
| RESEARCH ARTICLE

Silver-Grey Tourism in Local Community-Based Tourist Attractions in Pampanga: Basis for Enhancement of Local Community-Based Tourist Attractions

Asst. Prof. Danica R. Suba-Barin, MSTM, CTP, CHP

Lyceum of the Philippines University Manila, Philippines

Corresponding Author: Asst. Prof. Danica R. Suba-Barin, **E-mail:** 2023-1-02464@lpu.edu.ph

| ABSTRACT

The study aimed to determine the prospects and problems of silver-grey tourism in local community tourist attractions in Pampanga Province and to use it as a basis for enhancement of Local Community-Based Tourist Attractions. The study was conducted with 336 Filipino Silver-Grey Visitors as respondents residing within the Philippines aged 60 years old and above. This included the preferences of the respondents in terms of types of tours, outdoor activities, pricing, safety and security, mode of transportation, type of information used and budget. This looked into the differences in preferences of the silver-grey visitors when grouped according to their profile. Furthermore, the problems encountered during their visits to the tourist places were determined. A questionnaire was provided to the respondents. The respondents were looked into as to their age, sex, the frequency of visits to local community-based tourist attractions, and place of origin. The study utilized a questionnaire created by the researcher, which was chosen based on relevant literature related to the study. There were more female respondents than male respondents. As for the age, majority were of age 61-65 years. The study also showed that the number of married who were still traveling was far from single and widow / er respondents. Record of visit frequency also showed that majority of the respondents only visited the listed local community-based tourist attractions once. The study showed that silver-grey visitors tend to be budget conscious as they prefer the cheapest price an attraction can offer, the price for entrance fees (Php500 and below) and the total budget that they are willing to spend is Php1,000 and below. Most of the participants were from the provinces of Bataan and Pampanga. Data gathered provided a list of the most visited local community-based tourist attractions in a certain area. The top attractions with the highest number of visits are Mt. Arayat National Park, followed by Lubao Bamboo Hub and Ecopark, and then Nayong Pilipino. Zoocobia Fun Zoo and Sandbox come in fourth and fifth, respectively. The attraction with the lowest number of visits is New Gintung Pakpak. The study discussed the preferences of Filipino Silver-Grey visitors in terms of different aspects such as types of tours, outdoor activities, prices, safety and security, mode of transportation and budget. The null hypothesis was tested for each aspect. In terms of "types of tours", the computed P-value for age ($P=0.789$), civil status ($P=0.215$), frequency of visit to local community-based tourist attractions ($P=0.590$) and place of origin ($P=0.053$) are more than 0.05 level of significance while as to sex ($P=0.008$), the null hypothesis is rejected. Next, in terms of "outdoor activities", the computed P-value for age ($P=0.789$) and sex ($P=0.750$) are more than 0.05 level of significance thus, null hypothesis failed to be rejected, while as to civil status ($P=0.001$), frequency of visit to local community-based tourist attractions ($P=0.005$) and place of origin ($P=0.000$), null hypothesis is rejected. With regard to "prices", the computed P-value for age ($P=0.939$), sex ($P=0.065$), civil status ($P=0.292$), frequency of visit to local community-based tourist attractions ($P=0.682$), and place of origin ($P=0.845$) are more than 0.05 level of significance. In terms of "safety and security", the computed P-value for age ($P=0.813$), sex ($P=0.193$), civil status ($P=0.220$), frequency of visit to local community-based tourist attractions ($P=0.658$) and place of origin ($P=0.209$) are more than 0.05 level of significance. In terms of mode of transportation, the computed P-value for age ($P=0.769$), sex ($P=0.234$), civil status ($P=0.482$), and frequency of visit to local community-based tourist attractions ($P=0.379$) are more than 0.05 level of significance; however, as to place of origin ($P=0.011$), the null hypothesis is rejected. Lastly, in terms of budget, the computed P-value for age ($P=0.406$), civil status ($P=0.064$), frequency of visit to local community-based tourist attractions ($P=0.515$), and place of origin ($P=0.681$) are more than 0.05 level of significance thus, null hypothesis failed to be rejected while as to sex ($P=0.019$), the null hypothesis is rejected.

KEYWORDS

Local community-based attraction, outdoor activities, safety and security, silver-grey tourists, transportation, visitors, individual tour, group tour

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Tourism is a vast industry and attracts millions of people each year around the world. It comprises numerous sub-sectors, including recreational activities, hospitality, and transportation. People may travel around the world for various reasons such as sightseeing, visiting friends and relatives, taking a vacation, or having a good time. They expect to have memorable experiences, and the tourism sector is responsible for delivering them. In today's fast-paced world, leisure time has become increasingly valuable, and people seek diverse activities to engage in. They may sunbathe, participate in various sports, read books, take rides, tour famous landmarks, or appreciate the environment's beauty. Additionally, some tourists might enjoy entertaining activities such as singing or just talking with new people. Tourism also plays a vital role in economic development, providing employment opportunities and increased revenues for countries and local communities. New business models and technologies are emerging in the tourism industry such as online booking and e-commerce platforms, leading to improved efficiency, customer experiences, and job creation. It is the duty of tourism experts to present possibilities and provide remarkable moments to tourists. They can achieve this by providing a vast array of events, facilities, and support. Consequently, the tourism sector has a substantial impact on improving our quality of life and creating a better world to dwell in. The importance of tourism cannot be overrated as tourists that contributes significantly to a tourism destination's economy. One of the most pivotal groups of tourists is senior citizens who have time on their hands and are more likely to spend more money on their travel experiences. Travel companies and the tourism industry, unfortunately, have neglected this group, repeatedly focusing on younger generations in their marketing strategies. However, this is changing as senior tourism is emerging as a new trend in the travel industry. There is a renewed focus on vacation experiences catering to the over-sixties. The travel industry is beginning to rethink their marketing strategies to include this demographic, one of the largest and wealthiest tourist groups. Frequently, only younger people are featured in promotional materials such as advertisements. The industry needs to focus on what the senior tourist desires - which can sometimes vary greatly from their younger counterparts.

Aging baby boomers are redefining aging, with many seeking new experiences, including vacations that are both challenging and enriching. Travel companies should therefore begin to consider new ways of engaging with senior citizens about their travel experiences, an understanding that will open doors to new-age tourism, creativity and innovation. Enhancing the travel experiences for senior citizens is an area that the travel industry should explore, focusing on the needs and preferences of seniors for travel modes, accommodation options and types of activities that fit in with their lifestyles and interests. Investment in products like accessible transport, custom-made cultural pursuits or careful attention to the social and emotional effects of movement, such as travelling with companions or caregivers, will enhance and lead to further growth of this sector of the population. Therefore, it is important that the travel industry becomes sensitive and responsive to the requirements of the silver conscientious travelers to create tailored tourism experiences that fulfill their desires and aspirations. Additionally, the industry needs to leverage technology efficiently to make travel experiences more engaging and enriching for the silver conscientious traveler.

The specialized market known as "grey tourism" focuses on older tourists. These individuals are also known as senior, mature, wealthy older adults, and prime lifers. Currently, population aging is a worldwide phenomenon. The proportion of old individuals has grown globally. The number of seniors in society has increased as a result of improved healthcare systems, economic stability, lower death rates, and declining fertility rates. Despite their inclination to travel, grey tourists are still an undeveloped and untargeted demographic in the tourism industry. The senior travel industry needs to be carefully examined, just like any other market, to understand its characteristics, how elderly visitors behave, and the changes that have occurred over time. The senior market used to be thought of as slow and boring. It is currently the most promising, wealthy, and vibrant market. The oldies market is not a typical one.

A study by Otoo and Kim (2018) found that the senior tourism sector can positively affect seasonality since it offers a way to bridge the gap between slow and busy travel seasons. According to a recent study, seniors preferred spring and fall as well as the summer for their travels. Every other day, new travel trends appear in the global tourist sector. New technologies, marketing techniques, and markets are explored together with the introduction of new travel products. Over the past several years, the tourism industry has developed, leading to a significant increase in the market and market trends. Numerous travelers travel to exotic locations. Numerous locations and attractions are available. As a result, it is extremely difficult for destination marketers to

pinpoint the perfect target and to aggressively promote their products. In this fiercely cutthroat industry, destination promoters are always thinking of fresh ways to draw in new customers.

Senior folks' interests, in particular, are overlooked or given less weight than those of other demographic groups. Seniors' market is important for two reasons. First, from a financial perspective, and then as a social obligation. Elderly people make up a sizable and continually expanding demographic with substantial purchasing power. The tourist and leisure industries may benefit greatly from the increasing number of older people. Travel agents are becoming more and more interested in the elder travel market. This study looks at senior travelers in terms of their age, marital status, education, travel experience, behavior, and overall experience when visiting specific countries. The fact that seniors are not a homogeneous conservative market has ramifications for product development. The sorts of tours, hotel preferences, outdoor activities, modes of transportation, informational strategies, and companions that seniors choose to travel with also vary. These findings contain recommendations based on them that have strategic ramifications for tour operators and travel planners. Age-related interests and desires are satisfied through leisure, which has a favorable impact on the lives of senior people. Traveling may be a life-enriching experience for elders, and the correct kind of leisure can improve seniors' physical and mental fitness, leading to better life satisfaction. It has been discovered that leisure travel is a significant factor that improves the quality of life for seniors.

As per the majority of studies, the driving factors behind the seniors' travel are mainly the desire to seek joy, take refuge from routine life, remember the past, and continue learning. However, they face certain limitations such as physical limitations and responsibilities toward their family. These factors act as either restrictions or aids to elder tourism as stated in the 2018 Tour Management Perspective research paper authored by Huber D., Milne S., and Hyde K.F. The researcher wants to clear a path for the silver gray in the tourism sector and determine what else is missing that would help grow the tourism business even more given that they are currently outpacing the likelihood of its recovery.

2. Methodology

The objective of creating a research design and utilizing it as a variance control is to establish a study plan that enables precise evaluation of variables by defining the purpose and criteria for the research. The study used the descriptive research design specifically the descriptive evaluative, since it deals with assessing the perspective of the respondents on travel preferences while descriptive comparative was used to compare the preferences of Filipino silver - grey tourist based on their profile.

The study was conducted in six local community-based tourist attractions in Pampanga. Based on the information gathered from the Municipality of Pampanga, the abovementioned Local Community-Based Tourist Attractions are the local community-based attractions that have the most numbered tourist arrivals.

Local Community-Based Tourist Attraction A. People frequently visit this place for its bike lanes and pathways which are located beneath a tranquil canopy of bending bamboo culms that create an alluring forest-like atmosphere. This place not only provides a peaceful setting for a relaxing stroll but also acts as a natural shield against soil erosion.

Local Community-Based Tourist Attraction B. People experience an up-close encounter with vibrant birds sitting on tree branches, marveling at their bright hues and sweet songs. This location is perfect for nature enthusiasts, offering opportunities to appreciate wildlife.

Local Community-Based Tourist Attraction C. This particular destination is enveloped in the beauty of nature. It also serves as a comfortable spot to spend a rejuvenating weekend, offering amenities like a swimming pool, hiking trail and many more activities.

Local Community-Based Tourist Attraction D. Back in 1921, the area was designated as a Forest Reserve and later inaugurated as a National Park in 1933 along with providing natural habitats for unique and endangered plant and animal species.

Local Community-Based Tourist Attraction E. This tourist spot sprawls across an 8.6-acre area and focuses on the Philippines' rich culture and history. The park features display of contemporary and historic Philippine currency, as well as intricate replicas of iconic national sites like the Rizal Shrine, Mabini Shrine, and the Barasoain Church.

Local Community-Based Tourist Attraction F. This destination serves as an exceptional escapade for families who wish to bask in the outdoors. It stands in the midst of Ayala Land's mixed-use development project Alvierra and promises to revolutionize the concept of entertainment and adventure in Pampanga. The attraction boasts an array of thrilling activities that guarantee to amuse people of all ages. playground, and older generations have the chance to play mini-golf.

The researcher used a researcher-made questionnaire check-list. A survey tool developed by the researcher for a specific study which was customized to align with the specific objectives, research questions and variables of the study. The advantages of

researcher-made questionnaire include the ability to collect data with flexibility for modifications. The researcher used this kind of questionnaire check-list to gather pertinent data about the study composed of the following:

Part 1. This described the profile of the respondents in terms of age, sex, civil status, place of origin, and frequency of visits to six chosen Local Community-Based Tourist Attractions in the province of Pampanga.

Part 2. This determined the most numbered tourist visits among six chosen Local Community-Based Tourist Attractions in the province of Pampanga.

Part 3. This contained the preferences of the Filipino grey- visitors in terms of Types of Tour, Outdoor activities, Prices, Safety and Security, Mode of Transportation, and Budget

Part 4. This evaluated up to what extent do the travel attractions conform to the preferences of the Filipino Silver-Grey visitors

Part 5. This elucidated the problems encountered by the Filipino silver-grey visitors during their visits to the locale of the study.

The respondents' travel attraction preferences are determined with a 4-point Likert scale:

SCALE	RANGE VALUE	VERBAL INTERPRETATION
4	3.50 – 4.00	Strongly Agree
3	2.50 – 3.59	Agree
2	1.50 - 2.49	Moderately Agree
1	1.00 – 1.49	Disagree

To determine the problems that had been encountered by the Filipino Silver-Grey Visitors during their stay in different local community-based tourist attractions, a checklist answerable by a 4-point Likert scale was used:

SCALE	RANGE VALUE	VERBAL INTERPRETATION
4	3.50 – 4.00	Strongly Agree
3	2.50 – 3.59	Agree
2	1.50 - 2.49	Moderately Agree
1	1.00 – 1.49	Disagree

3. Results and Findings

3.1 Respondents' Profile

Tables 1 to 7 show the profile of the respondents, Filipino silver-grey visitors ages 60 and above residing in the Philippines. This includes the respondents' age, sex, civil status, frequency of visit to local community-based tourist attractions and place of origin. As presented in Table 1, the majority number of respondents are Filipino silver-grey visitors age 61-65 (188 or 56.0%) followed by age 66-70 (49 or 14.6%), age 71-75 (46 or 13.7%) as the minority in the number of respondents and ages 76 and above (53 or 15.8%)

Table 1

Profile of the Filipino Silver Grey - Visitors in terms of Age

Age	Frequency	Percentage
61 - 65 Years Old	188	56.0
66 - 70 Years Old	49	14.6
71 - 75 Years Old	46	13.7
76 Years Old and Above	53	15.8
Total	336	100.0

For Table 2, there were more female Filipino silver-grey visitors as respondents (258 or 76.8%) than male (78 or 32.2%). In addition to growing in popularity, female travel is increasingly acting as a catalyst for the global travel and tourism industry's expansion. The number of female clients and single travelers increased as more participated in the phenomena of seeing the entire planet. Based on research statistics, (Bradley Williams, 2023), between 2018 and 2019, more than 60,000 women traveled alone, resulting in a sharp 350% rise in the number of "solo female travel" posts on Pinterest.

Additionally, research indicates that when it comes to trip preparation and booking, women make 80% of all decisions. Women are also known to spend more than male when traveling, with a combined purchasing power of almost \$15 trillion.

Table 2
Profile of the Filipino Silver Grey - Visitors in terms of Sex

Sex	Frequency	Percentage
Male	78	23.2
Female	258	76.8
Total	336	100.0

As per the civil status, only 62 or 18.5% of the respondents were single while 202 or 60.1% were married and 72 or 21.4% were widow / er.

There are some researches that a married man should at least have a date still with his wife and it is a good thing that even at the age of 60 years and above, there are still majority who still go on a travel based on the gathered data above.

Regular dates make relationships stronger and less tense according to Hamilton (2020). Going on dates while traveling is one strategy to keep a strong marriage. Married couples should surely have separate holidays (Arman, 2019) so they may appreciate one another more or feel the absence that makes the heart grow fonder. The development of a pair and how each partner plans to grow personally to give meaning of their journey together are essential components of a couple's bond. One of the best methods to develop personally is to travel. Of sure, taking trips and having adventures together may be wonderful for a relationship, but also by taking separate trips. According to Moffit (2018), it is entirely normal and acceptable for married partners to choose to go on separate vacations.

A solitary vacation requires a different kind of planning. You'll consider who will assist you, how much free time there is, and particularly how many meals you'll eat by yourself. The type of travel that a widow undertakes is different. With highs, lows, and brand-new memories, it may still be a significant experience. Following the loss of a partner, some women use travel as a kind of 're-entry'. The reasons behind solo traveling for women are often a sensitive topic, and many individuals prefer not to discuss them. According to Hugh (2019), travel therapy can boost the self-assurance of widows. Time is the genuine healer for the 2.6 million American men and 11 million American women who have been widowed. However, supportive families, interests, and employment, as well as travel, all have a part. Several widows have realized that traveling presents an opportunity to recreate their identities, feel capable and triumphant, and explore the world. Travel is an old companion for widows who frequently traveled with their spouses. Others, who were previously confined to their homes by families or husbands who chose to stay put, feel a renewed desire to travel.

Table 3
 Profile of the Filipino Silver Grey - Visitors in terms of Civil Status

Civil Status	Frequency	Percentage
Single	62	18.5
Married	202	60.1
Widow/er	72	21.4
Total	336	100.0

For Table 4 presented below, it shows the profile of the respondents as per their frequency of visits to the listed Local Community-Based Tourist Attractions.

A.) There are 186 or 55.4% who visited Zoocobia Fun Zoo once, 101 or 30.1% who visited it twice, 21 or 6.3% for three times, and there are 28 or 8.3% who had a visit for more than three times.

B.) There are 229 or 68.2% who visited Lubao Bamboo Hub and Ecopark once, 74 or 22% who visited it twice, 18 or 5.4% for three times, and there are 15 or 4.5% who had a visit for more than three times.

C.) There are 260 or 77.4% who visited New Gintung Pakpak once, 65 or 19.3% who visited it twice, and there are 11 or 3.3% who had a visit for more than three times.

D.) There are 181 or 53.9% who visited Mt. Arayat National Park once, 104 or 31% who visited it twice, 27 or 8% for three times, and there are 24 or 7.1% who had a visit for more than three times.

E.) There are 198 or 58.9% who visited Nayong Pilipino once, 91 or 27.1% who visited it twice, 29 or 8.6% for three times and there are 18 or 5.4% who had a visit for more than three times.

F.) There are 234 or 70.5% who visited Sandbox once, 61 or 18.2% who visited it twice, 25 or 7.4% for three times, and there are 13 or 3.9% who had a visit for more than three times.

Community-based tourism plays a vital role in ensuring sustainable tourism destinations. However, communities often go unnoticed in the tourism industry. Zivrali (2022) highlights how many tourist locations either marginalize locals, utilizes them as novelties or use them for menial work for visiting foreigners. Therefore, tourism should aim at facilitating the development of the destination and improve the lives of residents by involving the community in the practice.

There are several benefits of having local community-based tourist attractions, including promoting Local Culture and Heritage by allowing visitors to experience the local culture and heritage of a place. This encourages cultural exchange and understanding about the diverse ways of life, traditions, and language, economic development by creating tourist attractions that are owned and operated by the local community. Community-based tourism can generate jobs, income, and help support local businesses. This, in turn, stimulates the local economy, reducing poverty and increasing opportunities for local communities and most importantly, sustainability. Community-based tourism fosters sustainable tourism by incorporating local knowledge, cultural values, and natural resources into the tourism experience. This can help preserve and protect natural environments and cultural heritage.

Table 4

Profile of the Filipino Silver Grey - Visitors in terms of Frequency of Visits to Local Community-Based Tourist Attractions

Frequency of Visit to Local Community-Based Tourist Attractions		Frequency	Percentage
Lubao Bamboo Hub and Ecopark			
One Time		186	55.4
Second Time		101	30.1
Three Times		21	6.3
More than Three Times	28		8.3
Total		336	100.0
Zoocobia Fun Zoo			
One Time		229	68.2
Second Time		74	22.0
Three Times		18	5.4
More than Three Times	15		4.5
Total		336	100.0
New Gintung Pakpak			
One Time		260	77.4
Second Time		65	19.3
Three Times		0	0.0
More than Three Times	11		3.3
Total		336	100.0
Mt. Arayat National Park			
One Time		181	53.9
Second Time		104	31.0
Three Times		27	8.0
More than Three Times	24		7.1
Total		336	100.0
Nayong Pilipino			
One Time		198	58.9
Second Time		91	27.1
Three Times		29	8.6
More than Three Times	18		5.4
Total		336	100.0
Sandbox			
One Time		237	70.5
Second Time		61	18.2
Three Times		25	7.4
More than Three Times	13		3.9
Total		336	100.0

Lastly, Table 5 shows the profile of Filipino silver-grey visitors as to their place of origin or residence. Majority of the respondents came from the province of Bataan (198 or 58.9%), followed by residents of Pampanga (115 or 34.2%). There are also Filipino silver-grey visitors that came from different other provinces such as Aurora (1 or 0.3%), Bicol (2 or 0.6%), Capiz (1 or 0.3%), Cavite (2 or 0.6%), Isabela (1 or 0.3%), La Union (1 or 0.3%), Metro Manila (5 or 1.5%), Palawan (1 or 0.3%), Pangasinan (2 or 0.6%), Quezon Province (1 or 0.3%), Surigao (1 or 0.3%), Tarlac (2 or 0.6%), Zambales (2 or 0.6%) and Zamboanga (1 or 0.3%)

The places of origin of travelers play a significant role in where people travel to. People tend to travel to places that are different from their places of origin in terms of culture, climate, geography, and natural beauty. Other factors such as safety concerns, accessibility, cost, and personal interests also influence where people travel. Therefore, it's important to consider that the places of origin of travelers can have a significant impact on their travel preferences and the regions they are most likely to visit.

Table 5
Profile of the Filipino Silver Grey - Visitors in terms of Place of Origin

Place of Origin	Frequency	Percentage
Aurora	1	0.3
Bataan	198	58.9
Bicol	2	0.6
Capiz	1	0.3
Cavite	2	0.6
Isabela	1	0.3
La Union	1	0.3
Metro Manila	5	1.5
Palawan	1	0.3
Pampanga	115	34.2
Pangasinan	2	0.6
Quezon Province	1	0.3
Surigao	1	0.3
Tarlac	2	0.6
Zambales	2	0.6
Zamboanga	1	0.3
Total	336	100.0

3.2 Frequency of Visits of Filipino Silver-Grey Visitors to the listed six Local Community-Based Tourist Attractions

There are six local community-based tourist attractions included in the study and Table 6 revealed who among these listed attractions are mostly being visited. Based on the data gathered, the most visited Local Community-Based Tourist Attraction is Mr. Arayat National Park with 566 total number of visits, followed by Lubao Bamboo Hub and Ecopark with 563 total number of visits, third spot is Nayong Pilipino with 539 total number of visits, fourth is Zoocobia Fun Zoo with 491 total number of visits followed by fifth, Sandbox with 486 total number of visits, and the Local Community-Based Tourist Attraction with the least number of visits is New Gintung Pakpak with 434 total number of visits.

There are several benefits to having more visitors to local community-based tourist attractions such as increased awareness and promotion. The more people visit community-based tourist attractions, the more recognition and promotion they receive. Increased awareness and word-of-mouth marketing can lead to more visitors and revenue in the long run. Economic Growth is also a considering factor, increased visits to community-based tourist attractions can lead to a boost in the local economy through the creation of new jobs, income for local businesses, and increased expenditure on accommodation, food, and other local services. Overall, more visits to local community-based tourist attractions help local communities by generating revenue,

promoting local culture and heritage, preserving their identity and creating job opportunities. It also helps visitors to have more meaningful experiences and contributes to a more sustainable and responsible tourism industry.

Table 6

Six Local Community-Based Tourist Attractions Mostly Visited by the Filipino Silver-Grey Visitors

Local Community-Based Tourist Attractions	Total Visits (Frequency)	Rank
Lubao Bamboo Hub and Ecopark	563	2
Zoocobia Fun Zoo	491	4
New Gintung Pakpak	434	6
Mt. Arayat National Park	566	1
Nayong Pilipino	539	3
Sandbox	486	5

3.3 Preferences of Filipino Silver-Grey Visitors

Table 7 shows the preference of Silver-Grey Visitors as to the type of tour. Among all the respondents, 61 or 18.2% from them prefer Individual Tour as their type of tour and majority of (275 or 81.8%) prefer to be in Group Tour. Understanding the preferences and needs of travelers is crucial in planning an efficient and enjoyable tour. Knowing whether a person prefers individual tours or group tours can help in designing a tour that caters to his specific requirements, interests, and budget.

Individual Tours: Individual tours are usually customized to meet the needs and preferences of the traveler. They offer more flexibility in terms of travel dates, itinerary, and pace of travel. Travelers have the option to create their own itinerary, choose the mode of transportation, and select the accommodation. This type of tour is suitable for travelers who prefer privacy, independence, and personalized experiences. It's also ideal for travelers who want to see specific tourist attractions or destinations that may not be part of the traditional tour package.

Group Tours: Travel agencies coordinate group tours which typically include a pre-planned schedule, transportation, and lodging accommodations. Group discounts are typically applied making this option more affordable for travelers. Group tours also offer opportunities for socialization and meeting others with similar interests. This type of tour is a convenient choice for those who want to see multiple tourist sites within a shorter span of time. It is also a good option for those who prefer not to travel on their own or who appreciate the guidance of an experienced tour guide.

In conclusion, understanding whether a person prefers individual or group tours is essential in planning a tour that meets their expectations. Personal preferences, interests, budget, and travel style should be carefully considered when designing a tour. A well-planned tour maximizes the travel experience and provides an enjoyable and memorable experience for the traveler.

Table 7

Preferences of Filipino Silver-Grey Visitors in terms of Types of Tour

Types of Tour	Frequency	Percentage
Individual Tour	61	18.2
Group Tour	275	81.8
Total	336	100.0

Preferences of the respondents in what kind of outdoor activities they usually do whenever they visit a certain attraction is shown on Table 8. There are about thirteen listed outdoor activities, and the most preferred one is Fishing (148 or 44%) and the least choices of visitors to do are Camping, Motor Riding, Picnic, Strolling, and Swimming (1 or 0.3%). The rest of the outdoor

activities preference based on the data gathered are as follows: Biking (108 or 32.1%), Birdwatching (16 or 4.8%), Gardening (3 or 0.9%), Hiking (5 or 1.5%), Relaxing (3 or 0.9%), Sightseeing (45 or 13.4%), and simply Walking (3 or 0.9%).

Outdoor activities play a crucial role in local community-based tourist attractions. By providing visitors with engaging and exciting activities, community-based tourist attractions can create a more immersive and memorable experience for tourists. Here are some reasons why outdoor activities are important for local community-based tourist attraction. It promotes physical activity and this kind of activities provide an opportunity for visitors to be physically active and enjoy the natural environment most especially for the Filipino-Silver Grey Visitors, by promoting healthy lifestyles. These activities can help visitors to have a positive impact on mental and physical well-being. Outdoor activities also supports conservation efforts by promoting outdoor activities, community-based tourist attractions can support conservation efforts and sustainable use of natural resources. Visitors can become more aware and educated about conservation efforts and the importance of environmental sustainability. In conclusion, outdoor activities are an essential aspect of community-based tourist attractions. By offering visitors a range of outdoor activities that promote healthy lifestyles, nature-based tourism and create local employment opportunities Community-based tourist attractions can create a memorable, sustainable, and exciting experience that benefit both the local community and visitors.

Table 8
 Preferences of Filipino Silver-Grey Visitors in Terms of Outdoor Activities

Outdoor Activities	Frequency	Percentage
Biking	108	32.1
Birdwatching	16	4.8
Camping	1	0.3
Fishing	148	44.0
Gardening	3	0.9
Hiking	5	1.5
Motor Riding	1	0.3
Picnic	1	0.3
Relaxing	3	0.9
Sight Seeing	45	13.4
Strolling	1	0.3
Swimming	1	0.3
Walking	3	0.9
Total	336	100.0

Tourists’ price preferences can vary widely depending on several factors such as their budget, travel style, cultural background and the destination they visit. However, some general patterns can be observed. Listed in Table 9 are the respondents’ preferences in terms of pricing when it comes to entrance fees. Among the respondents who had the highest listed of choice of price had the lowest preference, Php701 and above (15 or 4.5%). Next is the pricing of Php601 – Php700 (21 or 6.3%), Php501 – Php600 (79 or 23.5%), and the most preferred entrance fee pricing among all the respondents is below Php500 (221 or 68.8%).

Table 9
 Preferences of Filipino Silver-Grey Visitors in terms of Prices

Prices (Entrance Fees)	Frequency	Percentage
Below Php500	221	65.8
Php501-Php600	79	23.5
Php601-Php700	21	6.3
Php701 and Above	15	4.5
Total	336	100.0

Safety and security are essential concerns for tourists when choosing a destination. Therefore, tourists may have several safety and security preferences when selecting a destination they visit. Table 10 disclosed the safety and security preferences of Filipino Silver-Grey Visitors. As per data gathered, the said visitors highly preferred these attractions to have Health Related Services Provider (117 or 34.8%), following by Direction / Signage (79 or 23.5%) that can help visitors access the areas at ease. Another two safety and security factors that Local Community-Based Tourist Attraction must also consider is having CCTC (75 or 22.3%) and Post Security Guards (65 or 19.3%).

Due to the COVID-19 pandemic, the safety and security priorities of tourists have been altered resulting in a change in preferences based on the destination. As per the World Tourism Organization, tourists in 2020 have prioritized health measures and services set up at the destination as their main concern for health and hygiene measures.

Table 10
 Preferences of Filipino Silver-Grey Visitors in terms of Safety and Security

Safety and Security	Frequency	Percentage
Direction/Signages	79	23.5
CCTV	75	22.3
Post Security Guards	65	19.3
Health Related Services Provider	117	34.8
Total	336	100.0

Table 11 clearly shows the importance of transportation and the preferences of Filipino Silver-Grey Visitors in terms of its different modes when visiting an attraction. With the highest percentage based on the data gathered, the said visitors highly preferred being in a Private Transportation (290 or 86.3%). This could be a rented vehicle or a vehicle of their own and the least of choice is Public Transportation (46 or 13.7%).

Filipino Silver-Grey Visitors were mature travelers or senior citizens aged 60 years old and above. In terms of transportation, they had different preferences from younger travelers. According to Wong (2018), silver grey-visitors tend to prefer comfortable and convenient travel options. They favor modes of transportation that offer easy access and are less strenuous on them. These kind of visitors choose transportation modes that require less walking such as private hire cars (Forbes, 2020).

Table 11
 Preferences of Filipino Silver-Grey Visitors in terms of Mode of Transportation

Mode of Transportation	Frequency	Percentage
Public Transportation	46	13.7
Private Transportation	290	86.3
Total	336	100.0

As mentioned in Table 11 discussion, since Filipino Silver-Grey Visitors were mature travelers, they had the habit of valuing money even when traveling. Table 12 shows how the said visitors valued their money. The least preference amount of total budget that visitors had was Php1,501 and above (82 or 24.4%), followed by an amount ranging from Php1,001 – Php1,500 (118 or 35.1%), and the highly preferred total budget of every visitor was Php1,000 and below (136 or 40.5%), almost half of the total respondents.

Filipino silver-grey visitors tend to be budget-conscious and look for value-for-money deals that offer good quality at reasonable prices. They may prefer budget hotel accommodations and affordable dining options that do not compromise the quality of the experience (Faraon, E. S., 2019).

Many travel service providers offer discounts to senior citizens, and Filipino silver-grey visitors might prefer such options to stretch their budget and travel more frequently. While Filipino silver-grey visitors might be budget-conscious, they also value special experiences. They might be willing to splurge on activities or experiences that they always wanted to do but could not afford earlier in life (De Jesus, R., and Zagalla, L. 2020).

Table 12
 Preferences of Filipino Silver-Grey Visitors in terms of Budget

Budget	Frequency	Percentage
Php1,000 and Below	136	40.5
Php1,001-Php1,500	118	35.1
Php1,501 and Above	82	24.4
Total	336	100.0

3.4 Extent of Travel Attractions in Conforming to the Preferences of the Filipino Silver-Grey Visitors

How travel attractions conform to the preferences of Filipino Silver-Grey Visitors were described in Table 13. Majority of the respondents disclosed that indicator number 12, "Directional signage are very helpful inside the local community-based attraction that I visit" which obtained the highest mean of 3.36 and interpreted as "Agree" implied that this is the most influential factor for the visitors that helped them consider the attraction as accessible in many aspects.

Senior citizens may have mobility limitations or visual impairments making it easy for them to get disoriented or lost in a new environment, so directional signage with a clear and easy-to-understand instructions can help them navigate the attraction safely (Liao, P., Chen, C. C., and Chen, M. L., 2017). Convenience is very important to travelers most especially to silver grey-visitors. They might have challenges carrying heavy backpacks for example or navigating through crowds, directional signage can help them find rest areas, elevators, restrooms, and other facilities that can make their visit more comfortable and convenient (Lu, X., Forristal, L. E., and Chen, K., 2020).

Senior citizens often have more free time to travel and explore new attractions. Having clear and well-designed directional signage can enhance their travel experience and make it more enjoyable and less stressful especially at their age (Aydinli, S. A., and Bryan, A. B., 2019).

The least influential and considered factor is indicator number 4 which obtained the lowest mean of 2.51 and interpreted as “Agree”. As our population grows older, it is becoming more and more important to understand the unique challenges that senior citizens face when it comes to maintaining their health as they travel. According to Coimbra and Ribeiro (2019), one major factor that can limit the mobility and stamina of older adults is various health conditions that they may have developed over the years. As professionals supervising a local community-based tourist attractions, understanding these health concerns can help themselves provide better care and support for our older travelers. Older adults may be more cautious about engaging in risky outdoor activities alone due to a higher risk of falling or getting injured. A fear of injury might discourage them from trying new activities alone. Senior citizens who have limited social support may feel anxious or reluctant to do outdoor activities alone. They may lack the confidence or companionship needed to safely engage in outdoor activities without assistance.

Table 13

Extent of Travel Attractions Preferences of the Filipino Silver-Grey Visitors

Indicator	Weighted Mean	Verbal Description	Standard Deviation
1. It is easier for me to travel by myself rather than being in a joiner tour.	2.53	Agree	0.98
2. I am more comfortable with being in a group of visitors when visiting an attraction.	3.28	Agree	0.78
3. It doesn't matter if I travel alone or be in a joiner tour.	2.72	Agree	0.92
4. I like to do outdoor activities alone.	2.51	Agree	0.95
5. There are enough activities in each local community-based tourist attractions that I visit.	3.04	Agree	0.74
6. I usually try more than three (3) outdoor activities when visiting local community-based tourist.	2.85	Agree	0.86
7. Entrance Fees are budget friendly.	3.11	Agree	0.76
8. Activity fees are budget friendly.	3.08	Agree	0.78
9. Meals/Snacks are budget friendly.	3.04	Agree	0.82
10. There are many options for the foods / meals to be purchased.	3.15	Agree	0.75
11. There are enough signage especially for those areas in each local community-based attractions that are prohibited.	3.21	Agree	0.72
	3.36	Agree	0.72

12. Directional signage are very helpful inside the local community-based attraction that I visit.			
13. There are enough CCTVs installed for the security of visitors.	3.16	Agree	0.76
14. Local Community-Based Tourist Attractions in Pampanga Province are accessible by a private transportation.	3.25	Agree	0.72
15. Local Community-Based Tourist Attractions in Pampanga Province are accessible by a public transportation.	3.21	Agree	0.75
16. Transportation Fair is much cheaper when travelling using a public transportation going to the local community-based attraction.	3.09	Agree	0.73
17. Local community-based tourist attractions in Pampanga Province can be a perfect spot for "budgetarian" Filipino silver-grey visitors.	3.09	Agree	0.76
18. I am willing to pay and spend more in local-community based tourist attractions.	3.24	Agree	0.73
Grand Weighted Mean	3.05	Agree	0.79

Legend: 1.00-1.49 Disagree, 1.50-2.49 Moderately Agree, 2.50-3.49 Agree, 3.50-4.00 Strongly Agree

3.5 Test of Significant Difference in the Preferences of Filipino Silver-Grey Visitors when Grouped according to their Profile

As gleaned in Table 14, in terms of "types of tours", the computed P-value for age (P=0.789), civil status (P=0.215), frequency of visit to local community-based tourist attractions (P=0.590), and place of origin (P=0.053) are more than 0.05 level of significance thus, the null hypothesis failed to be rejected, while as to sex (P=0.008), the null hypothesis is rejected thus, there is a significant difference in the preferences of Filipino silver-grey visitors as to "types of tours" when grouped according to sex while no significant difference to the rest of the profiles. The results revealed that more female Filipino silver-grey visitors preferred to be included in either individual or group tour. Next, in terms of "outdoor activities", the computed P-value for age (P=0.789) and sex (P=0.750) are more than 0.05 level of significance; thus, the null hypothesis failed to be rejected while as to civil status (P=0.001), frequency of visit to local community-based tourist attractions (P=0.005), and place of origin (P=0.000), the null hypothesis is rejected thus, there is a significant difference in the preferences of Filipino silver-grey visitors as to "outdoor activities" when grouped according to civil status, frequency of visit, and place of origin while no significant difference to age and sex. The results revealed that more Filipino silver-grey visitors who were married, visited the place one time, and from either Bataan or Pampanga preferred doing outdoor activities. With regard to "prices", the computed P-value for age (P=0.939), sex (P=0.065), civil status (P=0.292), frequency of visit to local community-based tourist attractions (P=0.682) and place of origin (P=0.845) are more than 0.05 level of significance; thus, the null hypothesis failed to be rejected thus, there is no significant difference in the preferences of Filipino silver-grey visitors as to "prices" when grouped according to all their profile. The results revealed that regardless of their profile, all Filipino silver-grey visitors had the same consideration as to the prices of entrance fees. In terms of "safety and security", the computed P-value for age (P=0.813), sex (P=0.193), civil status (P=0.220), frequency of visit to local community-based tourist attractions (P=0.658) and place of origin (P=0.209) are more than 0.05 level of significance thus, the null hypothesis failed to be rejected thus, there is no significant difference in the preferences of Filipino silver-grey visitors as to "safety and security" when grouped according to their profile. The results revealed that regardless of their profile, all Filipino silver-grey visitors had the same consideration as to the safety and security of the place. In terms of mode of transportation, the computed P-value for age (P=0.769), sex (P=0.234), civil status (P=0.482), and frequency of visit to local community-based tourist attractions (P=0.379) are more than 0.05 level of significance thus, the null hypothesis failed to be rejected however, as to place of origin (P=0.011), the null

Table 14

Test of Significant Difference in the Preferences of Filipino Silver-Grey Visitors when Grouped according to their Profile

Preference	Age	Sex	Civil Status	Frequency of Visit to Local Community-Based Tourist Attractions	Place of Origin
Types of Tour	0.789	0.008 *Female	0.215	0.590	0.053
Outdoor Activities	0.051	0.750	0.001 *Married	0.005 *One Time	0.000 *Bataan and Pampanga
Prices (Entrance Fees)	0.936	0.065	0.292	0.682	0.845
Safety and Security	0.813	0.193	0.220	0.658	0.209
Mode of Transportation	0.769	0.234	0.482	0.379	0.011 *Bataan and Pampanga
Budget	0.406	0.019 *Female	0.064	0.515	0.681

Legend: Significant at $P < 0.05$, *With the Highest Frequency

hypothesis is rejected thus, there is a significant difference in the preferences of Filipino silver-grey visitors as to "mode of transportation" when grouped according to place of origin while there is no significant difference in the rest of the profile. The findings revealed that Filipino silver-grey visitors from Pampanga and Bataan prefer public and private transportation. Lastly, in terms of budget, the computed P-value for age ($P=0.406$), civil status ($P=0.064$), frequency of visit to local community-based tourist attractions ($P=0.515$) and place of origin ($P=0.681$) are more than 0.05 level of significance thus, the null hypothesis failed to be rejected while as to sex ($P=0.019$), the null hypothesis is rejected thus, there is a significant difference in the preferences of Filipino silver-grey visitors as to "budget" when grouped according to sex while no significant difference to the rest of the profiles. The results revealed that more female Filipino silver-grey visitors saved budget for tours.

3.6 Problems Encountered by the Filipino Silver-Grey Visitors during their Stay in Different Tourist Places

Table 15 clearly shows problems that the respondents encountered during their stay in respective Local Community-Based Tourist Attractions. The most common problem was the lack of special amenities for PWD, and the least common problem was that meals were not age-friendly. As someone who is at the age of 60 and above, he is into foods that fit his health.

Filipino Silver-Grey Visitors, or senior citizens, faced a number of challenges during their travels. Ensuring that senior citizens have a safe and enjoyable travel experience requires careful consideration of these challenges, from implementing accessibility enhancements to training tourist industry personnel in addressing the specific needs of senior citizens (Luciano, M., Esposito, M., Leone, A., and de Sire, A., 2020).

Ranking first is the problem indicator number 1, "No special amenities for PWD", respondents disclosed it as their main concern and issue when visiting an attraction. It is extremely important that tourist attractions have amenities that cater to persons with disabilities (PWD), especially for senior citizens who may have mobility or health issues. Accessible amenities can make it possible for them to fully enjoy their travel and create positive experiences. The inclusion of PWD amenities in tourist attractions

also promotes inclusivity and reflects a commitment to social responsibility. By providing facilities that cater to PWD, it shows respect for their rights and allows them to enjoy the same opportunities as everyone else.

According to a study published in the Journal of Travel Research (2018), senior travelers place significant importance on tourism amenities particularly those that are accessible to people with disabilities. Seniors make up a large and growing market within the travel industry, and their preferences and expectations shape the development of this sector. The study stresses the fact that accessible tourism can play a critical role in unlocking the potential for growth in the senior travel industry. Offering accessible features can attract seniors who prioritize convenience and comfort during their travels, and can ultimately lead to increased revenue for businesses that cater to this demographic. Moreover, the study highlights the fact that accessible tourism goes beyond just meeting the needs of people with disabilities, but rather it can improve the overall travel experience for all travelers. Inclusivity in tourism can create an environment where everyone feels welcomed and comfortable, and where everyone can fully enjoy their travel experience. In conclusion, senior travelers are a key market segment within the travel industry, and the provision of accessible tourism amenities can play a crucial role in promoting growth and enhancing the overall travel experience for all.

The elderly population is a significant revenue contributor for the tourism industry. In the United States, they are responsible for more than one-fourth of the entire domestic travel spending, according to the U.S. Travel Association in 2021. By focusing on their concerns and enhancing the accessibility and welcoming atmosphere of tourist destinations for elderly individuals, the tourism industry can effectively tap into this potentially profitable demographic.

Table 15

Problems Encountered by the Filipino Silver-Grey Visitors during their Tour in the Different Tourist Places

Problems	Frequency	Rank
No special amenities for PWD.	176	1
Meal prices are too high.	121	2
Staff are not friendly and not approachable.	99	3
Food stalls are not accessible inside the attraction itself.	79	4
Lack of directional sign-ages	67	5
No available benches to rest for a while	67	5
Not age-friendly environment	67	5
Place is not accessible.	67	5
Lacking of age-friendly activities	61	9
Not age-friendly environment	43	10
Food stalls are not accessible inside the attraction itself.	14	11
Meals are not age-friendly.	12	12
Total	873	

3.7 Recommendations that can be Formulated based on the Findings of the Study to Address the Problems on Silver-Grey Tourism in Local Community-Based Tourist Attraction in the Province of Pampanga

Make necessary modifications. Based on the assessment, make the necessary modifications to the tourist attraction’s infrastructure to make it accessible to PWD. This includes installing ramps, elevators, and accessible restroom facilities.

Provide specialized services. Consider providing specialized services for PWD such as guided tours for visually impaired visitors, sign language interpreters for hearing-impaired visitors and wheelchair rental services.

Train staff on disability etiquette. Provide training to staff on disability etiquette to ensure that they can provide appropriate assistance and support to PWD visiting the tourist attraction.

Offer discounted meals. Consider offering discounted meals to senior citizens and retirees. This can include special lunch or dinner deals, fixed-price menus, or senior-specific meal options. These seniors enjoy gathering with their peers and friends, so providing them with a special place with affordable and fitting options will help them engage in conversations and social connections. Additionally, these discounted meals might even bring additional customers as their families and loved ones will also join them, making it an opportunity to cater to a larger audience.

Develop partnerships with local restaurants. Establish partnerships with local restaurants that offer affordable meals for seniors and provide information about those restaurants to visitors.

Provide meal vouchers or coupons. Offer meal vouchers or coupons that can be redeemed at local restaurants to provide seniors with more affordable options.

Train staff to be welcoming. As a professional in the tourism industry, it is critical to ensure that visitors have a positive experience at every destination. One way to achieve this is by providing adequate training to the staff especially when it comes to customer service skills, communication techniques and cultural sensitivity. In particular, training staff members to be welcoming, friendly and patient with visitors is especially important. When it comes to training employees, there are several key areas to focus on. First, customer service skills are essential for creating a positive experience for visitors. This might involve teaching employees how to greet visitors warmly, how to deal with complaints effectively, and how to go above and beyond to meet the needs of each individual. Second, communication techniques are also essential. Employees should be trained on how to communicate with visitors in a clear and friendly manner, regardless of language differences or cultural background.

Training might include teaching staff members' key phrases in different languages, as well as tips on how to communicate with visitors who have hearing or visual impairments. Finally, cultural sensitivity is another important area for staff training. By educating employees on different cultural customs and practices, you can help prevent misunderstanding and ensure that visitors from all backgrounds feel welcome and comfortable at the tourist destination. By investing in staff training, you can create a positive and memorable experience for all visitors to your tourist destination.

Create a Senior-Friendly Atmosphere. Providing clear signage allows seniors to navigate their way around with ease, reducing any potential confusion or frustration. Comfortable seating is also crucial in establishing a welcoming environment for seniors. Not only does it provide them with a place to rest, but it also adds to the overall ambiance of the facility. In addition to these aspects, it is important to consider mobility issues that seniors may face. Providing priority access for seniors helps them feel valued and respected. Accommodations for mobility issues, such as access ramps, grab bars, and wider doorways, are also important considerations.

Offer Information for Seniors. Providing information for seniors can be an effective way of ensuring they have a positive and enjoyable experience. There are a variety of ways to provide this information, such as brochures, pamphlets, and maps. These resources should be specifically designed for seniors, taking into consideration their unique needs and challenges. This might include using larger print, providing audio versions, and using high contrast between text and background. It is also important to ensure that the material is accessible for those who may have vision or hearing impairments, such as by providing closed captions or transcripts for any audio content.

Ensure clear signage. Accessibility is not just about the distance, it could also be in any form. As for tourist attractions determined by respondents with inaccessible food stalls, clear signage is essential to ensure that visitors can easily find food stalls within the tourist place. Visually appealing and easy-to-read signs can attract visitors and make them aware of the food options available. Well-structured and easily-read signage enhances visitors' experiences significantly.

Provide Clear Pricing. Providing clear pricing of food items is crucial in the hospitality industry, as it enhances customer satisfaction and helps in building a strong brand reputation. It enables visitors to make informed decisions about what they would like to purchase, creating a trust and transparency in the business. Clear pricing also helps to avoid any confusion and misunderstandings that might arise from hidden costs or ambiguous pricing.

Ensure Accessibility for all. The food stalls should be accessible to visitors with physical disabilities including wheelchair access and appropriate seating. This can improve the overall experience for all visitors regardless of their abilities.

Use Universally Recognizable Symbols. When developing the signages, it is essential to use universally recognizable symbols, particularly for international visitors. These symbols are clear and easy to understand and can be interpreted with a language barrier. Moreover, using these symbols can also aid in conveying quickly essential information to visitors especially to our silver-grey visitors.

Place Signages Strategically. Signages should be placed in strategic locations such as the entrances, exits, major landmarks, attractions, and amenities. They should be highly visible and easy to read from a distance. In addition, signages must also be highly visible and easy to read from a distance. For instance, the text size should be large enough so that it can be read even from afar. The font type should be clear and easy to read. Also, the color contrast should be sharp and bold enough to be seen against its background. Failure to place signs strategically may lead to confusion and frustration. Visitors and customers may have a hard time finding their way around the place which could lead to delays or missed appointments.

Ensure Consistent Branding. To ensure that visitors can easily recognize the signages, tourist attractions should use uniform branding, including colors, fonts, and designs. It is understandable that every organization wants to promote its brand through a unique and creative branding scheme. However, there is a significant advantage to using a uniform branding strategy for your tourist attraction. In this way, you easily recognize your signage, brochures, and promotional materials. People are usually attracted to things that are familiar to them. Therefore, using a consistent branding strategy will increase visitors' recall of your tourist attraction.

Increase the Number of Benches. It is important to increase the availability of benches in tourist places. Tourist attractions should regularly assess the number of benches installed and consider adding more in strategic areas. Tourist attractions should take measures to ensure that there are an adequate number of benches installed throughout the site. The visitors, especially tourists, enjoy the scenery and try different kinds of activities that require walking. However, with the scarcity of benches and resting areas, the travelers may face difficulty in finding a place to unwind or take a break.

Place Benches Strategically. Benches should be placed in areas that have scenic views or in shaded spots. It is critical to prioritize placing benches in areas that offer access to restrooms, water fountains or refreshment stands. One of the first things to consider when installing benches is the location. Benches should be placed in areas that offer scenic views or in shaded spots, as these areas are more likely to attract people and encourage them to take a moment and relax. Moreover, it is critical to prioritize placing benches in areas that offer access to restrooms, water fountains, or refreshment stands.

Improve Bench Placement and Design. The benches' design and placement play a crucial role. The benches should be easily accessible and placed in areas that allow visitors to enjoy the tourist attraction without disrupting other visitors. They should also be designed with appropriate height and spacing between them to cater to people with different needs. When it comes to improving the design and placement of benches, it is important to consider the impact they have on visitors' overall experience of tourist attractions. Taking care to ensure they are easily accessible and situated in areas that allow for unobstructed views can increase visitor satisfaction and encourage repeat visits. To further enhance accessibility, it is also essential to consider the height and spacing of the benches themselves to cater to individuals with different mobility and comfort needs.

Offer Tours and Activities Suitable for Older Visitors. Provide guided tours or activities that are structured for and appealing to older visitors. For example, tours with less walking or activities with lower physical demands can be provided for those with the same preference. Implementing these types of specialized tours and activities can be a major draw for older visitors who may be interested in seeing and experiencing new things, but may face limitations due to their physical abilities. Providing more accessible options for older visitors can lead to increased bookings and tourism revenue, while also fostering a positive perception of your business as being accommodating to a wider range of visitors.

Offer Healthy Meal Options. One way to appeal to older tourists is by offering menus that cater to their dietary requirements. Redesigning menus, for instance, could involve adding healthy meal options that cater to the nutritional needs of elderly visitors. This may involve minimizing the use of salt, sugar, and fats that can cause health problems in older individuals. Instead, it is suggested that menus favor healthy proteins and vegetables, which are abundant in essential nutrients and vitamins that promote the health and wellness of guests.

When offering healthy meal options, it is important to ensure that the meals are both healthy and enjoyable. This means creating meals that are not only low-fat and low-sugar but also flavorful and full of variety. To achieve this, consider

incorporating natural herbs, spices, and healthy flavorings into your dishes. Experimenting with different cooking techniques can also help to create a more appetizing and enjoyable meal experience for guests.

Adjust Menu Portion Sizes. Older visitors may find it challenging to finish large portion sizes of food. Offering smaller portion sizes will help them better control their food intake and reduce waste. This is a great way to earn their loyalty and keep them coming back to the place. Establishments can also reduce food waste by providing these smaller portions, which will benefit their business by lowering their costs and further contributing to their environmental sustainability efforts.

Consider Results-Based Feedback Loops. Feedback can be used effectively to develop strategies that address older visitors' needs more specifically. Receive feedback from visitors about the types of meals that were enjoyable, and areas of improvement for future meals. Feedback can also provide insight into areas where older visitors may need additional support or assistance. For example, if a lot of visitors mention that they struggle to read the menu due to small print, businesses can adjust menu font sizes or offer magnifying glasses to make it easier to read. In conclusion, by implementing results-based feedback loops and regularly gathering feedback from visitors, hospitality professionals can improve their services and ensure that older visitors are catered for appropriately.

4. Conclusion

4.1 Based on the survey results, it appears that majority of the respondents who were actively travelling were within the age range of 61-65 years old, were female, and were married. From these data, it can be concluded that this demographic group valued travel and had the time and financial resources to do so. Given their age, it is likely that they were retired or semi-retired and as such, had more time and flexibility in terms of travel plans. Taken together, these data provide insights that can help travel companies better understand the preferences and needs of this demographic group. Specifically, tour operators can design packages that cater to couples or offer incentives for groups of friends to travel together. They may also want to focus on destinations that cater to this age group such as those offering cultural or educational experiences as well as accommodative facilities and transportation options.

4.2 It appears that the respondents who were senior citizens placed great importance on and had a preference for exploring destinations that are closer to home. There are multiple advantages associated with an increase in visitors to community-based tourist destinations including greater promotion and awareness. As more people visit these locations, they receive more recognition and exposure, leading to heightened awareness and positive word-of-mouth marketing which can further attract visitors and increase revenue over time. Additionally, heightened tourism can have positive economic impacts, with communities potentially seeing the creation of new employment opportunities, greater income for local businesses, and increased spending on local services such as accommodation and food. Overall, greater community-based tourism helps to support local economies, promote regional cultural and historical traditions, preserve local identity, and enhance the tourism industry's sustainability and responsibility, thus offering visitors rich and meaningful experiences.

4.3 Based on available data, it could be inferred that senior citizens may prefer group tours over individual tours. Older individuals may appreciate the convenience and social benefits of group tours, as they often offer transportation and pre-planned itineraries that require less physical exertion and planning. Additionally, group tours can offer opportunities for socializing and experiencing a new destination with others who share similar interests and experiences. Engaging in outdoor activities is beneficial to the overall health and well-being of seniors, as it offers an opportunity for exercise, socialization, and exposure to nature. Respondents also prefer the cheapest entrance fee and budget travel available. This is likely because many senior citizens are living on a fixed income or have limited financial resources available, making affordable travel a priority. Additionally, senior citizens may be more willing to sacrifice luxury or convenience to save money on travel expenses. However, it is important to note that not all senior citizens may prioritize the cheapest options when it comes to travel. Some senior travellers may have more financial resources available or prioritize comfort and convenience over cost. Based on available data, it could be inferred that some senior citizens prioritize having health-related services providers available in tourist attractions. This could be due to the fact that seniors may have specific health conditions that require regular medical attention or monitoring. Seniors may also be more cautious about their health and safety, and having medical services available on-site may provide them with peace of mind when traveling to unfamiliar locations. However, it is important to note that not all senior citizens may prioritize health-related services providers when selecting tourist attractions. Senior citizens also prefer private transportation when traveling to attractions instead of public transportation. This could be due to several reasons, including greater comfort and convenience, increased flexibility in scheduling, and more control over the travel experience. Additionally, senior citizens may have

specific mobility needs or physical limitations that make private transportation more accessible and comfortable for them. However, it is important to note that not all senior citizens prefer private transportation when traveling to attractions. Some seniors may prefer public transportation for environmental or social reasons, or simply because it is more cost-effective.

4.4 Based on the data that are currently available, it could be concluded that senior citizens place importance on having clear and accurate directional signage when they visit tourist attractions. Clear and prominent signage can help senior citizens feel more confident and comfortable in new surroundings. It may also make it easier for them to plan their route and avoid getting lost, leading to a more enjoyable and stress-free experience.

4.5 When Filipino senior citizens were categorized by sex, the survey showed a marked difference in their tour preferences. However, no significant variation was observed in their preferences based on other characteristics. The findings suggested that a greater number of female senior citizens from the Philippines would rather choose an Individual or Group Tour option among the different tour types available.

The study found that there were distinct variations in the outdoor activity preferences of Filipino senior citizens, based on their marital status, frequency of visit, and place of origin. However, no significant differences were observed when they were grouped according to age and sex. The results indicate that a greater number of married Filipino senior citizens, who have visited the place once, and are from either Bataan or Pampanga, expressed a preference for outdoor activities.

Regardless of their profile, the study found that there were no notable variations in the price preferences of Filipino senior citizens when it comes to entrance fees. The results indicate that all Filipino silver-grey visitors have the same level of consideration for prices of entrance fees regardless of their personal characteristics.

The study showed that when Filipino senior citizen visitors are grouped based on their personal characteristics, there are no remarkable differences in their inclination towards safety and security at an attraction. This suggested that regardless of their personal profile, all Filipino senior citizens have uniformed concerns when it comes to the safety and security of the place they are visiting.

The study indicated that there is a noteworthy contrast in the transportation preferences of Filipino senior citizen visitors when classified according to their place of origin, while there are no substantial disparities in the other aspects of their profile. The results suggest that senior citizens from Pampanga and Bataan in the Philippines favor public and private transportation when traveling to an attraction.

The study showed that there is a marked variation in the budgetary preferences among Filipino senior citizen visitors depending on their gender, but there are no significant differences in the remainder of their profiles. The findings suggested that more female senior citizen visitors in the Philippines prioritize saving for tours compared to their male counterparts.

The results of the study indicated that the respondents encountered various issues during their visit to Local Community-Based Tourist Attractions, with the most prevalent problem being the absence of facilities and services for persons with disabilities. Conversely, the least frequently reported issue is the lack of age-appropriate meals. It is noteworthy that individuals aged 60 years old and above prioritize foods that are suitable for their health.

The researcher would like to recommend various modifications and services that businesses can provide to cater to seniors and people with disabilities. Some of these modifications include training staff on disability etiquette, creating senior-friendly spaces, offering clear pricing, and ensuring accessibility for all customers. The content also suggested providing healthy meal options, adjusting portion sizes, and offering tours/activities suitable for older visitors.

For silver-grey tourists interested in community-based tourist attractions, visiting a local market is also a to-do-list. Many communities have local markets that sell local goods with a variety of freshly produced, delicious foods and handmade crafts. This can also aid tourists' problems in terms of age-friendly meals lacking in some local community-based tourist attractions if on a tight budget and really into affordable prices but really love visiting local community-based tourist attractions, a recommendation of participating in free walking tours and self-guided tours. Instead of paying for a guided tour, consider creating your own self-guided tour. Despite these recommendations, silver-grey tourists can still give back to the attractions by leaving a positive review. This can be a great way to help promote the attraction and encourage others to visit. Spreading the word can be a powerful tool in promoting local community-based tourist attractions. Visiting a place is not complete without a souvenir. Buying local products is supporting local economy in general. The least support that silver-grey tourists can do despite of participating in free events and tours in the said attractions is considering a small donation. This is to support its preservation and maintenance even if it is just in small figure amount.

Overall, businesses can provide specialized services, modify physical spaces, and train staff to cater to seniors and people with disabilities.

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