

SUBJECTIVE WELL-BEING IN TOURISM RESEARCH

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IJASR 2020
VOLUME 3
ISSUE 2 MARCH - APRIL

ISSN: 2581-7876

Abstract – “Economics of happiness” is increasingly concerned, especially is the consideration of subjective well-being (SWB), the evidence is reflected in the growing number of articles appearing in mainstream economic journals. The study uses qualitative research through the synthesis and evaluation of documents about subjective well-being in tourism to provide guidance for future research. We focus our assessment on three main areas: (1) the theoretical origin of subjective happiness (2) Factors affecting subjective well-being (3) Limitations and further research directions.

Keywords: Subjective well-being; Tourism; Happiness.

1. Introduction

World tourism continues to grow strongly and has a great influence on socio-economic life globally. Tourism has become one of the main pillars of international trade, an important source of income for both developed and developing countries. Therefore, for a long time, there were many research activities approaching with different directions to clarify the behavior of tourists in order to attract (Mitas et al., 2019) tourists. Come to destinations or use travel services not just once (Su et al., 2015; Zhang et al., 2018).

In recent years, the number of studies examining subjective well-being in tourism has been increasing (Dolan et al., 2008). Several studies have shown that visitor's subjective well-being affects the intention of behavior (JA Kim Et Al., 2020; Kim et al., 2015). Or Subjective well-being is a positive function of satisfaction with travel / tourism experiences. (Chen and Lehto, 2014)

2. The theory of Subjective Well-Being

Parfit (1984) suggested that the theory of self-evaluation of happiness consists of three theories: Hedonistic Theories, Desire theories, Objective List Theories. These three theories partly overlap. And on all these theories, happiness and pleasure are at least part of what makes our lives go better for us. They are made according to Objective List Theories, and based on Desire theories; Hedonistic Theories are part of the truth. But an important new approach has entered the scene, Haybron (2008) distinguish five basic approaches: Hedonistic Theories, Desire theories, Authentic Happiness Theories, Eudaimonistic Theories, Objective List Theories.

Theories	Understand subjective happiness	Theoretical gap	Author/time
Hedonistic Theories	Happiness is pleasure, meaning one's subjective perception of joy and unhappiness and is the key to assessing happiness	The individual difference in the level of joy is so great and the lack of horizontal comparisons among individuals makes it difficult to compare the level of horizontal happiness.	Sumner, 1996 ; Feldman, 2004 ; Liang & Hui, 2016
Desire theories	It is one's true satisfaction with	A person's expectations are	Griffin, 2000 ;

	that person's expectations.	very generous and may not even have anything relate with happiness. It is difficult to conclude that a person's satisfaction with expectations is happiness	Darwall, 2002
Authentic Happiness Theories	Happiness is based on a full awareness of one's own living conditions and complete autonomy. And includes 3 scales: hedonism, life satisfaction and emotional state	Widely used in tourism research. But lack of emotional measurement in life satisfaction. The point of time and the length of time period have a great impact on the measurement results of subjective happiness	Sumner, 1996 ; Kahneman, 1999 ; Ehrhardt, Saris & Veenhoven, 2000 ; Haybron, 2000/2003/2005/2007 ; Wang, 2017
Eudaimonistic Theories	Happiness comes from the perfection and self-awareness of people, not only for their moral character, but also for their ability to live.	Paying too much attention to individuals is difficult to reflect the happiness of a group and the whole society. At the same time, there is a lack of unified measurement tools	Ryff, 1989; Nussbaum, 1993; Haybron, 2008; Ruini & Ryff, 2016
Objective List Theories	Think that happiness comes from a variety of lists such as self-assessment of knowledge, health, happiness, family, wealth and social relationships.	Without a consistent philosophical background, avoid the most important question: what is happiness	Murphy, 2001 ; Haybron, 2008

(Source: Liang, 2019)

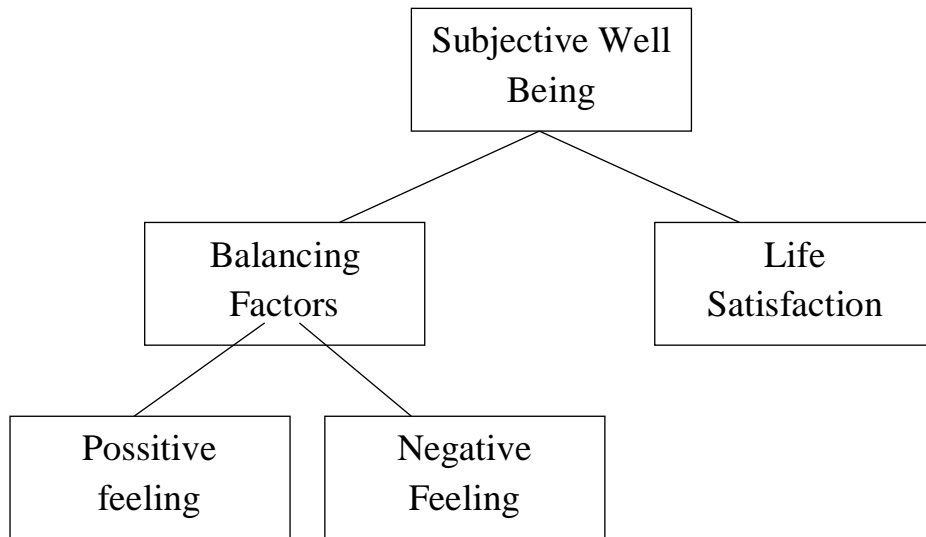
As the statistics show, each theory has its own gaps and evaluates happiness in different directions. For Objective List Theories, there is no strong philosophical background, so the definition of subjective happiness depends on the research question and the value of the research. Because in empirical research, the different definitions of subjective well-being are highly correlated in measurement results. Eudaimonistic Theories emphasizes that achieving the highest goal is perfection and perfection. However, this theory concerns too much about individuals and inconsistent measurement.

Most studies of subjective well-being in tourism use the concept of subjective well-being in Desire theories, Hedonistic Theories and Authentic Happiness Theories. In particular, with Authentic Happiness Theories still consider subjective experience and individual differences in Hedonistic Theories, Desire theories (Sumner, 1996). According to Liang (2019), subjective happiness is measured through the type of scale: hedonism and life satisfaction. In particular, the scale of life satisfaction is widely used in tourism research, it reflects the results of individual assessments of quality of life. Life satisfaction is relatively stable over a period of time and is not susceptible to interference from external factors. Hedonism is a state of positive emotions (joys) and negative emotions (unhappiness) of individuals.

3. The concepts of “Subjective Well-Being”

The definition of subjective well-being was first mentioned through Campbell's (1976) study of subjective factors within the sequence of personal experiences. In another study, concepts including health, comfort, wealth, virtue, and appearance were identified by Kammann (1983) as factors affecting individual well-being. Thus, the subjective happiness in tourism research is understood in many different directions according to different theoretical backgrounds. If based on the three theoretical backgrounds Desire theories, Hedonistic Theories and Authentic

Happiness Theories (Parfit, 1984; Haybron, 2008), the definition of Diener (1984) and subjective happiness are considered appropriate, that explains why it is widely used in the field of tourism



(Source: Diener, 1984)

Figure 1 Model the subjective well-being theory

According to the model that Diener (1984), subjective happiness is influenced by positive factors, negative factors and affected by life satisfaction. More specifically: Satisfaction in life refers to aspects of cognitive judgment about the whole of life (Gilbert and Abdullah, 2004). A positive influence indicates emotional comfort, or in other words it indicates that life is going the way that person wants (Diener, 2006). Negative effects include unpleasant mood and emotions, which represent a negative reaction when a person responds to life, health, events, or circumstances (Diener, 2006). However, the overall level of happiness is conceptualized as the degree to which positive emotions prevail over negative emotions (Kammann and Flett, 1983).

4. Factors affecting Subjective Well-Being

When assessing subjective happiness in the field of tourism, the research is always eager to find out the factors that influence the feeling of happiness with the desire to find the causes / reasons for subjective happiness of the fluctuation changes of study subjects.

Impact factors	Authors
Satisfaction	Diener and Biswas-Diener (2003), Oliver (2010), Su et al. (2015), Neal et al (2007)
Emotion	Diener and Biswas-Diener (2003), Huang et al (2019), Su et al (2018), Huang et al (2019)
Income	Dolan (2008)
Personal characteristics	Dolan (2008)

Social development characteristics	Dolan (2008)
Time consuming	Dolan (2008), Sweet and Kanaroglou (2016)
trustiness	Dolan (2008)
Attitude	Dolan (2008)
Relationship	Dolan (2008)
Environment	Dolan (2008), Sweet and Kanaroglou (2016)
Motivation	Kim et al. (2015)
Personal value	Kim et al. (2015)
Travel experience	Sweet and Kanaroglou (2016)
Service quality	Su et al. (2018)
Psychological needs	Huang et al. (2019)
Innovation Diffusion	Ja Kim et al. (2020)

Factors affecting happiness to be assessed through the perception of the research subjects. The objects of study can be tourists, local people, personnel in tourism companies, but most of them are tourists. With these impact factors can be divided into three groups: (1) derived from the internal objects of the study: Satisfaction, Emotions, Beliefs, Attitude, Personal Characteristics, Income, Needs Psychological, Personal values, Time use. (2) derived from tourism services: Satisfaction, Service quality, Travel experience, Innovation Diffusion(3) from the environment around the object of study: Social development characteristics, Environment, Relationship. Obviously, the factors that directly affect the research subjects are more interested and investigated. And the factors related to tourism services are still too few studies to evaluate so fewer factors were discovered. Based on the definition of subjective happiness, it is also easy to explain why the factors of satisfaction and emotions (including positive emotions, negative emotions) are factors that have been studied extensively in the history of influence. It's to feel individual happiness. In particular, in recent years, the trend of applying technology to tourism products / services has also created new factors affecting subjective well-being, including the Innovation factor discovered. by Ja Kim et al. (2020).

5. Limitation and future research:

Certainly, when doing empirical research on the subjective well-being of travel, researchers always learn about and evaluate previous research limits or advice on further research from previous studies. To be able to address those limitations or inherit the direction that past studies have driven. In order to optimize the way, the results that the study is conducting.

Authors and year	Limitation	Future Research
Ja Kim et al	The sample was collected in Korea so caution should be exercised when	Further study should be conducted to determine whether the findings apply across all

(2020)	<p>applying the findings of the study beyond this country.</p> <p>We focused on using virtual reality (VR) content and not on the devices being used</p>	<p>types of VR devices.</p> <p>Researchers should consider incorporating other theories of human behavior into an extended VR technology acceptance model to better elucidate VR technology adoption by tourists.</p> <p>Future research should consider different samples to capture non-users' attitudes towards digital experiences.</p>
Mirehie & Gibson (2020)	Some problems associated with non-probability sampling	Opening to further investigation about growing focus on the relationship between sport and tourism and wellbeing
Pyke, Pyke & Watuwa (2019)	Response of participants may have been influenced by the prior intuition of participants that guess to know about research intent	<p>Recommendations for future research include comparing the results of this study to other First Nation communities across cultures and countries, thereby providing further implications for social tourism knowledge, policy, and practice.</p> <p>Future research may wish to replicate this study in a similar community over a longer period of time</p>
Wang et al (2019)	The destinations in Taiwan and most of the respondents to the study were Taiwanese.	Future studies can explore the traveler's experience with destination attraction in a multicultural environment.
Houge & Hodge (2019)		<p>Future research employing longitudinal designs might include studies that experimentally examine the efficacy.</p> <p>Evaluate these conceptual frameworks of how adventure recreation experiences enhance eudaemonic SWB via basic psychological need satisfaction and nature contact across a diverse range of adventure experiences</p>
Mayer et al 2019	Factors linked to the individual temperaments of the participants were not identified during the trip.	<p>Analyzing contexts in which groups of travelers do not have previously established relationships could also lead to new discoveries and insights for understanding behaviors and influences that may lead to variations in subjective well-being in the course of a trip.</p> <p>New research in this area should be dedicated to improving the methods of daily assessments of well-being in the context of travel.</p>
Huang et al 2019	The data does not represent the total population and limits the generality of the results	Investigate why behavioral intent does not come about by the impact of positive emotions Diversify patterns across different cultures to

		gain a better understanding of the positive effects.
Vinzenz et al 2018	The investigation of negative emotions, included in a decision-making process, was not part of this study, because the behavioral decision was already determined.	Future research may investigate the cultural influence in further detail.
Holm et al (2017)		As a basis for developing theoretical models between subjective happiness and risky activity. Or the perception of tourists' risks affecting their psychological and long-term emotional state.
Su et al (2016)	Current research tests the hypothesis with domestic Chinese hotel customers using convenient samples	Examination of survey relationships using more general random sampling techniques as well as more geographically and ethnically diverse populations should be considered. Some types of premise might consider for example: company reputation, service fairness.
Vogt et al (2016)	This research are that case studies are not generalizable to other places	Future research could examine more directly how specific tourism development decisions alter subjective well-being
Kim et al (2015)	This study is limited to hiking tourists on the trails in Jeju, South Korea. At present, the study does not hypothesize about the indirect effects of subjective well-being shown in the model proposal.	Future research should consider the relationship between subjective well-being and intention to return.

In recent years, feeling of individual happiness has been a topic of interest in tourism research. The individuals studied are mostly tourists (Su et al., 2016); Kim et al., 2015); Mayer et al., 2019; Wang et al., 2019) and a few consider citizens at destinations (Pyke, Pyke & Watuwa, 2019). In many areas of tourism such as destination tourism (Kim et al., 2015; Su et al. (2016); Wang et al., 2019), adventure tourism (Holm et al., 2017), sport tourism (Mirehie & Gibson, 2020), social tourism (Pyke, Pyke & Watuwa, 2019), technology tourism (JA Kim Et Al., 2020)

We can realize that the main limitation of empirical studies in the recent period is the research context. Each study was limited to a specific range of time and space (Wang et al., 2019; Huang et al., 2019; Su et al., 2016; Kim et al., 2015). From there, the results of the study may occur in the context of the study without similarities. Therefore, the next researchers' advice may be to study the subjective well-being in tourism with multiple contexts or objects to compare or contrast to make the results more representative. In particular, many guiding studies should evaluate the role of culture or investigate the influence of culture on subjective well-being (Wang et al., 2019; Huang et al., 2019; Vinzenz et al 2018). At the same time, studies also suggest new factors that affect subjective well-being such as corporate reputation, service equity (Su et al., 2016), or new relationships such as happiness.

Subjectivity and intention to return (Kim et al., 2015) and both research methods (Su et al., 2016) and the application of new theoretical foundations in research (JA Kim Et Al, 2020).

In summary, the study has achieved some results from the review of the theoretical foundations of subjective happiness to provide a correct understanding of subjective happiness. At the same time, assessing empirical studies to consider the influencing factors to determine the cause of individual subjective well-being in tangible tourism or decrease. Further limits and directions for further research will be provided to help further experimental research in the field of tourism which can help researchers guide future research. However, this study can only evaluate a handful of empirical studies that have been done, which are not necessarily complete and reveal all aspects of subjective well-being in tourism.

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