

노인의 관광경험이 삶의 질에 미치는 영향

The Effect of Tourism Experience on the Quality of Life of the Elderly

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요약

본 연구에서는 노인들의 관광경험이 삶의 질에 미치는 영향관계를 구조방정식모형을 이용하여 알아보았다. 연구의 조사대상은 제주지역에 거주하는 65세 이상으로 총 209부의 설문 내용이 분석에 활용되었다. 연구 결과, 관광경험은 '가족', '사회', '건강', '심리적', '물질적', '여가' 삶의 영역 만족에 정(+)의 영향을 미치는 것으로 밝혀졌다. 또한, '가족', '건강', '심리적', '여가' 삶의 영역에 만족은 전반적인 삶의 만족에 긍정적인 영향을 미치는 것으로 나타났으나, '사회', '물질적' 삶의 영역 만족은 전반적 삶의 만족에 유의한 영향을 미치지 않는 것으로 밝혀졌다.

■ 중심어 : | 노인 | 관광경험 | 삶의 영역 만족 | 삶의 질 |

Abstract

The study aimed to explore the association between tourism experience and the quality of life among the elderly over aged 65. Using a sample from Jeju, this study clarifies tourism experiences of the elderly and examines the relationship among tourism experience, six different life domains, and overall quality of life by generating theoretical and practical implications. Structural Equation Modeling approach was used to identify the relationships among the constructs. The results revealed that travel experience positively influences satisfaction with family, social, material, psychological, health, and leisure life domain. However, not all life domain satisfaction affects overall quality of life. Satisfaction with family, leisure, health, psychological well-being life domains was linked to overall life satisfaction among the elderly.

■ keyword : | Elderly | Travel Experience | Life Domain Satisfaction | Overall Quality Of Life |

I. INTRODUCTION

Korean Census Bureau projected that the elderly population will increase to 52.1 million by the year 2030[1]. According to a national survey by Ministry of Health and Welfare in 2012, it will take only 18 years for Korea to become an aged society (where

'14% of the population is over the age of 65'). In particular, the population of the elderly in Jeju Island has rapidly increased, with the percentage of people aged 65 and over being about 12% in 2012[2]. Additionally, inhabitants of Jeju, together with those living in Hawaii, Okinawa, and Hainan Islands, appear to enjoy the greatest longevity. Accordingly, the

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elderly in Jeju are an attractive market for the gerontology and tourism industries and research. For the elderly, retirement is a major life transition; thus, it has a huge influence on their lives[3][4]. While some elderly take the opportunities to experience various tourism or leisure activities and try to engage in activities that they wanted to do before, others are faced with confusion or emptiness due to loss of job[5]. Managing the extra time after retirement successfully is a primary challenge for the elderly. In this sense, leisure and tourism activities have become an important part of life and have been in great demand by the elderly. According to[6], participating in leisure and tourism activities enhances psychological and physical well-being and helps elderly reach a successful old age[7]. With this regard, the main purpose of the study is to explore the association between tourism experience and the quality of life among the elderly over 65 and retired. Specifically, first, the study identifies the effect of tourism experience on various life domain satisfactions. Next, the study identifies the effect of life domain satisfactions through tourism activity on overall quality of life by applying bottom-up spill

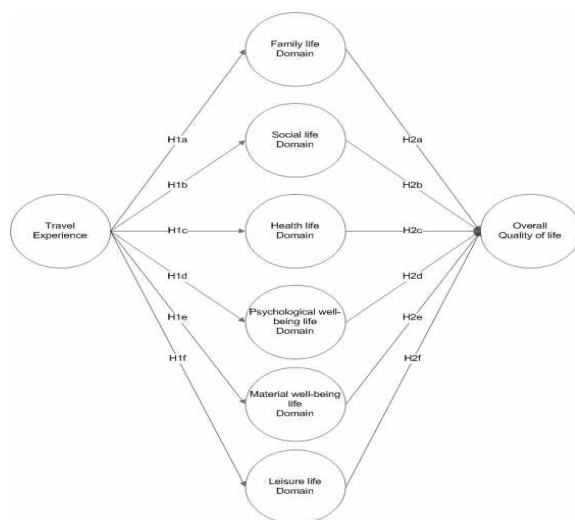


Figure 1. Structural path coefficient in the model

over theory. The finding of the study will generate the implication of a better adaptation to individual's later life. [Figure 1] shows relationships among eight constructs:

II. LITERATURE RIVIEW

2.1 Tourism experience and its relation to quality of life

Tourism has the ability to influence the mental health and emotional state of individuals by providing distinctive experience and benefit to the tourists[8]. Some scholars suggest that the engagement in tourism activities satisfies certain psychological needs[9]. The study by[10] showed that travel experience contributes to tourist's well-being or happiness positively. [11] added that leisure and tourism activities enhance psychological well-being. Furthermore, number of studies emphasized the importance of travel experience as a mean of improving overall quality[12][13]. [13], for instance, examined the influence of travel and leisure satisfaction on overall life satisfaction. [10] also argued that travel experience influences their leisure life domain, which spill over to overall quality of life. Moreover, the activity theory proposes that participating in leisure activity is crucial for life satisfaction of the elderly[14]. Thus, when individuals retire and become less active, it becomes important to find a replacement activity[15]. Nevertheless, it has been suggested that some older adults are more likely to take passive and internal pursuits, spending time alone rather than participating in activities[16]. Although scholars tend to disagree with this proposition, disengagement theory appears to support it. Accordingly, the scholarly literature review of tourism and gerontology extensively examined older

adults and their leisure and travel behavior in general. Thus, this study contributes to the literature on the quality of life by identifying the domains that are most affected by tourism experience.

2.2 Quality of Life (QoL)

The concept of QoL can be explained by bottom-up spillover theory[17][18]. The theory explains that life's subdomains, such as social life, work life, leisure life and the like influence overall life satisfaction[19]. [19] revealed that satisfaction with hospitality could enhance health and community life and further influences satisfaction with overall life. [21] described tourism experience influences a number of life domains, which spill over to overall quality of life. Therefore, overall quality of life is regarded as the top of a satisfaction hierarchy. Satisfaction with particular life domains such as family life, social life, health life, and material well-being are influenced by lower levels of life domains[21].

With this regards, QoL can be measured by two main dimensions, satisfaction with life domains and global judgment of life satisfaction. Regarding life domain satisfaction, [22] identified six important life domains among elderly, which are 'social/leisure well-being', 'psychical well-being', 'psychological well-being', 'cognitive well-being', 'spiritual well-being', and 'environmental well-being'. In addition, [23] examined central life domains of the elderly, including 'health', 'relationship with others', 'family relationship', 'emotional well-being', 'independence', 'leisure', and 'mobility and autonomy'. Based on these literature reviews, our study adopted an important six-item scale of life domain satisfaction to measure elderly family relationships, social life (relationship with others), leisure life, health, psychological well-being, and material well-being. The measure of overall quality of life can be used to assess global judgment

of life satisfaction. Since the objective measures of the elderly QoL have been widely used in many studies, this study will consider the elderly subjective perceptions of their QoL at the individual level. SWLS (Satisfaction with life scale) is one of the popular scales to measure elderly quality of life in gerontology study. It has been used extensively to capture global judgment of the quality of life, as perceived by the elderly, and the measure has been proved reliable. The sample items include such as 'In most ways my life is close to my ideal', 'The conditions of my life are excellent I am satisfied with my life' and 'I would change almost nothing'. Hence, this study adopted the SWLS as well as additional QoL items adopted from tourism studies[15][19]. As such, the study is consistent with the bottom-up spill over theory and states the following hypotheses:

Hypothesis 1: Tourism experience affects life domain satisfaction among the elderly.

- Hypothesis 1a: Tourism experience affects family life domain satisfaction
- Hypothesis 1b: Tourism experience affects social life domain satisfaction
- Hypothesis 1c: Tourism experience affects health life domain satisfaction
- Hypothesis 1d: Tourism experience affects psychological life domain satisfaction
- Hypothesis 1e: Tourism experience affects material life domain satisfaction
- Hypothesis 1f: Tourism experience affects leisure life domain satisfaction

Hypothesis 2: Life domains satisfaction affects overall quality of life among the elderly.

- Hypothesis 2a: Family life domain satisfaction

- affects overall quality of life
- Hypothesis 2b: Social life domain satisfaction affects overall quality of life
- Hypothesis 2c: Health life domain satisfaction affects overall quality of life
- Hypothesis 2d: Psychological life domain satisfaction affects overall quality of life
- Hypothesis 2e: Material life domain satisfaction affects overall quality of life
- Hypothesis 2f: Leisure life domain satisfaction affects overall quality of life

III. RESEARCH DESIGN

3.1 Study population and data collection

A structured questionnaire was used to measure elderly tourists' travel experience satisfaction, life domain satisfaction, and overall quality of life. The data used in this study were collected on Jeju Island, South Korea. The self-administered questionnaire was distributed by well-trained research assistants from February to April in 2013. The retired person who is over aged 65 and older participated in this survey and about 300 participants participated in this survey in welfare centers, elderly colleges, and elderly associations. Of these, the responses of 208 were selected for use in this study.

3.2 Questionnaire design and measurement of construct

The constructs measured in this study were mainly

operationalized using scales in previous literature. In order to measure travel experience, this study adopted items from the literature review[20][25]. Satisfaction with trip experience was examined by measuring four items, based on previous research. These were: (1) "My overall evaluation of my most recent destination experience is positive"; (2) "My overall evaluation of my most recent tourism experience is favorable"; (3) "I am satisfied with my most recent tourism experience"; (4) "I am pleased with my most recent tourism experience". In order to measure life domain satisfaction, our study adopted a six-item scale of life domain satisfaction that measures family relationships, social life (relationship with others), leisure life, health, psychological well-being, material well-being[24][26][27]. As for measuring overall quality of life, six items were adopted from previous research[8][17]. These were: (1) "Overall, I felt happy upon my return from that trip"; (2) "My satisfaction with life in general increased shortly after the trip"; (3) "So far, I have gotten the important things I want in life"; (4) "Although I have my ups and downs, in general, I felt good about my life shortly after the trip"; (5) "Overall, my experience with this trip was memorable, having enriched my quality of life"; and (6) "After the trip, I felt that I led a meaningful and fulfilling life". Each construct was measured on a five-point Likert scale, ranging from "very disagree (unsatisfied)" to "very agree (satisfied)". [Table 1] summarized the construct measurement.

Table 1. Measurement items

Construct	No.	Literature Review	Scale
Travel experience Satisfaction	4	Uysal & Hagan(1993), Sirgy, Kruger, Lee & Yu(2012)	5-point Likert-type scale,
Life domain Satisfaction	18	Grzeskowiak, Sirgy, Lee, & Claiborne(2006), Kalfoss(2007) Kelley-Gillespi(2009)	
Overall Quality of life	6	Diener, Emmons, Larsen, & Griffin, 1985; Diener, Horwitz, & Emmon(1985), Sirgy(2002)	

IV. DATA ANALYSIS AND RESULTS

In order to find out the casual relationship in proposed model, one exogenous variable (tourism experience) and seven endogenous (family life, social life, health life, psychological well-being, material well-being, and leisure life domain satisfaction, overall quality of life) were tested with AMOS procedure of structural equation modeling (SEM) with the maximum likelihood (ML) technique. The assumptions of multivariate normality of the study data, missing values, outliers were checked. The assumptions for SEM analysis were confirmed by using SPSS 17.0. SEM is designed to evaluate how well a proposed model explains or fits the collected data[28].

4.1 Respondent profile and correlation between constructs

The sample comprised 47% females and 53% males. Furthermore, age ranged from 65-81 years.. Most respondents had at least some college education (80%). Thirty six percent of respondents relied on income from their pensions, while others relied on own savings (30%), help from their children (12%), relatives and friends (2%), social benefits (14%), salaries (4%), and other sources of income (2%).

The correlation between travel experience, six life domains satisfaction, and overall quality of life was investigated using Pearson product-moment correlation coefficient[Table 2].

4.2 Measurement model testing

First, Confirmatory Factor Analysis (CFA) of the measurement model was performed. Before testing the measurement models overall, each construct in the model was analyzed separately and items having a coefficient alpha below 0.30 were deleted for further analysis[29]. Next, the overall measurement model fit with the total of eight constructs and 28 observed indicators was tested by CFA. Various fit indices including absolute fit indices, incremental fit indices, and parsimonious fit indices were used to evaluate the model fit. As a result of estimation of the overall measurement model, the results of the initial CFA estimation were acceptable; $\chi^2(320)=696.6(p=.000)$, CFI=.939, NFI=.894, RMSEA=.067, and RMR=.030. Therefore, refinement was not needed. Each latent construct was evaluated by examining the completely standardized loading, error variance, the reliability, and the average variance extracted. All measurement items significantly loaded on their corresponding construct at the alpha level of .001. The result of Cronbach alpha and composite reliability shows internal consistency, ranged from .79 to .90. Di

Table 2. Description of the Respondents (N=209)

Variables	Frequency (%)	Variables	Frequency (%)
Gender		Education	
Male	119(44.9)	High school or less	47(17.7)
Female	146(55.1)	Some college / Associate degree	72(27.2)
		College degree (bachelor)	84(31.7)
		Graduate degree (master)	41(15.5)
		Graduate degree (doctoral)	21(7.9)
Age		Income source	
65-70	153(46.2)	Pension	96(36.2)
71-75	81(38.9)	Own saving	76(28.7)
76-85	29(13.9)	Children's donation	29(10.9)
81-85	2(1.0)	Relatives or friends' donation	5(1.9)
		Social benefit	41(15.5)
		Salary (if you are working)	11(4.2)
		Others	7(2.8)

discriminant and convergent validity were also checked. The average variance extracted (AVE) of each construct exceeded minimum criterion of .5[30].

4.3 Structural model testing

The relationships among four constructs in the proposed model were tested using a structural equation model. The fit of the structural model was examined with the maximum likelihood method. The evaluation of the goodness-of-fit indices suggested that the structural model had adequate fit [$\chi^2(323)=810.9(p=.000)$ GFI=.822, RMSEA=.079, CFI=.921, NFI=.877, CMIN/DF:2.

614, CMIN:426.067].The results of hypothesis testing are summarized in [Table 3]. The structural paths of model indicated that ten out of twelve paths had significant path coefficients. The results shows that travel experience has a positive and significant effect on family, social, health, psychological well-being, material well-being, supporting H1a, H1b, H1c, H1d, H1e, H1f. In addition, our finding indicated that only family, psychological, health, and leisure life domain have a significantly positive influence on overall quality of life, supporting H2a, H2c, H2d, H2f. Figure 1 illustrates the hypothesized relationships with path coefficient.

Table 3. Correlation table

	Family life domain	Social life domain	Health life domain	Psychological life domain	Material well-being domain	Leisure life domain	Overall QOL	Travel experience
Family life domain	1							
Social life domain	.425**	1						
Health life domain	.415**	.636**	1					
Psychological life domain	.467**	.605**	.592**	1				
Material well-being domain	.426**	.522**	.605**	.475**	1			
Leisure life domain	.397**	.571**	.597**	.614**	.569**	1		
Overall QOL	.457**	.388**	.360**	.521**	.284**	.476**	1	
Travel experience	.346**	.422**	.405**	.436**	.243**	.403**	.509**	1

Table 4. Results of the proposed model

Hypothesized path	Standardized coefficients	t-value	P
H1a: Travel Experience → Family life domain satisfaction	.432	6.607	***
H1b: Travel Experience → Social life domain satisfaction	.532	7.852	***
H1c: Travel Experience → Health life domain satisfaction	.480	7.178	***
H1d: Travel Experience → Psychological life domain satisfaction	.509	7.770	***
H1e: Travel Experience → Material life domain satisfaction	.343	5.362	***
H1f: Travel Experience → Leisure life domain satisfaction	.457	7.360	***
H2a: Family life domain → Overall quality of life	.330	5.533	***
H2b: Social life domain → Overall quality of life	.025	.300	.764
H2c: Health life domain → Overall quality of life	.346	4.112	***
H2d: Psychological life domain → Overall quality of life	.342	3.922	***
H2e: Material life domain → Overall quality of life	-.113	-1.703	.089
H2f: Leisure life domain → Overall quality of life	.200	-.111	***

Note : ***p<.001

VI. CONCLUSION AND DISCUSSION

The study proposed the relationships among eight constructs: travel experience, family, social, health, psychological, material, leisure life domain satisfaction, and overall quality of life by using Structural equation modeling (SEM). A measurement model for eight constructs was developed and tested before investigating the twelve hypotheses. The results indicated that the measurement model was acceptable. Drawing a sample from Jeju, this study clarifies tourism experiences of the elderly and examines the relationship among tourism experience, six different life domains, and overall quality of life. The results revealed that travel experience positively influences satisfaction with family, social, material, psychological, health, and leisure life domain. However, not all life domain satisfaction affects overall quality of life. Satisfaction with family, leisure, health, psychological well-being life domains was linked to overall life satisfaction among the elderly.

First, the findings of this study has significant theoretical and practical implications, revealing that travel experience has positive influence not only on satisfaction with leisure life domain, but also on satisfaction with family, social, health, psychological, and material life. By participating in tourism activity, the elderly can enhance their family relationships, social relationships, health conditions, psychological well-being, and material life. In addition, this finding supports activity theory, which argues that elderly's involvement in leisure activity is essential to their life satisfaction[19]. Hence, the elderly are encouraged to engage in tourism activity in order to increase their satisfaction with a greater number of life domains. Additionally, the findings suggest that it is valuable for tourism marketers to consider the satisfaction with those domains (family relationship, social relationship, health condition, psychological well-being and material life) to assess effective

marketing program. Tourism marketers should think about travel products that can enhance not only tourist's family and social relationships but also improve emotional well-being.

Second, the study examined the effect of satisfaction with life domains on overall quality of life. The findings suggested that satisfaction with family, health, psychological, leisure life domains is the significant predictor of overall life satisfaction, implying that the elderly consider those life domains as important part of their life, which can influence their overall quality of life. However, social and material well-being life domain did not affect the overall life satisfaction. Managerially speaking, tourism marketers or gerontologist should think of practical implication of these life domains to attract the elderly with an aim to improve their quality of life. For example, travel programs and other elderly services need to help elderly spend time away from their family without feeling guilty about travelling. When family members are accompanying the elderly, programs can be designed to reduce family conflicts whenever possible.

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