Age and Perception: Exploring the Influence on Sustainable Tourism

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Abstract

We live in an ever-evolving world where technology is making huge strides and humanity is faced with major global challenges such as the Covid-19 pandemic and climate change. In this dynamic world, it becomes essential to understand how different age groups interpret and adapt to everyday life. This is particularly relevant in the sphere of sustainable tourism and social responsibility, where understanding how age influences individuals' perceptions of various aspects of daily life can provide valuable insights.

The aim of this analysis is to explore how different age groups perceive key issues such as the quality of their daily lives, how they compare life today with before the Covid-19 pandemic, and how they predict the future. Understanding these perceptions across age groups can help shape policy and practice in areas such as sustainable tourism and social responsibility.

Key words: Daily Life Perception, age, sustainable tourism, social responsibility
J.E.L. classification: M10, O18, Q59

1. Introduction

In a rapidly changing world, where technology is advancing rapidly and society is facing global challenges such as the Covid-19 pandemic and climate change, it is essential to understand how different generations perceive and relate to everyday life. In particular, in the context of sustainable tourism and social responsibility, it is important to consider how respondents' age influences their perception of a range of issues related to everyday life.

This analysis aims to explore how different age groups rate aspects such as the quality of everyday life, comparisons with pre-Pandemic Covid-19 and predictions about the future. By assessing these issues in the context of sustainable tourism and social responsibility, we will be able to better understand the needs and attitudes of different age groups in terms of how they live their daily lives.

A key issue in this context is the definition of the term 'sustainable tourism'. Sustainable tourism refers to travel and tourism practices that are environmentally friendly, socially and economically responsible. It involves reducing environmental impacts, supporting local communities and promoting sustainable economic development. Social responsibility in tourism also refers to the commitment to act in an ethical way and to have a positive impact on society through tourism activities.

In this study, we will consider four key issues related to everyday life and sustainable tourism and social responsibility, namely: appreciation of everyday life, comparison with the period before the Covid-19 pandemic and predictions for the future.

Starting with appreciation of everyday life, this is a measure of respondents' satisfaction and satisfaction with their everyday experiences. We will explore how different age groups value the quality of their everyday life and to what extent this may be influenced by involvement in sustainable tourism and social responsibility.

Another important aspect is the comparison with the period before the Covid-19 pandemic. The pandemic had a significant impact on people's daily lives, affecting routines, freedoms and financial stability (Brașoveanu, 2016). We will explore how different age groups perceive and compare their daily lives in the context of the pandemic and how this may influence their willingness and involvement in sustainable tourism and social responsibility.

Future prospects and the financial stability of families is another key issue in this analysis. We will investigate how different age groups perceive and expect to live in a year's time, taking into account aspects such as career, financial security and personal development opportunities. We will also examine how these perceptions may affect respondents' interest and involvement in sustainable tourism and social responsibility.

In conclusion, this article examines how respondents' age influences their perceptions of their appreciation of everyday life, comparisons with the pre-Cowen-19 pandemic, predictions for the future and the financial stability of families, and sources of food supplies for daily consumption in the context of sustainable tourism and social responsibility. By understanding these issues, we will be able to identify differences and similarities between different age groups and develop more effective strategies tailored to the needs and values of each group to promote sustainable and socially responsible tourism.

2. Literature review

Social responsibility plays a key role in the context of respondents' perceptions of everyday life in sustainable tourism and social responsibility. Social responsibility refers to the commitment of companies and individuals to consider their impact on society and to act ethically and responsibly towards the community in which they operate (Rus, 2013).

In terms of sustainable tourism, social responsibility is essential to ensure that tourism development and promotion are in harmony with the needs and values of local communities. Social responsibility in tourism involves considering the economic, social and cultural impacts of tourism activities and taking the necessary steps to minimise negative impacts and maximise benefits to communities (Rus, 2020).

An important aspect of social responsibility in tourism is promoting the engagement and involvement of local communities in the decision-making processes and economic benefits generated by tourism. This ensures that local communities are key partners in the development and management of tourism destinations and that they are involved in decisions that directly affect them. Social responsibility in tourism also includes promoting respect for and protection of cultural heritage and values of local communities. Responsible companies and tourists must take steps to preserve and protect the cultural heritage of tourist destinations, support authentic cultural practices and avoid exploiting or distorting them for commercial interests (Stanciu et Condrea, 2018.

Another aspect of social responsibility in tourism is the promotion of positive interaction between tourists and local communities (Condrea, Stanciu, Aivaz, 2012). Responsible companies and tourists should respect local customs and traditions, encourage authentic cultural exchanges and avoid behaviours or practices that could negatively affect local communities. Social responsibility in tourism also extends to environmental issues. Responsible companies and tourists should adopt practices and policies that conserve the environment, reduce consumption of natural resources, minimise waste production and protect fragile ecosystems. Choosing more sustainable travel options, such as using public transport or cycling, promoting renewable energy and avoiding activities that have a negative impact on the environment are some examples of measures that can be taken.

By promoting social responsibility in tourism, a sustainable development of the tourism industry can be ensured that is beneficial for all stakeholders. Local communities can benefit from economic and social opportunities, tourists can experience and learn about different cultures in a respectful and authentic way, and the environment can be protected for future generations.

The literature in the field of sustainable tourism and corporate social responsibility has raised various issues, including their impact on quality of life, individual perceptions and expectations for the future.

Firstly, a direct link can be observed between corporate social responsibility (CSR) and sustainable tourism development (Babazadeh et al., 2020; Chiu et al., 2014; Hutnaleontina & Setiawina, 2023; Kasemsap, 2018; Oliveira, 2019). Babazadeh et al. (2020) point out that resident support for tourism development is closely linked to CSR. In addition, Hutnaleontina and Setiawina (2023) argue that community-based tourism plays an important role in destination social responsibility and sustainable tourism development. Thus, CSR proves to be a crucial element for the progress of sustainable tourism, being correlated with firm reputation and performance (González-Rodríguez et al., 2019; Moneva et al., 2020).

However, there is a consensus that responsibility is not limited to corporations. Chilufya et al. (2019) discuss the concept of tourist social responsibility, emphasizing that in addition to organizations, tourists themselves have a significant role in community development. This view is supported by Lee et al. (2021) and Miller et al. (2015), who highlight pro-environmental visitor behaviour as a determinant of sustainable urban tourism. Some new directions within this intersection of CSR and sustainable tourism are also highlighted. Kurnaz, Ön and Yüksel (2022) discuss the digital age in tour guiding and its link to sustainability and focus on travel agents' attitudes towards CSR.

On the other hand, Bagdadi's (2023) study shows how CSR practices are implemented within Accor Hotels, a major company in the hotel industry, highlighting the direct link between CSR and sustainable tourism. Similarly, Ibarnia, Garay, and Guevara (2020) discuss CSR in the tourism supply chain. Related to the impact on daily life and quality of life, Tang et al.'s (2023) study explores the link between internal CSR and customer-oriented behavior of organizations, emphasizing the medium role of job satisfaction and work-family facilitation.

The study on the impact of age on respondents' perceptions of a range of quality of daily life issues, comparisons with the pre-Covid-19 pandemic period, predictions for the future and financial stability of their families, and sources of food for daily consumption in the context of sustainable tourism and social responsibility, brought together research from a variety of sources.

An important research was conducted by Aivaz (2021a, 2021b), which examined the impact of information and communication technologies on education and living standards. In this study, it focused on the case of Constanta County in Romania, assessing the influence of digitisation on society. In another study, Aivaz and Căpăţână (2021) analysed the financial performance of HORECA companies in Constanta County in the context of recovery from the impact of the Covid-19 pandemic.

The research by Hübel (Anghel), Stan and Tasenţe (2023a, 2023b, 2023c) examined the role of social responsibility in sustainable local development and analysed how respondents' age influences their perceptions of socio-economic issues. They found that gender plays an important role in shaping perceptions of socio-economic issues in the context of sustainable local development.

Aivaz and Micu (2021) analysed the impact of the Covid-19 pandemic on the number of tourists arriving in Romania. The study identified certain factors contributing to the changes in tourist arrivals. In the context of tourism, Munteanu and Aivaz (2017) used factor correspondences to analyse the tourism services offered to the Romanian population.

Stan,et al (2021a) assessed stakeholder perceptions of the impact of coastal tourism on the environment in the Black Sea coastal area of Romania. In addition, Stan et al (2021b) provided a synergetic perspective on regulations oriented towards the development of Romanian coastal tourism in the context of maritime spatial planning.

As we can see, the reviewed literature provides a solid basis for understanding the impact of age on perceptions of quality of life and other social and economic aspects in the context of sustainable development and social responsibility. However, more research is needed to deepen our understanding of these complex issues.

3. Research methodology

We conducted this research to gain a deeper understanding of participants' perceptions of different aspects of their daily lives, their experiences during the pandemic and their expectations for the future. The aim was to gain a deeper understanding of their overall quality of life and attitudes towards sustainable tourism.

The main purpose of this analysis is to explore how different age groups evaluate aspects such as quality of daily life, comparison with the pre-pandemic period of Covid-19, expectations for the future, financial stability of their families and sources of food supplies needed for daily consumption.

For data collection, we used a structured questionnaire as the main instrument. The questionnaire included questions covering the main areas of interest, providing a range of responses to accurately capture the nuances of participants' perceptions. For many questions, we used Likert scales to allow for more nuanced responses and to examine variations in the intensity of perceptions.

The study population consisted of 216 participants. Their ages were divided into six groups: 16-24 years, 25-34 years, 35-44 years, 45-54 years, 55-65 years, and over 65 years. The age groups with the highest representation were 35-44 and 45-54, while the over 65 group had the lowest representation.

We analysed the questionnaire data using various statistical techniques. For each question, frequency distributions were generated and the Pearson Chi-Square test was used to assess associations between variables. In addition, we calculated the Likelihood Ratio and established a Linear-to-Linear Association to determine correlations between variables.

Results are presented as percentages of responses within each question category, further subdivided by age group. The main findings were discussed in relation to the research objectives, contributing to a comprehensive understanding of participants' perceptions and experiences in the given context.

4. Findings

Table 1 contains the answers to the question "How do you rate your daily life?" according to the different age categories. As can be seen, in all age groups, the majority of respondents consider their daily life either "good" or "neither good nor bad". This suggests that, in general, respondents have a fairly positive or neutral perception of their everyday life. However, it is important to note that perceptions can vary significantly depending on individual circumstances and socio-economic background.

Table no. 1 How do you value your daily life?

Your age:	I don't know	Very bad	Bad	No good nor bad	Good	Very good	Total
16 - 24	13.33%		6.67%	6.67%	60.00%	13.33%	100.00%
25 - 34		4.26%	8.51%	34.04%	44.68%	8.51%	100.00%
35 - 44			7.69%	29.23%	52.31%	10.77%	100.00%
45 - 54			3.17%	31.75%	57.14%	7.94%	100.00%
55 - 65		5.26%	5.26%	31.58%	47.37%	10.53%	100.00%
peste 65 ani				100.00%			100.00%
Total	0.93%	1.39%	6.02%	31.94%	50.46%	9.26%	100.00%

Source: Authors' work

Younger age groups (16-24 and 25-34) may have a more balanced or positive outlook on their daily lives, possibly due to a natural optimism associated with youth or because they are at the beginning of their careers and adult lives. The 35-54 age groups show a tendency towards valuing everyday life as 'good'. This could be due to the financial, family or professional stability that often comes with this stage of life. As for the 55-65 age group, there are quite large variations. This group could reflect a variety of experiences, including retirement, health changes or other significant life events. This could explain the variation in responses in this group. All respondents over 65 rated their daily life as "neither good nor bad". This could indicate an acceptance or resignation to age, a balance between the joys and challenges of old age, or may reflect a certain apathy or disinterest.

Economic status, access to health and education services, social status and other socio-economic factors can significantly influence how individuals evaluate their daily lives.

Ultimately, these results suggest that perceptions of everyday life can vary significantly depending on an individual's life stage, as well as their individual circumstances and broader context.

Table no. 2 Pearson Chi-Square

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	55,175[a]	25	0.000
Likelihood Ratio	41.661	25	0.020
Linear-by-Linear Association	0.119	1	0.730
N of Valid Cases	216		

Source: Authors' work

The Person chi-square value, read in Table 2, of 55.175 with 25 degrees of freedom is significant ($p < 0.001$). This suggests that there is a significant difference between the age groups in their appreciation of everyday life. Likelihood Ratio, similar to the Pearson chi-square test, provides a measure of the relationship between categorical variables. The value of 41.661 with 25 degrees of freedom is significant ($p = 0.02$), which also indicates a relationship between age and appreciation of everyday life. Linear-by-Linear Association is used to check for a linear trend in the data. With a p-value of 0.73, it is not significant, suggesting that there is no clear linear trend between age and appreciation of everyday life.

In conclusion, the data indicate a significant difference between age groups in appreciation of everyday life. However, there is no clear linear trend between the two variables. This may suggest that age influences how people value their everyday life, but the relationship is not necessarily one of linear increase or decrease.

Table 3 shows the responses to the question "How do you rate your life compared to before the pandemic?" by different age categories.

Person's chi-square value, shown in Table 2, of 55.175 with 25 degrees of freedom, is significant ($p < 0.001$). This suggests that there is a significant difference between the age groups in their appreciation of daily life. The likelihood ratio, similar to the Pearson chi-square test, provides a measure of the relationship between categorical variables. The value of 41.661 with 25 degrees of freedom is significant ($p = 0.02$), which also indicates a relationship between age and appreciation of daily life. Linear association by line is used to check for a linear trend in the data. With a p-value of 0.73, this is not significant, suggesting that there is no clear linear trend between age and appreciation of daily life.

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Table 3 shows the responses to the question "How do you value your life compared to before the pandemic?" by different age categories.

Table no. 3 How do you rate your life compared to before the pandemic?

Your age:	I don't know	Worse	About the same	Better	Total
16 - 24		6.67%	86.67%	6.67%	100.00%
25 - 34	2.17%	30.43%	58.70%	8.70%	100.00%
35 - 44	1.56%	21.88%	62.50%	14.06%	100.00%
45 - 54	1.56%	15.63%	70.31%	12.50%	100.00%
55 - 65		15.79%	78.95%	5.26%	100.00%
peste 65 ani		14.29%	71.43%	14.29%	100.00%
Total	1.40%	20.00%	67.44%	11.16%	100.00%

Source: Authors' work

The Pearson Chi-Square in Table 4 has a value of 40.094, with 33 degrees of freedom, has an asymptotic significance (p-value) of 0.185. This suggests that, at the usual significance level of 0.05, there is no significant difference between the age groups in how they value their lives compared to before the pandemic. In other words, we cannot reject the null hypothesis that there is no relationship between the two variables. The Likelihood Ratio of 44.637 with 33 degrees of freedom has an asymptotic significance of 0.085, which means that at a significance level of 0.05, we cannot reject the null hypothesis that there is no relationship between the two variables. With an asymptotic

significance of 0.017, the Linear-by-Linear Association test is significant at a level of 0.05, suggesting that there is a linear trend between age and life expectancy compared to the pre-pandemic period.

Table no. 4 Pearson Chi-Square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40,094[a]	33	0.185
Likelihood Ratio	44.637	33	0.085
Linear-by-Linear Association	5.694	1	0.017
N of Valid Cases	215		

Source: Authors' work

In conclusion, although there is no significant difference between age groups in how they rate their lives compared to pre-pandemic, there is a linear trend between the two variables. This may suggest that, as age increases, the appreciation of life compared to the pre-pandemic period changes in a predictable manner. Without further information, it is difficult to say what exactly this trend means.

Table 5 shows the responses to the question "How do you think you will live in a year's time?" by different age categories. Overall, the majority of respondents (44.86%) expect their lives to be about the same in one year. However, there is a significant proportion who expect their life to be worse (18.22%) or better (22.43%).

These results can be explained by several factors. For example, young people (aged 16-24) may be uncertain or pessimistic about their future due to the impact of pandemic restrictions on education and job opportunities.

Table no. 5 How do you think you will live in a year's time?

Your age:	I don't know	Worse	About the same	Better	Total
16 - 24		6.67%	46.67%	46.67%	100.00%
25 - 34	8.70%	26.09%	43.48%	21.74%	100.00%
35 - 44	14.06%	15.63%	45.31%	25.00%	100.00%
45 - 54	19.05%	15.87%	41.27%	23.81%	100.00%
55 - 65	15.79%	26.32%	57.89%		100.00%
peste 65 ani	42.86%	14.29%	42.86%		100.00%
Total	14.49%	18.22%	44.86%	22.43%	100.00%

Source: Authors' work

Also, those over 65 may be more pessimistic or uncertain about the future because of age-related health problems or the impact of the pandemic on their health and well-being. However, these are just speculations and further research would be needed to truly understand the reasons behind these results.

Table no. 6 Person Chi-Square

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22,845[a]	15	0.087
Likelihood Ratio	28.700	15	0.018
Linear-by-Linear Association	9.993	1	0.002
N of Valid Cases	214		

Source: Authors' work

· The results in Table 6 represent statistics associated with a chi-square test and associated tests used to examine the relationship between age and expectations of living one year from now. Here is what these statistics tell us:

· Pearson Chi-Square: This value of 22.845, with 15 degrees of freedom, has an asymptotic significance (p-value) of 0.087. This suggests that, at the usual significance level of 0.05, we cannot reject the null hypothesis that there is no significant difference between age groups in their expectations for the future. In other words, there is not enough evidence to say that there is a significant relationship between age and expectations of life one year from now.

· Likelihood Ratio: This test provides a measure of the relationship between categorical variables. The value of 28.700 with 15 degrees of freedom has an asymptotic significance of 0.018, meaning that at a significance level of 0.05, there is sufficient evidence to reject the null hypothesis that there is no relationship between the two variables. This suggests that there is a significant relationship between age and expectations of life in one year.

· Linear-by-Linear Association: This test examines whether there is a linear trend in the data. With an asymptotic significance of 0.002, this test is significant at the 0.05 level, suggesting that there is a significant linear trend between age and expectations of life in one year.

In conclusion, although the Pearson Chi-Square test did not find a significant relationship between age and expectations of life in one year, both the Likelihood Ratio and Linear-by-Linear Association tests suggest that there is a significant trend. This could indicate that perceptions of the future are influenced by age, with a trend that could be explored further in future research.

5. Conclusions

The results of our study show that dynamic society and contemporary global challenges such as climate change and the Covid-19 pandemic, together with rapid technological progress, are having a significant impact on how different age groups perceive and adapt to everyday life. This perspective is crucial, particularly in the context of sustainable tourism and social responsibility, where the interactions between age and perception of everyday life are particularly relevant.

From our analysis, significant diversity in perceptions of everyday life between age groups emerged. Although the majority of respondents consider their lives to be similar to their pre-pandemic lives, a considerable proportion see their daily lives as worse. This suggests that the impact of the pandemic on daily life has varied significantly by age, with the young and older likely to have the most negative perceptions.

On the other hand, in terms of expectations for the future, most respondents expect their lives to be about the same in a year's time. However, there are significant differences in the responses given by different age groups, with younger and older people being less optimistic or more uncertain.

These results suggest that age plays an important role in influencing attitudes and perceptions towards everyday life and expectations for the future. However, this relationship is not straightforward and could be influenced by a number of different factors, such as health status, economic situation, social support network and other aspects of an individual's life.

In conclusion, understanding how age influences individual perceptions and expectations can contribute to the development of more effective strategies for social responsibility and sustainable tourism. These strategies should take into account the diversity of needs and expectations according to age, in order to provide tailored solutions that have sustainable benefits for all stakeholders.

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