

## **Senior customer satisfaction in hospitality: peculiarities and challenges by gender**

**Purpose.** Population aging increased all around the world that has underlined the importance of senior tourism investigation in hospitality. However, the satisfaction of senior customers in hospitality are mostly presented by English-speaking researchers, and there is a significant gap in other countries such as Russia. The purpose of this paper is to gain insight into the satisfaction of the senior customers in the hospitality segment using such variables as age, gender, origin, accommodation preferences, trip duration, income, and type of the trip.

**Design/Methodology/Approach.** The sample was drawn from clients who visited three hotels of different stars level in St. Petersburg, which is the second-largest iconic capital of Russia. Altogether, 595 respondents sent filled questionnaires. The forms were filled anonymously and voluntarily. Regression analyses were run to investigate the influence of proposed variables and preferences of senior travelers on respondents' satisfaction, expectations, and further recommendations of the hotel for males and females.

**Results.** The main finding is that researchers and general management of the hospitality sector recognized the senior tourist segment as a potentially lucrative and most stable field. However, lots of hotel products and services are not adjusted to this customer category. A component analysis resulted that the factor labeled as "senior traveler" in different research of hospitality don't present under the investigation by age, gender, origin, accommodation preferences, trip duration, and type of the trip. The final results demonstrated differences in both motivations and satisfaction for males and females aged over 50 years. While the "financial factor" and "accommodation facilities" are the most important attributes for all categories. Thus, understanding the travel behavior of senior customers is critical for the hospitality industry because it helps to reconcile the tourism products with traveling preferences of this segment.

**Originality/Value:** This study contributes to the existing customer satisfaction literature by identifying the needs and preferences of senior tourists, specifically the differences between males and females. The paper highlighted hospitality services that are paramount for this category of travelers. Simultaneously as almost all investigations over the senior customer satisfaction in tourism present by English-speaking researches, this study explored Russian hotels, which accommodated both Russian and foreign visitors.

**Practical implications** – The obtained results confirmed that senior tourists have particular preferences that affected their satisfaction. The most influential factor is the hotel services provided for males and females. Thus, in hospitality, marketing strategies should include special offers to create profitable long-term relationships with senior clients, who are the increasing market segment. Additionally, the preferences of senior male and female visitors, which predict this segment satisfaction can be included in loyalty hotel programs.

**Keywords:** senior clients, customer gender, aging customers, satisfaction, hospitality.

### **1.Introduction**

The Mercer Consulting Group reported that customer satisfaction is incredibly crucial for strategic decisions in any business (Hekman et al., 2010), including hospitality. In modern competitive reality, this phenomenon is affected by many factors, such as population aging (Lohmann & Danielsson, 2001; Mungall & Gherissi Labben, 2009), gender (West & Zimmerman, 1987), and occupations (Littrell et al. 2004). However, being an economy branch, hospitality is also impacted by income, education, residency, and willingness to spend money (Zimmer, et al.,1995). On the other hand, Shanka and Taylor (2004) interline that age has a particular

moderating effect on the guests' satisfaction in hospitality, for instance, senior customer preferences, such as trip duration, income, accommodations, and reservation system in return. Hunter-Jones and Blackburn (2007) indicated that seniors would be one of the most significant prospective market segments for hospitality in the long run. Ing (1993) points out that senior travelers wanted a copy of travel brochures with all costs included responsible and reliable information, the timely receipt of invoices and ticketing, an efficient and accurate reservations system, value for their money. On the other hand, health status influences the selection of destinations amongst the seniors (Gilly et al., 1985). Progressively, the behavior of senior travelers has become a paramount point of the investigation, as the potential growth of this travel market size has been widely recognized by tourism marketers and researchers (Chen et al., 2019, Fiscger et al. 2012; Hsu et al., 2007; Nazareth, 2007). To this end, it is necessary to shed light on some points that are critical for the tourist market of senior travelers.

*First, increasing aging population all over the world.* The Eurostat projects demonstrate that people aged 65 and older will comprise more than 20% of the population by 2030 and the seniors will account for more than 50% in Europe (European Commission, 2018). People segment over 65 years is expected to reach 1.8 billion (19%) among the world population (World Health Organization, 2017). Following Russian statistics, senior people accounted for 21.3% in 2017, while their number would be four times as much by 2030 (Petrostat, 2019). The mentioned directions connectively influence the tourism sector, for instance, in 2010, the senior travelers in Asia have a significant increase in tourists group aged between 50 and 59 years and over 60 years (Taiwan Tourism Bureau's, 2014). Thus, the more people in an advanced stage of their life, the more people of this group will travel (Möller et al., 2007) and it is highly important to develop research over this aging segment.

*Second, seniors have particular preferences for traveling.* A population age distribution shifts toward senior travelers due to the economic security of people over 50 years (Smith & Puczky, 2009) and health motivation. Chen and others (2019) demonstrated that senior tourists prefer products that had to be adapted for climate, budget, and level of health. Thus, the senior travel segment tends to take a trip related to preventive therapies provided by the resort and spa (Erfurt-Cooper & Cooper, 2009). Additionally, senior people prefer to take holidays where they learn something new and embark on different historical and cultural experiences (World Tourism Organization, 2001). This investigation line is continued by Dixon (2012), who argued that hospitality services for this segment needed more personalization. They need amenities such as grab bars, night lights, extra blankets, and medical facilities during their lodging (Ananth et al., 1992). Moreover, aging people are more likely to be conservative (Evanschitzky & Wunderlich, 2006) however, tended to be more ecologically conscious and have a greater propensity towards an eco-friendly purchase (Fiscger et al., 2012).

*Third, seniors prefer traveling on long trips.* The senior travelers would travel more engaging with special activities and longer distances (Schirmacher, 2006). Hsu (2002) indicated that 50%-70% of all motor travelers were seniors, who spend more time on long-distance trips. This tendency was approved in different countries like Australia (Möller et al., 2007), Germany and the USA (Javalgi et al., 1992; Lohmann & Danielsoon, 2001). The similar results were also depicted by different authors underlying that the clients over 50 years prefer to take long holiday trips, rather than other age segments of the population (Patterson & Pegg, 2011; Eby & Molnar, 1999), for several reasons. Firstly, they have more free time to travel during the year whenever they want, independently of the official holiday and school-break periods (Mungall & Labben, 2009). Secondly, this travel segment tends to take more numbers of long trips a year because they spend the savings accumulated earlier (Möller et al., 2007).

Despite the obvious importance of this segment for the tourism sector, the perception of the senior visitors in hospitality has been much less analyzed (Mungall & Gherissi Labben, 2009). In so doing, there is a gap in the literature about the senior customer satisfaction in the hospitality, especially in Russian regions that would be covered in the present study.

This research aims to explore how customer satisfaction level varies among visitors over 50 years and what is the role of gender differences for such tourists. Specifically, the current research addresses the following questions:

1. What are the differences in satisfaction for senior customer in the hospitality?
2. Are there any differences in gender preferences for the senior customer in the hospitality?

The remainder of this study is organized as follows. Section 2 reviews the existing literature about customer satisfaction in hospitality and connections with senior customer analysis. Section 3 introduces the methodology. Section 4 provides the data description and the main results of this study. Lastly, in conclusion, implications, limitations, and suggestions for future research are presented.

## **2.Literature review**

### **2.1. Customer satisfaction in hospitality**

One of the early publications on customer satisfaction is dated in 1954 when Forgy and Black analyzed the topic in psychology counseling (Sanchez-Rebull et al., 2018). Meanwhile, the publication over satisfaction application in the economy connected with customer effort and expectation is presented only in 1965 by Cardozo (1965). Initially, customer satisfaction was described as the situation when the client's needs and expectations were fairly met (Pitic, 2015). However, despite many attempts to clarify customer satisfaction, they have not still given off common understanding for its definition. Moreover, Radojevic and associates (2015) contend that there is also a lack of research on customer satisfaction in the tourism area, notwithstanding that this indicator is recognized as one of the key judgments that consumers make concerning this sector (Rathnayake, 2015). Reisinger and Turner (2003) explained that satisfaction in tourism is determined by the material and physical needs of the travelers. By extension, Truong and Foster (2006) pointed out that "customer satisfaction in tourism" is the conformity between the tourist expectations and the characteristics of the host destination. While concerning the hospitality segment, Kotler, (2000) indicated that comfort and cleanliness of rooms, location accessibility, suitable service delivery, security and the behaviors of staff are the vital elements of customer satisfaction. Additionally, customer satisfaction in hospitality significantly affected by gender characteristics. Many studies carried out to evaluate differences between men and women on satisfaction in the hospitality sector, and there wasn't a one-way ideology. It was concluded that women are more demanding than men about services and more focused on details (for instance, bath gifts) versus males (Martin et al, 2016). Homburg and Giering (2001) indicated that satisfaction with hotel services has a significant effect on the intention to repurchase for men but not for women. Male customers in the hospitality segment less complained than female customers; however, women generally had higher expectations, so it is more challenging to satisfy them (Sánchez-Rebull et al., 2018). Thus, customer satisfaction in hospitality is one of the most discussed areas in tourism studies due to its complexity and many factors affected.

On the other hand, most research about customer satisfaction was conducted in developed economies such the USA or European Union (Möller et al., 2007; Hekman et al., 2010; Sanchez-Rebull et al., 2018a) and there is a significant gap to fill in other countries like Russia. Moreover, the increasing number of publications clearly shows the interest and opportunity to fill the existing gap in the literature, because most previous research was partial and incomplete (Sánchez-Rebull et al, 2018b). Additionally, as this investigation concentrated on customers over 50 years old, it is important to underline that senior traveler becomes more valuable and usually has different expectations of touristic services which, in turn, affect their overall satisfaction level. Such visitors seek to satisfy not only one single need but also several distinct demands simultaneously (Gonzalez & Bello, 2002). Moreover, the senior traveler segment that has both purchasing power and leisure time represents significant economic market potential. Thus, the challenge for hospitality

management is to explore the preferences of the senior segment and based on them to deliver services commensurate with its needs.

## 2.2. Age categorization

The aging population increases all over the world, for instance, the United Nations identified that the rate of this category would possibly reach over two billion people by the year 2050 in a quickly changing world (United Nations, 2012). Furthermore, the World Tourism Organization (2001) indicated that this growing segment would become a major challenge in the long run. Having focused on the older adult travel market, the American Association of Retired Persons (1992) found that travel was ranked as one of the top activities for this aging segment. Thus, it is evident that older adults are having a significant impact on the tourism industry, and they will dominate this market in the future.

However, in the academic literature and business reports, there are still some confusion and misunderstanding about the starting age when the person becomes “old”. Lohmann and Danielsson, (2001) describe the older adult market as “well off older people segment”. Thus, solutions needed to be provided to make a general definition over such a category in tourism as “older traveler”. To this end, there is also considerable turmoil that denotes the term “older traveller” complicated by a noticeable shift in chronological age. In contrast, gerontological literature reasonably defines ‘older people’ as those who reach their retirement age or older than 65 years. However, under modern conditions, there is the age shift, and many authors use the definition “senior” to denote a person who is aged 55 and over. This age category is very applicable in the hospitality programs, for instance, Smith and Jenner, (1997) described senior travelers as people aged 55 and older. This investigation line is also shared by Muller and O’Cass, (2001) who pointed out the ‘empty nesters’ and ‘third agers’ suggested that people aged 55 and older, perceive themselves as younger than their actual chronological age with a desire to be active. While other authors specified that the senior travelers could be grouped into the following categories:

- “empty nesters” (55-64 y.o.) that consist of working people with independent children, who could finance their needs and prefer shorter and often trips (Collins, 2002);
- “young seniors” (65-79 y.o) that consist of the retired and time-rich persons, who prefer to travel and spend more on quality (Möller et al., 2007);
- “seniors” (80+ y.o.), this category of travelers concentrates all their time and attention to the healthy development and travel less than previous groups and not so far from home destinations (Lawson, 2004).

Further, Tung and Ritchie (2011) investigated the experiences of the senior travel market by highlighted different categories such as identity formation, family milestones, relationship development, reenactment nostalgia, and the pursuit of freedom. Additionally, researchers demonstrated that age had affected behavioral patterns and intentions for traveling mostly because numerous countries now face an aging population (Chen et al., 2019). This shift was first indicated as a cosmopolitan point in 1989 when Ostroff, started a “senior” stage with 50 y.o. This point of view was partly shared by German psychologist L. Aschoffa, who indicated that the aging begins at 45 y.o. (Małgorzata D. & Rafał, F., 2014). Simultaneously, Schiffman and Sherman (1991) pointed out that it is necessary to create a category ‘new aged elderly’ to describe a different sub-segment that does not fit the traditional elderly population. They indicated that ‘new aged elderly traveler’ voyages as much as people at younger age groups and prefer active tourism. Thus, in this study, we refer to senior travelers as aged over 50 y.o. First of all, because the definition used by researchers for “senior people” appears to become increasingly younger. And secondly, already in 1991 Camden and McColl-Kennedy, in their study in tourism specified the necessity to investigate people 50 years in Brisbane, Australia, indicated them as the aging generation and titled them as “older tourist in a particular stage of the life cycle”.

### 2.3. Tourism in Saint-Petersburg

The edge point of this research is tourist markets for senior travelers in the fast-growing Russian North-West region, namely Saint-Petersburg. This large metropolitan city is located near the state land borders to Estonia and Finland. Being a regional capital, it is the second financial center in Russia after Moscow with a population of 5 225 700 people (Rosstat, 2010-2019). St. Petersburg is considered as a paradigmatic Russian city with a border location and an important vestige. Saint Petersburg has a wide network of resorts for year-round treatment and recreation. Additionally, the city is the only one with Russian seaports to Europe that operates more than ten months a year. The water location makes it a unique city along with Venice, Bruges, Stockholm, and Amsterdam, where rivers and canals are of great importance for the city's economy, as well as the tourism industry. Passenger ferries and cruise liners arrive at the seaport, and an increasing number of tour operators around the world include Saint Petersburg in their sea cruise routes (the City tourist information center, 2018). Additionally, there are five active passenger railway stations in the city. The airport is one of the biggest in the country that ranked as fourth among Russian airports in terms of the number of passengers transported (St. Petersburg international economic forum, 2019).

The historical vestige, geographical location, city's commodities, and infrastructure are the main attraction for tourists. Additionally, the rich historical and architectural heritage was included in the UNESCO world heritage list (UNESCO, 2017). It is a reason why tourism has become one of the primary branches of the city's economy. Currently, there are more than 7.5 thousand historical and cultural monuments protected by the state, 310 museums and art galleries, 52 theatres, 190 libraries, more than 50 cultural and leisure institutions, 145 churches (Saint Petersburg and the Leningrad region in numbers, 2008).

Tourism statistics indicate that Moscow and Saint Petersburg are the most frequently visited cities in Russia. Consequently, inbound tourism brings about 10% of the budget revenue and tourism creates about 70 thousand job places in the city (Saint Petersburg Administration, 2018). In 2019, the tourist flow in St. Petersburg increased by 26.8% to 10.4 million people (Rosstat, 2010-2019). The number of foreign tourists arriving in Saint Petersburg exceeds 4 million people a year (Rosstat, 2010-2019). Over the past four years, the tourist flow in St. Petersburg increased due to several reasons:

- first*, the simplified visa regime with Finland and China brings an additional number of tourists;
- second*, the football championship and international Summit also affected the increase in tourists and their subsequent return to the city;
- third*, the festival movement, exhibitions, and events attract additional participants from all over the world.

Therefore, tourism in St. Petersburg is associated with the reception of guests from different countries and other regions of Russia. In 2017 and 2018, St. Petersburg indicated among the headliners in the ranking of the most visited foreign cities in the world (Euromonitor, 2019). Saint Petersburg is also a popular tourist destination among domestic tourists. Thus, to accommodate this flow of tourists, the city develops a flexible tourist infrastructure. Every year, about 5 million tourists prefer to stay in hotels, especially business tourists. Currently, there are 1,422 accommodation facilities in Saint Petersburg, which is more than 90,690 rooms (Rosstat, 2010-2019). Most of this sector consists of 3- and 4-star hotels, which are 329 and 111 hotels, respectively (Rosstat, 2010-2019). Every year, the number of rooms in the hospitality segment increases by about 5%. The city is also developed 835 accommodation facilities, which include hostels, mini-hotels, apartments and hotels without stars (Rosstat, 2010-2019), which in other countries are aimed at satisfying individual tourists. Thus, one of the goals of the hospitality segment in the city is to satisfy different segments of visitors. Therefore, the level of customer satisfaction in hotels managed by international operators meets international standards. For example, in 2009, the Grand Hotel Europe was recognized as the best luxury hotel in Europe.

This review leads to the conclusion that the empirical and theoretical literature has only compared the age structure within customers, and there is a gap of investigation over different

types of customers and their satisfaction in the hospitality segment. To the best of our knowledge, there are also no multiple studies dedicated to the analysis of senior customer satisfaction in the hospitality sector in Russia. Thus, the investigation of the senior visitor's satisfaction might contribute to understanding the behavior patterns of such tourists visiting hotels in St. Petersburg and also within this segment in other regions and countries.

### 3. Methodology

#### Sample and data collection

The paper-based questionnaire included demographic characteristics (gender, age, net income, employment status), preferences of travelers, and eighth questions regarding customer satisfaction, expectations, and recommendations of the hotel visited with descriptions presented in Appendix 1. A 4-point Likert scale was used ("1 – bad" to "4 – very good"). According to Bitner and Hubbert (1994), it was the appropriate measurement for customer satisfaction. All forms were filled in anonymously and voluntarily. Subjects were asked to put the questionnaire completed in the box in the reception area.

The sample was drawn from guests who visited one of the three hotels in St. Petersburg, which is the second-largest city in Russia. These three hotels have 5, 4, and 3 stars level. The 5-stars hotel is a part of the "Top 100 - Condé Nast Traveler 2014". This building, which was built in 1912, is located in the historical city center with walking distance to all major sightseeing. This hotel is one of the most famous in St. Petersburg and provided 188 rooms, which are served by 122 employees. The 4-stars hotel located in a new district of the city was built in 2005 and presented by 251 rooms of different price categories and carried by 160 employees. The 3-stars hotel provided a very comfortable touristic location in the historical center, on the main avenue close to the metro station. This hotel has 164 rooms and 97 staff members.

The final sample consists of 595 respondents, 329 males with the mean age of 51.95 years and 266 females with the mean age of 52.29 years. All respondents came from a wide variety of countries; the most frequent visitors were from Europe (25.7%) and Russia (18.5%). The mean age of each gender and the respondents' original citizenship are shown in Table 1.

**Table 1. The sample distribution by country**

Country	Number of respondents	Age (year)	
		Male	Female
		N=329	N=266
China	89	49.43	49.26
Russia	110	52.84	53.30
Europe	153	53.57	52.64
France and the UK	77	52.18	56.56
Americas (the USA and Canada)	74	48.35	49.03
the rest of the world	92	53.50	52.76
Total	595	51.95	52.29

Table 2 shows that employed seniors accounted for 89.4% of clients among them females made up 44% of the sample and 56% were male tourists. Regarding the reasons for traveling, business trips comprised the most substantial proportion of the respondents (71.26%) with almost equal parts between women (46.7%) and men (53.3%). Interestingly, concerning the leisure group, the average age of female tourists was 55.78 years, which is higher in comparison with male visitors with an average age of 52.49 years. Most respondents visited the 4-stars hotel (43.36%) with the reasonable room price, followed by the most expensive 5-stars hotel (31.77%); the lowest number of respondents arrived in the low-cost 3-stars hotel (24.87%).

**Table 2. The sample distribution regarding employment and hotels**

		Male		Female	
		Age (years)	Frequency	Age (years)	Frequency
Hotels	4*	49,45	149,00	49,11	109
	5*	55,23	96,00	52,79	52
	3*	52,65	84,00	55,35	105
Employment status	Yes	51,31	298,00	50,75	234
	No	58,19	31,00	63,59	32
Reasons for traveling	Holiday	52,49	103	55,78	68
	Business	51,71	226	51,32	198

### Data analysis

The statistical analysis was performed by using the SPSS statistical computer package, Version 20. First, descriptive statistics were calculated. Second, an independent sample t-test was performed to estimate the difference between the preferences of males and females and answer the first research question. Finally, regression analyses were run to investigate the influence of demographic variables (employment, net income, age) and preferences of travelers (a type of booking, previous visits, accommodation, number of nights in the hotel, the? reason for traveling, number of travelers, room price) on respondents' satisfaction, expectations, and recommendations of the hotel visited. All variables studied are available for the management of hotels from the booking system with the only exception for net income. The effect of gender (males vs females) on these relationships was also examined by including interactions with genders in the regression equations.

### Results

Descriptive statistics and results of independent t-test for all variables studied are shown in Table 3. Male visitors ( $3.84 \pm 0.50$  mmol/L) are more satisfied with hotel facilities in comparison with females ( $3.75 \pm 0.50$  mmol/L),  $t(593) = 2.090$ ,  $p = 0.037$ . Similarly, men's fulfilments of expectation regarding comfortability in a building are significantly higher ( $3.81 \pm 0.50$  mmol/L) versus women ( $3.71 \pm 0.58$  mmol/L),  $t(593) = 2.212$ ,  $p = 0.027$ . Therefore, males care less about niceties of internal facilities in which the similar differences were established. Concerning global hotel qualities, menfolk's clients demonstrated greater level of satisfaction ( $3.85 \pm 0.43$  mmol/L) and expectation ( $3.86 \pm 0.47$  mmol/L) vis-à-vis satisfaction ( $3.77 \pm 0.51$  mmol/L) and expectation ( $3.76 \pm 0.55$  mmol/L) of womankind,  $t(593) = 2.008$ ,  $p = 0.045$  and  $t(593) = 2.335$ ,  $p = 0.020$ , respectively. It is not surprising that male visitors were shown a higher level of readiness to revisit the hotel ( $3.80 \pm 0.49$  mmol/L) in comparison with female clients ( $3.65 \pm 0.64$  mmol/L),  $t(593) = 3.287$ ,  $p = 0.001$ . Besides, men are more loyal customers, as they are more ready to recommend the hotel to their acquaintances ( $3.84 \pm 0.48$  mmol/L) versus females ( $3.68 \pm 0.64$  mmol/L),  $t(593) = 3.444$ ,  $p = 0.001$ . On the other hand, women preferred traveling in a bigger group ( $3.34 \pm 2.58$  mmol/L) than men did ( $2.81 \pm 2.25$  mmol/L),  $t(593) = -2.65$ ,  $p = 0.008$ . Besides, they booked mostly via travel agencies ( $1.60 \pm 0.53$  mmol/L) while male customers used private ways ( $1.70 \pm 0.60$  mmol/L),  $t(593) = 2.10$ ,  $p = 0.036$ . Room price is another significant characteristic because male customers spent more money ( $406.07 \pm 449.82$  mmol/L) versus female clients ( $318.80 \pm 344.31$  mmol/L),  $t(593) = 2.57$ ,  $p = 0.011$ . In fact, their net incomes were greater ( $7.42 \pm 2.56$  mmol/L) in comparison with female tourists ( $6.83 \pm 2.52$  mmol/L),  $t(593) = 2.78$ ,  $p = 0.005$ . These findings can be used for an advertising campaign to attract and retain aging tourists. Choosing the sources for advertisement, marketing specialists should take into account the preferences of each gender, such as type of booking, number of companions, and room price.

**Table 3. Descriptive statistics**

Variables		N	Mean	Std. Deviation	Std. Error Mean
QC1SAT	Male	329	3.84*	.495	.027
	Female	266	3.75*	.563	.035
QC1EXP	Male	329	3.81*	.495	.027
	Female	266	3.71*	.577	.035
QC2SAT	Male	329	3.83	.436	.024
	Female	266	3.79	.477	.029
QC2EXP	Male	329	3.82	.493	.027
	Female	266	3.76	.516	.032
QC3SAT	Male	329	3.85*	.429	.024
	Female	266	3.77*	.510	.031
QC3EXP	Male	329	3.86*	.469	.026
	Female	266	3.76*	.552	.034
SD4	Male	329	3.80**	.488	.027
	Female	266	3.65**	.640	.039
SD5	Male	329	3.84**	.457	.025
	Female	266	3.68**	.637	.039
Reason for traveling	Male	329	1.69	.464	.026
	Female	266	1.74	.437	.027
Age	Male	329	51.95	8.256	.455
	Female	266	52.46	9.378	.575
How many nights have you spent in the hotels	Male	329	4.89	3.121	.172
	Female	266	4.81	2.841	.174
Number of previous visits	Male	324	1.66	3.546	.197
	Female	261	1.31	1.621	.100
Accommodation	Male	328	1.95	.248	.014
	Female	266	1.97	.192	.012
Type of booking	Male	324	1.70*	.600	.033
	Female	264	1.60*	.528	.033
Number of travelers	Male	318	2.81**	2.246	.126
	Female	258	3.34**	2.578	.160
Room price (euro)	Male	323	406.07*	449.822	25.029
	Female	256	318.80*	344.309	21.519
Employment	Male	329	1.09	.293	.016
	Female	266	1.12	.326	.020
Net income	Male	329	7.42**	2.562	.141
	Female	266	6.83**	2.520	.155

Note. N-number of respondents; Reason for traveling: 1- holiday. 2 – business; Accommodation: 1-bed. 2-bed and breakfast. 3- half board; Type of booking: 1 – travel agency. 2- private, 3- other; Employment: 1- yes. 2- no.

\* p < 0.05. two-tailed; \*\*p < 0.01

SAT 1, EXP 1 – Satisfaction and expectation regarding the general quality of the hotel facilities.  
SAT 2, EXP 2 – Satisfaction and expectation the regarding general quality of the staff and hotel services.

SAT 3, EXP 3 – Satisfaction and expectation regarding global hotel quality.

SD 4 - Would you visit the hotel again?

SD 5 - Would you recommend the hotel to friends and family?

The regression analysis was used to investigate the prediction of customer satisfaction, expectations, and recommendations of the hotel's facilities based on demographics and preferences' aspects such as employment, net income, type of booking, previous visits, accommodation, number of nights in the hotel, age, reason for traveling, number of travelers, and room price. The results of stepwise regression analysis are presented in Table 4 for the male sample and in Table 5 for the female sample. Multicollinearity checks showed that variance inflation factors for all predictor constructs had values less than two and their tolerances did not approach zero. Hence, multicollinearity does not constitute a problem for the present data.

**Table 4. Stepwise regression analyses: effects of demographics and preferences' aspects on customer satisfaction, expectations, and recommendations of the hotel's facilities for males**

Variable	SAT 1	EXP 1	SAT 2	EXP 2	SAT 3	EXP 3	SD4	SD5
Age	-0.008*			-0.007*		-0.007*	-0.008*	-0.009**
Net income	0.059**						0.040**	0.056**
Reason for traveling	0.233**	0.326**	0.184**	0.154*	0.210**	0.175**	0.256**	0.150**
Room price		0.000**	0.000**	0.000**	0.000**	0.000**	0.000**	
Type of booking			-0.096*					
Accommodation		-0.232*						
R <sup>2</sup>	0.16	0.17	0.12	0.1	0.11	0.1	0.19	0.14

**Notes:** \* p < 0.05 and \*\*p < 0.01.  
SAT 1, EXP 1 – Satisfaction and expectation regarding the general quality of the hotel facilities.  
SAT 2, EXP 2 – Satisfaction and expectation regarding the general quality of the staff and hotel services.  
SAT 3, EXP 3 – Satisfaction and expectation regarding global hotel quality.  
SD 4 - Would you visit the hotel again?  
SD 5 - Would you recommend the hotel to friends and family?

Concerning male visitors, the variables employment, previous visits, number of nights in the hotels, and number of travelers have no significant direct effect on customer satisfaction, expectations, and recommendations of the hotel's facilities. However, the reasons for traveling have been included as a significant predictor for all eight items studied. Moreover, age affects negatively general qualities of the hotels, expectations regarding hotel staff and services, and global service as well as recommending this hotel to the acquaintances. The type of booking affects the satisfaction of staff and hotel services negatively ( $\beta=-0.10$ ,  $p<0.05$ ) while accommodation offers influence expectation about the quality of the hotel facilities ( $\beta=-0.23$ ,  $p<0.05$ ). It could be explained not precise information about facilities and services in various advertising channels. Men are willing to visit the hotel again if the room price was relevant to their reason for traveling that goes along with previous research (Homburg, Giering, 2001).

**Table 5. Stepwise regression analyses: effects of demographics and preferences' aspects on customer satisfaction, expectations, and recommendations of the hotel's facilities for females**

Variable	SAT 1	EXP 1	SAT 2	EXP 2	SAT 3	EXP 3	SD4	SD5
Previous visit	0,074**	0,087**	0,070**	0,082**	0,076**	0,084**	0,126**	0,114**
Room price	0,000**	0,000**	0,000**	0,000**	0,000**	0,000**	0,001**	0,000**
Employment			-0,245**			-0,233*		
Type of booking			-0,127*					
R <sup>2</sup>	0.13	0.17	0.17	0.16	0.14	0.17	0.24	0.19

**Notes:** \* p < 0.05; \*\*p < 0.01.  
SAT 1, EXP 1 – Satisfaction and expectation regarding the general quality of the hotel facilities.

SAT 2, EXP 2 – Satisfaction and expectation regarding the general quality of the staff and hotel services.  
SAT 3, EXP 3 – Satisfaction and expectation regarding global hotel quality.  
SD 4 - Would you visit the hotel again?  
SD 5 - Would you recommend the hotel to friends and family?

*Regarding female travelers*, this group had fewer variations than males, as only four variables were included in regression models obtained. Interestingly, women demonstrated significant positive predictions on the basis of previous visits and the price of accommodation for all eight items studied. Employment status predicts the satisfaction of staff and hotel services ( $\beta=-0.25$ ,  $p<0.01$ ) and expectations about the global quality of the hotel ( $\beta=-0.23$ ,  $p<0.05$ ). However, in this case, unemployed women expect more than their working counterparts. Similarly to male customers, the type of booking affects the satisfaction of staff and hotel services negatively ( $\beta=-0.13$ ,  $p<0.05$ ). Therefore, marketing specialists should provide feedback promptly, especially for senior tourists.

## **Conclusion**

Hospitality is one of the most important sectors of the economy and plays a critical role in tourism. Consequently, the increase in customer satisfaction in hospitality influence the development and competitiveness of tourist destinations. Nowadays, all sectors of the economy, including hospitality, faced the aging population. Thus, to be profitable and competitive hospitality sector should pay attention to the senior traveler and satisfy their expectation and preferences. However, aging affects seniors' tourist preferences and may create difficulties to travel and limit participation in tourism. On the other hand, modern conditions and shifts in age life circle are important factors that would stimulate senior traveler to tourist activity.

The current study demonstrated that the literature over senior satisfaction in the hospitality segment is still a shortfall. While the shift toward the senior segment is widely discussed, and the economic benefit of attracting this segment into the hospitality is evident. Despite the evident importance of this market segment investigation for the tourism industry, the definitions for “old”, “elderly” or “senior” customer is not standardized. At the same time, within our research, we underlined that the “age” is the most common and discussable criterion. Under the light of this study, we pointed out that the senior customers have their preferences and expectations according to gender. And the senior travelers segment should be considered under 50 y.o, because the definition becomes increasingly younger.

The key predictor of customer satisfaction among the male group is the reason for traveling. It means that marketing specialists should provide advantages of hotels separately for business trips and holiday activities, as this information is critical for male senior visitors. Moreover, age affects negatively general qualities of the hotels, expectations regarding hotel staff and services, and global service as well as recommending this hotel to the acquaintances. Therefore, the older the male travelers, the more comfortability they expect. Men more often stay in a 5-star hotel, more satisfied with hotel facilities and consequently, are more loyal to the future recommendations of the visited accommodation.

As for women, this group focuses on room price and impressions from previous visits. Therefore, marketing specialists should establish further contacts with female travelers to encourage those revisiting hotels, for instance, by offering special prices or loyalty programs. Similarly to male customers, the type of booking affects the satisfaction of staff and hotel services negatively. Nowadays, there is a stronger preference among younger generations for high-tech attributes, including an online booking system. While in contrast, senior women booked mostly via travel agencies while male customers used privately. To our mind, this could happen because senior travelers typically have more free time to plan their trips than other categories. However,

the senior women demonstrated higher expectations over the hotel staff quality that also could be explained that women were more sensitive to the details than men.

Other important extensions for both categories of visitors, within their satisfaction and expectation. Firstly, the price of accommodation is one of the crucial factors in expectation evaluation and satisfaction, that why the price for the senior traveler Prayag (2012) described as a motivation factor.

Secondly, continuing this investigation line, our research showed that the senior visitor segment usually prefers not the most expensive accommodation, however, where they could feel comfortable, fulfill their expectations and requirements. For example, as indicated by Johann (2016) some of the senior tourists have special dietary requirements and the older the travelers, the more comfortability they expect. In this regard, the finding demonstrated that the 4-star hotel is a most preferable accommodation among the senior travels. Additionally, the Bureau of Tourism Research also confirms that many seniors prefer these types of accommodation to luxury ones. Thus, 3-star hotels are the most popular means of accommodation as they provide home comforts and not so expensive for the senior traveling category.

Thirdly, the trip duration indicated in " number of nights" and "reason for traveling" demonstrated that this traveler segment prefers a long holiday trip. This tendency also could be explained that this category of travelers usually processes more free time and can travel not only in holiday time. However, our results demonstrated that the men category of this age travel more for business reasoning, while women prefer to pass the trip in the family group. This tendency could be explained that the senior women liked to be engaged in social groups or related activities according to Möller, etc. (2007). Also, Pennington-Gray, etc. (2001) indicated that women in retirement are used to travel more due to the changes in traditional values. Thus, it is clear that to increase the levels of satisfaction of senior guests, the hospitality strategies need to take into account that the reasons for traveling a significant predictor for satisfaction and can influence the duration of the senior traveler trip.

Finally, it is interesting to underline one more finding, that should be taken into consideration by hotel managers informing marketing outcomes.

Thus, as the biggest part of the population entering the retirement age and the future seniors seem to show a different travel expectation, preferences and expectations, further research in this area is vital to be able to adequate hospitality segment for this important target group. It is becoming clear that the hoteliers should devote more effort to enriching the holiday proposal for the senior tourists. However, in the present moment very little has been done under this direction, the special offers and special tariffs should be developed for this segment as far as the collaboration between hoteliers in the creation of specific programs.

## **Limitations**

It could be concluded that the future senior visitors would differ from today's by their preferences and behavior and as consequences, satisfaction variables could be changed. Additionally, the undertaken detailed research is necessary to correct adequately according to the newly raised demands of visitors 50+. Also, it should be pointed out that there could be some misunderstandings among responders and difficulties encountered in gathering information from the group investigated. And the research was located on the border with Europe in an iconic Russian city, that put some limitations in the application of obtained results

## **Notes**

1. Euromonitor. URL: <https://www.euromonitor.com/tourism-flows-in-russia/report>. [Accessed on 28 December 2019].
2. European Commission, 2018. 1st January Population by Sex and 5-year Age Groups. URL:<http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=proj10c2150p&lang=en>. [Accessed on 23 November 2019].

3. European Commission, 2018. 1st January Population by Sex and 5-year Age Groups. URL :<http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=proj10c2150p&lang=en>. [Accessed on 23 November 2019].
4. Federal State Statistics Service of Moscow region. URL: [http://www.msko.gks.ru/wps/wcm/connect/rosstat\\_ts/msko/ru/a0aaba8043701f0dbd74bffa17e1e317](http://www.msko.gks.ru/wps/wcm/connect/rosstat_ts/msko/ru/a0aaba8043701f0dbd74bffa17e1e317) [Accessed on 25 December 2017].
5. Federal State Statistics Service of Moscow. URL: [http://moscow.gks.ru/wps/wcm/connect/rosstat\\_ts/moscow/ru/statistics/population/](http://moscow.gks.ru/wps/wcm/connect/rosstat_ts/moscow/ru/statistics/population/) [Accessed on 25 December 2017].
6. Federal State Statistics Service of Russian Federation. URL: [http://www.gks.ru/wps/wcm/connect/rosstat\\_main/rosstat/en/figures/population/](http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/en/figures/population/) [Accessed on 25 December 2017].
7. Federal State Statistics Service of Saint-Petersburg and Leningrad region. URL: [http://petrostat.gks.ru/wps/wcm/connect/rosstat\\_ts/petrostat/ru/statistics/](http://petrostat.gks.ru/wps/wcm/connect/rosstat_ts/petrostat/ru/statistics/) [Accessed on 25 December 2017].
8. Petrostat, (2019). Official website of the Federal state statistics service for Saint Petersburg. URL: [https://petrostat.gks.ru/storage/mediabank/GOR\\_2019\(1\).pdf](https://petrostat.gks.ru/storage/mediabank/GOR_2019(1).pdf). [Accessed on 17 December 2019].
9. Rosstat: statistics, tourists (2010-2019). URL: <https://rosinfostat.ru/turizm/> [Accessed on 15 December 2019].
10. Russian 2010 census. URL: [http://www.gks.ru/free\\_doc/new\\_site/perepis2010/croc/perepis\\_itogi1612.htm](http://www.gks.ru/free_doc/new_site/perepis2010/croc/perepis_itogi1612.htm) [Accessed on 25 January 2018].
11. Saint Petersburg and the Leningrad region in numbers. Basic statistics for 2007-Saint Petersburg, 2008. URL: <https://ria.ru/20080718/114384603.html>. [Accessed on 9 April 2020].
12. Saint-Petersburg administration. URL: <http://gov.spb.ru> [Accessed on 12 April 2020].
13. The City tourist information center, (2018). URL: <http://www.ispb.info>. [Accessed on 10 March 2020].
14. UNESCO-Heritage, (2017). URL: <http://heritage.unesco.ru>. [Accessed on 13 April 2020].
15. United Nations, Division for Social Policy and Development, Department of Economic and Social Affairs (2012). The sex and age distribution of the world populations: 1998 revision. URL: <http://www.un.org/esa/population/publications/ageing/Graph.pdf>. [Accessed on 17 May 2018].
16. World Health Organization (2017). Global strategy and action plan on aging people. URL:<https://www.who.int/ageing/WHO-GSAP-2017.pdf>. [Accessed on 02 December 2019].
17. World Tourism Organization (2001) Tourism 2020 vision: Global forecasts and profiles of market segments, 7, Madrid, Spain: World Tourism Organization. URL: <https://www.eea.europa.eu/data-and-maps/indicators/tourist-arrivals-outlook-from-wto-model/world-tourism-organisation-2001-tourism.123>. [Accessed on 11 November 2019].
18. World Tourism Organization (2011), Tourism Towards 2030: Global Overview, WTO. Publications, Madrid. URL: [https://www.globalwellnesssummit.com/wp-content/uploads/Industry-Research/Global/2011\\_UNWTO\\_Tourism\\_Towards\\_2030.pdf](https://www.globalwellnesssummit.com/wp-content/uploads/Industry-Research/Global/2011_UNWTO_Tourism_Towards_2030.pdf). [Accessed on 18 November 2019].

## References

19. American Association of Retired Persons and the Roper Organization (1992). Mature America in the 1990s. New York: Maturity Magazine Group.

20. Ananth, M., DeMicco, F.J., Moreo, P.J. & Howey, R.M. (1992). Marketplace Lodging Needs of Mature Travellers. *The Cornell Hotel and Restaurant Quarterly*, August, pp. 12-24.
21. Camden, D., & McColl-Kennedy, J. (1991). Travel patterns of the over 50's. Practical implications. In *Papers on the over 50's in the 90's: Factors for successful marketing of products and services*. Amsterdam, Netherlands: Esomar.
22. Cardozo, R.N. (1965). An Experimental Study of Customer Effort, Expectation, and Satisfaction. *Journal of Marketing Research*, 2(3), pp. 244-249.
23. Chen, Y., & Jiang, K. (2019). A multiple indicator multiple causes (mimic) model of the behavioral consequences of hotel guests. *Tourism Management Perspectives*, 30 pp. 197–207.
24. Collins, D. & Tisdell, C. (2002). Age-Related Lifecycles: Purpose Variations. *Annals of Tourism Research*, 29(3), pp. 801-818.
25. Dixon, J.T. (2012). Managing two future changes in leisure and tourism services. *Journal of Tourism & Hospitality*, 1 (1), 1000-101.
26. Erfurt-Cooper, P. & Cooper, M. (2009). *Health and Wellness Tourism: Spas and Hot Springs*. Channel View Publications, Bristol, UK.
27. Evanschitzky, H. & Wunderlich, M. (2006). An examination of moderator effects in the four-stage loyalty model. *Journal of Service Research*, 8, pp. 330–34.
28. Fiscger, K., Bashyal, Ch. & Bachman, B. (2012). Demographic impacts on environmentally friendly purchase behaviors. *Journal of Targeting, Measurement and Analysis for Marketing*, 20(3–4), pp. 172–184.
29. Gilly, M. C., & Zeithaml, V.A. (1985). The elderly consumer and adoption of technologies. *The Journal of Consumer Research*, 12(3), pp. 353-357.
30. Gonzalez, M.A. & Bello, L. (2002). The Construct “Lifestyle” in Market Segmentation: The Behavior of Tourist Consumers. *European Journal of Marketing*, 36(1/2), pp. 51-85.
31. Homburg, C., & Giering, A. (2001). Personal characteristics as moderators of the relationship between customer satisfaction and loyalty - an empirical analysis. *Psychology & Marketing*, 18(1), pp. 43–66.
32. Hsu, C.H.C. & Lee, E.J. (2002). Segmentation of Senior Motorcoach Travelers, *Journal of Travel Research*, 40(5), pp. 364-373.
33. Hsu, C.H.C., Cai, L.A. & Wong, K.K.F. (2007). A model of senior tourism motivations? Anecdotes from Beijing and Shanghai. *Tourism Management* 28 (5), pp. 1262–1273.
34. Hunter-Jones, P. & Blackburn, A. (2007). Understanding the relationship between holiday taking and self-assessed health: an exploratory study of senior tourism. *International Journal of Consumer Studies*, 31 (5), pp. 509–516.
35. Javalgi, R.G., Thomas, E.G., & Rao, S.R. (1992). Consumer Behavior in the US Pleasure Travel Marketplace: An Analysis of Senior and Nonsenior Travelers. *Journal of Travel Research*, 30, pp. 14-19.
36. Johann, M. (2016). Benchmarking holiday experience: the case of senior tourists *Benchmarking: An International Journal* 23 (7), pp.1860-1875
37. Kotler, P., 2000. *Marketing Management*. Prentice-Hall International, London.
38. Lawson, R. (2004). Patterns of Tourist Expenditure and Types of Vacation Across the Family Life Cycle. *Consumer Behavior in Travel and Tourism*, Haworth, New York/London/Oxford, pp. 431–447.
39. Littrell, M., Paige, R., & Song, K. (2004). Senior travelers: Tourism activities and shopping behaviours. *Journal of Vacation Marketing*, 10, pp. 348–362.
40. Lohmann, M., & Danielsson, J. (2001). Predicting travel patterns of senior citizens. How the past may hold the key to the future. *Journal of Vacation Marketing*, 7, pp. 357–366

41. Małgorzata, D., & Rafał, F. (2014). Biological psychological and social determinants of old age: Bio-psycho-social aspects of human aging. *Annals of Agricultural and Environmental Medicine*, 21(4), pp. 835-838.
42. Martin, J.C., Roman, C. & Gonzaga, C. (2016). Quality of service and segmentation in the MICE industry: An approximation based on fuzzy logic. *Journal of convention & event tourism*, 10, pp. 1-25.
43. Möller, C., Weiermair, K. & Wintersberger, E. (2007). The Changing Travel Behaviour of Austria's Ageing Population and its Impact on Tourism. *Tourism Review*, 62, pp. 15-20.
44. Muller, T.E., & O'Cass, A. (2001). Targeting the Young Heart: Seeing Senior Vacationers the Way They See Themselves. *Journal of Vacation Marketing*, 7(4), pp. 285-301.
45. Ostroff, J. (1989). An aging market: how business can prosper, *American Demographic*, 11(5), pp. 26-59.
46. Patterson, I., & Pegg, S. (2011). Ageing travellers: Seeking an experience and not just a destination. In Buhalis, D., & Darcy S. (Eds.), *Accessible tourism: Concepts and issues*, pp. 173–186.
47. Pennington-Gray, L., & Kerstetter, D.L. (2001). Examining travel preferences of older Canadian adults over time. *Journal of Hospitality & Leisure Marketing* 8 (3-4), pp. 131-145.
48. Pitic, D. (2015). Client oriented approach for assisting business improvement decision making. *The Amfiteatru economic journal*, 16(35), pp.303-317.
49. Prayag, G. (2012). Senior travelers' motivations and future behavioral intentions: the case of nice. *Journal of Travel & TourismMarketing*, 29 (7), pp. 665-681.
50. Radojevic, T., Stanisic, N. & Stanic, N. (2015). Ensuring positive feedback: Factors that influence customer satisfaction in the contemporary hospitality industry. *Tourism Management*, 51, pp. 13-21.
51. Reisinger, Y., & Turner, L. (2003). *Cross-Cultural Behavior in Tourism. Concepts and Analysis*. Oxford: Butterworth-Heinemann.
52. Sánchez-Rebull, M., Rudchenko, V. & Martín, J.C. (2018). Hotel guest,s satisfaction: a segmentation analysis based on age and gender using topsis fuzzy methodology. *Fuzzy Economic Review*, 23, pp. 63-85.
53. Sanchez-Rebull, M.V., Rudchenko, V. & Martin, J.C. (2018). The antecedents and consequences of customer satisfaction in tourism: a systematic literature review. *Tourism and Hospitality Management*, 24(1), pp.151-183
54. Schiffman, L.G. & Sherman, E. (1991). Value Orientations of New-Age Elderly: The Coming of an Ageless Market. *Journal of Business Research*, 22, pp. 187-194.
55. Schirmacher, F. (2006). *Minimum: Vom Vergehen und Neuentstehen unserer Gemeinschaft*, Blessing, München.
56. Shanka, T., & Taylor, R., (2004). Discriminating factors of first-time and repeat visitors to wine festivals. *Current Issues in Tourism*, 7(2), pp. 134-146.
57. Truong, T.H., & Foster, D. (2006). Using HOLSAT to evaluate tourist satisfaction at destinations: the case of Australian holiday makers in Vietnam. *Tourism management*, 27, pp. 842- 855.
58. Tung, V.W.S., & Ritchie, J.R.B. (2011). Investigating the memorable experiences of the senior travel market: an examination of the reminiscence bump. *Journal of travel tour market*, 28, pp. 331–343.
59. West, C., & Zimmerman, D.H. (1987). Doing gender. *Gender and Society*, 1(2), pp. 125-151.

**Appendix 1**

<b>Net income (euros)</b>	<b>Gender</b>	
	<b>Male</b>	<b>Female</b>
≤ 1000	3	8
1001-1500	5	4
1501-2000	7	14
2001-2500	21	14
2501-3000	27	28
3001-4000	71	48
4001-5000	63	56
5001-6000	29	41
6001-8000	21	15
8001-10000	35	19
10001-15000	24	6
15001 and above	13	4
no answer	10	9

## Appendix 2

<p>Date: <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></p> <p>Hotel: _____</p> <p>Order no: _____</p> <p>Interviewer: _____</p>	<p style="text-align: right; color: blue;">Scoring (*)</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%; border: none;">                 1 - Bad                  2 - Fair                  3 - Good                  4 - Very good             </td> <td style="width: 33%; border: none;">                 -- Not important at all                  - Not very important                  + Important                  ++ Very important             </td> <td style="width: 33%; border: none;">                 -- Much worse than expected                  - Worse than expected                  + The same as expected                  ++ Better than expected             </td> </tr> </table> <p style="text-align: center; color: blue;">(*) Please tick your choice at each question</p>	1 - Bad 2 - Fair 3 - Good 4 - Very good	-- Not important at all - Not very important + Important ++ Very important	-- Much worse than expected - Worse than expected + The same as expected ++ Better than expected																																																																		
1 - Bad 2 - Fair 3 - Good 4 - Very good	-- Not important at all - Not very important + Important ++ Very important	-- Much worse than expected - Worse than expected + The same as expected ++ Better than expected																																																																				
<p>1 General quality of hotel facilities</p> <p>2 General quality of staff and hotel services</p> <p>3 Global hotel quality</p>	<table border="1" style="margin-bottom: 10px;"> <thead> <tr> <th colspan="4">Satisfaction level</th> </tr> <tr> <th>Bad</th> <th>Fair</th> <th>Good</th> <th>Very good</th> </tr> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="4">Decision level</th> </tr> <tr> <th>--</th> <th>-</th> <th>+</th> <th>++</th> </tr> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> </tr> </tbody> </table>	Satisfaction level				Bad	Fair	Good	Very good	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	Decision level				--	-	+	++	1	2	3	4	1	2	3	4	1	2	3	4	<table border="1"> <thead> <tr> <th colspan="4">Fulfillment of expectations</th> </tr> <tr> <th>--</th> <th>-</th> <th>+</th> <th>++</th> </tr> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> </tr> </tbody> </table>	Fulfillment of expectations				--	-	+	++	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Satisfaction level																																																																						
Bad	Fair	Good	Very good																																																																			
1	2	3	4																																																																			
1	2	3	4																																																																			
1	2	3	4																																																																			
1	2	3	4																																																																			
Decision level																																																																						
--	-	+	++																																																																			
1	2	3	4																																																																			
1	2	3	4																																																																			
1	2	3	4																																																																			
Fulfillment of expectations																																																																						
--	-	+	++																																																																			
1	2	3	4																																																																			
1	2	3	4																																																																			
1	2	3	4																																																																			
1	2	3	4																																																																			
<p><b>Social-demographic data</b></p> <p>1 Country of residence during the last 12 months: _____</p> <p>2 Sex: Male <input type="checkbox"/> Female <input type="checkbox"/></p> <p>3 Reason for travelling: Holiday <input type="checkbox"/> Business <input type="checkbox"/></p> <p>4 Age: _____ 5 How many nights you spent in hotel: _____ 6 Previous visit to hotel <input type="checkbox"/> (how much times)</p> <p>7 Accommodation: Bed <input type="checkbox"/> Bed and breakfast <input type="checkbox"/> Halfboard <input type="checkbox"/></p> <p>8 Type of booking: Travel agency <input type="checkbox"/> Private <input type="checkbox"/> Other <input type="checkbox"/></p> <p>9 Including yourself, of how many persons consists your travel group? _____</p> <p>10 Room price (euro) _____</p> <p>11 Price of tour, if you bought it (euro) _____</p> <p>12 If you travelled by plane, type of plane ticket:                  First or Business Class <input type="checkbox"/> Charter/Travel package <input type="checkbox"/>                  Economy <input type="checkbox"/> Other _____                  (please give details)</p> <p>13 Are you an active worker/employed? <input type="checkbox"/> Yes (Pass on to question 14)  <input type="checkbox"/> No (Pass on to question 10)</p> <p>14 Profession/Occupation                  1. Management staff      4. Qualified worker      7. Others: _____                  2. Professional          5. Operator of machines or others      (please give details)                  3. Office worker          6. Unqualified worker</p> <p>15 Company activity                  1. Agriculture/fishery      4. Education      7. Public Administration                  2. Industry                  5. Transport      8. Commerce/trade                  3. Construction          6. Hotel              9. Other _____                  (please give details)</p> <p>16 Could you tell us your net income per month (euro)?                  1. &lt; 1000 €      4. 2001 € - 2500 €      7. 4001 € - 5000 €      10. 3001 € - 10000 €                  2. 1001 € - 1500 €      5. 2501 € - 3000 €      8. 5001 € - 6000 €      11. 10001 € - 15000 €                  3. 1501 € - 2000 €      6. 3001 € - 4000 €      9. 6001 € - 6000 €      12. &gt; 15001 €</p>																																																																						