



GREY TOURISM –AN OPPORTUNITY FOR NEW TOURISM MARKET IN PUDUCHERRY

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Abstract

Facilitating travel for all including people with various disabilities and socio-economic challenges is a basic social responsibility. To give thrust to this, UNWTO dedicated the year 2016 World Tourism Day, campaign for under the theme “Tourism For All-Promoting Universal Accessibility.” Everyone has the basic right to travel. But it is depressing that for a significant percentage of the total population, the beauty and diversity of the world and the pleasure of visiting new places are unfeasible due to limited accessibilities to various sites and services. Physical disabilities, family situations, economic back ground, age and poor health also can be a deterrent to travel for many. But, there is a large section of senior people who would like to travel for different reasons. Facilitating travel for them is an exceptional business opportunity too. Seniors are as diverse as any other demographic group. They constitute a large and growing travel market with significant potential yet to be tapped. This niche segment of tourism is named as Grey tourism, senior citizen tourism or Gold moon tourism. Interestingly, Puducherry, one of the popular beach destinations in south India and the former French colony which attracts thousands of young domestic and international tourists, is a preferred destination for senior citizens too. This paper is an effort to study the significance of the niche market -Grey tourism to destination Puducherry. It also highlights the demographic and tripographic features of grey tourists. The trends in Grey tourism, potential and challenges of the market were also analysed. Senior tourists responded through the questionnaire and the responses

were analysed using SPSS. The result of the study discloses the value of Grey tourism and its’ importance in positioning Puducherry.

Key words: Niche tourism, Accessible tourism, Grey tourism

INTRODUCTION

New travel trends emerge in the global tourism industry every other day. New travel products are launched, new technologies are introduced, new marketing strategies are experimented and new markets are targeted. Tourism business has evolved over the last many years to a huge expansion in the market and market trends. Millions of tourists visit new countries and places. There are large number of destinations and attractions. Hence, there is a huge challenge for the destination promoters to identify the ideal market and to promote the products in a competitive way. In this highly competitive business, destination promoters constantly plan new strategies to attract new markets.

Age is one of the major criteria for market segmentation. A large proportion of the consumer businesses aim their marketing at youth. The interests of other segments especially, the senior citizens are given less importance or ignored. The market of seniors is significant for two reasons. First, in business point of view and second as a social responsibility. Elderly people consist of large and constantly growing group with significant buying potential. The growing number of elderly people may become a great source of benefits for tourism and leisure industry (Sniadek. J, 2006). This segment of tourists was not very important before, but it is now realised and established as priority in tourism policies. Promoting ‘Accessible tourism’ is encouraged internationally. It is a

socially responsible form of tourism which aims at addressing the rights of every one to travel and to enjoy the tourism services and opportunities. For the further growth and sustainability of tourism industry, it must promote tourism for all. 'All' include the people with disabilities, senior citizens and families with social and financial difficulties to travel. This social concept of 'Tourism for all' broadens the market, multiplies the visitors, extends the seasons and gains more income (Alen,E.,et al).

Grey tourism is the niche market which targets on older travellers. This group is also referred as senior, mature, well-off older people and prime lifers (Callan, R.J. and Bowman, L. 2000). Population ageing is a global phenomenon now. The percentage of elderly people has increased worldwide. Health consciousness, better healthcare system, economic stability, reduction in mortality and decline in fertility rate resulted in increasing the number of seniors in the society. In India, According to population census 2011, there are almost 104 million elderly persons in which 53 million are females and 51 million are males. This comes around 8.6 % of the total population of India. Among the seniors, 41.6% of them are working (66.4% Male and 23.4% female) and hence can afford travel (Elderly in India, 2016). This demographic segment of society is highly potential and hence a notable market for travel and tourism.

Puducherry, a Union Territory of India, spread across three states of South India-Tamilnadu, Andra Pradesh and Kerala, offers a mixed tourism experience of French heritage, Spirituality, beaches, volunteering, wellness and many more. Puducherry(Former Pondicherry) is a preferred choice for all the age group. Children to senior people find their own reasons to visit Puducherry. It is quite interesting to note that a significant percentage of tourists visiting Puducherry are senior people. A good number even choose to have their retirement home in Puducherry. This study intends to examine the significance and features of Grey Tourism market in Puducherry. The paper aimed to determine the demographic and tripographic profile of senior tourists to Puducherry. The senior tourists' travel motivations as well as reasons for selecting Puducherry for their

vacation were also investigated. The study also looked into the challenges or the barriers for elderly people to travel. A detailed review of existing literature in the area of Grey tourism was conducted. It was followed by a quantitative study in which questionnaires were collected from 110 tourists visited Puducherry who is above the 55 years of age. 101 questionnaires were finally used for data analysis after editing.

Descriptive analysis, Cross tabulation and ranking were used to analyse the data. After the analysis, the results emphasised that senior tourists contribute a significant proportion of tourism market of Puducherry. The paper concludes by suggesting Grey tourism as an ideal niche tourism market for Puducherry based on its economic contribution, quality of experience and in promoting universal accessibility.

LITERATURE REVIEW

Grey Tourism – The concept and definition

Grey is the colour usually associated with the hair colour of elderly persons. Grey Tourism is a niche market in the tourism sector that refers to the seniors travellers (Economic Development Committee, 2010). Defining the concept of 'Grey tourism' is a complex phenomenon as it involves several aspects like professional or economic(retirement), cultural(customs and traditions), social (grand parent) and medicinal(loss of health or physical fitness) (Sniadek ,J, 2006). Generally, people aged 60 and above have been classified as Grey tourists or senior tourists. But the age has come down to 50 in many studies (Tourism Queensland,2004).

Being relatively a new area of research, there is less clarity regarding the minimum age of senior travellers. Retirement age is the common criteria considered. However, retirement age is different in different countries and even among the states. This study follows the classification given by Tomka , Holodkov & Andjelkovic I, (2003) .They used 'senior' for people with the age of 55 and above. The paper again classifies the seniors as younger seniors (55 to 64 years) and older seniors (65 and older).

(Sniadek. J, 2006) groups the seniors as pre-retiree and early retirees, Retirees, Older retirees or mature adults and elderly

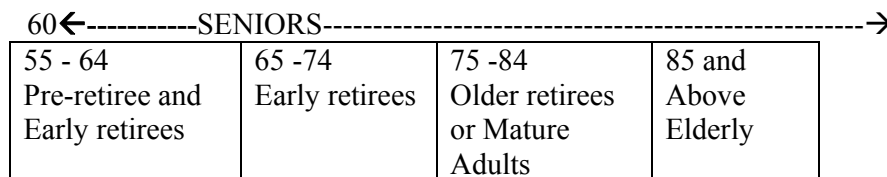


Figure 1: Sniadek . J,(2006)

Senior tourist market generally include the retired persons who have money and time to travel, those who are retired and still working for many reasons or persons who satisfies the age of more than 60. Elder tourists are those demographic segment called as ‘empty nested’ with no family obligations. Elders are passive tourists who are normally psycho centric (Tomka et.al, 2015). One thing to remember here is that there are many seniors with less purchasing power with health problems and with responsibilities. The contribution of this group to the travel market is not significant.

Grey tourism –A market untapped

Grey tourists, despite their propensity to travel remain an untapped and untargeted market in tourism business. Like any other market, the senior travel market also need to be studied carefully to understand the nature of the market, behaviour of these tourists and changes happening in the market over the period. Senior market was once considered as slow and dull. Today it is the most promising, rich and active market. The market of oldies is not a standard one. It has specific preferences and motivations determined by their ages and related attributes (Patuelli, R & Nijkamp, P., 2015). Various studies conducted in Europe brings to light that, those seniors who have free time, purchasing power, good health and who are active will hold onto the major share of future tourism market (Eurostat(2012). WTO also forecasted that by 2020, there will be a significant increase in the segment older than 55.

Travel Behaviour of Grey tourists

The tourist market today is ‘place specific’, ‘experience specific’ and gives more importance for ‘special interests’ (GS Ashworth & J.E. Tunbridge, 2005). Each age group has its own specific features and interests. Their travel behaviour is influenced by their demographic features, motives and interests. Grey tourists follow a different travel habit compared to youngsters. Senior people because of their age and experience acts realistically. Ben Golik (1999) writes that seniors acclimatize their travel habits to fit their lifestyle. They spend more time in finalising their holidays and hence they start

planning for it well in advance. As they have more leisure time they plan for long holidays in a more comfortable itinerary. Retirees always prefer mid and off season as the best time for their holidays since their travel is independent of holidays.

Alen, Dominguez & Losada, (2012). analysed the behaviour of senior tourists. Their findings reveal that ‘age alone does not decide the tourism demand of seniors, but there is a combination of socio-economic variables. People with good savings, high income, experience of travelling, positive perception on health and enough time travel. There comes a positive relationship between income level and preference to travel among seniors. Moreover seniors are more flexible with respect to season but rarely compromise for quality of service and comfort. Hence this market overcomes the major issues of seasonality. (Eurostat, 2012)

Bates, L.(2004) cited the result of Australian research which identified four groups of senior tourists – Vacationers, Livewires, Explorers and Homebodies. Vacationers, Livewires and Explorers prefer to have change from usual days. They are highly motivated. Homebodies are less motivated to have new experience.

Special requirements for grey tourists

Grey tourists always give priority for few of their special needs while planning their holidays. If unattended, those may become barriers to their travel. Finance, quality experience and health care facilities are the major concern for elder travellers. Hence they always make plans for travel finance in advance. Senior tourists are ready to spent for quality experience and very particular about the value for money in each purchase. They also assure on health insurance and medical facilities available in the destination. Safety and security form another important condition in selecting a destination by this age group (Ben Golik, 1999).

What motivates seniors to travel?

The market of Grey tourists is heterogeneous in respect of their motivation to travel. Motives reveal the clear description of any travel market. Extensive research has undertaken to examine the travel motivation of senior travellers. The

previous researches highlight visiting friends and relatives(Lieux, Weaver, Mc Cleary, 1994), rest and relaxation(Ronald.J, 1989), opportunities for socialization, exposure to novel situations and escape from stresses of daily life(Zimmer, Brayley &Searle, 1995) as the major motives behind elders to undertake a tour. Physical activity, curiosity and possibility for new experiences (Tomka D, Holodkov. V & Andjelkovic I, 2015) always encourage grey tourists to travel. According to the study conducted by Patuelli.R, & Nijkamp. P(2015), novelty and knowledge, health and well being and nostalgia also inspire elders to travel to special destinations. A good number of grey tourists find time only after retirement and completing their family responsibilities to visit places they have always wanted to. (Horneman, Carter, Wey and Ruys,2002).

Grey Tourists –A niche tourist market for Puducherry

Puducherry, the former French colony, located about 170Kilometer from Chennai, is a very popular tourist destination of South India. French left their legacy in the well planned town of Puducherry which is popular as French town or white town area. This beach destination attracts thousands of tourists both foreign and domestic. Auroville located around 20km from the north of Puducherry is a universal township where people from different countries, faith and beliefs live in harmony. Auroville community

live by following the philosophy of Sri Aurobindo and his disciple ‘the mother’ and is centred on Matri mandir, a meditation hall in the shape of a golden ball. Matrimandir is open to special interest tourists for meditation. Auroville attracts tourists in search for spiritual and wellness experience. Promenade beach, 1.5 kilometre long rock beach with colonial buildings in one side attracts number of people especially in weekends. Bharati park, Chunnambar boar house, Botanical garden, Puducherry Museum, Ousteri Lake, The Sacred Heart church, Manakula Vinayakar temple are the other tourist attractions in Puducherry.

Puducherry is a potential destination which can attract both the young as well as senior tourists. Various researches and the tourist statistics reveal that domestic tourism market of Puducherry dominates with the young tourists from the neighbouring states- Tamilnadu and Karnataka. This is a weekend phenomenon. The tourism in Puducherry mainly looks into this market while promoting the destination. On the other hand, there is a promising large market of senior tourists who are primarily inbound, is not attended seriously. The peaceful image, spiritual ambiance and wellness opportunities motivate the grey tourist to Puducherry. This tourist market of Puducherry is untapped and will be helpful in promoting Puducherry as a holistic destination.

RESULTS AND DISCUSSIONS

Who are the Grey tourists to Puducherry? -The Demographic profile

Variables n=101		Percentage
Gender	Male	59.4
	Female	40.6
Age	55-64	61.4
	65-74	26.7
	75-84	9.9
	85 and above	2.0
Nationality	Indian	63.4
	Domestic	36.6
Qualification	High school/plus two	17.8
	Graduate	38.6
	Post graduate	26.7
	Doctorate	7.9
	Others	8.9
Occupation	Government services	18.8
	Private sector	34.7
	Business	5.0
	Retired	16.8

	Retired from public and working in private	11.9
	Housewife	12.9
Marital status	Single	17.8
	Married	67.3
	Widowed	7.9
	Divorced/separated	3.0
	In a relationship	4.0
Salary/pension	Less than 25000	5.0
	25001-50000	32.7
	50001-75000	38.6
	75001-1lakh	12.9
	Above 1 lakh	2.0
	None	8.9

The study conducted among 101 senior tourists to Puducherry reveal that male grey tourists dominate female. Majority were pre and early retirees who come under the group of 55-64(61.4%). Domestic tourists contribute more (63.4%) to the grey tourism here. They were mostly from South India states namely Karnataka, Kerala, Tamilnadu and Andhra Pradesh and Telangana. There were a notable percentage (36.6%) of foreign tourists from European countries like, France, Belgium, Spain and England and also from Canada, USA,

Travel behaviour and of Grey tourists

Variables n=101		Percentage
Frequency of Travel	Once in a month	6.9
	Once in three months	24.8
	Once in 6 months	27.7
	Once a year	25.7
	Very rarely	14.9
Preferred season	Peak season	18.8
	Mid season	32.7
	Off season	48.5
Sponsorship for the tour	Self	61.4
	Company	15.8
	Children	20.8
	Others	2.0
	Novel experience	18
	Rest and relaxation	21
	Health and Wellness	11

Australia and Japan. Grey tourists to Puducherry were mostly graduates and post graduates. Private sector job seems to be one push factor for most of them (34.7%). Among them many got retired and working with private sector. The marital status reveals that married senior couples visit Puducherry during their early retirement period. Senior people with salary /pension between 50000-75000 prefer to visit Puducherry(38.6%) followed by the lower segment of 25001 -50000(32.7%).

Motivation to involve in Travel	Friends and Family	5
	Escape from daily routine	13
	Business	6
	Interaction with people	11
	Nostalgia	2
	Disposable time	13
	Others	1
Travel Companionship	Solo	5.9
	With friends	29.7
	With partners/family	38.6
	With a group	23.8
	Others	2.0
Duration of tour planning	Less than a week	6.9
	15 days - 1 month	49.5
	3-6 months	21.8
	More than a year	21.8
Special preference for food	Yes	18.8
	No	81.2
Travel Insurance	Yes	7.9
	No	92.1
Discounts availed	Airline concession	5.9
	Train concession	13.9
	Concession in accommodation	4.0
	None	76.2

Grey Tourists reveal a unique tripographic profile. They undertake travel once in 6 months (27.7%) or once in a year (25.7%). As literatures on grey tourism disclose, senior tourists prefer off season or low season to visit Puducherry. Majority of them were self sponsored (61.4%) or sponsored by children (20.8%). Heterogeneity regarding the motivation to visit gives 'Rest and relaxation' (52%) and 'novel experience' (34%) as the major travel motives for Grey tourists. Escape from daily routines, Opportunity to interact with people, health and wellness, Business and Nostalgia are the other reasons for this group (In the same order of response) to

travel. Senior tourists show a greater tendency to travel accompanied (94%), mainly with partners (38.6%). 29.7% travelled with friends and another significant number joined with their affinity group. Close to 50% of the respondents prepared for their trip in advance of 15 days to 1 month. About 43.6% of seniors planned their tour minimum three months before. It was observed that even when senior tourists are health conscious, they didn't have any special diet during the trip. 81.2% of the respondents say that they don't have any special preference for food while travelling. It was surprising that more than average respondents do not have

travel insurance. They availed various discounts from airline (5.9%) , Railways(13.9) and accommodations(4%).

Grey tourists –The tripographic profile in Pondicherry

	Variables n=101	Percentage
Frequency of visit to Puducherry	First	35.6
	Second	27.7
	Third	16.8
	More than three times	14.9
	Frequent visitors	5.0
Source of information	Friends and relatives	73.3
	Internet	14.9
	Social media	11.9
Reason for visiting Puducherry	Tourist attractions	23
	Quiet ambiance	20
	Spirituality	13
	Health and wellness	11
	Yoga and meditation	12
	Opportunity for volunteering	19
	Any other	3
Duration of stay in Puducherry	1-2 days	1-2 days
	3-4 days	3-4 days
	5-7 days	5-7 days
	2-3 weeks	2-3 weeks
	One month	one month
	More than one month	more than one month
Preferred accommodation in Puducherry	Beach resorts/resorts	14.9
	Hotels	34.7
	Guest houses	39.6
	Homestays	3.0
	Others	7.9
Budget for the trip	Less than 10000	11.9
	10001-20000	39.6
	20001-30000	27.7

	30001-40000	15.8
	40001-50000	2.0
	50001 and above	3.0
Perception about tourist accessibility in Puducherry	Yes	89.1
	No	10.9

Majority of the senior tourists who responded to the questionnaire knew about Puducherry from Friends and relatives (73.3%), internet (14.9%) and social media (11.9%). It is interesting to note that 'Quiet ambiance' of Puducherry attracts majority of the seniors visiting Puducherry(89%). The tourist attractions of the destination (79%), Spiritual ambiance (40.6%), yoga and meditation (35.6) and opportunity for volunteering are the other reasons to visit Puducherry. It was observed that senior's trip to Puducherry was not very long. 1-2 days is the average duration of stay for senior tourists which are the same as that of other segments. But, a significant percentage (27.7%) stays for 3-4 days and 5-7 days (16.8%). The small percentage of seniors who stay for one

month and more than one month are worth mentioning. The majority opted guest house (39.6%) and hotels (34.7%), for their accommodation and followed by Resorts(14.9%). It is notable that the spending of elder tourist in the destination is not very high. Budget for Puducherry is between Rs10,000-20000(39.6%) . Another 27.7% spends between Rs. 20,000- 30,000. Finally, senior tourists perceive Puducherry as an accessible destination.

Priorities while selecting a destination

Usually tourists consider many factors while selecting a destination. Senior travellers have their own interests and requirements for which they give priority in his trip. Tourists were asked to rank these factors based on the priority.

Sl. No	Parameters	Rank
1	Quality of Service	1
2	Calm and Quiet Ambiance	2
3	Comfort & Convenience	3
4	Safety & Security	4
5	Cleanliness	5
6	Affordability	6
7	Healthy Food	7
8	Accessibility in the Destination	8
9	Health Care, Emergency Facilities	9
10	Availability of Escorts	10
11	Tourism Infrastructure	11
12	Tourist Information Canters	12

The table explains the expectations of senior tourists about the destinations. Because of their age, it would be difficult for them to compromise in many of these factors. 'Quality of service' is the most important factor which decides the satisfaction level of elder tourists. They prefer a 'calm and quiet' and peaceful ambiance to relax. There is no surprise when senior tourists give importance for 'comfort and convenience' which

was ranked third. Respondents consider 'safety and security', 'cleanliness' and 'affordability' as significant factors while finalising their itinerary. It is important to note that availability of information centres and tourist infrastructure were given least priority.

Challenges faced by Grey Tourists

Several problems may discourage seniors from travelling. From literatures the major

challenges or barriers faced by grey tourists were identified as Personal circumstances, companionship, Health, Finance, Time, family responsibilities and fear of travelling. To unveil

Sl.No	Barriers	Rank
1	Health	1
2	Companionship	2
3	Personal circumstances	3
4	Family Responsibilities	4
5	Time	5
6	Finance	6
7	Fear of travelling	7

Only a healthy person plans to travel. Health is always a concern for senior people to travel. 'Health' is found to be the first challenge among the respondents also. Grey tourist mostly like travel with someone close to him. 'Companionship' ranked as the second barrier for senior travellers followed by 'Personal circumstances'. In Many family grandparents have to provide childcare when both parents are working. Hence 'family responsibility' forms another barrier for them to travel. The responses show that seniors do not have any fear to travel and time and finance do not limit their travel much.

Crosstab -Nationality vs. Time to plan, Duration of stay and season preferred

There is always a notable difference between the domestic and international tourist market. So a clear understanding of these markets will help to design new products and services matching for their requirements. The cross tabulation between Nationality and Time taken to finalise the tour shows that there is no much difference between domestic and international senior tourists . Majority takes 15 days to one month and followed by 3-6 months to plan a tour. The P value of Pearson Chi-Square test is 0.074, which is higher than the significant level of 0.05. Hence there is no significant association between Nationality of grey tourists and Time to plan their trip

Duration of stay is an important factor which determines the tourism development of a destination. When tourists stay more number of days in a destination, the economic contribution from tourism also will be more. Puducherry is a place popular as week end destination. Department of Tourism is taking initiatives to attract more tourists during week days also. The tourist responses disclose that majority of

the important challenges faced by the tourists visiting Puducherry, the respondents were asked to rank these identified barriers.

both domestic and foreign tourists stay in Puducherry for 1-2 days followed by 3-4 days. But the P value .011, which is less than .05 shows a significant association between Nationality and Duration of stay.

The descriptive analysis highlights that senior tourists prefer holidaying during mid or off season. Foreign senior tourists show their interest to plan their holidays in mid season rather than off season. But domestic tourists prefer off season than mid season. Pearson Chi-Square value shows a significant value .008 and supports the result. Nationality and preferences in season are dependent to each other

MAJOR FINDINGS

The findings of the study offer a prospective future for senior tourism market in India, especially, in Puducherry. Grey tourism could be considered as a major segment of domestic tourism and an key segment of inbound tourism. Most of them are retired, but working with private companies. That unveil that they maintain their health well and active to do work. Senior tourists have enough leisure time and they chose to spend.

Seniors like to travel frequently and plan their trip well in advance and seek value for money in all that they buy. Grey tourism enhances new vista for offseason and hence it can promoted a holistic tourism in Puducherry. For most of the elder tourists, the trip was self sponsored and for few others, sponsored by children. The self sponsored elders usually plan for their budget also in advance.

Seniors travel for a range of reasons including rest and relaxation, novel experience, disposable income, escape from daily routine, opportunity interact with people, health and wellness, business and Nostalgia. They mostly feel safe to travel with partners or friends.

Concern for getting ill compel them to travel accompanied. A large number of senior tourists visiting Puducherry, especially domestic tourists do not have any particular diet plan. They are aware and availing the special discounts offered by airlines, railways, accommodation units and in entry points of the tourist sites.

Senior tourists are mostly referred to various destinations by friends or relatives. They give values for direct testimonies than information available in the websites. Grey tourists have specific reasons for selecting a destination. Quiet ambiance of Puducherry, the tourist attractions, Spirituality, opportunity to do yoga and meditation and opportunity for volunteering were the reasons for selecting Puducherry. Even with lot of such opportunities, they stay only for short duration. Guest house is the preferred accommodation for senior tourists in Puducherry. The average spending in Puducherry is less compared to their ability to spend.

Senior tourists have their own parameters to select a destination. They give priority for quality of service, peaceful ambiance, convenience and safety and security. Cleanliness, affordability and healthy food are few other concerns for them. They ensure accessibility in the destination and health care emergency services while planning the destination.

Seniors have some situations or factors, if not addressed can become barriers to travel. Health, family responsibilities and Finance are the most important factors which may limit their travel. Availability of time, companionship, and other personal circumstances also can become barriers to travel in the old age.

The variable 'nationality' does not have any influence on senior's holiday planning. But it should be emphasised that, nationality of grey tourists influence the decisions regarding the duration of stay and time/season of travel.

CONCLUSION AND RECOMMENDATIONS

Grey tourism market is as diverse as many other markets. It consists of rich and poor, healthy and ill, educated and uneducated, physically active and passive, fast aging and low aging (Sniadek, J, 2006). Apart from this varied nature, the happening in the early stages of family life cycle along with the social situations at present which include children moving out, retirement, birth of grand children and death of

spouse would influence the buying behaviour. Grey tourists offer a great opportunity for a new tourism market in India. In countries like Australia, they have identified seniors as a fast growing travel oriented market segment. The government has initiated research in the area and designed strategies and ideas to target this segment while promoting tourism. Current elders are different from early generations in their life style and behaviour. The 'new old' is considered as a very significant potential market for tourism. The demographical changes in the world affect the entire tourism demand and supply. Tourism industry in India also started to accept such new changes. A detailed analysis of the potential for senior citizen market in India as well as the features and requirements of this demographic market is the need of the hour.

The Grey Tourism market in Puducherry seems to be very optimistic. There is no clear statistics to know the total number of senior tourists visiting Puducherry. But the profile of tourists visiting Auroville, involved in various voluntourism activities, and staying in guest houses, hotels and resorts reveal a prosperous market for Puducherry. The demographic and tripographic profile of senior tourists also highlight the importance of this segment. The senior tourists' travel motivations reveal that Puducherry is an ideal tourist destination which matched with their requirements of peaceful and spiritual ambiance, comfortable destination, which is safe to travel and with good healthcare services. Moreover, the possibility for week day tourism as well as non seasonal tourism will bring more revenue by using available resources, boosts destinations and creates job.

Government can play a good role in reducing travel barriers for grey tourists. Putting an effort to make destination accessible to all will give a special image for the destination and it will encourage the local economy. Grey tourists can be provided with discounts for the services and special assistance on request. The website of department of Tourism can be updated with information on health facilities in Puducherry and also on special services provided for senior and other accessible tourists. Tour operators also can negotiate with the service providers for special discounted rates for senior tourists and can design special tour packages for them.

For the countries which give more attention to new tourism markets, senior market

is the prosperous one. More than all it is a social responsibility to encourage and support people with limited mobility for various reasons. Therefore further research in the field of grey tourism, its potential, tourist behavioural and future scope could be examined.

Senior tourists also want new experiences. So if there is something different to offer, one can capture any market. In that way Puducherry has something different to offer for senior tourists as legacy, philosophy, spirituality, volunteering and many more. Little more research, strategic planning, focussed destination promotion and offering quality service would help Puducherry tourism to capture this lucrative travel market.

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