

The Role of Travelling for Well-Being in Life Satisfaction

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

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Abstract

Travelling is an essential part of modern society. A trip to a neighboring city or a flight to a tropical island are some of the many travel options available that have become less expensive and stressful to plan in today's globalized world. This report defines human well-being as a multi-factor concept and describes its relationship with tourism. A literature review and the views of academic authors point to travel as an optimal tool for stress management, emotional discharge, and inspiration. Most opinions have shown that tourism is becoming an increasingly vital part of the ecosystem, which in turn forms human well-being and satisfaction. Travel, in particular, diversifies according to time and geography, while suppliers improve offers and take a customer-oriented approach. Most of the elements studied within the thesis are subjective concepts, for example, inspiration and emotional well-being. Therefore, a qualitative analysis method and a sufficient gender-diverse sample were chosen to obtain primary information. Seventeen questions were asked to participants who, to varying degrees, described emotions, the paradigm of choice, expectations, and perspectives of a person in relation to previous or future travels. The results proved the multi-layered perception of human satisfaction, namely the definition of satisfaction between various people. In addition, the emotions and memories of traveling directly correlate with expectations before the vacations. This study had some limitations, including the prospect of a larger sample and an increased number of questions. Nevertheless this may serve as a basis for more detailed studies of human well-being and tourism, for example, among ethnic or cultural minorities.

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List of Abbreviations

SWB – Subjective Well-Being

QOL – Quality of Life

PE - Personal Expressiveness

PWB - Psychological Well-Being

SDT - Self-Determination Theory

GDP - Gross Domestic Product

Introduction

1.1 Presentation of the Problem

Tourism is an important part of the human life in the modern world. The travelling industry is a strongly developed area, and it includes many different companies and facilities that offer different methods of transfer and places to stay with the various price lists and all around the globe to the tourists. From the various media, one can see that travelling became one of the modern values that allows people to represent themselves as active and interesting, and also provides them with the possibility to obtain great impressions and positive emotions, as well as heal their psyches from stress and traumas. However, promotion in the media and the general impression can be very different from the actual state of the affairs. Therefore, it seems proper to know what exactly is the place of travelling in the life of the contemporary people, its meaning and status. One can note that travelling is not a new phenomenon, and that the scientists already paid a lot of attention to it by contributing in the form of various research papers. What is more, they defined that travelling has an impact on the human life and is the source of the positive emotions for the majority of the people regardless of their age, sex, or status, as long as they are financially successful enough. Therefore, it seems proper to define the role that the actual focus of the scientific interests coming from many various fields of studies, as well as the role of travelling for well-being in life satisfaction possesses.

The current study was devoted to the statement noted above. Defining the role of travelling for well-being in life satisfaction was important for the different areas such as tourism marketing, catering development, and other similar fields that constitute the travelling industry if combined and coordinated properly. The results of the study are generally important to the process of personalizing the experiences for the different kinds of tourists. In particular, the sample of the current research included a mixed-gender group of people mainly from 20 to 30 years old, with some of them in their early thirties, but no older individuals.

1.2 Aims

The aim of the present research is to define the role of travelling for well-being in life satisfaction, with particular attention given to age, gender, travelling experience, and the general attitude of the social and financial status of the participants. This aim manifests itself in the following tasks:

- to advocate tourists' experience personalization
- to determine the optimal frequency of travelling for the people who take part in the journey activities of different types
- to clarify the importance of travelling for the tourists per se

- to determine the particular effect of the travels on the tourists, being as specific as possible and analyzing the empirical data
- to clarify the lengthiness and the ultimate time measurement of the travels
- to compare the differences between the effect of the vacation spent while experiencing traveling with the one spent without journeying
- to determine the preferences of the tourists in the relation to the destination of their travels

In contrast to the numerous scientific studies, the current research is not based on a clear hypothesis. Such specificity of study is caused by its topic and the specifics of its focus. On the one hand, the fact that travelling actually plays a certain role when it comes to determining the life satisfaction and the general mental well-being hardly can be argued against. On the other hand, the measurement of such a role is a complex task that can hardly be performed on the stage of formulating the explorative research. Therefore, it seemed proper not to formulate such a hypothesis but to leave the study without it and pay the main attention to the importance, wideness, and other specificities and details of such a role of the travels per se and the tourism in general for the development of one's well-being in life satisfaction.

One more important detail of the research at hand it is that it does not include the fully theoretical part that could clarify the view of the author on the several important theoretical points that are relevant for the current context. Instead of elaborating on the philosophical and ethical considerations during a full chapter, the author only dedicated a certain part of Chapter 1 to these aspects, with the eventual focus becoming nearly completely and solely practical. Such specificity of the structure is caused by the following facts. As it was already mentioned, the main focus of the current research is the role of travelling for well-being in life satisfaction of the tourists. On the one hand, such a topic provides quite a wide field for consideration of such all-encompassing notions as travelling, including the reasons for it to remain popular for centuries, and the expectations about it, and an even more generalized notion - that of well-being. It allowed to go to the area of theory and philosophy, moving towards an applied research.

However, it seems proper to note that both tourism and human well-being were already considered by many researchers in different fields, separately and in the relation to each other. Therefore, for the current study, it seemed appropriate not to make a try to create a discovery in the field which is already studied by many others, and not to pay more attention to the philosophical complexity. Instead, it allowed to focus on the practice and on the process of analyzing the data provided by the particular sample and the questionnaire that was used in the relation to it. As for the certain theoretical specifics that needed to be clarified in the current context, it allowed to gather information from various sources in psychological science and theoretical models within the borders of the literature review and with the acceptance of

the views that were already expressed by the other researchers. In particular, this approach is related to the definitions of the human wellbeing, its specifics, the definitions of tourism and the scientific consideration of the several important details related to this activity.

The structure of the study at hand is as follows. It has three principal parts. The first one is the Literature Review in which the observations of the sources is represented. The next part is Methodology that has four subsections and explains the specifics of the methods chosen for the study and also the specificities of the process of collecting and analyzing data from it. The next part is Findings, in which one can see the results of the current research including the collected data and its interpretation with the subsequent analysis. The study also includes the Introduction and Conclusion sections, as well as the table of contents and the list of references. While these sections might appear self-explanatory and additional, they are essential when it comes to creating and advocating the scientific view and the position of the author, as well as completing the traditional structure of the research paper.

Literature Review

2.1 Tourism as a Promising Well-Being Tool

Well-being and the satisfaction with one's current level of life conditions are the categories that attract the interest of all people with rare exceptions. Indeed, behind different achievements and wealth is people's desire for the basic well-being and prosperity. Hence, there is no wonder that, in such a state of affairs, well-being becomes an object of interest for different scientists across the globe, with its manifestations beginning from the ancient philosophy and ending with the modern times. Researchers identify the following elements of tourist well-being before and during travel: functional, hedonic, economic, safety, moral, leisure, and a special independent congruity (Tokarchuk, Maurer & Bosnjak, 2014). However, it is important to note that the most exhaustive and clear definition of well-being was not developed by the researchers as of yet. Thus, Rahmani et al. (2018) noted that as far as well-being is an intangible, multi-faceted, complex, and sociological phenomenon, "there is also no general agreement on the definition and measurement of well-being" (p. 155). Nevertheless, the scientists do not stop trying to understand, define, and measure the notion of well-being in the most complete way.

Tourism is valued as a transformative element for both the well-being of travelers and suppliers. Pope (2018) indicates that the transformation is relevant for both sides, as it is the place and the provider that undergo metamorphoses that correspond to an improved perception of the environment. From this point of view, the development of international and local tourism allows one to pay attention to important climatic problems, since improving the attractiveness of certain regions will improve the ecosystem and financing of environmental initiatives. This argument has been validated and expanded in a qualitative study, where tourism has been studied as a critical factor in the

concept of well-being for both travelers and host communities (Pyke et al., 2016). It was also indicated that the tourism business is in a stage of rapid growth, as evidenced by investment statistics and ROI. In addition, travel helps all participants to achieve well-being due to a change in their familiar environment and a rethinking of their worldview, which makes tourism a related concept to philosophy.

2.2 Subjective Well-Being Measure

It is also of utmost importance to note that there are many theories and concepts whose authors have been and are trying to explain the phenomenon of well-being from the different perspectives and using different approaches. Chen et al. (2013) considered several of such theories in more detail. Before observing the theories, it has to be noted that they used the abbreviation SWB in their text that stands for subjective well-being. The authors also use the word happiness as a synonym for well-being. They noted that there are three theories - set-point, cognitive, and affective one, all of which “have been developed and considered fundamental for the conceptualization of SWB variability” (Chen et al., 2013, p. 288). Considering these theories in more detail and clarifying the approaches that were used for them, the authors noted that the set-point theory argues that “happiness is a stable ‘trait’. Particular experiences can at best provide a temporary uplift before people return to their set-point” (Chen et al., 2013, p. 288). Therefore, from the perspective of the set-point theory, well-being is a stable value. Another research goal is to study the predictors and contexts in which the SWB is formed. It was noted that cultural, ethnic, social, and value backgrounds play an essential role in expanding the SWB design (Diener, Lucas & Oishi, 2018). The authors provide a holistic study that covers the theoretical foundations of the model and innovative ways of obtaining a result, including from psychology and sociology. It is necessary to understand that SWB is a universal strategy in the field of tourism, as this allows one to study the elements of the psychological well-being of the individual and to understand the basics of tourist preferences for the successful combination of two variables.

2.3 Cognitive Theory

As for the cognitive theory, it states that “people judge quality of life mainly by estimating the gap between the realities of life and common standards of good life” (Chen et al., 2013, p. 288). Thus, according to this theory’s views, the personal and objective well-being is defined by using its assumed level of the common well-being as a measurement criterion. Therefore, this subjective approach is of particular importance for the tourist industry and recreation as a field of professional action, as the main goal of the managers at the hotels, theme parks, and other recreational organizations is to create an environment that would provide all the tourists with the experience that they subjectively assess as good or excellent. This conclusion was confirmed in a literature review on the topic of cognitive psychology and

behaviorism as the most essential parts of the well-being of tourists. It was noted that behavioral patterns and everyday routine form expectations of travel and, accordingly, it is compared with generally accepted concepts of optimal vacation (Breitsohl & Garrod, 2016). In other words, this conclusion correlates with the cognitive concept, according to which the traveler compares subjective canons and personal experiences to form an impression of a tourist vacation.

2.4 Affective Theory

Affective theory, in its turn, emphasizes that “happiness is more of a reflection of how one generally feels and an indicator of whether certain needs are gratified. Experiences add to happiness only if they involve need gratification” (Chen et al., 2013, pp. 288-289). This theory, as one can see, considers well-being as the criterion for the ultimate satisfaction or dissatisfaction of the human needs. Therefore, one can see that there are several perspectives on well-being and on the stability of this phenomenon depending on the particular theory. The concept of the image complements the general understanding of affectiveness, as it corresponds to an irrational assessment of the place of travel and, correspondence, emotions, and happiness of the tourist (Papadimitriou et al., 2013). What is more, it is important to mention that the consideration of the relation of well-being to travelling can be established regardless of the particular view on well-being chosen from the list above. Travelling activities as an impressive entertainment and the important experience will impact on the individual’s happiness regardless of considering this specific term and the notion behind it as a changing or a stable phenomenon.

2.5 Hedonia, Eudaimonia, and STD

The scientific consideration of well-being is not limited to the theories elaborated on above. Rahmani et al. (2018), for instance, created the research basis out of the concepts of Hedonia and Eudaimonia that, according to the authors, constitute the overall well-being together. It seems proper to clarify that Hedonia “relates to immediate sensory pleasure, happiness and enjoyment,” while Eudaimonia “relates to the consequences of self-growth and self-actualization as a meaning-related aspect of well-being” (Rahmani et al., 2018, p. 155). It also seems proper to note that both these phenomena can be considered and used in the context of travelling because this pastime can be easily connected to the sensory enjoyment, as well as to self-growth that is usually one of the consequences of gaining new experience. Another source broadens this argument and adds that tourism enjoyment can be achieved by dividing the QOL into individual, family, community, and country levels (Kay Smith & Diekmann, 2017). Therefore, there is a need to consider Hedonia and Eudaimonia at the same time.

The researchers noted that “due to its complexity and multi-disciplinary nature, and despite an increasing number of publications, researchers report there are still no fresh theoretical and empirical ideas about overall well-being that include both Hedonia and Eudaimonia, nor unified and universal measurements of well-being” (Rahmani et al., 2018, p. 155). There, the authors used the term Eudaimonia for the compound of Hedonia and Eudaimonia. They also noted that there are several theories that explain well-being as the complex yet inseparable compound of Hedonia and Eudaimonia. Such theories are those of personal expressiveness (PE), psychological well-being (PWB), and self-determination theory (SDT) (Rahmani et al., 2018, p. 156). All these theories are relevant enough to become the basis of a psychological study. Still, for the purposes of this paper, the work by Rahmani et al. is important in terms of the self-determination theory because, as it was already noted previously, the experiences that people acquire during their travels are as subjective as they can possibly be. On the other hand, it is up to the tourist industry workers to forge these experiences into something pleasantly memorable. The initial interpretation of the theory determined that STD covers motivation, individual autonomy, and competence as integral parts of increasing human productivity, regardless of socio-cultural or financial variables (Ryan & Deci, 2000). In a broader sense, STD is a combination of external and internal factors that directly affect motivation and well-being. Recent studies expand the STD and study specific types of tourism based on client needs in order to gain more focused knowledge about combining the desires and well-being of the community. The authors used an autoethnography approach to study spiritual tourism in India and concluded that special needs such as religious awareness and deepening of knowledge remain an essential foundation for decision making among tourists (Buzinde, 2020). From the point of view of tourism, the determining role of values and mental comfort allows one to assess the needs of a person and choose the best option for a vacation or trip for maximum pleasure.

The STD model "relates eudaimonic well-being to three universal innate psychological needs of competence, autonomy, and relatedness" (Rahmani et al., 2018, p. 156). The authors clarified the definitions for all three of those terms. Competence relates to self-efficacy, and autonomy relates "to the feeling of volition and having freedom of choice, which can accompany any act regardless of being dependent or independent, collectivist or individualist," and relatedness is "a feeling of belongingness and a connection with others" (Rahmani et al., 2018, p. 156). At this point, one can already imagine why precisely it is so important for traveling as an experience and the product. Moving on, the authors emphasized that these three needs are "essential for psychological growth (e.g. intrinsic motivation), integrity (e.g. internalization and assimilation of cultural practices), and well-being (e.g. life satisfaction and psychological health), as well as the experiences of ‘subjective vitality’ and self-congruence.” All of these values need to be

internalized and personalized in order for a person to function in the society. Moreover, these are not only the needs but the values when it comes to the travelling experience as the tourists' and their caterers' need. It was also noted that "if not sufficiently felt, unfulfilling experiences lead to a decrease in well-being or an increase in ill-being" (Rahmani et al., 2018, p. 156). With regard to this assertion, it can be noted that scientists often paid attention to the fulfilling and unfulfilling experiences as the important factors that have an impact on the human well-being.

2.6 Tourism and Subjective Mental Well-Being

One can also note that tourism was also considered as an important phenomenon in particular and as a factor that can have a strong impact on human well-being as well. The impact of tourism on well-being and economics as on the two interrelated branches of the modern civilization will remain an important factor for the tourism industry. At first, the authors suggested that "if taking a vacation does not contribute much to someone's overall quality of life, it can be assumed that vacations would be sacrificed when times are tough" (Dolnicar et al., 2012, p. 1). This quotation could become a motivating factor for tourism industry, as it shapes the experiences of its customers to an essential extent, as it was already proven during the analysis of the previous source.

A similar argument regarding the positive impact of tourism on mental well-being is the impact on unfastening human potential. Studies prove that existing literature sufficiently reveals the potential of tourism in achieving optimal mental well-being. In particular, the authors pointed to stress management, new experiences, and emotional relief (Garcês, Pocinho, Jesus & Rieber, 2018). Europe was singled out as a region with the most favorable ratio of tourism infrastructure and positive meta-analysis results. This fact is explained by the fact that European countries have a high standard of living and developed cultural elements, such as architectural monuments and natural wealth. Besides, transport and ecosystem infrastructure is in the process of constant optimization, offering tourists more and more opportunities for quality recreation.

As if confirming the previous statement, the researchers made the conclusion that such a situation "would be existentially threatening to tourism destinations and the tourism industry as a whole, as demand fluctuates strongly and unpredictably with external circumstances, tourism levels would operate independently of anything the tourism industry might do to control them" (Dolnicar et al., 2012, p. 1). Therefore, the industry that is the focus of this work is encouraged and even pressed on to make the necessary shifts and controlling steps before such grave factors enter the stage. The second suggestion was that "if, however, taking vacations forms an important part of a person's quality of life, it can be assumed that they will take vacations, no matter what they need to sacrifice to be able to do so" (Dolnicar et al., 2012, p.

1). As the research progressed, this suggestion led to the idea that “this has major practical implications for the tourism industry: if people go on vacation under any circumstance, the tourism industry does not need to worry as much about demand fluctuations and can optimize their guest mix under the assumption of relatively stable demand and competition” (Dolnicar et al., 2012, p. 1). The question of what it means for the industry has a relatively obvious answer at this point: the quality of the experiences that people acquire as tourists needs to weigh out the economic crises and other tumults in their mundane life.

Both of the suggestions led to the eventual assertion that “the contribution vacations make to people’s quality of life and the way the construct Quality of Life is determined for marketing purposes, are therefore of major consequence to the tourism industry” (Dolnicar et al., 2012, p. 1). Thus, the marketing comes into play. Indeed, before providing the customers with perfect experiences en-lieu, there is a need to persuade them to pursue this experience. The authors noted that "the desire to travel has been argued as a fundamental need, and viewed almost as a universal right" because people of the modern society have a substantial amount of work that "provides support for the need to have a separate Vacations domain in Quality of Life" (Dolnicar et al., 2012, p. 7). Thus, Quality of Life as a notion becomes a benchmark value of the tourism business marketing.

2.7 Tourism as a Modern Fundamental Need

The researchers noted that according to the contemporary views "the desire to travel has been argued as a fundamental need, and viewed almost as a universal right", and "vacations are an integral feature of modern life for many people in developed nations and represent a possible avenue for individuals to pursue life satisfaction" (Dolnicar et al., 2012, p. 7). Indeed, one of the drawbacks of the industrial development is the separation of the life into the work and pleasure, with next to no possibility to obtain pleasurable sensations while working. They also noted that, in the modern society, there is an underlying assumption that tourism has become both a physically and mentally profitable choice for quality leisure (Chen & Petrick, 2013). Indeed, the absence of pleasure and the phenomenon of burning out are the prerequisites for one to seek pleasure in alcohol and other unhealthy practices that are directly opposed to the healing experiences that tourism can and will provide.

The authors emphasized that, according to the quite wide list of modern studies, "vacations should receive more attention with respect to their potential for improving people’s quality of life" (Dolnicar et al., 2012, p. 7). For instance, Dolnicar et al., (2012) paid attention to quite a few studies one of which was focused on "the role of travel in improving the lives of people with a disability," and another one "found that vacations were associated with increased intellectual functioning of women over 65," and one more research

that was among those touched upon "discovered that vacations were associated with greater independence and less wariness in institutionalized retarded children" (p. 7). As one can see, people of all ages and occupations (or lack thereof) can benefit from a healthily spent vacation.

2.8 The Concept of Life Satisfaction

In the current context, it is important to note that among the different focuses of the research that included both tourism and well-being, the studies focused on the personal satisfaction with travel and tourism experiences in the overall quality of life context also were already performed. Dolnicar et al. (2012) remarked that the first studies in this field "highlighted the importance of satisfaction with tourism services, it was predominantly focused on service evaluations and satisfaction with the last trip" (p. 8). Therefore, the specifics of those studies were that "evaluations of the travel experience constituted the majority of the questionnaire whilst satisfaction with life overall constituted a smaller proportion of the questionnaire" (Dolnicar et al., 2012, p. 8). Would it be wise, therefore, to focus of the life satisfaction alone? Not for a tourism industry professional. Instead, one needs to incorporate the touristic experiences into the questions on the life satisfaction to receive a fair picture.

Life satisfaction in the context of tourism needs to be considered in two ways, including among residents of host communities. First of all, this theoretical layer is not well understood due to the prevailing importance of the satisfaction of tourists themselves. Studies show that developed tourism infrastructure can integrate into the daily life and mental well-being of the host community (Uysal, Sirgy, Woo & Kim, 2016). Such a phenomenon is explained by the development of cultural, family, and leisure life, as it becomes available with the improvement of the infrastructure and financial stability of the region.

However, the focus of the studies was naturally widened with the passing of time and the research slowly started to examine the role of tourism services in the overall quality of life. The researchers "discovered that satisfaction with travel services and experiences, trip reflections, satisfaction with service aspects of tourism phases and non-leisure life domains impacts on satisfaction with life in general" (Dolnicar et al., 2012, p. 8). Still, it is clear that the studies that considered the relationship of the tourism and travelling developed further. They included the investigations that answered numerous commonly asked questions, such as "whether or not the activity of holiday-taking has any impact on the life satisfaction or subjective well-being of those taking vacations"(Dolnicar et al., 2012, p. 8). Whatever the predictions might have been at the time, the results of such studies "indicated that such activity changed the sense of well-being of those participating in it"(Dolnicar et al., 2012, p. 8). In turn, this means that people did not practice the reflection on their vacations enough.

2.9 Dynamics of Tourism and Well-being Among Specific Communities

Some even more interesting and important results were obtained when the scientists used comparative methods while they conducted the research of travelling and well-being as the interrelated phenomena. It was noted that "a comparison between a holiday-taking group and a non holiday-taking group provided evidence that the former experienced a higher sense of well-being before and after the vacations when compared to the latter" (Dolnicar et al., 2012, p. 8). It was also found that "group vacations promoted positive attitudes and greater quality of life in hospitalized dialysis patients." Undoubtedly, tourism among the elderly community has unique features, for example, an extended vacation period and special care due to health conditions (Chen & Shoemaker, 2014). In addition, pleasure travel was attributed to the people's life as an important issue "affecting the quality of life of Korean seniors" (Dolnicar et al., 2012, p. 8). Again, the relationship between the vacation and well-being, both perceived and real, has found proofs.

It was also found that "vacation travel improved the Quality of Life of senior citizens and that it created new interests in their lives" (Dolnicar et al., 2012, p. 8). It was defined that "although Leisure is generally viewed as a key domain contributing to Quality of Life, Vacations are not typically regarded as separate. This is despite the fact that there has been an essential body of work demonstrating the positive effects of vacations on people's well-being, as distinct from home based leisure activities" (Dolnicar et al., 2012, p. 8). Therefore, the most important aspects of this scientific work concern the practical information of what vacations can give to the people who purchase them as they would also purchase any other service. It also gives ground to creating a good and reliable scheme of developing specifically targeted marketing strategies.

2.10 The Link Between Motivation and Well-Being

It was already noted that tourism and its view of the people who are visiting other countries during their vacations was always an important economical point that drew the attention of the researchers to the reasons why there exist so many people for whom the tourism and their motivation for this activity become a life goal. At first, the scientists focused on the definitions of motivation, one of which is "psychological/biological needs and wants, including integral forces that stimulate, direct, and amalgamate a tourist's behaviors and activity" (Dolnicar et al., 2012, p.10). While this might not be the term of utmost importance for the present day research, it is because many came before and clarified it, making it a cornerstone value.

Particular travel motivations refer to "why tourists decide to engage in something, the time they are willing to sustain that activity, and how intensively they are going to pursue it," and provide the insight into the psychology of tourist behavior "because motivations are seen as the driving

force behind all actions" (Dolnicar et al., 2012, p. 10). Understanding what motivates people to travel is a very important point in the context of the relationship between travelling and tourism since it allows researchers from various areas to study tourism and tourist psychology and, accordingly, to determine the elements of the proposal to better meet their needs (Correia et al., 2013). Additionally, such predictions are ultimately reflected on the marketing and catering strategies, with the facts to prove or disprove them in a permanent way. Among the different motivation theories, "the 'push-pull factor' theory of tourism motivation by Dann (1977) is perhaps the most recognized theory within the realm of tourism research" (Dolnicar et al., 2012, p. 10). Why would it be? Plausibly, because the very concept and the mechanism behind it describes the current life rhythm in the best possible way. As the motivation factor for tourists to travel, Dann (1977) indicated that "there is distinction between pull and push forces." The push factors are considered to be socio-psychological motivations that predispose the individual to travel, while pull factors are considered to be external, situational, or cognitive motivations that attract the individual to a specific destination once the decision to travel has been made (Dolnicar et al., 2012, p. 10). Therefore, the destination equals not to a simple choice but to a full-scale, weighted decision that factors in possible issues and numerous benefits. Such forces "describe how individuals are pushed by motivation variables into making travel decisions and how they are pulled or attracted by destination attributes" (Dolnicar et al., 2012, p. 10). It was also noted in the context of this complex and deliberate travelling power mechanism that "push motivations can be seen as the desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and excitement", while pull motivations "are those that are inspired by a destination's attractiveness, such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, and parks" (Dolnicar et al., 2012, p. 10-11). What is the work of a promoter, as well as of the caterer according to this scenario? It is to find and to balance out these motivations so that they create a healthy and not tiresome experience that is personalized to the maximum extent.

2.11 Semantic Differential Model

Tourism was regarded as one of the factors that might have an important effect on human well-being. What is more, tourism seems to be quite a complex phenomenon because the researchers focus on the different aspects of it and its impact on the human well-being. For instance, Rahmani et al., (2018) paid their main attention to the destinations that tourists chose. The researchers noted that "particularly, studying well-being in the context of destinations is of high importance as destination image associates with well-being" (Rahmani et al., 2018, p. 155). It is evident why they asserted that: one cannot send an elderly tourist to a rock music festival and expect them to

enjoy, as well as there will hardly be any satisfaction in the “boring” calm atmosphere of the natural resorts for the overwhelming majority of the teenagers. The scientists suggested that “feelings obtained at different destinations lead to different states of well-being” (Rahmani et al., 2018, p. 156). The authors of the research used Osgood, Suci, and Tannenbaum (1957)'s Semantic Differential model to check their suggestion. This model is important because it can be useful not only in the context of the one particular research, but in the general compound of studying tourism in all its aspects and its impact on human well-being in particular, even if the study is focused on the other items than the destinations that the tourists choose.

Thus, this model “distinguishes between three bipolar dimensions of meaning as it is perceived by the tourist and expressed in language: Activity, Potency, and Evaluation” (Rahmani et al., 2018, p. 155). The authors clarified these dimensions, noting that Activity “shows the level of physical engagement of the tourist,” Potency “reflects the destination's level of energy or attractiveness, or how it affects the tourist,” and Evaluation “reveals the tourist's positive or negative evaluation of the object, or the experience, as it unfolds or as a whole” (Rahmani et al., 2018, p. 155). These terms are also useful tools that allow to coin a successful marketing strategy as simply as one would assemble a Lego figure – out of the ready-made details. The scientific consideration of Activity, Potency, and Evaluation is important in the context of impact of tourism and destinations on human well-being because “well-being (an increase in Hedonia and Eudaimonia) and ill-being (a decrease in Hedonia and Eudaimonia) states are therefore consequences of these meaning modes which are subject to the destination” (Rahmani et al., 2018, p. 155). Therefore, one can also regard these theses philosophically, as, in the broader context, the ill- and well-being, as well as the destination itself seems not only the material but a spiritual experience. Thus, its quality needs to be on the highest possible level for each individual in particular, whatever their age, as the right experience cannot be other than beneficial for one's body and psyche.

Methodology

3.1 Methodological approach

As it was already noted above, both happiness and wellbeing are the phenomena that have interested people for centuries. Philosophy and art have claimed for a long time that such things as wealth and high state in the society do not make people happy and cannot provide them with well-being, even though it seems that they can help to solve many issues which the majority of people face. However, there appears the question about the factors that can have an impact on the human happiness and well-being. Travelling as the pastime that is usually related to vacation or other kind of free time and is able to provide positive emotions and great impressions to the people appears to be the potentially strong factor that can create a powerful impact on human well-

being and happiness. This relation has already attracted the attention of the researchers. However, it seems proper to focus on the role of travelling for well-being as the major component that functions in the system of life satisfaction.

Qualitative method appears to be the most suitable approach for such a study. The choice of focus in favor of this method is quite obvious because the consideration of the role of travelling for well-being in life satisfaction will be inevitably present on the qualitative indicators, even though the quantity in itself will be no less important for the research. The particular method that is appropriate for such a study is that of survey. Even though survey seems to be more related to the quantitative studies, in the current case it will be highly useful. The point is that conducting the survey allows to collect the necessary data about the role of travelling in human life and its impact on the well-being in life satisfaction. The survey can include the open and closed questions, and therefore the participants are able to choose between certain options as well as to provide the surveyor with the answers that are appropriate in their opinion. This way the survey will allow not only to collect specific data that is helpful for the statistics but for the participants to share their thoughts and impressions that are particularly important in the current context.

One can note that the qualitative method is a standard approach in the many different fields, and the survey as the particular method for the data collection is also used in many branches of science. It can be generally stated that the research at hand was conducted using the standard methodology which is well-known and does not require justification. Before the study, as it is quite clear from the data above, the literature review was created that allowed to see the previous views and analyze the studies that focus on the current problem. The survey that included 17 questions of different types was created after that. When the sample has reached the expected number, allowing to consider the study as credible, the data provided by the participants were analyzed, and the results of the analysis were included in the current study.

As for the ethical and philosophical considerations in the context of the current research, one can note the following. The ethical consideration of the research at hand, as well as those of many other studies in the different scientific areas, required the proper attention to the personal data of the participants of the research. Here, it is proper to note that no personal data that could allow to identify any particular person were collected in the process of the current research. The survey included the questions about age, gender, and nationality, that allowed to make a general image of the participants of the research, defining each in particular. However, such confidential information as name, date of birth, or any other personal data were not included in the survey and were not collected in any other ways. As for the philosophical considerations, it was already noted that happiness and well-being were

continuously researched by the scientists during centuries. Happiness is quite a complex phenomenon and there are many different approaches to it and views on it. Therefore, in the current study, the term well-being was used, which, even though it is quite close to the happiness in its gist, is less complex in its definition and includes more details that pertain to the scientific field of this study.

As it was mentioned above, the survey was used as the main tool for collecting the data for this research. Therefore, validity and reliability for it was caused by the two main factors - the number of the participants that had to be enough to create a credible sample, and the truthfulness of the answers that preconditioned the validity of the study at hand in general. As for the first criterion, it can be noted that the sample of the current study included 92 people, that is enough to cause credibility. A feature of this study is the absence of a specific target group. For example, visitors to specific countries or representatives of certain professions would be an insufficient sample for the survey. The sample does not aim for representativity, but tries to cover various population strata. For example, nineteen nationalities and a significant age variation (18-48 years) were identified among the sample, which allows for sufficient representativity. As for the truthfulness of the answers, it can be noted that when the survey questionnaires were offered to be filled out, it was noted to the participants that the results will be used for the scientific research, and that could cause their serious and conscious attitude towards the process of answering the questions. It is also proper to note that the fact that the personal data that allow to define the personalities of the participants were not collected in the research allows the participants to feel more comfortable with giving up certain details about their preferences and answer more truthfully. Validity of responses, in turn, depends on the methods of decoding the answers into a single system of measurement, mutual understanding of the respondent and the moderator or interviewer, and methods of retrieving data.

3.2 Methods of data collection

The survey included the seventeen questions that one can consider focusing on the data (supposed answers) list provided below:

1. Your age
2. Your gender
3. Your nationality
4. How important is travelling for you?
5. Do you feel the need for travelling more than ONCE per year?

6. How many days do you usually spend while leisure travelling?
7. Do you prefer to have shorter but more frequent vacations?
8. Do you prefer to have longer but less frequent vacations?
9. Do you feel more motivated for work after travelling?
10. How often do you need to have vacations per year including travelling?
11. Do you usually travel to the same tourist destinations, which are your favourite, during your vacations?
12. Do you feel better after spending your vacations at home OR after travelling?
13. Which feeling exactly do you have after your trip?
14. Have you experienced any of those?
15. How long do you feel the effects of your trip?
16. What do you feel when you are thinking of/ remembering your latest trip?
17. Is there any trip, you are thinking quite often about?

Several questions – particularly 1, 3, 13, 16, and 17 – were created with the possibility for the participants to write the answers themselves. For all other questions, the participants had to choose the answer from the several options that were provided by the surveyor. Those options will be considered in more detail in the section of the findings. As for the current context, it seems proper to show a few examples and note that the least options were given for the questions 7 (Do you prefer to have shorter but more frequent vacations?) and 8 (Do you prefer to have longer but less frequent vacations?), where the variants of answers for which were simply “Yes, I do,” and “No, I don’t,” while the most options were provided for the participants to answer the fifteenth question (How long do you feel the effects of your trip?), which included eight variants of answers.

Non-probability sampling was used for the current study, because the survey was provided to the several social groups, about which it was known that people from them have the physical and financial ability to travel. It seems to be clear that the well-being of the people is caused by many factors, and one of such factors is the level of income. People who have low income will hardly be interested in travels, and thus will hardly have an impact on the well-being and life of people who are forced to work hard to provide for themselves and their families the level of life proper to support all necessary vital activity and have strength for daily routine. At the same time, in the case when people have financial status that allows them to travel, even though they have to choose thrifty options for tickets and places to stay, the trips can have

a great impact on their well-being and be the source of positive emotions and impressions. Therefore, it seems proper to use non-probability sampling, because the sample of the people who have the ability to travel allowed to collect the data that gave the possibility to define the role of travelling for well-being in life satisfaction after analysis.

The survey was conducted using the web-service Survey Monkey (www.surveymonkey.com), that allowed to simplify the procedure of the data collection for both sides. On the one hand, it was enough to create the survey once, with the inclusion of all necessary questions, answer options, and all other details. A significant part of the research time was occupied by the distribution of the questionnaire through the channels, namely, the completion of a diverse sample. The created questionnaire and the link to it were published on two main platforms: Facebook and Instagram. As for the first source, two travel and lifestyle profile groups were contacted so that links to participating were posted in the feed. A similar approach was used for Instagram: participation links were posted on two international travel profiles, with a combined reach of nearly 20,000 daily views. The link provided led to a registration card, where potential participants had to fill in basic demographic (gender, age, education, profession, location), and psychographic (select core values and interests from a list of ten items) information; read and accept the terms of the survey. The study moderators examined more than 1000 registration cards and selected the most diverse sample so that each of the answer options was chosen by at least one participant. The final preparatory stage was contacting the user via email with an invitation to undergo basic testing. On the other hand, it was quite convenient for the participants of the survey. The people had the link in the free access and therefore, they were able to fill out the survey after choosing the convenient time and atmosphere for themselves. The fact that the participants were able to fill out the survey when it was convenient for them is quite important because the participants had enough time and could answer the questions in the consequent order and without any haste. It can be important to note that the main amount of time that was required for collecting the data was caused by the time that was needed for the certain number of the participants to fill out the survey for their number to be enough to cause the credibility of the study.

The sample size for the current research included 100 people. As it could be seen from the results of the survey, 92 of them answered all 17 questions, and therefore there were 8 people who did not fill out the survey completely. Therefore, the number of people who answered the survey is 92 and the number of people in the sample is 100. The division between the first number and the second one allows one to see that the response rate for the current research is 0,92. Such a rate is quite high for the study, and it gave some beneficial sides to it. One the one hand, as it was already mentioned above, the positive point is that quite a wide sample of the active participants provides the reliability of the information. On the other hand, the fact that so

many people of the sample filled out the survey indirectly proves that travels have an important role in creating and supporting one's well-being in life satisfaction, because one of the suggested reasons why such a number of the people filled out the survey can be that the trips are associated in their minds with positive emotions for them.

3.3 Methods of analysis

The convenience of the tool used for data collection consisted particularly in the fact that the data almost did not need any preparation before analyzing. As far as the survey was conducted in the electronic form, the data will be stored in the cloud and cannot be lost as a result of technical errors. As it was noted by Manikandan (2010) "individual observations that fall well outside the overall pattern of the data are called outliers or outriders. Outliers can be substantially smaller or greater than the other values in a data set," (p. 65). However, removing the outliers was not needed in the current particular case because the sample was chosen in such a way that allowed to minimize the possibility of such ones. A few steps were made before analyzing the data that are related to the specifics of the survey. At first, it seemed necessary to check if all of the participants answered all the questions to be sure about the future results of the analysis. The second point was the necessity to consider the data of the open-ended questions and generally observe the answers to those questions. Such an observation allowed to have a clearer idea about the answers to the questions than it was before the survey was filled out, and there were only suggestions about the nature of the answers to this part of the survey. In addition, such observation allowed to see in which way the participants understood some quite complex answers, such as the seventh one (Is there any trip, you are thinking quite often about?), the specifics of the answers to which will be provided in the section of findings. Therefore, one can see that the preparation of the data before analyzing in fact was focused on the preliminary observations of the information, that allowed to structure the following data analysis efficiently.

As for the software that was used to analyze the data, there was no specific and specialized program that was used to analyze the obtained information. Here, there arises the need to mention the convenience of the used platform once more, because it automatically calculated the percentage that one or another answer obtained, and even represented the results of the answers to one or another question with graphs and diagrams for the convenient visual perception. Therefore, the main efforts were directed on the work with answers to the open-ended questions for which the participants were able to write their opinions themselves.

At this specific point, it seems proper to note that all the answers that were obtained by using those questions were clear and had a direct relation to

the questions. In other words, there were no answers that could not make sense, sets of letters, dashes, and other similar phenomena. Even though there were cases when the participants did not formulate their answers ideally - for instance, for the third question some people wrote their country or city instead of nationality - such answers still could be clearly understood and be related to the questions and thus were eventually to become the part of the required data. The answers to these questions were analyzed manually. As far as the survey was conducted with the web-platform, there were options to create a more detailed description of the research in the browser with the function “highlight all” to see the general amount of the particular variant of answers to certain question. The number of the certain options were manually noted and analyzed after all the data collected with the survey were processed this way.

It was noted by Ali and Bhaskar (2016) that “statistical methods involved in carrying out a study include planning, designing, collecting data, analyzing, drawing meaningful interpretation and reporting of the research findings. The statistical analysis gives meaning to the meaningless numbers, thereby breathing life into a lifeless data” (p. 662). As for the statistical methods used in the current research, they were the following ones. The main method for the research at hand was the survey that was conducted with the help of the web platform, that allowed to make the data collecting convenient for both the researchers and the participants of the survey.

The survey had the mixed approach because it included both the questions of the open-ended type and the questions which provided the multiple choice to the participants. The least number of the options to answer the question was 2 (questions 7: Do you prefer to have shorter but more frequent vacations?; and 8. Do you prefer to have longer but less frequent vacations?), and the largest one was eight (question 15. How long do you feel the effects of your trip?). The comparative-convergent approach was used to analyze the data. In particular, the answer to the seventh and eighth questions were compared as far as the checking process for the fault in the survey was concerned. It can be noted that all the answers to each particular question were compared when separated in groups. Such separation and comparison allowed to make the eventual conclusions that one can see in the following sections and caused the findings of the current research to come into existence.

3.4 Evaluation and justifying methodological choices

Considering the methodological choices for the current research in more detail, one can pay attention to the general specifics of the qualitative research, about which Carter and Little (2007) state that what stands behind it is often called “social research in which the researcher relies on text data rather than numerical data”, and the researchers try to analyze those data “in their textual form rather than converting them to numbers for analysis, aims to understand the meaning of human action, and asks open questions about phenomena as they occur in context rather than setting out to test

predetermined hypotheses” (p. 1316). As one can see from the quotations given above, the current research did not have to acquire a predetermined hypothesis. It is quite clear that there were certain suggestions related to the future results but they were not formulated quite clearly, and their appearance was caused by the obvious facts of the world around. Tourism as a phenomenon and an industry is developed and popular nowadays. Technical progress and globalization created more possibilities for people to travel around the globe, see foreign countries and obtain the impressions from such journey activities. The offers for traveling are popular in different media, and in the modern society, the journeys are represented as the source of the positive emotions and impressions. Therefore, one can at least suggest that travelling occupies some place in the life of the modern people who are able to take part in the activities that require it. However, the clear definition of the role of travelling for well-being in life satisfaction was a complex question that could not be answered based only on the intuitive suggestions whose only source was the subjective opinion of the particular person. The answer to such a profound question required a proper sample and a clear list of the questions that could allow to collect data with taking into account all of the details and the complexity of the studied question.

The consideration of the methods chosen for the current research may require paying some more attention to the impact of the methods on the study in general. Carter and Little, (2007) noted that the most essential contribution of methods “is a pragmatic one: that the methods selected will determine the final research product” (p. 1328). These researchers note that even though such fact can seem to be obvious for those who are familiar with the specifics of the scientific studies, “it is still too easy to select methods because they are more familiar, faster, or easier to implement without sufficient attention to the research product they will generate” (p. 1328). It seems proper to note that the methods for the current study were not chosen because of the criteria listed in the previously cited statement. It also seems necessary to pay attention to some more claims made by the same authors. Thus, the researchers noted that “focus groups versus individual interviews, e-mail–facilitated interviews versus face-to-face interviews, observation versus collection of organizational documents will each produce different data. Similarly, different analysis methods will construct very different accounts of the same data” (Carter & Little, 2007, p. 1328). Therefore, the authors focused their attention on the interrelation between the methods and the specifics of the results. They signed this idea and concluded it with noting that “five studies of the same phenomenon using different data collection and analysis methods are likely to produce five different readings of that phenomenon. Thus, all method selection should be done purposefully and with care” (Carter & Little, 2007, p. 1328). The methods for the current research were chosen with the main attention to the purpose of the study and to the technical details of the embodiment of the search for the answer to the main question.

However, to evaluate these methods, at first it seems proper to pay some attention to the epistemology in general. Carter and Little, (2007) noted that epistemology “is theory of knowledge. Some philosophers are specialist epistemologists who study the components, sources, and limits of knowledge and of the justification of knowledge, and that “philosophers of science study the nature of scientific knowledge, that is, the claims made by various empirical disciplines and the way in which researchers' beliefs are formed and sustained” (p. 1319). As for the current context, one of the main statements is that “epistemology is key to assessment of the quality of data and of analysis. Many of the fights over quality in qualitative research are thinly veiled epistemological battles” (Carter & Little, 2007, p. 1324). Therefore, the evaluation of the methods used during the current research will have its local relation to the epistemology in general.

Providing such an evaluation and justification, one can pay attention to the previously cited statement that each method will yield the specific results. It can be noted as well that each method has its weaknesses and strengths. It was already mentioned that using the survey that was created for the current research will not be quite effective for the sample of people who are able to participate in travelling activity. Therefore, the results of the current research as well cannot be used in the very wide borders. However, it allows to understand the specific social group in a better way. What is more, it seems proper to mention that the features of the research that seem not to be quite correct as its strengths can be considered as benefits. The survey provided via the internet platform does not allow to clarify the question if needed. In the case of the last, seventeenth question (Is there any trip, you are thinking quite often about?) such an inability became beneficial for the data collection process because the different understanding of the main emphasis of this question caused the different kinds of answers that allowed to understand more details about the attitude of the participants to the travelling and its role in their life to appear.

Findings

Gender and Age Distribution

The two first questions of the survey were related to the basic information without revelation of participants' personal data. The first question was about the age of the participants and they could write the number themselves. The survey showed that the majority of respondents (more than 60%) identified themselves as female, while about 35% were identified as male (Table 1). Most of the respondents, namely 71 people, were between 20 and 30 years old, while only five were younger than them and sixteen participants were older (Table 2)

Table 1: Gender Distribution

Gender	Number of Participants
Male	33 (35,87%)
Female	59 (64,13%)
Prefer not to answer	0

Table 2: Age Distribution

Age	Number of Participants
18	2
19	3
20-30	71
31	7
32	2
33	1
34	1
35	1
38	1
43	2
48	1

Nationality

The next question of the survey was about the nationality of the participants. As it was already noted above, it was the open-ended question, and therefore the participants had the opportunity to write the answer themselves (Table 3). Such state of affairs led to the situation where the participants' answers were not quite correct in the context of nationality. Thus, only one participant of three answered the question about the nationality as "HKSAR", while two others answered this question as "Hong Kong." Also, some of the participants wrote not their nationality but the name of the country - Austria, Moldova, Azerbaijan, South Africa.

Table 3: Nationality of the Participants

Country of Nationality	Number of Respondents
HKSAR	1
Hong Kong	2
Austria	6
Moldova	1
Ukraine	48
Russia	6
Kyrgyz	1
Macedonian-Chinese	1
Hungarian	1
Iranian	1
British	1
Australian	1
Azerbaijani	1
South African	1
German	1
Armenian	1
Cypriot	1
Benin	1
Lithuanian	1

Such a nationality sample of the participants seems to be beneficial for the results of the survey. On the one hand, there appears to be a clearly defined main group - Ukrainians, whose experience of it is represented in the results. On the other hand, the survey is obviously not focused on the one only group because there is an essential amount of the participants who represent other nationalities and it therefore allows to use the results of the survey on a wider scale than only in the borders of one country or nationality.

The Importance of Traveling

The next question was about the importance of the travelling activity as an experience for the participants of the survey. As it was noted above, there were different options of the answers - unimportant, slightly important, important, important enough, and highly important (Table 4). Most participants rated travel as an essential part of life, namely, they chose options from “important” to “Highly important.”

Table 4: The Importance of Traveling

Option	Number of Participants
Unimportant	1 (1,09%)
Slightly important	3 (3,26%)
Important	28 (30,43%)
Important enough	21 (22,83%)
Highly important	39 (42,39%)

As for the answers to this particular question, they are essential in the context of the current study. They clearly show that travelling is an activity that is regarded as highly important or at least as important by the people who have the physical opportunity to travel. Only a few of them claimed that travelling is unimportant or slightly important to them, while the majority considered travelling an important ability and a part of their life. The following questions of the survey, as it was noted above, clarified several essential details that allowed to have deeper and wider understanding of the importance of travelling in the life of the participants.

The Frequency of Travelling

The next question was an inquiry aiming to clarify if the participants feel the need for travelling more than once per year. None of the participants chose the option according to which they do not travel; more than half of the respondents prefer to travel more often than twice a year (Table 5). The choice of the answers showed that all of them have the physical opportunity to travel, and they feel the need to occupy themselves with this activity more than twice a year for the majority of the participants.

Table 5: The Frequency of Travelling

Option	Number of Participants
I do not travel	0
Once per year is enough for me	12 (13,04%)

Twice per year	22 (23,91%)
More than twice per year	58 (64,04%)

These answers are important for clarifying the significance of the travelling activities for the participants of the survey. The need to travel twice a year was a relevant feeling for the minor part of the participants, and only twelve of them agreed that one travel per year is enough for them. Such results show that the frequency of the travels is also important for the participants, and that many particularly prefer to travel twice per year or more.

Vacation Period

The next question was dedicated to the amount of days that participants usually spend while leisure travelling. Among the three options available, 1-3 days of travel was the least popular, while the 4-7 days option prevailed among the responses (more than 58% of respondents) (Table 6). This statistical information shows a clear relation between the financial status of the participant and the frequency of traveling per se.

Table 6: Vacation Period

Option	Number of Participants
1-3 days	5 (5,43%)
3-7 days	54 (58,7%)
More than 7 days	33 (35,87%)

On the one hand, it shows that the majority of participants prefer to spend around 3-7 days in their travels, and the less wide group prefers to spend more than a week abroad. Therefore, the people surveyed prefer to spend more time abroad, on the one hand. On the other hand, however, they obviously have enough financial capability that can allow them to travel 3-7 days or even to spend more than a week in their travels. These statistics are also important as the ones that define the periods of 3-7 days as the most frequent amount of the time that participants usually spend in their travels. The two next questions allowed to collect more data about the preferences of the participants as referred to the frequency and length of their travels.

Duration and Frequency

The next question of the survey was if the participants preferred to have shorter but more frequent vacations. Among all the people who took part in the survey, 53 - 57,61% of the overall percentage of the participants agreed that they prefer to have shorter but more frequent time off their work. At the

same time 39 people - 42,39% of the overall percentage of the participants - disagreed with the statement that they prefer to have shorter but more frequent vacations. One can see that, according to the collected statistics, more of the participants prefer to have shorter but more frequent time off, and yet there are certain reservations. On the other hand, one can see that the gap between the percentage of those who agreed with the statement and those who disagreed with it is not quite wide.

The next question was to clarify if the participants of the survey preferred to have longer but less frequent vacations. The answer to this question correlates with the previous one, because of the obvious interrelation of these two inquiries. Among the general number of the participants, 40 people - 43,48% of the overall percentage - agreed that they prefer to have longer but less frequent vacations. At the same time 52 people - 56,52% of the overall percentage of the participants - disagreed with the statement of the question. Therefore, the people prefer to have shorter but more frequent vacations. However, as it was already mentioned above, the gap between those who prefer shorter but more frequent vacations and those who prefer longer but less frequent vacations is not quite large. This point can be related to the several different factors, starting from the economical one, and ending with the psychological specifics of the participants that cause their preferences and comfort or discomfort in the context of traveling.

Travelling and Motivation

The next question was to find out if the participants feel more motivated for work after travelling. There were two options to choose from to answer this question. Using them, 39 people - 42,39% of the overall percentage of the participants - chose the answer according to which travelling does not affect their motivation to work. At the same time the larger part of the participants - 53 people and 57,61% of the overall percentage chose the answer according to which they feel more motivated to return to their duties after travelling. The statistics collected with this question have a similar feature with the previous data, which allows comparing and unifying them. On the one hand, the majority of the participants noted that they feel more motivated to work after travelling. On the other hand, the gap between their number and number of those who are not feeling motivated is not particularly large, not exceeding 10 percent. The reasons for such state of affairs are related to one of the following questions on which the study at hand will be elaborating further.

The Frequency of Vacations Per Year

The next question was “How often do you need to have vacations per year including travelling?” The participants of the survey had four options to answer, each of which included the particular period of time. Once per 2–4 months, more than half of the respondents were selected, while once per 6–9 months and once per 9–13 months, only 10% of the participants selected

(Figure 1). One needs to pay special attention to the fact that the question was related not to the actual state of the affairs but to the personal feelings of the participants of the survey.

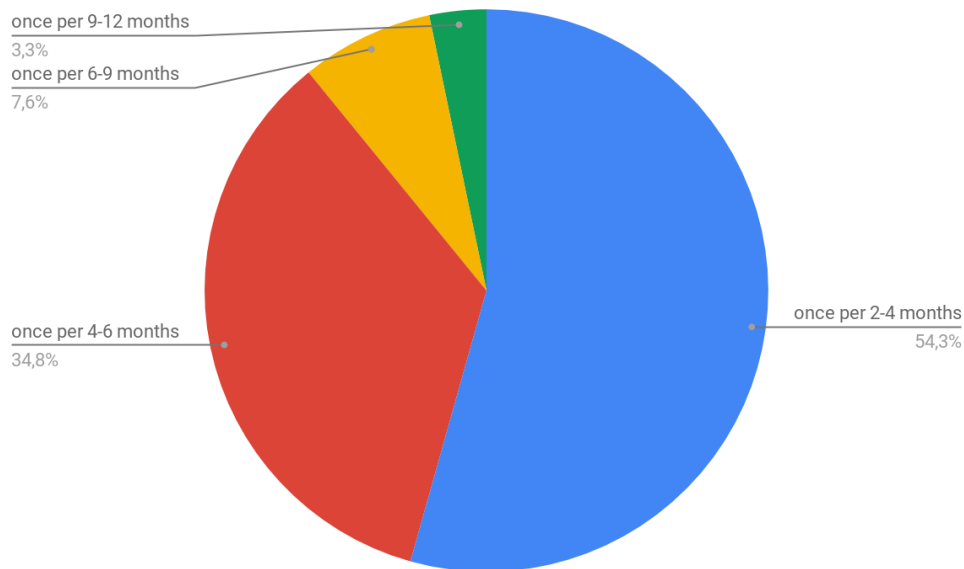


Figure 1: The Desired Vacation Frequency

It was quite predictable that the people questioned wanted to have vacations as frequently as it is possible, especially granted the statistics on the travelling desirability outlined above.

Destinations

The next question was for the surveyor to see if the participants usually travel to the same tourist destinations, which are their favorite, during their vacations. Only a few participants prefer to travel to the same places, while more than half of the respondents choose a direction depending on the circumstances and take flexible decision-making (Figure 2).

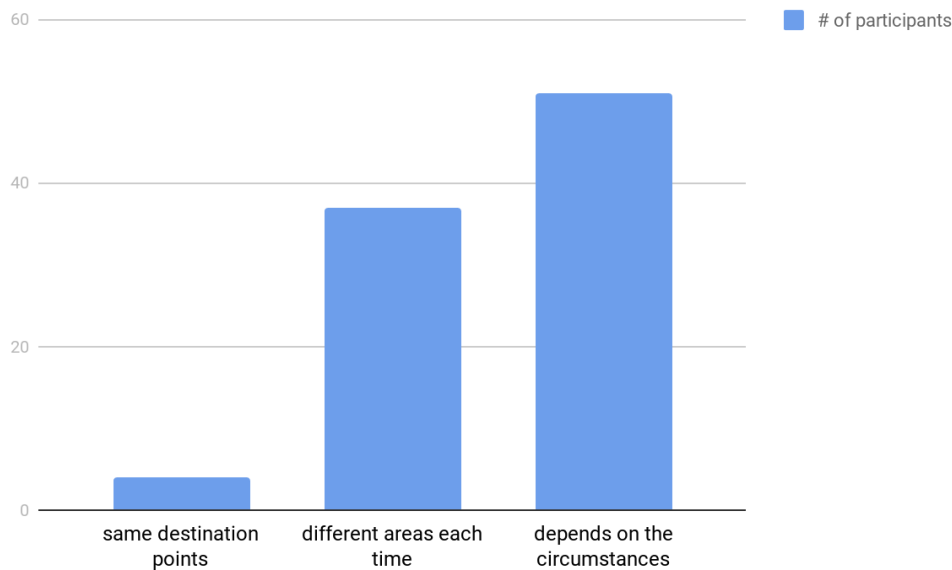


Figure 2: Destination Preferences

It is a well-known fact that travelling industry that includes travel agencies, hotels, hostels, apartments, and various airlines, including the low-cost ones is quite flexible and not very constant in the context of prices. Therefore, the circumstances that impact the choice of the participants of the survey and people in general can be not only their preferences about the specifics of certain destinations or their financial abilities. Instead, it offers the different companies from the tourist industry that can attract their attention and prompt people to make choices that are favorable for the particular destination because of the low price, convenient dates, or other similar factors.

Feelings After Vacation

One more question was “Do you feel better after spending your vacations at home OR after travelling?” There were three options to choose from and thus answer this inquiry, and the majority of the participants chose the variant according to which they feel rested in both situations - 46 people, which is 50% of the overall percentage, chose this option. The next according to the number of the favorable participants was the variant “I prefer travelling to feel better after vacations” - 42 people or 45,65% of the overall percentage of the survey participants chose this option. Only 4 people and 4,35% of the overall percentage chose the answer “I prefer staying at home to feel more comfortable afterwards.” On the one hand, it is predictable that the period of time that is spend without workload gives the participants the feeling of rest and allows them to function better after the vacation. At the same time it is important to note that a very few people believe that they prefer travelling as the option that allows them to feel better afterwards.

The next question in the survey was “Which feeling exactly do you have after your trip?” This was an open-ended question, and therefore, the participants were able to answer it in the way they found proper. It seems important to note from the very beginning that the majority of the answers, regardless of their differences in the formulations, were positive regarding their gist in the majority of cases. Thus, only two people chose the answers to express their negative feelings - their answers were “broke (money)” and “hungover.” However, the answers to one of the following questions allowed to suppose that such answers are caused not by the negative impressions of the travelling but by the negative feelings that people can have when their journey is over and they need to come back to the daily routine. The financial aspect can also become more relevant after travelling and cause the essential and even critical issues for the travellers. However, as it was already mentioned, the main part of the answers expressed the positive feelings experienced during and left after the travel.

Thus, 18 people noted that they feel happy. 17 participants wrote that they feel relaxed after vacation. Among all other participants, 12 people answered that they feel satisfaction after travelling. Another 12 defined their principal feeling as inspiration. 8 participants described their feeling as excitement. 6 participants noted that they feel more energy after travel. The tide of positive emotions was quite typical for the participants - many of them described their state after travelling as “full of energy/positive emotions/new ideas/impressions”. 2 participants noted that after the trip, they feel content. Therefore, one can see that after the traveling almost all participants, with rare exceptions, experienced different kinds of positive emotions.

Feelings and Experiences Distribution

The next question was also related to the feelings and the experiences of the participants during the traveling. The difference that sets it apart from the previous question was that this one provided several options from which the participants had to choose. Most participants (over 90%) experienced positive emotions such as satisfaction and good memories, while about 8% of respondents reported sadness when traveling for various reasons (Figure 3)

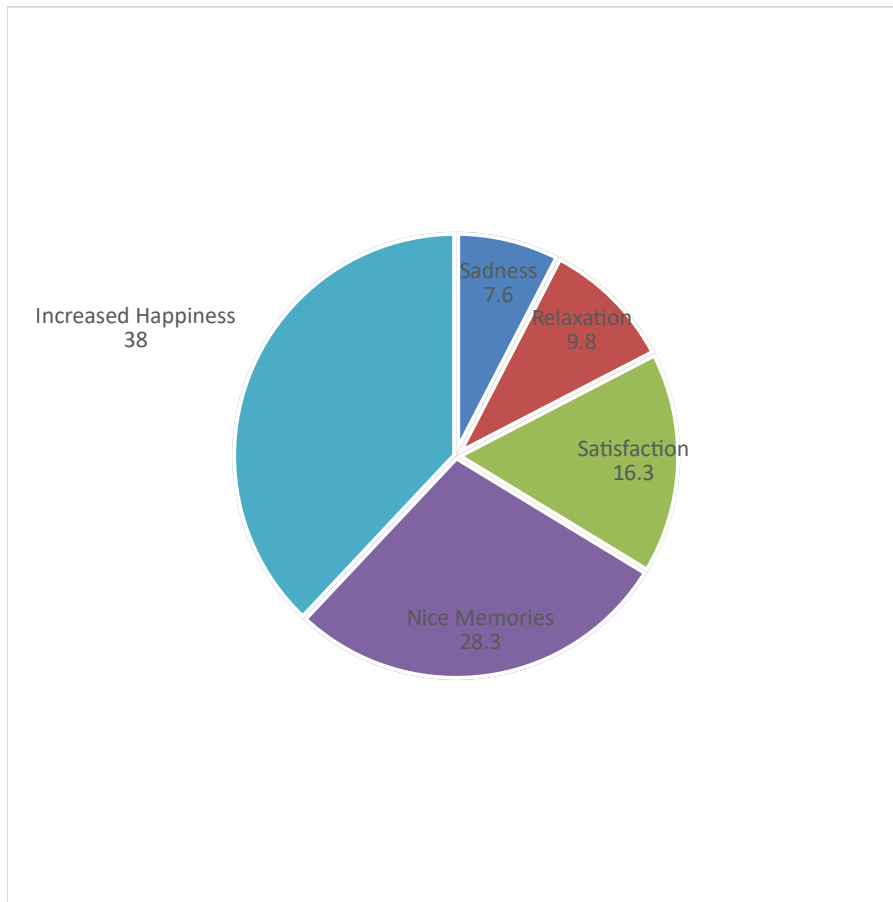


Figure 3: Feelings and Experiences Distribution, %

This statistics shows that the majority of the participants have the positive impressions from traveling and experience the increase of the level of happiness because of their trips.

Feeling Duration After Vacation

One more question was “How long do you feel the effects of your trip?” This questioned was provided to the participants with as many as eight options that could be chosen as answers. The majority of the participants chose the option according to which they feel the effects of their trip during one week - 35 people and 38,04% of the overall percentage of participants chose this option. It is interesting to note that the next largest by the amount of the participants was the answer claiming that such effects are felt during the whole life - 19 people and 20,65% of the overall percentage chose it. One month was the next answer with 15 people or 16,3% of the overall percentage of participants as those who chose it. 11 people and 11,96% of the overall percentage chose one more available variant - they feel the effects of their trip during several months. 7 participants - 7,61% of the overall percentage - chose

the answer according to which they feel the effects of their trip during only one day after the end of a trip. 3 people or 3,26% of the overall percentage chose the variant according to which they feel the effects of their trip during several years. Among those who remained, 1 person (1,09% of the overall percentage) chose the option “only during the days of your trip,” and another person chose the variant “one year.” Therefore, one can see that the traveling activities have quite a strong impact because the effect of these occupations can be felt even during the whole life, and for the majority of people the strongest feeling stays there from one week to several months.

Memories from Previous Travels

The next question was “What do you feel when you are thinking of or remembering your latest trip?” and the participants were able to write the answers themselves in this case. Most respondents (63 participants) reported positive emotions, while three people shared negative and disturbing experiences (Table 7). As in Q13, the initial analysis involved a formal division of the responses into categories of positive and negative impressions. This approach allows one to deepen the qualitative analysis by studying the answers in two categories in two phases.

Table 7: Memories from Previous Travels

Option	Number of Participants
Happiness	28
Good/happy/warm/nice memories	13
Satisfaction	7
Excitement	6
Nostalgia	5
Pleasure	2
Calm	2
Nothing	1
Stress	1
Pain	1

However, as it was already mentioned, such feelings could be caused not by the negative experience during traveling but by the need to come back to the daily life that quite often creates a strong contrast with the bright emotions and impressions that a person can have during a trip.

The Most Memorable Trip

The last question of the survey was “Is there any trip that you are thinking quite often about?” It is clear that the answer to this question was open and the participants were able to write their opinions themselves. However, it is important to note that quite a large amount of them understood the question as a true or false one and answered simply yes or no. Thus, 34 participants agreed that there is some trip that they are thinking quite often about. 12 of the participants, in their turn, answered negatively, implying that they have no trip that they are thinking quite often about. However, other participants understood this question as the open-ended one and noted the particular destinations. The United States were mentioned 4 times as the answer to this question, and 4 times was mentioned such an exotic place as Cuba. Maldives, Italy, Brazil, Vienna and simply seashore were mentioned 2 times as the answers for this question in the context of the survey. The answers to this question also included such variants as Barcelona, Norway, Crimea, Paris, Vietnam, Asia, Greece, Iceland, the North Pole, Athens, China, Florence, Canada, and such options as sea and skydiving. It is important to pay attention to the context in which the participants of the research considered trips that they often thought about. The answers to this question allowed to separate such opinions into two types. The first type are the travels that already happened - the participants answered, writing about their previous travels that made a great impression on them. Another important type included the travels that the participants wanted to have - from the real plan to the long-term hypothetical travels, similar to the dreams.

Conclusion

Therefore, one can make the following conclusion from the data provided, analyzed, and elaborated upon above. Human well-being was the principal object of interest of the different researchers since ancient times. There were different approaches to this phenomenon, and, what is more interesting and important, the clear and full definition of well-being still remains the object of interest of the scientists nowadays, as well as the subject for the intense and complex debate between many of them. There are different views on the well-being as a functioning element of the system that can best be described as human life in its fullness and complexity.

In particular, some of those scientists define this notion as the stable and nearly unbreakable state, a certain benchmark that cannot be strongly impacted by some external factors. Other researchers, in contrast, insist that the human well-being strongly depends on the external factors that are extremely numerous and form the system that, generally, can be named the well-being as one understands it. Travelling as a separate part of this system, its fully functioning gear, also became the object of the interests of the scientists, which was natural and to be expected because of the interrelation between these notions. In particular, the researchers were interested in the motivations of the people who decided to participate in the journeys and

generally the travelling activities of various intensity, purposes, and, therefore, eventual outcomes as well. Such an interest was caused by the fact that tourism is an important economical factor, and due to the technical progress and globalization that provided less complex and expensive circumstances for travelling, the importance of this activity as the economical factor grew even more essential, both in the cases of many separate individuals and the whole nations combined, with their GDP influenced by the tourism in various direct and indirect ways. It is also proper to note that tourism and the well-being of the humankind were already considered not only separately, but also in their various relations. It was noted that tourism can become a highly important factor that impacts the human well-being on the overall, causing the emotional and physical state of an individual or even the entire community to either deteriorate or to grow better.

However, there is an essential amount of the different details that have to be considered in the context of the human well-being and traveling, whether they be regarded separately or together, in the historical context or as the present-day phenomena per se. In particular, the researchers paid their more scrupulous and specific attention to the destinations that the tourists chose for their trips, and to the expectations that different people have in the relation to their journeys. Such an interest as another separate phenomenon clearly shows that the interrelation of the travelling and the human well-being remains the relevant topic for the areas of the economic science, tourism, and marketing. However, the specific focus on the role of travelling for the well-being in life satisfaction also allows scientists to remark and to elaborate on the relevance of the current study for the contemporary time and scientific values.

In addition, it also seems proper to note the specifics of the methodology of the current research. Thus, the methodological approach that included qualitative method in general and the particular survey were represented with the details and explanations of its relevance and usefulness. Thus, as it was noted the survey had the complex, combined nature. Several questions of it - 1, 3, 13, 16, and 17 - were created with the possibility for the participants to write the answers themselves. For all other questions, the participants had to choose the answer from the several options that were provided by the surveyor. The survey was provided with the help of an electronic form of data presentation and collection, as well as its processing, which causes the convenience for both the researchers and participants. On the one hand, for the researchers it was enough to create the survey once, with the inclusion of all necessary questions, answer options, and all other details, and after that it was simple to provide the link to the survey to the channels in which people for the chosen social groups had the ability to use this link and fill out the survey. On the other hand, it was quite convenient for the participants of the survey. The people had the link in the free access and therefore, they were able to fill out the survey after choosing the convenient time and atmosphere for themselves. The platform automatically analyzed and provided the number and the statistics of the participants for the questions that

had multiple choice answers embedded in their option database. As for the open-ended questions, the answers to them were analyzed manually. As far as the survey was conducted with the web-platform, there were used an option in the browser “highlight all” and see the general amount of the particular variant of answers to certain question. The numbers of the answers that contented certain options were manually noted by the surveyor and analyzed after all the data collected with the survey were processed this way.

As for the findings, as one can see from the principal data provided above, the sample of the research was gender-mixed with the overwhelming majority consisting of women - 59 of the participants were female (64,13% of the overall percentage), and 33 of all the participants were male (35,87% of the overall percentage). The age of the participants was mainly between 20 and 30 years old, with several exceptions lower and higher previously noted numbers. The main part of the participants were Ukrainians (48), and the other part, consisting of the groups of 6 people and two only one single person represented many different nationalities such as Kyrgyz, Macedonian-Chinese, Hungarian, Iranian, British, Australian, Moldovan, Azerbaijani, South African, Austrian, Armenian, Cypriot, Benin, and Lithuanian, and others. Answering the questions about the importance of traveling activities for the main part of the participants chose between the options highly important - 39 people (42,39% of the overall percentage), and important - 28 participants (30,43% of the overall percentage).

The overwhelming majority of the participants preferred to travel more than twice per year (58 of participants, 63,04% of the overall percentage). As for the length of traveling, the main part of the participant chose the option “3-7 days” (54 people, 58,7% of the overall percentage). The survey also showed that the majority of the participants preferred to have shorter but more frequent vacations - 53 - 57,61% of the overall percentage chose this option. The larger part of the participants - 53 people and 57,61% of the overall percentage chose the answer according to which they feel more motivated to return to their duties after travelling. The majority of the participants - 50 people and 54,35% of the overall percentage - chose the option according to which they need vacations once per the time period of 2-4 months. 37 of the participants, which is 40,22% of the overall percentage, chose the negative answer to the question, and, according to that option, they prefer visiting different areas each time during their vacations.

As for the feelings usually experienced after the trips, generally and particularly the last one, the majority of the participants gave the answers that manifested positive emotions, appealing to the strong positive impressions, and the desire to come back. The question about the particular destination about which the participants think allowed to separate them into two groups - the people who focused on the particular strong positive experience that they have already had, and the other group the people from which focused on the future and only probable trips, not the planned ones.

The results of the study clearly show that the travelling activities gave a great impetus for well-being in life satisfaction. The people consider their travelling experiences as the source of the positive emotions and bright impressions that have quite a long impact on them. Even though the vacation without the travelling activity also allows most of the people to rest from the daily routine, many of them prefer to have a trip instead of staying home during vacation. The specifics of the destinations that people chose is its variability, because the majority refer to discovering a new location for themselves instead of focusing on the same particular places. However, the majority do not imply all, and there are some cases when people are glad to come back to the same places for traveling. It is also highly important that people prefer less long but more frequent travels. This discovery, as well as all the other ones from the above are quite important for the travelling industry because they allow one to understand the views and needs of the tourists and find the most proper approach to the people to provide them with those positive feelings and bright impressions that they are looking for in their trips.

Despite a sufficient and diverse sample, this study has a limitation, namely the challenge of its connection with a wide audience. The fact is that tourism is an international concept that has a regional ranking principle. In other words, not a single qualitative study will provide objective and universal information regarding preferences, emotions, and well-being of people from various parts of the world. Another limitation is subjectivity, as respondents described their personal impressions, emotions, expectations, and reactions to certain tourist parameters. In other words, the interpretation of the results at the level of a wide audience is impossible, as it does not reflect public opinion and may be biased. However, this study is a springboard for more focused experiments (in narrow communities) or part of an extensive database where the results will correlate with information from other sources.

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