*K. H-C. W*ANG, *S-H. F*ENG. ***Exploring the travel service demands of elderly people****. Geron-technology 2014;13(2):299;* doi:10.4017/gt.2014.13.02.322.00 **Purpose** The trend of an aging society and social change enables elderly people to gain more wealth, health and to enjoy their lives. Leisure activity, such as traveling, is becoming more and more important. Traveling does not only enhance physical and mental health and quality of life, but also reduce the need for medical treatment[1]. From this perspective, the senior travel market has become an important field of tourism. The purpose of this study was to explore travel service demand based on Maslow's hierarchy of needs theory[2] and gerontology. **Method** The design of this study applies a qualitative research approach to this investigation. Data was collected using an in-depth interview method. Subjects were recruited aged fifty-five and over based on appropriate types of travel including a group independent tour and backpack traveling. A total of eight interviews were conducted. Data analysis was guided by grounded theory. **Results & Discussion** This study focused on Maslow's hierarchy of needs and integrated travel service demand by elderly people. *Table 1* presents the findings.

References

1. Lin C-S, Liang F-J. Journal of Gerontechnology and Service Management (Taiwan) 2013;1(2):105-122
2. Maslow AH. Motivation and Personality. New York: Harper & Brothers; 1954

Table 1. Travel service demand based on Maslow's hierarchy of needs

Need	Demand	
	Group Independent Tour (GIT)	**Backpacking Travel**
Physiological	Worrying about the taste of local meals	Easy traveling
Safety	Feeling of insecurity in unfamiliar environment	Worrying about personal security during travel
Love and belonging	Desire to make friends	Have fluent language communication skills
Esteem	Language skill barrier	Higher level of social status
Self-actualization	Like to experiencing local culture	Develop an international perspective