

# **Subjective well-being of tourists over the course of holidays**

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Bachelor of Business Administration

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## Declaration of Authorship

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## **ABSTRACT**

**Title:** Subjective well-being of tourists over the course of holiday

**Abstract:**

In the last decades, more and more researchers have started to focus attention on positive emotions such as happiness, satisfaction and well-being. People are no longer interested in negative affections. Only subjective well-being (SWB) as a core component of happiness indicates an individual's self evaluation of personal experiences, happiness or satisfaction with life. This paper, as the title indicates, aims to determine the role holidays play on an individual's SWB by testing the emotional changes at three different times: firstly, before the holiday; secondly, during the holiday; and additionally, one week after the holiday. Moreover, different well-being measurements (happiness, positive and negative emotions, satisfaction), vacation components (motivation, purpose, expenditure, destination variables), and demographic attributes (gender, age, income, marital status, employment status) are created to find interesting correlations with statistical significance. Finally, the comparison with other similar studies provides comparative information and the consistency of results.

**Keywords:** Subjective Well-Being, Satisfaction, Happiness, Holiday

# Contents

Declaration of Authorship.....	i
Contents.....	iii
1 Introduction.....	1
1.1 Background .....	1
1.1.1 Happiness .....	2
1.1.2 Subjective well-being.....	2
1.1.3 Differences between “happiness” and “subjective well-being” .....	2
1.2 Problem discussion .....	3
1.3 Purposes and aims of the bachelor thesis .....	3
1.4 Building hypothesis .....	5
1.4.1 Research hypothesis .....	5
2 Methodology.....	7
2.1 Research design .....	7
2.2 Organization of the paper.....	8
3 Research.....	9
3.1 Research method .....	9
3.2 Questionnaire design .....	9
3.2.1 Questionnaire 1: “subjective well-being of tourists before the holiday” .....	10
3.2.2 Questionnaire 2: “subjective well-being of tourists after the holiday” .....	12

3.2.3 Questionnaire 3: “subjective well-being of tourists one week after the holiday” .....	14
3.3 Sample and data collection .....	14
4 Findings .....	15
4.1 Respondents’ profile .....	16
4.2 Data analysis .....	21
4.2.1 Testing hypothesis .....	21
4.2.2 Questionnaire 1 output.....	23
4.2.2.1 Motivation clusters .....	23
4.2.2.2 Purpose clusters .....	27
4.2.2.3 Happiness before the holiday .....	28
4.2.3 Questionnaire 2 output.....	30
4.2.3.1 Happiness after the holiday .....	33
4.2.4 Questionnaire 3 output.....	34
4.2.4.1 Happiness after the holiday .....	39
4.3 Cross-questionnaires output.....	40
4.4. Well-being over the course output.....	42
4.5 Result comparison with similar studies .....	45
4.5.1 Happiness vs. Income and occupation.....	45
4.5.2 Happiness vs. Marriage .....	46
4.5.3 Happiness vs. health .....	47

5	Conclusion .....	48
	List of references.....	51
	Appendices.....	53
	Appendix 1 .....	53
	Appendix 2 .....	54
	Appendix 3 .....	58

## List of Tables

- Table 1: Marital status vs. number of children
- Table 2: Employment status vs. monthly income
- Table 3: Friedman test: Happiness at moment – over the course of holiday
- Table 4: Wilcoxon Signed Ranks Test: Happiness at moment – after and one week after the holiday
- Table 5: K-Mean Cluster: Motivation variables
- Table 6: Motivation cases distribution
- Table 7: Motivation clusters vs. type of transportation
- Table 8: Motivation clusters vs. type of accommodation
- Table 9: Motivation clusters vs. level of excitement
- Table 10: K-Mean Cluster: Purpose variables
- Table 11: Purpose cases distribution
- Table 12: Purpose clusters vs. level of excitement
- Table 13: Kendall's tau test: Happiness at the moment vs. length of stay vs. travelling abroad
- Table 14: Pearson correlation test: Happiness at the moment vs. expected level of excitement
- Table 15: Pearson correlation test: happiness at the moment vs. expected expenditure per day
- Table 16: Descriptive frequency – satisfaction variables
- Table 17: Descriptive frequency – emotional incident variables
- Table 18: Satisfaction holiday vs. holiday meet expectation
- Table 19: Pearson correlation: Previous vacation vs. comparison with previous holiday
- Table 20: Happiness at the moment (after) vs. previous vacation
- Table 21: Happiness at the moment (after 1 week) vs. start with work/study
- Table 22: Pearson correlation test: Marital status vs. purpose clusters
- Table 23: Marital status vs. purpose clusters
- Table 24: Kendall's tau test: Age profile vs. type of accommodation and expected expenditure per day
- Table 25: Age profile vs. motivation clusters
- Table 26: Friedman test: Happiness together - over the course of holiday
- Table 27: Friedman test: Happy experience past week – over the course of holiday
- Table 28: Friedman test: Unhappy experience past week – over the course of holiday
- Table 29: Kendall's tau test: Happiness together vs. marital status vs. health condition
- Table 30: Wilcoxon signed ranks test: Length of stay vs. happiness at the moment (after 1 week)
- Table 31: Pearson correlation test: Happiness vs. monthly income vs. employment status
- Table 32: Happiness vs. marriage sourced by Argyle (1992)

## List of Figures

- Figure 1: Gender distribution*  
*Figure 2: Nationality distribution*  
*Figure 3: Education level distribution*  
*Figure 4: Marital status distribution*  
*Figure 5: Employment status distribution*  
*Figure 6: Health condition distribution*  
*Figure 7: Student distribution*  
*Figure 8: Holiday in comparison with usual life*  
*Figure 9: Satisfaction of current life stage*  
*Figure 10: Negative emotion back to usual environment*  
*Figure 11: Positive emotion back environment*  
*Figure 12: Start with work distribution*  
*Figure 13: Comparison with life before taken holiday you are feeling now*  
*Figure 14: Holiday influence of your life*  
*Figure 15: Way the holiday influence your life*  
*Figure 16: Age profile distribution*  
*Figure 17: Happy and unhappy experience trends – over the course of holiday*

## List of Abbreviations

SWB	Subjective well-being
Et al.	Et alli/and others
Etc.	Et cetera/and so forth
GDP	Gross Domestic Product
MS Office Excel	Microsoft Office Excel
ANOVA	Analysis of Variance
SPSS	Statistical Package for the Social Sciences
H	Hypothesis
Vol.	Volume
%	Percent
&	And

## **1 Introduction**

Entering the 21<sup>st</sup> century, although the world has faced an economic crisis, the material well-being of people is nonetheless still consistently increasing. Compared to twenty years ago, a family rarely owned a car, but recent studies show now that Americans now own 2.28 vehicles per household (Agent009, 2008). Accomplishing physiological needs, which is the lowest level of the Maslow's hierarchy of needs, is no longer an issue that people are concerned about. Higher level needs such as the quality of life and the perceived well-being of life have become a topic people pay more attention to. Leisure pursuit provides life with more quality; especially holiday taking is now an intensive form of leisure engagement. People are taking holidays more often than ever before, and that is also why the hospitality industry plays a big role in the economy. There are many different reasons for taking a holiday, such as visiting friends and relatives, increasing knowledge, developing friendships, relaxing, avoiding daily hustle and bustle, among many other reasons.

On the one hand, this paper tries to determine out whether holidays really create well-being for consumers and how travelers view holidays: as a reward for the busy life, an energy tanker or just time spent differently than their 'usual life'. On the other hand the research tries to find out whether holidays have any influence on the subjective well-being (SWB) of tourists over the course of their holiday. To answer these questions, this paper firstly provides information on SWB in general. Furthermore, research on this topic is developed to state first-hand and relevant results concerning the questions. Moreover, the results will be compared with other similar studies to test the persistence of outcomes. At the end, a conclusion of all findings will be listed.

### **1.1 Background**

Measuring happiness and well-being has become a topic of concern for many social scientists in recent decades. Although there are limited numbers of studies with a specialized focus on the topic of subjective well-being, the public interest on SWB is rising, especially for scientists, governments, academics, as well as social or destination organizations.

### 1.1.1 Happiness

There is no unitary definition of happiness. Although various studies have been conducted, the outcomes of those studies differ widely. In order to get the insight of a person's state of happiness, it requires the understanding of psychological wealth as well-being is required. Diener and Biswas-Diener (2008) argue that there are two key aspects when people want to understand happiness. First of all, happiness is more than reaching certain desirable life conditions like health, wealth, success at work, and a happy family. Secondly, the way people view happiness should rather be functional than emotional, which means happiness is not only being happy or feeling happy, it is the way to live your life functions more effectively. Moreover, two alternative explanations are offered by Argyle (1992). Happiness on the one hand could be described in terms of positive emotions like joy, fun and euphoria. On the other hand, it can be defined in terms of satisfaction and contentment, with life as a whole, job, spouse, home, etc.: a reflective state of mind. As a result, happiness deals with multiple variables such as life conditions, emotions, life functionality as well as satisfactions.

### 1.1.2 Subjective well-being

Diener and Lucas view that subjective well-being contains general satisfaction with one's life, positive feelings and the absence of negative feelings (1999, cited by Alexandrova, 2005).

**Subjective well-being = positive affect – negative affect + flourishing**

The formula describes that subjective well-being can be reached when someone receives more positive emotions such as joy, affection and happiness than negative emotions such as anger, sadness and worry, and additionally feels satisfied with his/her life and its important aspects (Diener & Biswas-Diener, 2008).

### 1.1.3 Differences between "happiness" and "subjective well-being"

"Subjective" is the word what distinguishes the happiness from the subjective well-being. SWB carries the name subjective, because it allows people to evaluate how their lives are going according to what they themselves find important for

happiness (Alexandrova, 2005). Thus, the most distinguishable part is the point of view of individuals evaluating their own life.

## **1.2 Problem discussion**

SWB has recently become a famous research topic for economists as well as social scientists. Economists use SWB data to examine macro- and micro-economic questions (Kahneman & Krueger, 2006); whereas social scientists are interested in the path of changes of perceived well-being through different life stages.

'The world in' finds out that material well-being, as measured by GDP per person, cannot alone explain the broader quality of life in a country (The world in, 2005). If material well-being is not the only indicator of perceived subjective well-being, the following question arises: May holidays influence people's SWB or quality of life?

If yes, is the effect temporary or permanent?

SWB can be viewed through different ways, for example, by evaluating large components of one's life, such as social relationships, employment and marriage status, or by recalling emotions to a special past event, such as a birthday party. One can also rely on current moods or spontaneous emotional reactions (Kim-Prieto et al. 2005).

According to Kim-Prieto et al. (2005), there are three main approaches that define SWB. The first approach views SWB as a global assessment of life, therefore the personal judgments of satisfaction and quality of life become important information. The second approach sees SWB as a reproduction of past emotional experiences. The third approach takes SWB as an aggregation of multiple emotional reactions across time (Kim-Prieto et al. 2005).

Taking all of the above described issues into consideration, this research uses three real time experience questionnaires to test the consistency that holidays have on respondents' SWB.

## **1.3 Purposes and aims of the bachelor thesis**

Firstly, this paper should provide an overview of subjective well-being measurements, helping readers to understand what the term subjective well-being means and how it differs from happiness.

Moreover, the specific designed questionnaire should help to answer the research questions:

Do holidays create well-being for tourists?

What are the main influencing factors of the subjective well-being of tourists over the course of holidays?

How do people feel before, after and one week after the holiday?

The research uses multiple indicators to enable testing different correlations between various variables.

- Firstly, the respondents' personal demographic information such as age, gender, personal income, employment and marriage status, etc.
- Secondly, the trip planning information such as purposes of the holiday, whether the tourists travel nationally or internationally, the duration of stay, the type of transportation, as well as the types of accommodation, the expected expenditure and the type of holiday.
- Thirdly, the well-being part indicating their happiness levels throughout the three stages; additionally, the perceived satisfaction and expectation level; moreover, the environmental, social and cultural aspects of the destination, whether these aspects influence the happiness or well-being of tourists.
- Furthermore, the incident variables with choices of experienced emotions such as acceptance, anger, disgust, fear, joy, sadness, surprise, disappointment, boredom and happiness.
- Additionally, the degree of satisfaction, whether the expectations are met or not, and the quality of the holiday, for example, in comparison of usual life.
- Finally, the difference in perceived SWB or happiness after taking the holiday as well as after coming back from the holiday to the participants' usual social surroundings.

Using three time points in time - before the holiday, one after the holiday, and one a week after the holiday - the research aims to find out whether people's SWB is influenced by the action of taking a holiday.

By determining these influencing factors and trying to find the most significant ones among tourism and hospitality suppliers (such as travel agency, tour operator, hotel marketer destination manager and governmental organization) for the use of destination promotion as well as marketing by focusing on the concern, factors are influenced in order to create and develop tourism products and services that could create tourists well-being.

#### **1.4 Building hypothesis**

Sirkin describes the hypothesis as “a statement that names the variables that appear to be related and indicates the nature of that relationship” (2006, p 165).

Trochim and Donnelly (2007) defines the hypothesis as a specific statement of prediction. In general, a hypothesis should be built in before designing ones own research design. Moreover, it should provide guidance to build up your research questions, because it indicates what concrete terms are expected to appear in the paper.

##### **1.4.1 Research hypothesis**

As this study includes three different surveys, the hypothesis is built on the persistent part of the questionnaires that consists of the four happiness questions taken from the world database of happiness, such as listed below:

*How happy are you at the moment?*

*Taking all things together, would you say you are?*

*And rating the happy experience of the past week?*

*And rating the unhappy experience of the past week?*

Happiness in general has a close linkage to satisfaction in different life domains, whereas leisure travel such as a holiday is one of these domains (Glatzer, 2000, cited by Filep, 2008). Furthermore, Pearce argues that tourism is the biggest self-initiated commercial intervention to create happiness in the whole world (2007, cited by Filep, 2008). There is definitely a highly positive relationship between happiness,

satisfaction and well-being as well as SWB. Moreover, holidays may be seen as a push factor to enhance or increase SWB.

In order to find out whether holidays have influence or effect on people's happiness, particularly in their own point of view, this research focuses on the SWB of participants over the course of the holiday.

The hypotheses are based on the assumption that people are feeling better or happier when taking holidays, which in this case indicate the two time points in time such as before and after the holiday in comparison to ordinary days like one week after the holiday. The reason, therefore, may be that, as results from many other studies show, the activity of taking a holiday, such as a form of escaping from the usual busy and stressful life as well as activities during the holiday like meeting new friends, relaxing and discovering new place, may increase the feeling of being happy. On the contrary, the third time point of this study, which is one week after the holiday, indicates that people are back to their usual social surrounding and again have to face their busy life of work or study. Thus, this is a reason for the decline of happiness gained from the holiday. Moreover, the researcher concludes the hypotheses taking self-knowledge and experience as well as other information from tourism and happiness studies into consideration.

The following hypotheses are concluded in advance that *happiness stays constant close to the event of taken holiday* [H1]. Moreover, the level of *happiness decreases after returning to the usual social surrounding*, which could be the work or study [H2].

Furthermore, in order to test both hypotheses [H1] and [H2], the comparison of data from all three questionnaires is required.

In addition, non-parametric tests such as the Friedman test and the Wilcoxon signed ranks test for related samples are used to test the significance of hypotheses. This is due to the reason that although there are three different questionnaires, they are filled out by the same group of participants.

## **2 Methodology**

According to Philip L. Pearce (2007, p 190), “tourism research is supported by four key sources of information and inspiration, such as: academic treatment of whole areas of scholarship; a second source of information resides in the appraisals of the specific disciplinary contributions to tourism; the debates that have arisen in fostering a qualitative research tradition in tourism are influential in helping to characterize the purposes of tourism research and the close analysis of tourism study developed specifically by tourism scholars”.

### **2.1 Research design**

This research uses a survey as the preferred type of data collection procedure. A survey as the most often used research method has the advantages of economy of design and the rapid turnaround in data collection (Creswell, 2003). In addition, the study uses the mixed research method to provide a descriptive and numeric description of trends, attitudes, or opinions of the population by studying a sample of that population. The term mixed methods represents two or more kinds of methods, most often a combination of quantitative and qualitative methods (Trochim & Donnelly, 2007). Moreover, the mixed methods as a multiple research design take advantage of the unique advantages each method offers.

Additionally, regarding to the longitudinal form of this study, the population has to be chosen from the social surrounding of the survey conductor who has the intention and is going to take a holiday during the data collecting period starting from 5<sup>th</sup> February, 2010 to 9<sup>th</sup> May, 2010, with a self-administered questionnaire. A longitudinal study is one that takes place over time and has at least two waves of measurement (Trochim & Donnelly, 2007). The self-administered form indicates that every single participant received a detailed description of the paper print version of the questionnaires from the conductor prior to their holiday and the finished data was returned after their holiday either personally or by post.

Furthermore, the survey contains different tourists’ motivation, destination, satisfaction and general happiness indicators as variables to test the relationships between each or the combination of variables.

Moreover, the study uses statistical computer supported programs such as SPSS and MS Office Excel for further data analyzing processes, aiming to find correlations determining whether one or more variables causes or affects one or more other variables and the test hypotheses. In addition, various analyzing tools such as the One-Way ANOVA, Kruskal-Wallis H test, Mann-Whitney U test, factor analysis and some more other tools, which will be described in the later section 5.1.2 data analysis, are used for the analyzing procedure.

## **2.2 Organization of the paper**

In order to provide the reader a clear and concise view of this research, this paper is divided into five main parts.

Firstly, the introduction part includes the background, problem discussion, purposes of the research and building the hypothesis as subcomponents. The background component has the aim to provide some literature review about the topic and helps the reader to understand the meaning of some difficult academic terms. Moreover, both the problem discussion and purpose of the research parts list discussion topics and the main purposes and objectives the researcher wants to target with this study. Furthermore, the predetermined hypotheses indicate the current point of view of the researcher.

The second part concentrates on the applied methodology. Here, the research design provides information and indicates reasons concerning implemented research tools and supporting programs. Then the organization of this paper is described.

Detailed information about the research method, questionnaire design as well as sample and data collection is listed in the third part.

The fourth part of this paper is the most valuable and important part due to the reason that the outcomes and findings of this research are described. The respondents' profile and outputs from all three different questionnaires from 53 voluntary participants using the data analyzing software SPSS are described. Additionally, self-created figures and tables as well as graphs are illustrated in order to generate a clear and understandable picture of the results. Moreover, a short

description of the used data analyzing methods is provided. Furthermore, the results are compared with other similar studies to test the consistency of the research findings.

Finally, in the conclusion, the findings and results are summarized and discussed.

### **3 Research**

#### **3.1 Research method**

In this section, all collected primary data is analyzed using the SPSS software, which is a commonly used statistical package for social science researches (Field, 2005).

Firstly, 107 variables are created, as the study consists of three different questionnaires and each questionnaire has a set of questions. Moreover, the 159 returned questionnaires during the data collecting time from 5th February to 9th May, 2010, is inputted into the program for further analysis.

#### **3.2 Questionnaire design**

On one hand, the longitudinal questionnaire consists of three sub-questionnaires that were carried out over the course of a holiday with three different time points. On the other hand, this longitudinal research design helps to meet the specified research objectives and purposes. Moreover, all three questionnaires were written in English. According to Saunders et al. (2007), self-administered questionnaires should be between the lengths of four to eight A4 pages, which are considered as acceptable. This questionnaire was designed with the lengths of seven A4 pages as required, and the approximately time to fill out the questionnaire was around fifteen minutes.

Furthermore, the questionnaire used different structured and unstructured forms of questions. Firstly, the nominal and ordinal response format was implemented. Both formats had numbers beside the choices, whereas the nominal response format's number had no meaning except as a placeholder for responses, and the ordinal response format ranked the choices in order of preference (Trochim & Donnelly, 2007). Secondly, the Likert scale questions were designed with categories that are

based on a level of agreement with a particular statement or issue (Sirkin, 2006). Thirdly, filter or contingency questions were inserted where participants first had to respond to a question in order to be qualified or experienced enough to answer the following sub-questions (Trochim & Donnelly, 2007). Finally, the multi-option variable aimed to provide respondents with a list of multiple variables to choose one or more preferred answers. A full version of all three questionnaires is shown in Appendix 3.

### *3.2.1 Questionnaire 1: "subjective well-being of tourists before the holiday"*

This questionnaire was to be filled out before the holiday and was divided into five different parts.

The first part dealt with the statistics, which included some demographic questions about the participant such as gender, age, nationality, education, marital status, number of children, employment status, monthly income and health condition. These questions aimed to collect socio-demographic information amongst all participants that could help and ease the later data analyzing process by separating participants through demographic characteristics.

The second part covered motivation with multi-option variables for the current holiday, which consisted of a list of different holiday motivations like increasing one's knowledge, avoiding daily hustle and bustle, building friendships with others, challenging one's ability, using one's imagination, being in a calm atmosphere, developing close friendships, using one's physical abilities, physically relaxing, gaining a feeling of belonging, discovering new places and things, mentally relaxing, or being with others and having a good time with friends (Chris Ryan, 2005). Respondents were asked to choose three of the listed motivations that encourage them the most. This question again aimed to find out the most frequent motivations for taking holidays.

The third part dealt with the expected level of excitement. Participants were asked to express their opinions on a 5-point Likert scale: "very excited", "quite excited", "neutral", "less excited" and "not excited at all". With the outcomes of this question,

we could compare to the degree of holiday expectation and the degree of fulfillment of their expectations after taking a holiday.

The next part covered vacation planning. The first research question was whether the respondents were traveling alone or with their relatives or friends. The response was be easily selected between “alone” or “with others” with the aim to detect the influencing degree of SWB when having a travel partner. This was followed by a multiple question asking the purpose of the holiday with the choices which are “cultural interest”, “relaxation”, “adventure”, “shopping”, “sports”, “education”, “visiting friends/relatives”, “business” and “others”. A blank line is included where the respondents had the opportunity to write down other purposes of their holiday. Moreover, the respondents were asked whether they were traveling abroad with a “yes” or “no” response, aiming to define the geographic location of the holiday and whether they were traveling internationally or domestically (Mathieson & Wall, 1992). Furthermore, the filter or contingency question had a sub-question, which means if they answered the previous question with “yes”, an additional “yes” or “no” question appeared, asking whether the holiday was the first time they were traveling abroad again with a “yes” or “no” response. In addition, the duration of their stays was asked. This was followed with two similar multiple questions concerning the type of transportations such as “airplane”, “cruise”, “car”, “train” and “others”, and included an additional blank to fill in for other transportation facilities and accommodations such as “luxury hotel (above 4 stars)”, “hotel (up to 4 stars)”. Again, there was a blank to fill in for other options. Moreover, the planed amount of money to spend in total and per day was also asked, which helps to find out whether the expected expenditure has a certain level of influence on their well-being received after the holiday. Finally, one open question was asked to describe the kind of the holiday they plan. These questions are all concerning the planning stage of the holidays and aim to provide detailed information about the holiday for the analysis.

The fifth and last part of this questionnaire covered well-being, which appeared in all three questionnaires and consisted of four questions taken from the world database of happiness, a collection of findings on happiness in the sense of 'the subjective enjoyment of one's life as-a-whole'. The respondents were firstly asked about their

recent level of feeling happy recently on a 4-point Likert scale response: “very happy”, “quite happy”, “not very happy” and “not happy at all”. The neutral response here was left out in order to collect extreme values or, in other words, extreme feelings. Secondly, the question “Taking all things together, would you say you are?” was asked with the same 4-point Likert scale responses as the first question in this part. Moreover, participants were asked to rate the happy and unhappy experience of the past week on a 5-point scale: “never”, “seldom”, “sometimes”, “often” and “always”. This part of the questionnaire aimed to help compare individuals’ well-being over the course of the holiday.

### *3.2.2 Questionnaire 2: “subjective well-being of tourists after the holiday”*

The second questionnaire was to be filled out right after the holiday and concentrated on measuring satisfaction of holiday and memory recreations. Moreover, it consisted of three main parts.

Starting with an open question asking respondents how their holiday was aimed to give them the total freedom to describe the holiday as they feel and experience it without being influenced by other questions.

Well-being was the first part of this questionnaire, which also included the same four same questions taken from the world database of happiness. In addition, four questions were asked on a 5-point Likert scale starting from “strongly disagree”, “disagree”, “neither agree nor disagree”, “agree” to “strongly agree”:

1. Are you satisfied with your holiday?
2. Did the holiday meet your expectation?
3. Did you experience positive emotions/states of happiness?
4. Did you experience negative emotions/bad temper/uncomfortable situation?

Answering the above listed questions concerning the level of satisfaction, expectation and the experience of positive and negative emotions were directly tested right after the participants’ holiday. The next question was ‘how the holiday was in comparison with their usual life’ on a 5-point Likert scale: “much better”,

“better”, “neither better nor worse”, “worse” and “much worse”. The aim of this question again was to test whether the experience of previous holidays has an effect on the well-being of the current holiday. The next question consisted of four questions taken out from the world database of happiness, which appears as mentioned in all three questionnaires, in order to test the consistency of happiness throughout all three time points.

The second part dealt with satisfaction variables. This demonstrated different destination variables such as weather, local people, hotel/accommodation, safety/security, transportation, attractions, restaurants/bars, shopping facilities, value for money/cost/price, natural environment and uniqueness. Participants were asked to answer the question on a 5-point Likert scale: “strongly dissatisfied”, “dissatisfied”, “neither dissatisfied nor satisfied”, “satisfied”, and “strongly satisfied”. The purpose of this question was to find out the main influence variables on their received well-being or satisfaction as has been noted.

Moreover, the third part dealt with recreation, where respondents were asked about their actual stay at the destination as well as how the previous holiday was with a 4-point Likert scale: “very good”, “quite good”, “quite bad” and “very bad”, again taking out the neutral option to get only extreme values. Furthermore, the respondents were asked how their holiday was in comparison with the previous one. To answer this question, participants were able to choose amongst “better”, “neither better nor worse” and “worse”. The final question of this questionnaire was a filter or contingency question asking whether respondents experienced emotions such as acceptance, anger, disgust, fear, joy, sadness, surprise, disappointment, boredom and happiness. Many of the emotions are taken from Plutchik’s eight primary emotions of the tourist experience (Decrop, 2006, cited by Plutchik, 1980). If respondents answered the previous question with “yes”, which means they fulfilled the condition, they were qualified to answer the subsequent question of how they experienced the emotion to test the incident and enable further analysis.

### 3.2.3 Questionnaire 3: *“subjective well-being of tourists one week after the holiday”*

The third and last questionnaire was conducted one week after participants returned from holiday to their usual social environment and was divided into two parts. Assuming that most of the respondents go directly back to their work or study, the questionnaire aimed to test the emotional changes after taking this action. The results were compared with those who did not; in order to find out whether work or study has influences on personal well-being.

The first part dealt with well-being, which could be answered with a 5-points Likert scale: “strongly disagree”, “disagree”, “neither agree nor disagree”, “agree” and “strongly agree”. The first question asked respondents about their satisfaction on their current life situation. This was followed by two similar questions where the participants were asked about the negative emotional experience upon returning to their usual social environment on one hand and the positive emotional experience back to their usual social environment on the other hand. Here the four questions from the world database of happiness were included with the same purpose as in other two questionnaires.

The second part concerned about daily life recreation and began with the filter or contingency question whether respondents immediately resumed their job or study followed by the sub-question why they did not resume their job or study. Moreover, the respondents were asked how they felt now in comparison to prior to taking the holiday on a 5-point scale: “much better”, “better”, “neutral”, “worse” and “much worse”. Finally, a multiple filter question on the question was asked as to whether they think the holiday had an influence on their life or well-being with a single choice response of “yes” or “no” and additionally the 3-point scale of “negative”, “neutral” and “positive” was used. Moreover, the subsequent question asked how they were influenced by taken holiday.

### **3.3 Sample and data collection**

To determine the sufficient sample size is a very important part of every research study. The bigger the sample size, the more representative is the information collected, but at the same time, the more expensive or more costly in terms of time

or manpower. Small samples do not provide enough statistical information, whereas large samples are more intensive and time consuming.

For this study sample, the size is predetermined for approximately 50 participants and each has to fill out three different questionnaires over the course of their holiday. The respondents are people from the researcher's social surroundings who plan to travel during the data collection time and are willing to fill out the sophisticated questionnaires during their vacation. At the same time, the sample size should ease to identify correlations/relationships between variables with statistical significance/meaning.

In addition, concerning the sampling, which is the selection of individual observations or cases, the convenience sampling technique is implemented for this study. As there is no specified target population due to the broad research purposes and objectives, respondents are chosen randomly, for example in variables such as age, gender, employment status as well as nationality.

#### **4 Findings**

The computer support analyzing software SPSS was used for the following calculations, graphs and interpretations. The sample consists of 53 different respondents each who filled out questionnaires at all three time points and were personally collected via convenience sampling. People were chosen as they were available.

Moreover, although this size of the sample is not big enough to be a 'real' representative for a whole population, it still can be used to test the hypothesis on the one hand, and on the other hand, there may be some general assumptions showing interesting and useful insights concerning the changes of SWB over the course of the holiday.

#### 4.1 Respondents' profile

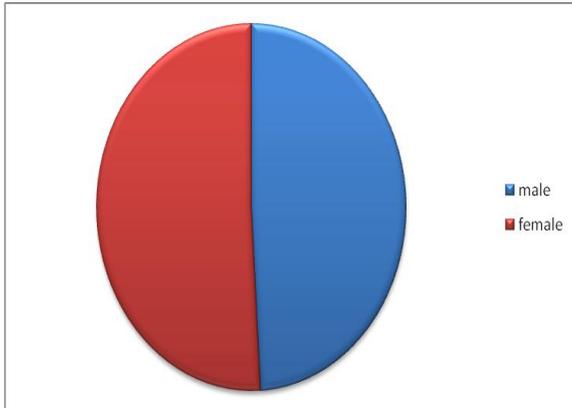


Figure 1: Gender distribution

Source: Yan Wang, 2010

The Figure 1 shows the distribution pie of all participants. A rather equal proportion of both genders took part in this study, consisting of 26 male and 27 female respondents.

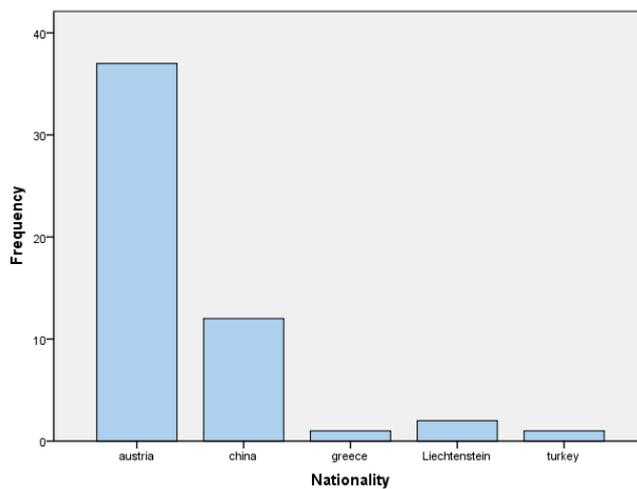
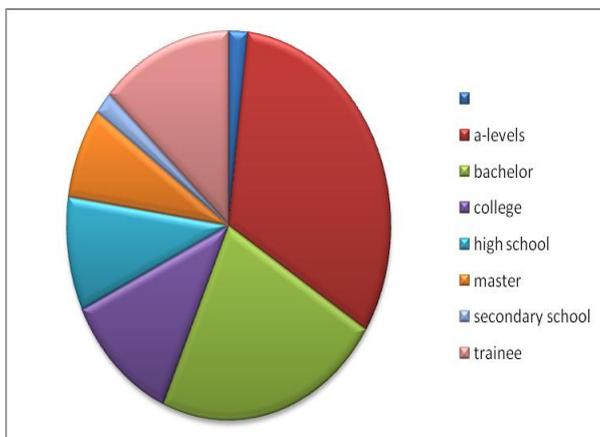


Figure 2: Nationality distribution

Source: Yan Wang, 2010

Unlike the gender distribution, there are unequal proportions of nationalities represented among the participants. There are two big groups consisting of Austrians (37) and Chinese (12) with some outliers such as Liechtensteiners (2), Turks (1) and Greeks (1).

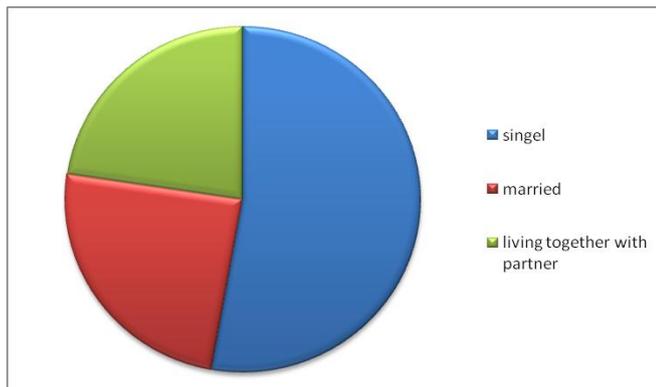
Furthermore, there are few distributed age groups ranging from 16 to 55 years, with the average age of 28.34 years. The ages of the sample are in general quite young and in their best age for traveling around.



*Figure 3: Education level distribution*

*Source: Yan Wang, 2010*

Figure 3 indicates only one missing value for the education level question which means one participant neither forgot nor did not want to answer the question, whereas 17 among them have a-levels, 12 have bachelor degrees, 6 finished college, 5 graduated from high school, 4 finished a master degree, 1 attempted secondary school, and 7 who had traineeships.



*Figure 4: Marital status distribution*

*Source: Yan Wang, 2010*

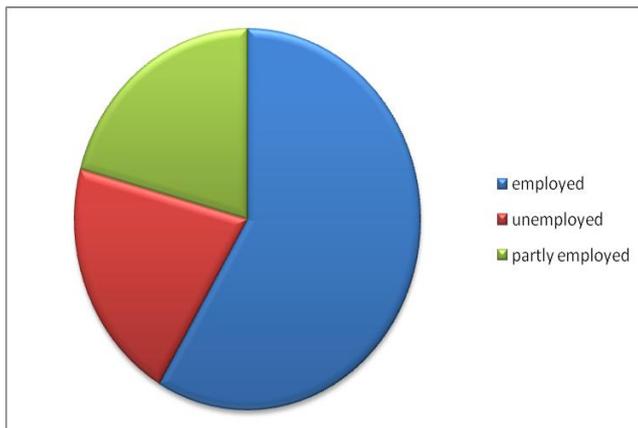
Moreover, the distribution of marital status among the respondents is shown in Figure 4. The largest group is 'single' with 28 representatives followed by 13 'married' people and 12 people who live together with partners.

*Table 1: Marital status vs. number of children*

		number of children		Total
		1	2	
Marital status	Married	6	2	8
Total		6	2	8

*Source: Yan Wang, 2010*

Furthermore, there is a total number of 8 participants who indicated having children in the household, whereas 6 married people have 1 child in the household and 2 of them have 2 children as shown in Table 1 above.



*Figure 5: Employment status distribution*

*Source: Yan Wang, 2010*

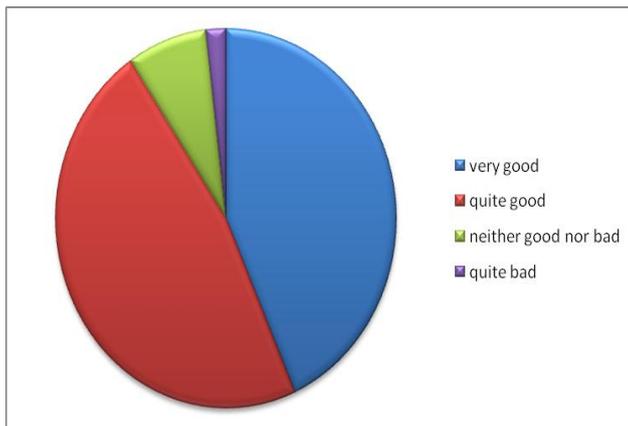
The pie chart (Figure 5) represents the employment status distribution among the respondents. The result shows that more than half of the participants are employed and the half of the rest are employed party-time and the other half of them are unemployed.

*Table 2: Employment status vs. monthly income*

		Monthly				Total
		under 500	500-1500	1500-2500	above 2500	
Emp_status	employed	2	9	12	8	31
	unemployed	6	4	1	0	11
	partly employed	2	8	0	1	11
Total		10	21	13	9	53

*Source: Yan Wang, 2010*

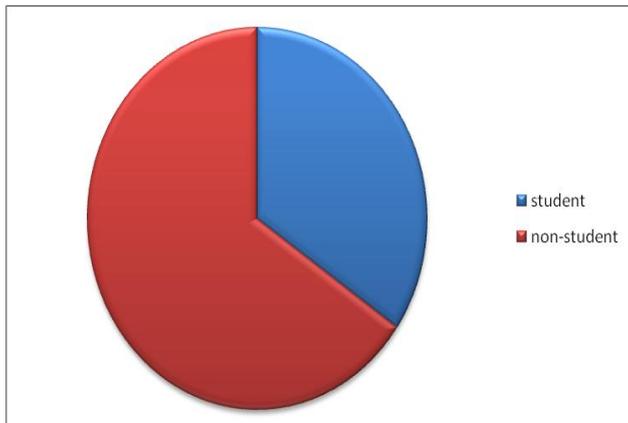
In addition, there are 31 out of 53 participants who are employed full-time, 11 employed part-time and 11 unemployed. Table 2 states briefly that large numbers from the unemployed have an income of less than 500 Euro per month, and most of the part-time employed people earn between 500 and 1500 Euro. Those who are employed have a monthly income that varies largely between 500 to above 2500 Euro and in general have a higher income than the other two groups.



*Figure 6: Health condition distribution*

*Source: Yan Wang, 2010*

As Figure 6 displays, the largest group of participants define themselves as quite healthy followed by the second largest group which see themselves as very healthy. Only 4 respondents view their health condition as neither good nor bad and additionally one respondent regards himself/herself as quite unhealthy.



*Figure 7: Student distribution*

*Source: Yan Wang, 2010*

The student distribution pie (Figure 7) was created for control reasons, which was not part of the original questionnaires but has been noted by the researcher herself. Furthermore, the student status may be the reason for being the unemployed or employed part-time. Here, the largest part of the participants consists of non-students (35) and more than one-quarter of respondents are students (18).

## 4.2 Data analysis

The data analyzing process starts by using various statistical tests.

Firstly, descriptive statistic tests are the most often used ones. They help to build up useful graphs and tables, which indicate various values with statistical meaning such as, frequency, mean, variance, median and standard deviation. The cross table shows the dependency of two variables. Moreover, the set of correlation tests helps to identify the statistical power for interesting relationships between variables such as Pearson, Kendall's tau and Spearman test. Furthermore, Hierarchical and K-mean cluster tests help to build clusters in order to ease further analysis. In addition, non-parametric tests for related samples are used testing hypotheses, as all three questionnaires were filled out by the same sample.

### 4.2.1 Testing hypothesis

H1: *Happiness stays constant close to the event of taken holiday*

H2: *Happiness decreases after back to the usual social surrounding*

In order to test the hypotheses, the non-parametric test Friedman' ANOVA is used, which enables detecting differences between several related groups. Nevertheless there are other requirements for implementing this method such, as being under experimental condition where more than two conditions exist and the same participants are involved in all conditions (Field, 2005). As this research uses three different questionnaires, it has three conditions and is also deducted from the same sample; therefore, three variables are chosen from the SPSS dataset named 'happiness at the moment' at each time point. Moreover, the chosen 'happiness' variables are used to test the hypotheses due to the reason that it represents respondents' on time happiness the best and is part of the persistent questions taken from the world database of happiness.

*Table 3: Friedman test: Happiness at moment – over the course of holiday*

	Mean	Standard Deviation
happiness at the moment	1.88	0.676
(after)happiness at the moment	1.85	0.573
(after 1 week)happiness at the moment	2.06	0.639

*Source: Yan Wang, 2010*

Table 3 shows the results of the Friedman test for the variable ‘happiness at the moment’ over the course of the holiday, which is based on a 4-point Likert scale response: “very happy”, “quite happy”, “not very happy” and “not happy at all”, whereby the neutral response is left out in order to collect extreme values or in other words extreme feelings. Therefore, the results of the Friedman test are more an emotional representation. Moreover, the mean value shows that ‘happiness at the moment’ before and after the holiday has similar values, which are around 1.9 point and could be described as being quite happy. Furthermore, the happiness score of one week after the holiday is 2.06, which is bigger than the prior two previous values and is more closer to negative representing values such as 3 and 4 and illustrates not being that happy as at the first two time points. The Friedman’ ANOVA significance test illustrates a significance of 0.067. This value is not within the confidence interval and therefore does not help to prove the significance of our hypotheses.

*Table 4: Wilcoxon Signed Ranks Test: Happiness at moment – after and one week after the holiday*

	Mean	Standard Deviation
(after)happiness at the moment	1.85	0.568
(after 1 week)happiness at the moment	2.06	0.639

*Source: Yan Wang, 2010*

In order to capture the directed hypotheses more precisely, the Wilcoxon signed ranks test is used. This method helps to compare the differences between two conditions from the same participants (Field, 2005). No correlation could be found between the two happiness variables at the time points before and after the holiday

( $p=0.817$ ). This result proves the hypothesis that *happiness stays constant close to the event of taken holiday*. [H1] Furthermore, the p-value in Table 4 for the Wilcoxon signed ranks test, which is 0.016 and smaller than 0.05, represents a strong significance. The result shows that the variable 'happiness at the moment' at the time point right after the holiday has the mean value 1.85. Thus, people feel relatively happy whereby the mean value of 2.06 for happiness one week after the holiday illustrates the decrease of happiness over the course and therefore proves the hypothesis *happiness decreases after returning to the usual social surrounding* [H2].

Finally, both hypotheses are proven. A holiday is related with individuals' self-perceived level of happiness (SWB). People do experience a higher level of happiness closely to the event of the holiday. However, this feeling of happiness is rather of short in duration and thus already shows a decrease at the time point one week after the holiday.

#### 4.2.2 Questionnaire 1 output

##### 4.2.2.1 Motivation clusters

Firstly, the 13 motivation variables are analyzed by using the Hierarchical Cluster method. Two clusters are defined and the K-Mean Cluster analysis helps to identify detailed characteristics of each cluster.

*Table 5: K-Mean Cluster: Motivation variables*

Final Cluster Centers		
	Cluster	
	1	2
motivation: increase my knowledge	0.24	0.5
avoid daily hustle and bustle	0.52	0.3
Build friendships with others	0.31	0.2
challenge my ability	0.07	0.05
use my imagination	0.1	0.05
be in a calm atmosphere	0.41	0
develop close friendship	0.1	0
use my physical abilities	0.1	0.05
relax physically	0.41	0.25
gain a feeling of belonging	0	0
discover new places and things	0	1
relax mentally	0.28	0.4
be with others	0.03	0.05
have a 'good time' with friends	0.31	0.3

*Source: Yan Wang, 2010*

According to Table 5 the two clusters could be described as on cluster that is interested for avoiding daily hustle and bustle, being in a calm atmosphere and relaxing physically on one hand, and the second cluster that is motivated by discovering new places and things, increasing one’s knowledge, relaxing mentally and having a good time with friends the other hand. Therefore, the two clusters could be renamed with cluster 1 as relaxation seeking tourists who have a preference for relaxation and cluster 2 as knowledge seeking tourist looking for new experiences. Moreover, a supporting variable called motivation cluster is entered into the SPSS dataset with a two-point scale: 1 representing “Cluster 1” and 2 representing “Cluster 2”. This additional variable helps to analyze and compare the clusters with other variables.

*Table 6: Motivation cases distribution*

Number of Cases in each Cluster		
Cluster	1	29
	2	20
Valid		49
Missing		4

*Source: Yan Wang, 2010*

In addition, Table 6 shows numbers of representatives for each cluster, which is 29 to 20 - quite equal numbers for both clusters.

*Table 7: Motivation clusters vs. type of transportation*

		type of transportation				Total
		airline	cruise	car	train	
Cluster	relaxed	17	1	11	0	29
Number of Case	active	18	0	0	2	20
Total		35	1	11	2	49

*Source: Yan Wang, 2010*

A cross table was created with the purpose of comparing the preference for type of transportation among the two clusters (Table 7). The Pearson  $\chi^2$  test shows a result of Cramer's V = 0.511 and p=0.005. This result states a strong significance on one hand and proves the correlation between motivation clusters and type of transportation preference on the other hand. The relaxation seeking tourists prefer to travel by airplane and car with one outlier taking cruise, whereas the majority of knowledge seeking tourists like to fly with an airline and additionally two of them picked the train as the means of transportation.

*Table 8: Motivation clusters vs. type of accommodation*

		type of accommodation		Total
		luxury hotel(above 4 stars)	hotel(up to 4 stars)	
Cluster	relaxed	9	14	23
Number of Case	active	4	8	12
Total		13	22	35

*Source: Yan Wang, 2010*

The second cross table (Table 8) illustrates motivation clusters versus type of accommodation shown by Table 8. The results show Cramer’s V 0.057 and p-value 0.736, whereby the p-value is larger than 0.05 and indicates this test as not significant. In this case, the assumption may be concluded that no matter the motivation of tourists for the holiday, their preference for accommodation remains the same.

*Table 9: Motivation clusters vs. level of excitement*

		expected level of excitement				Total
		very excited	quite excited	neutral	not excited at all	
Cluster Number of Case	relaxation	6	11	8	2	27
	knowledge	7	9	4	0	20
Total		13	20	12	2	47

*Source: Yan Wang, 2010*

The text cross table (Table 9), is built to find out which cluster has more excitement before the holiday and whether travelers have different level of excitement before the holiday caused by different motivations that inspire them to travel. The result of Cramer’s V 0.236 and p-value 0.453 shows no significance for this test. Nevertheless, Table 9 illustrates that 17 out of 27 relaxation seeking tourists and 16 out of 20 knowledge seeking tourists feel very or quite excited, which indicates similar excitement level regardless of motivation factors. In addition, more participants under Cluster 1 feel neutral or not excited at all about the holiday, which again suggests relaxation seeking tourists are less excited than the active tourist.

#### 4.2.2.2 Purpose clusters

*Table 10: K-Mean Cluster: Purpose variables*

	Final Cluster Centers	
	Cluster	
	1	2
purpose: cultural interest(events, festivals)	0.15	0.52
relaxation(wellness)	1.05	0.03
adventure	0.05	0.42
shopping	0.2	0.15
sports	0.05	0.12
education	0.15	0.06
visiting friends/relatives	0.1	0.24
business/meeting	0.05	0.09

*Source: Yan Wang, 2010*

In order to analyze the purpose variables such as cultural interest, relaxation, adventure, shopping, sports, education, visiting friends/relatives and business/meetings, the K-Mean Cluster method is again implemented in order to identify meaningful clusters. Also, two clusters are detected through the hierarchical cluster analysis. Moreover, Table 10 demonstrates each cluster’s detail attributes concerning the issue of purpose of the holiday. Cluster 1 has the intention to relax and shop on their holiday, whereas Cluster 2 has the purpose to experience culture and adventure during their holiday.

*Table 11: Purpose cases distribution*

Number of Cases in each Cluster		
Cluster	1	2
	20	33
Valid	53	
Missing	0	

*Source: Yan Wang, 2010*

Furthermore, Table 11 illustrates the proportion of each cluster among all participants. Twenty people are within Cluster 1, and 33 belong to Cluster 2. In addition, the supporting variable ‘purpose clusters’, is again built in order to ease

the analysis with other variables. Cluster 1 is renamed as ‘enjoyment’ and Cluster 2 as ‘discovery’ due to their cluster attributes.

*Table 12: Purpose clusters vs. level of excitement*

		expected level of excitement				Total
		very excited	quite excited	neutral	not excited at all	
Cluster Number of Case	enjoyment	3	5	8	2	18
	discovery	12	16	5	0	33
Total		15	21	13	2	51

*Source: Yan Wang, 2010*

Unlike the result of ‘motivation clusters’ variable, the results of the Pearson  $\chi^2$  test indicates of Cramer’s V 0.450 and p-value 0.016 of the cross table ‘purpose clusters vs. level of excitement’ show a strong significance for the correlation between these two variables. As Table 12 indicates, only 8 out of 18 people traveling with the purpose of enjoyment, which means that less than 50% were excited about their holiday. The rest of them were either neutral or not excited at all. In comparison, 28 out of 33 participants with the intension of discovery, which had a share of 85%, were excited before their holiday.

Additionally, further analysis shows there is no correlation between the purposes of holiday and the choice of transportation and accommodation facilities. In other words, respondents keep their preference for transportation and accommodation facilities independent from their purposes of trip (Appendix 1).

#### 4.2.2.3 Happiness before the holiday

*Table 13: Kendall’s tau test: Happiness at the moment vs. length of stay vs. travelling abroad*

		Correlation	
		Pearson	Sig. (2-tailed)
happiness at the moment	length of stay	0.114	0.321
length of stay	travelling abroad	0.511	0.000
travelling abroad	happiness at the moment	0.180	0.180

*Source: Yan Wang, 2010*

The Kendall’s tau test aims to test whether there is a correlation between happiness before the holiday, the length of holiday and the variable of traveling abroad. Table 13 shows there is no correlation between happiness and the duration of trip as well as traveling abroad. People feel happy before their holiday independently from their travel conditions such as travel duration and travel distance. Nevertheless, one strong correlation between length of stay and traveling abroad could be identified. This may be due to the reason that people traveling abroad stay longer at their destination than national tourists which could be due to higher transportation costs.

*Table 14: Pearson correlation test: Happiness at the moment vs. expected level of excitement*

		Correlation	
		Pearson	Sig. (2-tailed)
		Correlation	
happiness at the moment	expected level of excitement	0.301	0.032

*Source: Yan Wang, 2010*

The two-tailed Pearson correlation test with the result of 0.032 proves that there is a correlation between happiness before the holiday and the variable “expected level of excitement of the holiday” (Table 14). Therefore, the conclusion of the result would be that the more excited people are with regard to their holiday, the happier they report a feeling and vice versa.

*Table 15: Pearson correlation test: happiness at the moment vs. expected expenditure per day*

		Correlation	
		Pearson	Sig. (2-tailed)
		Correlation	
happiness at the moment	expected expenditure per day	0.106	0.670

*Source: Yan Wang, 2010*

In order to identify whether received happiness is related with material well-being such as money, the variable ‘expected expenditure per day’ is chosen to be compared with the variable ‘happiness at the moment’ before the holiday in order

to test the correlation. Moreover, as Table 15 shows, there is no significant correlation between happiness and expenditure. Thus, how happy people feel about their upcoming holiday in advance is not related to the amount of money they expect to spend.

#### 4.2.3 Questionnaire 2 output

The second questionnaire starts with the open question of how participants feel their holiday was. The analysis uses the descriptive analysis method by creating the frequency table to present detailed answers as shown in Appendix 1. The phrases most often used to describe their feelings are nice, good, great, perfect, excited, interesting, enjoying, relaxing and funny. Many of the participants experienced positive emotions among their holiday although there are a few outliers who experienced negative emotions such as busy, exhausting or even bad. Furthermore, a lot of respondents also mentioned activities that they participated in. The most often mentioned ones were building friendship, eating delicious food, discovering new places, experiencing new things as well as visiting friends and relatives. Nevertheless, there are 11 missing values that may be due to the reason that the participants either did not want to answer or just did not see or ignored the question.

*Table 16: Descriptive frequency – satisfaction variables*

	Mean	Standard Deviation
Weather	3.68	1.105
local people	3.77	0.942
hotel/accommodation	3.79	0.863
safety/security	3.98	0.82
transportation	3.6	0.862
attractions	3.83	0.935
restaurants/bars	3.98	0.93
shopping facilities	3.75	1.072
value for money/cost/price	3.68	0.996
natural environment	3.89	0.824
uniqueness	3.77	0.912
Valid N (listwise)		

*Source: Yan Wang, 2010*

The second part of this questionnaire consists of 11 satisfaction variables, which consist of the most important components of destinations regarding its attractiveness. Therefore, a descriptive frequency table is built to find out the satisfaction level of each destination attributes (Table 16). As these questions are based on a 5-point scale with 1 representing strongly dissatisfied and 5 indicating strongly satisfied, the table description may start looking at the mean column of the table.

In this case, the larger the mean value is, the more satisfied people are. In general participants were most satisfied with safety/security, restaurants/bars and natural environment at the destination. In comparison, they were less satisfied with transportation facilities, weather conditions as well as value for money/cost/price.

*Table 17: Descriptive frequency – emotional incident variables*

	Mean	Standard Deviation
acceptance	0.09	0.295
anger	0.06	0.233
disgust	0.08	0.267
fear	0.04	0.192
joy	0.74	0.445
sadness	0.06	0.233
surprise	0.36	0.484
disappointment	0.09	0.295
boredom	0.15	0.361
happiness	0.66	0.478
Valid N (listwise)		

*Source: Yan Wang, 2010*

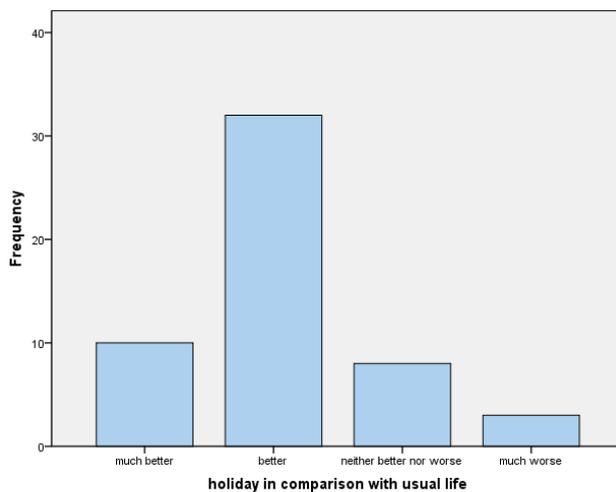
The last part in the questionnaire concerning experienced emotions aims to test the incident rate of each emotion. Moreover, Table 17 illustrates that joy with the mean value of 0.74; happiness (0.66), and surprise (0.36) are the most often experienced emotions during their trip. On the contrary, negative emotions such as fear (0.04), anger (0.06), and sadness (0.06), with very low incident rates, indicates that people hardly experience any of them. As a conclusion, the results help to prove the statement that people are feeling happy on their holidays due to frequently experienced positive feelings.

*Table 18: Satisfaction holiday vs. holiday meet expectation*

		holiday meet expectation					Total
		strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	
Satisfaction holiday	strongly disagree	2	0	0	0	0	2
	disagree	0	3	1	1	0	5
	neither agree nor disagree	0	0	0	2	1	3
	agree	0	0	4	17	4	25
	strongly agree	0	0	0	3	14	17
Total		2	3	5	23	19	52

*Source: Yan Wang, 2010*

The Cramer’s V is 0.71 and p-value are hardly identical, as it is smaller than 0.001. Thus, the result of the cross table shows a very strong correlation between the two variables of Table 18 due to the low p-value. As shown in the table, people who strongly agree that the expectation was met also felt highly satisfied with the holiday. On the contrary, participants whose expectation was not met were also dissatisfied with the holiday. In fact, satisfaction is related with predetermined expectations.



*Figure 8: Holiday in comparison with usual life*

*Source: Yan Wang, 2010*

In addition, the above bar chart with the variable of holiday in comparison with usual life shows how participants view the action of taking holiday in contrast to everyday life (Table 8). The original question was based on a 5-point scale, again with 1 indicating for much better and 5 representing for much worse. A big number of participants have the point of view that going on holiday is better than usual life.

Some of them view them equally, in other words, they do not feel a difference between holiday and usual life. Only very few respondents experience the holiday time worse than their usual life.

*Table 19: Pearson correlation: Previous vacation vs. comparison with previous holiday*

		Correlation	
		Pearson	Sig.
		Correlation	(2-tailed)
previous vacation	comparison with previous holiday	0.316	0.021

*Source: Yan Wang, 2010*

The result of the two-tailed Pearson correlation 0.021 is significant (Table 19). People’s perceived value of the current holiday is influenced by the self-determined level of a previous vacation. In brief, the evaluation process of the holiday is related with the last or recent holiday memories.

#### 4.2.3.1 Happiness after the holiday

*Table 20: Happiness at the moment (after) vs. previous vacation*

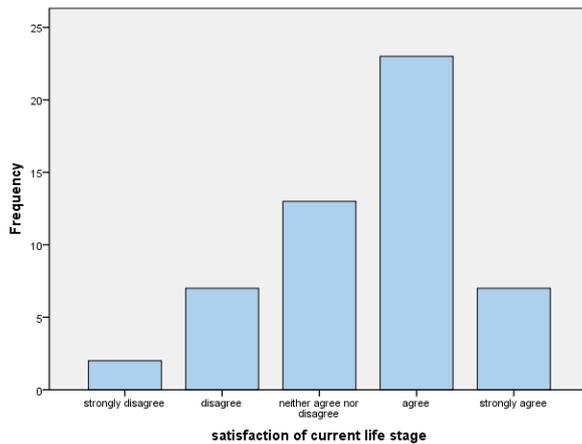
		previous vacation			Total
		very good	quite good	quite bad	
(after)happiness at the moment	very happy	8	5	0	13
	quite happy	6	28	1	35
	not very happy	0	5	0	5
Total		14	38	1	53

*Source: Yan Wang, 2010*

As the results represent the Cramer’s V 0.336 and the p-value 0.018, which is within the confidence interval, there is a correlation between the two variables ‘happiness at the moment (after)’ and ‘previous vacation’. On one hand, Table 23 indicates that people who had good experiences on their previous vacation, are also more likely to feel happy after any of their future holidays. On the other hand, the correlation explains that the SWB of tourists as a self-evaluating process remains at the same

level of evaluation for each holiday. Furthermore, the result of the Pearson  $\chi^2$  test again indicates, the positive evaluation of the holiday in general.

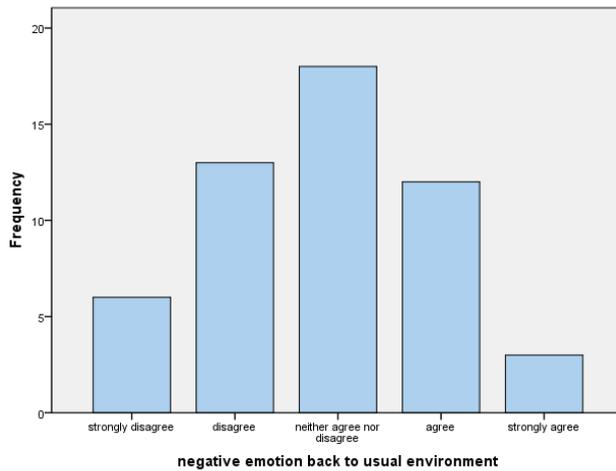
#### 4.2.4 Questionnaire 3 output



*Figure 9: Satisfaction of current life stage*

*Source: Yan Wang, 2010*

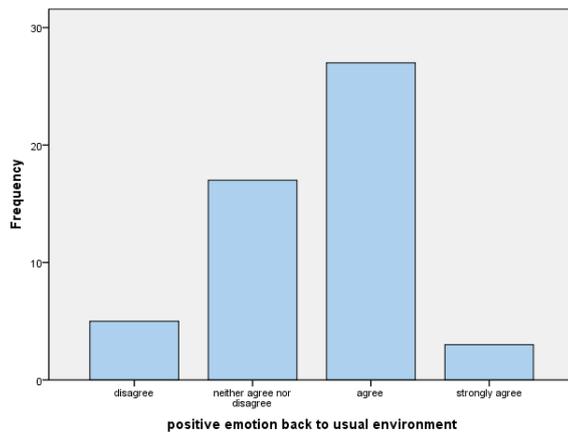
Figure 9 represents the frequency of participants' satisfaction among their current life stage, and one variable was taken from the first 'well-being' part of this questionnaire. A large portion of the respondents feel satisfied with their current life stage, whereby a small number of them feel the opposite and are unsatisfied.



*Figure 10: Negative emotion back to usual environment*

*Source: Yan Wang, 2010*

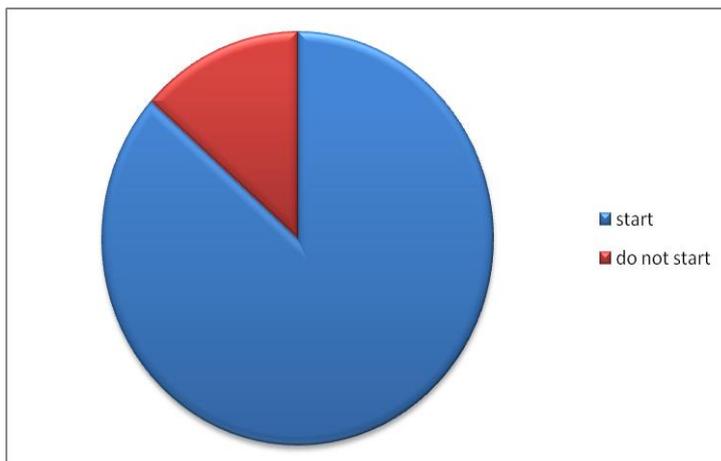
Moreover Figure 10 is a bar chart of the variable experienced negative emotion upon returning to usual environment. Here, the bar chart shows a quite similar share of agreement and disagreement. Some participants experienced a bad temper after returning to their usual social surroundings, which could be work or study, and some of them did not experience negative emotions. Additionally, a large percentage of respondents answered the question with 'neither agree nor disagree', which means they did not face any bad temper/problem after returning to normal life after their holiday.



*Figure 11: Positive emotion back to environment*

*Source: Yan Wang, 2010*

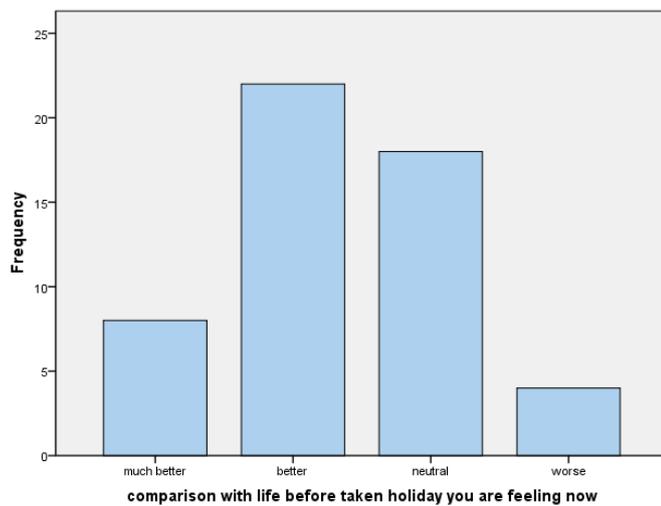
As Table 11 illustrates, most of the participants experienced positive emotions after returning to their usual environment. Although, some of them again did not detect a difference, in other words, they choose to be neutral concerning this question. As an interpretation, although people feel happy during their holiday, the most of them receive rather positive emotions than negative ones when returning to their usual social surroundings.



*Figure 12: Start with work distribution*

*Source: Yan Wang, 2010*

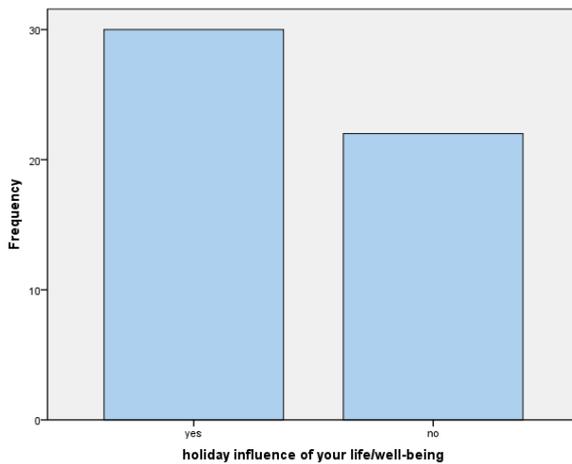
The pie chart illustrates that about 85% of participants started with their work or study one week after the holiday (Figure 12). The rest of respondents are either unemployed as students or due to some other reasons they did not want to mention. Moreover, this result may be the reason for the proven hypothesis [H2] that happiness decreases during the time point of the third questionnaire which is one week after the holiday.



*Figure 13: Comparison with life before taken holiday you are feeling now*

*Source: Yan Wang, 2010*

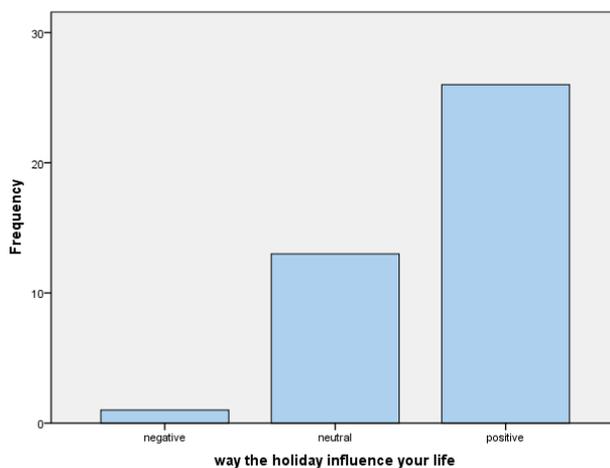
Figure 13 indicates how participants feel in comparison to their life before going on holiday with a bar chart. Most of them feel better after having taken holiday, which again states the influence of holiday on their happiness or well-being. In addition, some of the respondents felt neither better nor worse after going on holiday, whereas a few of them felt worse afterwards.



*Figure 14: Holiday influence of your life*

*Source: Yan Wang, 2010*

Nearly two-thirds of the participants see an influence of going on holiday on their life as shown with the bar chart (Figure 14), and one-third of the respondents did not feel that the holiday has any influence on their life.



*Figure 15: Way the holiday influence your life*

*Source: Yan Wang, 2010*

On the other hand, one-third of the respondents did not feel as if they were influenced by the holiday. In addition, Figure 15 points out the result of the subsequent question asking in which way people feel they are influenced by the

holiday. Many of the people view vacation as a positive influence factor on their life or well-being, and a small portion of the participants either see going on holiday as a neutral influence factor or believe it brings positive as well as negative influence into their life. Furthermore, there are again a few outliers who believe holidays influence their life negatively.

#### 4.2.4.1 Happiness after the holiday

*Table 21: Happiness at the moment (after 1 week) vs. start with work/study*

		start with work/study		Total
		Yes	No	
(after 1 week)happiness at the moment	very happy	7	2	9
	quite happy	27	4	31
	not very happy	11	1	12
Total		45	7	52

*Source: Yan Wang, 2010*

A cross table is built to identify whether there is a correlation between the variable 'happiness at the moment' at the time point of one week after the holiday and the variable 'start with work/study' activity (Table 21). The Pearson  $\chi^2$  test has the result of 0.647, which has no statistical significance and thus represents no direct correlation between the two variables. The conclusion therefore would be that, although the proven H2 in paragraph 4.2.1 states that happiness decreases one week after the holiday in comparison with happiness close to the holiday, the action of starting with work or study has no influence on the recent level of happiness.

### 4.3 Cross-questionnaires output

In this paragraph, further analysis with variables from all three questionnaires is done.

*Table 22: Pearson correlation test: Marital status vs. purpose clusters*

		Correlation	
		Pearson	Sig. (2-tailed)
		Correlation	
marital status	cluster Number of Case	0.289	0.036

*Source: Yan Wang, 2010*

The result of the Pearson correlation test with the p-value 0.036 states the significance. Thus it can be concluded that marital status is related to the holiday purposes. To find out how it influences each other, a cross table is created (Table 22).

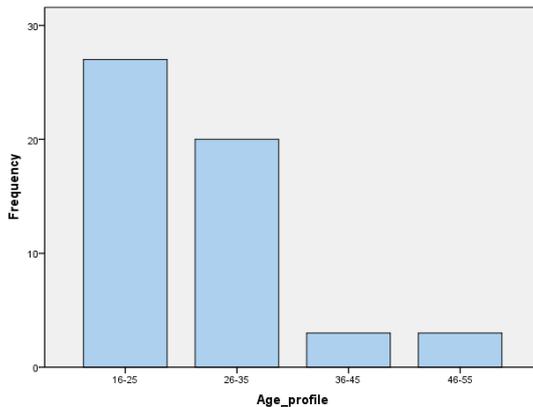
*Table 23: Marital status vs. purpose clusters*

		Cluster Number of Case		Total
		enjoyment	Discovery	
Marital status	single	7	21	28
	married	6	7	13
	living together with partner	7	5	12
Total		20	33	53

*Source: Yan Wang, 2010*

Looking at Table 23, it is easily recognized that singles tend to go for holiday with the purpose of 'discovery', which stands for experiencing culture or adventure (Purpose Cluster 2). Married people or participants living together with partners have the preference for both purpose clusters - enjoyment and discovery.

Furthermore, in order to find more significant and interesting results, one additional support variable 'age profile' is created. The variable is based on a 4-point scale according to the overall age range between 16 and 55 among the participants. The following scale system is built: 1 representing the 'Young' between 16 and 25 years, 2 for the 'Adult' age range from age of 26 to 35, 3 indicating the 'Middle-aged' between 34 and 45, and 4 stating the 'Senior' in the age range from 46 to 55.



*Figure 16: Age profile distribution*

*Source: Yan Wang, 2010*

The bar chart states that most of the participants belong to the first and second age profile, 27 representing the 'Young' group and 20 belongs to the 'Adult' group (Figure 16). Moreover, there are 3 members for both the 'Middle aged' and the 'Senior' group.

*Table 24: Kendall's tau test: Age profile vs. type of accommodation and expected expenditure per day*

Correlation			
Kendall's tau_b			
		Correlation Coefficient	Sig. (2-tailed)
age profile	type of accommodation	0.267	0.034
type of accommodation	expected expenditure per day	0.480	0.000
expected expenditure per day	age profile	0.235	0.043

*Source: Yan Wang, 2010*

The Kendall's tau test shows significant results, among all three variables, which means that the participants belonging to different age profiles have different preferences in types of accommodation. Also the expected expenditure varies

among various age profiles (Table 24). This result may be due to the reason as identified in the previous paragraph that, as the monthly income rises with the cumulative age, people have more money to spend for their holiday and can afford a better category of accommodations.

*Table 25: Age profile vs. motivation clusters*

	age profile	Cluster Number of Case		Total
		relaxation	knowledge	
	16-25	12	12	24
	26-35	13	6	19
	36-45	1	2	3
	46-55	3	0	3
	Total	29	20	49

*Source: Yan Wang, 2010*

The Pearson  $\chi^2$  shows a result of Cramer’s V 0.3 and p-value 0.221, which indicates that the motivation clusters (Table 25) as not significant. Therefore, the motivations for taking holiday do not change with the change in age.

#### 4.4. Well-being over the course output

This part of the paper aims to find happiness trends over the three time points ‘before’, ‘after’ and ‘one week after’ the holiday.

*Table 26: Friedman test: Happiness together - over the course of holiday*

	Mean	Standard Deviation
happiness together	1.82	0.623
(after)happiness together	1.82	0.518
(after 1 week)happiness together	1.94	0.58

*Source: Yan Wang, 2010*

First of all, the result of the Friedman test 0.386 indicates there is no significance for this test with the variables ‘happiness together’ at each time point (Table 26). Thus, the conclusion in this case would be that the overall happiness of people does not change with the action of going on holiday or throughout the course of the holiday.

*Table 27: Friedman test: Happy experience past week – over the course of holiday*

	Mean	Standard Deviation
happy experience past week	3.49	0.857
(after)happy experience past week	3.88	0.653
(after 1 week)happy experience past week	3.61	0.874

*Source: Yan Wang, 2010*

On the contrary, the p-value 0.002 for the variables of ‘happy experience past week’ at each time point shows a strong power (Table 27). Furthermore, as this variable is based on a 5-point scale - “never”, “seldom”, “sometimes”, “often” and “always” - the mean values indicate the frequency of experienced happy incidents in the past week. The variable at the second time point has the biggest mean value, which means happy experiences are most often experienced during the week of the holiday. This result also illustrates that holiday is related with increasing happiness.

*Table 28: Friedman test: Unhappy experience past week – over the course of holiday*

	Mean	Standard Deviation
unhappy experience past week	2.55	0.832
(after)unhappy experience past week	2.2	0.775
(after 1 week)unhappy experience past week	2.49	0.731

*Source: Yan Wang, 2010*

On the other hand, the variable ‘unhappy experience past week’ which is based on the same scale as the ‘happy experience past week’ variable, decreases over the course of the holiday (Table 28). Furthermore, the result 0.015 shows a strong statistical power for the test. Thus, participants are experiencing unhappy experiences before the holiday or after the holiday more often, which also means that the holiday tends to decrease the likelihood of arising unhappy incidents.

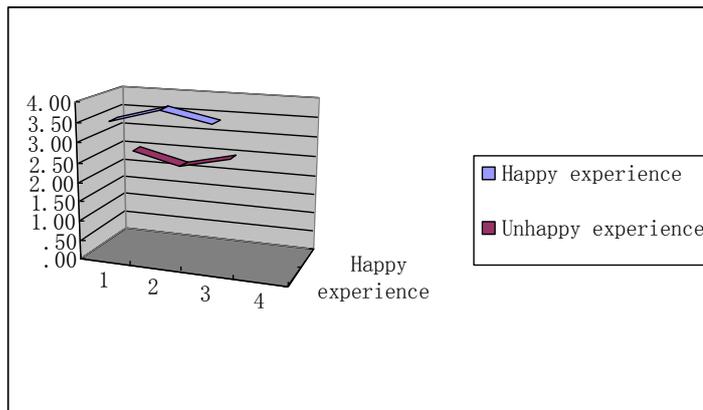


Figure 17: Happy and unhappy experience trends – over the course of holiday

Source: Yan Wang, 2010

This graph is created with mean values taken from the descriptive frequency result for the two variables, which should ease the identification of the happy and unhappy incident trends at each time point (Figure 17). Both curves illustrate that the incident rate for happy and unhappy experiences are relatively similar at the time point before and one week after the holiday. Moreover, a change in the curve can be identified at the second time point, which is right after the holiday, which again represents, that the happy experience is more often incurred at this time point and the unhappy experience happens rarely at that time.

Table 29: Kendall's tau test: Happiness together vs. marital status vs. health condition

		Correlation	
		Kendall's tau_b	
		Pearson	Sig. (2-tailed)
		Correlation	
happiness together	marital status	0.079	0.532
marital status	health condition	0.091	0.475
health condition	happiness together	0.108	0.399

Source: Yan Wang, 2010

Conversely, Table 29 shows the result of the Kendall's tau test, which indicates no correlation between happiness and marital status ( $p=0.532$ ) as well as health

condition ( $p=0.399$ ). Therefore, the SWB of people is related to the marital status, which in this case indicates being single, married, divorced or living together with partner. Furthermore, the subjective health condition has no visible effect on general received happiness of participants.

*Table 30: Wilcoxon signed ranks test: Length of stay vs. happiness at the moment (after 1 week)*

	Mean	Std. Deviation
length of stay	11.27	10.269
(after 1 week)happiness at the moment	2.06	.639

*Source: Yan Wang, 2010*

In addition, the result of Table 30 represents a very strong significance for the correlation between ‘length of stay’ and ‘happiness at the moment’ at the time point one week after the holiday, which could be interpreted as the duration of holiday is related with happiness in usual life. Therefore the decrease of received happiness of vacation may vary with the duration of vacation.

#### **4.5 Result comparison with similar studies**

On one hand, this section aims to compare this research’s findings with other similar studies. On the other hand, it aims to determine whether there are permanent results concerning the subjective satisfaction, happiness or well-being of people due to different circumstances through the course of a holiday. For the comparison, the variable ‘happiness together’ at the time point before the holiday is chosen, because the overall state of happiness of participants stays rather stable over the course of the holiday. Thus, the variable may be taken at any time point for the purpose of comparison.

##### **4.5.1 Happiness vs. Income and occupation**

Firstly, an early study from Campbell indicates that although American incomes have increased rapidly over the last 25 years, happiness at the same time did not increase and even shows a slight decline (1981, cited by Argyle, 1992). Nevertheless in British studies, a clear effect of income on happiness has been found. Furthermore, a similar relationship is found between occupation and happiness (Argyle, 1992).

In comparison, the result of this research strengthens Argyle’s statement (1992).

*Table 31: Pearson correlation test: Happiness vs. monthly income vs. employment status*

		Correlation	
		Pearson	Sig. (2-tailed)
		Correlation	
Happiness together	Monthly	0.268	0.053
Monthly	Employment status	0.444	0.001
Employment status	Happiness together	0.290	0.035

*Source: Yan Wang, 2010*

According to Table 31, the Pearson correlation has a p-value 0.053 for the correlation between happiness and monthly income. Moreover, due to former scientific knowledge, the pre-hypothesis for this test would be that income (material well-being) is related with happiness. Thus the p-value could be divided by two and results with 0.027, which shows significance. On one hand, this proves the pre-hypothesis, and on the other hand, it indicates that ‘happiness together’ is certainly related with material well-being variables such as ‘monthly income’. Furthermore, the result of happiness versus employment status with the significance of 0.035 is significant and therefore also aligns with the Argyle’s statement (1992) that there is a strong relationship between occupation and income.

#### 4.5.2 Happiness vs. Marriage

Argyle (1992) argues with another strong relationship between happiness and marriage as shown in Table 32. He also indicates that the status of living with a partner is as good as marriage and additionally the effect is stronger for young people. Therefore, the reason therefore might be that happy people are more attractive and are thus more likely to get a partner and the other way round.

*Table 32: Happiness vs. marriage*

	Percentage 'very happy'	
	Men	Women
Married	35	41.5
Single	18.5	25.5
Divorced	18.5	15.5

Source: Veroff et al., 1981

*Source: Argyle, 1992*

Table 32 helps the reader to understand the Argyle's concept concerning the correlation between happiness and marriage. It illustrates that in general, women feel happier than men under the condition of marriage or single relationship. At the same time, divorced men feel better than divorced women, which again shows, that the incident of divorce has more of an emotional effect on women than men. Furthermore, according to the relationship status, married people are more often happy than people who are single, and moreover, people who are singles are feeling better than divorced people.

On the contrary, no correlation can be found by this research with the variables 'happiness together' before the holiday and 'marital status' (Chapter 4.4). The 'happiness together' variables before the holiday is chosen due to the fact the level of happiness overall does not change over the course of the holiday. The reason for the differences between the two studies is the time point where data is collected. Thus, the SWB of the participants may be influenced by the holiday, and the evaluation process for subjective happiness may also be different than usual.

#### 4.5.3 Happiness vs. health

Argyle's study indicates a strong relationship between happiness and subjective health. Again the result of this research indicates a negative correlation which may either be due to the different research conditions/focus or the specific age distribution of the sample which in this case has a large share of participants who are younger than 35 years old (47 out of 53).

## 5 Conclusion

The tourism and hospitality industry has gained more and more importance for the economy. In many countries, the tourism sector is a large part of GDP and indicates the economic growth of these countries. Thus, governments increasingly invest time and efforts to develop their country into a more attractive destination in order to attract travelers from all over the world. Moreover, different studies are done in order to obtain traveler information in different aspects such as traveler preference, motivation, satisfaction, SWB and much more. This information allows destination marketing organizations to create effective concepts and identify strategies and finally become a success.

This paper takes on a new and specific approach to measure SWB of tourists over the course of holiday. The biggest difference to other studies is on the one hand the study condition that is based on a three time point conducting time for this research on one hand, and the focus on the specific tourism activity of the undertaken vacation on the other hand.

Moreover, this study aims to find main influencing factors of tourists' SWB at different research periods. Therefore, three different questionnaires with 109 questions were created in order to reach the research objectives. The questions focus on various travel and well-being components such as travel motivations, purposes, satisfactions, destination attributes and happiness levels. The data are personally conducted by the researcher with a sample of 53 participants at different time points during the holiday during the period of 5<sup>th</sup> February, 2010 to 9<sup>th</sup> May, 2010.

Furthermore, the 109 collected data are analyzed with the help of the computer software SPSS. A big set of statistic tests are implemented to find useful and interesting results. Two hypotheses were built in advance:

H1: *Happiness stays constant close to the event of taken holiday*

H2: *Happiness decreases after back to the usual social surrounding*

Additionally the Friedman' ANOVA test and Wilcoxon signed ranks test proved both hypotheses as the result shows strong power between these variables. A decrease of SWB is found at the time point of one week after the holiday in comparison to the level of happiness right after the vacation, which is not due to the returning to work or study. There are three additional variables, the motivation and purpose clusters with the help of K-mean cluster method on one hand, and the gender profiles on the other hand. Further findings show that the motivation has certain levels of influence on the choice of transportation, and the excitement level of holiday is affected by the purposes of the vacation. Furthermore, how happy people are feel about their upcoming holiday in advance is not related to the amount of money they expected to spend. There are results indicate that most of the people tend to describe their holidays as very positive. This may due to the fact that people value or remember positive experiences better than negative experiences. Furthermore, the incident rate for happy emotions is also much higher than the unhappy one, which illustrates that close to the journey, happy incidents are more likely to occur than unhappy incidents. Moreover, the significant correlation between "previous vacation" and "comparison of previous holiday" shows the adjusting or perceived value of the current holiday is influenced by the last or recent holiday memories. People who experienced their previous vacation in a positive way are more likely to feel happy as well after any of their new holidays. In addition, the study states a big percentage of people do believe the holiday has an influence on their life and rather they feel being positively engaged by the action of going on holiday than a negative influence.

The cross questionnaire outputs show a strong relationship between marital status and purposes of the holiday, whereas the correlation between age profile and motivations is found as not significant. Moreover, the findings of well-being over the course of holiday illustrates the overall happiness does not change with the three time points series, although a trend of increased happy experiences and decreased unhappy experiences could be identified during the holiday.

Finally, a comparison with Argyle's findings was made. According to the correlation between happiness and income as well as employment status, this study's outcome shows the same result. Other than Argyle's statements, no significant results can be found between happiness and marriage and subjective health.

In short, this research finds out that a holiday has certain effects on happiness (SWB). People feel happy when going on holiday, but the effect lasts no longer than one week. Therefore, it could be assumed that a holiday does create well-being for a short time but it is no counter balance for stress in everyday life. Possibly people should rather do many short holidays than a long one in order to reach the 'maximum' happiness.

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## Appendices

### Appendix 1

*Table 1: Cross table: Purpose clusters vs. type of transportation*

		type of transportation				Total
		airline	cruise	Car	train	
Cluster Number of Case	enjoyment	13	1	6	0	20
	discovery	24	0	6	3	33
Total		37	1	12	3	53

Source: Yan Wang, 2010

*Table 2: Purpose clusters vs. type of transportation significance*

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.343 <sup>a</sup>	3	.227
Likelihood Ratio	5.644	3	.130
Linear-by-Linear Association	.002	1	.962
N of Valid Cases	53		

Source: Yan Wang, 2010

*Table 3: Purpose clusters vs. type of accommodation*

		type of accommodation			Total
		luxury hotel(above 4 stars)	hotel(up to 4 stars)	3	
Cluster Number of Case	enjoyment	6	8	6	20
	discovery	7	15	11	33
Total		13	23	17	53

Source: Yan Wang, 2010

*Table 4: Purpose clusters vs. type of accommodation significance*

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.521 <sup>a</sup>	2	.771
Likelihood Ratio	.513	2	.774
Linear-by-Linear Association	.320	1	.571
N of Valid Cases	53		

*Source: Yan Wang, 2010*

## Appendix 2

### how was the holiday

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	20.8	20.8	20.8
Amazing	1	1.9	1.9	22.6
Bad	1	1.9	1.9	24.5
busy, had a full plan starting from morning till the night, visited lots of famous attractions, built some new friendships	1	1.9	1.9	26.4
discovered the lack of knowledge about our own country and culture and its history	1	1.9	1.9	28.3
exciting, fun, party, educating	1	1.9	1.9	30.2
exhausting, prosper, relaxing, exciting	1	1.9	1.9	32.1
funny	1	1.9	1.9	34.0
good	1	1.9	1.9	35.8
great	3	5.7	5.7	41.5
great, funny, exciting	1	1.9	1.9	43.4
great, I saw a lot of new things. Experienced much and relaxed a lot. looking forward to my next holiday	1	1.9	1.9	45.3
I got to know some very freaky people, spent a lot of time at the beach, cooked with young travelers from the USA and other nations, visited breathtaking sceneries, spent more money as expected	1	1.9	1.9	47.2

I was in Japan. there was lots of delicious meals and I liked the city Tokyo	1	1.9	1.9	49.1
it was great, relaxing, just with my family, a lot of sleep	1	1.9	1.9	50.9
it was not so good as i expected	1	1.9	1.9	52.8
jungle, ocean, penguin, whale, seal, kayak, sunny, hot, beach, fruits	1	1.9	1.9	54.7
last one was quite good	1	1.9	1.9	56.6
nice	1	1.9	1.9	58.5
nice, fine, good eating, a little bit tired	1	1.9	1.9	60.4
ok	1	1.9	1.9	62.3
perfect cause i was somewhere else than Vienna	1	1.9	1.9	64.2
perfect, beautiful, relaxed, hot, nice, the hotel was very beautiful and the personnel was very friendly	1	1.9	1.9	66.0
perfect, relaxing, a lot of food and drinks	1	1.9	1.9	67.9
quite good, interesting	1	1.9	1.9	69.8
relaxed & funny	1	1.9	1.9	71.7
relaxed, a little boring	1	1.9	1.9	73.6
relaxed, interesting, meeting new friends	1	1.9	1.9	75.5
relaxed, new experience	1	1.9	1.9	77.4
relaxed, satisfied, new experiences und impression	1	1.9	1.9	79.2
relaxing, enjoying the sun little bit of sight-seeing and walking at the beach, bought some nice stuff	1	1.9	1.9	81.1
relaxing, interesting and surprisingly cheap	1	1.9	1.9	83.0

sightseeing, relaxing, meeting friends	1	1.9	1.9	84.9
stressful	1	1.9	1.9	86.8
the holiday is so good, but too short for me, we spend one day to visit the place of interest	1	1.9	1.9	88.7
very good	1	1.9	1.9	90.6
very good	1	1.9	1.9	92.5
very nice, meeting nice people, visiting relatives, experienced good food and culture	1	1.9	1.9	94.3
very relaxing, except weather condition	1	1.9	1.9	96.2
was great	1	1.9	1.9	98.1
was ok	1	1.9	1.9	100.0
Total	53	100.0	100.0	

## Appendix 3

### Questionnaire 1: "Subjective well-being of tourists before the holiday"

#### Statistics

1. Gender

female     male

2. Age \_\_\_\_

3. Nationality \_\_\_\_\_

4. Education (highest degree) \_\_\_\_\_

5. Marital status

single     married     living together with partner     divorced

If yes, how many children do you have? \_\_\_\_

6. Employment status

employed     unemployed     partly employed

7. Monthly income

under 500 euro

500 – 1500 euro

1500 – 2500 euro

above 2500 euro

8. How is your current health condition?

very good     quite good     neither good nor bad     quite bad     very bad

**Motivation for current holiday** (choose three of below listed motivations which encourage you mostly)

increase my knowledge

- avoid daily hustle and bustle
- build friendships with others
- challenge my ability
- use my imagination
- be in a calm atmosphere
- develop close friendship
- use my physical abilities
- relax physically
- gain a feeling of belonging
- discover new places and things
- relax mentally
- be with others
- have a 'good time' with friends

**Expected level of excitement**

- very excited     quite excited     neutral     less excited     not excited  
at all

**Vacation planning**

Are you traveling alone or with your relatives/friends?

- alone     with others

Purpose of the holiday

- cultural interest (events, festivals)

- relaxation (wellness)
- adventure
- shopping
- sports
- education
- visiting friends/relatives
- business/meeting
- others \_\_\_\_\_

Are you traveling abroad?

- yes
- no

If yes, is this your first time traveling abroad?

- yes
- no

How long do you plan to stay? \_\_\_ day/s

Which type of transportation do you plan to take?

- airplane
- cruise
- car
- train
- others \_\_\_\_\_

Which type of accommodation do you plan to take?

- Luxury hotel (above 4 stars)

Hotel (up to 4 stars)

other accommodations \_\_\_\_\_

How much money do you plan to spend in total \_\_\_\_\_ and per day \_\_\_\_\_.

What kind of holiday is it?

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### **Well-being**

How happy are you at the moment?

very happy    quite happy    not very happy    not happy at all

Taking all things together, would you say you are?

very happy    quite happy    not very happy    not happy at all

And rating the happy experience of the past week

1 never   2 seldom   3 sometimes   4 often   5 always

And rating the unhappy experience of the past week

1 never   2 seldom   3 sometimes   4 often   5 always

**Questionnaire 2: "Subjective well-being of tourists after the holiday"**

How was your holiday?

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**Well-being**

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

Are you satisfied with your holiday?

1      2      3      4      5

Did the holiday meet your expectation?

1      2      3      4      5

Did you experience positive emotions/states of happiness?

1      2      3      4      5

Did you experience negative emotions/bad temper/uncomfortable situation?

1      2      3      4      5

Compare to your usual life your holiday was?

much better     better     neither better nor worse     worse     much worse

How happy are you at the moment?

very happy    quite happy    not very happy    not happy at all

Taking all things together, would you say you are?

very happy    quite happy    not very happy    not happy at all

And rating the happy experience of the past week

1 never   2 seldom   3 sometimes   4 often   5 always

And rating the unhappy experience of the past week

1 never   2 seldom   3 sometimes   4 often   5 always

**Satisfaction variables**

1. Strongly dissatisfied
2. dissatisfied
3. Neither dissatisfied nor satisfied
4. satisfied
5. Strongly satisfied

Weather

1      2      3      4      5

Local people

1      2      3      4      5

Hotel / accommodation

1      2      3      4      5

Safety / security

1      2      3      4      5

Transportation

1      2      3      4      5

Attractions

1      2      3      4      5

Restaurants / bars

1      2      3      4      5

Shopping facilities

1      2      3      4      5

Value for money / cost / price

1          2          3          4          5

Natural environment

1          2          3          4          5

Uniqueness

1          2          3          4          5

**Recreation**

How long did you actually stay at the destination? \_\_\_\_ day/s

How was your previous vacation? (the vacation before the one described)

very good    quite good    quite bad    very bad

In comparison with your previous vacation you would say this vacation was?

better    neither better nor worse    worse

Did you experience one of the below listed emotion during your trip?

acceptance

anger

disgust

fear

joy

sadness

surprise

disappointment

boredom

happiness

If yes, how?

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**Questionnaire 3: “Subjective well-being of tourists one week after the holiday”**

**Well-being**

6. Strongly disagree
7. Disagree
8. Neither agree nor disagree
9. Agree
10. Strongly agree

Are you satisfied with your current life stage?

1          2          3          4          5

Do you receive negative emotion back to your usual social environment?

1          2          3          4          5

Do you receive positive emotion back to your usual social environment?

1          2          3          4          5

How happy are you at the moment?

very happy    quite happy       not very happy    not happy at all

Taking all things together, would you say you are?

very happy    quite happy       not very happy    not happy at all

And rating the happy experience of the past week

1 never   2 seldom      3 sometimes   4 often   5 always

And rating the unhappy experience of the past week

1 never   2 seldom      3 sometimes   4 often   5 always

**Daily life recreation**

Did you start with your job or study?

yes       no

If no, why?

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In comparison with life before taken holiday, you are feeling now?

much better     better     neutral     worse     much worse

Did the holiday influence your life/well-being?

yes     no

negative     neutral     positive

If yes, how \_\_\_\_\_  
\_\_\_\_\_