The tourist perspective: Examining the effects of hedonic and eudaimonic well-being in tourism

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ABSTRACT

Tourism and travel play a significant role in helping people prioritize their physical, social and psychological well-being in their lives. By providing people with a time to disconnect from the stress and hassle of work and daily responsibilities at home, tourism and travel allows tourists to experience two types of well-being. Firstly, hedonic well-being through short-term extreme happiness and pleasure and, secondly, eudaimonic well-being which focuses on personal growth and human development. Therefore, well-being (both hedonic and eudaimonic) is a desired feature which is beneficial to tourists themselves. Well-being outcomes also play a significant role in the tourism industry as tourist well-being outcomes can influence destination attachment. Destination attachment is significant in tourism marketing as it influences revisit intentions and destination loyalty. However, despite the importance of well-being to tourists themselves, and the potential of well-being as a tourism product resource, there are specific gaps in existing literature. Firstly, empirical research still lack theoretical foundations to support the relationship between holidays and well-being. Secondly, the literature on how different tourist experiences influences hedonic or eudaimonic well-being remains unconsolidated. Finally, there are minimal studies, which examine how well-being can be utilised by the tourism industry as a marketing tool.

This thesis draws on the top-down and bottom-up theories of well-being and the place attachment theory to investigate the effects of hedonic and eudaimonic well-being in tourism and whether well-being, as a tourism product resource can support the sustainability of the tourism industry by enhancing behavioural intentions and destination attachment. The top-down and bottom-up theories of well-being (Diener, 1984) were originally developed in positive psychology and argue that well-being is influenced either by a person’s internal disposition (top-down) or through external events and circumstances (bottom-up). These theories have not been widely applied in tourist well-being research and, current, existing
research largely supports a bottom-up approach whereby tourist experiences influences tourist well-being. This study extends this understanding by further investigating the significance of the top-down approach in influencing well-being within a tourism context. Place attachment theory (Hidalgo & Hernandez, 2001) was first developed in environmental psychology and previous studies have commonly applied place attachment theory to examine how destination image and tourist satisfaction influences attachment. This study extends this understanding by examining how well-being plays a role in destination attachment. To answer the overall aim of this thesis, three research questions were formulated to support the theoretical foundation and guide the overall direction of the research.

This thesis is framed within a positivist paradigm and employed quantitative research methods. The first phase of the study included a systematic quantitative literature review to identify the relationship between tourist well-being, tourism and hospitality and marketing management. The systematic quantitative literature review was significant as it informed and guided the empirical investigation in the second phase of this study. The empirical investigation involved the collection of data from 430 recent travellers and examined aspects of their trip in relation to their goals, memorable tourism experience (MTE), well-being, behavioural intentions and destination attachment.

This thesis is presented as a series of published and yet to be published papers in order to provide direct evidence that the current work is of a publishable standard. This PhD format was also selected for the mentoring and experience gained through the exposure to the peer-review process and the efficiency to increase publications during candidature. Therefore, the results of this thesis are presented in three separate papers, which form the core chapters of this thesis. Two papers have been published, and one is currently under review with A ranked journals in the ABDC listing. ABDC listing refers to the Australian Business Deans Council Journal Quality List, which is a widely recognised journal-ranking list in Australia.
Paper one presents the results from the systematic quantitative review of 82 peer-reviewed articles in English-language tourism and hospitality academic journals to examine the current state of research between the intersection of positive psychology and tourist well-being studies. This review indicated an evident need to link tourist well-being to tourism and hospitality marketing and management. By mapping what is known in the intersection between positive psychology and tourist well-being, this paper identified existing gaps and future opportunities for research in this growing area of interest. This paper also presented a conceptual framework on the antecedents, episodes and consequences of tourist well-being. This framework provided a better understanding of how tourist well-being is triggered in the context of tourism and hospitality, which have significant implications for marketing and management.

Paper two presents the results from the first empirical enquiry which tested a proposed model which was underpinned by the top-down, bottom-up theories of well-being, and examined the relationship between goals, MTE and well-being on behavioural intentions. The results showed that the top-down approach significantly influenced well-being (through goals) in comparison to the bottom-up approach (through MTEs). Hedonic well-being also had a significant effect on behavioural intentions (revisit intention and positive word-of-mouth) in comparison to eudaimonic well-being. Therefore, the findings suggest that although eudaimonic well-being does not directly influence revisit intentions and positive word-of-mouth, it may be triggered through hedonic well-being.

Paper three presents the results from the second empirical enquiry which was underpinned by place attachment theory and examined the relationship between MTE, well-being and place attachment. Visit frequency was included as a moderating variable. The results showed that both hedonic and eudaimonic well-being influences destination attachment
as tourists develop an attachment to a destination when their experience is memorable, satisfying and enhances their purpose and meaning in life.

This thesis makes both theoretical and practical contributions, which are reflected in each of the three papers. Theoretically, paper one contributes to existing knowledge in the intersection between positive psychology and tourist well-being studies through a conceptual framework, which maps the current state of knowledge and areas for future research between positive psychology, and tourist well-being studies. Paper two contributes to three bodies of knowledge. Firstly, to well-being research by providing insights into its antecedents (goals) and construct operationalization (well-being) from a positive psychology perspective. Secondly, to tourism research by emphasizing the significant role of the top-down theory of well-being in comparison to the bottom-up theory of well-being. Thirdly, to the positive psychology literature by tapping into tourism market segmentation research. Paper three contributes to the destination loyalty literature by examining the determinants of place attachment beyond destination image and tourist satisfaction. This paper also enhances the positive psychology literature by emphasizing the importance of well-being on place attachment. Overall, this thesis presents empirical evidence to support the application of positive psychological theories, principles and concepts to tourist well-being studies.

Practically, this thesis contributes to managerial implications by recommending that tourist marketers’ segment travellers based on their travel goals, which can effectively enhance well-being. Specifically, general tourist satisfaction questionnaires could be expanded to include measurement of emotions and self-development categories such as personal growth. This would allow tourism and hospitality managers to re-design services to accommodate travellers’ goals, which are ultimately linked to well-being. 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.
STATEMENT OF ORIGINALITY

This work has not previously been submitted for a degree or diploma in any university. To the best of my knowledge and belief, this thesis contains no material previously published or written by another person except where due reference is made in the thesis itself.

_________________
Sera Kogure Vada
9th August 2019

Statement by Supervisors

The research in this thesis was performed under our supervision and to our knowledge is the sole work of Sera Kogure Vada.

_________________
Associate Professor Catherine Prentice
Principal Supervisor
9th August 2019

_________________
Dr. Aaron Hsiao
Co-principal supervisor
9th August 2019
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Dedication

To my parents (Marika Vada and Fumie Kogure Vada) and only brother (Mark)
For their continuous invaluable support and encouragement;

To my husband, Julian Pareti, who has always been there for me, for his unfailing love, support and encouragement throughout this PhD journey. For always picking me up in the numerous times when I wanted to give up. For always believing in me at times when I did not believe in myself. For handling the responsibilities at home when I had to spend late nights at the hub. You gave up nearly everything to support me in this journey, and for that, I am eternally grateful.

and

To my darling children,
Nicholaus & Sophia

Thank you also for supporting me in this journey, for being strong and resilient and for overcoming the challenges of adapting to a new life in a different country. My wish is that this thesis serves as an encouragement and motivation for you to keep striving for your education and never stop learning new things in life.

Always remember that:

“If you are not willing to learn, no one can help you.
If you are determined to learn, no one can stop you”
THESIS-RELATED RESEARCH OUTPUTS

Declarations of Published and Unpublished Papers included in the Thesis

Three co-authored journal articles are included in Chapters 4, 5 and 6 of this thesis. The co-authors are my thesis supervisors, Associate Professor Catherine Prentice and Dr. Aaron Hsiao.

The bibliographic details and status of these papers are:


Permissions to include the published version of the papers in this thesis have been granted by respective publishers.

(Signed)
Sera Kogure Vada
Date: 9th August 2019

(Countersigned)
Principal Supervisor: Associate Professor Catherine Prentice
Date: 9th August 2019

---

1 ABDC refers to the Australian Business Deans Council Journal Quality List, which is a widely recognised journal-ranking list in Australia. Publications in the journals ranked B and above in the ABDC list is a requirement for the inclusion of papers within the thesis (refer Appendix 2).
PRESENTATIONS

- Griffith Business School, Higher Degree Research Poster Competition, 13\textsuperscript{th} June 2019
- Thesis Candidature and Review Milestone Seminar, 1\textsuperscript{st} May 2009
- Finalist for the Griffith Business School, Three Minute Thesis Competition, 22\textsuperscript{nd} August 2018
- Second runner up for the Department of Tourism, Sport and Hotel Management, Three Minute Thesis Competition, 8\textsuperscript{th} August 2018
- Pecha Kucha style presentation at the Griffith Institute for Tourism (GIFT) and Department of Innovation, Tourism Industry Development (DITD) and Commonwealth Games Research Snapshot Seminar, 23\textsuperscript{rd} May 2017
CHAPTER 1. INTRODUCTION

This chapter introduces this thesis by providing the research background and significance of the research. It discusses the research aim, research questions and conceptual framework that will guide the thesis. A discussion on the theoretical and managerial contributions is presented. The chapter concludes with an outline of the methodology of the research, the structure of the thesis in terms of its chapters, the limitations of the research and relevant key terms.

1.1 Background of the research

Over the past six decades, tourism has not only experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world, but it is increasingly being advocated as the key to development, prosperity and well-being for both tourists and residents (UNWTO, 2016). In fact, current tourism and travel trends suggest that the market for holidays that focuses on well-being is growing exponentially. In 2017, the global wellness economy was estimated at US$4.2 billion, with the wellness tourism sector worth US$639 million (Global Wellness Institute, 2018). Therefore, it is evident that ‘wellness’ has moved from a niche market product to more mainstream holistic appreciation (Pyke, Hartwell, Blake, & Hemingway, 2016).

Within the academic tourism literature, tourist well-being is also a growing area of interest with an increasing number of studies which examine the link between tourism, happiness, well-being and quality of life (de Bloom, Geurts, Taris, Sonnentag, de Weerth & Kompier, 2010; Filep & Laing, 2018; Gilbert & Abdullah, 2004; Li & Chan, 2017; McCabe & Johnson, 2013; Nawijn & Mitas, 2012; Strauss-Blasche, Ekmekcioglu, & Marktl, 2000; Uysal, Sirgy, Woo, & Kim, 2016). There are two major challenges, however, that plague tourism research on happiness, well-being and quality of life. Firstly, the difficulty in clearly defining and differentiating between these terms and concepts as scholars often use the concepts of
happiness, well-being, quality of life and life satisfaction interchangeably. Secondly, the lack of in-depth research methods providing thorough analysis (Filep & Deery, 2010; Pearce, 2009). This thesis draws the interpretation of well-being from the positive psychology discipline and operationalises well-being through its two approaches: hedonia and eudaimonia. The concept of hedonia focuses on positive emotions, happiness and pleasure whilst eudaimonia focuses on personal growth and optimal functioning (Huta, 2013). An important distinction between the two approaches is thathedonia is about feeling good whilst engaging in an activity, whereas eudaimonia can result from activities that are not particularly pleasant at the time but may have delayed positive effects that occur well after a trip. These may include increased skill level or reaching a goal (Huta, 2013). There is a call in the literature for tourism and hospitality scholars to continue to develop research agendas on tourist well-being in travel and tourism as the focus on the quest for self-development and transformation has become a central concern of the western tourist society (Sirgy & Uysal, 2016). Therefore, well-being is the fundamental concept of positive psychology and the central theme in this thesis.

Tourism offers products and services to consumers where one can experience either hedonic or eudaimonic well-being. Hedonic views of well-being are common in the tourism literature with happiness and pleasure being seen as the ultimate goal. However, a current area of interest for tourism scholars is 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). It has been argued that 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 the benefits of their own health (Pyke et al., 2016). However, academic tourism literature suggests that different 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 challenge, however, of classifying particular tourist experiences as well-being experiences is the subjective nature of experiences which include emotions and personal meaning (Knobloch, Robertson, & Aitken, 2017). The consumption contexts in these previous studies were predefined as extraordinary or memorable by the researchers, which is problematic because experiences do not result in predetermined effects for everyone, but will depend on an individual’s interaction with the event (Csikszentmihalyi, 1990). This thesis builds on recent literature which suggests that the supply side of tourist experiences, per se, cannot be classified as hedonic or eudaimonic (Knobloch et al., 2017). Instead, whether a holiday leads to hedonic and eudaimonic well-being depends on the characteristics of individuals engaging in the activity, their goals, past experience, and the meaning and personal significance they assigned to the experience (Csikszentmihalyi, 1990).

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. Therefore, this thesis examines the tourist experience from the lens of a Memorable Tourism Experience (MTE) which involves positive memories that tourists acquire after personally experiencing meaningful activities and events (Kim, Ritchie, & McCormick, 2012). Empirical research supports the relationship between MTE and hedonic and eudaimonic well-being (Sirgy, Kruger, Lee, & Yu, 2010). For example, Gilbert and Abdullah (2004) found that holiday-taking has the potential to enhance the level of happiness of those enjoying it, thus leading to hedonic well-being. Novelty-seeking in an MTE also has a significant effect on life satisfaction (Chen & Yoon, 2018). Li and Chan (2017) found that engagement in home return travel for the Chinese diaspora helped to create meaning and purpose in life, thus leading to eudaimonic well-being.
Well-being is beneficial to individual tourists themselves, as studies have shown that people often feel happier, healthier and more relaxed after a vacation (Nawijn, Marchand, Veenhoven, & Vingerhoets, 2010). The role of travel is important as it locates people in novel situations and may provide benefits such as broadening travellers’ views of the world as well as altering their attitudes and allowing them to face challenges (Kottler, 1997). The positive well-being benefits from a holiday experience can also provide opportunities for the visitor economy as well-being has the potential to be used as a marketing tool to influence consumers’ choice of a holiday destination (Pyke et al., 2016). However, there are minimal studies, which examine if and how tourist well-being can be utilised as a marketing strategy to generate optimal outcomes for tourism and hospitality operators.

Therefore, based on the above discussion and to address existing gaps, this thesis aims to examine the effects of hedonic and eudaimonic well-being in tourism and investigates whether well-being, as a tourism product resource can support the sustainability of the tourism industry by enhancing behavioural intentions and destination attachment.

1.2 Significance of research

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 is also unconsolidated. Therefore, this thesis is significant because it addresses several gaps in existing literature concerning the relationship between tourist experiences and well-being.

Firstly, existing studies have demonstrated that tourism experiences can lead to well-being and quality of life (Chan, 2018; Gilbert & Abdullah, 2004; Li & Chan, 2017; McCabe & Johnson, 2013; Nawijn & Mitas, 2012; Strauss-Blasche et al., 2000; Uysal et al., 2016). However, these studies largely support the bottom-up theory of well-being (Diener, 1984)
which suggests that tourism is an important context for experiencing well-being. There are minimal studies which examine an alternative route to well-being through the top-down theory of well-being (Diener, Suh, Lucas, & Smith, 1999) which argues that well-being is affected by a person’s internal disposition, for example, a person’s goals in a particular situation.

Secondly, previous 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). The concept of well-being is 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, there are minimal studies which examine whether well-being (both hedonic and eudaimonic) influences behavioural intentions.

Thirdly, prior studies have also shown that psychological factors such as well-being are stronger predictors of place attachment in comparison to geographical and demographic factors (Mandal, 2016). Therefore, the restorative well-being benefits from a holiday may influence tourists’ choice and subsequent attachment to a destination. However, there are minimal studies which examine whether well-being (both hedonic and eudaimonic) plays a role in influencing destination attachment.

Finally, whilst hedonic well-being has received considerable attention in tourism research, eudaimonic well-being has largely gone unnoticed (Sirgy & Uysal, 2016). There are minimal studies, which address how tourist experiences may influence eudaimonic well-being. Featherstone (2010) suggests that the focus on the quest for self-development and transformation has become a central concern of the Western tourist society of the early twenty-first century. Therefore, there is a gap in existing literature as previous studies have focused
on the short-term well-being benefits of tourism, leaving a need to examine whether travel and tourism is able to provide longer-term well-being benefits.

To address the above discussion and existing gaps in literature, this thesis draws upon theories from positive psychology and environmental psychology. These theories, termed as parent theories in this thesis, are the bottom-up and top-down theories of well-being (Diener, 1984) developed in the discipline of positive psychology, and place attachment theory (Hidalgo & Hernandez, 2001) which originated from the environmental psychology literature. In this thesis, these three parent theories are adopted to investigate the effects of hedonic and eudaimonic well-being in tourism, and whether well-being, as a tourism product resource influences behavioural intentions and destination attachment.

1.3 The parent theories of the thesis
The first two parent theories, top-down and bottom-up theories of well-being from the positive psychology discipline are used in this thesis to explain and differentiate well-being outcomes. The bottom-up approach postulates that well-being is derived from a totality of positive and pleasant life experiences (Diener, 1984). Tourism, as a deliberate activity consisting of pleasant life experiences, can be regarded as an important context for experiencing well-being (Filep & Higham, 2014). An alternative route to well-being is provided by the top-down theory (Diener, 1984) which argues that well-being is affected by a person’s internal disposition. To the best of the researcher’s knowledge, there has only been one recent study which examined the relationship between tourist experiences and well-being through novelty as a personality seeking characteristic (Chen & Yoon, 2018). One particular study which is of significance to this thesis is by Coghlan (2015) who 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. The selection of goals that are likely to generate a high dose of positive
affect when attained is suggested to enhance one’s quality of life (Sirgy, Uysal, & Kruger, 2017). The top-down theory of well-being may also be associated with the goal theory of subjective well-being which posits that the successful pursuit of meaningful goals plays an important role in the development and maintenance of psychological well-being (Emmons, 1986). Therefore, this thesis adopts the bottom-up and top-down theories of well-being to further investigate and extend the understanding of the top-down approach (through goals) in comparison to the bottom-up approach (through tourism experiences) in influencing tourist well-being.

The third parent theory in this thesis is place attachment theory, which was first developed, in environmental psychology and claims that people form close bonds to specific places after interaction, and this bond becomes stronger with more time spent at the same place. (Hidalgo & Hernandez, 2001). In tourism research, studies have indicated that place attachment plays an important role in tourist experiences (Io & Wan, 2018) as the intensity of place attachment enhances loyalty and revisit behaviour (George & George, 2012). Previous studies suggest that the relationship that people have with certain places influences their well-being (Moser, 2009). People develop a relationship and attachment to a certain place and frequently visit for relaxation (Korpela, Ylén, Tyrväinen, & Silvennoinen, 2010). However, place attachment theory offers limited explanation of the development processes by which place attachment arises (Morgan, 2010). This thesis adopts place attachment theory to extend the understanding of how hedonic and eudaimonic well-being plays a role in behavioural intentions and destination attachment.

1.4 Research Questions and Conceptual framework

This thesis aims to investigate the effects of hedonic and eudaimonic well-being in tourism, and whether well-being, as a tourism product resource influences behavioural intentions and
destination attachment. To answer the overall aim of this thesis, three research questions were formulated to guide the investigation of the thesis.

**Research Question 1**: What is the relationship between well-being and tourism & hospitality marketing and management?

**Research Question 2**: What is the relationship between positive psychology and tourists’ behavioural intentions?

**Research Question 3**: What is the relationship between tourist well-being and destination attachment?

Based on the above research questions and theoretical foundation of this thesis, a conceptual framework is proposed (refer Figure 1).

Figure 1. Conceptual framework of the thesis

Based on the above conceptual framework, Research Gap 1 is addressed by Research Question 1, which is answered through a systematic quantitative literature review of 82 peer-reviewed articles in the intersection between positive psychology and tourist well-being studies. The
systematic literature review indicated that tourist well-being is predominantly examined as an outcome variable, and that there is an evident need to link tourist well-being to tourism and hospitality marketing and management. Therefore, the findings from the systematic literature review identified two further research gaps (Research Gap 2 and Research Gap 3). These specific research gaps were addressed by Research Question 2 and Research Question 3, which was answered through an empirical investigation whereby data was collected from 430 recent travellers. The empirical investigation tested two proposed models, which were developed based on relevant existing literature from positive psychology and tourist well-being studies. The two proposed models were developed to address Research Questions 2 and 3. The research questions and accompanying hypotheses for the empirical investigation is presented in Table 1.

Table 1. Research Questions and Hypotheses

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RQ2: What is the relationship between positive psychology and tourists’ behavioural intentions?</strong></td>
<td><strong>H1</strong>: Hedonic goals have a significant influence on MTE.</td>
</tr>
<tr>
<td>Independent variable: Goals</td>
<td><strong>H2</strong>: Eudaimonic goals have a significant influence on MTE.</td>
</tr>
<tr>
<td>Mediator: MTE</td>
<td><strong>H3</strong>: Hedonic goals have a significant influence on hedonic well-being.</td>
</tr>
<tr>
<td>Dependent variable: Well-being and behavioural intentions</td>
<td><strong>H4</strong>: Eudaimonic goals have a significant influence on eudaimonic well-being.</td>
</tr>
<tr>
<td></td>
<td><strong>H5</strong>: An MTE mediates the relationship between hedonic goals and hedonic well-being.</td>
</tr>
<tr>
<td></td>
<td><strong>H6</strong>: An MTE mediates the relationship between eudaimonic goals and eudaimonic well-being.</td>
</tr>
<tr>
<td></td>
<td><strong>H7</strong>: Hedonic well-being has a significant influence on eudaimonic well-being.</td>
</tr>
</tbody>
</table>
RQ3: What is the relationship between tourist well-being and destination attachment?

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>An MTE is significantly related to hedonic well-being</td>
</tr>
<tr>
<td>H2</td>
<td>An MTE is significantly related to eudaimonic well-being</td>
</tr>
<tr>
<td>H3</td>
<td>An MTE is significantly related to place attachment</td>
</tr>
<tr>
<td>H4</td>
<td>Hedonic well-being mediates the relationship between MTE and place attachment</td>
</tr>
<tr>
<td>H5</td>
<td>Eudaimonic well-being mediates the relationship between MTE and place attachment</td>
</tr>
<tr>
<td>H6</td>
<td>Hedonic and eudaimonic well-being jointly mediates the relationship between MTE and place attachment</td>
</tr>
<tr>
<td>H7</td>
<td>Frequency of visits moderates the relationship between MTE and hedonic well-being, in that repeat visits has a more significant effect than first-time visits</td>
</tr>
<tr>
<td>H8</td>
<td>Frequency of visits moderates the relationship between MTE and eudaimonic well-being, in that repeat visits has a more significant effect than first-time visits</td>
</tr>
<tr>
<td>H9</td>
<td>Frequency of visits moderates the relationship between MTE and place attachment, in that repeat visits has a more significant effect than first-time visits</td>
</tr>
<tr>
<td>H10</td>
<td>Frequency of visits moderates the relationship between hedonic well-being and place attachment, in that repeat visits has a more significant effect than first-time visits</td>
</tr>
<tr>
<td>H11</td>
<td>Frequency of visits moderates the relationship between eudaimonic well-being and place attachment, in that repeat visits has a more significant effect than first-time visits</td>
</tr>
</tbody>
</table>
1.5 Overview of methodology

This thesis is framed within a positivist paradigm, which is widely accepted in the positive psychology discipline. Therefore, the three research questions in this thesis are answered by adopting primarily quantitative research methods. Research Question 1 is addressed by adopting a systematic quantitative literature review of secondary data. Research Question 2 and 3 are addressed through an empirical investigation and includes a quantitative approach using statistical tests of Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) (refer Table 2).

Table 2. Overview of research methods

<table>
<thead>
<tr>
<th></th>
<th>Paper 1</th>
<th>Paper 2</th>
<th>Paper 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
<td>Literature review</td>
<td>Empirical research</td>
<td>Empirical research</td>
</tr>
<tr>
<td><strong>Objective</strong></td>
<td>Address RQ1</td>
<td>Address RQ2</td>
<td>Address RQ3</td>
</tr>
<tr>
<td><strong>Method</strong></td>
<td>Systematic quantitative literature review</td>
<td>SEM</td>
<td>SEM</td>
</tr>
<tr>
<td><strong>Data source</strong></td>
<td>82 peer-reviewed articles</td>
<td>430 responses via an online survey</td>
<td>430 responses via an online survey</td>
</tr>
<tr>
<td><strong>Analysis</strong></td>
<td>Content analysis</td>
<td>Exploratory Factor Analysis, Confirmatory Factor Analysis, Structural Equation Modelling</td>
<td></td>
</tr>
</tbody>
</table>

Research method - Systematic literature review

RQ1 aimed to identify the relationship between well-being and tourism & hospitality marketing and management. A systematic quantitative literature review method was chosen to address RQ1 for two main reasons. Firstly, systematic literature reviews are particularly useful in exploring new and emerging trends within disciplines (Pickering & Byrne, 2014) and, secondly, a systematic and quantitative method allows boundaries to be mapped on what is
known and thus identifies gaps on what is yet to be known (Pickering, Grignon, Steven, Guitart, & Byrne, 2015). Systematic quantitative literature reviews have also been previously applied in tourism doctoral research such as risk and gender research (Yang, Khoo-Lattimore, & Arcodia, 2017), virtual and augmented reality in tourism research (Yung & Khoo-Lattimore, 2017) and air transport and tourism (Spasojevic, Lohmann & Scott, 2018).

Systematic quantitative literature reviews, are particularly useful in exploring new fields (Pickering & Byrne, 2014) and is systematic because the methods used to survey the literature and to select papers to be included are explicit, reproducible and comprehensive. The systematic review process in this thesis was adopted by Tranfield, Denyer and Smart (2003) and Picking and Byrne (2013). The review process included four stages: 1) Planning and conducting the review; 2) searching; 3) screening; and 4) extraction and synthesis. Firstly, the review process began with the scoping of studies in order to clarify the theoretical context of the subject area. Ten seminal papers in the field of positive psychology and tourist well-being research were reviewed and consulted with two academic experts specializing in this field. The search terms “positive psychology, well-being or happiness” and “tourism, hospitality, travel, tourist or tourist experiences” were used as these were common keywords from the seminal papers and used in recent tourism studies, which applied positive psychological theories (Coghlan, 2015; Filep et al., 2017; Filo & Coghlan, 2016; Glover & Filep, 2016; Nawijn & Filep, 2016; Smith & Diekmann, 2017).

The literature search was firstly conducted in the Scopus academic database, followed by four additional databases: EBSCO Host, Elsevier, Proquest, and Emerald. As of December 2018, the literature research against the four databases yielded 253 records, which were exported to Endnote software for data management. After removing 32 duplicate references, the remaining 221 records were screened against the selection criteria. The screening process yielded 92 records, of which full texts were retrieved and further reviewed for eligibility to be
included in the final analysis. Ten studies were discarded at this stage due to the research context and focus. The final database consisted of 82 peer-reviewed articles. Figure 2 outlines the number of studies screened and excluded at different stages of the review.

This study used inductive content analysis to analyse the 82 peer-reviewed articles because there was insufficient former knowledge about the phenomenon and existing knowledge was fragmented (Elos & Kyngas, 2008). Microsoft Excel software was used to create a summary table in which the bibliographic details of the 82 studies were tabulated. The authors coded categories by information on the author (i.e., affiliation, institution and country), publication information (i.e., year, article title, and journal title), article type (empirical vs non-empirical), theoretical frameworks applied, methodological frameworks (quantitative, qualitative, and mixed methods), research context and characteristics of research samples. Further details of the review process and procedure of the systematic quantitative literature review is discussed in Paper 1 (Chapter 4).

![Figure 2. The systematic review process](image)
Research method – Empirical research

The empirical investigation was carried out using an online survey instrument, which was designed using constructs, variables and measurement scales based on previous research in positive psychology and tourist well-being studies. The participants included Australian residents who were over 18 years of age and had taken a trip in the past three months. The data collection was undertaken in July 2018 and consisted of two phases.

The first phase included two rounds of pilot tests to test the reliability and validity of the measurements of variables. The first pilot study was administered to PhD scholars (n=10) to test the understanding of the wordings in the content and to correct any possible misunderstandings. A second pilot test (n=130) was then conducted to test the reliability and validity of the psychometric measurement of the constructs. Internal reliability of the constructs was assessed using Cronbach’s alpha and the validity of the scale was assessed by determining convergent, discriminant and normality validity (Hair, Black, Babin, & Anderson, 2010).

The second phase included the administering of the formal test to an online panel provided by Qualtrics™, a global market research firm. Online panels are becoming increasingly common in tourism and marketing research with researchers finding such data to be reliable with no bias in responses (Brandon, Long, Loraas, Mueller-Phillips, & Vansant, 2013; Dolnicar, Yanamandram, & Cliff, 2012). Qualtrics™ was selected for this thesis based on its research experience, reputation and ability to reach the target market. The data collection process began with Qualtrics™ sending an email to their Australian panel with two screening questions to ensure that only Australian residents over the age of 18 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™ ensured a variety of participants in terms of demographics by distributing the surveys across
the country and to different age groups. During this period of data collection, Qualtrics™ stopped the survey after every 100 responses was completed to allow the researcher to check the data and deal with any inconsistencies. The online survey was conducted for two weeks in July 2018. The online survey was closed once a sample size of 400 was reached. Following the closure of the online survey, the Qualtrics™ software permitted the researcher to download the data into an excel file format for analysis.

The quantitative data was analysed using SPSS 24 and AMOS 24. Structural equation modelling including exploratory and confirmatory factor analysis (EFA & CFA) were used to analyse the data. Figure 3 presents the research design for the empirical investigation and the overall process is discussed in further details in Chapter 3.

![Empirical enquiry research design](image)

1.6 Theoretical and practical contributions

The three research questions in this thesis are addressed by way of two published papers and one paper currently under review. All three papers contribute to the marketing and tourism and hospitality bodies of knowledge, whilst also enhancing the positive psychology literature. This
thesis also presents practical strategies for tourism and hospitality marketers and managers on the marketing and design of tourism and hospitality well-being experiences to enhance behavioural intentions and destination attachment. Table 3 outlines an introduction of these respective theoretical and practical contributions with further details presented in Chapters 4, 5 and 6 of this thesis.
Table 3. Theoretical and practical contributions of the thesis

<table>
<thead>
<tr>
<th>Research question</th>
<th>Papers</th>
<th>Theoretical contribution</th>
<th>Practical contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Research Question 1</strong>&lt;br&gt;What is the relationship between well-being and tourism &amp; hospitality marketing and management?</td>
<td><strong>Paper 1</strong>&lt;br&gt;Vada, S., Prentice, C., &amp; Hsiao, A. (2019). Linking tourist well-being and tourism &amp; hospitality marketing and management: a positive psychological perspective. Manuscript submitted to and under review. <em>Journal of Hospitality Marketing and Management.</em></td>
<td>The paper makes two contributions to the tourism and hospitality marketing bodies of knowledge, whilst also enhancing the positive psychology literature.&lt;br&gt;Firstly, by mapping the current state of knowledge of literature between positive psychology and tourist well-being studies, this paper identifies existing gaps and opportunities for future research in this area.&lt;br&gt;Secondly, this paper contributes a conceptual framework on the antecedents, episodes and consequences of tourist well-being, which provides a better understanding of how tourist well-being is triggered in the context of tourism and hospitality.</td>
<td>This paper suggests practical strategies on how tourist well-being can generate optimal outcomes for tourism and hospitality marketers and managers. Firstly, tourism and hospitality marketers should enhance the visuals (images and texts) of positive psychological variables such as happiness, gratitude and humour on destination marketing and promotional collaterals as these constructs are found to influence tourists’ choice of a destination and subsequent revisit intentions and positive WOM.&lt;br&gt;Secondly, the expansion of general tourist or customer satisfaction questionnaires beyond satisfaction ratings. It is suggested that other measures such as positive emotions, achievement and personal growth should be included as these variables are found to influence well-being.</td>
</tr>
</tbody>
</table>
This data and information would be able to assist tourism and hospitality managers and marketers in the design of tourism and hospitality products and services that would maximize tourist satisfaction in ways that contribute to life satisfaction.

Thirdly, this paper recommends that tourism and hospitality managers offer more reasonable and cost-effective wellness products and services as well-being is also influenced by activities such as volunteering or home-stay options. Such initiatives would not only support the well-being of tourists and residents in host communities, but would also promote sustainability at destinations.

**Research Question 2**

What is the relationship between positive psychology and tourists’ behavioural intentions?

**Paper 2**


This paper makes two contributions to tourism research. Firstly, to tourist well-being research by providing insights into its antecedents (hedonic and eudaimonic goals) and construct operationalization (hedonic and
eudaimonic well-being) from a positive psychology perspective.

Secondly, by further investigating the top-down and bottom-up theories of well-being and its effect on behavioural intentions. The findings from Paper 1 (systematic quantitative literature review) showed that there is an evident need to expand the application of positive psychological theories to well-being research. The application of the top-down and bottom-up theories of well-being has not been widely applied in tourism research, therefore this paper contributes to existing literature by emphasizing the significance of the top-down approach in comparison to the bottom-up approach in influencing tourist well-being and consequently, behavioural intentions.

(Kruger, Sirgy, Lee, & Yu, 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).
<table>
<thead>
<tr>
<th>Research Question 3</th>
<th>Paper 3</th>
</tr>
</thead>
</table>

This paper contributes to the marketing literature by examining the determinants of destination attachment beyond destination image and tourist satisfaction. Previous studies have applied place attachment theory to examine the influence of destination image and tourist satisfaction on destination attachment. This paper extends this understanding by examining how hedonic and eudaimonic well-being plays a role in destination attachment. The paper also enriches the positive psychology literature by emphasizing the importance of hedonic and eudaimonic well-being in determining place attachment. 

This paper strongly emphasizes that well-being as a tourism product resource has the potential to be adopted as a marketing tool to influence consumers’ choice of holiday destinations. Firstly, by implementing a well-being philosophy for tourist destinations may encourage more individuals to engage in tourism, which will increase economic benefits. Secondly, tourism and hospitality service providers should increase the engagement and interaction with all customers, regardless if they are first-time or repeat visitors as this study has found that well-being outcomes for both first-time and repeat travellers are the same.
1.7 Delimitations of the research

There are three delimitations of this thesis, specifically in relation to the scope of the research and methodology. Firstly, following a quantitative approach using a survey as a means of data collection is a limitation as self-report measures may have been biased. A one-off post-trip survey may also fail to identify the change in one’s well-being following the trip. It is worthy to note that a post-trip cross-sectional survey method was adopted in this thesis due to time and financial constraints. Secondly, the data for this thesis was collected from Australian residents and, thus, the findings may be limited to a Western culture. Finally, the research sample of this study did not focus on any specific tourism context. To address these limitations, each of the three papers included in this thesis presents areas and opportunities for future research.

1.8 Structure of the thesis

This thesis is presented as a series of published and under review papers. The structure of the thesis complies with the Griffith University Thesis Policy (refer Appendix 1) and Griffith Business thesis guidelines (refer Appendix 2) for a PhD thesis as a series of published and unpublished papers. The three papers are presented respectively in Chapters 4, 5 and 6 of this thesis and are arranged according to the three research questions to ensure a clear and logical flow. Paper one is submitted to and currently under review with the *Journal of Hospitality Marketing and Management*. Papers two and three have been accepted and published with the *Journal of Retailing and Consumer Services*.

This thesis consists of seven chapters (refer Figure 4). Chapter 1 presents the foundation of this thesis by introducing the research background, research objectives, theoretical justifications and significance of the research. Chapter 2 provides a review of relevant literature related to tourist experiences and well-being from the lens of positive psychology. This chapter discusses the supporting constructs included in the three papers in this thesis. As
a result, it is worthy to note that there is some repetition in this thesis. Chapter 2 also presents the theoretical foundation adopted in this thesis.

Chapter 3 presents the discussion of the methodology adopted in each of the three papers in this thesis. The research paradigms are discussed with justification of why this thesis is framed within a positivist paradigm with a quantitative research design. The research methods for the systematic quantitative literature review and empirical investigation are presented in this chapter. These include the sampling method, data collection, data analysis methods and ethical considerations. It is important to note that there is some repetition in this chapter as the methodology for each paper are also outlined in Chapters 4, 5 and 6. However, Chapter 3 presents additional details on the methodology, particularly for the empirical investigation as papers are restricted by journal guidelines such as the required structure and word limit.

Chapters 4, 5 and 6 present the findings of this thesis. Chapter 4 presents the findings from paper one, which is the systematic quantitative literature review of 82 peer-reviewed articles on positive psychology and tourist well-being studies. Chapter 5 presents the findings from paper two (empirical paper) which investigates the role of positive psychology in tourists’ behavioural intentions. Chapter 6 presents the findings from paper three (empirical paper) which investigates the relationship between tourist experience, well-being and destination attachment.

Chapter 7 presents the general discussion and conclusion to the thesis. It also outlines the theoretical contributions and practical implications from each of the three papers. The limitations of this thesis, including the areas for future research are also presented in this final chapter.
1.9 Definitions of key concepts

A set of definitions from the literature has been selected from the literature to meet the scope of this thesis.

Tourist experience are expectancies and events that remain or are constructed in the individual’s memory, forming the basis for new preferences and expectancies (Larsen, 2007). It is characterized not only by pleasure, but how personally meaningful tourists found their holiday activities (Filep, 2014)

Memorable tourist experience (MTE) is defined as a tourism experience remembered and recalled after the event has occurred (Kim et al., 2012). It is 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.

**Well-being** is pleasure attainment and pain avoidance; meaning and self-realization in terms of the degree to which a person is fully functioning (Ryff, 1989). Well-being is also a multidimensional concept, with implications on one’s physical, mental, social and environmental aspects of living (Pinto, Fumincelli, Mazzo, Caldeira, & Martins, 2016).

**Hedonic well-being** is viewed as a state of “feeling good” or satisfaction where there is a presence of positive feelings, absence of negative feelings and overall satisfaction with life (Ryff, 1989).

**Eudaimonic well-being** is viewed as a state of “functioning well” or fulfilment with life (Diener, 2009).

**Place attachment** is regarded as an affective bond or link between people and specific places (Hidalgo & Hernandez, 2001). Place attachment commonly consists of two dimensions – place dependence and place identity.

**Behavioural intentions** is the degree to which a person has formulated conscious plans to perform or not perform some specified future behaviour (Warshaw & Davis, 1985).

### 1.10 Chapter summary

This chapter introduced the significance of this research and therefore justified the reasons for undertaking this thesis. It firstly presented a background of the research problem in relation to the growing area of well-being research in tourism. This chapter argued that well-being outcomes are not only beneficial to individual tourists themselves, but also to the sustainability of the tourism industry in relation to behavioural intentions (through revisit intention and positive WOM) and destination attachment. The overall aim and accompanying research
questions were outlined in the proposed conceptual framework based on the top-down and bottom-up theories of well-being and the place attachment theory. The significance of the research was also argued in terms of its contribution to the existing bodies of knowledge (tourist well-being research, positive psychology and place attachment literature) and practical implications. The chapter also presented a brief background to the research methodology, which was used to guide and answer the overall aim of the thesis. Finally, the structure of the thesis was presented in relation to the content of each chapter of the thesis.

Chapter 2 provides a review of relevant literature in relation to well-being (both hedonic and eudaimonic) in tourism from the lens of positive psychology. It also reviews the relevant literature for each of the supporting variables investigated in this thesis.

1.11 References


doi: 10.1177/0047287518775282


CHAPTER 2. LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of relevant literature on tourist experiences and well-being from the lens of positive psychology. It is divided into three parts. Part 1 presents a background of the positive psychology discipline and well-being. Although well-being is the central construct of this thesis, there are other additional supporting constructs which play a significant role in understanding the effects of hedonic and eudaimonic well-being in tourism. Part 2 of this chapter discusses these supporting constructs in the following order:

1. Memorable Tourism Experiences (MTE);s
2. Goals (both hedonic and eudaimonic);
3. Repeat visitation;
4. Behavioural intentions; and
5. Place attachment.

Part 3 of this chapter presents the theoretical foundation of this thesis and discusses the use of the top-down and bottom-up theories of well-being from positive psychology and place attachment theory from environmental psychology as the ideal framework to investigate the effects of hedonic and eudaimonic well-being in tourism. It is worthy to note that the review of literature presented in this chapter is also addressed within the context of the three papers in Chapters 4, 5 and 6. Therefore, there is evidence of some repetition within these respective chapters.

2.2 Positive psychology

Positive psychology uses psychological theory, research and intervention techniques to understand the positive, adaptive, creative and emotionally fulfilling aspects of human
behaviour (Seligman, 1998). Although it is suggested that Martin E.P. Seligman is said to have introduced positive psychology to the American Psychological Association in 1998, there is overwhelming evidence that suggests that the principal components of positive psychology dates back to the modern origins of psychology or humanistic psychology (Froh, 2004). For example, William James is considered to be “America’s first positive psychologist” when he argued that in order to study optimal human functioning thoroughly, one has to take in how they personally experience something, otherwise known as subjective experience. Therefore, it has been criticized that positive psychology may not have paid sufficient tribute to its historical antecedents (Taylor, 2001).

There is a current debate between positive psychology and humanistic psychology with Martin Seligman commenting that humanistic psychologists do not represent positive psychology because they have generated no research tradition, are narcissistic and are antiscientific (Taylor, 2001). It is argued that although positive and humanistic psychology overlap in thematic and theoretical content, positive psychology explicitly distances itself as a new movement. For example, in terms of methodology, humanistic psychologists tend to prefer qualitative over quantitative approaches and positive psychologists tend to hold the opposite preference (Friedman, 2008). However, this does not hold in every case as humanistic psychology also has rich quantitative research traditions and positive psychology does contain some qualitative approaches.

The difference between humanistic psychology and positive psychology is that positive psychology emphasizes heavily on traditional scientific empirical research. Gable and Haidt (2005) argue that before the launch of positive psychology as an established research field at the start of the millennium, less was known in psychology about conditions for human flourishing and well-being, character strengths and virtues and civic engagement as opposed to other aspects of the human condition such as alleviation of depression. Positive psychologists
also focus more on the benefits of happiness and satisfaction with life than do humanistic psychologists (Compton, 2005). Positive psychology has been viewed as the “fourth wave” in the evolution of psychology. The first three waves being, respectively, the disease model, behaviourism and humanistic psychology (Becker & Marecek, 2008). The central theme in positive psychology revolves around well-being and the enhancement of quality of life.

2.3 Positive psychology and well-being

Well-being has become one of the buzz words of the decade and present in almost all discourse relating to human daily life and activities (Deci & Ryan, 2008; Smith & Diekmann, 2017). Well-being is also a multidimensional concept, with implications on one’s physical, mental, social and environmental aspects of living (Pinto, Fumincelli, Mazzo, Caldeira, & Martins, 2016). Although the term well-being has been mainly informed by research in psychology and economics (Smith & Diekmann, 2017), there is no unanimously accepted definition of well-being. Some authors have proposed the following definitions drawn from sociology, social psychology and general psychology (refer Table 1). What is similar in these definitions is the association of well-being to a meaningful life or life satisfaction thereby implying a longer-term effect.

Table 1. Definitions of well-being

<table>
<thead>
<tr>
<th>Author</th>
<th>Discipline</th>
<th>Definition</th>
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<tbody>
<tr>
<td>(Diener, 1984, p. 107)</td>
<td>Sociology</td>
<td>“Comprises people’s longer-term levels of pleasant affect, lack of unpleasant affect, and life satisfaction”.</td>
</tr>
<tr>
<td>(Ryff, 2003, p. 1071)</td>
<td>Social psychology</td>
<td>“Achieving emotional integration and fulfilling this intention and goal, contributing to the feeling that life is meaningful”.</td>
</tr>
<tr>
<td>(Deci &amp; Ryan, 2008, p. 9)</td>
<td>Psychology</td>
<td>“Pleasure attainment and pain avoidance; meaning and self-realization in terms of the degree to which a person is fully functioning”.</td>
</tr>
<tr>
<td>(Seligman, 2004, p. 277)</td>
<td>Psychology</td>
<td>“Leading a productive, purposeful life”.</td>
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</tbody>
</table>
The origins of positive psychology can be traced back to Ancient Greek and European philosophy (Smith & Diekmann, 2017) where the major philosophical orientations were originally studied from hedonic and eudaimonic philosophical traditions (Lambert et al., 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 and the avoidance of pain (Deci & Ryan, 2008). It has been acknowledged that many theories of hedonism have been mainly focused on contemporary western cultures and there has been limited cross-cultural comparisons to date (Hofstede, 2003). The eudaimonic view is connected to Aristotle and relates to the realisation of human potential focusing on psychological well-being connected to meaningful and valuable actions or activities (Deci & Ryan, 2008). A significant distinction between the hedonic and eudaimonic view is that hedonic pleasure-seeking activity provides instant well-being whereas eudaimonic effects can result from unpleasant activities at the time which has delayed positive effects (Cloninger, 2004). Figure 1 provides an overview of the major philosophical traditions within positive psychology with an emphasis on hedonic and eudaimonic views of well-being.

Figure 1. Major philosophical orientations in positive psychology
In the tourism literature, there is an increasing number of studies which have linked the enjoyment that occurs on holiday to positive psychological outcomes and well-being (Chen, Lehto & Cai, 2013; Chen & Li, 2018; Doyle, Filo, Lock, Funk & McDonald, 2016; Filep, Ross, & Pearce, 2010; Filep & Deery, 2010; Filep & Laing, 2018; Glover & Filep, 2015; Glover & Filep, 2016; Laing & Frost, 2017; Mitas, Qian, Yarnal & Kerstetter, 2011; Morgan & Pritchard, 2015; Pearce, 2009). Empirical studies have shown that people report that they are happier during their holiday than at home (Filep, 2008b) and holidays are often described as a time of relaxation and an escape from the work and stress at home (Pearce, 2009). Individuals on holiday with family and friends reinforce established social relations (Mitas, Yarnal, & Chick, 2012). Holiday experiences can also have deeply meaningful and transformative elements (Filep, 2008a). For example, it was found that a flamenco tourist experience in Spain contributed to self-realisation and fulfilment (Matteucci & Filep, 2017). Tourism experiences of Taiwanese backpackers in Australia have been characterized as having similarities to mindfulness (Chen, Scott, & Benckendorff, 2017). Filep and Pearce (2013) identified a range of personal holiday experiences impacting on hedonic and eudaimonic well-being such as happiness and humour, meaning and self-actualization, and health and restoration. Pearce and Pabel (2013) considered that humour is a character trait that can lead to life satisfaction. Long-distance walks were found to lead to meaning, self-actualization and positive changes in respondents’ lives (Saunders, Laing, & Weiler, 2013). Packer (2013) examined the circumstances that facilitate and enhance restorative experiences in the context of museums and botanic gardens. These examples confirm the application of positive psychological concepts within the context of travel and tourism.
2.4 Supporting constructs

Part 2 of this chapter presents a review of relevant literature relating to the additional constructs which are included in this study to investigate the effects of hedonic and eudaimonic well-being in tourism. As discussed in Chapter 1, these additional constructs are adopted in this thesis to address several gaps in existing literature on the relationship between tourist experiences and well-being. Firstly, the literature on how different tourist experiences influences hedonic or eudaimonic well-being remains unconsolidated. Whilst hedonic well-being has received considerable attention in tourism research, eudaimonic well-being has largely gone unnoticed (Sirgy & Uysal, 2016). Secondly, a large number of tourism studies support the bottom-up theory of well-being whilst minimal studies examine the alternative route to well-being through the top-down theory of well-being (Diener, Suh, Lucas, & Smith, 1999). Thirdly, there are minimal studies which examine whether well-being (both hedonic and eudaimonic) influences behavioural intentions and place attachment. Finally, there are no studies, which examine whether the frequency of visits (specifically repeat visits) influences the memorability of tourism experiences, well-being outcomes and place attachment.

Tourist experience

The current state of the literature on tourist experiences is quite large but ambiguous in defining experiences (Larsen, 2007). This argument is supported by Volo (2009) who maintains that the literature on tourist experiences has difficulty in defining an experience, identifying and measuring the components and defining how it changes according to the characteristics of the individual tourists. The multi-disciplinary nature of tourism is such that concepts are drawn from different disciplines to explain and interpret the meaning of concepts such as, in this case, the tourist experience.
Earlier studies on the tourist experience were approached from a marketing and management discipline whereby the construction of the tourist experience was based on the interaction between the individual tourist and components of the tourism system (Cohen, 1972; Leiper, 1979). In addressing the prejudice that tourism is often seen as an indulgent aspect of life and lacking in intellectual interest, Pearce (1987) argues that tourist behaviour and experiences was a stimulating and worthwhile topic for psychologists. As such, tourist experiences have been viewed from a social psychology perspective when examining attitude changes (Ajzen & Fishbein, 1980; Um & Crompton, 1990), environmental psychology on the topic of restorative tourist experiences (Hartig, Mang, & Evans, 1991; Kaplan, 1995) and cognitive psychology on the topic of emotions (Brunner-Sperdin, Peters, & Strobl, 2012; Ma, Gao, Scott & Ding, 2013).

Whilst there is no single theory that defines the meaning and extent of tourist experiences, there are a number of authors that have attempted to define the concept of tourist experiences (Chhetri, Arrowsmith, & Jackson, 2004). What is evident in these definitions (refer Table 2) is that a psychological approach is useful in understanding a tourist experience. This thesis adopts the approach by Larsen (2007), that the tourist experience should not be considered to be any or all of the various events taking place during a tourist trip, although such events do contribute to the construction of the tourist experience. Instead, the tourist experience is based in and originates from the individual tourist.

### Table 2. Definitions of tourist experience

<table>
<thead>
<tr>
<th>Author</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Pine &amp; Gilmore, 1998, p. 99)</td>
<td>“Inherently <strong>personal</strong>, existing only in the <strong>mind of an individual</strong> who has been engaged on an emotional, physical, intellectual or even spiritual level. Thus, no two people can have the same experience”.</td>
</tr>
<tr>
<td>(Larsen, 2007, p. 9)</td>
<td>“Expectancies and events that remain or are constructed in the individual’s memory, forming the basis for new preferences and expectancies”.</td>
</tr>
<tr>
<td>(Volo, 2009, p. 114)</td>
<td>“A complex combination of factors that shape the tourist’s <strong>feeling</strong> and <strong>attitude</strong> towards his or her visit”.</td>
</tr>
</tbody>
</table>
| (McCabe & Johnson, 2013, p. 55) | “A tourist experience is often considered to be high involvement consumer activity that has the potential to contribute to personal growth and self-development”.

(Filep, 2014, p. 268) | “A tourist experience is characterized not just by pleasure, but how personally meaningful tourists found their holiday activities”.

In addition to the above definitions, theoretical models of tourist experiences have also emerged in the literature. For example, Quan and Wang (2004) have developed a conceptual model in which two dimensions of the tourist experience (peak and consumer) are integrated as a structured and interrelated whole. Mossberg (2007) also presents two frameworks on tourist experiences from a marketing perspective which illustrate the co-production of tourism products. Aho (2001) has also presented a model describing the essential elements and dynamics of the process where tourism experiences evolve. One of the most cited frameworks is the Experiential Grid by Schmitt (1999) which emphasizes five experience domains based on the neurobiological, psychological and sociological perspectives: sensory, emotional, thinking, operational and related experience.

One influential approach is the two-factor and strategic experience models (refer Figure 2) by Pine and Gilmore (1998). In their work on the experience economy, Pine and Gilmore (1998) outlined a two-factor framework for consumer experiences based on (a) participation (passive vs. active) and (b) involvement (absorption vs. immersion), thereby constituting a four-type experience model: entertainment (passive-absorption), education (active-absorption), escapism (active-immersion) and aesthetic (passive-immersion). Entertainment refers to being entertained, education relates to learning something new, escapism relates to diverging to a new self and aesthetics was described as indulging in environments
Figure 2. Four-type experience model

From a psychological perspective, Larsen (2007) argues that the tourist experience literature has been heavily focused on concepts such as destination image with limited focus on psychological processes pertaining to the individual tourist. Therefore, the author suggests that a tourist experience could be viewed as a function of individual psychological processes consisting of three main components: expectations, perceptions and memory. This perspective was also adopted by Filep (2009) although the same three components were termed anticipation, on-site experiences and reflections.

An expectation is defined as the individual’s ability to anticipate, to form beliefs about and to predict future events and states (Larsen, 2007). Several phenomena relate to aspects of expectations such as motivation, value systems and attitudes, personality traits, self-esteem and states of affect (mood and emotion). From a psychological perspective, perception is regarded as a mental process where sensory input is selectively attended to, organized and interpreted (Larsen, 2007). Therefore, perceptual processes are influenced by motivational and emotional states. It is conditioned by personal values, opinions, worldviews (Prebensen & Foss, 2011).
There is the argument that tourist destinations are not at all that important in creating tourist experiences, whereas the individual tourist is. Therefore, it is suggested that tourism studies, to a larger degree, should concentrate on the individual who is about to become, is or has been a tourist (Larsen, 2007).

More recently, the tourist experience has been studied from the lens of positive psychology which is the scientific study of human flourishing and an applied approach to optimal functioning (Seligman, 2004). The focus is on individual strengths and virtues that enable individuals, communities and organizations to strive. Well-being is the fundamental concept of positive psychology and the central theme in this study. According to the literature, 50 percent of people’s well-being is accounted for by their genetically determined set points, 40 per cent is explained by deliberate activity and 10 per cent through unintentional activity (Lyubomirsky, King & Diener, 2005). Therefore, tourism experiences, as a deliberate activity, is an important context for experiencing well-being (Filep & Higham, 2014). This thesis examines tourism experiences from the lens of a memorable tourist experience.

2.4.1 Memorable Tourist Experiences

A memorable tourism experience (MTE) is defined as a tourism experience remembered and recalled after the event has occurred (Kim, Ritchie, & McCormick, 2012). An MTE is 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 (Ooi, 2005). Therefore, it is necessary to understand tourists’ subjective interpretation of the meanings of an experience (Uriely, Reichel, & Ron, 2003).
Recent studies have examined the concept of an MTE as an experience which involves positive memories that tourists acquire after personally experiencing meaningful activities and events (Kim et al., 2012). An MTE comprises of seven dimensions: hedonism, refreshment, social interaction and local culture, meaningfulness, knowledge, involvement and novelty (Sthapit & Coudounaris, 2018). Empirical research supports the relationship between MTE and hedonic and eudaimonic well-being. For example, Sthapit and Coudounaris (2018) found that the dimensions of hedonism in an MTE had a positive and significant impact on subjective well-being. It is suggested that positive and memorable tourism experiences can contribute to both hedonic and eudaimonic well-being (Sirgy, Kruger, Lee, & Yu, 2010). Empirical research support the relationship between MTE and hedonic and eudaimonic well-being. For example, Sthapit and Coudounaris (2018) found that the dimensions of hedonism in an MTE had a positive and significant impact on subjective well-being. It is suggested that positive and memorable tourism experiences can contribute to both hedonic and eudaimonic well-being (Sirgy et al., 2010). Gilbert and Abdullah (2004) also found that holiday-taking has the potential to enhance the level of happiness of those enjoying it, thus leading to hedonic well-being. Novelty-seeking in an MTE also has a significant effect on hedonic well-being or life satisfaction (Chen & Yoon, 2018). In addition, Li and Chan (2017) found that engagement in home return travel for the Chinese diaspora helped to create meaning and purpose in life, thus leading to eudaimonic well-being. A study by Matteucci and Filep (2017) also found that engagement in flamenco music and dance workshops in Spain strongly contributed to eudaimonic well-being through self-realization and self-discovery. Therefore, MTE was selected as a supporting construct in this thesis, as there is strong evidence to support the relationship between an MTE and well-being.
2.4.2 Goals (both hedonic and eudaimonic)

Motivation is concerned with why people perform particular behaviours (Sheldon, Ryan, Deci, & Kasser, 2004). Consumer behaviour is purposeful, goal-driven and performed as a means towards some end (Bagozzi, Gopinath, & Nyer, 1999). Goals refer to abstract benefits sought by the consumer that are available through the features of a product or service that offers fulfilment of these goals (Sheldon & Kasser, 2001). Goals, like all cognitive constructs, are susceptible to environmental cues which connects evaluations and preferences to the situation at hand (Moskowitz & Grant, 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; Emmons & Crumper, 2000). The evidence to support the relationship between goals and subjective well-being is substantial. These studies focused on intrinsic versus extrinsic goals, high-versus low-level goals, goals related to basic versus growth needs, approaching desired states versus avoiding undesired states, goals related to deprived needs, goals that generate flow and goal autonomy. Table 3 provides further elaboration on how different goals have been found to influence well-being.

Table 3. Relationship between goals and subjective well-being

<table>
<thead>
<tr>
<th>Intrinsic versus extrinsic goals</th>
<th>Intrinsic goals such as having good relationships with loved ones, helping others in need, personal growth and maintenance of good health tends to contribute more to subjective well-being than extrinsic ones such as the desire to make money, attain social recognition (Diener, 1984; Kasser &amp; Ryan, 1996)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High versus low-level goals</td>
<td>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, Sirgy, Woo, &amp; Kim, 2016)</td>
</tr>
</tbody>
</table>
Goals related to growth needs versus basic
Attainment of goals related to growth needs rather than basic needs induces more positive affect leading to subjective well-being (Diener, 2009)

Approach of desired states versus avoidance of undesired states
Approaching goals and attaining them provides higher levels of subjective well-being than avoiding undesired goals (Gollwitzer, 1993)

Goals related to deprived needs
Goal attainment of deprived needs is more likely to induce strong positive feelings than goal attainment of non-deprived needs (Sirgy, Uysal, & Kruger, 2017)

Autonomous goals
Goals chosen freely and autonomously are more intrinsically satisfying than goals set by others (Cantor & Sanderson, 2003)

Within the tourism literature, it is noted that travel also increases well-being as personal goals are realized through activity participation (De Vos, Schwanen, Van Acker, & Witlox, 2013; Filo & Coghlan, 2016). Likewise, Sirgy et al. (2017) suggests that tourism-related goals have an impact on quality of life when the positive effect from tourism experiences indirectly affects other life domains such as social life, family life, spiritual and work life. Therefore, leisure life domain satisfaction is likely to be high when travellers have certain travel goals and their travel goals and needs are effectively met by their travel experience. A study by Chen, Huang, and Petrick (2016) supports the mediating effect of tourism satisfaction and tourism recovery experience and overall life satisfaction. Gilbert and Abdullah (2004) also affirm that the motivations of holidaymakers represent the salient goals to be achieved at the end of their vacations and if motivations and expectations are met, he or she will most likely appraise the holiday as satisfying. Therefore, it is evident from the above studies that goals are critical pathways to achieving well-being and tourism-related goals can influence well-being.

Hedonic activity provides 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 experience more holistic and sustained wellness and life satisfaction (Baumgardner & Crothers, 2009). 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) proposes 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 influence 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, Sirgy, Lee, & Yu, 2015). In addition, selecting goals that are likely to generate enhanced positive affects when attained is suggested to enhance one’s quality of life (Sirgy et al., 2017). Therefore, the above existing studies provides sufficient evidence and justification for the selection of goals as a supporting construct in this thesis.

2.4.3 Repeat visitation

Existing studies have shown that repeat and first-time visitors are two distinct groups with differing wants and needs (Gitelson & Crompton, 1984). For example, Beckmann et al. (1998) found that first-time visitors were more receptive to exploration and learning whereas repeat visitors were more interested in recreational pursuits rather than exploration and learning. First-time visitors may also seek a novel experience whereas repeat visitors are commonly motivated by relaxation (Fakeye & Crompton, 1991). Lau and McKercher (2004) also found
that first-time visitors to Hong Kong intended to participate in a wide range of geographically dispersed activities while repeat visitors intended to shop, dine and spend time with family and friends. Therefore, it is commonly accepted that repeat and first-time visitors exhibit different behaviour whilst at a destination.

Repeat visitation is mainly viewed within the theoretical context of destination loyalty (Rittichainuwat et al., 2003) and considered a desirable phenomenon in the marketing and tourism literature because the marketing costs to attract repeat visitors are lower than those required for first-timers. As repeat visitors promote positive word-of-mouth of the destination to friends and family, they are most likely to revisit the destination (Oppermann, 1998). Repeat visits also suggest high levels of satisfaction and high satisfaction increases positive emotions among visitors, thus leading to high levels of place attachment (Ramkissoon & Mavondo, 2015).

Prior studies have also found differences in how first-time and repeat visitors develop an attachment to a destination. For example, Morais and Lin (2010) found that first-time visitors’ intentions to patronize the destination were mainly affected by destination image whereas repeat visitors’ intentions to patronize the destination were primarily affected by destination or place attachment. It is also reported that tourists who feel highly familiar with their tourism experiences at a place develop strong feelings towards the place which then intensifies their attachment to the place (Williams & Vaske, 2003). A study by Abou-Shouk et al. (2018) found that repeat tourists were place-attached and that this attachment positively influenced tourist satisfaction and intentional repeat visit. Likewise, Williams, Patterson, Roggenbuck & Watson (1992) found that stronger place and wilderness attachment was associated with previous visits. Therefore, repeat visitation was selected as a supporting construct in this thesis, with existing studies providing evidence to support the relationship between the frequency of visits, well-being and place attachment.
2.4.4 Behavioural intentions

There is 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, Hosany, 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). Therefore, the above studies justify the selection of behavioural intentions as a supporting construct in this study as it is strongly influenced by well-being.

2.4.5 Place attachment

Place attachment was first developed in environmental psychology and regarded as an affective bond or link between people and specific places (Hidalgo & Hernandez, 2001). The place
attachment construct initially consisted of two dimensions: (1) place dependence which refers to a functional attachment to a place; and, (2) place identity which refers to a symbolic or affective attachment to a place (Williams & Vaske, 2003). Researchers have also explored other dimensions of place attachment such as place affect which is the emotive dimension of place attachment where individuals build their sentiments about a place and give meaning to it (Hosany & Gilbert, 2010). Place social bonding is another dimension of place attachment which focuses on people’s experiences derived from social interactions at a particular place (Scannell & Gifford, 2010). It is suggested that positive bonds connecting humans can be stronger than attachments with the physical attributes of a place (Hidalgo & Hernandez, 2001).

Within recreation research, the place attachment concept has received a great deal of attention (Backlund & Williams, 2003). In tourism research, studies have indicated that place attachment plays an important role in tourist experiences (Io & Wan, 2018) as the intensity of place attachment enhances loyalty and revisit behaviour (George & George, 2012). Positive tourism experiences can determine tourists’ satisfaction and emotional attachment to a destination (Io & Wan, 2018). More specifically, the memories of tourist experiences have been found to play a role in influencing place attachment (Jorgensen & Stedman, 2006). Novelty-seeking was also found to mediate the relationship between past visits and place attachment (George & George, 2012). Ujang, Kozlowski, and Maulan (2018) found that place attachment was formed through the development of meaningful spaces for people to interact in public spaces in the city. In the context of cultural tourism destinations, Hou, Lin, and Morais (2005) found that enduring involvement in different cultures has a direct effect on place attachment.

It has been suggested that the relationship that people have with their own living environment can provide a better understanding of their well-being and quality of life (Moser, 2009). However, Uzzell and Moser (2006) emphasizes that it is not the physical environment
that is crucial, but how people perceive and experience it may provide a better understanding of their well-being and quality of life. Prior studies suggest that place attachment is strongly linked to geographical, demographic and psychological factors (Hidalgo & Hernandez, 2001; Mandal, 2016). However, psychological factors such as life satisfaction and well-being are stronger predictors of place attachment. Mandal (2016) found a positive correlation between life satisfaction and two dimensions of the place attachment construct — place identity and place dependence. The feeling of living in a place with which you identify as part of yourself (place identity) and the feeling of living in a place where you can actively pursue life activities (place dependence) has a positive impact on one’s subjective sense of life satisfaction. Numerous studies also suggest that the relationship that people have with certain places influences their well-being (Moser, 2009). People develop an attachment to favourite places and frequently visit for relaxation (Korpela & Ylén, 2007; Korpela, Ylén, Tyrväinen, & Silvennoinen, 2010). In the tourism context, experiences in rural tourism (Sharpley & Jepson, 2011) and wildlife tourism (Curtin, 2009) have been linked to well-being. Museums (Packer, 2013), urban parks (Chiesura, 2004), zoos and aquariums (Falk et al., 2007) have also been found to be restorative environments. Studies have also shown that place attachment influences well-being and restoration in older adults (Farokhnezhad Afshar, Foroughan, Vedadhir, & Ghazi Tabatabaei, 2017), children (Jack, 2010) and migrants (Lager, van Hoven, & Meijering, 2012).

Other studies also support the correlation between well-being and place attachment. For example, Afshar, Foroughan, Vedadhir, and Tabatabaei (2017) found that place attachment is a strong predictor for social well-being in older adults. A study by Wolf, Stricker, and Hagenloh (2015) also found that participants at thematically connected guided walking, biking and 4WD tours in Australian national parks developed strong ties with community members and experienced significant improvements in health, well-being and competence. Scannell and
Gifford (2017) also found that visualizing a place of attachment (compared to visualizing a non-attached familiar place) increased participants’ levels of self-esteem, meaning and belonging. The harmonious attachment and identity to a specific place provides the individual with a sense of belonging, purpose and meaning in life (Aitken & Campelo, 2011). Therefore, based on the above discussion, place attachment was selected as a suitable supporting construct.

2.5 Theoretical Foundation

2.5.1 Top-down and bottom-up theories of well-being

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 approach postulates that well-being is derived from a totality of positive and pleasant life experiences (Diener, 1984). Studies have examined whether and how an individual’s well-being is affected by life conditions such as health and wealth (Lyubomirsky et al., 2005). From the perspective of tourism, 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, 2008; Filep, Cao, Jiang & DeLacy, 2013; Filep & Higham, 2014). A number of tourism studies have demonstrated that tourism experiences can lead to well-being and quality of life (Chen, Huang & Petrick, 2016; Chen & Lu, 2015; de Bloom et al., 2010; de Bloom et al, 2013; de Bloom et al, 2017; Dillette, Douglas & Andrzejewski, 2018; Dolnicar, Yanamandram & Cliff, 2012; Filep, 2016; Filep, Macnaughton & Gover, 2017; Gilbert & Abdullath, 2004; Li & Chan, 2017; McCabe & Johnson, 2013; Nawijn, 2011; Nawijn, 2015; Nawijn & Filep, 2015; Nawijn & Mitas, 2012; Nawijn & Peeters, 2010; Strauss-Blasche, Ekmekcioglu, & Marktl, 2000; Uysal et al., 2016).

An alternative route to well-being is provided by the top-down theory (Diener, 1984) which argues that well-being is affected by a person’s internal disposition such as a person’s goals in a particular situation. The top-down approach suggests that each person has a general
propensity for experiencing events and circumstances in a positive or negative way. In this thesis, goals are considered an internal disposition of a desired end state and are 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 et al., 2015). Only one study has 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 extends this understanding of the top-down and bottom-up theories by examining the relationship between goals and well-being in the context of memorable tourism experiences.

2.5.2 Place attachment theory

The concept of place attachment was first developed in environmental psychology and regarded as an affective bond or link between people and specific places (Hidalgo & Hernandez, 2001). Although there no single accepted definition or systematic theory of place attachment, this study draws on place attachment as a development process in which experiences in a place are internalized at the unconscious level and subjectively manifests into an attachment to the place (Morgan, 2010). Within tourism, place attachment represents a meaningful construct at the end of a trip.

In tourism research, studies have indicated that place attachment plays an important role in tourist experiences (Io & Wan, 2018) as the intensity of place attachment enhances loyalty and revisit behaviour (George & George, 2012). Previous studies suggest that the relationship that people have with certain places influences their well-being (Moser, 2009). People develop a relationship and attachment to a certain place and frequently visit for relaxation (Korpela et al., 2010). However, the place attachment theory offers no explanation of the development processes by which place attachment arises (Morgan, 2010). This study
applies the place attachment theory to examine how hedonic and eudaimonic well-being plays a role in destination attachment and behavioural intentions leading to destination loyalty.

In summary, Figure 3 presents an overall representation of the constructs discussed in this chapter. This representation provides a clear understanding of why and how the supporting constructs (goals, MTE and repeat visitation), main construct (well-being), and outcome variables (behavioural intentions and place attachment) are adopted to answer the overall aim of this thesis.

![Figure 3. Representation of constructs in the thesis](image)

### 2.6 Summary

This chapter has summarized the review of relevant literature pertaining to the relationship between tourist experiences and well-being. Firstly, the chapter presented a background on positive psychology and well-being. Secondly, a review of relevant literature relating to the supporting constructs in this study was discussed. Finally, the theoretical foundation of this study, consisting of three parent theories, was presented. The next section outlines the methodology used in this study to address each of the three research questions.
2.7 References


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CHAPTER 3. METHODOLOGY

3.1 Introduction

This chapter discusses the overall methodology adopted in this thesis. Firstly, research paradigms are discussed and the chosen paradigm, which underpins this thesis, is justified. As this thesis is presented as a thesis by publications, this chapter is structured and presented in terms of the specific research methods adopted for each of the three papers. Paper one presents the research method and procedures adopted for the systematic quantitative literature review. Papers two and three present the research methods used for the empirical investigation. This includes the research design, sampling method and sample size, questionnaire design, stages and procedures of data collection. Finally, this chapter explains the techniques of data analysis used to test the hypotheses in the empirical investigation. The ethical issues conclude this chapter. It is important to note that the respective research methods for the three papers are also discussed in the core chapters of this thesis (Chapters 4, 5 and 6) and, therefore, some repetition of content is evident.

3.2 Research paradigms

Paradigms play a significant role in science and social science enquiry (Babbie, 1990b). The original Kuhnian perspective of the term paradigm is a summary of a researcher’s beliefs about their efforts to create knowledge (Tracy, 2012). Likewise, Schwandt (2007) claims that a research paradigm includes the worldview, beliefs, assumptions and values about research shared by a community of researchers across a discipline. Paradigms provides an overarching view of the way the world works and guides researchers in their choice of research topics, acceptable theories or explanations, methods, instruments and techniques to solve defined problems (Babbie, 1990b).
Social science research is primarily guided by either a positivist or constructivist paradigm which offer different world views about reality (Tracy, 2012). The positivist paradigm is based on an objective view where there is only one truth or objective reality that exists independent of human perception (Noor, 2008). Therefore, the positivist paradigm employs primarily quantitative techniques. The interpretive paradigm, on the other hand, is based on a subjective view where reality is socially constructed and should be seen as different meanings drawn from people’s experiences (Tracy, 2012). As a result, the interpretive paradigm employs primarily qualitative techniques where the emphasis is based on processes and meanings. According to Maykut & Morehouse (1994), while qualitative research does not confront statistics, the tasks of understanding and presenting qualitative research is as demanding as the task of understanding statistics.

There are two additional paradigms which are positioned in the middle between positivism and constructivism, which are postpositivism and pragmatism (Tashakkori, Teddlie, & Teddlie, 1998). Postpositivism is a modified version of positivism where researchers are more likely to carry out research in natural settings, and use more qualitative within the primary quantitative methods with the dependence more on grounded theory (Creswell, Hanson, Clark Plano, & Morales, 2007). Pragmatism is outcome-oriented and interested in determining the meaning of things (Johnson & Onwuegbuzie, 2004). It accepts that quantitative, qualitative and mixed research are all superior under different circumstances. Essentially, pragmatism places primary importance on the research questions and breaks down the hierarchies between positivist and constructivist ways of knowing in order to ascertain what is meaningful from both (Biesta, 2010). The ongoing debate in existing literature, however, is which paradigmatic approaches relate to a mixed methods approach, which employs both quantitative and qualitative techniques (Biesta, 2010; Johnson & Onwuegbuzie, 2004; Shannon-Baker, 2016; Tashakkori & Creswell, 2007). In the mixed methods world, there are three paradigmatic
stances that are rooted in contrasting philosophical assumptions: dialectical pluralism, the pragmatic paradigm and the transformative paradigm (Biesta, 2010). These three paradigmatic stances are viewed as answering the conflict of paradigms through their characterization of mixed methods as a methodological approach that is compatible with different sets of philosophical assumptions (Mertens, 2015).

Within social science research, there seems to be little consistency in what researchers identify as the main paradigm. Some researchers have argued that the concept of a paradigm is ‘unhelpful’ and should be replaced with mental models or stances (Mackenzie & Knipe, 2006; Morgan, 2007). On the other hand, some scholars have argued that paradigms should not be conceptualized as static perspectives but as ‘constructed entities’ that are more fluid. Paradigms should be considered as tools useful to the research process but not intending to be exclusionary (Biesta, 2010). Despite the ongoing debate in the literature, it is still critical for researchers to understand their own philosophical beliefs before they can carry out their research as it will help them to identify and, most importantly, justify the research design to be used (Creswell et al., 2007).

3.3 Paradigm of the current research
This thesis examines the effect of hedonic and eudaimonic well-being in tourism and is therefore framed within a positivist paradigm with the use of deductive reasoning to examine the relationships between independent and dependent variables. The positivist paradigm is also suitable for this thesis as it tests the applicability of theories from positive psychology within a tourism context. Positive psychology is considered a scientific discipline framed within a positivist paradigm and employs predominantly quantitative research methods. Positivists believe that causes determine outcomes or effects (Creswell, 2014). Causes and effects are usually reduced into discrete variables by researchers, in order to develop research questions and hypotheses and examine the relationship between them. As discussed in Chapter 2, well-
being is the focal construct of this thesis. Other constructs (goals, memorable tourism experiences, repeat visitation, place attachment and behavioural intentions) play a supporting role to understand the application of hedonic and eudaimonic well-being in regards to its conceptualization in tourism. Therefore, this thesis examines well-being as a dependent variable and mediator. As the aim of the empirical investigation is to test hypotheses from the data collected as scientifically as possible, it fits well within the paradigm of positivism and the use of deductive logic to examine the relationship between independent and dependent variables.

3.4 Research design
Tourism research is pertaining to the behaviour of tourists, that is, a study of people as social entities within the context of travel away from home (Braun & Clarke, 2013). However, the choice of research method to employ is dependent upon the nature of the research problem (Noor, 2008). This thesis examines the effect of hedonic and eudaimonic well-being in tourism and seeks to answer the overall aim through three research questions which are addressed by three respective papers. As this study is framed within a positivist paradigm, it adopts a quantitative research design for all three papers. The next section presents in further detail the quantitative research methods adopted for the three papers.

3.5 Paper one – systematic quantitative literature review method
Paper one adopted a systematic quantitative literature review method to address Research Question 1: “What is the relationship between well-being and tourism & hospitality marketing and management?” A systematic quantitative literature review was chosen, as one of the main aims of this thesis was to map the current state of knowledge in the intersection between positive psychology and tourist well-being studies.

There are a number of alternative established methods to conduct a literature review such as meta-analysis and traditional narrative reviews (Green, Johnson, & Adams, 2006).
meta-analysis focuses on the statistical analysis of findings from prior research and often involves data conversion and complex statistical procedures (Mays, Pope, & Popay, 2005). Whilst narrative reviews are common in the academic literature, they are subjective and, hence, are open to a range of potential biases which includes reliance on the expertise and authority of the author(s) (Petticrew, 2001).

A systematic quantitative literature review (Pickering & Byrne, 2014) is, as the name suggests, systematic because the methods used to survey the literature and to select papers to be included are explicit, reproducible and comprehensive. The systematic review process can be defined as a thorough review of existing evidence on a clearly formulated question that applies explicit and systematic procedures to identify, choose and critically appraise relevant research, along with the extraction and analysis of data from the studies that are incorporated in the review (De Menezes & Keliher, 2011). This study considers two main reasons for conducting a systematic literature review. Firstly, systematic literature reviews are particularly useful in exploring new and emerging trends within disciplines (Pickering & Byrne, 2014) and was, therefore, appropriate for this study which examines the current state of knowledge in the intersection between positive psychology and tourist well-being studies. Secondly, a systematic and quantitative method allows boundaries to be mapped on what is known, and thus identifies gaps on what is yet to be known (Pickering, Grignon, Steven, Guitart, & Byrne, 2015). Systematic quantitative literature reviews have also been previously applied in tourism doctoral research such as risk and gender research (Yang, Khoo-Lattimore, & Arcodia, 2017), virtual and augmented reality in tourism research (Yung & Khoo-Lattimore, 2017) and air transport and tourism (Spasojevic, Lohmann & Scott, 2018).
3.5.1 Planning and conducting the review

This section describes how the systematic review process, adopted by Tranfield, Denyer, and Smart (2003) and Pickering and Byrne (2014) was implemented in the context of this study. Firstly, a systematic review is navigated by a research question from which the overall review procedure is shaped (De Menzes & Kelliher, 2011). In this study, the review question was: “What are the existing theoretical and methodological frameworks applied from positive psychology to the study of tourist well-being?” Following the establishment of the research question and aims, the review process began with the scoping of studies in order to clarify the theoretical context of the subject area. Seminal papers in the field of positive psychology and tourism research were reviewed (Filep, 2008; Pearce, 2009; Moscardo, 2009, Filep & Deery, 2010; Nawijn Peters, 2010; Voigt, Howat & Brown, 2010; Nawijn, 2011; Nawijn, 2015; Filep, 2016 and Nawijn & Filep, 2016). The significance of these studies were confirmed by two academics specializing in the area of positive psychology and tourism. This initial investigation assisted in the identification of keywords for the subsequent stages.

To minimize bias, this study used general search terms in several databases, cross-referenced between researchers and applied specific inclusion and exclusion criteria (Tranfield, Denyer & Smart, 2003; Pickering & Byrne, 2014). The following section describes the searching, screening, and extraction/synthesis stages, which were carried out by the first author. The co-authors in this study verified each stage, and were consulted throughout the systematic review process.

3.5.2 Searching

An initial scoping of the literature, including the consultation of seminal papers with two academic experts assisted in the identification of keywords. The search terms “positive psychology, well-being or happiness” and “tourism, hospitality, travel, tourist or tourist
experience” were used as these were common keywords from the seminal papers and also used in recent tourism studies which applied positive psychology theories (Coghlan, 2015; Filep et al., 2017; Filo & Coghlan, 2016; Glover & Filep, 2016; Matteucci & Filep, 2017; Nawijn & Filep, 2016). The keywords used in a systematic literature review should identify as much of the relevant literature as possible, but not extend too far into less pertinent fields (Pickering & Byrne, 2014).

The literature search was firstly conducted in the Scopus academic database, followed by four additional databases: EBSCO Host, Elsevier, Proquest, and Emerald. The electronic databases were searched for articles whose titles and/or abstracts contained at least one of the search terms from two themes, by linking the strings with the Boolean operator (AND). Therefore, articles which addressed the concepts of happiness and well-being in positive psychology in tourism research were identified.

3.5.3 Screening

As of December 2018, the literature research against the four databases yielded 253 records which were exported to Endnote software for data management. After removing 32 duplicate references, the remaining 221 records were screened against the selection criteria. The screening of titles and abstracts at this stage was informed by the inclusion and exclusion criteria adapted from Watson, Wilson and Macdonald (2018). These records were screened to identify original research articles published in the English-language peer-reviewed journals, with the application of positive psychology concepts within the tourism sector.

The screening process yielded 92 records, of which full texts were retrieved and further reviewed for eligibility to be included in the final analysis. Ten studies were discarded at this stage due to the research context and focus. For example, the study by Yau and Packer (2002) was excluded because the study did not have a tourism or travel focus although it explored the
meaning, values and benefits of T’ai Chi practice. Similarly, studies by Williams, Childers, and Kemp (2013) and Mackenzie, Son, and Eitel (2018) were excluded as the contexts were within a classroom and education environment, respectively. The study by Lee and Kyle (2013) measured emotions within festival contexts but lacked reference to tourist well-being. Likewise, the study by Io (2017) examined positive emotions and satisfaction within the casino context with no reference to tourist well-being. The studies by Lee and Bai (2016), Breiby and Slåtten (2015), Lin and Kuo (2016) and Organ, Koenig-Lewis, Palmer, and Probert (2015) were also excluded as they focused on outcomes of emotions on behavioural change, word-of-mouth and revisit intention. The study by Torres, Wei and Hua (2017) was excluded because the focus was on how tourists recalled positive emotions with no reference on how positive emotions may have influenced tourist well-being during vacations. The final database consisted of 82 peer-reviewed articles.

3.5.4 Extraction and synthesis

This study used inductive content analysis to analyse the 82 studies. Inductive content analysis was used in this stage of the review process because there was insufficient former knowledge about the phenomenon and existing knowledge was fragmented (Elos & Kyngas, 2008). Microsoft Excel software was used to create a summary table in which the bibliographic details of the 82 studies were tabulated. The authors coded categories by information on the author (i.e., affiliation, institution, and country), publication information (i.e., year, article title, and journal title), article type (empirical vs non-empirical), theoretical frameworks applied, methodological frameworks (quantitative, qualitative, and mixed methods), research context and characteristics of research samples.

Whilst it is common for systematic literature reviews to employ qualitative data-analysis software (NVivo, Leximancer), reference management and note-taking tools
(Endnote, Evernote), citation-analysis tools (CiteSpace) and literature-sharing tools (OneNote), this study opted for quantitative synthesis and interpretation which is deemed to be the most significant key to a successful literature review (Bandara, Futmueller, Gorbacheva, Miskon & Beekhuyzen, 2015).

3.6 Papers two and three – empirical investigation

Papers two and three employed a quantitative research design to answer Research Question 2 and 3 respectively. Quantitative research designs usually include true experiments, quasi-experiments and correlation studies. Experimental designs are regarded as causal research with the emphasis on causality between a treatment or intervention and an outcome, with control over all factors that might affect that outcome (Creswell et al., 2007). Correlation studies assumes a deterministic posture and attempts to explain the reasons for and sources of observed events, characteristics and correlations (Babbie, 1990b). This thesis is a correlation study because it examines the relationship between well-being and other supporting variables.

A widely used method in empirically research correlations is survey research (Creswell et al., 2007). Survey research asks numerous questions about a subject and gives extensive flexibility in data analysis (Tracy, 2012). Surveys are also particularly suited to obtaining information from a large population and allows researchers to obtain information about things that cannot be observed directly, such as attitudes and emotions (Creswell et al., 2007). To address the research hypotheses in papers two and three, this thesis adopted a cross-sectional survey design with the individual constructs, variables and measurements scales based on previous research. Following the results from the systematic quantitative literature review in paper one (refer Chapter 4), it was found that over 55% of studies using positive psychology in tourism studies employed survey questionnaires to collect data.
3.6.1 Research design and process

A survey instrument using the Qualtrics™ software was used to design the survey. There were two pilot tests in the preliminary stage to ensure the validity and reliability of the questionnaire. Pilot studies are a crucial element of a good study design and although conducting a pilot study does not guarantee success in the main study, it does increase the likelihood (Van Teijlingen & Hundley, 2001). The first pilot study was administered to 10 PhD scholars to test the understanding of the wordings in the content and to correct any possible misunderstandings. Some of the procedures of the first pilot questionnaire were adapted from Tracey (2012) as follows:

1. Administer the questionnaire to pilot subjects in exactly the same way as it will be administered in the main study
2. Ask the subjects for feedback to identify ambiguities and difficult questions
3. Record the time taken to complete the questionnaire and decide whether it is reasonable
4. Discard all unnecessary, difficult or ambiguous questions
5. Assess whether each question gives an adequate range of responses
6. Establish that replies can be interpreted in terms of the information that is required
7. Check that all questions are answered
8. Re-word or re-scale any questions that are not answered as expected
9. Shorten, revise and, if possible, pilot again.

A second pilot test was then 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 was 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 preliminary stage confirmed that the measurement scales were reliable and the conditions were clearly understood. The formal test was then implemented via an on-
line survey questionnaire. To ensure that all responses were completed without missing data, all questions on the survey had a forced response. A detailed research design and process is presented in Figure 1.

![Research design and process](image)

3.6.2 Questionnaire construction

The questionnaire in this thesis was developed based on the review of relevant literature and was designed using the following three steps (Babbie, 1990a; Neuman, 2002; Tracy, 2012). These three steps are discussed in further detail in the next section.

1. Defining the constructs from the hypotheses and operationalizing these constructs with indicators;
2. Applying scales and measurements to the indicators with the estimated reliability and validity of these scales; and
3. Examining the questionnaire for general length and ease of completion
3.6.3 Operationalization of constructs and application of measurements

Constructs are not observable and must be described or defined by language. To measure a construct, researchers need to decide on the operational definition or measurable indicator of the phenomena (Babbie, 1990b). Babbie (1990, p. 217) defined operationalization as “the process whereby researchers specify empirical observations that can be taken as indicators of the attributes contained within given concepts”. The measurement items in the survey questionnaire adopted in this thesis were based on the review of relevant literature and previous studies that also applied these scales and measurements on tourism and well-being. The next section presents the supporting constructs used in papers two and three and discusses the operationalization of the constructs/concepts used in this thesis and the application of the measurements.

Goals

Goals are abstract benefits sought by the consumer that are available through the features of a product or service that offers fulfilment of these goals (Smith & Ellsworth, 1985). Goals, like all cognitive constructs, are susceptible to environmental cues which connects evaluations and preferences to the situation at hand (Fowers, Cohen, Lang, Winakur, Lefovor & Owenz, 2014; Moskowitz & Grant, 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). The origins of positive psychology can be traced back to Ancient Greek and European philosophy and their hedonic and eudaimonic philosophical traditions (Lambert, Passmore, & Holder, 2015). Therefore, in this thesis, goals are operationalized as hedonic and eudaimonic goals.

The hedonic view is to experience as much pleasure as possible and the avoidance of pain (Deci & Ryan, 2008). 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. Hedonic goals were measured by adapting the Consumer Motivation Scale (Barbopoulos & Johansson, 2017). The Consumer Motivation Scale (CMS) is an integrative, multi-dimensional and context-sensitive measure of consumption goals and applicable to a wide variety of products and settings. As this scale was recently developed, it has not been widely applied in many studies. However, this scale was thoroughly developed using Churchill’s (1979) paradigm for developing marketing constructs. The scale was validated with 255 respondents to thoroughly test convergent, discriminant and construct validity. For convergent validity, all dimensions were positively and significantly correlated with their reference scales. Discriminant validity also showed that target correlations were significantly stronger than the average unrelated correlations. A series of regression analyses were also performed for construct validity, which showed that all dimensions in the CMS were significantly related to their target constructs. The scale was also validated across three studies and Cronbach alpha ranged from 0.81 to 0.92 (Barbopoulos & Johansson, 2017). In the marketing literature, hedonism is treated as a uni-dimensional construct ranging from pleasant to unpleasant (Batra & Ahtola, 1991). When a hedonic goal is active, consumers are then motivated to improve the way they feel and will be especially sensitive to changes in pleasure and mood (Lindenberg & Steg, 2007). In goal-framing theory, the hedonic goals are associated with sub-goals that deal with pleasure, excitement and avoiding effort. Therefore, this thesis adapted the three dimensions of hedonic goals, which were pleasure (3-items), stimulation (3-items), and comfort (3-items).

The eudaimonic view is attributed to the realization of human potential focusing on psychological well-being connected to meaningful and valuable actions or activities (Deci & Ryan, 2008). 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). Eudaimonic goals were, therefore, 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. The Aspiration Index is a measure of intrinsic aspirations based on personal growth, meaningful relationships and good health. In the last 20 years, previous studies has indicated that the pursuit of intrinsic aspirations, relative to extrinsic ones are associated with various cognitive, affective and behavioural outcomes of interest (Chen & Joseph, 2000; Kasser, 1996; Utvær, Randi Hammervold & Gørill Haugan, 2014). The Cronbach alpha levels for the Aspiration Index applied in these previous studies have indicated acceptable inter-term consistency in the measures with Cronbach alpha coefficients ranging from 0.70 to 0.88. Therefore, this thesis adapted the three dimensions of eudaimonic goals, which were personal growth (3-items), meaningful relationships (3-items), and good health (3-items).

**Well-being**

Well-being is a multidimensional concept, with implications on one’s physical, mental, social and environmental aspects of living (Pinto, Fumincelli, Mazzo, Caldeira, & Martins, 2016). Beginning with Pearce (2009), tourism 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, Macnaughton, & Glover, 2017; Filo & Coghlan, 2016; Matteucci & Filep, 2017; Smith & Diekmann, 2017). As this thesis focuses on the concepts from positive psychology, well-being is therefore operationalized as hedonic and eudaimonic well-being.

Hedonic well-being is a concept originally developed in positive psychology; therefore, there are no existing scales, which specifically measure hedonic well-being within a tourism
context. In this thesis, hedonic well-being is measured by how tourists are satisfied with their trip in a way that leads to life satisfaction. Therefore, hedonic well-being was measured by adapting the Satisfaction with Life Scale (SWLS) developed by Diener, Emmons, Larsen and Griffin (1985). The SWLS is a measure of an individual’s general sense of satisfaction with their life as a whole. Although the SWLS includes only five items, it has demonstrated good psychometric characteristics (Diener, 1984; Pavot, Diener, Colvin & Sandvik, 1991; Pavot & Diener, 1993). Therefore, since its introduction in 1985, the SWLS has been heavily used as a measure of life satisfaction component of subjective well-being (Brunner-Sperdin, Peters, & Strobl, 2012; Cohn, Fredrickson, Brown, Mikels, & Conway, 2009; Nawijn & Mitas, 2012). The Cronbach alpha levels for the SWLS applied in previous studies have indicated acceptable inter-term consistency in the measures with Cronbach alpha coefficients ranging from 0.79 to 0.89. For example, Pavot & Diener (1993) presented data from six studies in which the coefficient alpha for the SWLS ranged from 0.79 to 0.89, indicating that the scale has high internal consistency. In addition, Adler & Fagley (2005) and Steger, Frazier Oisihi & Kaler (2006) reported coefficient alphas of 0.87 and 0.86 respectively for the SWLS scale.

The SWLS has also been adopted within a tourism context with Cronbach alpha coefficients ranging from 0.66 to 0.91 (Chen, Petrick & Shahvali, 2014, Chen & Yoon, 2018; Gillet, Schmitz & Mitas, 2016; Lin, Chen & Fillieri, 2017; Woo, Kim & Uysal, 2015). This scale was, therefore, chosen in this thesis because tourism scholars have frequently adopted this scale to measure tourist satisfaction and its validity and reliability have been demonstrated in previous studies. The SWLS scale was adapted to suit a tourism context in this thesis, for example, adapting the statement I am satisfied with my life to I am satisfied with my trip. Five items reflecting satisfaction after a tourist experience were included in this thesis and measured using a seven-point Likert scale.
Eudaimonic well-being was measured by adapting the Psychological Well-being Scale (PWBS) developed by Ryff (1989). The PWBS is a popular instrument in the field of positive psychology and was developed based on an extensive literature review and the integration of mental health, clinical and life span developmental theories. The PWBS consists of six theoretically derived dimensions (self-acceptance, positive relations with others, autonomy, environmental mastery, purpose in life, and personal growth) which are argued to incorporate similar and complementary criteria of positive psychological health. The PWBS has also been adopted in tourism research (Milman, 1998; Neal, Uysal, & Sirgy, 2007). The Cronbach alpha levels for the PWBS applied in previous studies have indicated acceptable inter-term consistency in the measures with Cronbach alpha coefficients ranging from 0.77 to 0.90 (Clarke, Marshall, Ryff & Wheaton, 2001; Dierendock, 2004; Kafka & Kozma, 2002). As eudaimonic well-being is a concept, which was originally developed from positive psychology, there are no scales, which measure eudaimonic well-being within a tourism or travel context. Therefore, this thesis adapted the PWBS to measure psychological well-being following a travel experience. This thesis adapted the six dimensions of eudaimonic well-being which were environmental mastery (3-items), personal growth (3-items), positive relations (3-items), purpose in life (3-items), self-acceptance (3-items) and health (1 item). These items were measured using a seven-point Likert scale.

**Memorable Tourist Experience**

A critical outcome of a tourist experience is memorability, which has been found to affect behavioural intention (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. According to Hoch and Deighton (1989), remembered purchase experiences are important because, firstly, the level of motivation and
involvement are high when information is drawn from individuals’ past experiences, secondly individuals perceive their recalled past experiences as highly credible and, thirdly, remembered experiences greatly influence future behaviour. Therefore, this thesis operationalizes the tourist experience as a Memorable Tourist Experience (MTE).

An MTE is defined as a “tourism experience remembered and recalled after the event has occurred” (Kim, et al., 2012, p. 13) and is constructed based on a tourist’s assessment of their experience and serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience (Kim, Ritchie, & McCormick, 2012). Therefore, the tourist experience was measured by adapting the Memorable Tourism Experience Scale (Kim et al., 2012). The MTE scale was successfully developed and validated by Kim, et al (2012) following the scale development procedure recommended by Churchill (1979) and Hinkins (1995). The scale comprises of seven domains: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. Evidence of construct and discriminant validity of the MTE scale were provided by the results of the EFA using SPSS and CFA using LISREL (Kim, et al, 2012). The MTE scale was also cross-validated in a study by Kim & Ritchie (2013) in which the MTE scale was applied to a sample of Taiwanese respondents. The data confirmed the validity of the seven dimensions of MTEs, which suggest that MTEs can generally be utilized to assess individuals’ MTEs in cross-cultural settings. The Cronbach alpha levels for the MTE scale applied in previous studies have indicated acceptable inter-term consistency in the measures with Cronbach alpha coefficients ranging from 0.81 to 0.90 (Cornelisse, 2018; Coudounaris & Sthapit, 2017; Dagustani, Kartini, Oseman & Kaltum, 2017; Kim, 2014; Zhong, Busser & Baloglu, 2017).
Behavioural Intentions

Behavioural intentions are regarded as an expectation of certain forms of behaviour in certain settings and can be operated as a possibility of action (Fishbein & Ajzen, 1975). Behavioural intentions are usually measured by repurchase intention, recommendation to others and positive WOM (Cronin, Brady & Hult, 2000). In this thesis, behavioural intentions were measured by adapting three items from Hosany, Prayag, Deesilatham, Causevic and Odeh, (2015) and Ma, Scott, Gao and 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 with others”. The Cronbach alpha levels for the measurement of behavioural intentions applied in previous studies have indicated acceptable inter-term consistency in the measures with Cronbach alpha coefficients ranging from 0.70 to 0.91 (Baker & Crompton, 2000; Gonzalez, Comesana & Brea, 2007; Kouthouris & Alexandria, 2005; Lam & Hsu, 2006)

Place Attachment

Place attachment was measured by adapting the Place Attachment Inventory (PAI) in Williams and Vaske (2003). The PAI measures an individual’s attachment to specific or general places by means of two dimensions: self-identification with a place, and the capacity of the place to support a person’s activities or goals (Hidalgo & Hernandez, 2001). Place identify refers to the mixture of feelings about specific physical settings including how these settings provide meaning and purpose to life. Place dependence refers to connections based specifically on activities that take place in a setting, reflecting the importance of a place in providing conditions that support an intended use. The PAI has also been applied to previous tourism studies. For example, Gross & Brown (2008) applied the PAI to examine the role of involvement with place attachment in tourism experiences in South Australia. Likewise, Prayag & Ryan (2011) found
that destination image, personal involvement and place attachment were antecedents of visitors’ loyalty. The Cronbach alpha levels for the PAI scale applied in previous studies have indicated acceptable inter-term consistency in the measures with Cronbach alpha coefficients ranging from 0.89 to 0.92 (Brown & Raymond, 2007; Payton, Ulton & Anderson, 2007; Rollero & Piccoli, 2010). Therefore, this thesis adapted four-items measuring place attachment using a seven-point Likert scale.

3.6.3.1 Paper two - Constructs

Paper two addressed Research Question 2: “Is positive psychology related to tourists’ behavioural intentions?” Therefore, the supporting constructs (refer Figure 2) underlying the hypothesis were goals (hedonic and eudaimonic), MTE, well-being (hedonic and eudaimonic) and behavioural intentions.

Figure 2 Constructs used for Model 1 (Paper 2)
3.6.3.2 Paper three – Constructs

Paper three addressed Research Question 3: “Is tourist well-being related to destination attachment?” Therefore, the supporting constructs (refer Figure 3) underlying the hypothesis were MTE, well-being and place attachment. Visiting frequency (first time and repeat visitors) was applied as a moderator in the paper.

![Figure 3 Constructs used for Model 2 (Paper 3)](image)

3.6.4 Format of questionnaire

The questionnaire consisted of six major sections. Firstly, the questionnaire began with an introduction to explain the purpose of the research to participants and consideration of ethical issues. This section also included general questions about their recent trip. The second section asked questions in relation to holiday goals. The third section enquired about how memorable and satisfying the trip was. The fourth section asked 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 or recommend the destination to others. The final section consisted of demographic questions. A seven-point Likert scale was employed in most of the
sections as it has been reported to have the advantage of increased validity over a five-point scale (Dolnicar, 2013). Respondents choose their opinion according to their level of agreement in the Likert scale, ranging from “strongly disagree” (1) to “strongly disagree” (7).

The format of the questionnaire was thoroughly checked to ensure that the wording of the questions was simple to understand. The sequencing of the questions also followed accepted rules such as placing the most interesting and important items at the beginning to attract participants’ attention. The demographic questions were placed at the end of the questionnaire (Tracy, 2012). The length of the questionnaire was also controlled to 20 minutes to maintain the concentration span of participants (Lefever, Dal, & Matthiasdottir, 2007). A copy of the online questionnaire can be found in Appendix 5.

3.6.5 Sampling method and participants

The process of sampling involves using a small sample from a population to draw conclusions about the whole population (Tracy, 2012). There are two types of sampling methods: probability sampling and non-probability sampling (Babbie, 1990b). Probability sampling is when the subjects of the population get an equal opportunity to be selected as a representative sample, whereas non-probability sampling is when it is not known which individual from the population will be selected as a sample (Tracy, 2012). Some examples of non-probability sampling include convenience sampling, purposive, quota and snowball sampling (Creswell et al., 2007).

The sample in this thesis was Australian residents, aged 18 years or older, who had taken a trip in the past three months. It has been suggested that 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 thesis 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 thesis 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 contexts 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).

3.6.6 Sampling size
Sample size is one of several areas where there is no consensus amongst researchers (Nunkoo, Ramkissoon, & Gursoy, 2013). To determine the sample size, the researcher needs to consider the accuracy required of the results in relation to the objectives of the survey, the requirements of statistical tests in the analysis stage, the available resources for the project and the anticipated response rate (Veal, 2017). The key concern for determining the sample size for this thesis is related to the proposed analysis methods. This thesis proposed to analyse the collected data using structural equation modelling (SEM). SEM is considered one of the most widely used statistical techniques for testing complex models that involve several dependent and independent variables (Nunkoo et al., 2013).

There are different rules-of-thumb on estimating the sample size for SEM. A common well accepted rule-of-thumb for sample sizes is 10 cases per statement in a questionnaire in survey-based research (Wolf, Harrington, Clark, & Miller, 2013). Hair, Ringle, and Sarstedt (2013) propose that the minimum sample size for a particular SEM model depends on the
model complexity and the communalities (average variance extracted among items) in each factor. On the other hand, it has been suggested that a bigger sample size might not necessarily yield a better statistical result (Wolf et al., 2013). The sample size for this thesis was 430. Previous research, which examined tourism and happiness, also used similar sample sizes ranging from 400 – 900 respondents. For example, a study on how vacations impacted happiness used a sample size of 974 Dutch adults (Nawijn, 2011). In addition, Schreiber, Pekarik, Hanemann, Doering, and Lee (2013) used a sample size of 390 visitors to examine visitor engagement at a Smithsonian Institution. Furthermore, Nawijn (2011) used a sample size of 466 international tourists in the Netherlands to examine how happy tourists were during a day of their holiday and what makes them happy.

3.6.7 Data collection

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. Some of the benefits of employing online surveys include the speed of response and convenience of having automated data collection (Van Selm & Jankowski, 2006). Online surveys also assist in obtaining information from participants living in different geographical locations which makes it both cost and time efficient (Evans & Mathur, 2005). It is also convenient as participants can answer the surveys at a time and location suitable to them (Van Selm & Jankowski, 2006).

The final questionnaire was administered to an online panel provided by Qualtrics™, a global market research firm. Online panels are becoming increasingly common in tourism and marketing research with researchers finding such data to be reliable with no bias in responses (Brandon, Long, Loraas, Mueller-Phillips, & Vansant, 2013; Dolnicar, Yanamandram, & Cliff, 2012). Qualtrics™ was selected for this thesis based on its research experience, reputation and
ability to reach the target market. 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 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™ ensured a variety of participants in terms of demographics by distributing the surveys across Australia and to different age groups. During this period of data collection, Qualtrics™ stopped the survey after every 100 responses was completed to allow the researcher to check and deal with any inconsistencies. Data collection took place for two weeks in July 2018. The online survey was then closed once a sample size of 430 was reached. Following the closure of the online survey, the Qualtrics™ software permitted the researcher to download the data into an Excel file format for analysis.

3.6.8 Statistical Analysis

3.6.9 Data screening

Upon receiving the initial data file from Qualtrics™, the quality of data was checked to deal with missing data and to detect and handle outliers. Firstly, the coding of the variables was examined and any survey that had the same response for many consecutive items was deleted (Kline, 2011). Secondly, the demographic characteristics of the sample such as gender, age, income, marital status, employment status and level of education were described using a frequency analysis. Finally, a descriptive analysis on all the items was carried out to gain a general picture of the data distribution. This included the scores of mean, standard deviation, minimum and maximum scores, skewness and kurtosis. Analysis of the quantitative data was carried out using SPSS 24 and AMOS 24. SPSS 24 helps to process the raw data into meaningful analysis such as descriptive analysis and exploratory factor analysis (EFA). AMOS
24 helps to conduct confirmatory factor analysis (CFA) and structural equation modelling (SEM) to examine the relationship between variables. The next section discusses the main statistical techniques used in this thesis – EFA, CFA and SEM.

3.6.10 Exploratory Factor Analysis

EFA is a statistical technique that aims to find the latent factors that may explain the relationship between observable variables (Fabrigar & Wegener, 2011). Although one of the main objectives of using EFA is related to scale development, this thesis still applied EFA as the items and scales of constructs were adapted from the positive psychology literature. Researchers have suggested several sets of criteria to appropriately operate principal factor analysis (Hair et al., 2013). For example, the selection of the number of factors are based on the eigenvalue larger than one. The varimax axis rotation used to conduct the axis rotation should indicate that the correlation between factors is close to zero. The score of factor loadings has to be larger than 0.5. For this thesis, the principal factor analysis was examined using the Kaiser-Meyer-Olkin (KMO) test and the Bartlett’s sphericity test. The KMO measured whether the sampling was adequate. When the score is closer to one, it implies that the analysis is appropriate. When the KMO score is less than 0.5, the analysis is unacceptable. The Bartlett’s sphericity test was used to test the correlation between variables. In extracting factors, eigenvalues greater than one were employed. Items with a factor loading of less than 0.4 were excluded. The correlation matrix was scanned to identify coefficients higher than 0.9. Items with communalities less than 0.5 were eliminated, as they do not have common correlations with other items. The results from the EFA produced the dimensionality of the constructs. The next step was to conduct CFA.
3.6.11 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is a statistical technique to test how well the measured variables represents factors and to build a parsimonious model fit in AMOS. When CFA results are combined with construct validity tests, researchers can obtain a better understanding of the quality of the factor measures, which is the foundation of further exploration on relationships among factors. In this thesis, the CFA used the maximum likelihood estimation to test the fit of the measurement model on the data collected. The measurement model followed some rules of thumbs in order to make the measurement model just-identified or over-identified (Hair, Black, Babin, & Anderson, 2010). Latent variables had at least three indicators, preferably four or more. Observed variables were reflective factors of constructs. All observed variables were free to load only on one construct. Once the measurement model was correctly specified and identified, the researcher then assessed how well the measurement model fitted the data by fitness indices.

This thesis tested the model fit through three categories: absolute fit measures, incremental fit measures, and parsimonious fit measures. The important indices of these three categories include the normed $\chi^2$ (chi square/degree of freedom, $\chi^2/df$), root mean square error of approximation (RMSEA), comparative fit index (CFI), and goodness-of-fit index (GFI) (Kline, 2011). The normed $\chi^2$ was used to measure the model fit, and the smaller the value in the normed $\chi^2$ the better the model fit was. The indicators of CFI and GFI, should lie between zero and one and a value closer to one indicated an acceptable fit. The acceptable value was larger than 0.9. The RMSEA was used to measure the average of unexplained variance and covariance. The value of RMSEA was acceptable when it was smaller than .05 or .08 (Jöreskog & Sörbom, 1989; Kline, 2011). Upon a model fit through CFA analysis, SEM was then carried out to test each hypothesis.
3.6.12 Structural Equation Modelling

The final stage of data analysis was to build the Structural Equation Modelling (SEM) based on the results of the CFA. SEM is a statistical procedure for testing measurement, functional and predictive hypotheses that approximate world realities (Nunkoo et al., 2013). The primary aim of SEM is to explain the pattern of a series of inter-related dependence relationships simultaneously between a set of latent (unobserved) constructs, each measured by one or more manifest (observed) variables (Reisinger & Turner, 1999). SEM uses a conceptual model, path diagram and system of linked regression-style equations to capture complex and dynamic relationships within a web of observed and unobserved variables (Gunzler, Chen, Wu, & Zhang, 2013). SEM analysis permits the evaluation of how good an expected model fits into the real data. It also allows the exploration of more possible correlations amongst all constructs rather than the confirmation of those specified in the hypotheses. Therefore, SEM is used in this thesis as it provides a more realistic understanding of the analysis. The use of SEM is also appropriate for this thesis as the technique of SEM is theory driven and is used to evaluate a substantive theory with empirical data (Nunkoo et al., 2013).

There were four steps in the SEM procedure as follows (Hau, et al., 2004). Firstly, after CFA had been applied to assess the measurement model, the structural model was drawn by adding single-ended, directional arrows to represent the structural hypotheses. Secondly, the identification and estimation of the structural model was conducted using Maximum Likelihood (ML) estimation. ML is a default method in most SEM computer tools and was thus accepted for this thesis. The fit indices used to assess the model followed the same criteria as the CFA by using the normed $\chi^2$, RMSEA, and GFI as absolute fit indices, and CFI as incremental indices. Thirdly, the path coefficients (interpreted as standardized betas ($\beta$)) between constructs were examined. If path coefficients were greater than zero under statistical probability ($p<.001$), then positive relationships were predicted. If the path coefficients did not
meet with the statistical probability, the $p$ values were reported to indicate that the relationship between the two constructs was insignificant.

3.6.13 Mediation testing

This thesis used SEM for mediation testing respective hypotheses in papers two and three. Paper two examined MTE as a mediator between goals, well-being and behavioural intentions. Paper three examined well-being as a mediator between MTE and place attachment. There are some advantages of using the SEM framework in the context of mediation analysis (Gunzler et al., 2013). Firstly, SEM simplifies testing of mediation hypotheses because it is designed to test these more complicated mediation models in a single analysis. It can also be used when extending a mediation process to multiple independent variables, mediators or outcomes. SEM has also been the favoured approach to testing hypotheses (Sardeshmukh & Vandenberg, 2017). To examine the mediation effects in this thesis, the bias-corrected bootstrapping $p$ values were assessed to generate the mediating effects. The primary hypothesis in a mediation analysis is to see whether the effect of the independent variable on the outcome can be mediated by a change in the mediating variable. In a full mediation process, with the presence of the mediator, the pathway connecting the independent variable to the outcome is completely broken so that the independent variable has no direct effect on the outcome. However, in most research, partial mediation is more common whereby the independent variable has some residual direct effect even after the mediator is introduced into the model.

3.6.14 Moderation testing

This thesis used SEM moderation testing in paper three, which examined the relationship between MTE, well-being and place attachment. Visiting frequency was examined as a moderator between the proposed relationships. Moderation involves a third variable (or set of
variables) that acts as a controlling condition for the effects of variables (or sets of variables) on other variables (Hopwood, 2007). A multi-group analysis was conducted to assess whether the proposed relationships differed by visiting frequency. The chi-squared difference test is the empirical means to assess if between-group constraints are statistically significant (Hair et al., 2010). The chi-squared differences between constrained and unconstrained models was examined at the model level and path levels.

3.7 Validity and reliability

According to Svensson (2011), the concepts of the quality of measurements made by rating scales and multi-scale questionnaires are validity and reliability. Validity refers to whether a measurement of a construct reflects the real meaning of that construct while external validity is the extent to which results can be generalized (Babbie, 1990a). Some of the ways of establishing validity in this thesis were through convergent validity, construct reliability and discriminant validity (Bryman, 2008). Convergent validity refers to whether the items of a specific construct share a high proportion of variance in common (Hair, Ringle, & Sarstedt, 2011). This is commonly tested by the goodness of fit index and standardized factor loadings. Standardized loading estimates should be 0.5 or higher and 0.7 for good quality. The average variance extracted (AVE) of 0.5 or higher suggests adequate convergence. Both SEM models in this thesis used the goodness of fit index and standardized factor loadings to ensure convergent validity. Construct reliability value (CR) is calculated from the squared sum of factor loadings of each construct and the sum of the error variance terms for the construct (Hair et al., 2011). CR values of 0.7 or higher suggests a good validity. Discriminant validity refers to the extent to which a construct is distinct from other constructs. If the square root of average variance extracted of each construct exceeds the correlation between constructs, then the
discriminant validity test would be passed. The correlation matrix in each of the SEM models in papers two and three was used in the evaluation.

Reliability refers to whether a particular technique would yield the same result each time it is applied to the same object (Babbie, 1990a). It also refers to the consistency among indicators and the stability of measures. In survey research, reliability problems arise due to interviewer bias, sampling bias and a respondent’s perception of the questions (Bryman, 2008). A rating scale is valid if it measures what it is intended to measure in a specific study. As the validity of a scale is study-specific, it has to be considered each time the scale or the questionnaire is chosen for a new study. The internal reliability or to check the consistency of indicators can be assessed by Cronbach’s alpha (Churchill Jr, 1979). The Cronbach alpha for each of the scales and measures used in previous studies were checked thoroughly to ensure reliability prior to its adoption in this thesis (refer Table 1). Internal reliability of the survey questionnaire was also tested using Cronbach’s alpha, which was 0.7 or higher, indicating that the measures appeared to be reliable.

Table 1 Reliability of existing scales and measurements

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Scales and measurements</th>
<th>Cronbach alpha in previous studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hedonic goals</td>
<td>Consumer Motivation Scale (Barbopoulos &amp; Johansson, 2017)</td>
<td>0.81 to 0.92 (Barbopoulos &amp; Johansson, 2017).</td>
</tr>
<tr>
<td>Eudaimonic goals</td>
<td>Aspiration Index (Kasser &amp; Ryan, 1996).</td>
<td>0.70 to 0.88 (Chan &amp; Joseph, 2000; Kasser, 1996; Utvær, Randi Hammervold &amp; Gørill Haugan, 2014).</td>
</tr>
<tr>
<td>Memorable Tourism Experience (MTE)</td>
<td>Memorable Tourist Experience scale (Kim, Ritchie &amp; McCormick, 2012).</td>
<td>0.81 to 0.90 (Cornelisse, 2018; Coudounaris &amp; Sthapit, 2017; Dagustani, Kartini, Oseman &amp; Kaltum, 2017; Kim, 2014; Zhong, Busser &amp; Baloglu, 2017).</td>
</tr>
<tr>
<td>Hedonic well-being</td>
<td>Satisfaction with Life Scale (Diener, Emmons, Larsen and Griffin, 1985).</td>
<td>0.77 to 0.90 (Clarke, Marshall, Ryff &amp; Wheaton, 2001; Dierendock, 2004; Kafka &amp; Kozma, 2002).</td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Eudaimonic well-being</td>
<td>Psychological Well-being Scale (Ryff, 1989).</td>
<td>0.77 to 0.90 (Clarke, Marshall, Ryff &amp; Wheaton, 2001; Dierendock, 2004; Kafka &amp; Kozma, 2002).</td>
</tr>
<tr>
<td>Behavioural intentions</td>
<td>Three items adapted from Hosany, Prayag, Deesilatham, Causevic &amp; Odeh, (2015) and Ma, Scott, Gao &amp; Ding (2017)</td>
<td>0.70 to 0.91 (Baker &amp; Crompton, 2000; Gonzalez, Comesana &amp; Brea, 2007; Koutheouris &amp; Alexandria, 2005; Lam &amp; Hsu, 2006)</td>
</tr>
<tr>
<td>Place Attachment</td>
<td>Place Attachment Inventory (Williams and Vaske, 2003).</td>
<td>0.89 to 0.92 (Brown &amp; Raymond, 2007; Payton, Ulton &amp; Anderson, 2007; Rollero &amp; Piccoli, 2010).</td>
</tr>
</tbody>
</table>

### 3.8 Ethical considerations

Ethical considerations are significant in any research. Some of the main ethical issues in research relate to potential harm to participants, an invasion of privacy or lack of informed consent (Diener & Crandall, 1978). This thesis considered these issues and followed the Griffith University research ethics process, which conforms, to the National Statement on Ethical Conduct in Human Research. Ethics approval was obtained from the Griffith University Human Research Ethics Committee prior to the distribution of the survey questionnaire (see Appendix 3). The GU ethics reference number for this thesis is GU ref no: 2017/836. Participation in the on-line survey was voluntary and all information provided was treated as confidential. Participants were notified that they had the option to withdraw from the research process at any time. A copy of the participant information sheet and consent form is presented in Appendix 4.
3.9 Chapter summary

This chapter has provided an overview of the research methodology undertaken in each of the three papers included in this thesis. It justified the thesis as framed within a positivist paradigm with the use of quantitative research methods. A discussion of the research design was presented which included the design of the questionnaire, sample method and size, and the pilot testing prior to the formal test. The data collection procedure was discussed with reference to the formal test through an on-line questionnaire survey administered by Qualtrics™. The resulting data were analysed using SPSS and AMOS statistical software. This chapter also dealt with the validity and reliability of the data as well as ethical considerations. The next three chapters presents the findings of this thesis, which are structured in the form of papers.

3.10 References


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CHAPTER 4. PAPER 1: LINKING TOURIST WELL-BEING AND TOURISM & HOSPITALITY MARKETING AND MANAGEMENT: A POSITIVE PSYCHOLOGICAL PERSPECTIVE


My contribution to the paper involved: initial conceptualisation and design of the review, literature search, extraction and analysis and preparation of the manuscript. The co-authors of this manuscript are my thesis supervisors. Associate Professor Catherine Prentice amended multiple full drafts of the paper while Dr. Aaron Hsiao amended early and final drafts of the paper.

9th August 2019
(Signed) _____________________________ (Date) __________________________
Sera Kogure Vada

9th August 2019
(Countersigned) __________________ (Date) __________________________
Supervisor 1: Catherine Prentice

9th August 2019
(Countersigned) __________________ (Date) __________________________
Supervisor 2: Aaron Hsiao
Linking tourist well-being and tourism & hospitality marketing management: A positive psychological perspective

Abstract
This paper examines the current state of literature on tourist well-being in tourism and hospitality research from the lens of positive psychology. Through a systematic review of 82 peer-reviewed articles published in English-language tourism and hospitality academic journals, the major findings indicate that tourist well-being is predominantly examined as an outcome variable. This review indicates an evident need to link tourist well-being to tourism and hospitality marketing and management. By mapping what is known in the intersection between positive psychology and tourist well-being, this study identifies existing gaps and opportunities for future research in this area. Theoretically, this study presents a conceptual framework on the antecedents, episodes and consequences of tourist well-being, which provides a better understanding of how tourist well-being is triggered in the context of tourism and hospitality. Practically, this study suggests strategies on how tourist well-being can generate optimal outcomes for tourism and hospitality marketers and managers.

Keywords: positive psychology, tourist well-being, tourism and hospitality marketing and management, systematic literature review

1. Introduction
Nearly a decade ago, Seligman and Csikszentmihalyi (2000) called for a new science called positive psychology which is the scientific study of understanding human flourishing and an applied approach to examine happiness, excellence and optimal human functioning. In the tourism literature, there is an increasing number of studies which have linked travel and tourist
experiences to positive psychological outcomes and well-being (Coghlan, 2015; Filep, 2009; Filep & Deery, 2010; Filep & Laing, 2018; Filep, Macnaughton, & Glover, 2017; Filo & Coghlan, 2016). For example, it has been reported that people are happier during their holiday away from home (Filep, 2008b) and holidays are perceived as an escape from daily responsibilities at work (Pearce, 2009). Tourists also experience higher levels of well-being in comparison to non-tourists (Gilbert & Abdullah, 2004). It was also found that holidays improved the happiness and well-being for disadvantaged groups (McCabe and Johnson, 2013). These examples confirm the application of positive psychological concepts in tourism and hospitality research.

However, despite the growing interest and research on positive psychology and tourist well-being, the research in this area is fragmented, specifically on the theoretical frameworks applied, methodologies used, where the research was carried out and whom the research samples were. There are also minimal studies, which examine if and how tourist well-being can be utilised as a marketing strategy to generate optimal outcomes for tourism and hospitality operators. To address these gaps, this paper will conduct a systematic literature review on tourist well-being in tourism and hospitality research from the lens of positive psychology. Since the introduction of positive psychology to tourism and hospitality research in 2007 (Wu & Pearce, 2014; Nawijn, 2015), no systematic review of literature has been carried out to quantitatively assess the relationship between positive psychology and tourist well-being studies. This paper has two main aims (see Figure 1). Firstly, to identify future directions for research in the intersection between positive psychology and tourist well-being studies; and, secondly, to present a conceptual framework on the implications of tourist well-being on tourism and hospitality marketing and management. This review provides a tighter boundary to evaluate the scientific progress of positive psychology in tourist well-being studies, and would therefore be a timely and useful contribution.
2. Systematic quantitative literature review method

A literature review usually consists of different methods such as meta-analysis and traditional narrative reviews (Green, Johnson, & Adams, 2006). A meta-analysis involves complex statistical procedures and focuses on the statistical analysis of findings from prior research (Mays, Pope, & Popay, 2005), whilst narrative reviews, although more common in the academic literature, are subjective and therefore, potentially biased due to the reliance on the expertise of the author(s) (Petticrew, 2001). This study opted for a systematic literature review, as the main aim of this study was to map the current state of knowledge in the intersection between positive psychology and tourist well-being studies.

A systematic quantitative literature review (Pickering & Byrne, 2014) is systematic because the methods used to select papers and survey the literature are explicit, reproducible and comprehensive. This study considers two main reasons for conducting a systematic quantitative literature review. Firstly, systematic quantitative literature reviews are useful in exploring new and emerging trends within disciplines (Pickering & Byrne, 2014) and, secondly, a systematic and quantitative method allows boundaries to be mapped on what is...
known, and thus identifies gaps on what is yet to be known (Pickering, Grignon, Steven, Guitart, & Byrne, 2015). Systematic quantitative literature reviews have also been applied in doctoral research such as risk and gender research (Yang, Khoo-Lattimore, & Arcoda, 2017), virtual and augmented reality in tourism research (Yung & Khoo-Lattimore, 2017) and air transport and tourism (Spasojevic, Lohmann & Scott, 2018).

Planning and conducting the review

The systematic review process used in this study was adopted by Tranfield, Denyer, and Smart (2003) and Pickering and Byrne (2014). Firstly, a research question was formulated to guide the overall review (De Menezes & Kelliher, 2011). In this study, the review question was: “What are the existing theoretical and methodological frameworks applied from positive psychology to the study of tourist well-being in tourism and hospitality research?” Following the establishment of the research question and aims (refer Figure 1), the review process began with the scoping of studies to clarify the theoretical context of the subject area. Seminal papers (see Table 1) in the field of positive psychology and tourism and hospitality research were reviewed (Filep, 2008; Pearce, 2009; Moscardo, 2009, Filep & Deery, 2010; Nawijn Peters, 2010; Voigt, Howat & Brown, 2010; Nawijn, 2011; Nawijn, 2015; Filep, 2016 and Nawijn & Filep, 2016). Two academic experts specializing in positive psychology and tourist well-being studies were consulted on the selection and significance of these studies. This initial investigation assisted in the identification of keywords for the subsequent stages.

<table>
<thead>
<tr>
<th>Author</th>
<th>Date</th>
<th>Title</th>
<th>Journal and rank</th>
<th>Key words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filep, S.</td>
<td>2008</td>
<td>Applying the dimensions of flow to explore visitor engagement and satisfaction</td>
<td>Visitor studies (A)</td>
<td>Positive psychology,</td>
</tr>
</tbody>
</table>

122
<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Year</th>
<th>Title</th>
<th>Journal</th>
<th>Key concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearce, P.L.</td>
<td>2009</td>
<td>The relationship between positive psychology and tourist behaviour studies</td>
<td>Tourism Analysis (A)</td>
<td>Tourist satisfaction, Positive psychology, happiness, well-being, positive emotions, optimism</td>
</tr>
<tr>
<td>Moscardo, G.</td>
<td>2009</td>
<td>Tourism and Quality of Life: Towards a more critical approach</td>
<td>Tourism and Hospitality Research (A)</td>
<td>Quality of life, positive psychology, tourism impacts, social representations</td>
</tr>
<tr>
<td>Filep, S., &amp; Deery, M</td>
<td>2010</td>
<td>Towards a picture of tourists’ happiness</td>
<td>Tourism Analysis (A)</td>
<td>Tourists, happiness, picture, positive psychology</td>
</tr>
<tr>
<td>Nawijn, J. &amp; Peeters, P.</td>
<td>2010</td>
<td>Travelling ‘green’: is tourists’ happiness at stake?</td>
<td>Current Issues in Tourism (A)</td>
<td>Air travel, climate change, sustainability, happiness, subjective well-being</td>
</tr>
<tr>
<td>Nawijn, J.</td>
<td>2011</td>
<td>Determinants of daily happiness on vacation</td>
<td>Journal of Travel Research (A*)</td>
<td>Affect, emotions, happiness, subjective well-being, tourist experience</td>
</tr>
<tr>
<td>Filep, S.</td>
<td>2016</td>
<td>Tourism and positive psychology critique: too emotional?</td>
<td>Annals of Tourism Research (A*)</td>
<td>Positive psychology, tourism, happiness, well-being</td>
</tr>
</tbody>
</table>
In order to minimize potential bias, this study used search terms in different databases and applied specific inclusion and exclusion criteria (Tranfield, Denyer & Smart, 2003; Pickering & Byrne, 2014). The following section describes the searching, screening, and extraction/synthesis stages of the review, which were carried out by the first author. It is worthy to note that the co-authors in this study were consulted throughout the systematic review process.

**Searching**

An initial scoping of the literature, including the consultation of seminal papers with two academic experts assisted in the identification of keywords. The search terms “positive psychology, well-being or happiness” and “tourism, hospitality, travel, tourist or tourist experiences” were used as these were common keywords from the seminal papers and used in recent tourism studies, which applied positive psychological theories (Coghlan, 2015; Filep et al., 2017; Filo & Coghlan, 2016; Glover & Filep, 2016; Nawijn & Filep, 2016; Smith & Diekmann, 2017). According to Picking & Byrne (2014), the keywords used in a systematic literature review should identify as much of the relevant literature as possible, but not extend too far into unrelated fields.

The literature search was firstly conducted in the Scopus academic database, followed by four additional databases: EBSCO Host, Elsevier, ProQuest, and Emerald. The electronic databases were searched for articles whose titles and/or abstracts contained at least one of the
search terms from two themes, by linking the strings (see Table 2) with the Boolean operator (AND).

Table 2. Search strings

<table>
<thead>
<tr>
<th>Theme</th>
<th>Search String</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive psychology</td>
<td>(positive psychology* OR happiness* OR well-being* OR tourism* OR hospitality* OR tourist experience* OR travel*)</td>
</tr>
<tr>
<td>Tourism</td>
<td>(positive psychology* OR happiness* OR well-being* OR tourism* OR hospitality* OR tourist experience* OR travel*)</td>
</tr>
</tbody>
</table>

**Screening**

As of December 2018, the literature search against the four databases yielded 253 records. These records were exported to the Endnote software for data management. There were 32 duplicate references, which were removed, and the remaining 221 records were screened against the selection criteria. The screening of titles and abstracts at this stage was informed by the inclusion and exclusion criteria (see Table 3) adapted from Watson, Wilson and Macdonald (2018). These records were screened to identify original research articles published in the English-language peer-reviewed journals, with the application of positive psychological concepts and theories within the tourism and hospitality sector.

Table 3: Inclusion and exclusion criteria

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Inclusion</th>
<th>Exclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Type</td>
<td>Original empirical and theoretical/conceptual studies</td>
<td>Non-English language</td>
</tr>
<tr>
<td>Type</td>
<td>Peer-reviewed journal articles</td>
<td>Non-tourism or hospitality related focus</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
<td>Unrelated to positive psychology concepts of happiness and well-being</td>
</tr>
<tr>
<td>Sector</td>
<td>Tourism and hospitality research</td>
<td></td>
</tr>
<tr>
<td>Relevance</td>
<td>Positive psychology concepts of happiness and well-being</td>
<td></td>
</tr>
</tbody>
</table>
The screening process generated 92 records. The full texts for these 92 records were further reviewed for eligibility and inclusion in the final analysis. Ten studies were discarded at this stage due to the research context and focus. For example, the study by Yau and Packer (2002) was excluded because the study did not have a tourism or travel focus although it explored the meaning, values and benefits of T’ai Chi practice. Similarly, studies by Williams, Childers, and Kemp (2013) and Mackenzie, Son, and Eitel (2018) were excluded as the context was within a classroom and education environment respectively. The study by Lee and Kyle (2013) measured emotions within festival contexts but lacked reference to tourist well-being. Likewise, the study by Io (2017) examined positive emotions and satisfaction within the casino context with no reference to tourist well-being. The studies by Lee and Bai (2014), Breiby and Slåtten (2015), Lin and Kuo (2016) and Organ, Koenig-Lewis, Palmer, and Probert (2015) were also excluded as they focused on outcomes of emotions on behavioural change, word-of-mouth and revisit intention. The study by Torres, Wei and Hua (2017) was excluded because the focus was on how tourists recalled positive emotions with no reference on how positive emotions may have influenced tourist well-being during vacations. The final database consisted of 82 peer-reviewed articles. Figure 2 presents a flowchart of studies screened and excluded at different stages of the review.
Figure 2. Summary of the systematic review process

*Extraction and synthesis*

This study used inductive content analysis to analyse the 82 peer-reviewed articles because there was insufficient former knowledge about the phenomenon and existing knowledge was fragmented (Elos & Kyngas, 2008). Microsoft Excel software was used to create a summary table in which the bibliographic details of the 82 peer-reviewed articles were tabulated. The authors coded categories by information on the author (i.e. affiliation, institution, and country), publication information (i.e. year, article title, and journal title), article type (empirical vs non-empirical), theoretical frameworks applied, methodological frameworks (quantitative, qualitative, and mixed methods), research context and characteristics of research samples.

Whilst it is common for systematic literature reviews to employ qualitative data-analysis software such as NVivo or Leximancer, this study opted for quantitative synthesis and interpretation, which is deemed the most significant technique to a successful literature review (Bandara, Futmueller, Gorbacheva, Miskon & Beekhuyzen, 2015).
3. Findings

Based on the first-author affiliation, the selected papers were published across 19 different countries (see Table 4). Most articles were published in Australia (9%), USA (8%), Netherlands (7%), New Zealand (5%) and United Kingdom (4%). The top three authors in the intersection of research between positive psychology and tourist well-being studies were Sebastian Filep, Philip Pearce and Jerome Nawijn.

Table 4. Peer-reviewed articles by country

<table>
<thead>
<tr>
<th>No.</th>
<th>Country</th>
<th>No. of authors</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Australia</td>
<td>17</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>U.S.A</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Netherlands</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>New Zealand</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>United Kingdom</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>Taiwan</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Finland</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Norway</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>South Africa</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>France</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>Hong Kong</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>Italy</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>13</td>
<td>Austria</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td>Canada</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>Hungary</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>India</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>17</td>
<td>Switzerland</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>18</td>
<td>China</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>19</td>
<td>Portugal</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Total** 82 100

(Based on first author affiliation)
The 82 peer-reviewed articles included in the systematic review are presented in a cumulative frequency distribution chart (see Figure 3). The first published article was written by Filep (2008) who applied models from the field of positive psychology in conceptualising and appraising tourist satisfaction. To identify trends in the volume of research publications covered by this review, the period 2008 - 2018 was divided into four periods (three of 3 years and one of 2 years). There was a significant increase in publications in the second period (2011 – 2013) with an increase of 13 papers. Whilst the third period (2014-2016) showed a slight decline in publications, the fourth period (2017 – 2018) showed a significant acceleration in the number of publications of positive psychology in tourism research. The 82 peer-reviewed articles were published in 30 different journals (see Table 5). Most articles were published in the top-ranking tourism journals such as the Annals of Tourism Research (23%), Tourism Management (13%) and the Journal of Hospitality and Tourism Research (7%).

Figure 3. Cumulative frequency of peer-reviewed articles by year published
<table>
<thead>
<tr>
<th>No.</th>
<th>Journal Name</th>
<th>No. of studies</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Annals of Tourism Research</td>
<td>19</td>
<td>23</td>
</tr>
<tr>
<td>2</td>
<td>Tourism Management</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>Journal of Hospitality and Tourism Research</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Journal of Travel Research</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>International Journal of Culture, Tourism and Hospitality research</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Annals of Leisure Research</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Current Issues in Tourism</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>Journal of Leisure Research</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>Tourism Analysis</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>10</td>
<td>Journal of Happiness Studies</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>11</td>
<td>Leisure Sciences</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>12</td>
<td>Journal of Travel and Tourism Marketing</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>13</td>
<td>Journal of Sustainable Tourism</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>14</td>
<td>Tourism Management Perspectives</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>15</td>
<td>Applied Research in Quality of Life</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>International Journal of Hospitality and Tourism Administration</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>17</td>
<td>Leisure</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>18</td>
<td>Tourism Review International</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>19</td>
<td>International Journal of Tourism Research</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>20</td>
<td>Event Management</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>21</td>
<td>Asia Pacific Journal of Tourism Research</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>22</td>
<td>Scandinavian Journal of Hospitality and Research</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>The Design Journal</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>24</td>
<td>Journal of Tourism, Culture and Territorial Development</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>25</td>
<td>International Journal of Advance Research in Computer Science and Management Studies</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>26</td>
<td>African Journal of Hospitality, Tourism and Leisure</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>27</td>
<td>Advances in Hospitality and Leisure</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>28</td>
<td>International Journal of Business and Social Science</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>29</td>
<td>Leisure studies</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>30</td>
<td>Visitor Studies</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>82</td>
<td>100</td>
</tr>
</tbody>
</table>
**Theoretical frameworks**

From the 82 peer-reviewed articles, there were 28 theories or models, which were either cited or applied (see Table 6). Not all theories were drawn from the positive psychology discipline. The positive psychology theories which were applied were the broaden and build theory of positive emotions, flow theory, PERMA model, mindfulness theory, subjective well-being model, savouring, effort recovery theory, self-determination theory and top-down and bottom-up theories of well-being. The main variables, which were measured in current research, were happiness, well-being, emotions and life satisfaction (see Table 7).

Table 6. Theoretical frameworks in peer-reviewed articles

<table>
<thead>
<tr>
<th>No.</th>
<th>Theoretical framework</th>
<th>No. of studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Broaden and build theory of positive emotions</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Flow theory</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>PERMA model</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Mindfulness theory</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Set point theory</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Reversal theory</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Constructivist grounded theory</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Self-determination theory</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>Effort recovery theory</td>
<td>2</td>
</tr>
<tr>
<td>10</td>
<td>Savouring</td>
<td>2</td>
</tr>
<tr>
<td>11</td>
<td>Subjective well-being model</td>
<td>2</td>
</tr>
<tr>
<td>12</td>
<td>Quality of life framework</td>
<td>1</td>
</tr>
<tr>
<td>13</td>
<td>Stebbin's theory of causal versus serious leisure</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td>Need theory</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>Comparison theory</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>Satisfaction hierarchy Model</td>
<td>1</td>
</tr>
<tr>
<td>17</td>
<td>Appreciative inquiry</td>
<td>1</td>
</tr>
<tr>
<td>18</td>
<td>Affective theory</td>
<td>1</td>
</tr>
<tr>
<td>19</td>
<td>Cognitive theory of happiness</td>
<td>1</td>
</tr>
<tr>
<td>20</td>
<td>Systems theory approach</td>
<td>1</td>
</tr>
<tr>
<td>21</td>
<td>Conservations of resources theory</td>
<td>1</td>
</tr>
<tr>
<td>22</td>
<td>DRAMMA model</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>Social representation theory</td>
<td>1</td>
</tr>
<tr>
<td>24</td>
<td>Construal level theory</td>
<td>1</td>
</tr>
<tr>
<td>25</td>
<td>Limited resources Model</td>
<td>1</td>
</tr>
</tbody>
</table>
The broaden and build theory of positive emotions (Fredrickson, 2004a) was the most commonly applied positive psychological theory. The broaden and build theory of positive emotions claims that certain positive emotions broaden people’s momentary thought-action repertoires and build their enduring physical, social and psychological resources. Empirical research has found that positive emotions help people to cope with adversity (Fredrickson, 2004b; Miao et al., 2013; Mitas, Yarnal, & Chick, 2012; Tugade & Fredrickson, 2004), and contributes to the improvement of cardiovascular activation following negative emotions (Fredrickson, Tugade, Waugh, & Larkin, 2003). Within a tourism context, Pearce (2009) suggested the application of the broaden and build theory in highlighting the ratio of positive to negative emotions, and the consequences of positive emotions for traveller learning and understanding future behaviour. Past studies have examined the broaden and build processes
in older women participating in the Red Hat Society (Mitas, Qian, Yarnal, & Kerstetter, 2011), converting emotional reactions felt during a tourist experience to shape poverty alleviation programmes into useful behaviours (Pearce, 2012) and how positive emotions can be maintained and extended after a holiday (Filep et al., 2013).

The flow theory (Csikszentmihalyi, 1975) was also commonly applied within the context of white-water rafting (Wu & Liang, 2011), online shopping in travel (Nusair & Parsa, 2011), adventure tourism (Mackenzie et al., 2018), surfing activities (Cheng & Lu, 2015) and mountain holidays (Frochot et al., 2017). PERMA is an acronym for a model of well-being comprising of five building blocks of well-being and happiness: positive emotions, engagement, relationships, meaning and achievement (Seligman, 2004). Three empirical studies applied the PERMA model which highlighted eudaimonic aspects of tourism (Filep & Pearce, 2013). The exploratory study by Dillette, Douglas and Andrzejewski (2018) revealed that the PERMA model of well-being could lead to greater levels of holistic wellness through yoga retreat experiences. Laing and Frost (2017) found that four out of the five dimensions of the PERMA model triggered well-being in the work of female travel writers in Italy. These four dimensions were positive emotions, relationships, meaning and achievement. Kalaiya and Kumar (2018) found that the PERMA model of well-being was capable in explaining tourists’ decision to spend more time in one particular place, the choice of a number of places visited during one trip and the overall satisfaction derived from his or her travel.

**Methodological frameworks**

From the 82 peer-reviewed articles, 63 of these articles were empirical papers and the remaining 19 were non-empirical or conceptual papers (see Table 8). From the 63 empirical papers, 27 papers utilized a quantitative approach and 27 papers utilized a qualitative approach with the remaining nine using mixed methods. As interviews comprised of the main qualitative
research method, thematic analysis was the most commonly used technique for data analysis (see Figure 4). However, there was a wider variety of data analysis techniques applied in quantitative research methods (see Figure 5).

Table 8. Distribution of conceptual and empirical papers

<table>
<thead>
<tr>
<th>Conceptual papers</th>
<th>Empirical papers</th>
<th>Quantitative methods</th>
<th>Qualitative methods</th>
<th>Mixed methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 papers</td>
<td>63 papers</td>
<td>27</td>
<td>27</td>
<td>9</td>
</tr>
</tbody>
</table>

Figure 4. Peer-reviewed articles by research method
There were also four longitudinal studies, however, three out of the four studies focused on Dutch citizens in Netherlands. For example, the study by Nawijn (2011) included 3,650 Dutch citizens who reported their leisure travel every 3 months over 2 years and rated their happiness at the end of each year. Nawijn, Mitas, Lin and Kerstetter (2013) recorded the emotions of 39 Dutch participants across 14 or more days. A more recent study by de Bloom, Nawijn, Geurts, Kinnunen and Korpela (2017) carried out a five-week longitudinal field study, which followed 24 Dutch workers during free events after work, a free weekend at home and on a free weekend of domestic travel. The study by Frochot, Elliot and Kreziak (2017) was carried out in France during a five-day tourist stay in a mountain resort to analyse flow and immersion.

The majority of studies adopted scales and measurements from previous studies (see Table 9). The scales that were drawn from positive psychology and significantly applied...
throughout the studies included the Satisfaction with Life Scale (Diener, 1984), Positive and Negative Affect Scale (PANAS) (Watson, Clark & Tellegen, 1988), the Subjective Happiness Scale (Lyubomirsky, King & Diener, 2005) and the Modified Differential Emotions Scale (Fredrickson & Branigan, 2005).

Table 9. Peer-reviewed articles by scales and measurements.

<table>
<thead>
<tr>
<th>No.</th>
<th>Scales and measurements</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Satisfaction with Life Scale (SWLS)</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Positive and Negative Affect Scale (PANAS)</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Kahle's LOV scale</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Challenge, skill, affect and self-affirmation scale</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Modified Differential Emotions Scale (mDES)</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Recovery experience scale</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Subjective happiness scale</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Subjective well-being scale</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Recreation involvement scale</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Plutchik (1991) framework of basic emotions</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>Job content questionnaire</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>Travel motives scale</td>
<td>1</td>
</tr>
<tr>
<td>13</td>
<td>Savouring beliefs inventory</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td>Authentic Happiness Index</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>Health and well-being scale</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>Quality of Life measure</td>
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</tr>
<tr>
<td>17</td>
<td>Hedonic level of affect scale</td>
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<tr>
<td>18</td>
<td>Character strengths scale</td>
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</tr>
<tr>
<td>19</td>
<td>Novelty seeking</td>
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</tr>
<tr>
<td>20</td>
<td>Travel benefits</td>
<td>1</td>
</tr>
<tr>
<td>21</td>
<td>Skill, challenge and playfulness</td>
<td>1</td>
</tr>
<tr>
<td>22</td>
<td>Positive emotions</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>Utilitarian shopping orientation</td>
<td>1</td>
</tr>
<tr>
<td>24</td>
<td>Experiential shopping orientation</td>
<td>1</td>
</tr>
<tr>
<td>25</td>
<td>Utilitarian shopping features</td>
<td>1</td>
</tr>
<tr>
<td>26</td>
<td>Experiential shopping features</td>
<td>1</td>
</tr>
<tr>
<td>27</td>
<td>Cognitive enjoyment and attitude</td>
<td>1</td>
</tr>
<tr>
<td>28</td>
<td>Satisfaction and loyalty</td>
<td>1</td>
</tr>
<tr>
<td>29</td>
<td>Travel behaviour scale</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>45</strong></td>
</tr>
</tbody>
</table>
**Research samples**

In terms of gender distribution, there were 4.9% more females than males. The majority of studies included respondents whose ages were between 18-35 years (see Table 10). Whilst there were 11 studies that included respondents whose ages were above 60 years, there were only two studies, which specifically focused on elderly people. For example, the study by Morgan, Pritchard and Sedgley (2015) which investigated the well-being value of social tourism on economically disadvantaged older people and the study by Moal-Ulvoas (2017) which examined the potential of travel to generate self-transcendent positive emotions and contribute to the spirituality of senior travellers.

Table 10. Characteristics of research samples

<table>
<thead>
<tr>
<th>Characteristics of samples</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>7848</td>
</tr>
<tr>
<td>Male</td>
<td>7459</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>Under 18 years</td>
<td>197</td>
</tr>
<tr>
<td>18-35 years</td>
<td>4067</td>
</tr>
<tr>
<td>36-55 years</td>
<td>8172</td>
</tr>
<tr>
<td>Over 60 years</td>
<td>1240</td>
</tr>
</tbody>
</table>

The research samples from the 61 empirical studies were also concentrated in primarily developed countries (Australia, United States of America, United Kingdom, and Netherlands) and western cultures (see Figure 6). There were only four studies, which was focused on Chinese travellers (Chen, Lehto & Cai, 2013; Filep, Cao, Jiang & DeLacy, 2013; Li & Chan, 2017; Lin, Chen & Filieri, 2017). However, two of these studies used Chinese samples in Australia (Filep et al., 2013) and the USA (Li & Chan, 2017). The remaining two studies used Chinese samples within China (Chen et al., 2013; Lin et al., 2017). The largest sample size for the quantitative study was by Nawijn (2011) with 3650 Dutch travellers. This is in contrast to
the sample size for the qualitative study by Houge, Hodge and Boyes (2013) with only five travellers.

Figure 6. Location of research samples

The context of these peer-reviewed articles were focused on the tourists’ perspective, in terms of their happiness, positive emotions, and well-being and life satisfaction. For example, holiday trips were found to have an effect on visitor happiness (Nawijn & Peeters, 2010; Nawijn, Marchand, Veenhoven & Vingerhoets, 2010), vacations induced more positive than negative emotions (Nawijn et al., 2013), and the health and well-being of tourists increased during long-term vacations (de Bloom, Geurts & Kompier, 2013). There was minimal focus on residents or host communities or tourism workers.

4. Discussion

The first main aim of this study was to identify future directions for research in the intersection between positive psychology and tourist well-being studies. To achieve this aim, this study carried out a systematic review of 82 peer-reviewed articles on the intersection between
positive psychology and tourist well-being studies. The major findings from the 82 peer-reviewed articles showed that:

1. Existing research did not clearly articulate a theoretical base and a limited number of positive psychological theories have been applied to tourist well-being studies within tourism and hospitality research;
2. The positive psychological variables continue to revolve around happiness and well-being;
3. There is a balance in the application of qualitative and quantitative methodological techniques;
4. The research focus is examined predominantly from tourists’ perspective; and,
5. The geographic settings of research were predominantly in developed countries with research samples from western cultures. A detailed discussion of the findings follows.

Theoretical frameworks

This review found that the major positive psychological variables, which were measured, included happiness, well-being, emotions and life satisfaction. Positive psychology is the study of happiness, well-being, life satisfaction and quality of life (Seligman & Csikszentmihalyi, 2000) which justifies the inclusion of these major variables in existing research between positive psychology and tourist well-being studies. The majority of studies were also published in high-ranking tourism and hospitality journals, which indicates that concepts of happiness and well-being continue to represent significant topics of interest in tourism and hospitality research for both academics and practitioners. Significantly, academic literature has responded to recent tourism and travel trends which suggest that the market for holidays that focuses on well-being is growing exponentially.

One of the most neglected emotions and the most underestimated of the virtues in positive psychology is gratitude (Emmons & Crumpler, 2000). This review found that only
three studies examined gratitude in a tourism context. Gratitude and kindness are two important emotions that are missing from tourism studies (Filep et al., 2017; Glover & Filep, 2015). This review also indicated a lack of studies on eudaimonic well-being, with only one study by Li and Chan (2017) on diaspora and eudaimonic well-being. Therefore, this review supports the proposal by Sirgy and Uysal (2016) for tourism and hospitality scholars to develop a eudaimonia research agenda in travel and tourism as the focus on the quest for self-development and transformation has become a central concern of the western tourist society.

Although the 82 peer-reviewed articles applied 28 theories and models, not all theories were drawn from the positive psychology discipline. For example, Voigt, Howat and Brown, (2010) employed Stebbin’s framework of causal versus serious leisure to explore whether tourism experience could be classified into hedonic or eudaimonic experiences. Likewise, Pyke, Hartwell, Blake & Hemingway (2016) employed a systems theory approach to understand how tourism investors viewed the concept of well-being in relation to tourism and the potential to use it as a tourism product resource. Although there has been a rapid growth of studies which have applied positive psychology concepts and principles (Filep & Laing, 2018), this review has shown that the application of positive psychology theoretical frameworks in tourism research appears to be limited to the broaden and build theory of positive emotions, flow theory and the PERMA model. This review therefore suggests an opportunity for future research to expand the application of existing theories from positive psychology such as appreciative inquiry and the top-down, bottom-up theories of well-being.

Methodological frameworks

This study also identified the methodological frameworks employed in existing studies on positive psychology and tourist well-being. The findings of this review showed that there was a balance in the use of both quantitative and qualitative approaches in existing research. This
finding is aligned to Filep and Laing (2018) who suggest that as the tourism literature welcomes both quantitative and qualitative contributions, it therefore has a less positivist flavour than that which characterizes mainstream positive psychology. Whilst there have been critiques of the absence of the use of positive psychology interventions (PPIs) in tourism such as lab experiments (Nawijn, 2015), it has been argued that the support of positive psychology topics in tourism research is for critical evaluation and not necessarily the adoption of all its techniques and practices (Filep & Pearce, 2013). This review also suggests that future studies may consider to adopt other recent methodologies, such as text topic modelling. This technique was used in a recent study by Rahmani, Gnoth and Mather (2018) which used text topic modelling to analyse big Web 2.0 datasets to measure how tourists’ experiencing holiday destinations affects their well-being states. These authors suggest that further development of this methodology could lead to deeper analysis of the semantics of experiencing, as and when concordances can be coded into algorithms that are more complex.

*Research Focus*

The context of the 82 peer-reviewed articles focused on the tourists’ perspective, in terms of their happiness, positive emotions and well-being. There was minimal focus on host residents or host communities and tourism workers. Therefore, the application of positive psychology in tourism and hospitality research continues to remain at the subjective and individual level. The subjective level where positive psychology looks at positive emotions, happiness and satisfaction in life, and the individual level where positive psychology focuses on a study of positive individual traits such as courage, honesty or wisdom (Seligman & Csikszentmihalyi, 2000). There is evidence in this review of a need for future studies to be applied at the group or societal level where the focus is on the development, creation and maintenance of positive institutions such as the host communities and tourism and hospitality workers.
Geographical setting and research samples

This study also identified the geographical setting of existing research between positive psychology and tourist well-being studies. Based on the first author affiliation, most articles were published in developed countries such as Australia, USA, Netherlands, New Zealand and United Kingdom. This finding is significant because it supports the claim by Henrich, Heine, and Norenzayan (2010) that behavioural scientists routinely publish broad claims about human psychology and behaviour based on samples drawn entirely from western, educated, industrialized, rich and democratic societies. Western cultures are generally characterized as valuing individual achievement, self-worth, and personal freedoms (Kim, Choi, Knutson & Borchgrevink, 2017) whilst Eastern countries differ significantly in cultural characteristics from their counterparts in Western countries (Hofstede, 2003). As culture can significantly influence travellers’ expectations and perceptions (Zhang, Li, & Law, 2015), this review therefore highlights a need for tourism and hospitality scholars, specifically in Eastern countries or within Less Developed Countries to explore the positive psychology movement in order to ensure a balanced geographical spread of research and the inclusion of non-Western research samples. There is also the suggestion to expand the research samples to include more mature-aged travellers. Elderly and mature-aged travellers represent a third of the world tourism and hospitality industry in the current context of population aging and therefore deserves specific attention, and the choice of a quality-of-life research approach relying on positive psychology to better understand the benefits derived from travelling (Moal-Ulvoas, 2017).

Based on the foregoing discussion, Figure 7 presents an overall representation of the findings of this review, which maps existing literature and future research on positive psychology and tourist well-being studies in tourism and hospitality research.
5. Theoretical contributions

The second main aim of this review was to present a conceptual framework on the implications of tourist well-being on tourism and hospitality marketing and management. The findings from this review have indicated that tourist well-being has predominantly been examined as an outcome variable, and there is an evident need to link tourist well-being to practical outcomes that would be beneficial to tourism and hospitality operators. Specifically, this review has shown that existing studies on positive psychology and tourist well-being in tourism and hospitality research are focused on three main areas: 1) antecedents or triggers of tourist well-being; 2) episodes or consumption contexts of tourist well-being; and 3) consequences or the benefits of tourist well-being. This review indicates that the benefits of tourist well-being have implications for tourism and hospitality marketing and management, specifically in the areas of behavioural intentions and destination attachment.
**Antecedents**

The findings from this review have shown that there are specific triggers, which contribute to or influence tourist well-being. Some of these triggers include the variables of happiness, positive emotions, savouring, character strengths, gratitude, humour, mindfulness, engagement, relationships, meaning and accomplishment. This review also found that there were a limited number of positive psychological theories, which attempt to explain how these variables influence tourist well-being. The broaden and build theory of positive emotions (Fredrickson, 2004a) was the most commonly applied positive psychological theory. The flow theory (Csikszentmihalyi, 1975) was also applied within the context of white-water rafting (Wu & Liang, 2011), online shopping in travel (Nusair & Parsa, 2011), adventure tourism (Mackenzie et al., 2018), surfing activities (Cheng & Lu, 2015) and mountain holidays (Frochot et al., 2017). In addition, the PERMA model of well-being comprising of five building blocks of well-being and happiness: positive emotions, engagement, relationships, meaning and achievement (Seligman, 2004). These positive psychological theories have been applied in existing conceptual and empirical papers to explain tourist well-being from the lens of positive psychology.

**Episodes**

The findings from the existing literature have also shown that tourist well-being are influenced by interaction with the natural and social environment which are present in certain tourism and hospitality experiences such as wellness tourism, yoga tourism or volunteer tourism. Direct experiences in nature can promote emotional affinity towards nature (Ballantyne & Packer, 2013) and acts of kindness can enhance emotional connection to host communities (Filep, Macnaughton & Glover, 2017). In the tourism context, experiences in rural tourism (Sharpley & Jepson, 2011) and wildlife tourism (Curtin, 2009) have also been linked to well-being.
Museums (Packer, 2013), urban parks (Chiesura, 2004), zoos and aquariums (Falk et al., 2007) have also been found to be restorative environments. A study by Wolf, Stricker, and Hagenloh (2015) also found that participants at thematically connected guided walking, biking and 4WD tours in Australian national parks developed strong ties with community members and experienced significant improvements in health, well-being and competence. However, this review also identified that the tourism consumption contexts in existing research were mostly confined to western countries such as Australia, New Zealand, Netherlands and the USA.

**Consequences**

The benefits of experiencing tourist well-being promotes tourist health by enhancing one’s inner self, belongingness to a social world and reinforces the ability to cope with the stresses of everyday life. The findings of this review has shown that the benefits of experiencing constructs of well-being within tourism, such as the presence of silence (Dillette, Douglas, & Andrzejewski, 2018), acts of kindness (Filep et al., 2017), meaning from vacation experiences such as wellness tourism and yoga tourism (Voigt et al., 2011) has also resulted in behavioural consequences. These behavioural consequences have significant implications for tourism and hospitality marketing and management as it relates to revisit intentions, positive word of mouth (WOM) and destination attachment.

Existing studies from this review suggest that there is a relationship between tourist well-being and behavioural intentions. For example, Lin (2012) found that cuisine experience influenced psychological well-being, which consequently affected tourists revisit intentions. The motivation and subjective well-being also affected the intention to revisit of hiking tourists (Kim, Lee, Uysal, Kim & Ahn, 2015). Furthermore, Reitsamer & Brunner-Sperdin (2015) found that tourists’ well-being had a positive impact on their intention to return and the desire to engage in positive WOM.
The findings from this review also indicate a relationship between tourist well-being and destination attachment. For example, participants’ levels of self-esteem and belonging increased when visualizing a place of attachment, compared to visualizing a non-attached familiar place (Scannell & Gifford, 2017). In addition, individuals feel a sense of belonging and purpose when they establish a harmonious attachment and identity to a specific place (Aitken & Campelo, 2011). An attachment to favourite places also influences revisititation for rest and relaxation (Korpela & Ylén, 2007; Korpela, Ylén, Tyrväinen, & Silvennoinen, 2010). Furthermore, Moss (2009) found that a better understanding of individual well-being and quality of life can be understood by the relationship that people have with their own living environment.

Furthermore, this review has found that the significant contribution of tourist well-being also extends beyond the individual and towards the society in terms of positive attitudes towards poverty alleviation and development issues (Pearce, 2012) and residents participation in value co-creation with tourists (Lin et al., 2017). Therefore, based on the foregoing discussion, this study presents a conceptual framework (see Figure 8) which contributes to existing literature by providing an overall understanding of the antecedents, episodes and consequences of tourist well-being. This framework is significant because it indicates the need for tourist well-being to be examined beyond the boundaries of an outcome variable by understanding the contribution of tourist well-being to tourism and hospitality marketing and management.
Figure 8. Conceptual framework of tourist well-being in tourism and hospitality research

6. Practical implications

This study also recommends practical strategies for tourism and hospitality marketers and managers. Firstly, this review has found that tourist well-being is influenced by positive psychological variables such as happiness, character strengths, gratitude and humour. Therefore, tourism and hospitality marketers should enhance these variables through visuals (images and texts) in destination marketing and promotional collaterals as these may influence tourists’ choice of a destination and, subsequently, revisit intentions and positive WOM which would enhance the economic benefits for tourism destinations.

Secondly, tourism and hospitality marketers should expand general tourist or customer satisfaction questionnaires beyond satisfaction ratings. Other measures such as positive emotions, achievement and personal growth should be considered as these variables are found to influence well-being (Vada, Prentice & Hsiao, 2019). This information would be significant as it can assist in the development of tourism and hospitality products and services, which would maximize tourist satisfaction in ways that contribute to life satisfaction and
tourists’ quality of life. In addition, tourism and hospitality marketers should promote staycations (during weekends) as a healthy and affordable option which captures well-being during a shorter period of time. Such tourism and hospitality products and services may influence behavioural intentions and destination attachment.

Finally, this review has found that tourist well-being is more than just a physical activity and is also influenced by activities or experiences which enhance social relationships, learning a new culture or developing a new skill. Wellness products and services are generally perceived as luxurious and expensive, therefore, by offering reasonable and cost-effective activities such as volunteering activities or home-stay options in host communities would allow tourists to learn about a new culture and connect with the local people. Therefore, these initiatives would not only support well-being amongst tourists and residents in host communities, but would also promote sustainability at destinations.

7. Conclusion

This study mapped the current state of knowledge from academic papers on the intersection between positive psychology and tourist well-being studies in tourism and hospitality research. Through a systematic quantitative review, this study synthesized 82 peer-reviewed articles to examine the theoretical and methodological frameworks applied from positive psychology to the study of tourist well-being, the geographical settings and research samples, and the opportunities for future research in this growing area of interest. This study has shown that despite an increasing number of studies which have applied positive psychology concepts to the study of tourist well-being, the platform of tourism scholarship that directly explores tourist well-being is not well established (Filep & Laing, 2018). Pearce (2009) argued that positive psychology has the power to change the way that tourist behaviour is studied. This study has laid the groundwork by mapping what is known and yet to be known in the relationship between
positive psychology and tourist well-being studies. By providing future directions for research, tourism and hospitality scholars will be able to contribute further to this growing area and the emerging field of ‘positive tourism’ (Filep, Laing & Csikszentmihalyi, 2016). Through a conceptual framework, this paper has also contributed to a better understanding of the antecedents, episodes and consequences of tourist well-being from the lens of positive psychology in tourism and hospitality research. More significantly, this study has provided practical strategies whereby tourist well-being can be utilised to generate optimal outcomes for tourism and hospitality marketers and managers.

8. Limitations and future research

Whilst the nature of the systematic quantitative literature review method and process was explicitly outlined in this study, the limitations lie in the selection of the search terms and the scope of research. The search terms employed in this review were limited to positive psychology, happiness and well-being as informed by previous literature. Future reviews may expand the search terms to include other concepts linked to positive psychology such as positive emotions, character strengths, gratitude and humour. This systematic quantitative literature review was also limited to peer-reviewed articles in English-language academic journals. This may have restricted relevant articles published in different languages or in other sources such as books. Future reviews may expand the inclusion criteria to non-English language academic journals and consider the inclusion of a wider source of materials.

9. References


CHAPTER 5. PAPER 2: THE ROLE OF POSITIVE PSYCHOLOGY IN TOURISTS’ BEHAVIOURAL INTENTIONS


I am the chief investigator. I drafted the literature review section of the paper, collected and analysed the data, and wrote the initial as well as subsequent drafts of the paper. The co-authors of this manuscript are my thesis supervisors. They provided intellectual input for the entire study from conception to completion. Associate Professor Catherine Prentice provided guidance on data analysis and amended multiple full drafts of the paper while Dr. Aaron Hsiao amended early and final drafts of the paper.

9th August 2019
(Signed) _____________________________ (Date) _____________________________
Sera Kogure Vada

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9th August 2019
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The role of positive psychology in tourists’ behavioural intentions

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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 well-being influence behavioural intentions. Goals and well-being were operationalized 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.

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 and Johnson, 2013). Therefore, ‘wellness’ has moved from a niche market product to a more mainstream holistic appreciation (Pyke et al., 2016).

Recently, academics have used the lens of positive psychology to understand how tourism and travel contribute to well-being (Coghlan, 2015; Doyle et al., 2016; Filep, 2009; Filep and Deery, 2016; Filep & Laing, 2019; Filep et al., 2017; Filep & Coghlan, 2016; Matteucci and 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 and 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 et al., 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 seek for while engaging in tourism.
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 and 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., 2016; Gilbert and Abdullah, 2004; Li and Chan, 2017; McCabe and Johnson, 2013; Nawijn and Mitas, 2012; Strauss-Blasche et al., 2000; Uysal et al., 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 and Coudounaris, 2018). A Memorable Tourism Experience (MTE) has also been claimed to include elements of hedonia and eudaimonia (Kim et al., 2012) and provide a context for experiencing well-being as it can positively affect life domains such as family and social lives (Sirgy et al., 2015). 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 et al., 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 and 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 et al., 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 and 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 (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 and Brunner-Sperdin, 2015; Sirgy and 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 et al., 1998; Szymanski and Henard, 2001; Um et al., 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 et al., 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 et al., 2011), religious and spiritual travel (Chamberlain and Zika, 1992), sport tourism (Filo and Coghlan, 2016) and volunteer tourism (Crosley, 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. 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 et al., 1999). Goals, like other cognitive constructs, are susceptible to environmental cues which can connect evaluations and preferences to the situation at hand (Moskowitz and Grant, 2009). The origins of positive psychology can be traced back to Ancient Greek and European philosophy (Smith and Diekmann, 2017) and their hedonic and eudaimonic philosophical traditions (Lambert et al., 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 and 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 and 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 et al., 2010). A critical outcome of a tourist experience is memorability (Sthapit and 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 collection 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 appreciate the holiday as satisfying or memorable. It was also found that
hedonic experiences which provided happiness and pleasure most likely lead to stronger memories (Shapit and Coudounaris, 2018; Tung and 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 (Shapit and 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 and Ryan, 2008; Smith and Diekmann, 2017) and is a multidimensional concept which is related to physical, mental, social, and environmental aspects of living (Pinto et al., 2016). Fifty percent of an individual’s well-being is accounted for by genetically determined set points (Lyubomirsky et al., 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 and 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 and Deery, 2010; Sirgy and 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 and 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 and 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 et al., 2013). Tourists may also acknowledge a memorable tourism experience when an experience is evaluated as above and beyond goal expectations (Tung and Ritchie, 2011). These experiences then contribute to individuals’ happiness through reminiscence memories (Shapit and Coudounaris, 2018).

Recent literature suggests that the supply side of tourist experiences cannot be classified as hedonic or eudaimonic (Knooblboch et al., 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 and 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 et al., (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 and Diekmann, 2017). For example, McCabe and Johnson (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 et al., 2004; Jin, 2015; Barnes et al., 2016). Within the tourism context, it has been found that perceived destination quality significantly influenced satisfaction which in turn, influenced behavioural intentions (Rajaratnam et al., 2015). Prayag et al., (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 et al., 1998; Szymanski and Henard, 2001; Um et al., 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 and 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 et al., 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 (Fig. 1).

3. 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, 2011). 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 and 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 and 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 and 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 and 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 and 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 and Coudounaris, 2018; Tung and 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 et al., 2012; Cohn et al., 2009; Nawijn and 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 et al., 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 et al., 2000). Behavioural intentions in this study were measured by using 3 items adapted from Hosany et al. (2015) and Ma et al. (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 research 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 et al., 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 et al., 2000). The internal reliability of the constructs were assessed using Cronbach’s alpha (Churchill, 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 et al., 2013; Dolnicar et al., 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.

4. 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: $\chi^2 = 445.826$, $p < .0005$, $GFI = .904$; $TLI = .927$; $RMSEA = .060$. The results of standardized residual co-variances and modification index values indicated no conspicuously significant changes to the model. The average variance extracted for each variable was over 0.50, indicative of adequate convergent validity (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.

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 ($\chi^2$ = 396.928, $p = .0005$, $GFI = .916$, $TLI = .941$, $RMSEA = .054$). $H_1$ and $H_2$ 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 $H_1$ and $H_2$ were supported. $H_3$ and $H_4$ 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 $H_3$ ($\beta = 0.30$, $p < .001$) and $H_4$ ($\beta = 0.48$, $p < .001$).

A multiple regression Sobel mediator test was performed to test $H_5$ and $H_6$. The mediation test supported $H_5$ 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 Fig. 2. $H_6$ 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 Fig. 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 and 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 ($β = 0.31$, $p < .001$). H8 proposed that hedonic well-being would have a significant effect on behavioural intentions and H9 proposed that eudaimonic well-being would have a significant effect on behavioural intentions. The results supported H8 ($β = 0.57$, $p < .001$) but not H9 ($β = 0.08$, $p > .001$). The results of the proposed relationships are presented in Table 7.

### 5. 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 and Johansson, 2017) and are susceptible to environmental cues, thereby connecting evaluations and preferences to the situation at hand (Moskowitz and 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 and 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 and 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 and 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 and Rubin, 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 and 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 and 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 and 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 et al., 1998; Szymanski and Henard, 2001; Ume et al., 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 al., 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. 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 and 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 tourist 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.

6.2.1. 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 et al., (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 et al., 2015). Australian culture is regarded as a Western culture and often characterized as valuing individual achievement, self-worth, and personal freedoms (Kim et al., 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.

Appendices

Table 1  Profile of Respondents (N = 430)

<table>
<thead>
<tr>
<th>Variables</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
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</tr>
<tr>
<td>Female</td>
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</tr>
<tr>
<td>Male</td>
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</tr>
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<td>Prefer not to say</td>
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<td>0.2</td>
</tr>
<tr>
<td><strong>Age</strong></td>
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</tr>
<tr>
<td>18–25 years</td>
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<td>14.9</td>
</tr>
<tr>
<td>26–35 years</td>
<td>130</td>
<td>30.2</td>
</tr>
<tr>
<td>36 to ~ 45 years</td>
<td>99</td>
<td>23.0</td>
</tr>
<tr>
<td>46–55 years</td>
<td>60</td>
<td>14.0</td>
</tr>
<tr>
<td>&gt; 55 years</td>
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<td>17.9</td>
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<tr>
<td><strong>Education</strong></td>
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<tr>
<td>Postgraduate degree</td>
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<tr>
<td>Graduate diploma</td>
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<td>6.0</td>
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<tr>
<td>Bachelor’s degree</td>
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<td>30.2</td>
</tr>
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<td>Diploma/certificate</td>
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</tr>
<tr>
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<td><strong>Employment status</strong></td>
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<tr>
<td>Student</td>
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<tr>
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</tr>
<tr>
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<td>6.0</td>
</tr>
<tr>
<td><strong>Income</strong></td>
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<tr>
<td>&lt; $20,000</td>
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<td>&gt; $100,000</td>
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<td><strong>Marital status</strong></td>
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<tr>
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<tr>
<td>Widowed</td>
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<tr>
<td>Divorced/separated</td>
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<td>10.5</td>
</tr>
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</table>

Table 2  Trip details (N = 430)

<table>
<thead>
<tr>
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<th>n</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of trip</strong></td>
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<td></td>
</tr>
<tr>
<td>Holiday</td>
<td>257</td>
<td>59.8</td>
</tr>
<tr>
<td>Visiting Friends and Relatives</td>
<td>125</td>
<td>29.1</td>
</tr>
<tr>
<td>Business</td>
<td>45</td>
<td>10.5</td>
</tr>
<tr>
<td>Study</td>
<td>3</td>
<td>0.7</td>
</tr>
<tr>
<td><strong>Travel company</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family and relatives</td>
<td>253</td>
<td>58.8</td>
</tr>
<tr>
<td>Friends</td>
<td>49</td>
<td>11.4</td>
</tr>
<tr>
<td>Colleagues/peers</td>
<td>38</td>
<td>8.8</td>
</tr>
<tr>
<td>On your own</td>
<td>90</td>
<td>20.9</td>
</tr>
</tbody>
</table>
Table 3
Results for correlations, means and SD among study variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>SD</th>
<th>EWB</th>
<th>HG</th>
<th>EG</th>
<th>MTE</th>
<th>HWB</th>
<th>BI</th>
</tr>
</thead>
<tbody>
<tr>
<td>EWB</td>
<td>5.48</td>
<td>0.97</td>
<td>.713</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HG</td>
<td>6.14</td>
<td>1.04</td>
<td>.067*</td>
<td>.882</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EG</td>
<td>5.08</td>
<td>1.23</td>
<td>.383**</td>
<td>.789</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MTE</td>
<td>5.00</td>
<td>1.37</td>
<td>.311**</td>
<td>.501**</td>
<td>.801</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HWB</td>
<td>4.50</td>
<td>1.25</td>
<td>.393**</td>
<td>.341**</td>
<td>.448**</td>
<td>.710</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BI</td>
<td>5.87</td>
<td>1.05</td>
<td>.367**</td>
<td>.381**</td>
<td>.609</td>
<td>.758</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 ≤ .01.

Table 4
Confirmatory factor analyses results

<table>
<thead>
<tr>
<th>Construct</th>
<th>Items</th>
<th>FL</th>
<th>α</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hedonic goals</td>
<td>Before going on this recent trip, it was important to me that this trip would be:</td>
<td>.91</td>
<td>.91</td>
<td>.91</td>
<td>.78</td>
</tr>
<tr>
<td></td>
<td>Prime</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enjoyable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Makes me feel good</td>
<td>.77</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eudaimonic goals</td>
<td>This recent trip was important to me because it would help me to:</td>
<td>.86</td>
<td>.82</td>
<td>.83</td>
<td>.62</td>
</tr>
<tr>
<td></td>
<td>Grow and learn new things</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cultivate and identify my strengths</td>
<td>.82</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Memorable Tourist Experience</td>
<td>I had a once-in-a-lifetime experience</td>
<td>.76</td>
<td>.87</td>
<td>.88</td>
<td>.64</td>
</tr>
<tr>
<td></td>
<td>I had a unique experience</td>
<td>.89</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>My trip was different from previous trips</td>
<td>.77</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I experienced something new</td>
<td>.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hedonic well-being</td>
<td>In most ways, this recent trip was close to ideal</td>
<td>.64</td>
<td>.83</td>
<td>.84</td>
<td>.51</td>
</tr>
<tr>
<td></td>
<td>The conditions on this trip were excellent</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I was satisfied with this recent trip</td>
<td>.88</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I achieved the most important things on this trip</td>
<td>.70</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I would not change the plans I made for this recent trip</td>
<td>.88</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eudaimonic well-being</td>
<td>I feel like living life 1 day at a time</td>
<td>.75</td>
<td>.80</td>
<td>.83</td>
<td>.62</td>
</tr>
<tr>
<td>Behavioural intentions</td>
<td>I feel like I have a sense of direction and purpose in life</td>
<td>.87</td>
<td>.78</td>
<td>.80</td>
<td>.56</td>
</tr>
<tr>
<td></td>
<td>I enjoy making plans for the future and working to make them a reality</td>
<td>.80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I will revisit this destination in the future</td>
<td>.75</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I will recommend this destination to someone else</td>
<td>.91</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I am likely to talk about my happy experience at this destination to others</td>
<td>.83</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Table 5
Results for mediation testing (Sobel test)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>Input</th>
<th>Test statistic</th>
<th>Standard error</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>H5</td>
<td>HG MTE HWB</td>
<td>a. .20</td>
<td>4.0286459</td>
<td>0.01962359</td>
<td>0.0001068</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b. .27</td>
<td>4.38053309</td>
<td>0.01972363</td>
<td>0.0001184</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sa</td>
<td>4.42554114</td>
<td>0.01952304</td>
<td>0.0000962</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sh.</td>
<td>4.500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H6</td>
<td>EG MTE EWB</td>
<td>a. .20</td>
<td>4.87170527</td>
<td>0.02432413</td>
<td>0.0000111</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b. .237</td>
<td>4.85426079</td>
<td>0.02441154</td>
<td>0.0000121</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sa</td>
<td>4.98893919</td>
<td>0.0242364</td>
<td>0.0000101</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sh.</td>
<td>4.400</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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); Sh = standard error of b.

Table 6
Results for mediation testing (Bootstrapping)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>Direct effect without mediator</th>
<th>Direct effect with mediator</th>
<th>Indirect effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>H5</td>
<td>HG MTE HWB</td>
<td>.394***</td>
<td>.293***</td>
<td>Partial mediation</td>
</tr>
<tr>
<td>H6</td>
<td>EG MTE EWB</td>
<td>.529***</td>
<td>.500***</td>
<td>Partial mediation</td>
</tr>
</tbody>
</table>

Note: ***p ≤ .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

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Endogenous variables</th>
<th>Exogenous variables</th>
<th>Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>MTE &lt; —</td>
<td>Hedonic goals</td>
<td>.165***</td>
</tr>
<tr>
<td>H2</td>
<td>MTE &lt; —</td>
<td>Eudaimonic goals</td>
<td>.481***</td>
</tr>
<tr>
<td>H3</td>
<td>Hedonic well-being &lt; —</td>
<td>Hedonic goals</td>
<td>.307***</td>
</tr>
<tr>
<td>H4</td>
<td>Hedonic well-being &lt; —</td>
<td>Eudaimonic goals</td>
<td>.489***</td>
</tr>
<tr>
<td>H7</td>
<td>Hedonic well-being &lt; —</td>
<td>Hedonic goal</td>
<td>.314***</td>
</tr>
<tr>
<td>H8</td>
<td>Behavioural intentions &lt; —</td>
<td>Hedonic well-being</td>
<td>.576***</td>
</tr>
<tr>
<td>H9</td>
<td>Behavioural intentions &lt; —</td>
<td>Eudaimonic well-being</td>
<td>.080</td>
</tr>
</tbody>
</table>

Full model: (γ2 (174) = 393.566, p = .0005, GFI = .917, TLI = .941, RMSEA = .054).
Note: *p ≤ .0005.

Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.jretconser.2019.06.015.

References


Pyayay, G., Hosany, S., Musakat, B., Chiappa, G.D., 2015. Understanding the relationships between tourists’ emotional experiences, perceived overall image, satisfaction and the intention to recommend. J. Travel Res. 56 (1), 41-54.


CHAPTER 6. PAPER 3: THE INFLUENCE OF TOURISM EXPERIENCE AND WELL-BEING ON PLACE ATTACHMENT


I am the chief investigator. I drafted the literature review section of the paper, collected and analysed the data, and wrote the initial as well as subsequent drafts of the paper. The co-authors of this manuscript are my thesis supervisors. They provided intellectual input for the entire study from conception to completion. Associate Professor Catherine Prentice provided guidance with data analysis and amended multiple full drafts of the paper while Dr. Aaron Hsiao amended an early and final draft of the paper.

9th August 2019
(Signed) ____________________________ (Date) __________________________
Sera Kogure Vada

9th August 2019
(Countersigned) ______________________ (Date) __________________________
Supervisor 1: Catherine Prentice

9th August 2019
(Countersigned) ______________________ (Date) __________________________
Supervisor 2: Aaron Hsiao
The influence of tourism experience and well-being on place attachment

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ABSTRACT

Place attachment is significant in tourism marketing as it influences revisit intentions and destination loyalty. Drawing upon the Place Attachment theory, this study examines how memorable tourism experiences and well-being influences destination attachment in tourism. Well-being is operationalized as hedonic and eudaimonic well-being. Data was collected from 430 recent travellers to investigate the relationship between memorable tourism experiences, hedonic and eudaimonic well-being, and place attachment. The frequency of visits was included in the investigation as a moderating variable. The results show that memorable tourism experiences significantly influence place attachment, and that hedonic and eudaimonic well-being fully mediates this relationship. The frequency of visits do not influence these relationships. Tourists develop an attachment to a destination when their experience is memorable, satisfying and enhances their purpose and meaning in life. This study contributes to the literature on destination attachment and positive psychology. Discussion of the study findings and implications for academics and practitioners conclude the paper.

1. Introduction

Place attachment plays a significant role in tourism marketing. When tourists experience high levels of satisfaction at a destination, they become attached and are more likely to revisit in the future (George and George, 2012). Place attachment is suggested to be influenced by factors such as destination image, destination attractiveness, personal involvement and visitors’ satisfaction (Hou et al., 2005; Lemelin et al., 2015; Prayag and Ryan, 2012; Xu and Zhang, 2016).

However, these existing studies have assumed that the construction of the tourist experience is based on the interaction between the individual tourist and the destination or its components. 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 critical outcome of a tourist experience is memorability, which has been found to affect behavioural intention (Sthapit and Coudounaris, 2018). Recent studies have examined the concept of a Memorable Tourism Experience (MTE) as an experience which involves positive memories that tourists acquire after personally experiencing meaningful activities and events (Kim et al., 2012). The memories of positive tourist experiences have been found to play a role in influencing place attachment (Jorgensen and Stedman, 2006). The relationship between an MTE and place attachment has yet to be examined.

Prior studies have also shown that psychological factors such as well-being are stronger predictors of place attachment than geographical and demographic factors (Mandal, 2016). Recently, tourism and travel trends suggest that the market for holidays that focuses on well-being is growing exponentially (Voigt et al., 2011). As consumers seek a more healthy life-style, they may be more inclined to travel to destinations that promote positive well-being outcomes (Pyke et al., 2016). As a result, well-being and restorative benefits from a holiday may influence tourists’ choice and subsequent attachment to a destination. There are very few studies which examine whether well-being (both hedonic and eudaimonic) influences place attachment. Whilst hedonic views of subjective well-being are common in the tourism literature with happiness and pleasure being seen as the ultimate goal, there is only a few tourism studies which include 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 and Packer, 2013).

Repeat visitation has also been suggested as a determinant of place attachment by implying that tourists who feel highly familiar with their tourism experience through multiple visits tend to develop stronger feelings towards the place which then intensifies their attachment (Lewicka, 2011). In an increasingly urbanised and fast-paced world,
tourism destinations that cater to the need for restorative experiences may expect repeat visitors (Packer and Bond, 2010). More generally, people tend to participate repeatedly in an activity or visit a destination when they feel that participation is valuable to their well-being (Alegre and Cladera, 2006). Frequent visitors to particular types of sites are more likely than infrequent visitors to consider these sites restorative (Packer and Bond, 2010). There are no studies which examine whether the frequency of visits influences the memorability of tourism experiences, well-being outcomes and attachment to a destination.

In order to bridge the above existing gaps in the tourism literature, this present study examines the relationship between memorable tourism experiences, well-being and place attachment. It also examines whether repeat visitation influences these relationships. More specifically, this study seeks to answer four research questions:

1. Does an MTE have a significant influence on hedonic and eudaimonic well-being?
2. Does an MTE have a significant influence on place attachment?
3. Does hedonic and eudaimonic well-being have mediating effects on the relationship between an MTE and place attachment?
4. Does repeat visitation have a significant influence on the relationship between an MTE, well-being and place attachment?

This research employs a quantitative approach and contributes to the literature on destination attachment by examining its association with memorable tourism experiences and well-being. The following section presents a literature review of MTE, well-being and place attachment. A conceptual framework with research hypotheses that specify the direction of the relationships among constructs are proposed on the basis of the review.

2. Literature review

2.1. Memorable tourism experiences and well-being

Tourism, as a deliberate activity, is an important context for experiencing well-being (Filep and Higham, 2014). Memories of holidays, in particular, have been shown to contribute to individual's happiness and well-being through reminiscent memories (Sthapit and Coudounaris, 2018) which affects well-being (Sirgy et al., 2010). Well-being is the fundamental concept of positive psychology and centred on hedonic and eudaimonic philosophical traditions (Lambert et al., 2015).

Beginning with Pearce (2009), tourism academics have used the lens of positive psychology to understand how tourism and travel contribute to well-being (Coghlan, 2015; Doyle et al., 2016; Filep, 2009; Filep and Deery, 2010; Filep et al., 2017; Filo and Coghlan, 2016; Matteucci and Filep, 2017). Positive psychology distinguishes between hedonic and eudaimonic well-being. Hedonic well-being involves positive emotions, happiness and pleasure (feeling good while engaging in an activity) whilst eudaimonic well-being focuses on personal growth and functioning. Eudaimonia can result from activities that are not particularly pleasant at the time they are experienced but which result in positive effects that may occur well after the activity is completed.

Empirical research support the relationship between MTE and hedonic and eudaimonic well-being. For example, Sthapit and Coudounaris (2018) found that the dimensions of hedonism in an MTE had a positive and significant impact on subjective well-being. It is suggested that positive and memorable tourism experiences can contribute to both hedonic and eudaimonic well-being (Sirgy et al., 2010). Gilbert and Abdullah (2004) also found that holiday-taking has the potential to enhance the level of happiness of those enjoying it thus leading to hedonic well-being. Novelty-seeking in an MTE also has a significant effect on hedonic well-being or life satisfaction (Chen and Yoon, 2018). In addition, Li and Chan (2017) found that engagement in home return travel for the Chinese diaspora helped to create meaning and purpose in life, thus leading to eudaimonic well-being. A study by Matteucci and Filep (2017) also found that engagement in flamenco music and dance workshops in Spain strongly contributed to eudaimonic well-being through self-realisation and self-discovery. Consistent with the foregoing discussion, the following hypotheses are offered:

H1. An MTE is significantly related to hedonic well-being
H2. An MTE is significantly related to eudaimonic well-being.

2.2. Memorable tourism experiences and place attachment

A Memorable Tourism Experience (MTE) is defined as a “tourism experience remembered and recalled after the event has occurred” (Kim et al., 2012, p. 13). An MTE is constructed based on a tourist's assessment of their experience and serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience (Kim et al., 2012). Tourists may enjoy themselves during an experience but not experience or recall the same memorable experiences (Ooi, 2005). Therefore, it is necessary to understand tourists' subjective interpretation of the meanings of an experience (Uriely et al., 2003). An MTE comprises of seven dimensions: hedonism, refreshment, social interaction and local culture, meaningfulness, knowledge, involvement and novelty (Sthapit and Coudounaris, 2018). These dimensions have a close association to place attachment. For example, empirical studies show that tourists with a high level of involvement are likely to immerse themselves in the local environment thus facilitating the formation of place attachment (Mamoon, 2016). Likewise, Kyle et al. (2003) found that activity involvement predicted place attachment amongst four groups of hikers along the Appalachian Trail.

Place attachment was first developed in environmental psychology and regarded as an affective bond or link between people and specific places (Hidalgo and Hernandez, 2001). The place attachment construct initially consisted of two dimensions: (1) place dependence which refers to a functional attachment to a place and (2) place identity which refers to a symbolic or affective attachment to a place (Williams and Vaske, 2003). Researchers have also explored other dimensions of place attachment such as place affect which is the emotive dimension of place attachment where individuals build their sentiments about a place and give meaning to it (Hosany and Gilbert, 2010). Place social bonding is another dimension of place attachment which focuses on people's experiences derived from social interactions at a particular place (Scannell and Gifford, 2010). It is suggested that positive bonds connecting humans can be stronger than attachments with the physical attributes of a place (Hidalgo and Hernandez, 2001).

Within the recreation research, the place attachment concept has received a great deal of attention (Backlund and Williams, 2003). In tourism research, studies have indicated that place attachment also plays an important role in tourist experiences (Io and Wan, 2018) as the intensity of place attachment enhances loyalty and revisit behaviour (George and George, 2012). Positive tourism experiences can determine tourists satisfaction and emotional attachment to a destination (Io and Wan, 2018). More specifically, the memories of tourist experiences have been found to play a role in influencing place attachment (Jorgensen and Stedman, 2006). Novelty-seeking was also found to mediate the relationship between past visits and place attachment (George and George, 2012). Ujang et al. (2018) found that place attachment was formed through the development of meaningful spaces for people to interact in public spaces in the city. In the context of cultural tourism destinations, Hou et al. (2005) found that enduring involvement in different cultures has a direct effect on place attachment. Consistent with this foregoing discussion, the following hypotheses is offered:

H3. An MTE is significantly related to place attachment
Well-being is a multidimensional concept and related to physical, mental, social, and environmental aspects of living (Pinto et al., 2016). It has been suggested that the relationship that people have with their own living environment can provide a better understanding of their well-being and quality of life (Moser, 2009). However, Uzzell and Moser (2006) emphasizes that it is not the physical environment that is crucial, but how people perceive and experience it that may provide a better understanding of their well-being and quality of life. Prior studies suggest that place attachment is strongly linked to geographical, demographic and psychological factors (Hidalgo and Hernandez, 2001; Mandal, 2016). However, psychological factors such as life satisfaction and well-being are stronger predictors of place attachment. Mandal (2016) found a positive correlation between life satisfaction and two dimensions of the place attachment construct – place identity and place dependence. The feeling of living in a place with which you identify as part of yourself (place identity) and the feeling of living in a place where you can actively pursue life activities (place dependence) has a positive impact on one’s subjective sense of life satisfaction. Numerous studies also suggest that the relationship that people have with certain places influences their well-being (Moser, 2009). People develop an attachment to favourite places and frequently visit for restoration (Korpela and Ylén, 2007; Korpela et al., 2010). Scannell and Gifford (2017) also found that visualizing a place of attachment (compared to visualizing a non-attached familiar place) increased participants’ levels of self-esteem, meaning and belonging. The harmonious attachment and identity to a specific place provides the individual with a sense of belonging, purpose and meaning in life (Aitken and Campelo, 2011). Studies have also shown that place attachment influences well-being and restoration in older adults (Afsar et al., 2017), children (Jack, 2010) and migrants (Lager et al., 2012).

In the tourism context, experiences in rural tourism (Sharpley and Jepson, 2011) and wildlife tourism (Currit, 2009) have been linked to well-being. Museums (Packer, 2013), urban parks (Chiesura, 2004), zoos and aquariums (Falk et al., 2007) have also been found to be restorative environments. A study by Wolf et al. (2015) also found that participants at thematically connected guided walking, hiking and 4WD tours in Australian national parks developed strong ties with community members and experienced significant improvements in health, well-being and competence. Consistent with this suggestion and foregoing discussion, the following hypothesis are offered:

H4. Hedonic well-being mediates the relationship between MTE and place attachment.

H5. Eudaimonic well-being mediates the relationship between MTE and place attachment.

H6. Hedonic and eudaimonic well-being jointly mediates the relationship between MTE and place attachment.

2.4. The role of repeat visitation

Existing studies have shown that repeat and first-time visitors are two distinct groups with differing wants and needs (Gitelson and Crompton, 1984). For example, Beckmann et al. (1998) found that first-time visitors were more receptive to exploration and learning whereas repeat visitors were more interested in recreational pursuits rather than exploration and learning. First-time visitors may also seek a novel experience whereas repeat visitors are commonly motivated by relaxation (Fakeye and Crompton, 1991). Lau and Mckercher (2004) also found that first-time visitors to Hong Kong intended to participate in a wide range of geographically dispersed activities while repeat visitors intended to shop, dine and spend time with family and friends. Therefore, it is commonly accepted that repeat and first-time visitors exhibit different behaviour whilst at a destination.

Prior studies have also found differences in how first-time and repeat visitors develop an attachment to a destination. For example, Morais and Lin (2010) found that first-time visitors’ intentions to patronize the destination were mainly affected by destination image whereas repeat visitors’ intentions to patronize the destination were primarily affected by destination or place attachment. The Place Attachment theory claims that close bonds to specific places are formed after interaction and become stronger as more time is spent in the same place (Lewicka, 2011). It is also reported that tourists who feel highly familiar with their tourism experiences at a place develop strong feelings towards the place which then intensifies their attachment to the place (Williams and Vaske, 2003). A study by Abou-Shouk et al. (2018) found that repeat tourists were place attached and that this attachment positively influenced tourist satisfaction and intentional repeat visit. Likewise, Williams et al. (1992) found that stronger place and wilderness attachment was associated with previous visits.

Repeat visitation is mainly viewed within the theoretical context of destination loyalty (Rittichainuwat et al., 2003) and considered a desirable phenomenon in the marketing and tourism literature because the marketing costs to attract repeat visitors are lower than those required for first-timers. As repeat visitors promote positive word-of-mouth of the destination to friends and family, they are most likely to revisit the destination (Oppermann, 1998). Repeat visits also suggest high levels of satisfaction and high satisfaction increases positive emotions among visitors thus leading to high levels of place attachment (Ramkisson and Mavondo, 2015). Consistent with this suggestion and foregoing discussion, the following hypothesis is offered:

H7. Frequency of visits moderates the relationship between MTE and hedonic well-being, in that repeat visits has a more significant effect than first-time visits.

H8. Frequency of visits moderates the relationship between MTE and eudaimonic well-being, in that repeat visits has a more significant effect than first-time visits.

H9. Frequency of visits moderates the relationship between MTE and place attachment, in that repeat visits has a more significant effect than first-time visits.

H10. Frequency of visits moderates the relationship between hedonic well-being and place attachment, in that repeat visits has a more significant effect than first-time visits.

H11. Frequency of visits moderates the relationship between eudaimonic well-being and place attachment, in that repeat visits has a more significant effect than first-time visits.

The proposed relationships are presented in Fig. 1.
interaction with the event (Csikszentmihalyi, 1990). A total of 430 responses was received and of the total sample, 65% of respondents were female and 35% were male. The majority of respondents fell in the age group of 18 – 35 (45%) followed by the 36 – 55 group (37%). At least 50% of respondents had acquired a diploma/certificate or bachelor’s degree. The majority of respondents were employed full-time (39%) and earned an annual income of $20,000 - $60,000 (37%). For marital status, 60% of respondents were married, 29% were single (never married), and 11% were divorced or separated. In terms of visit frequency, 33% of respondents were on their first-visit whilst 67% had previously visited the destination.

3.2. Measures

All measurement items were adopted from existing scales in previous studies and were anchored on a 7-point Likert-type scale (1 = strongly disagree, 7 = strongly agree).

Memorable Tourism Experience was measured by adapting the Memorable Tourism Experience Scale in Kim et al. (2012). The MTE scale has been applied in previous studies (Sthapit and Coudounaris, 2018; Tung and Ritchie, 2011) and utilized in cross-cultural settings (Kim and Ritchie, 2014). The Cronbach alpha value for this scale is 0.87.

Hedonic well-being was measured by adapting the Satisfaction with Life Scale (SWLS) developed by Diener (1984). The SWLS has been heavily used as a measure of life satisfaction component of subjective well-being (Brunner-Sperdin et al., 2012; Cohn et al., 2009; Nawijn and Mitas, 2012). The SWLS 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 et al., 1991). 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 Cronbach alpha value for this scale is 0.83.

Eudaimonic well-being was adapted from the Psychological Well-being Scale (PWS) developed by Ryff (1989). The PWS assesses a range of psychological factors which influence psychological well-being and has been applied in tourism research (Milman, 1998; Neal et al., 2007). Three items reflecting purpose after a tourist experience were included in this study. The Cronbach alpha for this scale is 0.80.

Place Attachment was measured by adapting the Place Attachment Inventory (PAI) in Williams and Vaske (2003). The PAI measures an individual’s attachment to specific or general places by means of two dimensions: self-identification with a place, and the capacity of the place to support a person’s activities or goals. The PAI has also been applied in previous tourism research (Gross and Brown, 2008; Mamoon, 2016). The Cronbach alpha value for this scale is 0.85.

3.3. Procedures

The main instrument for data collection was an online survey. An online survey was suitable for this study as it allowed researchers to obtain information that cannot be observed directly, such as attitudes and emotions (Creswell et al., 2007). It also provided extensive flexibility in data analysis and enabled the researchers to ask numerous questions about a subject (Tracy, 2012). The survey was administered for two weeks in June 2018 to an online panel provided by Qualtrics™, a global market research firm. Online panels are becoming increasingly common in tourism and marketing research with researchers finding such data to be reliable with no bias in responses (Brandon, Long, Loraas, Mueller-Phillips, & Vansant, 2013; Dolnicar, Yanamandram, & Cliff, 2012). Qualtrics™ was selected for this study based on its research experience, reputation and ability to reach the target market.

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 recently 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™ ensured a variety of participants in terms of demographics by distributing the surveys across the country and to different age groups. The online questionnaire was distributed to 1000 Qualtrics™ panel members and 430 completed questionnaires were received. Previously validated scales were used and was pilot-tested to ensure face validity and clarity. To minimise response bias, similar questions were dispersed throughout different sections in the survey to refresh respondents’ memories and ensure identical responses.

4. 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,
Note: α = Cronbach’s alpha, FL = factor loadings, CR = composite reliability, AVE = average variance extracted.

Results for confirmatory factor analyses.

<table>
<thead>
<tr>
<th>Item</th>
<th>FL</th>
<th>α</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memorable Tourist Experience</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I had a once-in-a-lifetime experience</td>
<td>0.76</td>
<td>0.87</td>
<td>0.88</td>
<td>0.64</td>
</tr>
<tr>
<td>I had a unique experience</td>
<td>0.89</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My trip was different from previous trips</td>
<td>0.77</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I experienced something new</td>
<td>0.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hedonic well-being</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In most ways, this recent trip was close to ideal</td>
<td>0.64</td>
<td>0.83</td>
<td>0.84</td>
<td>0.51</td>
</tr>
<tr>
<td>The conditions on this trip were excellent</td>
<td>0.70</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I was satisfied with this recent trip</td>
<td>0.88</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I achieved the most important things on this trip</td>
<td>0.70</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would not change the plans I made for this recent trip</td>
<td>0.88</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eudaimonic well-being</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel like living life one day at a time</td>
<td>0.75</td>
<td>0.80</td>
<td>0.75</td>
<td>0.51</td>
</tr>
<tr>
<td>I feel like I have a sense of direction and purpose in life</td>
<td>0.87</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I enjoy making plans for the future and working to make them a reality</td>
<td>0.80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place Attachment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel that this place is a part of me</td>
<td>0.85</td>
<td>0.85</td>
<td>0.86</td>
<td>0.60</td>
</tr>
<tr>
<td>This place is the best place for what I like to do</td>
<td>0.86</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This place is very special to me</td>
<td>0.89</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No other place can compare to this place</td>
<td>0.74</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

MTE: Memorable Tourist Experience; HWB: Hedonic well-being; EWB: Eudaimonic well-being; PA: Place Attachment.

The results of model fit indices are acceptable: ($\chi^2$ (98) = 313.919, $p < .0005$, GFI = 0.910; TLI = 0.916; RMSEA = 0.072). The results of standardized residual co-variances and modification index values indicate no conspicuously significant changes to the model. The average variance extracted for each variable was over 0.50, 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 2). All items have significant loadings on their corresponding constructs, demonstrating adequate convergent validity. The square root of average variance extracted of each construct exceeds the correlation between constructs, indicating discriminant validity. The results for correlations, means, and SD among study variables are provided in Table 1.

4.2. Hypothesis testing

Structural equation modelling (SEM) was deployed to examine the proposed relationships in the current study. The model appears to fit the data reasonably well ($\chi^2$ (98) = 307.732, $p = .000$, GFI = 0.910, RMSEA = 0.072). The results of standardized residual co-variances and modification index values indicate no conspicuously significant changes to the model. The average variance extracted for each variable was over 0.50, 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 2). All items have significant loadings on their corresponding constructs, demonstrating adequate convergent validity. The square root of average variance extracted of each construct exceeds the correlation between constructs, indicating discriminant validity. The results for correlations, means, and SD among study variables are provided in Table 1.

5. Discussion

Research on place attachment has found that close bonds to specific places are formed after interaction and become stronger as more time is spent in the same place (Lewicka, 2011). This study addresses four research questions concerning the effects of MTE, hedonic and eudaimonic well-being, and repeat visitation on place attachment. The major findings of this study show that: (1) an MTE has a significant effect on hedonic and eudaimonic well-being; (2) an MTE significantly influences place attachment; (3) hedonic well-being partially mediates the relationship between an MTE and place attachment; (4) eudaimonic well-being partially mediates the relationship between an MTE and place attachment; and (5) eudaimonic and hedonic jointly fully mediates the relationship between an MTE and place attachment; and (6) first-time and repeat travellers do not significantly moderate the relationship between MTE, well-being and place attachment. A detailed discussion of the findings follows.
5.2. MTE and place attachment

Being depends on how meaningful the tourist experience was. Therefore, whether a holiday leads to hedonic and eudaimonic well-being doing the same thing at the same place and time (Volo, 2009). People have different experiences even if they from the work and stress at home (Pearce, 2009). Holiday experiences and holidays are often described as a time of relaxation and an escape can also have deeply meaningful and transformative elements (Filep, 2017). This study supports recent literature, which suggest that Spain contributed to self-realisation and fulfilment (Matteucci and Maries and Watkins, 2003; Rollero and De Piccoli, 2010; Scannell and Gifford, 2017). This study shows that both hedonic and eudaimonic well-being causes place attachment. This is aligned to Huta (2013) who argued that the degree to which a tourist becomes attached to a destination is dependent upon how memorable a tourist experience is.

5.3. Mediation relationship

This study proposed that well-being mediates the relationship between MTE and place attachment. The results support the proposed relationships and showed that both hedonic well-being and eudaimonic well-being fully mediates the relationship between MTE and place attachment. Most studies on place attachment and well-being identifies attractiveness, personal involvement and visitor satisfaction were identified as the determinants of place attachment (Hou et al., 2005; Lemelin et al., 2015; Prayag and Ryan, 2012; Xu and Zhang, 2016). Larsen (2007) suggests that the tourist experience should not be considered to be any or all of 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 influenced by motivational and emotional states and is conditioned by personal values, opinions, and worldviews (Prebensen and Foss, 2011). It is suggested that tourist destinations are not at all that important in creating tourist experiences, whereas the individual tourist is. This study therefore supports the argument that the degree to which a tourist becomes attached to a destination is dependent upon how memorable a tourist experience is.

5.4. Moderation relationship

This study included first-time and repeat visitors as moderators between the proposed relationships. The path coefficients were diverse interpretations of a single tourist product due to their different interests and backgrounds. An MTE was chosen as a suitable determinant of place attachment as it includes elements of hedonia and eudaimonia (Kim et al., 2012) which have been found to influence place attachment. Place attachment is also multi-dimensional and cannot be explained through a cause and effect relationship (Lewicka, 2011). A limitation with previous studies was that destination image, destination attractiveness, personal involvement and visitor satisfaction were identified as the determinants of place attachment (Hou et al., 2005; Lemelin et al., 2015; Prayag and Ryan, 2012; Xu and Zhang, 2016). Larsen (2007) suggests that the tourist experience should not be considered to be any or all of 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 influenced by motivational and emotional states and is conditioned by personal values, opinions, and worldviews (Prebensen and Foss, 2011). It is suggested that tourist destinations are not at all that important in creating tourist experiences, whereas the individual tourist is. This study therefore supports the argument that the degree to which a tourist becomes attached to a destination is dependent upon how memorable a tourist experience is.

5.1. MTE and well-being

This study proposed that an MTE has a significant effect on well-being. Well-being was operationalised as hedonic and eudaimonic well-being. The results support all proposed relationships which suggest that an MTE allows tourists to experience happiness and pleasure within a short-term (hedonic well-being) as well as personal development and growth in the long-term (eudaimonic well-being). This finding is therefore aligned to existing empirical studies which have shown that people are happier during their holiday than at home (Filep, 2008b) and holidays are often described as a time of relaxation and an escape from the work and stress at home (Pearce, 2009). Holiday experiences can also have deeply meaningful and transformative elements (Filep, 2008a). For example, it was found that a flamenco tourist experience in Spain contributed to self-realisation and fulfilment (Matteucci and Filep, 2017). This study supports recent literature, which suggest that the supply side of tourist experiences per se cannot be classified as hedonic, or eudaimonic. People have different experiences even if they are doing the same thing at the same place and time (Volo, 2009). Therefore, whether a holiday leads to hedonic and eudaimonic well-being depends on how meaningful the tourist experience was.

5.2. MTE and place attachment

The study proposed that an MTE has a significant influence on place attachment. The results support this relationship. Tourists can have

Table 3

Results for mediation testing.

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Direct effect without mediator</th>
<th>Direct effect with mediator</th>
<th>Indirect effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTE HWB PA</td>
<td>0.156***</td>
<td>0.159***</td>
<td>Partial mediation</td>
</tr>
<tr>
<td>MTE EWB PA</td>
<td>0.159***</td>
<td>0.156***</td>
<td>Partial mediation</td>
</tr>
<tr>
<td>MTE HWB EWB PA</td>
<td>0.313***</td>
<td>0.072</td>
<td>Full mediation</td>
</tr>
</tbody>
</table>

Note: .
MTE: Memorable Tourist Experience; HWB: Hedonic well-being; EWB: Eudaimonic well-being; PA: Place Attachment.

*** p ≤ .0005.
** p > .05.

Table 4

Regression weights between the proposed relationships.

<table>
<thead>
<tr>
<th>Endogenous variables</th>
<th>Exogenous variables</th>
<th>Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hedonic well-being</td>
<td>MTE</td>
<td>0.450***</td>
</tr>
<tr>
<td>Eudaimonic well-being</td>
<td>MTE</td>
<td>0.336**</td>
</tr>
<tr>
<td>Place attachment</td>
<td>MTE</td>
<td>0.313**</td>
</tr>
<tr>
<td>Place attachment</td>
<td>Hedonic well-being</td>
<td>0.246**</td>
</tr>
<tr>
<td>Place attachment</td>
<td>Eudaimonic well-being</td>
<td>0.442**</td>
</tr>
</tbody>
</table>

Full model: (χ2 (98) = 307.732, p = .000, RMSEA = 0.071, GFI = 0.917, TLI = 0.919).

Note: * p > .05.
** p ≤.01.
*** p ≤.0005.

Table 5

Moderation effects between the proposed relationships.

<table>
<thead>
<tr>
<th>Path analysis</th>
<th>First-time visitors</th>
<th>Repeat visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTE → HWB</td>
<td>0.580***</td>
<td>0.412***</td>
</tr>
<tr>
<td>MTE → EWB</td>
<td>0.199</td>
<td>0.386**</td>
</tr>
<tr>
<td>MTE → PA</td>
<td>0.127</td>
<td>0.149**</td>
</tr>
<tr>
<td>HWB → PA</td>
<td>0.168</td>
<td>0.247***</td>
</tr>
<tr>
<td>EWB → PA</td>
<td>0.771***</td>
<td>0.266**</td>
</tr>
</tbody>
</table>

Note: .
*** p ≤ .0005.
** p ≤ .01.
* p > .05.
different and indicates that first-time and repeat visitors are not different in their perceptions of their recent memorable tourism experience, well-being and place attachment. Although existing studies suggest that it is generally accepted that repeat and first-time visitors exhibit different behaviour whilst at a destination, this study reports otherwise whereby first-time and repeat visitors both experience hedonic and eudaimonic well-being from a tourism experience which influences place attachment. First-time visitors have been reported to be a volatile and expensive market to pursue whereas repeat visitors represent a stabilizing influence for most destinations (Oppermann, 1998). As a result, repeat visitation is viewed as an attractive and cost-effective segment for most destinations. Lau and McKercher (2004) suggest that first-time and repeat visitors are more likely to develop place attachment than first-time visitors. However, due to the subjective and personal nature of tourist experiences, two individuals with appraisals of the same activity can have different emotional experiences. This study found that both first-time and repeat visits can experience place attachment. There is also no difference in terms of their well-being outcomes. For both first-time and repeat visitors, tourist experiences are not only about pleasure but also has the potential to influence their lives beyond the actual holiday (Knobloch et al., 2017). A study by Huang et al. (2016) found that first-time visitors with immigrant origins to the destination often feel connected to the people, culture and heritage of the destination before actually visiting the place. Therefore, experiences cannot be classified as memorable, hedonic or eudaimonic but are defined as such by the individuals engaging in them (Knobloch et al., 2017). This study has shown that visitors on their first trip to a destination can also become attached to the destination as it depends on the significance and meaning that has been attached to their experience.

6. Implications

6.1. Theoretical contributions

This study discusses the influence of MTE as a determinant of place attachment and the mediating role of hedonic and eudaimonic well-being on this relationship. It also examines whether the frequency of visits influenced this relationship. This study therefore makes two theoretical contributions. Firstly, this study contributes to the place attachment literature by examining the determinants of place attachment beyond destination image and tourist satisfaction. Previous studies have examined place attachment as the cause of well-being. This study has shown that place attachment is a consequence of well-being following an MTE. This study has also shown that visiting frequency does not significantly moderate the relationship between MTE, well-being and place attachment. First-time and repeat visitors both experience well-being from an MTE which triggers place attachment. Therefore, the findings contradicts the Place Attachment theory as multiple visits to a destination does not necessarily lead to place attachment. This study has shown that first-time visits to a destination can influence place attachment as it depends on how significant and memorable a tourist experience is. Therefore, although existing studies suggest that first-time and repeat visitors exhibit different behaviour whilst at a destination, this study reports otherwise. This therefore emphasizes the subjective nature of tourist experiences and that a one-size-fits-all approach should not be applied to first-time or repeat visitors as place attachment is significantly influenced by the meaning associated with the tourist experience.

Secondly, this study contributes to the positive psychology literature by emphasizing the importance of hedonic and eudaimonic well-being in determining place attachment. Most importantly, this study suggests that an MTE contributes to both hedonic and eudaimonic well-being. As such, this study reinforces existing research which emphasize that while hedonia and eudaimonia may seem disparate, they are in fact not mutually exclusive. This study has shown that hedonic and eudaimonic well-being overlap and the combination of both well-being constructs is significant and jointly influences place attachment.

6.2. Managerial implications

This study also has managerial implications. Firstly, by providing industry practitioners with an understanding and appreciation that tourist experiences can extend beyond hedonic enjoyment by contributing to an individual’s well-being and general quality of life. This understanding can enhance the motivation of tourism providers to further increase engagement and interaction with their customers. This study has shown that the well-being outcomes for first-time and repeat travellers are the same and therefore segmenting the market based on first-time and repeat visitors is not significant. The positive well-being benefits from a holiday experience can provide opportunities for the visitor economy. Well-being as a tourism product resource has the potential to be applied as a marketing tool to influence consumer’s choice of a holiday destination. By implementing a well-being philosophy for tourist destinations may encourage more individuals to engage in tourism, which will increase economic benefits.

Secondly, managers and front-line staff should be cautioned against generalizing a memorable tourism experience, recognising that a memorable experience is not context specific and is dependent on the individual tourist perceptions. As suggested by Knobloch et al. (2017), this would allow tourism providers to understand the differences in customer experiences, particularly regarding the importance of hedonia and eudaimonia.

6.3. Conclusion

Drawing upon the Place Attachment theory, this study examines how memorable tourism experiences and well-being influences destination attachment in tourism. Through undertaking a survey on 430 travellers, the study shows that memorable tourism experiences significantly influences place attachment, and that well-being fully mediates this relationship. The finding of this study has shown that the benefits of experiencing both well-being from tourism contributes to place attachment. Regardless of whether tourists are first-time visitors or repeat visitors to a destination, well-being is a desired feature that consumers search for while engaging in tourism. Therefore, well-being, as a tourism product resource can support the sustainability of the tourism industry through the development of destination attachment and loyalty to tourism destinations.

6.3.1. Limitations and future research

This study employed self-report measures through an on-line survey and common-method bias could have inflated the relationship between variables. The measures are also unlikely to capture the richness and resonance of the recent tourism experience. Therefore, a qualitative study would provide an in-depth understanding and insights into why a tourist experience was memorable and how well-being is experienced. 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 research sample of this study were recent travellers and did not
focus on any specific tourism context. Future studies could examine recent travellers to one specific destination or attraction to gain further insight and a deeper understanding on the different well-being benefits and levels of place attachment. A further limitation of this study relates to the socio-demographics of the research sample whereby 65% were females. There are conflicting studies which suggest that there is no significant difference between gender and place attachment (Mandal, 2016) whilst others suggest that females exhibit stronger ties to places (Hidalgo and Hernandez, 2001; Mesch and Manor, 1998). Therefore, future studies could examine the role of gender and place attachment within a tourism context.

References


CHAPTER 7. GENERAL DISCUSSION AND CONCLUSION

7.1 Introduction

This concluding chapter presents the general discussion and conclusion to the main findings of this thesis. Firstly, this chapter revisits the research aim and research questions. The results of the three papers, which consists of the systematic quantitative literature review paper and two empirical papers, are discussed. The implications for theory and practice are then presented which outlines the theoretical and managerial contributions of this thesis. The chapter concludes with the limitations of the thesis and recommendations for future research.

7.2 Revisiting the research aim and research questions

Despite the growing interest and research on positive psychology and tourist well-being studies, the research in this area remains fragmented. Empirical research linking holidays and well-being also lack 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. There are also minimal studies, which examine if and how tourist well-being can be utilised as a marketing strategy to generate optimal outcomes for tourism and hospitality operators. Therefore, the main aim of this thesis was to examine the effects of hedonic and eudaimonic well-being in tourism and investigate whether well-being, as a tourism product resource can support the sustainability of the tourism industry by enhancing behavioural intentions and destination attachment.

To achieve this aim, three interrelated research questions were presented in the introductory chapter of this thesis.
**RQ1:** What is the relationship between well-being and tourism & hospitality marketing and management?

**RQ2:** What is the relationship between positive psychology and tourists’ behavioural intentions?

**RQ3:** What is the relationship between tourist well-being and destination attachment?

Research question 1 was addressed through a systematic quantitative literature review of peer-reviewed articles in positive psychology and tourist well-being studies. This systematic review was significant as it identified specific gaps in research, which were then addressed with research questions 2 and 3 through an empirical investigation. Research questions 2 and 3 were underpinned by the top-down and bottom-up theories of well-being and place attachment theory. As the thesis is framed within a positivist paradigm, the three research questions were answered by adopting primarily quantitative research methods. The next section discusses how each research question was addressed.

---

**Research Gap 1**
Lack of knowledge on current state of literature on positive psychology and tourist well-being studies

**Research Question 1**
What is the relationship between well-being and tourism & hospitality marketing and management?

Systematic quantitative literature review

**Research Gap 2**
Unconsolidated literature on what influences hedonic and eudaimonic well-being

**Research Question 2**
What is the relationship between positive psychology and tourists’ behavioural intentions?

Top-down and bottom-up theories of well-being

**Research Gap 3**
Minimal studies on how tourist well-being can be utilized as a marketing tool

**Research Question 3**
What is the relationship between tourist well-being and destination attachment?

Place attachment theory

*Empirical enquiry

---

Figure 1. The research process
**Research Question 1:** *What is the relationship between well-being and tourism & hospitality marketing and management?*

The answer to Research Question 1 was addressed in Paper 1, which presented a systematic quantitative literature review of 82 peer-reviewed research articles published in English language academic journals on positive psychology and tourist well-being studies. By providing the current state of knowledge at the intersection between positive psychology and tourist well-being studies, the findings from this paper provided future directions for research in this growing area of interest. The paper also presented a conceptual framework on the antecedents, episodes and consequences of tourist well-being, which provides a better understanding of how tourist well-being is triggered in the context of tourism and hospitality. The paper also suggested practical strategies on how tourist well-being can generate optimal outcomes for tourism and hospitality marketers and managers.

**Research Question 2:** *What is the relationship between positive psychology and tourists’ behavioural intentions?*

The answer to Research Question 2 was addressed in Paper 2, which empirically tested the relationship between goals, memorable tourism experiences, and well-being on behavioural intentions. In this study, goals (operationalized as hedonic and eudaimonic goals) was examined as an independent variable. MTE was examined as a mediator between goals and well-being. Well-being (operationalized as hedonic and eudaimonic well-being) and behavioural intentions were examined as dependent variables. The proposed study model presented nine hypotheses to test the relationship between goals, MTE and well-being on behavioural intentions.

The empirical investigation was carried out using an online survey instrument, which was designed using constructs, variables and measurement scales based on previous research
in positive psychology and tourist well-being studies. The participants included Australian residents who were over 18 years of age and had taken a trip in the past three months. The data collection was undertaken in July 2018. Following two pilot studies, the formal online survey was administered to an online panel by a global market research firm, Qualtrics™. Qualtrics™ was selected based on its research experience, reputation and ability to reach the target market. The data collection process began with Qualtrics™ sending an email to their Australian panel with two screening questions to ensure that only Australian residents over the age of 18 participated and that they had taken a trip in the past three months. To ensure that all responses were completed without missing data, all questions on the survey had a forced response. Additionally, Qualtrics™ ensured a variety of participants in terms of demographics by distributing the survey across Australia and to different age groups. A total of 430 complete responses was collected and data was then downloaded into an Excel file format for analysis. Structural Equation modelling (SEM) was deployed to examine the proposed relationships.

**Research Question 3: What is the relationship between tourist well-being and destination attachment?**

The answer to Research Question 3 was addressed in Paper 3, which empirically tested the relationship between MTE, well-being and place attachment. In this study, well-being (operationalized as hedonic and eudaimonic well-being) was examined as a mediator. MTE was examined as an independent variable and place attachment was examined as the dependent variable. The frequency of visits was included as a moderating variable. The proposed study model presented 11 hypotheses to test the relationship between MTE, well-being and destination attachment. The main instrument for data collection was an online survey administered to an online panel in July 2018 by a global market research firm, Qualtrics™. A
total of 430 responses were collected and Structural Equation modelling (SEM) was deployed to examine the proposed relationships.

7.3 Results of the systematic quantitative literature review

7.3.1 Paper 1: Linking tourist well-being and tourism & hospitality marketing and management

Paper 1 consisted of two main aims. Firstly, to identify future directions for research in the intersection between positive psychology and tourist well-being studies; and, secondly, to present a conceptual framework on the implications of tourist well-being on tourism and hospitality marketing and management. The major findings from the 82 peer-reviewed articles on the intersection between positive psychology and tourist well-being studies showed that:

1. Existing research did not clearly articulate a theoretical base and a limited number of positive psychological theories have been applied to tourist well-being studies within tourism and hospitality research;

2. The positive psychological variables continue to revolve around happiness and well-being;

3. There is a balance in the application of qualitative and quantitative methodological techniques;

4. The research focus is examined predominantly from tourists’ perspective; and,

5. The geographic settings of research were predominantly in developed countries with research samples from western cultures.

Based on the above findings, Figure 2 presents an overall representation of the findings of this paper, which maps existing literature and future research on positive psychology and tourist well-being studies in tourism and hospitality research.
Figure 2. Findings from the systematic review of 82 peer-reviewed articles

The findings from the paper also indicated that tourist well-being has predominantly been examined as an outcome variable, and there was an evident need to link tourist well-being to practical outcomes that would be beneficial to tourism and hospitality operators. Therefore, the paper has shown that existing studies on positive psychology and tourist well-being in tourism and hospitality research were focused on three main areas: 1) antecedents or triggers of tourist well-being; 2) episodes or consumption contexts of tourist well-being; and 3) consequences or the benefits of tourist well-being. Figure 3 presents a conceptual framework, which also indicated that the benefits of tourist well-being had significant implications for tourism and hospitality marketing and management in the areas of behavioural intentions and destination attachment. The findings from the systematic quantitative literature review was significant because it guided the empirical investigation of the thesis. The empirical investigation applied the top-down and bottom-up theories of well-being and the place attachment theory to further investigate the effects of hedonic and eudaimonic well-being in
tourism on behavioural intentions and destination attachment. The results of the empirical investigation is discussed in the next section.

![Conceptual framework of tourist well-being in tourism and hospitality research](image)

**Antecedents**

*Triggers of tourist well-being*

<table>
<thead>
<tr>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happiness</td>
</tr>
<tr>
<td>Positive emotions</td>
</tr>
<tr>
<td>Savouring</td>
</tr>
<tr>
<td>Character strengths</td>
</tr>
<tr>
<td>Gratitude</td>
</tr>
<tr>
<td>Humour</td>
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<tr>
<td>Mindfulness</td>
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<tr>
<td>Engagement</td>
</tr>
<tr>
<td>Relationships</td>
</tr>
<tr>
<td>Meaning</td>
</tr>
<tr>
<td>Accomplishment</td>
</tr>
</tbody>
</table>

**Positive psychology theories**

- Broaden and build theory
- Flow theory
- PERMA model
- Mindfulness theory

**Episodes**

*Consumption contexts of tourist well-being*

- Natural environment and built environment
  - Presence of silence
- Social environment
  - Acts of kindness
- Tourist experiences
  - Wellness tourism
  - Yoga tourism
  - Volunteer tourism
- Countries
  - Western countries

**Consequences**

*Benefits for tourism and hospitality marketing*

- Revisit intentions
- Positive word-of-mouth
- Residents participation in value co-creation with tourists
- Positive attitudes towards poverty alleviation and development issues

Promotes tourist health and well-being

- Positive aging through social support
- Belongingness to social world
- Finding one’s inner self
- Ability to cope with the stresses of life

Figure 3. Conceptual framework of tourist well-being in tourism and hospitality research

### 7.4 Results of empirical investigation

Research Questions 2 and 3 included the empirical investigation to test two conceptual models that were developed based on specific research gaps from the systematic quantitative literature review and the review of relevant literature. The following section discusses the results of the hypotheses from each conceptual model and compares the results with previous literature in order to develop conclusions for each hypothesis.

#### 7.4.1. Paper 2: The role of positive psychology on tourists’ behavioural intentions

This paper addressed research gap 2 whereby existing literature is unconsolidated on what influences hedonic and eudaimonic well-being. In addition, whilst many existing studies largely support a bottom-up approach whereby travel and tourism contributes to well-being,
there are minimal studies, which examine an alternative route to well-being through a top-down approach. Furthermore, there is limited research, which examines the effect of well-being on behavioural intentions.

Therefore, this paper developed and empirically tested a model of goals, memorable tourism experiences and well-being on behavioural intentions. The model was underpinned by the top-down and bottom-up theories of well-being (Diener, Suh, Lucas, & Smith, 1999). The bottom-up approach postulates that well-being is derived from a totality of positive and pleasant life experiences, and in this context, a memorable tourism experience (MTE) was regarded as a pleasant life experience. The top-down approach argues that well-being is influenced by a person’s internal disposition, and in this context, goals are regarded as a significant construct, which influences well-being. Therefore, the model analysed a number of relationships: 1) the relationships between goals and MTE; 2) the relationships between goals and well-being; 3) the mediating role of MTE on the relationship between goals and well-being; and 4) the relationship between well-being and behavioural intentions. Figure 4 presents the proposed relationships between the variables.

Figure 4. Proposed Study Model 1
To address research question 2, four sub-research questions with nine hypothesis were developed based on relevant existing literature. Structural equation modelling was deployed to examine the proposed relationships and the results for the hypothesis testing (refer Table 1) showed that, with the exception of hypothesis 9 (H9), all hypotheses were supported. The next section will address each hypothesis and link these findings to existing literature.

Table 1. Results for Study Model 1

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Research Hypothesis</th>
<th>Hypothesis test</th>
</tr>
</thead>
<tbody>
<tr>
<td>2a: Does goals have a significant influence on MTE?</td>
<td><strong>H1</strong>: Hedonic goals have a significant influence on MTE.</td>
<td>Supported</td>
</tr>
<tr>
<td></td>
<td><strong>H2</strong>: Eudaimonic goals have a significant influence on MTE.</td>
<td>Supported</td>
</tr>
<tr>
<td>2b: Does goals have a significant influence on well-being?</td>
<td><strong>H3</strong>: Hedonic goals have a significant influence on hedonic well-being.</td>
<td>Supported</td>
</tr>
<tr>
<td></td>
<td><strong>H4</strong>: Eudaimonic goals have a significant influence on eudaimonic well-being.</td>
<td>Supported</td>
</tr>
<tr>
<td>2c: Does an MTE have a mediating effect on the relationship between goals and well-being?</td>
<td><strong>H5</strong>: An MTE mediates the relationship between hedonic goals and hedonic well-being</td>
<td>Supported (partial mediation)</td>
</tr>
<tr>
<td></td>
<td><strong>H6</strong>: An MTE mediates the relationship between eudaimonic goals and eudaimonic well-being</td>
<td>Supported (partial mediation)</td>
</tr>
<tr>
<td></td>
<td><strong>H7</strong>: Hedonic well-being has a significant influence on eudaimonic well-being.</td>
<td>Supported</td>
</tr>
<tr>
<td>2d: Does well-being have a significant influence on behavioural intentions?</td>
<td><strong>H8</strong>: Hedonic well-being has a significant influence on behavioural intentions</td>
<td>Supported</td>
</tr>
<tr>
<td></td>
<td><strong>H9</strong>: Eudaimonic well-being has a significant influence on behavioural intentions</td>
<td>Not supported</td>
</tr>
</tbody>
</table>
2a: Does goals have a significant influence on MTE?

H1 and H2 supported the relationship between hedonic and eudaimonic goals on MTE. In positive psychology literature, people with hedonic goals concentrate on happiness and pleasure at the end of a pursuit. People with eudaimonic goals concentrate on how the activity or event may improve themselves in terms of personal growth (Huta, 2013). However, the subjective nature of a tourist experience means that tourists can have diverse interpretations of a single tourist product regardless of whether they had hedonic or eudaimonic goals. This finding is aligned to recent literature which suggests that the supply side of tourist experiences, per se, cannot be classified as hedonic or eudaimonic (Knobloch, Robertson & Aitken, 2017). An MTE may consist of elements of hedonia and eudaimonia (Kim et al., 2012). Therefore, the degree to which a tourist has a memorable tourism experience depends on the value people attach to travel goals (Sirgy, et al., 2010).

2b: Does goals have a significant influence on well-being?

H3 and H4 supported the relationship between hedonic and eudaimonic goals on hedonic and eudaimonic well-being. Recently, Sirgy (2010) proposed a goal theory of subjective well-being, which hypothesized that tourists’ choice of leisure travel goals is important because attractive and attainable travel goals are more likely to experience higher levels of subjective well-being because of their leisure travel. The findings from this paper supports this proposed theory and highlights the importance of tourists selecting intrinsic and growth-based goals in order to enhance their well-being following their tourism experience.
2c: Does an MTE have a mediating effect on the relationship between goals and well-being?

H5 and H6 supported the mediating effect of MTE on the relationship between goals (both hedonic and eudaimonic) on well-being (both hedonic and eudaimonic). Although there was partial mediation between the proposed relationships, this paper supports the bottom-up theory of well-being (Diener, 1984) which argues that tourism experiences as a deliberate activity provides an important context for experiencing well-being (Filep & Higham, 2014). This finding shows that tourists can experience a 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.

2d: Does well-being have a significant influence on behavioural intentions?

H8 supported the relationship between hedonic well-being and behavioural intentions; however, H9 did not support the relationship between eudaimonic well-being and behavioural intentions. The results of this paper, therefore, have 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. However, tourists who feel eudaimonic well-being from their tourism experience does not necessarily lead to revisit intentions and positive WOM. This may be because eudaimonic effects can result from unpleasant activities at the time, which subsequently have 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 (H7). Therefore, although eudaimonic well-being does not directly influence revisit intentions and
positive WOM, it may also be triggered through hedonic well-being. The above discussion and findings from testing the proposed study model are presented in Figure 5.

![Figure 5. Findings for Study Model 1](image)

Note: Blue lines = significant relationship

### 7.4.2 Paper 3: The influence of tourism experience and well-being on place attachment

This paper addressed research gap 3 whereby there are limited research on how well-being, as a tourism product resource can be utilized as a marketing tool. More specifically, although previous studies suggest that the restorative well-being benefits from travel and tourism may influence tourists’ choice and attachment to a destination, there are minimal studies, which examine whether well-being (both hedonic and eudaimonic) plays a role in influencing destination attachment.

Therefore, this paper developed and empirically tested a model of MTE, well-being and place attachment. The model was underpinned by the place attachment theory (Hidalgo & Hernandez, 2001) which claims that people form close bonds to specific places after interaction, and this bond becomes stronger as more time is spent at the same place.
The proposed model (refer Figure 6) analysed a number of relationships: 1) the relationships between MTE and well-being; 2) the relationships between MTE and place attachment; 3) the mediating role of well-being on the relationship between MTE and place attachment; and 4) the moderating role of visiting frequency on the relationship between MTE, well-being and place attachment. To address research question 3, there were 4 sub-research questions and 11 hypotheses developed based on relevant existing literature. Structural equation modelling (SEM) was deployed to examine the proposed relationships. The results for the hypothesis testing are shown in Table 2. The next section will address each hypothesis and link this finding to existing literature.

![Proposed Study Model 2](image)

Figure 6. Proposed Study Model 2

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Research Hypothesis</th>
<th>Hypothesis test</th>
</tr>
</thead>
<tbody>
<tr>
<td>3a: Does an MTE have a significant influence on hedonic and eudaimonic well-being?</td>
<td>H1: An MTE is significantly related to hedonic well-being</td>
<td>Supported</td>
</tr>
<tr>
<td>Hypothesis</td>
<td>Description</td>
<td>Result</td>
</tr>
<tr>
<td>------------</td>
<td>-------------</td>
<td>--------</td>
</tr>
<tr>
<td><strong>H2</strong></td>
<td>An MTE is significantly related to eudaimonic well-being</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H3</strong></td>
<td>An MTE is significantly related to place attachment</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H4</strong></td>
<td>Hedonic well-being mediates the relationship between MTE and place attachment</td>
<td>Supported (partial mediation)</td>
</tr>
<tr>
<td><strong>H5</strong></td>
<td>Eudaimonic well-being mediates the relationship between MTE and place attachment</td>
<td>Supported (partial mediation)</td>
</tr>
<tr>
<td><strong>H6</strong></td>
<td>Hedonic and eudaimonic well-being jointly mediate the relationship between MTE and place attachment</td>
<td>Supported (full mediation)</td>
</tr>
<tr>
<td><strong>H7</strong></td>
<td>Frequency of visits moderates the relationship between MTE and hedonic well-being, in that repeat visits has a more significant effect than first-time visits</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H8</strong></td>
<td>Frequency of visits moderates the relationship between MTE and eudaimonic well-being, in that repeat visits has a more significant effect than first-time visits</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H9</strong></td>
<td>Frequency of visits moderates the relationship between MTE and place attachment, in that repeat visits has a more significant effect than first-time visits</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H10</strong></td>
<td>Frequency of visits moderates the relationship between hedonic well-being and place attachment, in that repeat visits has a more significant effect than first-time visits</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H11</strong></td>
<td>Frequency of visits moderates the relationship between eudaimonic well-being and place attachment, in that repeat visits has a more significant effect than first-time visits</td>
<td>Not supported</td>
</tr>
</tbody>
</table>
3a: Does an MTE have a significant influence on hedonic and eudaimonic well-being?

H1 and H2 supported the relationship between MTE and hedonic and eudaimonic well-being. This finding therefore suggests that an MTE allows tourists to experience happiness and pleasure in the short-term (hedonic well-being) as well as personal development and growth in the long-term (eudaimonic well-being). This finding is therefore aligned to existing empirical studies which have shown that people are happier during their holiday than at home (Filep, 2008b) and holidays are often described as a time of relaxation and an escape from the work and stress at home (Pearce, 2009). Holiday experiences can also have deeply meaningful and transformative elements (Filep, 2008a). For example, it was found that a flamenco tourist experience in Spain contributed to self-realization and fulfilment (Matteucci & Filep, 2017).

This paper supports recent literature, which suggests that the supply side of tourist experiences, per se, cannot be classified as hedonic, or eudaimonic. People have different experiences even if they are doing the same thing at the same place and time (Volo, 2009). Therefore, whether a holiday leads to hedonic and eudaimonic well-being depends on how meaningful the tourist experience was.

3b: Does an MTE have a significant influence on place attachment?

H3 supported the relationship between MTE and place attachment. An MTE was chosen as a suitable determinant of place attachment as it includes elements of hedonia and eudaimonia (Kim et al., 2012) which have been found to influence place attachment. Place attachment is also multi-dimensional and cannot be explained through a cause and effect relationship (Lewicka, 2011). A limitation with previous studies was that destination image, destination attractiveness; personal involvement and visitor satisfaction were identified as the determinants of place attachment (Hou et al., 2005; Lemelin et al., 2015; Prayag & Ryan, 2012; Xu & Zhang, 2016). Larsen (2007) suggests that the tourist experience should not be considered to be any or
all of 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 influenced by motivational and emotional states and is conditioned by personal values, opinions, and worldviews (Prebensen & Foss, 2011). It is suggested that tourist destinations are not at all that important in creating tourist experiences, whereas the individual tourist is. This paper therefore supports the argument that the degree to which a tourist becomes attached to a destination is dependent upon how memorable a tourist experience is.

3c: Does hedonic and eudaimonic well-being have mediating effects on the relationship between an MTE and place attachment?

H4 and H5 supported a partial mediation of well-being (both hedonic and eudaimonic) between MTE and place attachment. H6 supported a full mediation of hedonic and eudaimonic well-being between MTE and place attachment. This study shows that both hedonic and eudaimonic well-being causes place attachment. This is aligned to Huta (2013) who found that hedonia and eudaimonia occupy both overlapping and distinct niches within a complete picture of well-being and that their combination may be associated with the greatest well-being. This paper shows that the same activity could result in hedonic or eudaimonic effects and is dependent upon the individual engaging in the activity (Knobloch, Robertson, & Aitken, 2017).

3d: Does repeat visitation have a significant influence on the relationship between an MTE, well-being and place attachment?

This study included first-time and repeat visitors as moderators between the proposed relationships. The results indicated that first-time and repeat visitors were not different in their
perceptions of their recent memorable tourism experience, well-being and place attachment. Therefore, H7 - H11 were not supported. Although existing studies suggest that it is generally accepted that repeat and first-time visitors exhibit different behaviour whilst at a destination, this study reports otherwise whereby first-time and repeat visitors can both experience hedonic and eudaimonic well-being from a tourism experience which influences place attachment.

Figure 7 presents the summary of findings for study model 2.

Figure 7. Findings of Study Model 2
Note: Blue lines = significant relationship; Red lines = insignificant relationship

7.5 Implications for theory and practice

This section provides the overall conclusions and contributions of the thesis. The first conclusion of this thesis is that whilst there are increasing numbers of studies which examine the relationship between positive psychology and tourist well-being, there are specific gaps in existing literature which can be addressed in future research. Some of these opportunities for future research include engaging more positive psychology theories, extending variables
beyond happiness and well-being, the adoption of other methodologies such as text topic modelling, extending the research focus to host communities and tourism workers, expanding the sample to include non-Western countries in Asian or developing countries. This thesis has addressed some of these existing gaps by adopting the top-down and bottom-up theories of well-being to extend the understanding of the effects of hedonic and eudaimonic well-being in tourism.

The second conclusion of this thesis is that positive psychology (through goals and well-being) does play a significant role in influencing behavioural intentions in tourism, that is, the intention to recommend, intention to revisit and intention to talk positively about one’s tourism experience. Past studies have argued that the relationship between tourist satisfaction and destination loyalty may not be as straightforward and revisit intention may not necessarily initiate the revisit decision-making process (Mittal, Ross & Baldasare, 1998; Szymanski & Henard, 2001; Um, Chon & Ro, 2006).

The third conclusion of this thesis is that destination attachment can be influenced by factors beyond destination image and tourist satisfaction. Past studies have argued that place attachment causes well-being. This thesis concludes that tourists develop an attachment to a destination when their experience is memorable, satisfying and enhances their purpose and meaning in life.

7.6 Theoretical contributions

Although this thesis is comprised of three sub-studies, it contributes holistically to the tourism and hospitality marketing bodies of knowledge, whilst also enhancing the positive psychology literature.

Firstly, by mapping the current state of knowledge of literature between positive psychology and tourist well-being studies, this thesis identifies existing gaps and opportunities
for future research in this area. This thesis has shown that despite an increasing number of studies, which have applied positive psychology concepts to the study of tourist well-being, the platform of tourism scholarship that directly explores tourist well-being is not well established. Therefore, this thesis suggests an opportunity to expand the use of existing theories from positive psychology such as appreciative inquiry and the top-down and bottom-up theories of well-being, adopt other methodologies such as text-topic modelling and to expand the geographical location of research to Asian countries or less developed countries with a focus on non-Western cultures. This thesis also contributes a conceptual framework on the antecedents, episodes and consequences of tourist well-being, which provides a better understanding of how tourist well-being is triggered in the context of tourism and hospitality.

Secondly, the three parent theories, which formed the theoretical foundation of this thesis, were the top-down and bottom-up theories of well-being and the place attachment theory. The application of the top-down and bottom-up theories of well-being contributed to existing knowledge in tourism research by providing insights into its antecedents (hedonic and eudaimonic goals) and construct operationalization (hedonic and eudaimonic well-being) from a positive psychology perspective. More importantly, the application of the top-down and bottom-up theories of well-being has not been widely applied in tourism research, therefore this thesis contributes to existing knowledge in tourism well-being research by emphasizing the importance of the top-down and bottom-up approach to tourist well-being with resulting influence on behavioural intentions.

Thirdly, this thesis also contributes to the marketing literature by examining the determinants of destination attachment beyond destination image and tourist satisfaction. Previous studies have applied the place attachment theory to examine the influence of destination image and tourist satisfaction on destination attachment. This thesis therefore extends this understanding by examining how hedonic and eudaimonic well-being plays a role
in destination attachment. Furthermore, this thesis also enriches the positive psychology literature by emphasizing the importance of hedonic and eudaimonic well-being in determining place attachment.

### 7.7 Managerial contributions

This thesis also has managerial implications, which were also outlined in Chapters 4, 5 and 6. 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). This could involve developing 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). 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 information would be significant as it can assist in the development of tourism and hospitality products and services, which would maximize tourist satisfaction in ways that contribute to life satisfaction and tourists’ quality of life.

Secondly, this thesis has found that tourist well-being is influenced by positive psychological variables such as happiness, character strengths, gratitude and humour. Therefore, tourism and hospitality marketers should enhance these variables through visuals (images and texts) in destination marketing and promotional collaterals as these may influence tourists’ choice of a destination and, subsequently, revisit intentions and positive WOM which would enhance the economic benefits for tourism destinations.

Thirdly, this thesis has found that tourist well-being is more than just a physical activity and is also influenced by activities or experiences which enhance social relationships, learning a new culture or developing a new skill. Wellness products and services are generally
perceived as luxurious and expensive, therefore, by offering reasonable and cost-effective activities such as volunteering activities or home-stay options in host communities would allow tourists to learn about a new culture and connect with the local people. Such initiatives would not only support well-being amongst tourists and residents in host communities, but would also promote sustainability at destinations.

Finally, this thesis provides industry practitioners with an understanding and appreciation that tourist experiences can extend beyond hedonic enjoyment by contributing to an individual’s well-being and quality of life. This understanding can enhance the motivation of tourism providers to further increase engagement and interaction with their customers. This thesis has also shown that the well-being outcomes for first-time and repeat travelers are the same and therefore segmenting the market based on first-time and repeat visitors is not significant. Furthermore, managers and front-line staff should be cautioned against generalizing a memorable tourism experience, recognising that a memorable experience is not content specific and is dependent on individual tourist perceptions. Therefore, tourism providers are encouraged to understand the differences in customer experiences, particularly regarding the importance of hedonia and eudaimonia.

7.8 Limitations and recommendations for future research

The limitations for the systematic quantitative literature review lie in the selection of the search terms and the scope of the research. The terms that were used in the search were limited to positive psychology, happiness and well-being as these terms were informed by previous literature. Future reviews may expand the search terms to include other concepts linked to positive psychology such as positive emotions, character strengths, gratitude and humour. This review was also limited to peer-reviewed articles in English-language academic journals. This may have restricted relevant articles published in different languages or in other sources such
as books. Future reviews may expand the inclusion criteria to non-English language academic journals and also consider including a wider source of materials.

The limitations for the empirical investigation lies in the methodology. Firstly, this thesis 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). However, the measures are also unlikely to capture the richness and resonance of what makes goal pursuit worth pursuing. Therefore, a qualitative follow-up study through focus group interviews may provide an in-depth understanding and insights into why a tourist experience was memorable and how well-being is experienced. Knobloch, Robertson, and Aitken (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.

Secondly, using a survey as a means of data collection is a limitation as self-report measures may not always provide accurate and honest answers. A one-off post-trip survey may also fail to identify the change in one’s well-being following the trip. It is worthy to note that this post-trip cross-sectional questionnaire survey method was adopted in this thesis due to time and financial constraints. Therefore, it is recommended that future studies adopt a pre-post trip survey, as it is a widely used evaluation design to measure changes in participant knowledge, attitudes or behaviours following an intervention. It is also argued to be a rigorous method and lends credibility to results (Creswell et al., 2007). Pre-post surveys also measures the same person at two intervals in time which reduces many biases such as recall, social desirability, effort justification and cognitive dissonance (Creswell, 2007).

Thirdly, the empirical studies were also dominated by females participants, which may also influence the results for hedonic and eudaimonic well-being. There are conflicting studies
which suggest that there is no significant difference between gender and place attachment (Mandal, 2016) whilst others suggest that females exhibit stronger ties to places (Hidalgo & Hernandez, 2001; Mesch & Manor, 1998). Therefore, future studies could examine the role of gender and place attachment within a tourism context. More importantly, future research could examine behavioural intentions beyond revisit intentions by examining the intention to stay longer or spend more in a particular destination.

The data for both studies were also collected from Australian residents and thus the findings may also be limited to a Western culture, as culture has a substantial impact on travellers’ 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, 2003). Furthermore, the research sample of this thesis was recent travellers and did not focus on any specific tourism context. The current findings could therefore be generalized to other forms of leisure consumption, or recent travellers to a specific destination or attraction to gain further insight and a deeper understanding on the different well-being benefits and levels of place attachment.

Finally, to advance research in this emerging area of interest, future studies may investigate other potential moderators and mediators which link hedonic and eudaimonic well-being to tourist behavioural intentions such as gender, educational level, income level, length of stay, emotions etc.
7.9 Summary
This chapter has provided a discussion of the research findings, specifically from the three papers, which address the three research questions of this thesis. The first paper consisted of a systematic quantitative literature review of secondary data whilst the second and third paper consisted of an empirical enquiry using a cross-sectional online survey. The empirical enquiry addressed gaps identified in the systematic quantitative literature review by adopting the top-down and bottom-up theories of well-being and place attachment theory. A number of theoretical and practical contributions were discussed. As with any study, there were also limitations with the current study especially in relation to the quantitative approach. Therefore, opportunities for future research was recommended to address these limitations.

7.10 References


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Appendix 1. Griffith University Thesis Policy

Home > Research > Griffith Graduate Research School > Preparing Your Thesis > Inclusion of papers within the thesis

Inclusion of papers within the thesis

This information is not relevant to those candidates enrolled in the PhD by Prior Publication program, 6002 or 6024. PhD by Prior Publication candidates should refer to the program specific thesis formatting information.

HDR candidates may include one or more papers within the body of their thesis where such papers have been produced under supervision and during the period of candidature; and where the quality of such papers is appropriate to Doctoral or Masters (Research) level research. A thesis prepared in this way is a different thesis format, it is not a different degree. There are several advantages to organising a thesis in this way:

- Preparing papers for publication saves time when preparing the thesis for examination as papers may make up one, or several, chapters within the thesis.
- It is to your advantage to publish work from your thesis as a means of disseminating your research, and developing your writing skills.
- It may improve the quality of your thesis as part of your thesis has already been subjected to peer review.
- Examiners may have more confidence in your thesis if they can see that you have already published your research. In addition, you will have already met one of the criteria of examination, with the thesis suitable for publication.

As a candidature requirement, all doctoral candidates are expected to have at least one peer reviewed output accepted for publication during candidature. Whilst not compulsory, candidates are encouraged to include this publication in the body of the thesis due to the advantages as outlined above.

Requirements for inclusion of papers within the thesis

Higher degree by research is a program of independent supervised study that produces significant and original research outcomes, culminating in a thesis, exegesis or equivalent (refer to Higher Degree by Research Thesis). Inclusion of papers within a thesis is not a suitable thesis format for all research projects, for example: collaborative projects where there may be several co-authors for each paper which may make it difficult for the examiner to establish the independence of the candidates work; where primary data is not collected, or results obtained, until late in the candidature; or where the research will not produce a logical sequence of papers that are able to be presented as an integrated whole.

Candidates should also take into account whether this thesis format is an accepted practice within their discipline and likely to be received well by the thesis examiners (refer also to the
examination requirements below). Candidates are required to consult with their supervisor(s) early in their candidature to determine if this thesis format is appropriate. It is expected that candidates will identify as part of the confirmation of candidature milestone if their thesis is to be prepared in this format. Candidates should consult their Group specific guidelines in addition to the requirements detailed below. Candidates are also encouraged to attend the workshop: ‘Inclusion of papers within a thesis’ offered by the Griffith Graduate Research School.

Refer also to the Griffith University Code for the Responsible Conduct of Research, specifically the sections pertaining to publication ethics and the dissemination of research findings, and authorship.

Status of papers A thesis may include papers that have been submitted, accepted for publication, or published. Some disciplines may specify a variation to the status of papers requirement, refer to your Group specific guidelines.

Type of papers For the purpose of this requirement, papers are defined as a journal article, conference publication, book or book chapter. Papers which have been rejected by a publisher must not be included unless they have been substantially rewritten to address the reviewers’ comments, or have since been accepted for publication. Some disciplines may specify a variation to the type of papers requirement, refer to your Group specific guidelines.

Number of papers A thesis may be entirely or partly comprised of papers. A paper maybe included as a single chapter if the paper contributes to the argument of the thesis, or several papers may form the core chapters of the theses where they present a cohesive argument. Where a thesis is entirely comprised of papers, there is no minimum requirement for the number of papers that must be included (except as noted below) and is a matter of professional judgment for the supervisor and the candidate. Overall, the material presented for examination needs to reflect the research thesis standard required for the award of the degree. For example, PhD candidates, on the basis of a program of independent supervised study, must produce a thesis that makes a significant and original contribution to knowledge and understanding in the relevant field of study. This remains a matter of professional judgment for the supervisor and the candidate.

Where a thesis is entirely comprised of papers, some disciplines may specify a minimum number of papers to be included, refer to your Group specific guidelines.

Authorship The candidate should normally be principal author (that is, responsible for the intellectual content and the majority of writing of the text) of any work included in the body of the thesis. Where a paper has been co-authored, the candidate is required to have made a substantial contribution to the intellectual content and writing of the text. Co-authored work in which the candidate was a minor author can only be used and referenced in the way common to any other research publication cited in the thesis. A signature from the corresponding author is required in order to include co-authored material in the body of the thesis, refer to the declarations section below.
For co-authored papers, the attribution of authorship must be in accordance with the Griffith University Code for the Responsible Conduct of Research, which specifies that ‘authorship must be based on substantial contributions in one or more of:

- conception and design of the research project
- analysis and interpretation of research data
- drafting or making significant parts of the creative or scholarly work or critically revising it so as to contribute significantly to the final output’.

Some disciplines may specify a variation to the authorship requirement, refer to your Group specific guidelines.

Quality of papers Candidates should endeavour to publish their research in high quality peer reviewed publications. Papers to be included in the body of the thesis should be published (or submitted for publication) in reputable outlets that are held in higher regard in the relevant field of research. Candidates should consult their supervisor(s) for advice on suitable publications specific to their research discipline. Some disciplines may specify quality standards that must be met for papers to be included, refer to your Group specific guidelines.

The library also provides support and advice to candidates on choosing a journal. Candidates are advised to note in particular advice in order to avoid ‘predatory’ publishers.

- Research Guide: Higher degree research candidates - Get Published
- Publishing in Open Access journals

Copyright As copyright in an article is normally assigned to a publisher, the publisher must give permission to reproduce the work in the thesis and put a digital copy on the institutional repository. Information on how to seek permission is available at: Copyright and Articles in thesis. If permission cannot be obtained, students may still include the publication in the body of the thesis, however following examination the relevant chapter(s) will be redacted from the digital copy to be held by the Griffith University Library so that the copyright material is not made publicly available in the institutional repository. Students are required to advise the copyright status of each publication included in the thesis via a declaration to be inserted in the thesis, as detailed below.

Students requiring further advice regarding copyright issues can contact the Information Policy Officer on (07) 3735 5695 or copyright@griffith.edu.au.

Group and discipline requirements

Some Groups or Elements may specify additional requirements for including papers within a thesis, refer below:

- Arts, Education and Law
- Griffith Business School (PDF 214k)
- Griffith Health
- Griffith Sciences (PDF 271k)
Format of thesis

General Consult the thesis preparation and formatting guidelines for general information about the requirements for formatting the thesis. Some disciplines may specify a variation to the thesis format requirements below, refer to your Group specific guidelines.

Structure of Thesis and linking Chapters The structure of the thesis will vary depending on whether the thesis is partly or entirely comprised of papers. Whatever the format, the thesis must present as a coherent and integrated body of work in which the research objectives, relationship to other scholarly work, methodology and strategies employed, and the results obtained are identified, analysed and evaluated.

In general, every thesis should include a general introduction and general discussion to frame the internal chapters. The introduction should outline the scope of the research covered by the thesis and include an explanation of the organisation and structure of the thesis. The general discussion should draw together the main findings of the thesis and establish the significance of the work as a whole, and should not just restate the discussion points of each paper.

It is important that candidates explicitly argue the coherence of the work and establish links between the various papers/chapters throughout the thesis. Linking text should be added to introduce each new paper or chapter, with a foreword which introduces the research and establishes its links to previous papers/chapters.

Depending on the content of the paper(s) and nature of research, a research methods chapter may also be necessary to ensure that any work that is not included in the paper(s), but is integral to the research, is appropriately covered. Any data omitted from a paper may also be included as an addendum to the thesis.

For further information on the thesis structure, refer to the following examples of acceptable ways to format the thesis when including papers.

- See Examples of Table of Contents

Format of papers

The papers may be rewritten for the thesis according to the general formatting guidelines; or they can be inserted in their published format, subject to copyright approval as detailed above. Pagination Candidates may repaginate the papers to be consistent with the thesis. However, this is at the discretion of the candidate.

Declarations All theses that include papers must include declarations which specify the publication status of the paper(s), your contribution to the paper(s), and the copyright status of the paper(s). The declarations must be signed by the corresponding author (where applicable). If you are the sole author, this still needs to be specified. The declaration will need to be inserted at the beginning of the thesis, and for any co-authored papers, additional declarations will need to be inserted at the beginning of each relevant chapter. You may wish to consult the declaration requirements for inclusion of papers diagram to ensure that you insert the correct declaration(s) within the thesis. Please note that completion of the declaration(s) does
not negate the need to comply with any other University requirement relating to co-authored works as outlined in the Griffith University Code for the Responsible Conduct of Research.

Examination requirements

Assessment by Examiners Candidates who wish to include papers within their thesis, and who have determined that this thesis format is appropriate to the research project, should also consider whether this thesis format will be well received by the thesis examiners. The inclusion of papers may negatively impact on the thesis upon assessment by the examiners where: the thesis format is not a common or accepted practice within the candidates discipline area; where the inclusion of co-authored papers makes it difficult for the examiner to establish the independence and originality of the candidates work; where the thesis does not present to the examiner as an integrated whole; or where there is too much repetition in the thesis which an examiner may view as a weakness.

Theses that include papers are subject to the same examination criteria as theses submitted in the traditional format. It should also be noted that the inclusion of published papers within the thesis does not prevent an examiner from requesting amendments to that material.

Candidates should discuss the suitability of this thesis format for examination with their supervisor(s).

Nomination of examiners

It is the responsibility of the principal supervisor to nominate thesis examiners, and the process dictates that the principal supervisor must approach all nominees to determine their willingness to examine. Where a candidate’s thesis is formatted to include papers, the principal supervisor must also ensure that the examiners are familiar with and/or accepting of, this thesis format.

Upon dispatch of a candidate’s thesis to an examiner, the examiner will be reminded that the thesis has been formatted to include papers. The examiner will also be provided with the relevant information and regulations regarding this thesis format.
Appendix 2: Griffith Business School Thesis Guidelines

Inclusion of Papers within the Thesis

Griffith Business School Guidelines

The Griffith Business School (GBS) does not have a preferred or required model for formatting a HDR thesis. This document is supplementary to the Griffith University ‘Inclusion of papers within the thesis’ guidelines.

Two models are outlined below; a thesis partly comprised of papers and a thesis predominantly comprised of papers. While it is a requirement to have at least one paper published or accepted for publication during candidature paper/s are included in the thesis at the discretion of the candidate in consultation with their supervisors. The candidate must discuss the format of the thesis with their supervisors early in candidature and not later than during preparation for confirmation of candidature. Significant disputes between a candidate and supervisors should be referred to the HDR Convenor or Head of Department. Disputes about the format of a thesis that cannot be resolved at Department level should be referred to the GBS Dean (Research) office.

<table>
<thead>
<tr>
<th>Status of papers</th>
<th>Thesis PARTLY comprised of papers</th>
<th>Thesis PREDOMINANTLY comprised of papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status of papers</td>
<td>At least one of the included papers must be published or accepted for publication, while the remaining papers (if any) must have been submitted and awaiting a final outcome.</td>
<td>Three of the included papers must be published or accepted for publication, while the remaining papers (if any) must have been submitted and awaiting a final outcome.</td>
</tr>
<tr>
<td>Type of papers</td>
<td>Only peer reviewed refereed journal publications and book chapters may be included in the body of the thesis. Conference publications may not be included in the body of the thesis.</td>
<td></td>
</tr>
<tr>
<td>Number of papers</td>
<td>At least one publication</td>
<td>Typically from 3 to 5 publications</td>
</tr>
<tr>
<td>Authorship</td>
<td>Where a paper to be included in the body of the thesis has been co-authored, the candidate is required to:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- have made a substantial contribution (at least 60%) to the intellectual content and writing of the text, AND</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- be the 1st named or principal author</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A signed declaration must be completed for each paper submitted as part of the thesis (see Griffith University guidelines)</td>
<td></td>
</tr>
<tr>
<td>Quality of papers</td>
<td>Candidates should endeavour to publish their research in high quality peer reviewed publications. Normally only journal papers in the Australian Business Deans Council (ABDC) or the Australian Political Studies Association (APSA) journal rank lists may be included in the body of the thesis. Published papers should preferably be in B ranked and above journals.</td>
<td></td>
</tr>
<tr>
<td>Format of papers</td>
<td>Journal papers not listed on ABDC or APSA and book chapters to be included in the body of the thesis must be approved by the lead principal supervisor based on the impact factor of the journal or the quality of the publisher of the book or other markers of publication quality.</td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>As per Griffith guidelines. It is important to ensure the seamless integration of your papers into the thesis.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Refer to ‘Inclusion of papers within the thesis’ guidelines.</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 3. Ethical Clearance

GRIFFITH UNIVERSITY HUMAN RESEARCH ETHICS COMMITTEE

Dear Prof Noel Scott,

I write in relation to your application for ethical clearance for your project "The tourist perspective: Examining the hedonic and eudaimonic effects of well-being in tourism" (GU Ref No: 2017/836). The research ethics reviewers resolved to grant your application a clearance status of "Fully Approved".

This is to confirm receipt of the remaining required information, assurances or amendments to this protocol.

Consequently, I reconfirm my earlier advice that you are authorised to immediately commence this research on this basis.

The standard conditions of approval attached to our previous correspondence about this protocol continue to apply.

Regards

Kim Madison | Human Research Ethics

Office for Research
Griffith University | Nathan | QLD 4111 | Level 0, Bray Centre (N54)
T +61 7 373 58043 | email k.madison@griffith.edu.au
PARTICIPANT INFORMATION SHEET

“The tourist experience: Examining the hedonic and eudaimonic effects of well-being in tourism”

Who is conducting the research
Senior Investigators:
Professor Noel Scott
Associate Professor Catherine Prentice
Dr. Aaron Hsiao

PhD candidate
Sera Kogure Vada
Griffith Business School / THS
+61424037735
sera.vada@griffithuni.edu.au

Why is the research being conducted?
This research is being conducted to fulfil the requirements of the Doctor of Philosophy program at Griffith University. The purpose of this study is to understand the relationship between tourist experiences and well-being.

What you will be asked to do
You will be required to participate in this research by completing an on-line questionnaire which will take about 20 minutes of your time.

The basis by which participants will be selected or screened
The participants required for this study are Australian travelers who recently travelled internationally or domestically in the past two weeks.

The expected benefits of the research
This study will assist tourism marketers and destination managers to understand the intangible factors that influence the relationship between tourist experiences and well-being. As more people are now recognizing the importance of healthy lifestyles, they would be more inclined to visit destinations that may positively contribute to their well-being.
Risks to you
There are no particular risks to you to participate in this study. The requirement to fill in the on-line questionnaire will be flexible for you to complete it at a time and place convenient to you within 2 weeks upon return from your trip.

Your confidentiality
Your identification will be withheld and anonymized in this research. Regarding the data collected from you, you may be given a chance to reconfirm the data during the reporting process. Furthermore, as required by Griffith University, all audio recordings will be erased after transcription. However, other research data (interview transcripts, observational data, and analysis) will be retained in a locked cabinet and/or a password protected electronic file at Griffith University “Research Storage” platform (https://research-storage.griffith.edu.au/) for a period of five years before being destroyed.

Your participation is voluntary
Your participation is voluntary. There is no potential impact upon your relationship with any related organisations resulting from this research. You are free to withdraw your participation from this study at any time.

Questions / further information
For further information about the research please contact:

Sera Kogure Vada
Griffith Business School
+61424037735
sera.vada@griffithuni.edu.au
sera.vada1@gmail.com

Professor Noel Scott
Griffith Institute for Tourism
Griffith Business School
+07 555 28586
noel.scott@griffith.edu.au

The ethical conduct of this research
This research is under Griffith University conducts research in accordance with the National Statement on Ethical Conduct in Human Research. If potential participants have any concerns or complaints about the ethical conduct of the research project they should contact the Manager, Research Ethics on +61 7 3735 4375 or research-ethics@griffith.edu.au; and cite the following details: (GU ref no: 2017/836)

Feedback to you
The research results of this study will be reported in a PhD thesis and may also be disseminated via academic journals or conferences. If you choose to receive the research results from this study, you will be contacted accordingly.
Privacy Statement – disclosure - overseas
The conduct of this research involves the collection, access and/or use of your identified personal information. The information collected is confidential and will not be disclosed to third parties without your consent, except to meet government, legal or other regulatory authority requirements. A de-identified copy of this data may be used for other research purposes. However, your anonymity will at all times be safeguarded. For further information consult the University’s Privacy Plan at http://www.griffith.edu.au/about-griffith/plans-publications/griffith-university-privacy-plan or telephone (07) 3735 4375.
INVITATION TO PARTICIPATE IN A RESEARCH PROJECT

I am currently carrying out research for the degree of Doctor of Philosophy (PhD) at Griffith University, Australia. The research title is “The tourist experience: Examining the hedonic and eudaimonic effects of well-being in tourism” and is an endeavour to understand the relationship between tourist experiences and well-being. This project is under the supervision of Professor Noel Scott, Associate Professor Catherine Prentice and Dr. Aaron Hsiao.

We would like to invite you to be part of a study into the effect of travel on your well-being. The different areas to be examined are your travel goals, emotions, satisfaction from your trip and how your trip may have influenced your well-being. This study will involve two phases. The first phase is an online survey, which will take about 10 minutes to complete. Depending on your answers, you may be required to participate in the second phase of this study, which involves an interview. The interviews and discussion will be very flexible and should generally take about 30 minutes of your time. Please note that your participation is voluntary and that you may withdraw your consent at any time without any penalty.

As your time and contribution is valuable to us, you will have the chance to win one of 10 x $50 Westfield gift cards. You will be able to fill in your personal contact details at the end of the survey to go into the draw.

If you may have any further question or queries, feel free to contact Sera Vada either by phone +61424037735 or email sera.vada@griffithuni.edu.au for more information. You can also contact the Manager, Research Ethics, at Griffith University Human Research Ethics Committee on +61 7 3735 4375 (or research-ethics@griffith.edu.au) if you have any concerns about the ethical conduct of the project; and cite the following details: (GU ref no: 2017/836). For further information, please refer to the Participant information sheet.
Q1 By agreeing to participate, you are indicating that you are at least 18 years of age and have read and consented to details outlined in the Participant Information Sheet. Do you give your consent to participate?

☐ Yes
☐ No

Q2 Where do you currently live?

☐ Western Australia
☐ Northern Territory
☐ Queensland
☐ South Australia
☐ New South Wales
☐ Victoria
☐ Tasmania
☐ Australian Capital Territory
☐ I do not currently live in Australia

Q3 When was the last time you took an international or domestic trip?

☐ 3 months
☐ 6 to 12 months
☐ 12 to 24 months
☐ 24 months or more

Q4 Was your trip (s) in the past 3 months international or domestic?

☐ International
☐ Domestic
☐ Both
Q5 Which overseas region did you travel to?
   - Africa
   - Americas
   - Asia
   - Europe
   - Oceania

Q6 Was your trip(s) in the past 3 months international or domestic?
   - International
   - Domestic
   - Both

Q7 Which overseas region did you travel to?
   - Africa
   - Americas
   - Asia
   - Europe
   - Oceania

Q8 Which region in Australia did you travel to?
   - Western Australia
   - Northern Territory
   - Queensland
   - South Australia
   - New South Wales
   - Victoria
   - Tasmania
   - Australian Capital Territory

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Q9 What was the reason for this recent trip?
- Holiday
- Visiting Friends and Relatives
- Business and work
- Study

Q10 Was this your first visit to this destination?
- Yes
- No

Q11 Please indicate how many times you have visited this destination?
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Q12 Who did you travel with on this trip?
- Family and relatives
- Friends
- Colleagues or peers
- On your own
Q13 How many days were you away on this recent trip?
- 1-7 days
- 7-14 days
- 14-21 days
- 21 days or more

Q14 Here are a number of holiday goals. Please indicate the extent to which you agree with each statement (1 = disagree strongly; 7 = agree strongly)

Before going on this recent trip, it was important to me that this trip would be:

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Enjoyable</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Makes me feel good</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Exciting</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Not too dull or routine</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Interesting</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Smooth and comfortable</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Not too uncomfortable</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Not too complicated or strenuous</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Q15 This recent trip was important to me because it would help me to:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grow and learn new things</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Cultivate and identify my strengths</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Meet life's challenges</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Form new relationships</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Help others in need</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Have deep and enduring relationships</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Be physically healthy</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Keep myself healthy and well</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Have a physically healthy lifestyle</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Q16 How memorable was this recent trip? Please indicate the extent to which you agree with each statement (1=disagree strongly; 7 = agree strongly)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I had a once-in-a-lifetime experience</td>
<td>○</td>
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<td>○</td>
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<td>○</td>
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<tr>
<td>I had a unique experience</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td>This trip was different from previous trips</td>
<td>○</td>
<td>○</td>
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<td>○</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td>I experienced something new</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td>I relieved stress during the trip</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td>I felt free from daily routine during this trip</td>
<td>○</td>
<td>○</td>
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<tr>
<td>I had a refreshing experience</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td>I had a chance to closely experience the local culture</td>
<td>○</td>
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<td>○</td>
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<tr>
<td>The locals were friendly to me</td>
<td>○</td>
<td>○</td>
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<td>○</td>
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<td>○</td>
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<tr>
<td>I felt I did something meaningful</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td>I felt I did something important</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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</tr>
<tr>
<td>I learned something about myself on this trip</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<td>○</td>
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</tr>
<tr>
<td>Statement</td>
<td>Circle</td>
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<tr>
<td>--------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>I visited a place that I really wanted to visit</td>
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<tr>
<td>I enjoyed the activities that I really wanted to do</td>
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<tr>
<td>I was thrilled about having a new experience</td>
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<tr>
<td>I really enjoyed this trip</td>
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<tr>
<td>I had an exciting trip</td>
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<tr>
<td>I gained a lot of information during this trip</td>
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</tr>
<tr>
<td>I gained a new skill(s) from this trip</td>
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</tr>
<tr>
<td>I experienced a new culture(s)</td>
<td></td>
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</tr>
</tbody>
</table>
Q17 How satisfied were you with this recent trip? Please indicate the extent to which you agree with each statement. (1 = disagree strongly; 7 = agree strongly)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>In most ways, this trip was close to ideal</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>The conditions of my trip were excellent</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>I was satisfied with this trip</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>So far, I achieved the most important things on this trip</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>I would not change the plans I made for this trip</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Q18 How did this trip affect your well-being? Please indicate the extent to which you agree with each statement (1 = disagree strongly; 7 = agree strongly)

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>After this recent trip, I feel I am more in charge with my life</td>
<td></td>
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<tr>
<td>After this recent trip, I feel that I am quite good at managing the many responsibilities of my daily life</td>
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<tr>
<td>After this trip, I often feel overwhelmed by my responsibilities</td>
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<tr>
<td>After this trip, I think it is important to have new experiences that challenge how I think about myself and the world</td>
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<tr>
<td>After this trip, I feel I have developed a lot as a person</td>
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</tbody>
</table>

230
After this trip, I judge myself by what I think is important, not by the values of what others think is important.

This trip has been a continuous process of learning, change and growth.

After this trip, I often felt lonely because I have only a few close friends with whom to share stories of my trip with.

After this trip, I enjoyed sharing stories of my trip with family and friends.

After this trip, I feel like living life one day at a time and don't really think about the future.

After this trip, I feel like I now have a sense of direction and purpose in life.

After this trip, I now enjoy making plans for the future and working to make them a reality.

After this trip, I feel confident and positive about myself.
When I look back at this trip, I am pleased with how things have turned out.

After this trip, I feel that I do like most aspects of my personality.

After this trip, I am satisfied with my current physical health.
Q19 How do you feel towards the destination you recently visited? Please indicate the extent to which you agree with each statement (1 = disagree strongly; 7 = agree strongly)

<table>
<thead>
<tr>
<th>I feel that this destination is a part of me</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>This destination is the best place for what I like to do</td>
<td></td>
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<tr>
<td>This destination is very special to me</td>
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<tr>
<td>No other destination can compare to this place</td>
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</tr>
<tr>
<td>I identify strongly with this destination</td>
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<tr>
<td>I get more satisfaction out of being at this destination than at any other</td>
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<tr>
<td>I am very attached to this destination</td>
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<tr>
<td>Having what I do at this destination is more important to me than doing it in any other place</td>
<td>○ ○ ○ ○ ○ ○ ○ ○ ○ ○</td>
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<tr>
<td>Being at this destination says a lot about who I am</td>
<td>○ ○ ○ ○ ○ ○ ○ ○ ○ ○</td>
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<tr>
<td>I wouldn’t substitute any other area for doing the types of things I do at this destination</td>
<td>○ ○ ○ ○ ○ ○ ○ ○ ○ ○</td>
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</tr>
<tr>
<td>This destination means a lot to me</td>
<td>○ ○ ○ ○ ○ ○ ○ ○ ○ ○</td>
<td></td>
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</tr>
<tr>
<td>The things I do at this destination I would enjoy doing just as much at a similar destination</td>
<td>○ ○ ○ ○ ○ ○ ○ ○ ○ ○</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Q20 Please indicate the extent to which you agree with each statement (1 = disagree strongly; 7 = agree strongly)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will revisit this destination in the future</td>
<td></td>
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</tr>
<tr>
<td>I will recommend this destination to someone else</td>
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</tr>
<tr>
<td>I am likely to talk about my happy experience at this destination to others</td>
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</tbody>
</table>

Please fill in the details below.

Q21 Please indicate your gender

- Female
- Male
- Prefer not to say

Q22 Please indicate your age group.

- 18 - 25 years
- 26 - 35 years
- 36 - 45 years
- 46 - 55 years of age
- 55 years or more
Q23 What is the highest qualification you hold?
- Postgraduate degree
- Graduate Diploma
- Bachelors degree
- Diploma or trade certificate
- Secondary school

Q24 What is your current employment status?
- Employed full-time
- Employed part-time
- Unemployed and currently looking for work
- Unemployed and not currently looking for work
- Student
- Retired
- Self-employed

Q25 Please indicate your annual income group
- Less than $20,000
- $20,000 - $39,999
- $40,000 - $59,999
- $60,000 - $79,999
- $80,000 - $99,000
- $100,000 and above
Q26 Please indicate your marital status

- Single (never married)
- Married, or in a domestic relationship
- Widowed
- Divorced
- Separated