The Effect of Push and Pull Factors of Marketing on Attracting Elderly Cultural Tourists (Case Study: European Tourists)

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Abstract| In the world, the elderly population is exploding, and planning for this group of tourists has become essential. Traditionally, the majority of European tourists in Iran are elderly people. Elderly tourists travel mainly for cultural reasons. In this study, the pull factors (facilities, tourist attractions, experience, and satisfaction) and push factors (knowledge, age, socialization, leisure) of marketing on attracting elderly cultural tourists were investigated. Psychologists consider motivation to be the main concept in understanding consumer behavior and the destination selection process. Therefore, recognizing the motivations of cultural tourists can have benefits for both the tourists and tourism policy-makers. This research is applied in terms of purpose. s. The present research is applied in terms of its purpose and in terms of research method, it is a descriptive survey. The sampling method of this research is convenience selected through Cochran formula. In this research, a questionnaire was used to collect and analyze the data; the structural equation modeling method was exerted in SMPPLS software. The results of this study showed that marketing pull factors (facilities, tourist attractions, experience, satisfaction) and marketing push factors (knowledge, age, socialization, leisure) have a positive and significant effect on attracting elderly cultural tourists. The results of this study indicated that by emphasizing the pull and push factors of marketing at the international level, it is possible to attract elderly cultural tourists.

Keywords| Tourism, Motivation, Push Factors, Pull Factors, Elderly Touris.

Introduction| Motivation is considered to be one of the most important variables to explain travel behavior. Understanding the motivational factors that lead to travel decisions and consumer behavior is very vital for tourists, the host community, and tourism planners (Shah Hosseini, 2014). Motivation has been the subject of various studies, motivation is basically considered as the driving force of human behavior.

The issue of motivation has always been associated with different attitudes such as emphasis on instincts (Freud, 1916), psychological needs (Maslow, 1954), and reinforcement schemes (Skinner, 1969). However, these initial mechanical perceptions of motivation gradually changed as the cognitive and emotional components of the motivation process became intertwined (Pestana, Parreira & Moutinho, 2018). By segmenting the market based on travel motivations, it is possible to target the market and provide services according to the different demands and tastes of

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tourists. This will increase customer satisfaction, tourism development as well as the likelihood of repeat travel. In addition, the characteristics of tourists are not all the same and there are differences in terms of age, sex, physical health, internal needs, economic, occupational, social, and cultural characteristics (Rezvani, 2006). According to the statistics, by 1405, the average age of the country's population will have increased by ten years (Zarghami, 2011). Due to the increasing number of elderly people in different countries, providing tourism services to this group of tourists has become very important. The elderly are more independent due to their Euphrates time and, of course, have a better financial position, they are more culturally prioritized than the youth (Kolb, 2017). In this study, the effect of traction factors and marketing drive factors on attracting older cultural tourists (studied by European tourists) is investigated. So far no research has been done in this area.

Research background

In a study (Bosch & Gharaveis, 2017), they looked at how older people find the addresses of tourist destinations. They concluded that older people may have difficulty finding a tourist destination; Therefore, tourism planning for them must be done carefully. In a study (Kim, Park & Lamba, 2019) found that many older tourists had a tendency to travel in low-demand, low-cost seasons, and this group spent more time away from home than other groups. Elderly tourists had more purchasing power due to the increase in consumer income, many of whom also demanded excellent and distinctive quality services from the service providers. Many of them sought more authentic experiences that included nature, adventure, education, and culture (hybrid) than other adults. Older tourists had more economic power, which made them want products and services that met their needs and offered active and healthy lifestyles.

Theoretical foundations

Elderly tourism or third age tourism refers to a type of tourism in which tourists are over 55 years old. Today, the number of this type of tourists in developed western countries has increased and their number is increasing every day. Many people over the age of 55 may be retired. Travel between this group, especially in developed countries, is becoming more prosperous and an integral part of their retirement (Smith, Laud, Nicolamek & Margaret, 2012). Also, the current trend of world population change is moving towards aging. Simultaneously with the increasing global

population of the elderly, the elderly population in Iran is increasing and in the coming years, Iran will be one of the countries with the highest growth rate of the elderly population (Azizi Zeinalhajlou, Amini & Sadegh Tabrizi, 2015; Pezeshki Ardekani, Khodadadi, Almodarresi & Hosseini, 2019). Around the world, the proportion of people over the age of 60 is growing as a result of declining fertility rates and increasing life expectancy, and this demographic development has a significant impact on increasing tourism demand. Older people generally have more free time at retirement age and tend to spend this time in tourism. The elderly also have more savings and fewer financial commitments, however, some older people have less purchasing power or physical problems. In fact, the elderly are a heterogeneous group of people with different motivations and needs. The elderly travel market is one of the most challenging markets for researchers due to its inherent characteristics, and understanding older travelers and innovating for their wants, needs, and expectations are becoming a key goal for the tourism industry (Cejudo, Hernaez & Patterson, 2016).

The world is dealing with an aging population. In 2017, 13% of the world's population was over 60 years old, and the elderly population is growing at a rate of about 3% per year. By 2050, nearly a quarter or more of the world's population is projected to be 60 years old or older. Although older people are usually determined by calendar age, there is no consensus on when this period of life begins (Caber & Albayrak, 2014). The minimum age to diagnose an elderly person is 50 years (Patuelli & Nijkamp, 2016). Improving health conditions has contributed to the growth of the elderly population (Ji, 2012). Having more free time and a more active lifestyle are more characteristic of contemporary seniors that make them more interested and eager to travel. Older people have more free time and money to spend on travel, and the purchasing power and size of this group of consumers are constantly increasing. As a result, the travel industry cannot ignore the elderly travel market as a promising market segment (Losada, Alen, Nicolaum & Dominguez, 2017; Wang, Ma, Hsu, Jao & Lin, 2013). The tourism and travel literature has also experienced significant growth in the number of studies focusing on the elderly tourism market since 2000. These studies have primarily tried to identify different aspects of the elderly market by examining factors such as travel motivation, travel satisfaction, travel limitations, perceived health status and its relationship with the segmentation of elderly tourists,

travel options, and travel purchasing decisions. (Caber & Albayrak, 2014). Nielsen (2014) provided an overview of articles on elderly tourism behavior and described different approaches to it as constraint analysis, comparative analysis, heterogeneity analysis, and temporal analysis. Due to the relationship between how to deal with the tourism behavior of the elderly and how to view them, in Nielsen's (2014) study, there were two general views: 1) the elderly as a homogeneous elderly group and 2) the elderly as a heterogeneous group. After Nielsen's comprehensive study of the elderly tourism market, many researchers were encouraged to research the field of older tourists (Huber, Milne & Hyde, 2018); and focus on accommodation; the length of their stay, and the number of times they traveled (Patuelli & Nijkamp, 2016; Losada et al., 2017; Le Serre, Weber, Legohérel & Errajaa, 2017). In today's world, aging is on the rise for a variety of reasons, including reduced birth rates, improved medical status, and better overall health. As a result, planning has become very important for this part of society (Woo, Kim & Aisel, 2016). Because the elderly are retiring and often alone due to the death of a spouse or children leaving home, they are vulnerable to other sections of society. Tourism and travel can have a "positive effect on the quality of life and enjoyment of the life of these people, while a significant number of older people, their flexibility and financial ability have made the elderly one of the attractive markets in the tourism industry."

• **Motivation of culturally elderly tourists**

Motivations are the main reasons for particular travel behavior and play an important role in understanding tourists' decision-making process as well as assessing subsequent satisfaction in terms of tourist expectations (Kulbacher & Chéron, 2012). Some psychologists have defined motivation as an "internal stimulus" that drives behavior toward action and directs behavior (Le Serre et al., 2017). Motivation is the starting point of all travel events. It is the reason why tourists choose to leave their homes and travel to other places that can help them better understand tourism, it can also be a good help for travel planners (Caber & Albayrak, 2016). In the tourism industry, examining the needs of tourists through psychological concepts such as traction and thrust factors is of great importance (Horenberg, 2015). This means that human needs determine the main context for understanding the motivation of travel and travelers (Jang, Chang, Bai & Montell, 2009). Needs evoke specific behaviors and perceptions of motivation, people travel to satisfy their different needs, which in turn affects their choice of destination. Thus, motivations are factors that influence people's choices about goals in different ways (Le Serre et al., 2017) . Identifying the motivations of tourists has been mentioned as a basic concept in understanding the behavior and decision-making process of tourists (Cong, 2017).

• **Cultural elderly tourist satisfaction**

In general, post-experience satisfaction describes an opportunity, thinking, mood, and thoughts emotionally (Ranjanthran & Mohammed, 2010). On the other hand, (Baker & Crompton, 2000) concluded that satisfaction is determined by the social and psychological elements of individual tourists such as expression, behavior and needs and external environments such as weather conditions, social group interactions (Ranjantan & Mohammad, 2010). Similarly, (Chen & Tsai, 2007)expressed tourist satisfaction as a positive perception created by tourists through recreational activities and can be measured by another degree of pleasure. The relationship between motivation and tourist satisfaction has been widely discussed in the field of tourism research (Deci & Ryan, 1985; Halim et al., 2016). This means that motivations are a cognitive representation of future governments (Deci & Ryan, 1985). Such motivation is expected to lead to personal satisfaction (Huber, Milne & Hyde, 2018). Therefore, motivation and satisfaction are positively related (Devesa, Laguna & Palacios, 2010) also confirmed in their research that motivation determines the evaluation criteria of the visit and as a direct result, the level of visitor satisfaction.

• **Push and pull marketing factors**

Push marketing factors in marketing are related to individual intrinsic motivations. In contrast, pull marketing factors are related to tourist attractions and facilities. Therefore, traction motivation tries to show more external, situational, and cognitive aspects in comparison with stress motivations, which are more intrinsic and related to emotional and internal aspects (Chen, 2010; Pearce & Lee, 2005). point to a core of travel motivations that include: liberation, relaxation, increased communication, and self-actualization that seem to be the backbone of motivation for all tourists. In a study, Jang and Wu concluded that individual intrinsic motivations (driving factors) and tourist destination characteristics (traction factors) determine tourists' perceptions. These motivations interact in a dynamic and evolutionary context, and tourism motivations are a multidimensional concept that explains the tourist's decision.

• **Elderly tourism**

The elderly are a heterogeneous group of people with

diverse motivations. The elderly tourism market is very complex for various reasons and its nature and characteristics, and tourism planning for this type of market is associated with many challenges (Cejudo et al., 2016). In their research, Hornman et al. (2002) concluded that the number of overnight stays of elderly tourists in tourist destinations was mostly higher than other tourists. These types of tourists were reported to spend their time in destinations to visit friends and acquaintances (Cited in Kim, Woo & UysL, 2015). One of the priorities of older tourists is security, health, expenses, time spent on tourism, information about tourism destinations, as well as responsibilities related to family matters (Muscardo, 2006). Elderly tourism can be attracted to the destination by using the facilities of cyberspace. These facilities allow tourism policymakers to provide users with digital images, videos, and beautiful views of the various attractions

of a tourist destination (Shirmohammadi, Baradaran & Mokhtari Jozani, 2019).

Conceptual model of research

In a study conducted by Pestana et al. (2018) entitled 'Motivation, Emotions and Satisfaction: The Keys to Choosing a Tourism Destination', most European markets were reported to face an increase in the elderly population, a factor that had a positive effect on tourism demand. Indeed, seniors managed to meet seasonal challenges to help the tourism industry. The potential of seniors, with their flexibility to smooth out such negative effects, underscores the relevance of results by designing travel options for seniors based on motivation, emotion, and satisfaction. The findings of this study indicate that destination managers should invest more in tourism destination resources to enhance the experiences of the elderly and create a competitive advantage (Fig. 1).
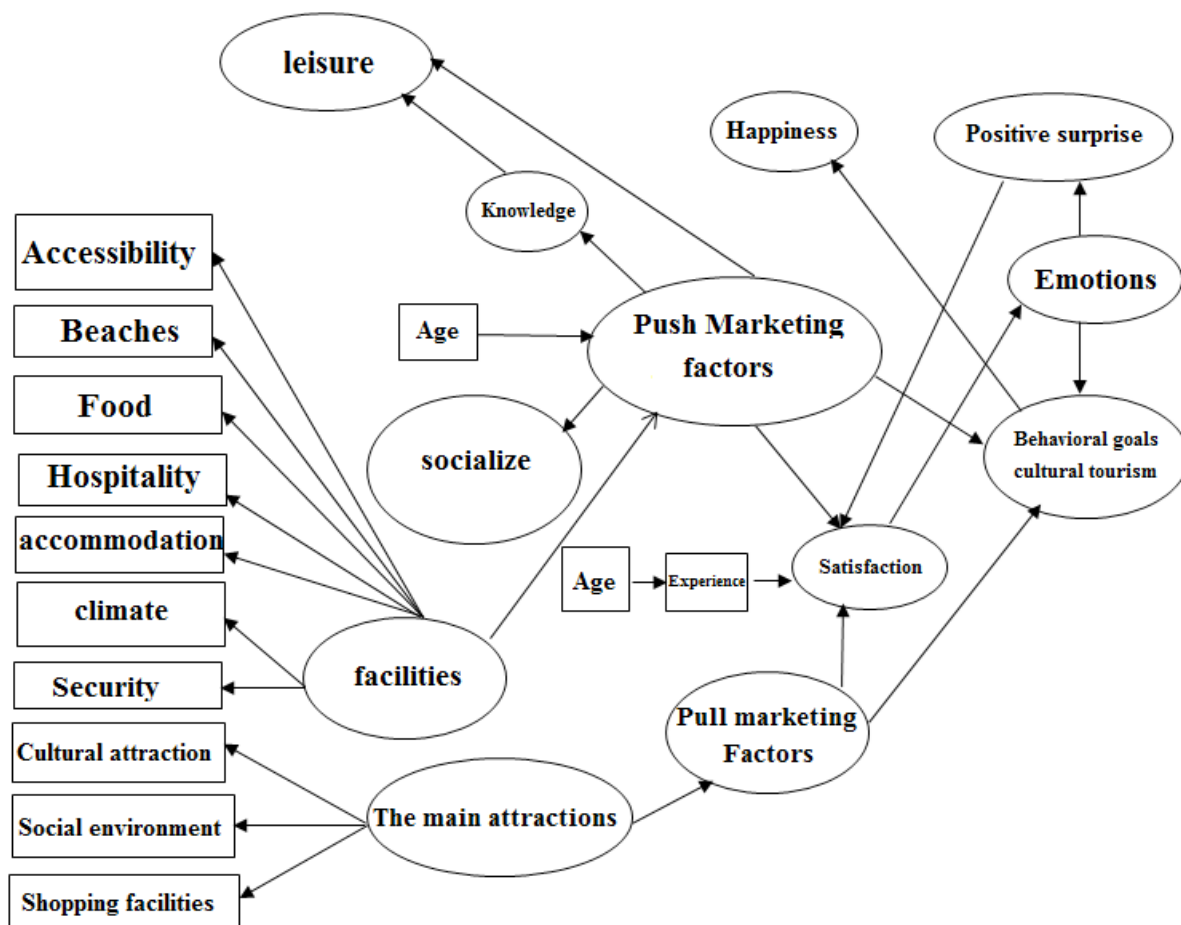

Fig. 1. Model of marketing factors in attracting older culturists. Source: Pestana et al., 2018.

Methodology

To test the hypotheses, European tourists and specifically European tourists were selected as the statistical population of the study. The criterion for this choice was that two European countries are traditional Iranian markets. Also, the research period from the beginning of July 2020 to the end of November 2021 has been considered as a criterion. In this study, a non-random sampling method has been used. In fact, due to travel restrictions during the corona days, the questionnaires were distributed online and in English among users of Instagram and Facebook social networks among European tourists. The online distribution process of the questionnaires continued until the researcher had access to 384 complete questionnaires. This research is applied in terms of purpose and descriptive in terms of method. Tourists are over 60 years old. In this study, 60% of the statistical population was men and 40% of the statistical population were women. The non-random sampling method of this study is available. Cochran's formula was used to determine the number of statistical samples. The independent variables of marketing traction factors are the main attractions, facilities, satisfaction, behavioral goals, marketing drive factors, socialization, knowledge, leisure, emotions, happiness, positive surprises, and the mediating variable of age and previous experience. The table of dimensions and items of the model is given in Table 1.

Research findings
• Inferential statistics
First, the research model was implemented in SMART

Table 1. Dimensions and items of the model. Source: authors.

Dimensions	Questions
Experience	Diverse Climate Experience Adventure tourism experience (Pestana et al., 2018).
Leisure	Leisure time, Escape from everyday life and normal living environment(ibid.)
Socialization	Talking to Friends About Travel, Going to places my friends have not been (ibid) Friendship Development (Correia, Valle & Moco, 2007)
Facilities	Proper transportation system (rail, air, and land) and ease of access (Pestana et al., 2018) Accommodation facilities (such as hotel, guesthouse, restaurant and camp ... (Pereira & Silva 2014) Quality and variety of local and satanic foods (Gharibi, 2012)
Tourist Attractions	Enjoying natural attractions, Prominent historical and cultural attractions (Pestana et al., 2018) Variety of attractions (historical, cultural, gardens and museums (Gharibi, 2012)
Knowledge	Searching for new things (ibid) Increasing knowledge and information about culture and lifestyle (Pestana et al., 2018)
Satisfaction	Enjoying the trip to the desired destination, Traveling again in the future to the desired destination, Recommending this trip to others (Hosany, Buzova & Sanz-Blas, 2020)
Age	Traveling to get rid of work stress , Journey to Relax (Pestana et al., 2018)
Surprise	Being fascinated by travel, Surprise (ibid.)
Happiness	Feeling happy and enjoying the trip, Feeling happy and eager to travel (ibid.)
Emotions	Feelings of joy and excitement, Positive Feeling (Tung, Brent & Ritchie, 2011)
Behavioral goals	Encouraging friends and relatives to visit this destination, Revisiting the destination in the future (Pestana et al., 2018)
Pulling factors	Novelty and originality of travel experience to the desired destination, Visiting friends and relatives, Environmentalist Attitude (ibid.)
Pushing factors	Diverse entertainment and recreation, Recommending the destination to other people (ibid) Telling people positive things about this destination (Hosany & Gilbert, 2010)

PLS software, version 13/28, to discover patterns in the sample and generalize them to the community in the form of inferential statistics rules. The patterns discovered in the present research sample are presented in external (measurement) and internal (structural) formats. We test the external model and the task of this model, which is to check the reliability and validity of the structure, and once again we tested the hypotheses in the form of the internal model derived from the research literature. In the external model, the relationship between latent and explicit variables was examined. The relationship between latent and explicit variables being standardized is called the factor load (Fig. 2).

- **External model tests**
- **Convergent validity tests**

Convergent validity is the second criterion used to fit measurement models in the PLS method. AVE shows the degree of correlation of a structure with its characteristics and the higher the correlation, the greater the fit (Table 2).

All convergent validity coefficients have been reported in this part of the study to be greater than 0.5, so the convergent validity of the research is also confirmed by this test (Fig. 3).

According to the values obtained from the CV COM table, one of the research variables, all of which are much more than 0. 15 compared to the three values introduced, is the quality of the external model or measurement of moderate to strong research, which indicates accurate guessing of numbers omitted in the ignore command. Is (Fig. 4).

Considering that the significance coefficient of the present research hypothesis has been confirmed, it can be concluded that the present hypothesis has been confirmed. The results indicate that the psychological factors of drift have a significant effect on the leisure of tourists in the path coefficient of 0.256 with a confidence of 0.99%, but this effect is not very strong. While the psychological factors of drift have a positive and significant effect on the knowledge of tourists with
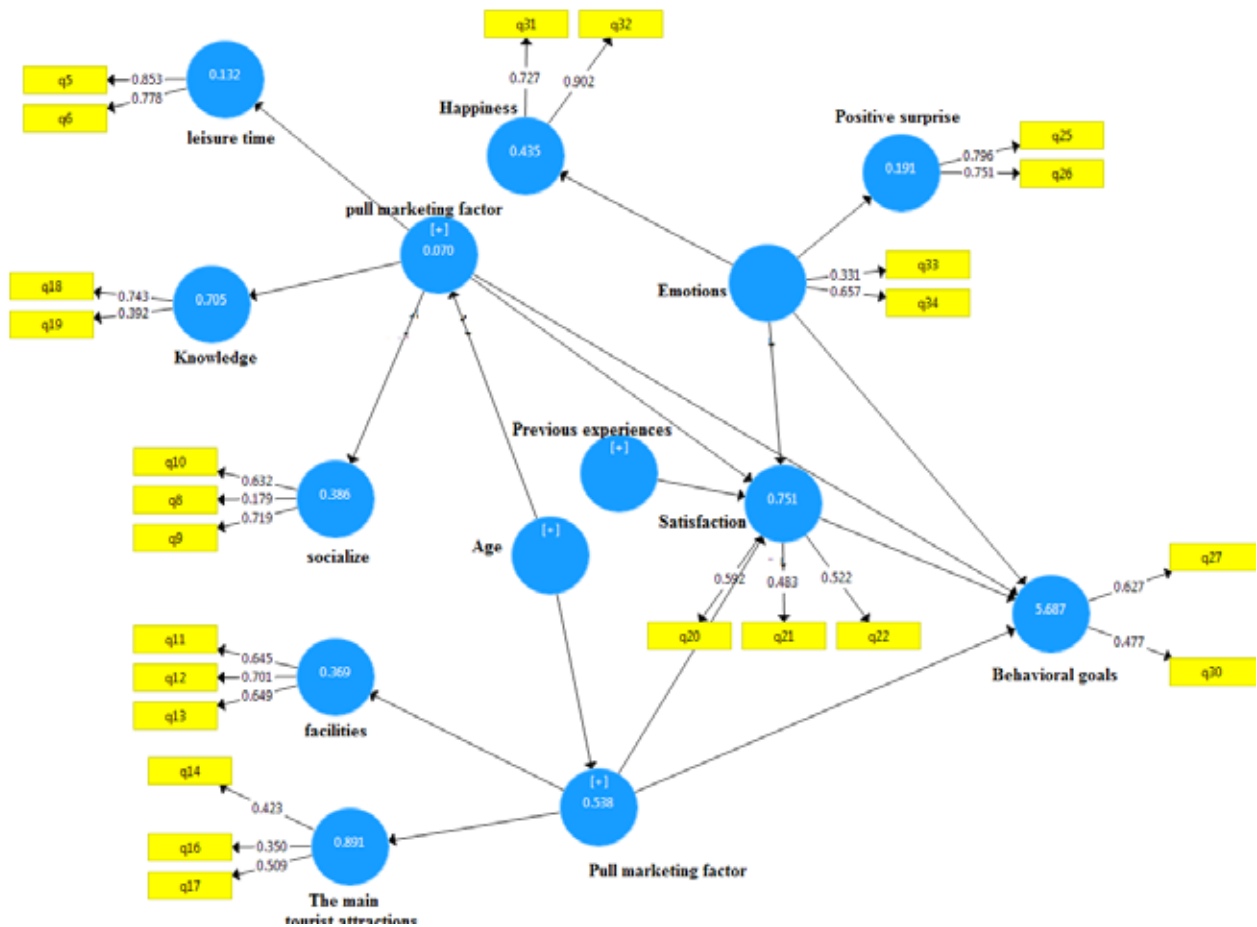

Fig. 2. External model in standard coefficient estimation mode. Source: authors.

Table 2. Average variance extracted test. Source: authors.

| Row	Variable	Average variance extracted
1	socialize	0/581
2	Emotions	0/713
3	Behavioral goals	0/598
4	Attract tourists	0/606
5	Tourism knowledge	0/642
6	Satisfaction of tourists	0/598
7	Age	0/761
8	Happiness	0/711
9	Psychological factors of driving in marketing	0/603
10	Stretch psychological factors in marketing	0/774
11	Positive surprise	0/701
12	Previous experiences	0/469
13	facilities	0/507
14	free time	0/609
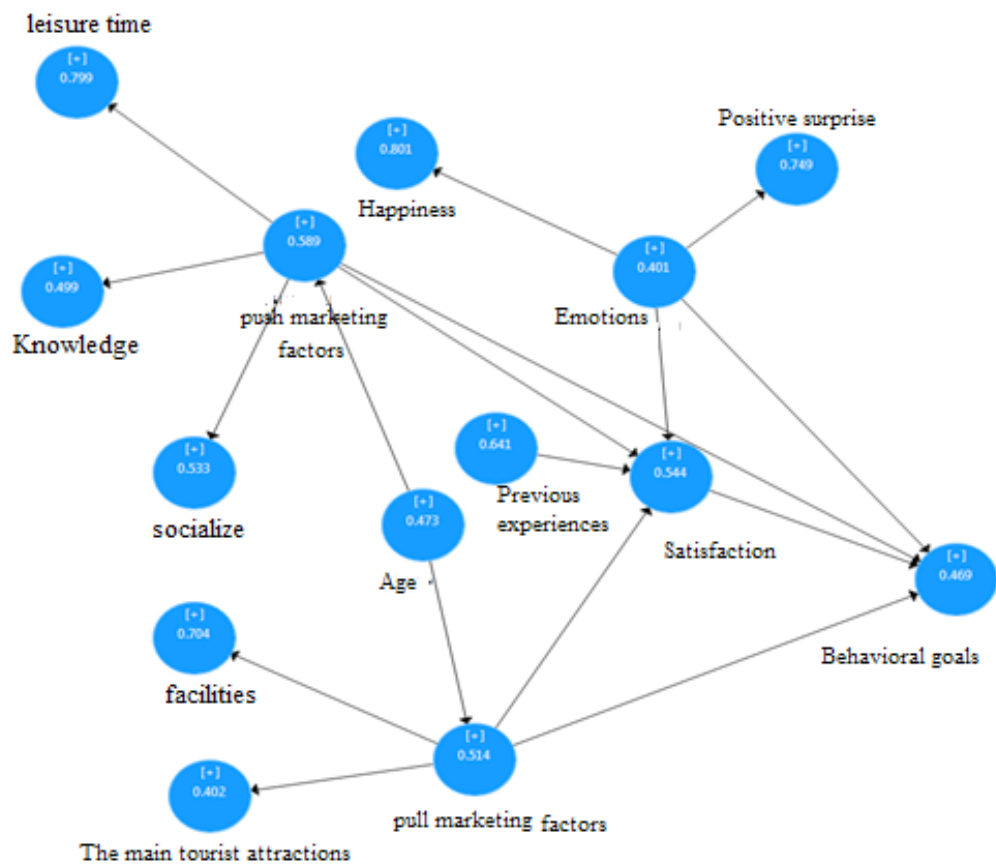
Fig. 3. External model in the mode of estimating the coefficient of significance. Source: authors
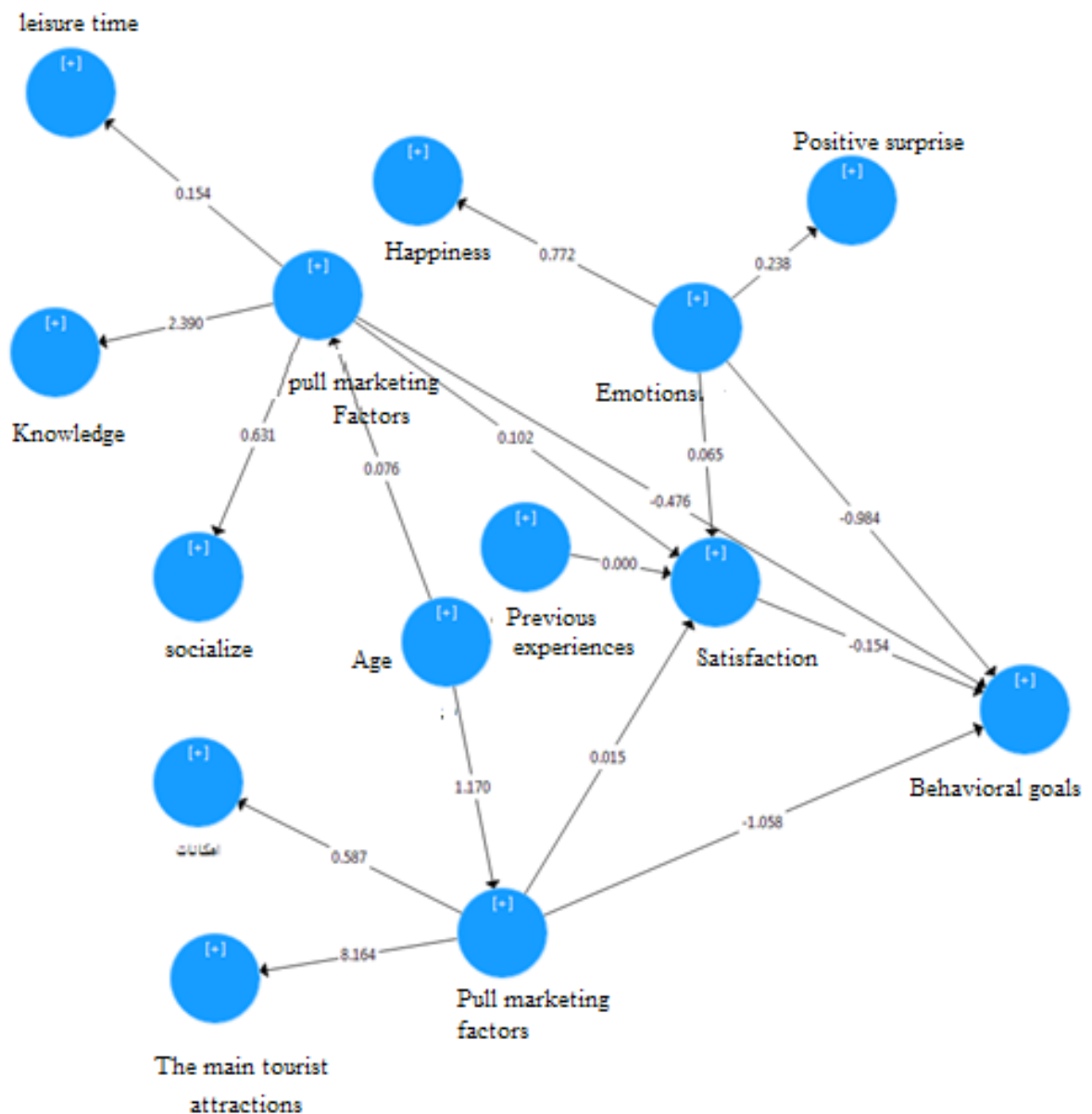
Fig. 4. Structural model in the significant state of coefficients without question. Source: authors.

a path coefficient of 0.489 and a confidence level of 0.99%, but this effect is a little strong. Psychological factors of thrust have a positive and significant effect on the socialization of tourists with a path coefficient of 0.388 and a confidence level of 0.99. Psychological factors have a positive and significant effect on the behavioral goals of tourists with a path coefficient of 0.079 and a confidence level of 0.99%, but this effect is weak. Psychological factors have a positive and significant effect on tourist satisfaction with a path coefficient of 0.208 and a confidence level of 0.99%, but this effect is slightly weak. Traction marketing factors on attracting tourists to attractions with a

path coefficient of 0.438 and a confidence level of 0.99% is a positive and significant effect, but this effect is a little strong. Also, age assessment has a positive and significant effect on marketing traction and thrust factors with a 0.377 path coefficient and 0.99% confidence, but this effect is a little strong. Traction factors have a positive and significant effect on tourist satisfaction with a path coefficient of 0.201 and a confidence level of 0.99%, but this effect is slightly weak. Stretching psychological factors also have a positive and significant effect on behavioral goals with a path coefficient of 0.371 and a confidence level of 0.99%, but this effect is slightly stronger.

Also, tourists' feelings on behavioral goals with a path coefficient of 0.013 and confidence of 0.99% have a positive and significant effect, but this effect is very weak. Emotions have a positive and significant effect on the surprise of tourists with a coefficient of 0.263 and a confidence level of 0.99%, but this effect is a little weak. Tourists' emotions have a positive and significant effect on happiness with a path coefficient of 0.406 and a confidence level of 0.99, but this effect is slightly stronger.

Conclusions and suggestions

This study was conducted to investigate the effect of marketing factors (facilities, tourist attractions, experience, satisfaction) and marketing driving factors (knowledge, age, socialization, leisure) in attracting older cultural tourists. The results of this study show that in the tourism industry, motivation is the main concept in understanding consumer behavior and the destination selection process. Therefore, recognizing the motivations of tourists from traveling can have benefits both for the tourist himself and for the people who earn money through this. Shah Hosseini (2014) also concluded that understanding the motivational factors lead to travel decisions and consumption behavior, due to the increasing number of elderly people in developed and developing countries and the importance of the tourism industry for this age group. Age has become very important. The elderly are more independent due to their time in the Euphrates and, of course, they are in a better financial position. They have different priorities about travel than the young, which is why this group of tourists is considered by marketers and tourism planners. Industrial policymakers are more interested in attracting the most lucrative market segment, that is, the category of marketers who choose long-term residence and spend more on destinations. In this regard, Kolb (2017) believes that older people are influenced by the negative imagery of the media because of their experience, thought, wise thinking. Asadi, Boroumand zad & Maleki Nejad (2017) also believe that paying attention to the development of senior travel and planning for special tours can be considered as a way to fill part of the leisure time of Iranian seniors. In Iran, as in other countries, the world of old age is improving due to the decrease in the birth rate, medical advances, health, education, and the increase in life expectancy. Since this phenomenon is a new phenomenon in Iran and can have multiple effects on different aspects of life. Attention to the "needs" of the elderly is necessary

in tourism planning. The elderly have different expectations of travel facilities and want to plan "differently" in planning tourism facilities. With a better understanding of these expectations and values, the management will be able to "promote" the characteristics of the "destination" that attract this group of tourists. With this in mind, the issue of the health, well-being of these people in society is taking on new and broader dimensions every day, because what modern science is concerned with is not only prolonging life, but also the extra years of human life are spent in the ultimate peace and health of body and mind, and if these conditions are met, scientific progress to ensure a longer life will be fruitless and dangerous. Many countries of the world for the elderly population develop various travel plans themselves, as they are vulnerable to other sections of society because the elderly are retiring and are often alone due to the death of a spouse or children leaving home.

Tourism and travel cannot have a "positive effect on the quality of life and enjoyment of the life of these people, while a significant number of elderly people, flexibility and financial affordability, has made them one of the attractive markets in the tourism industry. The main motivation of these tourists must be culture. The results of this study showed that the country's planners should seek to attract older tourists so as not to deprive them of the economic and social benefits of tourism development, but this requires understanding important issues related to "If you do not have enough knowledge about their travel motivations, development strategies cannot be developed for this group. In this study, a travel motivational model has been developed for this group of tourists." Due to what has been elaborated and knowing that Iran is one of the richest countries in the world in terms of historical, cultural, and natural attractions, it is very important to establish appropriate and specialized travel services offices for this group of tourists. Tourism development planners can attract this group of tourists by examining the influential psychological factors of older tourists (such as motivation and emotions) and increase the economic benefits of the destination by attracting these tourists.

The findings of this study clearly show that the psychological factors of marketing drive have a positive and significant effect on the leisure of elderly European tourists; There is also a significant relationship between psychological psychological factors of marketing and knowledge of elderly European tourists. There is a significant relationship between the psychological factors of marketing drive

and the socialization of elderly European tourists. The results of this part of the research are in line with the findings of Bosch and Gharaveis (2017), Kim et al. (2019), Pestana et al. (2018). Findings show that there is a significant relationship between psychological factors of marketing drive and behavioral goals of elderly European tourists and there is a significant relationship between psychological psychological factors and satisfaction of elderly European tourists. The results indicate that there is a significant relationship (significant correlation) between marketing attractiveness and attracting older European tourists to the main tourist attractions. The results of this part of the study are compatible with the findings of Chen (2010). (Pearce & Lee, 2005) and (Jang & Wu, 2006). The results of this study indicated that there is a significant relationship (significant correlation) between the age factors of tourists and the marketing traction factors of older European tourists. There is also a significant relationship between the psychological factors of marketing and the satisfaction of elderly European tourists. The results of this part of the research are similar with the findings of Huber et al., Dwasa et al., Ranjantan, and Muhammad. According to the results of the study, since the push factors of marketing drive have a positive effect on the leisure of elderly tourists, It is suggested that media advertisement about Iran's cultural attractions be done internationally, it is recommended to inform elderly tourism that Iran is a suitable destination for them to spend their leisure time, Other research suggestions, therefore, the publication of images of Iranian cultural attractions in cyberspace is necessary to create motivation.

Producing appropriate films from the culture of different Iranian ethnic groups for those tourists who seek knowledge about ethnicities will also encourage them to travel to Iran. The preparation and publication of images related to the different and diverse cultural customs and traditions of Iran also motivate tourists who are interested in learning about the customs and traditions of other countries. It is recommended that with proper information about the quality, services, health, access, facilities and services of the accommodation, planning and comprehensive care for elderly tourists, and their attention to travel to Iran. Due to the existence of numerous cultural and historical centers in the country such as museums, palaces, and caravanserais, elderly European tourists can be encouraged to visit these centers, so it is recommended to pay attention to the development of appropriate tourism infrastructure for the elderly. Facilitating the issuance of visas and residence permits, providing training programs for human resources who provide services to the elderly are other suggestions of this research, can also be provided by creating safe and comfortable accommodation and a peaceful environment for tourists. Travel pricing for seniors should also be based on international standards. Therefore, by providing videos and pictures of the good experiences and feelings that foreign tourists have had from traveling to Iran and their reflection on the international level, other tourists can be encouraged to travel to Iran, as well as by creating attractive tourism applications and reflecting the good experiences and feelings of tourists. Tourism planners and policy makers can make videos and pictures of tourists' good experiences and feelings and reflect them internationally, and with these advertisements encourage other tourists to travel to Iran, as well as build attractive and reflective tourism applications. The good experiences and feelings of foreign tourists traveling to Iran can be effective in encouraging other tourists to travel to Iran. Tourism officials are advised to provide a platform in cyberspace to share the happy experiences of previous tourists traveling to Iran. Increasing the quality of services, improving the level of health, improving accesses and facilities and servicing of accommodation are other suggestions of this research. In general, services, facilities and accommodation can create pleasant memories of a trip for an elderly tourist.

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