

TOURISM AND POSITIVE AGEING: EXPLORING THE ROLE OF TRAVEL IN THE WELLBEING OF SENIORS

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The ageing population is considered to be one of the most significant transformations of the 21st century, with fundamental implications for individuals, families, and the fabric of modern society. While travel can play an important role in the pursuit of positive ageing which concerns not only the absence of illness, but also a mindset that reflects individuals' ability to cultivate wellbeing through ageing despite declining functioning. Consequently, this research will draw on seminal work in positive psychology to critically examine the underlying dimensions of senior tourists' wellbeing before and after travel, thus revealing the complex interplay between available resources and challenges faced which affect the wellbeing of seniors. Conceptual contributions will emphasize the multidimensionality of wellbeing and compensate for the absence of a eudaimonic perspective in the wellbeing research of senior tourists. Additionally, through elucidating the underlying dimensions of senior tourists' wellbeing, this research generates a comprehensive understanding of its triggers and barriers, based on which, marketing and management suggestions will be provided to improve service and encourage more tourism engagement. Finally, this research will assess seniors' wellbeing in the anticipation and recollection phases of travel, delivering a holistic picture of how travel can contribute to positive ageing.

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