

The role of positive psychology in tourists' behavioural intentions

Abstract

Tourists' well-being is significant in tourism marketing as it influences behavioural intentions. Using the top-down and bottom-up theories of well-being, this study examined how travellers' goals, memorable tourism experiences and traveller well-being influences behavioural intentions. Goals and well-being were operationalised into hedonic and eudaimonic dimensions. Data was collected from 430 recent travellers to investigate the relationship between goals, memorable tourism experiences, well-being and behavioural intentions. The results showed that goals were significantly related to hedonic and eudaimonic well-being and that memorable tourism experiences mediated this relationship. The findings also showed that hedonic well-being has a significant effect on revisit intention and positive word-of-mouth, whilst eudaimonic well-being did not have a significant effect on behavioural intentions. This research makes theoretical contributions to the literature on destination loyalty and enriches the positive psychology literature. Discussion of the study findings and implications for academics and practitioners conclude the paper.

Keywords: Positive psychology, goals, memorable tourism experiences, well-being, behavioural intentions

1. Introduction

Current tourism and travel trends have shown that the market for holidays that focus on well-being is growing exponentially. In 2017, the global wellness economy was estimated at US\$4.2 billion with the wellness tourism sector at US\$639 million (Global Wellness Institute, 2018). Tourism and leisure travel not only increases individual happiness but has also been found to

increase tourists' subjective well-being and overall quality of life (McCabe & Johnson, 2013). Therefore, 'wellness' has moved from a niche market product to a more mainstream holistic appreciation (Pyke, Hartwell, Blake, & Hemingway, 2016).

Recently, academics have used the lens of positive psychology to understand how tourism and travel contribute to well-being (Coghlan, 2015; Doyle, Filo, Lock, Funk, & McDonald, 2016; Filep, 2009; Filep & Deery, 2010; Filep & Laing, 2018; Filep, Macnaughton, & Glover, 2017; Filo & Coghlan, 2016; Matteucci & Filep, 2017). Well-being in positive psychology has been operationalized as hedonic well-being (happiness and pleasure) and eudaimonic well-being (personal growth and optimal functioning). Hedonic views of subjective well-being are common in the tourism literature with happiness and pleasure being seen as the ultimate goal. For example, empirical studies have shown that people are happier during their holiday than at home (Filep, 2008; Nawijn, 2010). The anticipation of a holiday trip can also lead to feelings of happiness and tourists have been shown to experience an increase in subjective well-being when compared to non-tourists (Gilbert & Abdullah, 2004). McCabe and Johnson (2013) also found that for disadvantaged groups, participating in a holiday produced improvements in aspects of their happiness and well-being.

In addition to hedonic well-being, a current area of interest for tourism scholars are the aspects of eudaimonic well-being whereby tourist experiences provide meaning that involves deep satisfaction as well as learning, personal growth, and skill development (Pearce & Packer, 2013). Hedonic tourism products/services are usually categorized by excessive behaviour such as eating and drinking, whereas eudaimonic tourism products/services such as walking trails or cycling can help tourists to realize outcomes that have health benefits (Pyke, Hartwell, Blake, & Hemingway, 2016). Matteucci and Filep (2017) also found that tourist experiences such as the authentic flamenco, is eudaimonic in character and can lead to self-fulfilment.

Therefore, there is a gap in the literature as existing studies have focused on the short-term well-being benefits of tourism, leaving a need to examine whether tourism is able to provide longer-term, well-being benefits. This study is significant because the focus on the quest for self-development and transformation has become a central concern of the Western tourist society. Well-being (both hedonic and eudaimonic) is a desired feature that consumers search for while engaging in tourism (Voigt & Pforr, 2013) and therefore represent significant constructs in this study.

In positive psychology, the outcomes of well-being can be distinguished based on whether they emphasize bottom-up or top-down effects. The bottom-up theory of well-being (Diener, 1984) argues that tourism as a deliberate activity, is an important context for experiencing well-being (Filep & Higham, 2014). A number of tourism studies have demonstrated that tourism experiences can lead to well-being and quality of life (de Bloom et al., 2010; Gilbert & Abdullah, 2004; Li & Chan, 2017; McCabe & Johnson, 2013; Nawijn & Mitas, 2012; Strauss-Blasche, Ekmekcioglu, & Marktl, 2000; Uysal, Sirgy, Woo, & Kim, 2016). Larsen (2007) has argued that a tourist experience is a function of individual psychological processes consisting of three main components: expectations, perceptions and memory. Memories of tourism experiences contribute to an individual's happiness through reminiscent memories (Sthapit & Coudounaris, 2018). A Memorable Tourism Experience (MTE) has also been claimed to include elements of hedonia and eudaimonia (Kim, Ritchie, & McCormick, 2012) and provide a context for experiencing well-being as it can positively affect life domains such as family and social lives (Sirgy, Uysal, & Kruger, 2017). From this perspective, the MTE context has meaning and can contribute to a well-being outcome.

An alternative route to well-being is provided by top-down theory (Diener, Suh, Lucas, & Smith, 1999) which argues that well-being is affected by a person's internal disposition such as a person's goals in a particular situation. Goals here are considered an internal disposition

of a desired end state and can be strongly linked to well-being (Sheldon & Kasser, 2001). Tourism experiences are subjective and personal as visitors actively interpret the event and attach their own meaning to it. As a result, a traveller's goals may influence outcomes such as life satisfaction (Kruger, Sirgy, Lee, & Yu, 2015). A recent study applied both the top-down and bottom-up theories of well-being to examine the relationship between tourist experiences and well-being through novelty (Chen & Yoon, 2018). This study aims to extend the understanding of the top-down and bottom-up theories by examining the relationship between goals and well-being through memorable tourism experiences. It also supports Sirgy's (2010) proposed goal theory of subjective well-being, which hypothesizes that a tourist's choice of leisure travel goals is important because attractive and attainable travel goals are more likely to elicit higher levels of subjective well-being as a consequence of leisure travel.

The concept of well-being is also significant in tourism marketing as it can influence tourists' choice to visit a particular destination and subsequently, behavioural intentions such as positive word-of-mouth (WOM) and revisit intentions (Pyke et al, 2016; Reitsamer & Brunner-Sperdin, 2015; Sirgy & Lee, 2008). However, some studies have argued that the relationship between tourism satisfaction and destination loyalty may not necessarily initiate the decision-making process for revisitation (Mittal, Ross & Baldasare, 1998; Szymanski & Henard, 2001; Um, Chon & Ro, 2006). This study hopes to build on recent literature which suggest that whether tourism experiences lead to hedonic and eudaimonic well-being depends on the characteristics of the individuals engaging in the activity, their goals, past experience, and the meaning and personal significance assigned to the experience (Knobloch, Robertson, & Aitken, 2017). The outcome cannot be pre-determined and largely depends on an individual's anticipated goals and interaction with the event (Csikszentmihalyi, 1990). Therefore, the current study postulates that whether a holiday influences behavioural intentions

is dependent on the relationship between tourists' goals, memorable tourism experiences and well-being.

To bridge the existing gaps in the tourism literature, this study examines the relationship between goals, memorable tourism experiences, and well-being on behavioural intentions. Specifically, this study aims to answer four research questions:

1. Do goals have a significant influence on MTE?
2. Do goals have a significant influence on well-being?
3. Do MTEs have a mediating effect on the relationship between goals and well-being?
4. Does well-being have a significant influence on behavioural intentions?

Empirical research linking holiday taking and well-being has lacked theoretical foundations to support this line of inquiry and the literature on how different tourist experiences influences hedonic or eudaimonic well-being are also unconsolidated. Past studies have shown that specific tourist experiences may influence well-being such as wellness and spa tourism (Voigt, Brown, & Howat, 2011), religious and spiritual travel (Chamberlain & Zika, 1992), sport tourism (Filo & Coghlan, 2016) and volunteer tourism (Crossley, 2012). The following section presents a review of literature on goals (based on top-down theory), memorable tourism experiences (based on bottom-up theory), well-being and behavioural intentions. Hypotheses are proposed on the basis of the review.

2.0 Literature review

2.1 Goals and memorable tourism experiences

Consumer behaviour is typically purposeful, goal-driven and performed as a means towards some end (Bagozzi, Gopinath, & Nyer, 1999). Goals, like other cognitive constructs, are susceptible to environmental cues which can connect evaluations and preferences to the

situation at hand (Moskowitz & Grant, 2009). The origins of positive psychology can be traced back to Ancient Greek and European philosophy (Smith & Diekmann, 2017) and their hedonic and eudaimonic philosophical traditions (Lambert, Passmore, & Holder, 2015). The hedonic view is based on the 4th century Greek philosopher Aristippus who considered that the goal of life is to experience as much pleasure as possible while avoiding pain (Deci & Ryan, 2008). The eudaimonic view is attributed to Aristotle and his thinking on the realisation of human potential focusing on psychological well-being connected to meaningful and valuable actions or activities (Deci & Ryan, 2008). Therefore, hedonic goals have short-term effects and eudaimonic goals have long-term effects on individual happiness and well-being.

The decision to visit a particular destination is a complex amalgam of needs, motivating an individual to set and prioritise goals in a belief that achieving these outcomes will satisfy the perceived needs (Brown, 2005). Although it is widely accepted that positive tourism experiences can contribute to travellers' life satisfaction by providing the satisfaction of various psychological needs, one can argue that the degree of contribution to life satisfaction depends on the value individuals attach to travel goals (Sirgy, Kruger, Lee, & Yu, 2010). A critical outcome of a tourist experience is memorability (Sthapit & Coudounaris, 2018). When tourists are asked about their holidays, they often refer to experiences which are memories that are created in a constructive or reconstructive process within the individual. A Memorable Tourism Experience (MTE) has been defined as a tourism experience remembered and recalled after the event has occurred (Kim et al., 2012). MTEs are selectively constructed from tourism experiences based on the individual's assessment of experience and serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience (Kim et al., 2012).

Therefore, a group of tourists may enjoy themselves during an experience, but not experience or recall the same memorable experiences. Travellers have certain travel goals and

the memorability of their experience is dependent on whether their travel goals and needs are effectively met by their travel experience (Ooi, 2005). Empirical research supports the relationship between goals and MTE. For example, Gilbert and Abdullah (2004) indicated that the motivations of holidaymakers represented the salient goals to be achieved at the end of their vacations and if motivations and expectations are met, they will most likely appraise the holiday as satisfying or memorable. It was also found that hedonic experiences which provided happiness and pleasure most likely lead to stronger memories (Sthapit & Coudounaris, 2018; Tung & Ritchie, 2011). In addition, when tourists experience something meaningful or important, and learn about themselves while at the destination, they are more likely to report that experience as memorable (Sthapit & Coudounaris, 2018). Based on the foregoing discussion, the following hypotheses are offered:

H1: *Hedonic goals have a significant influence on MTE.*

H2: *Eudaimonic goals have a significant influence on MTE.*

2.2 Goals and well-being (top-down theory)

Well-being is a fundamental concept of positive psychology (Deci & Ryan, 2008; Smith & Diekmann, 2017) and is a multidimensional concept which is related to physical, mental, social, and environmental aspects of living (Pinto, Fumincelli, Mazzo, Caldeira, & Martins, 2016). Fifty percent of an individual's well-being is accounted for by genetically determined set points (Lyubomirsky, King, & Diener, 2005). The top-down theory suggests that each individual has a general propensity for experiencing events and circumstances in a positive or negative way (Diener, 1984). From this perspective, an individual's well-being is largely predicted by the individual's temperament position. For example, research findings suggest that well-being can be increased if individuals select intrinsic goals (Kasser & Ryan, 1996) and/ or goals related to growth needs (Diener, 2009). Therefore, tourism scholars have begun to consider how the

application of positive psychology's principles of positive attitudes and interventions may increase well-being (Filep & Deery, 2010; Sirgy & Uysal, 2016)

Goal theory of subjective well-being posits that the successful pursuit of meaningful goals plays an important role in the development and maintenance of psychological well-being (Emmons, 1986). Empirical research has supported the relationship between goals and well-being. For example, it was found that the attainment of abstract (high-level) goals rather than concrete (low-level) goals induces significantly more positive affect not only in leisure life, but also in other life domains thus contributing to subjective well-being (Uysal et al., 2016). It was also argued that goal attainment of deprived needs is more likely to induce strong positive feelings than goal attainment of non-deprived needs (Sirgy et al., 2017).

Hedonic activities typically provide pleasure when undertaken, whereas eudaimonic happiness can result from unpleasant activities which later have positive effects (Cloninger, 2004). It has been argued that people who select hedonic goal motives concentrate on the well-being and pleasure experienced at the end of a pursuit. People with eudaimonic goals, on the other hand, tend to focus on the quality of the activity itself and how it improves them, instead of the end result (Huta, 2013). In addition, people with eudaimonic motives typically experience more holistic and sustained wellness and life satisfaction (Baumgardner & Crothers, 2009). Ryff (1989) suggested that a eudaimonic approach influences all areas of one's life, from personal development, professional growth, overall health, social interactions and family relations. Therefore, eudaimonic goals may have a significant influence on eudaimonic well-being.

Existing tourism studies using positive psychology have examined the relationship between goals and well-being. For example, Coghlan (2015) examined how positive psychology principles such as goal attainment could be incorporated into the design of a charity challenge event to foster well-being outcomes. Sirgy (2010) proposed a Quality of Life (QOL)

theory of leisure travel satisfaction based on goal theory which examines how goal-related constructs such as goal selection, implementation and attainment influences subjective well-being. An empirical study on the proposed QOL theory of leisure satisfaction further reaffirmed that travellers' life satisfaction could be increased when they selected intrinsic goals, growth-based goals, and goals related to flow activities (Kruger et al., 2015). In addition, selecting goals that are likely to generate enhanced positive affects when attained has been suggested to enhance one's quality of life (Sirgy et al., 2017). Consistent with the foregoing discussion, the following hypotheses are offered:

H3: *Hedonic goals have a significant influence on hedonic well-being.*

H4: *Eudaimonic goals have a significant influence on eudaimonic well-being.*

2.3 Memorable tourism experiences and well-being (bottom-up theory)

The bottom-up theory postulates that well-being is derived from the totality of positive and pleasant life experiences and suggests that a happy person is happy because he or she has experienced a number of happy moments (Diener, 1984). Tourism is regarded as a deliberate activity for experiencing well-being (Filep & Higham, 2014). It is argued that tourism, through memorable tourism experiences, also increases well-being as personal goals are realised through activity participation (De Vos, Schwanen, Van Acker, & Witlox, 2013). Tourists may also acknowledge a memorable tourism experience when an experience is evaluated as above and beyond goal expectations (Tung & Ritchie, 2011) These experiences then contribute to individuals' happiness through reminiscent memories (Sthapit & Coudounaris, 2018).

Recent literature suggests that the supply side of tourist experiences cannot be classified as hedonic or eudaimonic (Knobloch, Robertson, & Aitken, 2017). Whether a holiday leads to hedonic and eudaimonic well-being depends on the goals of the individuals engaging in the activity and the meaning and personal significance assigned to the experience. Tourists who

have hedonic goal motives for a holiday would tend to focus on happiness and pleasure at the end of their tourism experience. However, tourists with eudaimonic goal motives would typically focus on how the experience has led to personal growth, a sense of meaning and achievement at the end of their tourism experience. Consistent with this discussion, the following hypotheses are offered:

H5: *MTE mediates the relationship between hedonic goals and hedonic well-being.*

H6: *MTE mediates the relationship between eudaimonic goals and eudaimonic well-being.*

2.4 Hedonic and eudaimonic well-being

Hedonic well-being is referred to as the presence of positive feelings and overall satisfaction with life (de Bloom et al, 2010). Past studies have examined tourists' hedonic well-being based on perceived satisfaction with tourism services (Nawijn, 2011; McCabe & Johnson, 2013). Studies have shown that tourist satisfaction has spill-over effects on how individuals evaluate various life domains such as health, work, leisure, and family as well as their overall satisfaction with life (Sirgy et al, 2011). [Chen, Huang and Petrick \(2016\)](#) found that individuals were more likely to be satisfied with their holiday experience if they experienced something new and challenging. Voigt et al (2011) examined wellness tourists and found that hedonic well-being can sometimes be recognized as important by-products of eudaimonic well-being. Therefore, tourists who are happy and satisfied with their tourism experience can also gain a sense of meaning and purpose in their lives.

Past research has emphasized that while hedonia and eudaimonia may seem disparate, they are in fact not mutually exclusive. For example, Baumgardner and Crothers (2009) emphasized a complementary, rather than conflicting relationship. Huta (2013) found that hedonia and eudaimonia both occupy overlapping and distinct niches within a complete picture of well-being, however, their combination may be associated with the greatest well-being.

Within the context of tourism and travel, happiness is a complex concept, which goes beyond positive, subjective experiences and perceptions (Smith & Diekmann, 2017). For example, McCabe and Johnson's (2013) research supported the notion that short-term hedonic experiences can develop into longer-term life satisfaction. Likewise, Brown (2005) suggested that volunteer tourism includes both hedonic and eudaimonic experiences. Li and Chan (2017) also found that holidays in one's homeland can lead to eudaimonic well-being as connection with friends and relatives influences personal growth and enhances one's meaning and purpose in life. Consistent with this suggestion and foregoing discussion, the following hypothesis is offered:

H7: *Hedonic well-being has a significant influence on eudaimonic well-being.*

2.5 Well-being and behavioural intentions

There are a significant number of studies that suggest that a significant relationship exists between satisfaction and loyalty behaviour such as positive WOM and repurchase intentions (Park, Robertson & Wu, 2004; Jin, 2015; Barnes, Mattsson & Sorensen, 2016). Within the tourism context, it has been found that perceived destination quality significantly influenced satisfaction which in turn, influenced behavioural intentions (Rajaratnam, Nair, Sharif & Munikrishnan, 2015). Prayag, Sameer, Muskat & Chiappa (2015) also found that tourists' emotional experiences had a positive influence on tourist satisfaction and the intention to recommend. However, some have argued that the relationship between satisfaction and destination loyalty may not be as straightforward and revisit intention may be an extension of satisfaction rather than an initiator of the revisit decision-making process (Mittal, Ross & Baldasare, 1998; Szymanski & Henard, 2001; Um, Chon & Ro, 2006). This study investigates the relationship between well-being and behavioural intentions. Previous studies suggest that there is a relationship between well-being and behavioural intentions. For example, Reitsamer

& Brunner-Sperdin (2015) found that tourists' well-being had a significant, positive impact on their intention to return and the desire to engage in positive WOM. Lin (2012) also found that cuisine experience affected psychological well-being which influenced hot springs tourists' revisit intentions. The motivation of hiking tourists and subjective well-being also affected the intention to revisit (Kim, Lee, Uysal, Kim & Ahn, 2015). Consistent with this suggestion and foregoing discussion, the following hypotheses are offered:

H8: *Hedonic well-being has a significant influence on behavioural intentions*

H9: *Eudaimonic well-being has a significant influence on behavioural intentions*

The proposed relationships are presented in a study model (Figure 1)

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3.0 Methods

3.1 Sample

The sample in this study were Australian residents, aged 18 years or older, who had taken a trip in the past three months. Valuable insights can be gained by addressing a single tourist experience as close as possible to when they happen, rather than assessing them from more delayed recollections of holidays (Filep, 2012; Nawijn, 2011a). Therefore, this study employed purposive random sampling to identify the population of interest and to develop a systematic way of selecting cases that is not based on advanced knowledge of how the outcomes would appear (Tongco, 2007). Purposive random sampling is a non-probability sample that is selected based on the characteristics of a population and the objective of the study (Tongco, 2007). This study did not focus on any specific tourism context as existing literature suggests that research concerned with individual experiences and consumption activities largely depend on the

consumption context itself such as white-water rafting (Wu & Liang, 2011), or spa and wellness (Voigt et al., 2011). The consumption context in these existing studies were predefined as extraordinary or memorable by the researchers, which is problematic because experiences do not result in predetermined effects for everyone, but likely depend on an individual's interaction with the event (Csikszentmihalyi, 1990).

3.2 Measures

This research examined the relationship between goals, memorable tourism experiences, and well-being on behavioural intentions. Thus, the main constructs in this research included hedonic and eudaimonic goals, memorable tourism experiences, hedonic and eudaimonic well-being and behavioural intentions. All measurement items were adopted from existing scales to assure their validity and reliability and were anchored on a 7-point Likert-type scale (1 = strongly disagree, 7 = strongly agree). Hedonic goals were measured by adapting the Consumer Motivation Scale (Barbopoulos & Johansson, 2017). The Consumer Motivation Scale is an integrative, multi-dimensional and context-sensitive measure of consumption goals and applicable to a wide variety of products and settings. In the relevant literature, hedonism is treated as a uni-dimensional construct ranging from pleasant to unpleasant (Batra & Ahtola, 1991). Therefore, the three items measuring pleasure were included in this study. The Cronbach alpha for this scale was 0.91.

Eudaimonic goals were measured by adapting the Aspiration Index (Kasser & Ryan, 1996). The Aspiration Index was originally developed to measure people's aspirations. Aspirations refer to people's life goals and studies have shown that the attainment of intrinsic aspirations or goals were positively associated with longer-term well-being (Kasser & Ryan, 1996). Intrinsic aspirations are based on personal growth, meaningful relationships, and good health. As a result, people with eudaimonic goals tend to focus on the quality of the activity

itself and how it improves them (Huta, 2013), therefore three items measuring personal growth were included in this study. The Cronbach alpha for these items was 0.82.

Memorable Tourism Experience was measured by adapting the Memorable Tourism Experience Scale (Kim et al., 2012). The MTE scale has increasingly been used in previous studies (Sthapit & Coudounaris, 2018; Tung & Ritchie, 2011). The Cronbach alpha value for this scale was 0.87.

Hedonic well-being was measured by adapting the Satisfaction with Life Scale (Diener, 1984). This scale was adapted to suit a tourism context in this study, for example, adapting the statement *I am satisfied with my life* to *I am satisfied with my trip*. The Satisfaction with Life Scale has been frequently used as a measure of life satisfaction as a component of subjective well-being (Brunner-Sperdin, Peters, & Strobl, 2012; Cohn, Fredrickson, Brown, Mikels, & Conway, 2009; Nawijn & Mitas, 2012) and was also specifically tested in two studies which showed that the scale was a valid and reliable measure of life satisfaction and suited for use with a wide range of age groups and applications (Pavot, Diener, Colvin, & Sandvik, 1991). The Cronbach alpha value for this scale was 0.83.

Eudaimonic well-being was adapted from the Psychological Well-being Scale (Ryff, 1989). The PWS assesses a range of psychological factors which influence psychological well-being. Three items reflecting purpose after a tourist experience were included in this study. The Cronbach alpha for this scale was 0.80.

Behavioural intentions are usually measured by repurchase intention, recommendation to others and positive WOM (Cronin, Brady & Hult, 2000). Behavioural intentions in this study were measured by using 3 items adapted from Hosany, Prayag, Deesilatham, Causevic & Odeh, (2015) and Ma, Scott, Gao & Ding (2017): “I will visit this destination in the future”, “I will recommend this destination to someone else”, and “I am likely to talk about my happy experience at this destination others”.

3.3 Procedures

An online survey was the main instrument for data collection. The Qualtrics™ software was utilised to furnish the survey and improve the ease and speed of completing the survey. Two pilot tests were conducted in the preliminary study stage to ensure the validity and reliability of the questionnaire. Pilot studies are a crucial element of good study design and although conducting a pilot study does not guarantee success in the main study, it does increase the likelihood of improved outcomes (Van Teijlingen & Hundley, 2001).

The first pilot study was administered to 10 PhD scholars to test the understanding of words and phrases used and to correct any possible misunderstanding. The second pilot test was administered through social media platforms, namely closed travel groups on Facebook. A total of 100 responses were collected and a preliminary analysis of the findings was conducted to test the reliability and validity of the psychometric measurement of the constructs (Finn, Walton, & Elliott-White, 2000). The internal reliability of the constructs were assessed using Cronbach's alpha (Churchill Jr, 1979) and the construct validity of the scale was evaluated by exploratory factor analysis (Reisinger & Turner, 1999).

The results from the two pilot studies facilitated the development of the final questionnaire which consisted of six sections. Firstly, the questionnaire began with an introduction to explain to the participants the purpose of the study and ethical considerations. This section also included general questions about their recent trip, for example, if the trip was international or domestic and the reasons for the trip (holiday, visiting friends and relatives, business and work or study). The second section asked questions in relation to holiday goals. The third section enquired about how memorable and satisfying the trip was, with the fourth section reflecting on how the recent trip affected their well-being upon returning home. The fifth section asked how the participant felt towards the destination and if they would revisit,

talk about their experience or recommend the destination to others. The final section consisted of demographic questions.

The formal test was administered to an online panel provided by Qualtrics™, a global market research firm known for its research experience and ability to reach a particular target market. Online panels are becoming increasingly common in tourism and marketing research with researchers finding such data to be reliable with reduced bias in responses (Brandon, Long, Loraas, Mueller-Phillips, & Vansant, 2013; Dolnicar, Yanamandram, & Cliff, 2012). The data collection process began with Qualtrics™ sending an email to their Australian panel with two screening questions to ensure that only Australian residents, above the age of 18 years participated and that they had taken a trip in the past three months. This ensured that only qualified participants were invited to participate in the survey. To ensure that all responses were completed without missing data, all questions on the survey had a forced response. Additionally, Qualtrics™ guaranteed a variety of participants in terms of demographics by distributing the surveys across Australia and to different age groups. [Data was collected in July 2018 and 430 completed questionnaires were received.](#) The socio-demographic details of this sample are shown in Table 1. [Table 2 presents further details on the type of trips and travel company.](#)

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Results

4.1 Measurement model

As the study variables were measured using existing scales, Confirmatory Factor Analysis (CFA) with maximum likelihood estimation was performed to assess reliability and validity (Hu and Bentler 1999). The results of model fit indices were acceptable: (χ^2 (174) = 445.826,

$p < .0005$, GFI = .904; TLI = .927; RMSEA = .060). The results of standardized residual covariances and modification index values indicated no conspicuously significant changes to the model. The average variance extracted for each variable was over .50, indicative of adequate convergence (Fornell and Larcker 1981). The composite reliability was acceptable for each of the factors. Factor loadings were positive and statistically significant (See Table 4). All items had significant loadings on their corresponding constructs, demonstrating adequate convergent validity. The square root of average variance extracted of each construct exceeded the correlation between constructs, indicating discriminant validity. The results for correlations, means, and SD among study variables are presented in Table 3.

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4.2 Hypothesis testing

Structural equation modelling (SEM) was deployed to examine the proposed relationships in the current study. The model appeared to fit the data reasonably well given a relatively large sample size ($\chi^2(174) = 396.928$, $p = .0005$, GFI = .916, TLI = .941, RMSEA = .054). H1 and H2 proposed that hedonic goals and eudaimonic goals would have a significant effect on MTE. The results showed a significant effect ($\beta = 0.16$, $p < .001$) and ($\beta = 0.48$, $p < .001$) and therefore H1 and H2 were supported. H3 and H4 proposed that hedonic goals would have a significant effect on hedonic well-being and eudaimonic goals would have a significant effect on eudaimonic well-being. The results supported both H3 ($\beta = 0.30$, $p < .001$) and H4 ($\beta = 0.48$, $p < .001$).

A multiple regression Sobel mediator test was performed to test H5 and H6. The mediation test supported H5 which indicated that MTE mediated the relationship between hedonic goals and hedonic well-being ($Z = 4.40$, $SE = 0.01$, $p < .001$). This is shown in Figure

2. H6 was also supported and indicated that MTE mediated the relationship between eudaimonic goals and eudaimonic well-being ($Z = 4.87$, $SE = 0.02$, $p < .001$). This is shown in Figure 3. The Sobel mediation results for H5 and H6 are shown in Table 5.

It is claimed that the Sobel test works well only in large samples and is recommended if the user has no access to raw data (Preacher & Hayes, 2004). Bootstrapping is recommended as a reliable alternative if the user has access to raw data because it imposes no distributional assumptions. This study therefore carried out further mediation testing on H5 and H6 using bias-corrected bootstrapping p values to generate the mediating effects. The results from testing H1 – H4 showed that the paths between each pair of variables involved were significant. The bias-corrected bootstrapping testing showed that the significance was reduced between hedonic goals and hedonic well-being when MTE was included. On this basis, H5 supported a partial mediation of MTE between hedonic goals and hedonic well-being. H6 also supported a partial mediation of MTE between eudaimonic goals and eudaimonic well-being. The bootstrapping mediation results are shown in Table 6.

H7 proposed that hedonic well-being would have a significant effect on eudaimonic well-being. The results showed a significant effect ($\beta = 0.31$, $p < .001$). H8 proposed that hedonic well-being would have a significant effect on behavioural intentions and H10 proposed that eudaimonic well-being would have a significant effect on behavioural intentions. The results supported H9 ($\beta = 0.57$, $p < .001$) but not H10 ($\beta = 0.08$, $p > .001$). The results of the proposed relationships are presented in Table 7.

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5.0 Discussion and Conclusion

This study examined the relationship between goals, memorable tourism experiences and well-being on behavioural intentions. Goals were operationalized as hedonic and eudaimonic goals. Well-being was operationalized as hedonic and eudaimonic well-being. The major findings of this study showed that: (1) goals had a direct effect on well-being; (2) MTE partially mediated the relationship between goals and well-being; (3) hedonic well-being had a direct effect on eudaimonic well-being and behavioural intentions; and (4) eudaimonic effect had an insignificant effect on behavioural intentions. A detailed discussion of the findings follows.

5.1 Goals and MTE

The study proposed that hedonic goals and eudaimonic goals would have a significant influence on memorable tourism experiences. The results supported all proposed relationships. Goals are multi-dimensional and context-variant (Barbopoulos & Johansson, 2017) and are susceptible to environmental cues, thereby connecting evaluations and preferences to the situation at hand (Moskowitz & Grant, 2009). People who select hedonic goals concentrate on happiness and pleasure at the end of a pursuit. On the other hand, people with eudaimonic goals focus on how the activity may improve themselves (Huta, 2013). Tourists can have diverse interpretations of a single tourist product because they have different interests and backgrounds. Likewise, tourists can have both hedonic and eudaimonic goals for a tourism experience. A memorable tourism experience has been suggested to include elements of hedonia and eudaimonia (Kim et al., 2012). For example, tourists can have a thrilling, exciting and enjoyable experience as well as accomplish something meaningful, important, or have learnt something about themselves. Larsen (2007) suggested that the tourist experience should not be reflected as the various events taking place during a tourist trip, although such events do contribute to the construction of the tourist experience. The tourist experience, when examined

from a psychological perspective is based in and originates from the individual tourist. Therefore, perceptual processes are typically influenced by motivational and emotional states and is conditioned by personal values, opinions, and worldviews (Prebensen & Foss, 2011). Tourist destinations are not at all that important in creating tourist experiences, whereas the individual tourist is. This study supported the argument that the degree to which a tourist has a memorable tourism experience depends on the value people attach to travel goals (Sirgy et al., 2010).

5.2 Goals and well-being

This study proposed that eudaimonic goals would have a significant effect on eudaimonic well-being and hedonic goals would have a significant effect on hedonic well-being. The results supported the proposed relationships. Goals are cognitive appraisal dimensions that influence the strength of emotion and are also suggested as a pathway to well-being (Diener, 1984; Gollwitzer, 1993; Kasser & Ryan, 1996; Sirgy et al., 2017). The results from this study are aligned to existing literature, which have suggested that people who select hedonic goals concentrate on the short-term well-being and pleasure experienced at the end of a pursuit. People with eudaimonic goals, on the other hand, tend to focus on the quality of the activity itself and how it improves them in the long-term (Huta, 2013). People with eudaimonic motives also experience more holistic and sustained wellness and life satisfaction (Baumgardner & Crothers, 2009). Goal theory of subjective well-being posits that the successful pursuit of meaningful goals plays an important role in the development and maintenance of psychological well-being (Emmons, 1986; Little, 1989). Through the application of the top-down theory and examining the effect of goals on well-being, this study indicates that goal selection in leisure travel is critical for enhancing well-being (Sirgy et al.,

2017). More importantly, tourists who select intrinsic and growth-based goals would experience longer-term psychological well-being.

5.3 Mediation relationship

This study also proposed that a MTE would mediate the relationship between goals and well-being. The results showed that a MTE partially mediated the relationship between hedonic goals and hedonic well-being and between eudaimonic goals and eudaimonic well-being. The bottom-up theory of well-being (Diener, 1984) argues that tourism as a deliberate activity is an important context for experiencing well-being (Filep & Higham, 2014). Travellers have certain travel goals and the memorability of their experience is dependent on whether their travel goals and needs are effectively met by their travel experience. For example, Voigt et al (2011) found that wellness tourists engaged in spiritual retreats to sought transformation of the self. Therefore, spiritual retreats, as a MTE mediated the relationship between the goals of these wellness tourists and their well-being outcome (transformation). Likewise, Wu & Liang (2011) found that tourists engaged in white-water rafting to interact with nature. White-water rafting, as a MTE mediated the relationship between the goal to liaise with nature and positive moods which enhanced tourists' well-being.

This study also found that hedonic well-being experienced from an MTE has a direct effect on eudaimonic well-being. Hedonic well-being occurs when tourists are satisfied with their life following a trip (Pavot et al., 1991). Therefore, tourists can experience longer-term psychological well-being following a trip, provided that their experience was memorable, satisfying and provided a sense of meaning and purpose in their lives. It has been suggested that both hedonia and eudaimonia occupy both overlapping and distinct niches, but their combination may be associated with the greatest well-being (Huta & Ryan, 2010).

5.4 Well-being and behavioural intentions

This study proposed that hedonic and eudaimonic well-being would have a direct significant effect on behavioural intentions. The results supported the relationship between hedonic well-being and behavioural intentions but not the relationship between eudaimonic well-being and behavioural intentions. Whilst previous studies support a relationship between tourism satisfaction and behavioural intentions, some have argued that the relationship may not be straightforward as satisfaction may not necessarily initiate the revisit decision-making process (Mittal, Ross & Baldasare, 1998; Szymanski & Henard, 2001; Um, Chon & Ro, 2006). The results of this study has shown that tourists who feel hedonic well-being (or tourism satisfaction) are more likely to revisit the destination, talk about their experience and recommend the destination to others. The role of travel in contributing to personal growth and self-development is of increasing interest to the tourism industry. Therefore, tourism scholars have called for an increased contribution to the eudaimonic agenda in tourism research (Sirgy, et a, 2010). However, this study has shown that whilst people feel eudaimonic well-being from their tourism experience, this does not necessarily lead to revisit intentions and positive WOM. Eudaimonic well-being is enhanced through tourist experiences which provide meaning, deep satisfaction, learning, personal growth and self-development (Pearce & Packer, 2013). Eudaimonic effects can also result from unpleasant activities at the time which has delayed positive effects (Cloninger, 2004). These delayed effects would therefore influence the likelihood of revisit intention and positive WOM. When tourists feel happiness and pleasure (hedonic well-being) from their tourism experience, this immediately leads to the intention to revisit and positive WOM. The findings of this study also suggest that hedonic well-being significantly influences eudaimonic well-being. Therefore, although eudaimonic well-being does not directly influence revisit intentions and positive WOM, it may also be triggered through hedonic well-being.

6.0 Implications

6.1 Theoretical contributions

This study discusses the top-down and bottom-up approach to understanding hedonic and eudaimonic well-being in tourism and therefore makes three theoretical contributions. Firstly, this study contributes to well-being research in tourism by comparing the effects of top-down and bottom-up theories of well-being. The top-down approach examined the role of goals as a predictor of well-being whilst the bottom-up approach examined the mediating role of a MTE. This study found that the top-down approach significantly influenced well-being through goals when compared to the bottom-up approach which was partially mediated by MTEs. As such, this study highlights the importance of applying positive psychology principles to further enhance the potential contribution of tourism experiences to tourists' well-being. This study also enriches the study by Chen and Yoon (2018) by examining the effects of goals on eudaimonic well-being in a tourism context. As such, this study contributes to the largely absent eudaimonic research agenda in tourism (Sirgy & Uysal, 2016). Many studies have been concerned with motivations to travel in general, however, further insight could be gained by investigating motivations for participation in certain activities which extends beyond enjoyment and fun. This study also addresses the recommendation by Knobloch et al. (2017) to examine the relationship between motivations and personal outcomes.

Secondly, this study enriches the positive psychology literature by tapping into tourism market segmentation research. Positive psychology research uses psychological theory and intervention techniques to understand the positive, adaptive, creative and emotionally fulfilling aspects of human behaviour (Seligman, 1998). Segmentation research could be expanded to include market segmentation based on tourist goals and the development of tourism services to maximize tourist satisfaction in ways that contribute to life satisfaction and well-being.

Thirdly, this study contributes to the literature on destination loyalty by differentiating the effects of hedonic and eudaimonic well-being on the intention to revisit and positive WOM. Whilst previous studies have focused on well-being as the outcome of a tourist experience, this study extends this understanding by investigating behavioural intentions as the outcome of well-being. This study therefore extends the understanding of destination loyalty beyond tourism satisfaction.

6.2 Managerial implications

This study has several practical implications with specific reference to tourism marketing. Firstly, as goals are significant predictors of well-being, tourism marketers' should segment travellers based on their travel goals which can then effectively enhance travel and well-being (Kruger et al., 2015). The segmentation research could include developing a profile of consumers in relation to their preference for specific types of services, sensitivity to price, location preferences of these services etc. Furthermore, an interactive website designed to encourage and guide tourists to select destination sites and other tourism-related services based on their travel goals (Sirgy et al., 2017).

Secondly, general tourist satisfaction questionnaires could also be expanded by not only rating how satisfied travellers were with their experience, but to include other measures such as emotions and self-development categories such as personal growth which are linked to well-being. This will assist the development of tourism services and programs to maximize tourist satisfaction in ways that contribute to life satisfaction and enhanced quality of life for tourists.

Thirdly, as the findings have shown differences between hedonic and eudaimonic well-being on behavioural intentions, destination marketers should continue to emphasize happiness and pleasure on destination marketing and promotional collaterals. As the pursuit of happiness has become one of the most important goals of modern society, happiness management plays

a vital role for tourism and hospitality practitioners (Knobloch et al, 2017). It is critical to nurture happy tourists, not only for the well-being benefits to tourists themselves, but also for the economic benefits for tourism destinations in terms of revisit intentions and positive WOM.

Limitations and future research

This study followed a quantitative approach as quantitative ratings of goal motives do allow assessments of the relationships among various dimensions of goals and other variables of interest such as life satisfaction (Fowers et al., 2014). *The constructs were measured by self-report measures which may not have captured the richness and resonance of what makes goal pursuit worth pursuing.* Therefore, a qualitative study would be useful to understand why particular goals were important or choice worthy, the nature of tourist well-being and how well-being is experienced. Nave, Sherman, and Funder (2008) also suggest that future research should incorporate qualitative findings before making the claim that hedonic and eudaimonic well-being are truly one construct. Knobloch et al. (2017) further suggest that a longitudinal study by interviewing tourists upon their return and at a later point in time might provide insights into how experiences contribute to an enhanced sense of well-being and personal fulfilment.

The data for this study was collected from Australian residents and thus findings may also be limited to a Western culture, as culture has a substantial impact on traveller's expectations and perceptions (Zhang, Li, & Law, 2015). Australian culture is regarded as a Western culture and often characterized as valuing individual achievement, self-worth, and personal freedoms (Kim, Choi, Knutson, & Borchgrevink, 2017). Future research could incorporate samples from a non-Western sample to cross-validate the findings, as it is argued that employees in Eastern countries differ significantly in cultural characteristics from their

counterparts in Western countries (Hofstede, 2011). The study was also dominated by females participants, which may also influence the results for hedonic and eudaimonic well-being.

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Appendices

Table 1. Profile of Respondents (N=430)

Variables	n	%
Gender		
Female	280	65.1
Male	149	34.7
Prefer not to say	1	0.2
Age		
18 - 25 years	64	14.9
26 - 35 years	130	30.2
36 - 45 years	99	23.0
46 - 55 years	60	14.0
>55 years	77	17.9
Education		
Postgraduate degree	94	21.9
Graduate diploma	26	6.0
Bachelor's degree	130	30.2
Diploma/certificate	87	20.2
Secondary school	93	21.6
Employment status		
Full- time	168	39.1
Part-time	104	24.2
Unemployed	42	9.8
Student	49	11.4
Retired	41	9.5
Self-employed	26	6.0
Income		
<\$20,000	68	15.8
\$20,000 - \$39,999	77	17.9
\$40,000 - \$59,999	82	19.1
\$60,000 - \$79,999	59	13.7
\$80,000 - \$99,000	63	14.7
>\$100,000	81	18.8
Marital status		
Single	125	29.1
Married	256	59.5
Widowed	4	0.9
Divorced/separated	45	10.5

Table 2. Trip details (N=430)

Variables	n	%
Type of trip		
Holiday	257	59.8
Visiting Friends and Relatives	125	29.1
Business	45	10.5
Study	3	0.7
Travel company		
Family and relatives	253	58.8
Friends	49	11.4
Colleagues/peers	38	8.8
On your own	90	20.9

Table 3. Results for correlations, means and SD among study variables

Variables	Mean	SD	EWB	HG	EG	MTE	HWB	BI
EWB	5.48	0.97	.713					
HG	6.14	1.04	.067*	.882				
EG	5.08	1.23	.538**	.159**	.789			
MTE	5.00	1.37	.311**	.254**	.501**	.801		
HWB	4.50	1.25	.393**	.389**	.343**	.448**	.710	
BI	5.87	1.05	.261**	.375**	.303**	.381**	.609	.758

Note: ** Correlation is significant at the 0.01 level (2-tailed). The values in bold are square root of average variance extracted.

HG: Hedonic goals; EG: Eudaimonic goals; MTE: Memorable Tourist Experience; HWB: Hedonic well-being; EWB: Eudaimonic well-being; BI: Behavioural intentions

Note: ** $p \leq .01$

Table 4. Confirmatory factor analyses results

Construct	Items	FL	α	CR	AVE
Hedonic goals	Before going on this recent trip, it was important to me that this trip would be:				
	Pleasant	.91	.91	.91	.78
	Enjoyable	.94			
	Makes me feel good	.91			
Eudaimonic goals	This recent trip was important to me because it would help me to:				
	Grow and learn new things	.86	.82	.83	.62
	Cultivate and identify my strengths	.90			
	Meet life's challenges	.82			
Memorable Tourist Experience	I had a once-in-a-lifetime experience	.76	.87	.88	.64
	I had a unique experience	.89			
	My trip was different from previous trips	.77			
	I experienced something new	.76			
Hedonic well-being	In most ways, this recent trip was close to ideal	.64	.83	.84	.51
	The conditions on this trip were excellent	.70			
	I was satisfied with this recent trip	.88			
	I achieved the most important things on this trip	.70			
	I would not change the plans I made for this recent trip	.88			
Eudaimonic well-being	I feel like living life one day at a time	.75	.80	.83	.62
	I feel like I have a sense of direction and purpose in life	.87			
		.80			
	I enjoy making plans for the future and working to make them a reality				
Behavioural intentions	I will revisit this destination in the future	.75	.78	.80	.56
	I will recommend this destination to someone else	.91			
	I am likely to talk about my happy experience at this destination to others	.83			

Note: α = Cronbach's alpha, FL = factor loadings, CR = composite reliability, AVE = average variance extracted.

Table 5. Results for mediation testing (Sobel test)

Hypothesis	Input		Test statistic	Standard error	p-value
H5	<i>a.</i>	.320	Sobel test	4.40286459	0.01962359
	<i>b.</i>	.270	Aroian test	4.38053309	0.01972363
	<i>Sa.</i>	.062	Goodman test	4.42554114	0.01952304
	<i>Sb.</i>	.032			
H6	<i>a.</i>	.500	Sobel test	4.87170527	0.02432413
	<i>b.</i>	.237	Aroian test	4.85426079	0.02441154
	<i>Sa.</i>	.048	Goodman test	4.88933919	0.0242364
	<i>Sb.</i>	.043			

Note: *a* = raw (unstandardized) regression coefficient for the association between IV and mediator; *Sa* = Standard error of *a*; *b* = raw coefficient for the association between the mediator and the DV (when the IV is also a predictor of the DV); *Sb* = standard error of *b*.

Table 6. Results for mediation testing (Bootstrapping)

Hypothesis	Relationship	Direct effect without mediator	Direct effect with mediator	Indirect effect
H5	HG MTE HWB	.394***	.293***	Partial mediation
H6	EG MTE EWB	.529***	.500***	Partial mediation

Note: *** $p \leq .0005$; ** $p > .05$.

HG: Hedonic goals; EG: Eudaimonic goals; MTE: Memorable Tourist Experience; HWB: Hedonic well-being; EWB: Eudaimonic well-being.

Table 7. Regression weights between the proposed relationships

Hypothesis	Endogenous variables		Exogenous variables	Estimates
H1	MTE	< ---	Hedonic goals	.165***
H2	MTE	< ---	Eudaimonic goals	.481***
H3	Hedonic well-being	< ---	Hedonic goals	.307***
H4	Eudaimonic well-being	< ---	Eudaimonic goals	.489***
H7	Eudaimonic well-being	< ---	Hedonic well-being	.314***
H8	Behavioural intentions	< ---	Hedonic well-being	.576***
H9	Behavioural intentions	< ---	Eudaimonic well-being	.080

Full model: (χ^2 (174) = 393.566, p = .0005, GFI = .917, TLI = .941, RMSEA = .054).

Note: *** $p \leq .0005$

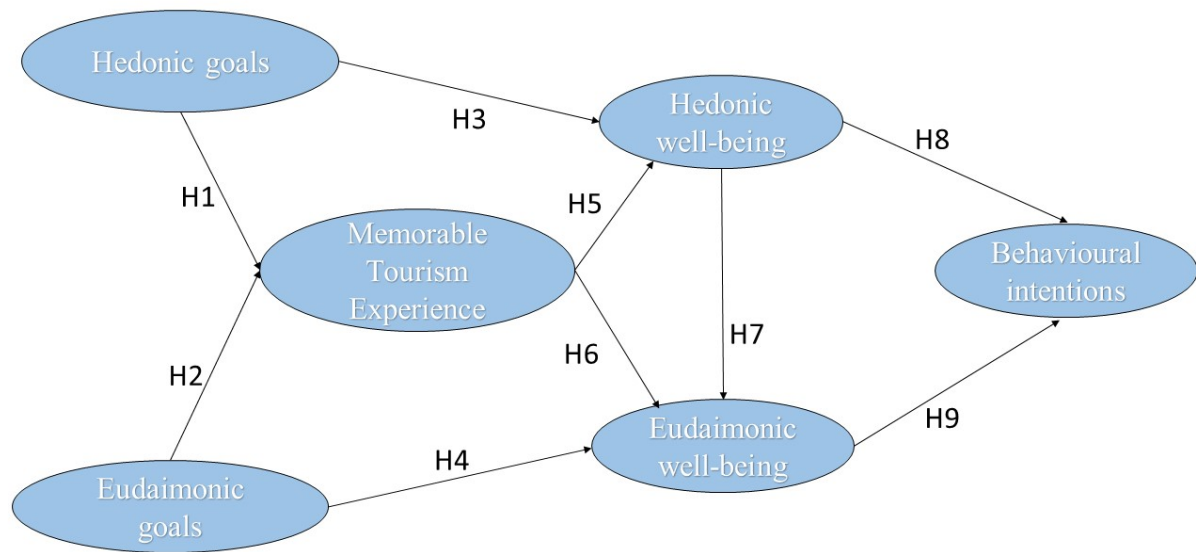


Figure 1: Study model

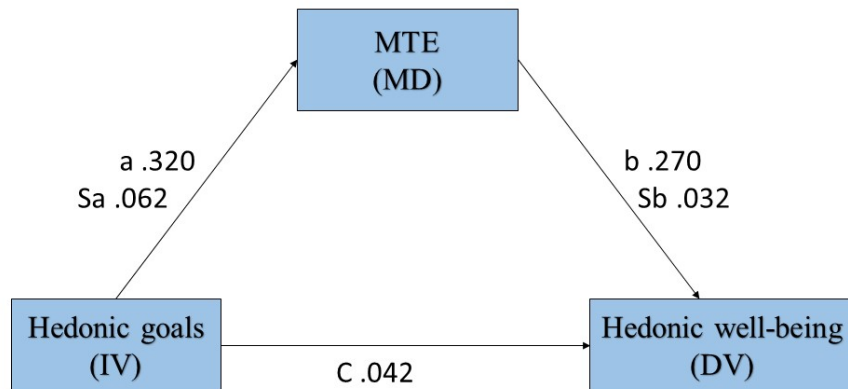


Figure 2. Mediation model for H5

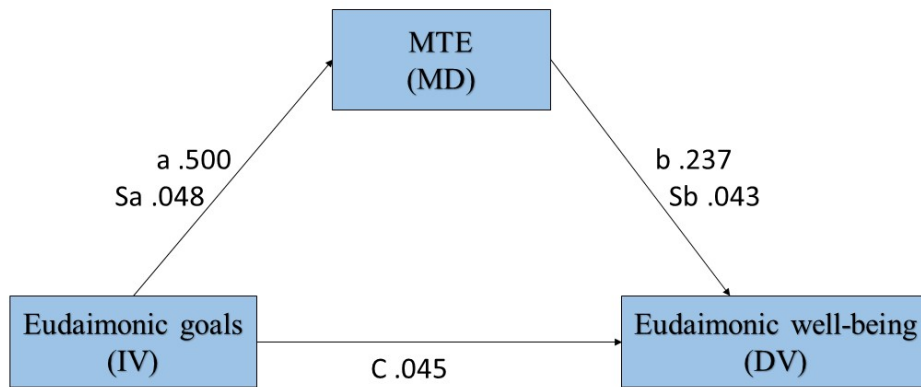


Figure 3. Mediation model for H6