

The Influence of the Travel Motivation and Destination Image on the Tourism Intention of Retired Immigrants

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Abstract: This article examines the travel motivations of retired migrants and the impact of destination image on their travel intentions. With the aging of China and the increase of retirement migrants, more and more retirees choose to relocate to areas with mild climate, lower cost of living, and better health care. Through a questionnaire survey and data analysis, the article explores the influence of economic costs, comfortable climate, and health conditions when retired migrants choose their travel destinations. At the same time, the article combines the push and pull theory and proposes that travel motivation is affected by a combination of factors, including escapist needs, economic factors, and health needs. The results of the study show that the travel intentions of retired migrants are closely related to the image of the destination, especially the medical level, climate and cost of living have an important influence on their choice. Finally, the article points out that as the scale of retired migrants continues to expand, cities should take more active measures to attract and accommodate retired migrants, and at the same time upgrade related facilities and services to achieve better social integration and economic development.

Keywords: Retired Migrants; Tourism Motivation; Destination Image; Cost of Living; Health; Climate

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1.Introduction

1.1 Definition of the Research Issue

1.1.1 Industry background

With the improvement of the national economic level and the continuous improvement of medical technology, the average life expectancy in China has increased significantly, and the total number and proportion of the elderly population are on the rise. According to the Bulletin of the Seventh National Population Census released by the National Bureau of Statistics, the population of 60 years old in China reached 264.02 million in 2020, accounting for 18.7% of the total population (National Bureau of Statistics, 2021)^[1]. Under the dual impetus of aging and active migration, the number of the elderly floating population is increasing, the proportion of the floating population is on the rise, and the continuous large-scale inter-provincial and cross-city migration and mobility of the elderly population appears (Jing Xiaofen, 2019)^[2]. With the deepening of aging and economic and social transformation in China, the mobility causes of the mobile elderly show a diversified trend, including working, business, family members, relatives and friends, relocation and remote care, etc. (Li Yutong, 2022)^[3]. Among them, the remote pension is a typical reason for the flow of the elderly population. This is a new pension model, which refers to the flow of the elderly to another area after leaving their original residence (often marked by leaving the area

above the county level) and defines the flow mode for the purpose of pension (Hou Jianming et al., 2017^[4]; Jing Xiaofen, 2019)^[2]. At present, many southern cities in China have consciously or unconsciously become the destinations of the elderly population, especially Zhuhai and Huizhou in Guangdong province, Haikou and Sanya in Hainan Province, and other tourist cities with warm climate and high-quality living conditions.

1.1.2 Theoretical background

This kind of different endowment of the elderly population is also called retired immigrants, they usually refers to the age over 50 or 60 years old (mainly according to the national retirement standards), has quit the Labour market or began to receive the pension, the migration is not to obtain employment income, but for a more comfortable living environment and happy life, time, retired immigrants usually require in permanent city each year live more than 3 months or 4 months, and even more than 6 months. Among them, more than 3 months is the most basic requirement (Liang&Chen, 2021)^[5]. Retired migrants have become widely studied types of migrants in contemporary social settings.

1.2 Significance of the Study

As globalization continues to deepen, an increasing number of retirees from cold northern regions are choosing to move to warmer, more pleasant climates in their old age. This phenomenon, often referred to as the “snowbird” migration, is not only a response to climate change, but also reflects broader socio-economic and lifestyle changes in an ageing population. The importance of this study is reflected in the following aspects:

1.2.1 Growth of the retired migrant population

The global aging population continues to grow, and with advances in healthcare, retirees are living longer and healthier lives. Many retirees want to spend their retirement years in places with more pleasant climates, lower costs of living, and better quality of life. Understanding the motivations behind this migration decision is critical for policy makers and tourism industry practitioners who need to serve this growing group.

1.2.2 Impact on the tourism industry

The contribution of retired migrants to the tourism industry cannot be ignored, especially in those areas with favorable climates. Unlike younger tourists, retirees have different travel behaviors, preferences, and motivations; therefore, exploring these aspects can help destination marketers, tour operators, and local governments to better tailor their services to meet the needs of this market segment. The study will also reveal the key role of destination image in the decision-making process of retired migrants.

1.2.3 Psychological and social factors

Retirees' motivation to travel is usually driven by a combination of health factors, leisure needs and social needs. By examining the role of these factors in the context of destination image - i.e., a place's perception in terms of safety, affordability, and overall attractiveness - this study can provide valuable insights into the psychological drivers of migration behavior. In addition, the study could help identify how these motivations change over time and at different stages of retirement.

1.2.4 Sustainability and regional development

Understanding the motivations and intentions of retired migrants can also inform sustainable tourism development. By recognizing the preferences of this group, destinations can develop strategies to enhance their appeal while ensuring that the influx of tourists does not negatively impact local communities or the environment.

1.2.5 Interdisciplinary relevance

The intersection of tourism, migration and gerontology makes this study highly interdisciplinary in nature. It provides opportunities for multiple disciplinary fields to contribute and can enrich research in these areas by integrating theories of tourism motivation, destination image and migration behavior.

1.2.6 Conclusion

In conclusion, this study fills a gap in the literature by focusing on the growing phenomenon of retired migrants and their travel intentions, providing valuable insights for scholars, tourism practitioners and policy makers.

1.3 Research Questions

The main research questions of this study revolve around the complex dynamics between migrant intentions, travel motivations and destination image. These questions aim to explore how various factors influence the decision-making process of retired migrants, particularly those retirees who are increasingly seeking healthier and more comfortable lifestyles and who choose to relocate to new areas.

1.3.1 Does destination image influence migrants' willingness to travel?

This question aims to investigate how information about potential destinations influences migrants' willingness to relocate. For retirees, migration decisions are often based on long-term considerations, so destination image may play a key role. Retired migrants often place a high value on aspects such as climate, cost of living, healthcare and overall quality of life. Therefore, it is critical to understand how feedback and details about a destination - such as personal experiences, online reviews or local infrastructure - can influence their decision-making process. As more and more retirees look for ideal environments that offer comfort and security, the availability and quality of information about a destination has a significant impact on their willingness to move there.

1.3.2 Is migrants' willingness to travel related to migrants' motivation to travel?

This question explores the relationship between migrants' motivations for decision-making and their actual willingness to move. Travel motives refer to the underlying reasons that drive individuals to seek new destinations and may be influenced by a variety of factors, such as seeking better healthcare, a more affordable lifestyle, or more favorable environmental conditions. For retired migrants, motivations may be passive (e.g., fleeing unfavorable conditions in the location) or active (e.g., seeking new opportunities for a better quality of life). This research question will explore whether the strength of these motivations is directly related to their willingness to migrate. It is critical to understand whether those driven by specific needs or desires are more likely to take the necessary steps to migrate, or whether there are other influencing factors.

1.3.3 Do migrants' travel motivations influence changes in destination image?

This question explores whether changes in migrants' motivations (e.g., changes in priorities over time) lead to a reassessment or change in destination image. For example, retirees who initially move because they are seeking a warmer climate may make healthcare a new priority as their health needs change. This shift in motivation may prompt migrants to seek out new or different types of destination images, which in turn may change their perceptions and assessments of potential places of relocation. In addition, as more and more retired migrants choose certain destinations, new information (e.g., personal experiences, word-of-mouth, or local media reports) may surface and influence the motivations and choices of future migrants.

Today's retired migrants have higher expectations for their later years, seeking not only comfort and peace of mind, but also better health and well-being. As a result, they are more likely to choose areas with pleasant climates that ensure their physical and mental well-being. As the number of retired migrants increases - either actively seeking a new place to live or passively moving to existing destinations - it is important that these cities and countries hosting retired migrants understand how to meet their needs. This includes managing and supporting retired migrants in a way that better helps them make a smooth transition, while meeting their specific needs in terms of healthcare, social integration, and so on.

In this context, the motivations and intentions of migrants to move and the information they gather about their destinations become crucial. Migration intentions are closely linked to travel motivations, and individuals tend to make decisions based on intrinsic desires (e.g., health and comfort) and extrinsic factors (e.g., economic status and destination image). In addition, the information obtained by potential migrants is often influenced by their motivations and creates a feedback loop where new experiences and destination-related knowledge may further influence their choices.

Therefore, this study aims to reveal how travel motivations influence migration decisions and to explore how these decisions change over time under the influence of information about potential destinations. By understanding these dynamics, cities and policymakers can better support retired migrants to ensure that they not only fulfill their initial expectations but also adapt and thrive in their new environments.

1.4 Research Objectives

The main objective of this study is to explore the complex relationship between migration motivations, destination image

and migration intentions, especially in the context of retirement migration. These objectives aim to gain insight into the factors that influence retiree migration decisions and the role of destination image in shaping these decisions. Through these objectives, this study will contribute to the development of more effective urban planning and strategies for attracting and serving retiree migrants.

1.4.1 Describing the impact of migration motivations on destination image and migration intentions.

One of the main objectives of this study is to explore how migration motivations influence retirees' perceptions of destination image and their willingness to migrate. Migration motives refer to the underlying reasons or drivers that push retirees to move to a new destination. These motivations may be multifaceted, including the quest for a better quality of life, improved healthcare, lower cost of living, or a more favorable climate. It is critical to understand how these motivations shape retirees' willingness to travel and relocation decisions, and how they influence the type of information retirees seek when considering potential destinations. The study will explore how motivations such as health concerns, feelings of security, or social connectedness lead retirees to be more eager to obtain information and, in turn, influence their eventual decision-making process. The research will also look at what factors make retirees more likely to act on the information they gather and decide whether or not to relocate.

1.4.2 Validating the relationship between destination image and migration intentions.

Another objective of this study is to explore how destination image affects retirees' migration intentions. Retirees often rely on multiple sources of information, such as online reviews, word-of-mouth communication, advertisements, or personal experiences of others, when considering migration. These sources of information may significantly influence their perceptions of potential destinations. The study will analyze how different types of information - ranging from practical details such as healthcare facilities and local amenities to subjective factors such as the local community atmosphere or cultural activities - influence retirees' intentions to relocate. By understanding the relationship between the type and quality of information and the strength of retirees' migration intentions, this study will provide insights into the role that information plays in migration decisions.

1.4.3 Determining the link between migration motivations and local urban planning, particularly in relation to friendly environmental configurations.

The third objective of this study is to determine how migration motivations influence local urban planning, particularly with regard to the design and implementation of retiree-friendly environments. Many cities around the world are increasingly recognizing the importance of creating spaces that are attractive to retired migrants, who often value factors such as safety, accessibility, medical conditions and environmental sustainability. Through this objective, the research will explore the link between the motivations of retired migrants - such as the need for social integration, health considerations and the desire for a peaceful life - and urban planning practices that can make cities more attractive. Particular attention will be paid to the creation of 'friendly' environments - accessible, safe and supportive places designed for older people, including aspects such as walkable streets, affordable healthcare, socialization and environmental sustainability initiatives.

The ultimate goal of this study is to demonstrate, through quantitative analysis, the relationship between destination image, tourism motivation, and retirement migration intentions. By examining these interrelationships, this study aims to help cities develop more targeted and effective strategies to attract and serve retirement migrants. Understanding the specific needs and motivations of retirees is critical for city planners, policymakers, and local governments to create environments that not only attract retirees but also help them integrate into their new communities and ensure a high quality of life. Ultimately, this study will provide valuable insights into how cities can utilize destination image and motivations to create environments suitable for retired immigrants, enhancing their relocation experience while contributing to the prosperity of local economies and communities.

1.5 Research Contributions: Possible Outcomes and Benefits

The purpose of this study is to examine the impact of travel motivation and destination image on the travel intentions of retired immigrants. It is expected that the study will provide a number of key contributions and practical benefits to both academia and the tourism industry.

1.5.1 Theoretical contribution:

This study will enrich the academic understanding of travel behavior and migration by providing insights into the specific motivations of retired migrants. While there has been a significant amount of research on general travel motivations and destination image, relatively little research has been conducted on retired individuals. By examining how retirement, climate, health, and social factors influence travel decisions, this study will add to existing models of travel motivation and destination choice. In addition, it will fill the gap between tourism research and migration studies and promote an interdisciplinary approach to research.

1.5.2 Practical benefits for the tourism industry:

Understanding the travel motivations of retired migrants can provide actionable insights for tourism marketers, local governments, and businesses looking to attract this particular group. The findings will help tourism professionals design targeted marketing campaigns, customize travel packages, and improve the services offered by destinations to better meet the needs and preferences of retirement migrants. For example, retirement migration is often driven by factors such as healthcare coverage, leisure activities, and climatic conditions, which may influence the types of amenities and services promoted by tourism providers.

1.5.3 Policy and regional development implications:

By understanding the factors that influence retirees' choice of destination, local governments and policy makers can develop strategies to enhance the attractiveness of these destinations to this group. In addition, the research can guide the development of policies that promote sustainable tourism development, ensuring that the influx of retirees does not negatively impact local communities and resources, but rather leads to positive outcomes such as economic growth and cultural exchange.

1.5.4 Improved understanding of destination image:

This study will provide an in-depth analysis of how destination image, including perceptions of safety, climate, affordability, and quality of life, influences retirees' travel decisions. By analyzing how retired migrants perceive various destinations and what factors influence their decision to choose a temporary relocation, the research will contribute to the field of destination marketing. Tour operators can use this knowledge to optimize their destination brand image and adapt their promotional strategies accordingly.

1.5.5 Social and cultural influences:

The study will explore the social motivations in retirees' travel decisions, including the search for a sense of belonging, community involvement, and cultural exchange. This will help to improve understanding of the social dynamics of retirement migration, which in turn will contribute to a deeper understanding of the impacts on both migrants and host communities.

1.5.6 Implications for future research:

The findings of this study may open up new research directions for further studies on migration patterns, retirement behavior, and the evolving tourism industry. It may inspire future research on the impact of climate change on migration decisions and the long-term sustainability of retirement migration trends.

1.5.7 Summary:

This study will provide valuable insights into understanding the travel intentions of retired migrants and will have important implications for academia, the travel industry, and policy development. It will contribute to a more comprehensive understanding of the relationship between retirement migration and tourism for the benefit of the tourism industry and academia.

2.Literature Review

2.1 Pertinent Literature

2.1.1 Travel motivation

Travel motivation is deeply rooted in Maslow's hierarchical needs; namely, physiological, safety, belonging, self-esteem, and self-actualization. However, in addition to Maslow's hierarchical needs, tourists' travel motivation comprises two more needs; that is, aesthetic and knowledge-based needs. The first three human needs (physiological, safety, and belonging) are classified as tension reducing, while the remaining four (i.e., self-esteem, self-actualization, aesthetic, and knowledge) are

referred to as inductive arousal-seeking motives (Mill & Morrison, 1985)^[6]. Travel motivation are desires of a person, such as to relieve pressure, to enjoy natural environment, to experience beautiful scenery, and to learn, which forces an individual to undertake a vacation for pleasure. However, according to the tourism literature and related models of travel destination choice and decision-making process, the decision of tourists to visit a particular destination involves the concept of Push and Pull motivation (Crompton, 1979)^[7]. This concept explains that people are pushed away from their home by some innate forces and pulled toward particular destination/destinations by some external forces (Mutinda & Mayaka, 2012)^[8]. Push factors are the sociopsychological motivations that predispose people to travel. Most push factors originate from intrinsic desires of human beings (Awaritefe, 2004)^[9]. On the other hand, pull factors are those that attract people to a specific destination once the decision to travel has been made. They include tangible and intangible resources of a specific destination that pull people to realize their needs of travel experiences. The push motivations have been useful in explaining the desire for travel, while the pull motivation helps illustrate the actual destination choice (Baloglu & Uysal, 1996)^[10].

2.1.2 Destination image

Destination image has been an important area of study since the early work, who proposed that human behavior depends on image rather than reality. Myers proposed the “theory of image”, which suggests that the world is a psychological and distorted representation of objective reality residing and existing in the mind of individuals. In terms of “destination image”, Lawson and Baud-Bovy (1977)^[11] defined it as the expression of all knowledge, impressions, prejudices, and emotional thoughts a person or group of persons has/have of a particular object or place. Thus, “tourism destination image” can be defined as the perception of tourists’ regarding certain characteristics of the destination, such as perception about tourism infrastructure, hospitality atmosphere, unique cultural attraction of the destination, and so on (Cardoso, Araújo Vila, de Araújo, & Dias, 2019)^[12]. Furthermore, it has been conceptualized as a multidimensional construct comprising of both organic image and induced image. Organic image is an image of the destination formed on the basis of organic sources of information, such as newspapers, magazines, books, movies, school courses, family and friends, and so on. However, induced image is an image of the destination formed on the basis of induced sources, such as travel brochures, travel agent, and travel guide books. While making a travel destination decision, tourists’ base their final choice of their travel destination (Björk & Kauppinen-Räsänen, 2017)^[13] on the basis of organic and induced source of information, wherein the influence of organic image is perceived and argued to be higher as compared with induced image.

2.1.3 Push and pull relationship

In the push-pull relationship in the tourism relationship, the thrust factor refers to the internal driving forces that affect individual travel decisions, and is also the basis of tourist behavior research. The thrust factor is associated with the motivation or needs of retired immigrants. The main factors concerned include “escape”, “economic cost of living”, “comfortable climate”, and “physical and mental health”. These factors can stimulate the desire for tourism and can be understood as the motivation of retired immigrants. In essence, the pull factor is a psychological driving force for the internal needs of tourists, which refers to the external driving force that affects the individual’s choice of a specific tourist destination and the characteristics and characteristic attraction of the destination to attract potential tourists. As an external driving force, the pull must have an impact on the willingness to travel. The study of the psychological drive of retired immigrants, thrust and pull force, are considered as two completely independent influences. At home, scholars rarely consider the interrelationship between push and pull. However, some foreign researchers believe that the push-pull factors should not be completely independent, but related to each other. We believe that the psychological aspects of the thrust and pull of domestic retired immigrants are interrelated, and the thrust and pull are the travel willingness belt of retired immigrants to influence. Combined with the above literature analysis, the theoretical conceptual model is shown in Figure 1, and we also propose the following assumptions.

2.2 Relevance

The travel intentions of retired migrants lie at the intersection of several well-established areas of research, including travel motivation, destination image, seasonal migration, and aging and migration studies. By focusing on this specific group and their travel behavior, our study will contribute to and extend the existing literature in the following ways:

2.2.1 Theories of travel motivation:

This study directly addresses the broad area of travel motivation by exploring why people travel and what factors influence their decisions. Existing research on travel motivation typically focuses on young or short-term travelers. However, there remains a gap in research on understanding the specific motivations of older retired individuals who may have different needs and desires. Retired immigrants are a unique group whose motivations are often related to factors such as health issues, climate preferences, and the pursuit of a slower-paced lifestyle. By exploring these motivations, this study provides new insights into the application of motivation theory, particularly in the context of long-term or seasonal migration rather than traditional vacation travel.

2.2.2 Destination image:

This study also draws on the extensive literature on destination image, which examines how tourists perceive potential destinations. Destination image is often influenced by factors such as climate, affordability, safety and quality of life. Retired immigrants tend to perceive destinations differently than younger tourists, placing more value on factors such as healthcare accessibility, opportunities for social integration, and relaxing environments. By examining how destination image affects retirees' travel intentions, our study makes an important extension to this literature, especially in the context of retired immigrants as a group who consider long-term stays rather than short-term vacations.

2.2.3 Aging and migration research:

Studies addressing the migration patterns of older adults typically focus on factors such as retirement income, health care, and housing conditions, and often involve domestic or international migration. Our study combines tourism and migration theory by exploring how retired migrants use tourism to achieve lifestyle goals - such as escaping harsh winter weather or seeking better living conditions. This research contributes to the growing trend of "snowbird" migration and advances the understanding of seasonal migration behavior.

2.2.4 Seasonal migration:

The concept of seasonal migration, and in particular the migratory behavior of retirees seeking warmer climates, is closely related to climate migration research. In contrast to traditional migration models based on economic needs or political factors, our study focuses on lifestyle migration, a trend that is increasingly important among retirees. This study will enhance our understanding of how climate and destination characteristics drive seasonal migration behavior among older adults.

2.2.5 Tourism and health:

Another related area is health tourism, which often focuses on medical treatment or health and wellness tourism. For retired migrants, the decision to move to warmer destinations may also be influenced by health and well-being, such as seeking a suitable climate to alleviate conditions such as arthritis or respiratory problems. Our study intersects with this literature by considering health-related factors that influence travel intentions, particularly as manifested in older age groups. By integrating health and travel motivations, this study will provide more nuanced insights into our understanding of how health influences travel decisions in the context of retirement migration.

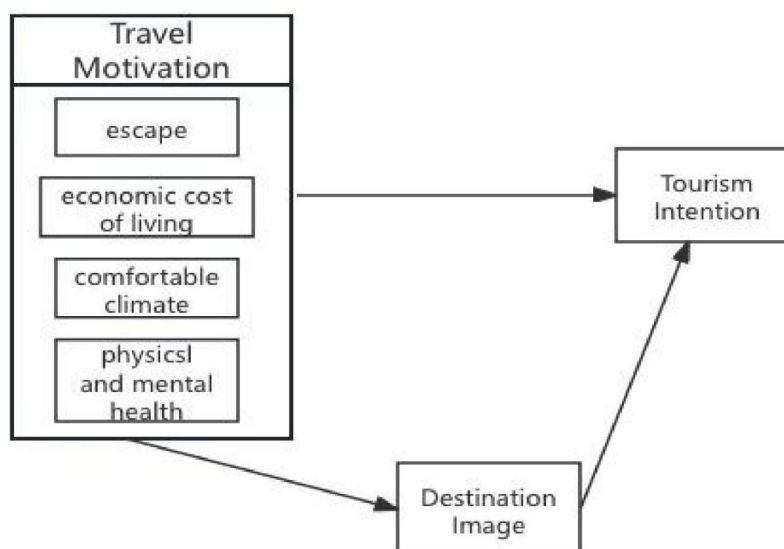
Our study bridges the gap between several academic fields, including tourism studies, aging and migration, and destination marketing, and provides a fresh perspective on the travel intentions of retired migrants. By focusing on the travel motivations of this unique group, this study will contribute valuable insights to the theory and practice of tourism and migration studies.

2.3 Research Model and Hypothesis

H1: There is a significant positive correlation between Travel Motivation (e.g., escape, economic cost of living, comfortable climate, physical and mental health) and their formed Travel Intention.

The literature review indicates that tourism motivation is strongly influenced by Maslow's hierarchy of needs theory and extends to aesthetic and knowledge-based needs. Push factors (e.g., escape, economic costs, etc.) and pull factors (e.g., attractiveness of the destination) work together in the tourism decision-making process. For the specific group of retired migrants, their motivation to travel is often closely related to health, climate preferences and lifestyle pursuits. Therefore, it is reasonable to hypothesize that the enhancement of these motivations positively affects their willingness to travel, forming a significant positive correlation.

Figure 1: Research Model



H2: Tourism Intention to travel has a significant effect on their perceived Destination Image.

In the literature review, the tourism intentions of retired immigrants were explored from a variety of perspectives, including tourism motivation theory and destination image theory. It can be seen that tourism motivation is the intrinsic motivation that drives tourism for this group of retired migrants, while destination image is the perception of tourists of the various characteristics and attractions of the destination. When choosing a destination, retired migrants assess the image of the destination based on their own travel motives (e.g., seeking a more comfortable climate). As a result, their travel intentions significantly influence perceptions of the destination's image, including perceptions of tourism infrastructure, cultural atmosphere, and natural environment.

This influence reflects the strong link between tourism intentions and destination image.

H3: Differences in the impact of different types of Travel Motivation on Destination Image.

By analyzing the relationship between tourism motivation and destination image, the hypothesis that there is a difference in the impact of different types of tourism motivation on destination image is derived. The literature review indicated that tourism motives include physiological, safety, belonging, esteem, self-actualization, aesthetic and knowledge needs. Push factors (e.g., escape, cost of living, climate, etc.) and pull factors (e.g., characteristic resources of the destination) work together in tourism decisions. For the special group of retired immigrants, their travel motivations are often related to health, climate and pace of life, which affect their perception and evaluation of the destination, thus forming different destination images. Therefore, it is reasonable to hypothesize that there are differences in the impact of different types of tourism motivations on destination image.

3. Research Methodology

3.1 Methods Used and Reasons

This study uses a quantitative study design to explore the relationship between travel motivation, destination image and retirement immigrant intention. This study will use a cross-sectional survey design to analyze relevant variables by collecting data at a single time point. This design applies to understand the current motivation, preferences, and willingness of people to participate in retired migrants.

Reason for use: The questionnaire was chosen because of its ability to collect a large amount of data from a diverse sample of participants. By using a standardized questionnaire, we were able to quantify the factors that influence the decision-making process of retirement migration. The questionnaire focused on the following: perceived destination attributes, motivations, and future travel intentions.

3.2 Questionnaire Design

Figure 2: Questionnaire Design

| Construct | sources |
|--|--------------------|
| Escape | (Mo & Zheng, 2014) |
| I feel that there are fewer entertainment options in my place of residence. | |
| I feel that the destination has a lot of similar people. | |
| I feel that the destination is suitable for me to carry out new experiences. | |
| I feel that the pace of life in the destination is slower. | |
| Economic Cost of Living | (Mo & Zheng, 2014) |
| I feel that the cost of living is higher where I currently live and reside. | |
| I feel that the cost of living is lower elsewhere. | |
| I feel that the cost of living at my destination will not be too high. | |
| I feel that the cost of living at my destination is acceptable. | |
| Comfortable Climate | (Mo & Zheng, 2014) |
| I feel that the climate where I currently live is uninhabitable. | |
| I feel that I prefer warmer climatic conditions. | |
| I feel that the climate at my destination is warm and comfortable. | |
| Physical and Mental Health | (Mo & Zheng, 2014) |
| I feel that the environment of my current place of residence has an impact on my health. | |
| I feel that out-of-town convalescence is a better option. | |
| I feel that the public facilities (e.g., parks, nursing homes, etc.) in the destination are adequate in number and high in quality, and that I have a good service experience. | |
| I feel that the healthcare facilities in the destination are very adequate and varied. | |
| I feel that the level of relevant healthcare in the destination is relatively high. | |

3.3 Sampling Strategy

This study utilized a non-probability purposive sampling strategy to select participants best suited to provide insights relevant to the research topic. Specifically, the target population was retirees aged 50 years and above who have migrated or are considering migrating to other areas of sojourn.

3.3.1 Target population

The primary target population for this study was retired migrants who have made or are interested in making a move.

This group was chosen because they usually have clear motivations and destination image perceptions when choosing a destination.

Geographical Scope: This study focuses on retirees from across the country who may be considering or have already relocated to other cities after retirement.

Demographic Characteristics: Participants were required to be 50 years of age or older, as this age group is typically retired or close to retirement and more likely to be involved in relocation. This requirement ensures that the sample accurately represents the target study population, retired migrants.

3.3.2 Sample methodology

This study used purposive sampling methods to select participants who possessed characteristics relevant to the study. This method helped to identify individuals who had direct experience or interest in travel behaviors that were closely related to the research questions.

Reasons for choosing purposive sampling: purposive sampling is applicable to this study because the study aims to gather insights from a specific group of individuals who are directly related to travel behavior. By focusing on this specific group, data can be obtained that is directly related to the research objectives and questions.

3.3.3 Sample size

This study plans to interview more than 100 participants to collect data so as to ensure adequate statistical efficacy of the quantitative analysis. Such a sample size can effectively represent different perspectives while ensuring the feasibility of data collection.

Reasons for choosing the sample size: 100 participants were chosen as the sample size to ensure statistical significance in analyzing the relationship between travel motivation, destination image, and travel intention. In addition, this sample size helped to analyze differences in the group, such as the influence of factors such as gender, age, health status or migration experience.

3.3.4 Data collection instruments

The questionnaire used a Likert scale to measure participants' perceptions and attitudes towards travel motivation, destination image and travel intentions. The scale consisted of statements related to travel motivations (e.g., escaping cold weather, health benefits, social needs) and destination attributes (e.g., climate, price, medical coverage, safety, etc.), and participants responded according to their level of agreement, with response options ranging from "strongly disagree" to "strongly agree".

Reasons for choosing Likert scales: Likert scales are widely used in social science research and are effective in measuring the intensity of respondents' attitudes and perceptions of different factors. By using Likert scales, participants' perceptions of different motivations and destination characteristics can be quantified. This methodology also facilitates statistical analyses, such as regression or correlation analyses, to identify the impact of these factors on travel intentions.

3.3.5 Recruitment strategy

Participants were recruited primarily through online platforms such as forums and social media groups. Recruitment was mainly done through online questionnaires.

3.3.6 Summary

The sampling strategy of this study ensured that the data collected was both relevant and representative of the target population and could be directly applied to the research questions. By employing purposive sampling, this study effectively focuses on retired migrants who have experience or intention of seasonal migration. The Likert scale, as a data collection tool, helps to accurately quantify the attitudes and perceptions of the participants, providing a reliable basis for quantitative analysis, which in turn examines the relationship between travel motivation, destination image, and travel intention.

3.4 Data Collection Methods

Data will be collected through an online questionnaire that will be distributed to individuals who meet the study criteria. The survey will collect participants' motivations for traveling, destination image), and their intentions to participate in relocation tourism. The questionnaire will be divided into four main sections:

3.4.1 Basic information

Include questions about the participants' age, gender, income level and previous travel experience.

3.4.2 Motivation to travel

This section will assess the potential reasons why individuals seek to relocate, using a combination of push and pull theory. Push factors (Push factors) may include escaping cold weather, reducing winter-related health risks, or improving quality of life. Pull factors may include the attractiveness of warmer climates, the cost of living in the destination, and the availability of comfortable accommodations or recreational activities.

3.4.3 Destination image

The Likert scale assesses attributes such as climate, quality of infrastructure, cost of living, safety, and overall destination attractiveness. Participants will rate these attributes based on their perception of their preferred destination.

3.4.4 Intention to travel

This section will assess the likelihood that participants will return to the destination or recommend the destination to others. Also, this section will assess their willingness to choose that destination again based on past travel experiences or their intention to choose a new destination for future migratory travel based on satisfaction with past experiences.

The survey will use a 7-point Likert scale where participants can rate their level of agreement or disagreement with each statement to more accurately measure attitudes and intentions.

3.5 Data Analysis Methods

The data collected will be analyzed using SPSS (Statistical Package for the Social Sciences) or a similar statistical software to perform the following types of analyses:

3.5.1 Descriptive statistics

To provide an overview of the sample's demographic characteristics, as well as the mean and standard deviation for travel motivations, destination image ratings, and tourism intentions.

3.5.2 Factor analysis

To identify underlying factors that explain the variability in travel motivations and destination image perceptions.

3.5.3 Correlation analysis

To explore relationships between travel motivations, destination perceptions, and the intention to migrate seasonally for tourism purposes.

3.5.4 Regression analysis

Multiple regression analysis will be used to test the predictive power of travel motivations and destination image on the intention to migrate for tourism purposes. This analysis will help determine the strength of the relationship between these variables and participants' intentions to engage in migratory birds tourism.

3.6 Validity and Reliability

The reliability and validity of a survey are key determinants of the quality and trustworthiness of the data collected, especially when the purpose of the study is to assess complex constructs, such as the motivations of retired immigrants and their consideration of destination information.

Reliability refers to the consistency and stability of the measurement instruments used in the survey. A high reliability score means that if the same survey is repeated under similar conditions, the results will be consistent. Validity refers to the consistency of what the survey measures with its intended measurement objectives. In this study, the validity of the survey is critical because it is designed to capture the true motivations of retired immigrants as well as their decision-making process in choosing a destination. A key aspect of validity is construct validity, which is the degree of match between survey items and the theoretical constructs they are intended to measure. Another important aspect of validity is content validity, ensuring that the survey comprehensively covers all dimensions related to the topic. The survey design in this study included a wide range of questions covering all aspects of retirement migration motivations and considerations, ensuring that no important areas were missed.

4. Findings and Discussion

4.1 Reliability and Validity Analysis

Figure 3: Reliability and Validity Analysis

| KMO and Bartlett tests | | | reliability statistics | |
|------------------------------------|------------------------|----------|------------------------|-----------------|
| Number of KMO sampling suitability | | .859 | Clone Bach Alpha | number of terms |
| Bartlett sphericity test | Approximate chi square | 1593.739 | .903 | 21 |
| | free degree | 210 | | |
| | conspicuousness | .000 | | |

This study was structured using SPSS Statistics 27.0 Equation model analysis, using the Klonbach coefficient reliability index to evaluate the internal consistency of the questionnaire and each group of factors. The reliability and validity of the survey is good, and the reliability of all the subscales and dimensions is all higher than 0.9. Appropriability test of data factor analysis: KMO value of the questionnaire data is 0.859, Bartlett's spherical test hypothesis "Correlation matrix is the identity matrix", which was rejected by the results of this study ($P < 0.001$), Show that the data are suitable for the factor analysis. which means that the data surveyed through the Survey can very truly and reliably reflect the motivation of retired immigrants and the consideration of the destination information.

4.2 Basic Information Analysis

A total of 135 respondents were investigated through the survey of the tourism motivation of retired immigrants, and a total of 104 valid questionnaires were screened. The vast majority of respondents for women accounted for 85.6%, the vast majority of respondents age in 50 years old, conforms to our study of the age definition of retired immigrants, from the annual income respondents income above 20000 rb, nearly a third of the respondents annual income has exceeded 60000 rb, 62.5% of the respondents live in the three northeast provinces, at the same time 73.1% of respondents have stayed in a tourist destination for not less than 3 months, in line with our research target set. Based on this, the respondents and basic information of the respondents meet the requirements of this survey for retired immigrants.

Figure 4: Basic Information Analysis

| | | Numbers | Proportion |
|----------------|--------------|---------|------------|
| Sexual | Male | 15 | 14.4% |
| | Female | 89 | 85.6% |
| Age | 50—55 | 64 | 61.5% |
| | 56—60 | 19 | 18.3% |
| | 61—65 | 11 | 10.6% |
| | 66—70 | 3 | 2.9% |
| | More than 70 | 7 | 6.7% |
| Annual revenue | Below 20,000 | 34 | 32.7% |
| | 20001—40000 | 17 | 16.3% |
| | 40001—60000 | 23 | 22.1% |
| | Above 60,000 | 30 | 28.8% |

| | | | |
|----------------|---|----|-------|
| Domicile | Hong Kong, Macao and Taiwan | 1 | 1% |
| | three provinces in the northeast of China | 65 | 62.5% |
| | Guangdong Province | 10 | 9.6% |
| | Other provinces | 28 | 26.9% |
| Trip mode | Train | 10 | 9.6% |
| | Plane | 23 | 22.1% |
| | Car | 47 | 45.2% |
| | Bus | 15 | 14.5% |
| | Others | 9 | 8.7% |
| Residence time | 4-5 Months | 9 | 8.7% |
| | 5-6 Months | 4 | 3.8% |
| | More than 6 months | 15 | 14.4% |
| | Not less than three months | 76 | 73.1% |

4.3 Factor Analysis

According to the total variance interpretation, we can get the first three factors explaining 64.661% of the total variance, indicating that the three factors extracted can represent 64.661% of the original motivation index, indicating that the data has less information loss and can explain the initial data well. However, according to the design of the questionnaire, it does not reflect the four surfaces of measuring motivation, so some problems are lacking.

Figure 5: Factor Analysis

| Factor Analysis | | |
|----------------------------|------------------|-------------------------------|
| | Numbers of items | Total variance interpretation |
| comfortable climate | 3 | 64.661% |
| physical and mental health | 3 | |
| economic cost of living | 2 | |

4.4 Descriptive Analysis

Figure 6: Descriptive Analysis

| Descriptive statistics | | | | | |
|----------------------------|-----|---------|---------|---------|--------------------|
| | N | minimum | maximum | average | standard deviation |
| economic cost of living | 104 | 1.00 | 7.00 | 4.3125 | 1.67098 |
| comfortable climate | 104 | 1.00 | 7.00 | 4.7837 | 1.49557 |
| physical and mental health | 104 | 1.00 | 7.00 | 4.6010 | 1.70576 |
| Escape | 104 | 1.00 | 7.00 | 4.0192 | 1.91687 |
| motivation | 104 | 1.00 | 7.00 | 4.4291 | 1.14482 |

The survey results show that retired immigrants agree with the motivation dimensions of living economic cost, escape, physical and mental health and comfort climate, which proves the need for further research on these aspects.

4.5 Correlation Analysis

Figure 7: Correlation Analysis

| Relativity | | | | | | |
|--|-------------------------|---------------------|----------------------------|--------|-------------------|------------|
| | Economic cost of living | Comfortable climate | Physical and mental health | Escape | Destination image | Motivation |
| Economic cost of living | 1 | | | | | |
| Comfortable climate | .321** | 1 | | | | |
| Physical and mental health | .262** | .592** | 1 | | | |
| Escape | 0.099 | 0.183 | .238* | 1 | | |
| Destination image | .196* | 0.162 | 0.135 | 0.162 | 1 | |
| Motivation | .609** | .741** | .761** | .603** | .243* | 1 |
| Note: ** indicates $P < 0.01$, * indicates $P < 0.05$ | | | | | | |

The correlation analysis revealed a significant positive relationship between all the aforementioned dimensions (economic cost, escape, physical and mental health, and comfort climate) and the feedback of destination information, as well as the motivations for migration. This suggests that retirees who are more motivated to migrate are likely to place a higher value on factors such as the affordability of living costs, the need to escape certain conditions in their home, the importance of maintaining or improving their physical and mental health, and the desire for a comfortable climate. Furthermore, the feedback of destination information, which could include sources such as personal experiences, online reviews, or word-of-mouth recommendations, also plays a role in shaping their motivations.

4.6 Regression Analysis

However, despite these positive correlations, the results of the linear regression analysis showed that the influence of these dimensions on the willingness of retired immigrants to migrate was not statistically significant. In other words, while there is a positive relationship between these factors and the motivation to relocate, the extent to which these factors directly influence the final decision-making process was not substantial enough to reach significance in the regression model. This indicates that while economic cost, escape, health considerations, and climate are all important motivational factors, other variables—potentially including personal preferences, social networks, or external circumstances—may also play a significant role in shaping retirees' migration decisions. This requires further consideration and investigation in follow-up studies.

Figure 8: Regression Analysis

| Model | Non-standardize d coefficients | | Standard coefficient | T | conspicuousness | VIF |
|--|--------------------------------|----------------|----------------------|-------|-----------------|-------|
| | B | Standard error | β | | | |
| (constant) | 2.279 | 0.355 | | 6.417 | 0.001 | |
| economic cost of living | 0.178 | 0.056 | 0.273 | 3.207 | 0.002 | 0.888 |
| comfortable climate | 0.143 | 0.074 | 0.195 | 1.916 | 0.058 | 0.619 |
| physical and mental health | 0.105 | 0.065 | 0.163 | 1.615 | 0.109 | 0.627 |
| Escape | 0.155 | 0.047 | 0.273 | 3.299 | 0.001 | 0.940 |
| R ² | | | 0.364 | | | |
| F | | | 14.175 | | | |
| P | | | < 0.001 | | | |
| Dependent variables: a willingness scale | | | | | | |

4.7 Difference Analysis

Figure 9: Difference Analysis

| Sex difference | Male | Female | T | P |
|----------------------------|-----------|-----------|---------|-------|
| Economic cost of living | 4.83±1.62 | 4.22±1.67 | 1.309 | 0.854 |
| Comfortable climate | 4.37±1.49 | 4.85±1.49 | – 1.169 | 0.553 |
| Physical and mental health | 4.43±1.70 | 4.63±1.71 | – 0.410 | 0.676 |
| Escape | 4.00±1.99 | 4.02±1.91 | – 0.42 | 0.909 |
| Motivation | 4.40±1.20 | 4.43±1.14 | – 0.76 | 0.660 |

| Age differences | 50—55 | 56—60 | 61—65 | 66—70 | More than 70 | F | P |
|----------------------------|-----------|-----------|-----------|-----------|--------------|-------|-------|
| Economic cost of living | 4.44±1.85 | 4.13±1.20 | 4.05±1.86 | 4.50±0.87 | 4.00±1.04 | 0.278 | 0.892 |
| Comfortable climate | 4.80±1.59 | 4.61±1.61 | 4.68±1.15 | 5.83±0.58 | 4.79±1.07 | 0.443 | 0.777 |
| Physical and mental health | 4.64±1.85 | 4.34±1.53 | 4.68±1.57 | 5.00±1.73 | 4.64±1.28 | 0.163 | 0.958 |
| Escape | 4.21±2.06 | 3.58±1.63 | 3.32±1.55 | 3.83±0.29 | 4.64±1.99 | 0.970 | 0.428 |
| Motivation | 4.52±1.27 | 4.16±1.04 | 4.18±0.88 | 4.79±0.72 | 4.52±0.67 | 0.567 | 0.687 |

| Provincial differences | Three provinces in the northeast of China | Hong Kong, Macao and Taiwan | Guangdong Province | Other provinces | F | P |
|----------------------------|---|-----------------------------|--------------------|-----------------|-------|-------|
| Economic cost of living | 4.24±1.80 | 7.00±0 | 4.65±1.06 | 4.27±1.67 | 1.049 | 0.374 |
| Comfortable climate | 4.88±1.40 | 7.00±0 | 4.50±1.89 | 4.59±1.56 | 1.097 | 0.354 |
| Physical and mental health | 4.89±1.59 | 7.00±0 | 4.85±1.51 | 3.75±1.77 | 4.008 | 0.010 |
| Escape | 4.03±1.92 | 7.00±0 | 4.50±1.80 | 3.71±1.93 | 1.262 | 0.291 |
| Motivation | 4.50±1.16 | 7.00±0 | 4.63±1.02 | 4.08±1.03 | 2.905 | 0.038 |

By comparing the differences between different types of retired immigrants, it is found that there are no significant differences in motivation between different age, different residence and different gender, which means that age, residence and gender factors have no influence on the motivation of immigrants. This tells us that we should not consider demographic variables as control variables when conducting subsequent related studies.

5. Conclusion

5.1 Summary

This paper obtains some meaningful knots through an empirical investigation of the motivation of retired immigrants.

First, using exploratory factor analysis to determine the thrust and pull factor of retired immigrants' willingness to travel. Thrust includes the "motivation" factor, and pull force includes the "destination information" factor.

Second, retired immigrants' travel intentions and destination information are influenced by motivational factors, but the effect on travel intentions is insignificant, while the effect on destination information is very significant, with push factors being more significant than pull factors. This suggests that the influence of destination information depends mainly on push factors. Therefore, tourism destination managers should pay special attention to migrants' motivation to visit and further improve the positioning and construction of related urban environments. At the same time, despite the insignificant association, destination managers should pay attention to the impact of motivations on the willingness of retired migrants to travel and consider how to improve promotional and targeting measures to attract migrants.

Third, after combing the relevant literature, it is put forward the idea that the push-pull factor has a direct and positive effect on the tourism willingness, and there is a correlation between the thrust and the pull factor. Through the SPSS analysis factor test, the three research hypotheses are valid. Among them, the correlation between "motivation" and "destination information" in the thrust and pull dimension is high, and the path coefficient is 0.243. Secondly, the correlation between the factors of the thrust dimension is also demonstrated.

Fourth, the most affected tourism motivation is physical and mental health, followed by comfortable climate and economic cost of living. Retired immigrants are more motivated to remain physically and mentally healthy, and want to enjoy a comfortable climate and a more economical cost of living.

Fifth, although this paper has made some progress in the research on the influencing factors of retirement immigrant motivation and travel willingness, there are still deficiencies and the influencing factors need to be further increased.

5.2 Forecast

At present, many southern cities in China have consciously or unconsciously become the moving places of retired immigrants. Some cities have actively helped retired immigrants integrate into the local society by transforming urban facilities and services (Wu & Xu, 2018)^[14]. Some cities have chosen to avoid the issue of retired immigration in hopes of seeking more young people, Not the elderly. More cities adopt the same policies as the ordinary migrants to deal with retired migrants. The natural growth of retired immigrants in some cities in China has begun to take shape. Under the influence of the aging trend, the scale of retired immigrants will only grow, and cities should take a more positive attitude to receive and attract retired immigrants rather than ignore and refuse. We hope that our research can cope with the immigration of retired immigrants and help build tourist destination city and a good relationship between retired immigrants, help some retired immigrants in southern China destination to take a more active attitude to adapt to the arrival of retired immigrants, establish a adapt to the low economic cost of living, high Medical level, high happiness of the living environment. This study provides the empirical foundation for large-scale studies. Although the research data are partly flawed, they can help in the future research direction.

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no

Conflict of Interests

The authors declare that there is no conflict of interest regarding the publication of this paper.

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