



22th EBES Conference Rome

Senior Tourism Consumers in Russia

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Agenda

- LMSU Research center for network economy
- Literature review
- Senior consumers in tourism: marketing issues
- Insights from Russian Consumers
- Conclusions and future research

LMSU Research center for network economy



Research projects in 2016-2017:

- Sustainable development of the territorial economy through networking of small cities and district centers (supported by Russian Science Foundation (17-18-01324))
- Social intranets as a network form of organization. Developing the methodology of ROI measurement.
- Russian seniors (50+ age): consumer behavior, needs and preferences.



International cooperation

- INNOVA Project in partnership with HAMK (Finland), VIA University college (Denmark), ITMO (Russia), IIDF (Russia)
- Partnership with University of Ruse



Other projects

- Annual conference “Vladimir road – new ways of tourism development”
- Short practice-oriented education program: Corporate and personal image management.

<http://www.econ.msu.ru/science/RCNE>

Literature review

Tourism consumers

- Tourism meets a number of different customer needs, including intellectual component, social component, physical activities, “stimulus-avoidance component” (to relax, to avoid stress) (Beard, Ragheb, 1983)
- Senior tourism as a way to improve the quality of life (Alén, Losada, Domínguez 2012; Chen & Shoemaker, 2014; Kim, Woo, Uysal, 2015; Uysal, Sirgy, Woo, Kim, 2016)

Senior consumers in tourism

- Increasing amount of publications on the issues of senior tourism (Shoemaker, 2000; Dann, 2002; Möller et al., 2007; Mc Kercher et al., 2011; Chen & Shoemaker, 2014)
- Baby boomers: on average, have more free time and financial resources; better educated, more lively and ready to travel than the previous generation (Lavery, 1999; Avcikurt, 2009; Le Serre and Chevalier, 2012)

Senior tourism in Russia

- Only few companies provide services for seniors, mostly special tours for poor retirees seeking for quiet place and medical treatment
- Many Russian consumers tend to travel less with the ageing
- At the same time, there is growing number of elderly people who used to be active travelers in their young age, and still have a strong interest to travel (Sheresheva, Buzulukova, 2014)

Russian senior market



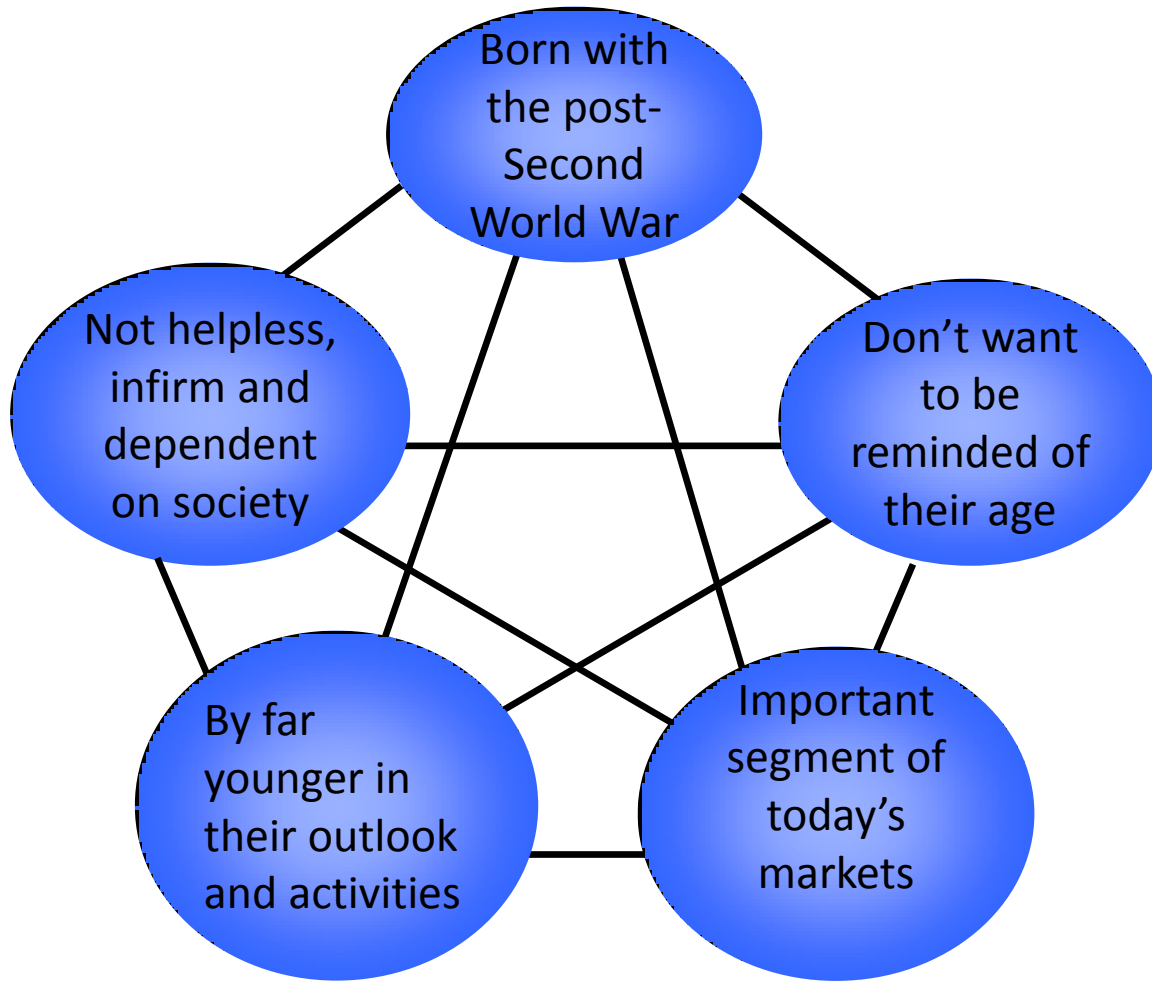
Demographic characteristics of Russian population are to a great extent similar to those of European ageing population

Russia is home for more than 50 million people 50+

Citizens aged 65+ make up about 13,89% of the Russian population

24,56% of the Russian population have already achieved the retirement age

Baby boomers in Russia

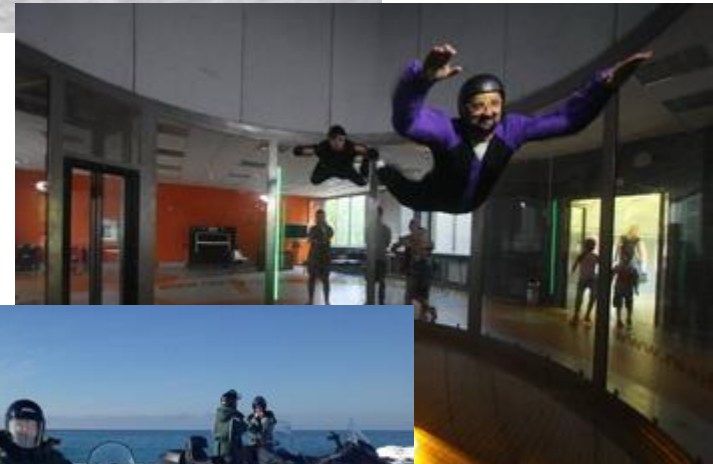


Olga Kotelko took up athletics when she was 77

Specific needs of senior consumers?

“Great myth” concerning senior tourists is that their main needs are as follows:

- intensive medical care
- availability of dietary food in restaurants
- “quiet” holidays: accommodation in quiet places, sleep much, read newspapers, watch TV, evening parties “for elderly”, etc.



Baby boomers are quite different, they are looking for experiences:

- to feel young
- to have active holidays
- to amuse themselves, to challenge themselves, etc.



Research design

Moscow, Vladimir region, 2016

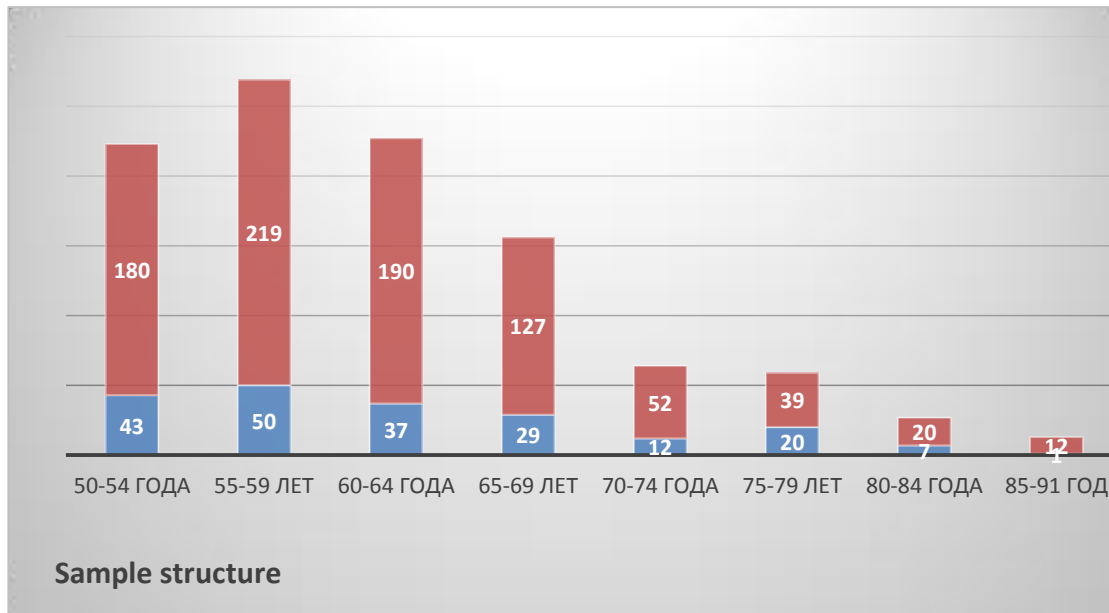
Qualitative survey

6 focus groups

Respondents: senior people (50+ age); industry experts

Quantitative survey

1,900 respondents from Moscow and Vladimir region (100 km from Moscow)



51,75% married
15,50% divorced
26,16 % widowed

92% have children
70% have grandchildren

45% have higher education

Research questions

What are the main trends in the Russian tourism market?

Are there specific needs and interests of senior consumers?

Peculiarities of senior tourism segment in Russia?

Is there a difference between seniors in Moscow and Vladimir region?

Experts' perception of consumer needs

| Moscow | Vladimir |
|---|---|
| <p data-bbox="125 428 898 642">Demand for both domestic and abroad trips; high interest to sightseeing tours, as well as tours with educational components</p> <p data-bbox="125 714 898 871">There is a segment of wealthy seniors, able to travel a lot and looking for high quality services</p> <p data-bbox="125 942 898 1042">Some seniors prefer active forms of tourism</p> | <p data-bbox="946 428 1777 642">Highly developed social tourism programs in Vladimir region: sightseeing tours for people needed social support, including programs in museums and national parks</p> <p data-bbox="946 714 1777 756">Not a lot of wealthy seniors in the region</p> <p data-bbox="946 942 1777 985">High interest in visiting Moscow</p> |

Consumers' Insights

| Moscow | Vladimir |
|--|--|
| <p data-bbox="156 454 877 591">Many travel much, both in Russia and abroad - high motivation "to visit and see as much as possible"</p> <p data-bbox="156 654 904 845">Some beware of travelling abroad, mainly due to lack of language knowledge - some prefer not to take local trips being not sure of service quality in Russia</p> <p data-bbox="156 908 817 948">High importance of price/quality ratio</p> <p data-bbox="156 1011 718 1051">High importance of travel mates</p> <p data-bbox="156 1113 761 1153">Ability to make self-organized trips</p> | <p data-bbox="944 454 1792 539">Travels are not of high priority, many spend time in the family country house.</p> <p data-bbox="944 654 1729 791">Interested in both domestic and abroad trips Low interest to healthcare trips from social welfare agencies</p> <p data-bbox="944 893 1630 933">Low solvency. High importance of price</p> <p data-bbox="944 1011 1812 1105">High willingness to be a companion to children or grandchildren in travels.</p> |

Main preferences of Russian senior consumers

- Preferably destinations where is no need to use foreign language
- Cultural tourism
- Beach tours
- Travels with grandchildren
- Active tourism



| | Active travelers | Want to travel more | Travel enthusiasts |
|--|-------------------------|----------------------------|---|
| % respondents | 10% | 50% | 5% |
| male | 19% | 13% | 16% |
| female | 81% | 87% | 84% |
| higher educated | 66% | 50,7% | 72,6% |
| employed | 67% | 64,5% | 87,1% |
| health self-assessment | 6,06 | 5,72 | 5,74 |
| chronic diseases | 62,7% | 61% | 72,6% |
| unlimited mobility | 82,5% | 66,5% | 80,6% |
| ask for 50+ tourism services improving | 51,2% | 51,9% | 62,9% |
| | 74% want to travel more | 26,2% are active travelers | 75,8% - are active travelers 87,1% - want to travel more |

Conclusions

- Elderly population can certainly be considered as an important target market for companies operating in the Russian tourism market
- The behavior and preferences of Russian seniors are to a great extent similar to those of seniors in Europe
- There are some differences in consumer behavior of Moscow and Vladimir seniors
- There are peculiarities in main motivations of Russian seniors and in factors preventing them from traveling due to the cultural and historical context

Limitations and future research

- The pilot study covered Moscow and Vladimir region, while there are 85 regions in Russia
- Further research is needed, with larger sample size and wider geographical coverage
- Cross-cultural comparison of the local data with the data on other emerging markets could be useful, to reveal similarities and differences in preferences and consumer behavior of senior tourists

Questions?

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