

Summary

This thesis is about the need for adaptation of interested agents in senior tourism and migration of retirees of Spanish Mediterranean Arch, particularly in offer, to the phenomenon of demographic trends and changes in the behavior patterns of older people, focusing in the actions that should be made regarding both issues to constitute an opportunity.

In addressing the subject of study we find the absence in the literature of analysis that integrates the two sectors mentioned. Resulting also notoriously scarce and dispersion of public policy in relation to these activities.

Placed in this context, we note, first, that the type of tourism called domestic tourism has been and remains a basic element of tourism demand in Spain, especially for the five regions of the Spanish Mediterranean Arch, which has led us to gauge the extent of the impact of demographic change in our country in relation to this type of tourism to these regions. The results show a drop in travel to the area because of the lower frequency senior traveler segment, thus marking out the need to increase the frequency in that segment. This, in turn, requires determining what factors influence the propensity to travel of persons belonging to it. This last we make on the basis described in the literature as well as by examining the economic and regulatory framework in which they operate in Spain senior tourism and migration of retirees.

After that, we perform an empirical analysis of the adaptation by the agents involved in both activities, demographic change and the behavioral habits of older people, approaching it from three angles: from the experts, from the offer and by describing a case of innovation. Preceded all of the geographic location of these activities in that space.

Finally, based on what was found, we propose an orientation to search for synergies between involved agents in senior tourism and migration of retirees, to ensure that these activities may be profitable and sustainable in the area said. Finishing with an innovation proposal tended to the implementation of this integrated vision, based on the development of clusters that connect them, actively incorporated also to the tourist district and interrelated with the overall economic environment.