As well, Diane *et al.*, (2011) added that, the pull factors are more concerned with the attributes of the destination including its attractiveness, location, weather, services and facilities, aesthetics factors, and hospitality among others.

Older people are more prone to sickness and thus require regular medical checkup or special medical attention. In a study conducted by (Jang, and Wu, 2006) on the factors affecting elderly choice of destination, the results showed that: safety and security, medical services availability, natural beauty, local people attitude, cost and expenses, availability of suitable transportation means are the most important factors. Olga, and Galina (2015) added that, the attraction factors include tangible resources such as beaches, leisure facilities and cultural attractions, as well as the perceptions and expectations of the travellers about factors such as novelty, expected benefits and image.

There is a priority to safeguard health (wellness, spa, healthy food), the necessity of ecology and healthy food, staying in the pure nature, growing demand for leisure facilities and excitement, visiting main events (sporting, cultural, religious, business, etc.) are the main travel motivations (Sellick, 2004). In a study has been held in Japan, older Japanese travelers were mostly interested in walking, hiking, cultural activities and nature (Shalini, 2014). As well, elderly tourists are more concerned about personal safety. Therefore, they are very sensitive to the crime rate, security and hygiene of host destinations. Moreover, Accessible transportation and a barrier-free environment are very significant for the movement of senior tourists (Ward, 214).

It was proved that people over retirement age have increased flexibility, and more interest in travel and thus tend to dedicate their additional free time to leisure activities and traveling in particular (Ward, 2014). Furthermore, older tourists tend to stay longer at the tourist destination compared with non-retired tourists (Vigolo, 2017). They always prefer mid and off-season as the best time for their vacations (Sibi, 2017).

Ensuring accessibility in tourism destinations requires a set of actions targeting the tourism sector to achieve accessible tourism for all. The proposed actions, as described by UNWTO, are based on the entire value chain of a tourist experience (i.e. information, transportation, built environment, accommodations, etc.) (Lee and King, 2016). There are specific access requirements for people with disability and older adults to use the tourist establishments such as wide corridors and doors and grab bars in bathrooms and more signage needs to be used to identify other accessible services, parking, taxi stand, pathways, pedestrian crossing, ramps, handrails, resting facilities, elevator and eating outlets (Zielińska, 2021)

In a research was held to identify hobbies of older people, the results showed that; among them reading books (58 %); television (72 %); concerts (25 %); physical education and sports (14 %); excursions (12 %); Hiking (31 %); table games (15 %). Older people enjoy playing Board games in the company of 2-4 people (Bojana and Sanja, 2016). Especially popular among the elderly target audience are logical and team games: puzzles, bingo, dominoes, assembly models, creative kits, etc (Belal and Zakaria, 2022).

Gray tourists' requirements in hotels and resorts:

Because older tourists are free of work-related obligations, they have more opportunities to engage in leisure-oriented activities (Janke *et al.*, 2006). Hotels often exert their efforts for providing recreational facilities and the range of shopping, restaurant, and entertainment facilities for the enjoyment of both residents and tourists (Ivica, 2016).

Older people are more prone to health complaints and thus require regular medical checkup or special medical attention (Chen *et al.*, 2013). So, the creation of high-tech hotel and resort complexes with a wide range of geriatric care services, promoting active aging leisure activities is a must (Elena, 2015). And, of course, the widespread adoption of the technology, tele-health care and tele-medical care, that will support the aspirations of older people to travel and to encourage their active lifestyle (Ahmed and Abbas, 2016).

The potential consequences of aging and retirement, exacerbation of chronic diseases, age-related dementia and changes in guests' behavior such as general deterioration of health (hearing loss, vision, sleep disturbance) obligate hotels to offer guests the possibility of diagnosis, treatment, rehabilitation (Hansruedi and Eveline, 2000). Guests of older ages do not like to be told about their age. So, there must not be special brands, addressed exclusively to them (Huang and Tsai, 2003). As well, it was found that senior tourists were pleased to staying at the same hotel with other guests from different age-groups (Jang and Wu, 2006).

In hotels, as well as, all hospitality establishments, an adequate number of elevators, ramps, accessible toilets both in reception and in guestrooms, wide corridors and doors and grab bars in bathrooms and more signage to be used to identify other accessible services are a must to accommodate and host grey tourists (Huang and Tsai, 2003). So, the facilities in hotels and resorts must consider the needs of the wheelchair users, visually impaired persons and hearing-impaired persons (Pesonen *et al.*, 2015).Some additional attributes such as “flash light in rooms and bathroom,” for the hearing impaired “tactile warning surfaces legible, large printing and Braille on schedules, information, menus,” for visually impaired people “small food portions,” and “grab-bars, supports in bathrooms” were rated as more important by seniors than younger travelers (Zielińska, 2021),.

Caring for retirees, particularly the elderly is intensely service-oriented which goes beyond medical care (Sellick, 2004). It is providing personalized care for a longer period of time involving more people, this care must involve other meaningful activities that will keep the retirees busy (Jang and Wu, 2006). As a result, a retirement facility does not only become a venue for providing medical care, but also a place where self-esteem and self-worth are restored (Diane *et al.*, 2011).

Because gray tourists are mostly retirees and they depend totally on their Pension, they could be more price-sensitive and choose recession periods to travel (Bojana and Sanja, 2016). According to Lee and King (2016) the most necessary characteristic for older travelers in hotel selection was cleanliness, it was followed by security, pricing and services offered. Unlike business travelers who had considered the necessary attributes in choosing a hotel and leads to loyalty as:(a) location which had a majority of 88.5%, followed by (b) price, 44.4%, and finally (c) level of service accommodations which achieved 28.4%, the attributes that had been considered by older travellers as important in choosing a hotel and leads to loyalty were (a) employee attitude and personal service; (b) location with physical attractiveness and opportunities for relaxation (c) rooms condition and facilities, (D) price and value for money services (Belal, and Zakaria, 2022).

Elderly guests tend to stay in hotels longer at 4.1 days – much longer than the national average of 2.0 days (Hansruedi and Eveline,2000). As a result, they give significant care to stay in comfortable bedrooms with wide doors of 900 mm, wide restroom acceptable sink counter and accessible water tap, accessible hair dryer, and there is no threshold in the shower area Bojana and Sanja,, 2016). Consequently, they prefer to stay in ground floor rooms, or a chalet provided with proper ramps for wheelchair users, or suites. Also, they prefer inter-connecting rooms which allow convenient access to their other family members (Eunju *et al.*, 2016).

The bedrooms should include flashing lights in the bathroom and bedroom for the hearing impaired guests, and tactile warning surfaces and Braille for visually impaired people and ramps with 1:12 gradient with railing on both sides and provided with a 100 mm kerb at the edging, and a ramp at the main entrance, so as to wheelchair user can wheel his/her wheelchair by himself/herself (Abdul Rahim, 2010).

Like different kinds of guests, elderly guests prefer rapid check-in service and expected to be allocated to their rooms as fast as possible, after an extensive and long-haul journey (Ahmed and Abbas, 2016). As well, they prefer speed and accurate food and beverage service in special dietary menus and extended breakfast menu, accurate wake-up calls, high-speed internet service, convenient transportation means inside the resort, regular medical checkup or special medical attention and availability of Jacuzzi, sauna, and gym (Belal and Zakaria, 2022).

Methodology

1. The statistical analysis tests

A- The data were gathered through a five-point Likert scale questionnaire. The questionnaire was divided into three parts; the first part focused on having preliminary data about the sample in relation to hotels and respondents participated in this study (i.e. age, gender, nationality), the second part is concerned with the grey tourist preferences in destinations, the third part is concerned with grey tourist preferences in hotel establishments.

B-The data were processed statistically through the "SPSS V.22" statistical program, using the following statistical tests:

1-The questionnaire's reliability was assessed using the Cronbach's alpha coefficient.

2-The sample's characteristics were described using the mean, standard deviation, and percentages of frequencies. It should be noted that the weighted mean is utilized to calculate the sample's response to the research constructs, as shown in Table No. (1).

3-Mann-Whitney test to find the difference among respondents based on gender towards destination attributes and Accommodation organizations attributes. The test was used to compare samples with regard to the research variables when there were two groups.

4-Kruskal-Wallis test to find the difference among respondents based age and nationality towards destination attributes and Accommodation organizations attributes. The test was used to compare samples with regard to the research variables when there were more than two groups.

Table (1): The weighted mean for the degrees of 5-likert scale

Levels of degree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The weighted mean	1-1.79	1.80-2.59	2.60-3.39	3.40-4.19	4.20-5

2- The sample

A total of 240 questionnaires were distributed to grey tourists' participants in Cairo, Hurghada, and Luxor using the purposive sample (guests who are 60 years old or more). According to Table (2), 180 of the questionnaires that were received were suitable for statistical examination.

Table (2): The response percentage

No. of distributed	No. of received	No. of valid	The response percentage
240	194	180	80.83%

3- Validity and Reliability

As shown in Table (3), the results show that the study's constructs have a Cronbach's alpha of more than 0.7. This proves the validity and reliability of the survey that was used for the research.

Five experts and professionals in tourist and hotel studies were given the questionnaire items to evaluate the extent of their measurement validity in order to ensure the validity of the instrument. There was a high proportion of agreement. Thus, the final questionnaire was distributed to the study's sample of grey tourists.

Table (3): Cronbach's alpha for the study variable

Constructs of the study		No. of items	Cronbach's alpha
1	Destination Attributes	60	0.854
2	Accommodation organizations attributes	74	0.785

4- Characteristics of the sample

As shown in Table (4), the number of male was 51.7%, while the number of female was 48.3%. Concerning age, the most of grey tourists are from 60-65 years with 61.7% and 26.7% between 66-70 years. In addition, the percentage of respondents more than 70 years was 11.7%. For the nationality, the diversity of nationalities is evident, and the largest nationalities were French, Egyptian, Russian, English, and German. This helps in knowing the preferences of a large segment of tourists from different nationalities who visit Egypt.

Table (4): Characteristics of the sample respondents

No.	Items	Freq.	%	
1	Gender	Male	93	51.7
		Female	87	48.3
2	Age	60-65 years	111	61.7
		66-70 years	48	26.7
		More than 70 years	21	11.7
3	Nationality	Egypt	24	13.3
		English	18	10.0
		French	36	20.0
		Austria	6	3.3
		Tunisia	3	1.7
		Saudi Arabia	3	1.7
		Holland	6	3.3
		Canadian	3	1.7
		Swedish	2	1.1
		American	13	6.7
		Russian	24	13.3
		Denmark	6	3.3
		Italian	6	3.3
		Belgium	3	1.7
		German	15	8.3
		Romanian	2	1.7
		Polish	4	2.2
		Spanish	4	2.2
		Swedish	2	1.1

5- Descriptive statistics of the study variables

Part (1): Destination Attributes

A. Attractions

Table (5): Descriptive statistics for attractions preferred by grey tourists

Items		Frequencies percentage ¹						Mean	SD ²
		Degree level	1	2	3	4	5		
1	Historical attractions	%	3.3	16.7	25	23.3	31.7	3.63	1.19
2	Environmental and Ecological attractions	%	1.7	10	21.7	43.3	23.3	3.77	0.98
3	Cultural events	%	1.7	8.3	11.7	53.3	25	3.92	0.92
4	Leisure events	%	1.7	1.7	26.7	35	35	4.00	0.92
5	Social events	%	3.3	10	33.3	36.7	16.7	3.53	0.99
6	Sportive events	%	8.3	21.7	30	25	15	3.17	1.18
1 (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree). 2 SD = Standard deviation.								3.66	0.64

Table no. 5 shows the preferences of grey tourists regarding the elements of tourist attraction. The results showed their preference, respectively, for leisure events, cultural events, environmental attractions, historical attractions, and social events. The general mean for attractions preferred by grey tourists was at the agreement level of 3.66, with a standard deviation of 0.64. Leisure attractions are the most preferred attractions, this result accords with Ward (2014) who pointed out that the elder people have additional free time to leisure activities and traveling.

B. Weather

Table (6): Descriptive statistics for weather preferred by grey tourists

Items		Frequencies percentage						Mean	SD
		Degree levels	1	2	3	4	5		
1	Icy weather	%	15	40	33.3	8.3	3.3	2.45	0.96
2	Cold weather	%	5	16.7	18.3	33.3	26.7	3.60	1.19
3	Sunny weather	%	1.7	3.3	3.3	28.3	63.3	4.48	0.85
4	Hot weather	%	25	33.3	23.3	13.3	5	2.40	1.15
								3.23	0.47

Table no. 6 indicated the preferences of grey tourists regarding weather. The results showed their preference, respectively, for sunny weather and cold weather. The general mean for weather preferred by grey tourists was 3.23 at the neutral level, with a standard deviation of 0.47. Although gray tourists like traveling all year round, specifically mid and off-season as the best time for their vacations (Sibi, 2017), they prefer cold and sunny weather rather than icy and hot weather.

*C- Destination location***Table (7): Descriptive statistics for destination location preferred by grey tourists**

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Rural area	%	11.7	35	26.7	20	6.7	2.75	1.11
2	Forest and Jungles	%	8.3	36.7	35	18.3	1.7	2.68	0.93
3	Beaches	%	-	5	6.7	28.3	60	4.43	0.83
4	Mountains	%	10	33.3	26.7	13.3	16.7	2.93	1.24
5	Desert	%	18.3	48.3	13.3	18.3	1.7	2.37	1.04
								3.08	0.58

Table no. 7 showed the preferences of grey tourists regarding destination location. The results showed their preference for beaches. The general mean for destination location preferred by grey tourists was 3.08 at the neutral level, with a standard deviation of 0.58. this result accords with Sellick (2004) who pointed out that gray tourists tent to travel to places with pure nature like beaches and other natural attractions. As well this result accords with Olga, and Galina (2015) who added that; the attraction factors for grey tourists include tangible resources such as beaches, leisure facilities and cultural attractions.

*C. Transportation means***Table (8): Descriptive statistics for transportation means preferred by grey tourists**

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Limousine or Taxi	%	1.7	-	11.7	48.3	38.3	4.22	0.78
2	Bus or Minibus	%	1.7	1.7	23.3	40	33.3	4.02	0.89
3	Bike	%	16.7	51.7	20	8.3	3.3	2.30	0.96
4	Local traditional means	%	18.3	40	25	11.7	5	2.45	1.08
								3.24	0.46

Table no. 8 indicated the preferences of grey tourists regarding transportation means. The results showed their preference, respectively, for limousine or taxi and bus or minibus. The general mean for transportation means preferred by grey tourists was 3.24 at the neutral level, with a standard deviation of 0.46. that is an inevitable result as grey tourists need accessible transportation means.

*D. Destination medical services***Table (9): Descriptive statistics destination medical services preferred by grey tourists**

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Full check-up medical service	%	-	3.3	18.3	38.3	40	4.15	0.84
2	Geriatric care	%	-	6.7	40	30	23.3	3.70	0.90
3	Emergency medical service only	%	5	21.7	35	30	8.3	3.15	1.02
4	Tele-medical care	%	1.7	3.3	25	41.7	28.3	3.92	0.90
								3.72	0.53

Table no. 9 showed the preferences of grey tourists regarding destination medical services. The results showed their preference, respectively, for Full check-up medical service, tele-medical care and geriatric care. The general mean for destination medical services preferred by grey tourists was 3.72 at the agreement level, with a standard deviation of 0.53. this result accords with Jang, and Wu, (2006) who mentioned that older people are more prone to sickness and thus require regular medical checkup or special medical attention.

E. Choosing tourist destination

Table (10): Descriptive statistics for what choosing tourist destination depending on by grey tourists

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Recommendations of friends and relatives	%	1.7	5	10	40	43.3	4.18	0.93
2	Previous experience	%	-	3.3	13.3	41.7	41.7	4.22	0.80
3	Ease of reservation	%	5	6.7	26.7	40	21.7	3.67	1.05
4	Advertisements	%	18.3	43.3	31.7	5	1.7	2.28	0.88
5	Level of prices	%	3.3	11.7	15	40	30	3.82	1.09
6	Location	%	15	30	21.7	18.3	15	2.88	1.30
								3.50	0.54

Table no. 10 indicated the preferences of grey tourists regarding pushes of choosing tourist destination. The results showed their pushes for choosing destination, respectively, for previous experience, recommendations of friends and relatives, level of prices and ease of reservation. The general mean for what choosing tourist destination depending on by grey tourists was 3.50 at the agreement level, with a standard deviation of 0.54. It's a normal result that they prefer destination according to relatives and friends' recommendations, as grey tourists prefer board games in the company of 2-4 people according to Bojana and Sanja (2016).

F. Destination activities

Table (11): Descriptive statistics for destination activities preferred by grey tourists

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Camping and Safari	%	16.7	38.3	26.7	11.7	6.7	2.53	1.11
2	Sailing, Cruising and Water sports	%	1.7	3.3	11.7	46.7	36.7	4.13	0.87
3	Outdoor sports	%	-	10	28.3	38.3	23.3	3.75	0.93
4	Indoor sports	%	1.7	6.7	20	40	31.7	3.93	0.97
5	Board games	%	3.3	6.7	13.3	45	31.7	3.95	1.01
6	Shopping	%	31.7	33.3	18.3	11.7	5	2.25	1.17
								3.42	0.49

Table no. 11 indicated the preferences of grey tourists regarding destination activities. The results showed their preferences, respectively, for sailing, cruising and water sports, board games, indoor sports and outdoor sports. The general mean for destination activities preferred by grey tourists was 3.42 at the agreement level, with a standard deviation of 0.49. this result does not accord with Bojana and Sanja (2016) who mentioned that elder tourists prefer indoor games only and does not like outdoor activities.

G. Season preferred to visit the destination

Table (12): Descriptive statistics for season preferred to visit the destination by grey tourists

Items		Frequencies percentage						Mean	SD
		Degree levels	1	2	3	4	5		
1	Winter	%	3.3	8.3	3.3	45	40	4.10	1.03
2	Spring	%	5	10	35	21.7	28.3	3.58	1.15
3	Summer	%	20	21.7	31.7	23.3	3.3	2.68	1.14
4	Autumn	%	16.7	25	45	5	8.3	2.63	1.08
								3.25	0.61

Table no. 12 indicated the preferences of grey tourists regarding season. The results showed their preferences, respectively, for winter and spring. The general mean for season preferred by grey tourists was 3.25 at the neutral level, with a standard deviation of 0.61. this result shows that; in spite of grey tourists travel all year round they have more preference to winter and spring.

H. Occasion preferred to visit the destination

Table (13): Descriptive statistics for occasion preferred to visit the destination by grey tourists

Items		Frequencies percentage						Mean	SD
		Degree levels	1	2	3	4	5		
1	Christmas	%	16.7	30	28.3	21.7	3.3	2.65	1.10
2	Weekends	%	3.3	3.3	25	38	30	3.88	0.99
3	Vacations	%	1.7	1.7	23.3	31.7	41.7	4.10	0.93
4	Any day during the week all the year round	%	5	6.7	10	36.7	41.7	4.03	1.11
								3.66	0.53

Table no. 13 indicated the preferences of grey tourists regarding occasion. The results showed their preferences, respectively, for vacations, any day during the week all the year round and weekends. The general mean for occasion preferred by grey tourists was 3.66 at the agreement level, with a standard deviation of 0.53. this result accords with Sibi (2017) who mentioned that grey tourist any time all the year and may travel in the off- season.

I. Kind of technologies

Table (14): Descriptive statistics for kind of technologies preferred by grey tourists

Items		Frequencies percentage						Mean	SD
		Degree levels	1	2	3	4	5		
1	High technology	%	5	8.3	15	28.3	43.3	3.97	1.178
2	Environmental destinations with no technology	%	-	10	28.3	28.3	33.3	3.85	1.005
3	High speed internet	%	1.7	5	21.7	35	36.7	4.00	.974
								3.93	0.77

Table no. 14 indicated the preferences of grey tourists regarding kind of technologies. The results showed their preferences, respectively, for high speed internet, high technology and environmental destinations with no technology. The general mean for kind of technologies preferred by grey tourists was 3.93 at the agreement level, with a standard deviation of 0.77.

J. Travelling with whom

Table (15): Descriptive statistics for travelling with whom preferred by grey tourists

Items		Frequencies percentage						Mean	SD
		Degree level	1	2	3	4	5		
1	Wife or Husband	%	-	8.3	10	30	51.7	4.25	0.95
2	Sons, daughters and Grand children	%	3.3	8.3	16.7	38.3	33.3	3.90	1.06
3	Friends	%	3.3	3.3	15	48.3	30	3.98	0.94
	Relatives	%	15	35	38.3	10	1.7	2.48	0.93
								3.65	0.53

Table no. 15 indicated the preferences of grey tourists regarding travelling with whom. The results showed their preferences, respectively, for wife or husband, friends and Sons, daughters and grandchildren. The general mean for travelling with whom preferred by grey tourists was 3.65 at the agreement level, with a standard deviation of 0.53. This result accords with Bojana and Sanja (2016) who mentioned that elder tourists prefer to be in a company of two or four people.

K. Destination distance

Table (16): Descriptive statistics for destination preferred based on distance by grey tourists

Items		Frequencies percentage						Mean	SD
		Degree level	1	2	3	4	5		
1	Long-distant destinations	%	21.7	48.3	16.7	8.3	5	2.27	1.05
2	Nearby destinations	%	1.7	5	15	40	38.3	4.08	0.94
3	Discovering new destinations	%	3.3	5	6.7	38.3	46.7	4.20	1.00
4	Environmental-friendly destinations	%	1.7	-	6.7	58.3	33.3	4.22	0.71
5	Elderly-friendly destinations	%	3.3	3.3	13.3	43.3	36.3	4.07	0.97
								3.76	0.48

Table no. 16 indicated the preferences of grey tourists regarding destination distance. The results showed their preferences, respectively, for environmental-friendly destinations, discovering new destinations, nearby destinations and elderly-friendly destinations. The general mean for destination distance preferred by grey tourists was 3.76 at the agreement level, with a standard deviation of 0.48. This is nearly the same as mentioned by Ward (2014) that barrier-free environment is very significant for the movement of senior tourists.

L. Journey length

Table (17): Descriptive statistics for journey length preferred by grey tourists

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Long stay journey (three months or more)	%	18.3	50	20	8.3	3.3	2.28	.976
2	Middle stay journey(one month- less than 3 months)	%	18.3	40	31.7	8.3	1.7	2.35	.936
3	Short stay journey (less than one month)	%	-	1.7	10	40	48.3	4.35	.732
4	One day journey(day use)	%	35	35	23.3	6.7	-	2.02	.930
								2.75	0.43

Table no. 17 indicated the preferences of grey tourists regarding journey length. The results showed their preferences, respectively, for short stay journey (less than one month). The general mean for journey length preferred by grey tourists was 2.75 at the neutral level, with a standard deviation of 0.43. That is gives an impression that; they have enough time for any journey and have no problem with any journey length.

Part (2): Accommodation organizations attributes

A. Hotel type

Table (18): Descriptive statistics for hotel type preferred by grey tourists

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	International chain hotels or resorts	%	-	3.3	15	35	46.7	4.25	0.83
2	Local chain hotels or resorts	%	15	36.7	26.7	16.7	5	2.60	1.09
3	Independent hotels or resorts	%	18.3	50	21.7	10	-	2.23	0.87
4	Historical hotels or resorts	%	18.3	33.3	30	15	3.3	2.52	1.06
5	Green (Sustainable) hotels or resorts	%	1.7	6.7	18.3	48.3	25	3.88	0.92
6	Environmental hotels or resorts	%	-	6.7	20	43.3	30	3.97	0.88
								3.24	0.40

Table no. 18 indicated the preferences of grey tourists regarding hotel type. The results showed their preferences, respectively, for international chain hotels or resorts, environmental hotels or resorts and green (Sustainable) hotels or resorts. The general mean for hotel type preferred by grey tourists was 3.24 at the neutral level, with a standard deviation of 0.40. This is accords with Ivca (2016) mentioned that elder tourists have more opportunities to engage in leisure-oriented activities, so they prefer hotels with entertainment facilities for the enjoyment.

B. Hotel size**Table (19): Descriptive statistics for hotel size preferred by grey tourists**

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Large hotels or resorts (1000 rooms or more)	%	21.7	43.3	15	13.3	6.7	2.40	1.16
2	Mid-size hotels or resorts(from 500- 999 rooms)	%	15	35	31.7	15	3.3	2.57	1.03
3	Small-size hotels or resorts(less than 500 rooms)	%	1.7	3.3	21.7	45	28.3	3.95	0.89
4	Tourist apartments	%	11.7	35	33.3	16.7	3.3	2.65	1.00
5	Tourist village	%	15	30	20	23.3	11.7	2.87	1.26
								2.88	0.52

Table no. 19 indicated the preferences of grey tourists regarding hotel size. The results showed their preferences, respectively, for small-size hotels or resorts (less than 500 rooms). The general mean for hotel size preferred by grey tourists was 2.88 at the neutral level, with a standard deviation of 0.52. that gives the impression that they have no problem with hotel size, but they have preference to small- size hotels.

C. Hotel classification**Table(20):Descriptive statistics for hotel classification preferred by grey tourists**

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Five star hotels or resorts	%	1.7	3.3	10	40	45	4.23	0.89
2	Four star hotels or resorts	%	-	5	6.7	48.3	40	4.23	0.78
3	Three star hotels or resorts	%	6.7	28.3	25	18.3	21.7	3.20	1.26
4	Pensions and Economic hotels or resorts	%	16.7	51.7	20	8.3	3.3	2.30	0.96
								3.49	0.52

Table no. 20 indicated the preferences of grey tourists regarding hotel classification. The results showed their preferences, respectively, for five star hotels or resorts and four star hotels or resorts. The general mean for hotel classification preferred by grey tourists was 3.49 at the agreement level, with a standard deviation of 0.43. this is inevitable result as four and five star hotels provide a both wide range of services with high quality and accessible services. This result also accords with Belal and Zakaria (2022) who declared that elder guest's hotels should contain Jacuzzi, sauna, and gym.

D. Number of nights**Table (21): Descriptive statistics for number of nights preferred by grey tourists**

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	More than 30 nights	%	18.3	46.7	25	6.7	3.3	2.30	0.96
2	From 15 to 30 nights	%	1.7	8.3	18.3	40	31.7	3.92	0.99
3	From 5 to 14 nights	%	-	6.7	10	51.7	31.7	4.08	0.82
4	Less than 5 nights	%	16.7	35	30	10	8.3	2.58	1.13
								3.22	0.43

Table no. 21 indicated the preferences of grey tourists regarding number of nights. The results showed their preferences, respectively, for 5 to 14 nights and 15 to 30 nights. The general mean for number of nights preferred by grey tourists was 3.22 at the neutral level, with a standard deviation of 0.43. this result accords with Hansruedi and Eveline (2000) who declared that Elderly people tend to stay longer at 4.1 days-much longer than the national average of 2.0 days.

E. Kind of meal plan**Table (22): Descriptive statistics for kind of meal plan preferred by grey tourists**

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Bed only	%	23.3	45	25	5	1.7	2.17	0.90
2	Bed and breakfast	%	21.7	46.7	23.3	6.7	1.7	2.20	0.91
3	Half board	%	18.3	30	36.7	8.3	6.7	2.55	1.09
4	Full board	%	1.7	3.3	6.7	40	48.3	4.30	0.86
5	All- inclusive	%	-	1.7	6.7	30	61.7	4.52	0.70
								3.14	0.47

Table no. 22 indicated the preferences of grey tourists regarding kind of meal plan. The results showed their preferences, respectively, for all- inclusive and full board. The general mean for kind of meal preferred by grey tourists was 3.14 at the neutral level, with a standard deviation of 0.47. This result accords with Belal and Zakaria (2022) who mentioned that grey tourists prefer speed and accurate food and beverage service in special dietary menus and extended breakfast menu.

F. Food type

G. Table (23): Descriptive statistics for food type preferred by grey tourists

Items		Frequencies percentage						Mean	SD
		Degree levels	1	2	3	4	5		
1	International cuisine food	%	-	1.7	11.7	35	51.7	4.37	.758
2	Local cuisine food	%	3.3	5	21.7	45	25	3.83	.977
3	Sugar free food & Salt free food	%	11.7	45	28.3	15	-	2.47	.892
4	Vegetarian food	%	16.7	50	25	8.3	-	2.25	.836
5	Organic food		-	5	13.3	31.7	50	4.27	.880
								3.43	0.40

Table no. 23 indicated the preferences of grey tourists regarding food type. The results showed their preferences, respectively, for international cuisine food, and local cuisine food. The general mean for food type preferred by grey tourists was 3.43 at the agreement level, with a standard deviation of 0.40. this is accords with Sellick (2004) who declared that; grey tourists have emphasis on pure and healthy food, so as to safeguard health.

H. Kind of menu

Table (24): Descriptive statistics for kind of menu preferred by grey tourists

Items		Frequencies percentage						Mean	SD
		Degree levels	1	2	3	4	5		
1	Al a carte menu	%	1.7	1.7	13.3	30	53.3	4.32	0.89
2	Set menu	%	13.3	43.3	30	10	3.3	2.47	0.96
3	Buffet menu	%	-	1.7	13.3	36.7	48.3	4.32	0.77
								3.70	0.40

Table no. 24 indicated the preferences of grey tourists regarding kind of menu. The results showed their preferences, respectively, for al a carte menu and Buffet menu. The general mean for kind of menu preferred by grey tourists was 3.70 at the agreement level, with a standard deviation of 0.40. This result is really accepted, because al a carte menu and buffet menu gives elder tourist to formulate his own meal according to his health case.

I. Kind of service style

Table (25): Descriptive statistics for kind of service style preferred by grey tourists

Items		Frequencies percentage						Mean	SD
		Degree levels	1	2	3	4	5		
1	American plate service	%	-	10	26.7	31.7	31.7	3.85	.988
2	Russian service	%	13.3	28.3	43.3	13.3	1.7	2.62	.940
3	English service	%	15	33.3	23.3	23.3	5	2.70	1.13
4	French service	%	10	38.3	36.7	10	5	2.62	.976
5	Room service	%	1.7	1.7	11.7	36.7	48.3	4.28	.865
								3.21	0.45

Table no. 25 indicated the preferences of grey tourists regarding kind of service. The results showed their preferences, respectively, for American plate service and room service. The general mean for kind of service preferred by grey tourists was 3.21 at the neutral level, with a standard deviation of 0.45.

J. Kind of breakfast

Table (26): Descriptive statistics for kind of breakfast preferred by grey tourists

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	American breakfast	%	10	40	36.7	11.7	1.7	2.55	0.89
2	English breakfast	%	3.3	10	18.3	40	28.3	3.80	1.07
3	Intercontinental breakfast	%	-	5	15	38.3	41.7	4.17	0.86
4	Oriental breakfast	%	3.3	6.7	20	33.3	36.7	3.93	1.07
								3.61	0.59

Table no. 26 indicated the preferences of grey tourists regarding kind of breakfast. The results showed their preferences, respectively, for intercontinental breakfast, oriental breakfast and English breakfast. The general mean for kind of breakfast preferred by grey tourists was 3.61 at the agreement level, with a standard deviation of 0.59. This result looks suitable to elder tourists because international and English breakfast provide more varieties to choose healthy food that is very desired in this age group according to Wu (2006).

K. Kind of drinks

Table (27): Descriptive statistics for kind of drinks preferred by grey tourists

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Alcoholic drinks	%	16.7	5	8.3	35	35	3.67	1.43
2	Hot drinks	%	-	-	5	55	40	4.35	0.57
3	Cold drinks	%	-	-	10	46.7	43.3	4.33	0.65
4	Fizzy drinks	%	25	35	20	15	5	2.40	1.16
								3.68	0.55

Table no. 27 indicated the preferences of grey tourists regarding kind of drinks. The results showed their preferences, respectively, for hot drinks, cold drinks. The general mean for kind of drinks preferred by grey tourists was 3.68 at the agreement level, with a standard deviation of 0.55. Because grey tourists engage in leisure activities according to Roten (2008), they preferred American service and room service so as to take the least time in service and use this time in the leisure activities.

*L. Kind of rooms***Table (28): Descriptive statistics for kind of rooms preferred by grey tourists**

Items		Frequencies percentage						Mean	SD
		Degree levels	1	2	3	4	5		
1	Single room	%	26.7	50	16.7	3.3	3.3	2.07	0.93
2	Double room	%	1.7	6.7	11.7	43.3	36.7	4.07	0.95
3	Triple room	%	16.	51.7	21.7	5	5	2.30	0.97
4	Connecting rooms	%	5	15	21.7	31.7	26.7	3.60	1.18
5	Suite	%	1.7	1.7	8.3	40	48.3	4.32	0.83
6	Villa	%	-	5	10	35	50	4.30	0.85
7	Cabana	%	-	5	16.7	40	38.3	4.12	0.86
8	Efficiency room(a room with a kitchenette)	%	1.7	11.7	30	31.7	25	3.67	1.03
								3.55	0.42

Table no. 28 indicated the preferences of grey tourists regarding kind of rooms. The results showed their preferences, respectively, for suite, villa, cabana, double room, efficiency room (a room with a kitchenette) and connecting rooms. The general mean for kind of rooms preferred by grey tourists was 3.55 at the agreement level, with a standard deviation of 0.42. This result accords with Eunju *et al.* (2016) who mentioned that grey tourists prefer to stay in a villa or chalet provided with proper ramps for wheelchair users.

*M. Kind of bed***Table (29): Descriptive statistics for kind of bed preferred by grey tourists**

Items		Frequencies percentage ¹						Mean	SD ²
		Degree levels	1	2	3	4	5		
1	Standard size bed	%	18.3	33.3	28.3	11.7	8.3	2.58	1.16
2	King size bed	%	-	3.3	10	35	51.7	4.35	0.79
3	Small size bed	%	25	36.7	23.3	13.3	1.7	2.30	1.04
								3.07	0.53

Table no. 29 indicated the preferences of grey tourists regarding kind of bed. The results showed their preferences, respectively, for king size bed. The general mean for kind of bed preferred by grey tourists was 3.07 at the neutral level, with a standard deviation of 0.53. This result is Huang and Tasi (2003) who declared that hotels should be equipped with wide corridors and doors and grab bars in bathrooms and large bed rooms with large size to host elderly tourists.

N. Kind of room view**Table (29): Descriptive statistics for kind of room view preferred by grey tourists**

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	Sea view	%	1.7	3.3	11.7	28.3	55	4.32	0.93
2	Pool view	%	1.7	-	6.7	46.7	45	4.33	0.75
3	Garden view	%	23.3	31.7	26.7	15	3.3	2.43	1.11
4	Mountain view	%	35	31.7	25	5	3.3	2.10	1.05
5	Lake view	%	5	3.3	8.3	46.7	36.7	4.07	1.02
								3.45	0.52

Table no. 29 indicated the preferences of grey tourists regarding kind of room view. The results showed their preferences, respectively, for pool view, sea view and lake view. The general mean for kind of room view preferred by grey tourists was 3.45 at the agreement level, with a standard deviation of 0.52. Like other guests of different age groups, elderly guests prefer sea, lake and pool vies rooms.

O. Floor of the room**Table (30): Descriptive statistics for floor of the room preferred by grey tourists**

Items		Frequencies percentage					Mean	SD	
		Degree levels	1	2	3	4			5
1	High floored room	%	11.7	28.3	26.7	15	18.3	3.00	1.28
2	Low floored room	%	-	8.3	18.3	38.3	35	4.00	0.93
3	Ground floor room	%	-	6.7	11.7	36.7	45	4.20	0.89
4	Standard sized room	%	13.3	45	31.7	10	-	2.38	0.84
5	Large sized room	%	1.7	3.3	13.3	40	41.7	4.17	0.90
								3.55	0.40

Table no. 30 indicated the preferences of grey tourists regarding floor of the room. The results showed their preferences, respectively, for ground floor room, large sized room and low floored room. The general mean for floor of the room preferred by grey tourists was 3.55 at the agreement level, with a standard deviation of 0.40. This result accords with Eunju *et al.* (2016) who mentioned that elderly tourists prefer to stay in ground floor rooms, or a chalet provided with proper ramps for wheelchair users, or suites.

P. The staff

Table (31): Descriptive statistics for the staff preferred by grey tourists

Items	Frequencies percentage						Mean	SD
	Degree levels	1	2	3	4	5		
1 Male staff	%	13.3	28.3	45	10	3.3	2.62	0.95
2 Female staff	%	16.7	25	41.7	10	6.7	2.65	1.08
3 Young aged staff	%	20	38.3	33.3	8.3	-	2.30	0.88
4 Middle aged staff	%	-	-	23.3	51.7	25	4.02	0.70
5 Aged staff	%	38.3	26.7	25	6.7	3.3	2.10	1.10
6 Professional staff	%	1.7	-	8.3	35	55	4.42	0.78
7 Funny staff	%	-	8.3	18.3	28.3	45	4.10	0.98
8 Friendly staff	%	-	-	1.7	46.7	51.7	4.50	0.53
							3.33	0.35

Table no. 31 indicated the preferences of grey tourists regarding the staff. The results showed their preferences, respectively, for friendly staff, professional staff, funny staff and middle aged staff. The general mean for the staff view preferred by grey tourists was 3.45 at the agreement level, with a standard deviation of 0.52. As grey tourists tend to engage in leisure activities according to Roten (2008), it’s an expected that they prefer funny and friendly staff.

6. The differences among respondents based on gender towards destination attributes and Accommodation organizations attributes

As shown in Table (32), there is no differences among respondents based on gender towards destination attributes and Accommodation organizations attributes, where the p value > 0.05. In other words, the gender of the respondents doesn’t make a difference towards destination attributes and Accommodation organizations attributes.

Table (32): Mann-Whitney test for the difference among respondents based on gender towards study variables

Variables	Gender	Mean Rank	Chi-Square	Sig.
Destination attributes	Male	29.10	-.643	0.520
	Female	32.00		
Accommodation organizations attributes	Male	31.90	-.643	0.520
	Female	29.00		

7. The differences among respondents based on age towards destination attributes and Accommodation organizations attributes

As shown in Table (33), there is no differences among grey tourists based on age towards destination attributes and Accommodation organizations attributes, where the p value > 0.05. In other words, the age of the respondents doesn’t make a difference to towards destination attributes and Accommodation organizations attributes.

Table (33): Kruskal-Wallis test for the difference among respondents based on age towards destination attributes and Accommodation organizations attributes

Variables	Age	Mean Rank	Chi-Square	Sig.
Destination attributes	60-65 years	30.22	2.085	0.353
	66-70 years	27.50		
	More than 70 years	38.86		
Accommodation organizations attributes	60-65 years	29.76	0.177	0.915
	66-70 years	31.81		
	More than 70 years	31.43		

8. The differences among respondents based on nationality towards destination attributes and Accommodation organizations attributes

As shown in Table (34), there is no differences among grey tourists based on nationality towards destination attributes and Accommodation organizations attributes, where the p value > 0.05. In other words, the nationality of the respondents doesn't make a difference to towards destination attributes and Accommodation organizations attributes.

Table (34): Kruskal-Wallis test for the difference among respondents based on nationality towards destination attributes and Accommodation organizations attributes

Variables	Chi-Square	Sig.
Destination attributes	22.777	0.199
Accommodation organizations attributes	22.048	0.230

Conclusion

Based on the above, the most attributes preferred by grey tourists visiting Egypt can be summarized in Table No. (32), as follows:

(32): The most attributes preferred by grey tourists visiting Egypt

Destination attributes	Hotel establishment attributes
Leisure events	International chain hotels or resorts
Sunny weather	Small-size hotels or resorts(less than 500 rooms)
Beaches	Five star hotels or resorts
Limousine or Taxi	From 5 to 14 nights
Full check-up medical service	All- inclusive
Choosing destination based on previous experience	International cuisine food
Sailing, cruising and water sports	Buffet menu & Al a carte menu
Travelling in winter	Room service
Vacations	Intercontinental breakfast
High speed internet	Hot drinks
Travelling with wife or husband	Suite
Environmental-friendly destinations	King size bed
Short stay journey (less than one month)	Pool view
	Ground floor room
	Professional staff

Recommendations

- 1- The reservation systems in hotel establishments have to provide clear information on the level of accessibility of services and facilities and special requests for older tourists.
- 2- Designing barrier-free facilities and services in hotels such as designing menus with a variety of options for elderly people.
- 3- Training programs designed by Tourism Promotion Authority to educate the labor force in tourism and hotel establishments to care about elderly tourists.
- 4-There should be special tourist programs targeting older tourists containing the preferred attributes in destinations and in hotel establishments.
- 5-Hotels should concentrate on low floored rooms to be equipped properly to be suitable to elderly guests.
- 6- The travel agents should try to make low priced tourist programs during low seasons for grey tourists.

Limitations of the study

- The study was held on the preferred attributes of older tourists only middle aged and young aged tourists are not included in this study.
- The study included older tourist from limited nationalities only, because there is no availability number of older tourists of other nationalities.

Directions for future researches

Additional studies are needed to:

- Study the classification of grey tourists according to economic level and its relation to intension to travel.
- Study the parries that prevent grey tourists to travel to Egypt.
- Study the required designs in both the Egyptian hotels and destinations to be elder-friendly.
- Study the details of the training programs specialized to hotel staff and travel agent staff to well-serve grey tourists.

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English summary

Gray tourists' preferences in tourist destinations and hotel establishments

The increasing number of tourist category “60+” with significant tourist flow and the concept of "accessible tourism for all" which aims to provide tourism products, services and environments tailored to the needs of the handicapped, elderly and chronic diseases individuals through the cooperation of stakeholders, hospitality business is becoming more stable and less prone to seasonal changes (Shalini, 2014). The interest will be on destinations and hotels in which not just medical care is available, but also special geriatric care (Kim *et al.*, 2015).

Objectives of the study

- 1- Identifying the attributes that gray tourists prefer in tourist destinations.
- 2- Exploring the characteristics of age friendly tourist destination to apply accessible tourism for all.
- 3- Acknowledging the hotel attributes, facilities and services that the gray tourists prefer.
- 4- Formulating standards for barrier-free hotel services.

Results: the grey tourists prefer some attributes in destinations and hospitality organizations as follows:

- The most attributes preferred by grey tourists visiting Egypt

Destination attributes	Hotel establishment attributes
Leisure events	International chain hotels or resorts
Sunny weather	Small-size hotels or resorts(less than 500 rooms)
Beaches	Five star hotels or resorts
Limousine or Taxi	From 5 to 14 nights
Full check-up medical service	All- inclusive
Choosing destination based on previous experience	International cuisine food
Sailing, cruising and water sports	Buffet menu & Al a carte menu
Travelling in winter	Room service
Vacations	Intercontinental breakfast
High speed internet	Hot drinks
Travelling with wife or husband	Suite
Environmental-friendly destinations	King size bed
Short stay journey (less than one month)	Pool view
	Ground floor room
	Professional staff

Recommendations

- 1- The reservation systems in hotel establishments have to provide clear information on the level of accessibility of services and facilities and special requests for older tourists.
- 2- Designing barrier-free facilities and services in hotels such as designing menus with a variety of options for elderly people.
- 3- Training programs designed by Tourism Promotion Authority to educate the labor force in tourism and hotel establishments to care about elderly tourists.
- 4-There should be special tourist programs targeting older tourists containing the preferred attributes in destinations and in hotel establishments.
- 5-Hotels should concentrate on low floored rooms to be equipped properly to be suitable to elderly guests.
- 6- The travel agents should try to make low priced tourist programs during low seasons for grey tourists.

الخاتمة

المقدمة

مما لا شك فيه ان اعداد السياح الذين يزيد عمرهم عن الستين عام في تزايد مستمر، و لكي يتم توفير انماط سياحيه تتناسب مع هذه الفئة العمرية الهامه و التي بها عدد من المعاقين و اصحاب الامراض المزمنه و اللذين يحتاجون الي مساعده خاصه، يجب دراسة ما يفضله هؤلاء السياح و ما يحتاجونه داخل المقاصد السياحيه و مؤسسات الضيافه (Shalini, 2014)

أهداف البحث

- 1- التعرف علي تفضيلات السياح كبار السن داخل المقاصد السياحيه.
- 2- دراسة الخصائص التي تجعل من المقصد السياحي مناسب للسياح كبار السن.
- 3- التعرف علي تفضيلات السياح كبار السن داخل مؤسسات الضيافه.
- 4- اعداد معايير للخدمات و التسهيلات الخاصه بكبار السن داخل المؤسسات الفندقية.

عينة الدراسة

تم اختيار العينة بما يحقق اهداف البحث حيث تم عمل استبيان و توزيع عدد 240 استبيان علي (السياح كبار السن في القاهرة و الغردقة و الأقصر). عدد 180 استبيان كانت صالحة للدراسة و التحليل.

النتائج

اوضحت النتائج ان السياح كبار السن يفضلون بعض الخصائص في المقاصد السياحيه كما يلي: (النشاط الترفيهي- الشواطئ - الطقس المشمس- استخدام الليموزين و التاكسي في التنقل- توافر الفحص الطبي الشامل- توافر الرياضات البحرية – الانترنت السريع- الاثتراطات البيئيه) كما يفضلون (الرحلات القصيره و السفر مع الزوجة او الزوج و السفر خلال ايام الاجازات-و اختيار المقصد السياحي بناء علي الخبرات السابقه).
السياح كبار السن يفضلون بعض الخصائص في مؤسسات الضيافه كما يلي(الفنادق و المنتجعات الصغيره نسبيا-الفنادق و المنتجعات الخمس نجوم- فترة اقامه بين 5 و 14 ليله- الاقامه الشامله-الاطعمة الخاصه بالمطبخ الدولي-البوفيهات و القائمة الاختيارية –خدمه الطعام داخل الغرف- الافطار الخفيف- المشروبات الدافئه – الاقامه في اجنحه –حجم سرير كبير-الغرف المطله علي حمام السباحه- الدور الارضي- العاملین المهرة المحترفين).

المستخلص

تفضيلات السياح كبار السن في المقاصد السياحيه و المنشآت الفندقية

تم إجراء هذا البحث للتعرف على الخصائص الرئيسية للسائح كبير السن الذي يزور مصر والتعرف على تفضيلات السائح كبير السن فيما يتعلق بخصائص الوجهات السياحية المصرية فيما يتعلق ب (الطقس، الموقع، المعالم السياحية، وسائل النقل، الموسم، نوع الرحلة، ...) وسمات المنشآت الفندقية من حيث (التصميم، المميزات، المرافق، نوع الإقامة، نوع الغرفة، نوع الخدمات، ...). كما يحاول البحث إطلاق سياسات وخدمات خاصة تستهدف على وجه التحديد احتياجات ورغبات السياح القدامى في كل من الفنادق والوجهات لتكون قادرة على تحفيز هذا السوق المتخصص المهم. استخدم البحث استنباطاً لجمع البيانات من عينة من السائحين كبار السن في بعض فنادق الخمس والأربع والثلاث نجوم في القاهرة والغردقة والأقصر. وتمت معالجة البيانات باستخدام البرنامج الإحصائي (SPSS v.22). وأظهرت النتائج أن السائحين كبار السن يفضلون بعض السمات في الوجهات والمؤسسات الفندقية، وقد تختلف هذه السمات عن تفضيلات السائحين الآخرين.

الكلمات الدالة: السائحون كبار السن، المرافق الفندقية، الوجهة الملائمة للمعمرين، السياحة الميسرة، ميزات إمكانية الوصول إلى الفنادق