# Article information:

Understanding why: Push-factors that drive rural tourism amongst senior travellers - ScienceDirect  
<https://www-sciencedirect-com.ezproxy1.lib.asu.edu/science/article/pii/S2211973619301060>

# Article summary:

1. This research examines the push-motives driving domestic rural tourism amongst senior travellers in Australia.

2. Two rural trip segments were identified - those who preferred the east-coast (Eastern Staters), and those who did not have a geographic preference but travelled to remote destinations (Aussie Roundabouts).

3. Rural travel was found to be driven by three motives: Relaxation & Escape; Novelty & Adventure; and a Romantic Getaway, with their influence differing based on the trip pattern.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article "Understanding why: Push-factors that drive rural tourism amongst senior travellers" provides a comprehensive analysis of the motives driving domestic rural tourism among senior travelers in Australia. The study is based on an online survey of Australians aged over 50, and it identifies three main push factors that drive rural travel: relaxation and escape, novelty and adventure, and romantic getaways.

One potential bias in the article is its focus on Australian seniors, which limits the generalizability of the findings to other countries or age groups. Additionally, the study only considers push factors and does not explore pull factors that may also influence travel decisions. The article also lacks a discussion of potential risks associated with rural tourism, such as environmental impacts or safety concerns.

Another limitation of the study is its reliance on self-reported data from an online survey, which may be subject to response biases or inaccuracies. The article could have benefited from additional qualitative research methods to provide more in-depth insights into senior travelers' motivations for visiting rural destinations.

Despite these limitations, the article provides valuable insights into the motives driving domestic rural tourism among senior travelers in Australia. The findings can inform marketing strategies aimed at promoting rural destinations to this demographic group and help redistribute visitors from high-volume destinations to other locations. Overall, the article contributes to our understanding of travel motivations among seniors and highlights the importance of domestic tourism for regional development.

# Topics for further research:

* Risks associated with rural tourism
* Pull factors influencing travel decisions
* Qualitative research methods in tourism
* Senior travel motivations in other countries
* Environmental impacts of rural tourism
* Safety concerns in rural destinations

# Report location:

<https://www.fullpicture.app/item/40a0662016c2714bdff07d62d5218c5c>