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# How Does a Travel Trip Affect Tourists' Life Satisfaction?

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## Abstract

The goal of the research reported in this article was to develop a model describing how positive and negative affect associated with specific experiences of a travel trip influence tourists' overall sense of well-being (life satisfaction). The model is based on the theoretical notion that a travel trip influences life satisfaction through tourists' experiences of positive and negative affect associated with a recent tourist trip couched within various life domains (e.g., social life, leisure life, family life, cultural life, health and safety, love life, work life, and financial life). We conducted two studies. The first study was qualitative, designed to identify specific sources of positive and negative affect generated by the most recent tourist trip experiences in the context of various life domains. The second study involved a survey of tourists ( $N = 264$ ) to test the model in a formal manner. The data provided support for the overall model; the data also helped identify specific sources of positive and negative affect that play a significant role in tourists' overall sense of well-being. Specific managerial recommendations are made for tourist operators based on the study findings.

## Keywords

tourists, subjective well-being, life satisfaction, life domain satisfaction, positive and negative affect, leisure travel, sense of well-being

## Introduction

Tourism colours the world, making it sometimes appear as if a pot of paint has been spilled, allowing that one universal hue to seep everywhere. (Lengkeek 2001, p. 173)

There are many studies in leisure research focused on travel satisfaction (e.g., Allen and Beattie 1984; Allen and Donnelly 1985; Connely 1987; Fielding, Pearce, and Hughes 1992; Iso-Ahola 1979; Kelly 1982; Unger and Kernan 1983). These studies provide a foundation for understanding the role of leisure travel in tourists' satisfaction with life overall (sense of well-being). For example, Unger and Kernan (1983) have theorized and empirically demonstrated that satisfaction with travel leisure is determined by the extent to which the trip is perceived to provide the tourist with a certain degree of freedom from control and work, that the trip is perceived to be involving and arousing, that the leisure activities involve a certain sense of mastery, and finally that the leisure travel allows a certain degree of spontaneity. Such studies help us better understand the concept of leisure satisfaction but not necessarily the link between leisure satisfaction and satisfaction with life overall (a common subjective indicator of quality of life [QOL]).

A small handful of studies have focused on the effects of leisure satisfaction on life satisfaction (e.g., Coyle, Lesnik-Emas, and Kinney 1994; London, Crandall, and Seals 1977; Mactavish et al. 2007; Neal, Sirgy, and Uysal 1999; Neal, Uysal, and Sirgy 2007). Specifically, London, Crandall, and Seals (1977) conducted a large-scale survey to investigate the influence of leisure satisfaction (compared to job satisfaction) on life satisfaction. Their study revealed that both job and leisure satisfaction accounted for meaningful variation in life satisfaction. However, leisure satisfaction accounted for more variation in life satisfaction (than job satisfaction) among minorities and other disadvantaged groups. These findings are in accord with the findings of Coyle, Lesnik-Emas, and Kinney (1994), whose study of adults with spinal cord injury revealed that leisure satisfaction is the most significant predictor of life satisfaction. Mactavish

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et al. (2007) examined the role of vacations in the quality of life of individuals with intellectual disability and their families. Again, leisure satisfaction was found to play a significant role in life satisfaction.

Neal, Sirgy, and Uysal (1999) expanded on the leisure–life satisfaction relationship by focusing on a variety of tourism services and the way satisfaction with these services influence life satisfaction through leisure satisfaction. The study findings underscore the fact that satisfaction with tourism services contributes to satisfaction in leisure life, which in turn contributes to life satisfaction. Neal, Uysal, and Sirgy (2007) conducted a follow-up study to investigate the moderating effects of length of stay and found that the extent to which satisfaction with tourism services contributes to satisfaction in leisure life and overall life satisfaction is more evident for tourists who have extended stays compared to tourists with shorter stays.

Another group of studies explored the effects of leisure travel on life satisfaction directly (e.g., Gilbert and Abdullah 2004; Milan 1997). Specifically, Milan (1997) conducted a study that explored the impact of travel and tourism experience on travelers' psychological well-being or overall happiness. This study focused on senior tourists on an escorted tour. Their sense of well-being was captured at the start and the end of the tour, and differences in sense of well-being were compared. No significant differences in sense of well-being were reported. Gilbert and Abdullah (2004) explained the lack of support of the impact of the tour on the tourists' sense of well-being as due to the fact that the data were collected at the start and not prior to the tour. With this in mind, they conducted a study to demonstrate that "holiday taking" does make a significant contribution to life satisfaction of those taking vacations. Their study compared a holiday-taking group with a non-holiday-taking group. The results showed that the holiday-taking group had an increased sense of well-being prior to and after their travels compared to the non-holiday-taking group.

How do we explain the effect of leisure travel on tourists' overall sense of well-being? The effect of satisfaction with a specific consumption experience on overall life satisfaction has been explained using the *bottom-up spillover theory of subjective well-being* (e.g., Diener 1984; Diener et al. 1999; Sirgy 2002; Sirgy and Lee 2006). This theory posits that satisfaction with a consumption experience is affect housed in concrete psychological domains. This affect varies from the most concrete domains to the most abstract—the most abstract being satisfaction with life overall (overall sense of well-being). This spillover of affect between the most concrete to the most abstract is mediated by affect housed in various life domains (e.g., family life, leisure life, work life, financial life, health life, love life, and so on). That is, affect related to a consumption experience (e.g., satisfaction with a specific tourist trip) contributes to affect in the various life domains, which in turn, influences satisfaction with

life at large. There are many studies conducted with various consumption-related experiences using bottom–up spillover theory. For example, studies have found that satisfaction with housing contribute to satisfaction in various life domains (e.g., community life, family life, social life, leisure life, financial life, and so on), which in turn affects satisfaction with life (e.g., Grzeskowiak et al. 2006). Other studies have found that satisfaction with a hospital stay contribute to satisfaction with health life and community life, which in turn influences satisfaction with life overall (e.g., Sirgy, Hansen, and Littlefield 1994).

Given what we know about the effect of tourism satisfaction on overall life satisfaction, one can say that we have a very limited understanding on the nature of affect spillover from satisfaction with tourism experiences to satisfaction with life overall. We also have a limited understanding on the role of positive versus negative affect associated with a tourist trip on overall life satisfaction. For example, does positive affect generated from the most recent tourist trip in relation to health and safety contribute to overall life satisfaction more so than the reduction of negative affect? Rephrased differently, a tourist trip has the potential of contributing to the tourist's overall life satisfaction by generating positive affect arising from feeling relaxed and rested, feeling mentally recharged after the trip, and/or feeling that own health improved because the trip required physical activity. In contrast, a tourist trip may contribute to overall life satisfaction by satisfaction generated because the trip is perceived not to be tiring and exhausting as expected. Tourists may feel satisfied knowing that they did not get sick on the trip. They did not worry much about catching a disease during the trip. They did not gain much weight. They did not encounter problems with safety and crime. One can argue that the incidence of positive affect in the health domain as well as the *lack of* incidence of negative affect could both contribute to overall life satisfaction of tourists. However, the question remains: Does the incidence of positive affect resulting from a trip in the context of a particular life domain impact overall life satisfaction more than the lack of incidence of negative affect? If the incidence of positive affect plays a differential role from the lack of incidence of negative affect in various life domains, then it is imperative for tourism officials to obtain this information to help them develop marketing programs designed to enhance tourists' satisfaction with life overall. For example, if the research uncovers the fact that tourists' overall life satisfaction is more influenced by the lack of incidence of negative affect in health and safety than the incidence of positive affect in the same life domain, then tourism marketers should pay closer attention to tourism programs and services designed to reduce the incidence of negative affect in health and safety than programs and services designed to increase the incidence of positive affect. In this case, tourism officials should allocate greater resources to provide tourists with programs and services designed to

ensure that tourists do not get sick while vacationing, that they do not get overly tired and exhausted, that they do not gain much weight while vacationing, and not encounter problems with safety and crime than providing tourists with programs and services designed to increase the incidence of positive affect (e.g., programs and services designed to enhance relaxation and rest). Such research is likely to help tourism officials to better design their programs and services to increase the incidence of positive affect in certain life domains and decrease the incidence of negative affect in other domains. The overarching goal is to maximize tourists' overall life satisfaction (sense of well-being). Doing so should reward tourist operators with repeat business and positive word-of-mouth communications, which in turn should enhance the profitability of the tourist enterprise.

## Conceptual Development

How does satisfaction with tourism services affect tourists' life satisfaction? To answer this question, we will have to revisit the concept of bottom-up spillover theory of subjective well-being (Andrews and Withey 1976; Campbell, Converse, and Rodgers 1976; Diener 1984; Sirgy 2002). The basic premise of bottom-up spillover theory is that life satisfaction is functionally related to satisfaction with all of life's domains and subdomains. Life satisfaction is thought to be on top of an attitude (or satisfaction) hierarchy. Life satisfaction is influenced by satisfaction with life domains (e.g., satisfaction with community, family, work, social life, health, and so on). Satisfaction with a particular life domain (e.g., social life), in turn, is influenced by lower levels of life concerns within that domain (e.g., satisfaction with social events related to a tourist trip). That is, life satisfaction is mostly determined by evaluations of individual life concerns. The greater the satisfaction with events experienced on a tourist trip, the greater the positive affect (and the less negative affect) these events contribute to those life domains housing those events (psychologically speaking). These events occurring on a tourist trip contribute to positive or negative affect in various life domains (e.g., social life, leisure life, family life). In turn, changes in the positive or negative affect in life domains contribute to changes in subjective well-being (i.e., sense of well-being, overall happiness, life satisfaction, perceived quality of life); that is, the greater the satisfaction with social life, family life, work life, spiritual life, etc., the greater the satisfaction with life overall.

Specifically, bottom-up spillover theory recognizes that satisfaction with one's life is mostly determined by satisfaction with a variety of life domains. It postulates that affect within a specific life domain accumulates and vertically spills over to superordinate domains (e.g., life in general). From this discussion we can make a case for the effects of satisfaction with certain tourist-related events on satisfaction of various life domains and life overall. As such, our model of

tourism well-being guided by bottom-up spillover theory is shown in Figure 1.

The model shown in Figure 1 describes how tourist-related events contribute to positive and negative affect in various life domains, which in turn spill over to life overall (i.e., influence life satisfaction). Specifically, every tourism service is evaluated in terms of its benefits (sources of satisfaction) and costs (sources of dissatisfaction) within a variety of life domains. For example, a tourist on his last trip may experience positive affect in his social life. This feeling of satisfaction may be due to meeting new people, making new friends, spending quality time with friends and sharing mutual interests, and spending time away from home and family. Conversely, a tourist may experience negative affect because he did not have enough time with new friends. Dissatisfaction may arise from having to deal with the noxious behavior of accompanying persons. He may have felt that the accompanying people took away from his "personal time and space." These negative feelings may decrease his social well-being, which in turn may affect his overall QOL (overall sense of well-being or life satisfaction).

Positive affect includes feelings such as enthusiastic, interested, determined, excited, inspired, alert, active, strong, proud, and attentive. Negative affect includes feelings such as scared, afraid, upset, distressed, jittery, nervous, ashamed, guilty, irritable, and hostile (e.g., Bradburn 1969; Diener, Smith, and Fujita 1995; Plutchik 2003). Some QOL researchers conceptualize and operationalize subjective well-being as the difference between positive affect and negative affect (e.g., Diener, Smith, and Fujita 1995). It should be noted that frequency of emotional experience is more important than the degree of intensity of emotional experiences in evaluating affective QOL (Diener, Sandvik, and Pavot 1991).

To develop specific hypotheses about the various sources of positive and negative affect tourists may experience in various life domains and how these influence tourists' sense of well-being in those life domains, we first had to conduct qualitative research. The objective of Study 1 was to conduct qualitative research to identify the various life domains that are affected by tourists' recollection of their last trip and capture the sources of positive and negative affect within each life domain. Doing so would allow us to develop specific hypotheses that can be formally tested in a second study through survey research.

## Study I (Qualitative Research)

To identify those particular life domains most affected by travel/tourism, we conducted 40 in-depth interviews with tourists of varying ages (varying from 21 to 52 years old) and gender (6 men and 34 women) mostly recruited from the staff of a university population in South Africa. The study participants were recruited by personal appeal (i.e., two graduate students trained in tourism research contacted them,

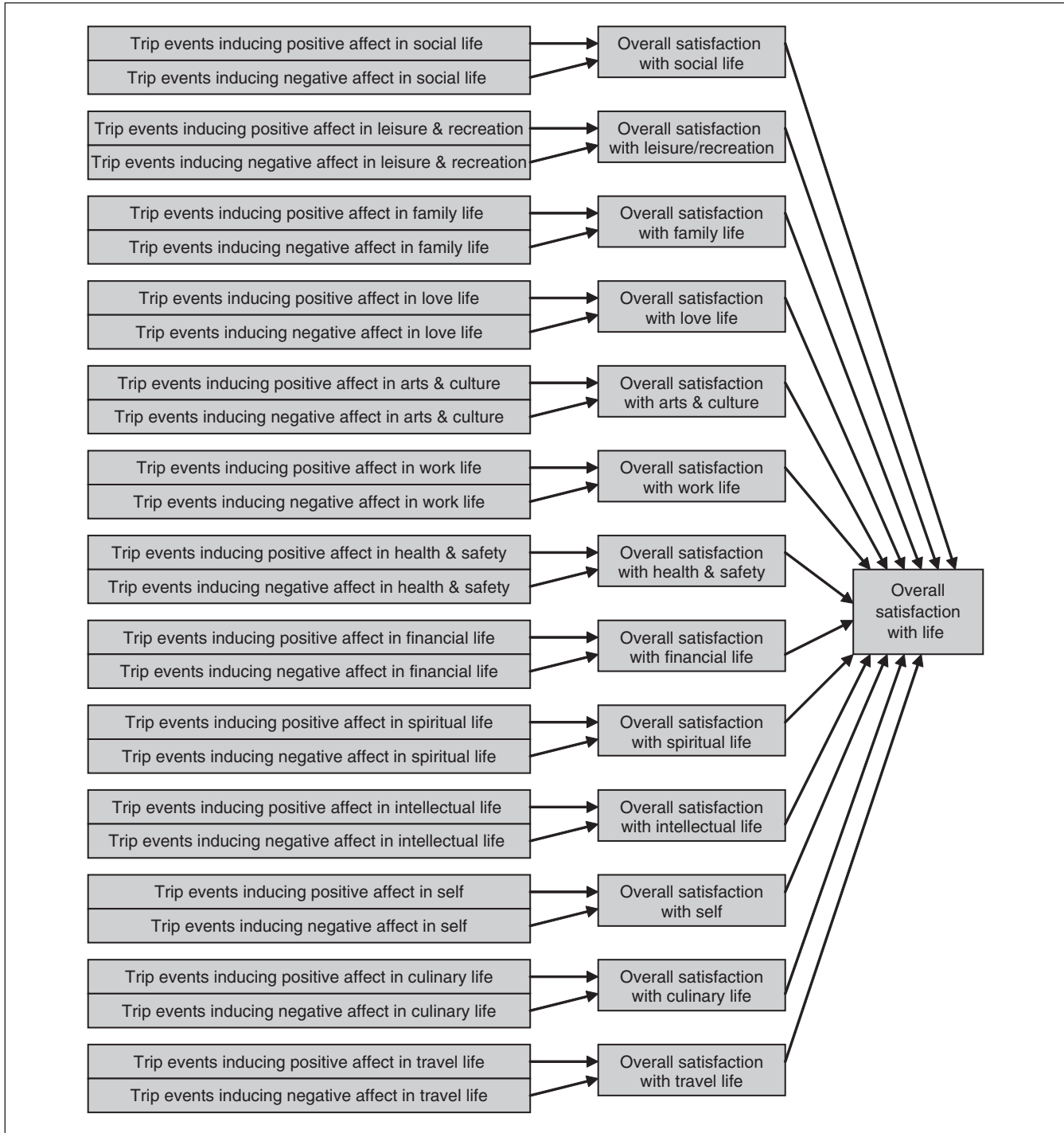


Figure 1. Capturing the sense of well-being impact of travel and tourism

explained the objectives of the study and requested participation). Each interview lasted approximately 30 minutes. The interviewers (the aforementioned graduate students) were well trained in qualitative research techniques, particularly in the laddering technique, which will be described below (Feldman 1995; Lindlof 1995). Each study participant

was advised regarding their status as volunteers in the study, that they have a right to refuse to answer any question, and that their responses will be treated anonymously and confidentially.

The goal of these in-depth interviews was to identify sources of positive and negative affect within those life

domains significantly affected by the most recent tourist trip. Specifically, the laddering technique (Reynolds and Gutman 1998) was used. “Laddering” is an interviewing technique that maps out means–end chains. Laddering is based on means–end theory, which assumes that consumers use a product with a specific set of concrete attributes (means) that reflect certain utilitarian and psychosocial benefits, which in turn are associated with ends (instrumental and terminal values). The interviews probed how positive or negative emotions experienced in relation to the most recent tourist trip (the “means”) helped contribute or detract from satisfaction in the various life domains and overall life (the “ends”). Customarily, laddering interviews are conducted face to face (Reynolds and Gutman 1998). The technique involves a series of questions that are related hierarchically. In other words, one question generates a response, which is followed up by the interviewer with a further probe (why . . . ?), which in turn generates another response from the participant, which in turn is followed by an additional probe (why . . . ?), until the participant cannot seem to respond anymore. The interviewers began with a general question (“Did you go on a vacation trip to some tourist destination in the past six months or so?”). If the interviewee responded affirmatively, then all subsequent questions focused on that trip. Of course, if the interviewee responded negatively, then that person was dismissed.

The interviewer then asked, “How did this trip affect your quality of life? Specifically did your trip affect your social life, leisure life, family life, love life, cultural life, work life, health and safety, financial life, etc.? Let us start exploring how this trip affected your social life.” For example, if the interviewee were to respond by saying, “I had a great time with my friends canoeing down the river,” it indicated positive affect in the social life domain. The interviewer then probes by “What was great about this?” The goal was to generate a list of factors that may have contributed to positive feelings in the social domain. The interviewer also probed any negative feelings the respondent may have had in social life too. Again, the goal is to identify factors that may have contributed to negative feelings in social life. Once the interviewer was satisfied with the quality of responses from social life, the interviewer then shifted to the second life domain, namely leisure life. The interviewer then probed for positive and negative feelings in that domain and the sources of those feelings. The same procedure was followed in relation to the remaining life domains.

## Results

The results of the in-depth interviews are summarized in Table 1. Interviewees expressed positive and negative affect in relation to 13 life domains, namely social life, leisure and recreation, family life, love life, arts and culture, work life, health and safety, financial life, spiritual life, intellectual life, self, culinary life, and travel life (see Table 1).

The information generated from the qualitative study allowed us not only to identify the specific life domains that are influenced by a tourist trip but also to identify specific sources of positive and negative affect generated by tourism-related activities in specific life domains. In one sense, the qualitative study allowed us to generate hypotheses related to the specific trip sources of positive and negative affect within each life domain. The hypotheses are collectively shown in Figure 1 and Table 2. Having developed our hypotheses, we now report on Study 2, which is designed to test these hypotheses formally through survey research.

## Study 2 (Survey Research)

Study 2 involved a survey of 264 adults. Specifically, 300 adults in the North West Province of South Africa were randomly intercepted at five different shopping malls/centers by trained graduate students (field workers). These potential respondents were then introduced to the self-administered survey questionnaire via a cover letter from the main researchers describing the objectives of the research study—potential respondents were told that the goal of the survey is to assess the extent to which tourism affects their QOL. Respondents were assured that their responses would remain confidential and anonymous. Once they agreed to participate, respondents were told to focus on their last (most recent) out-of-home vacation and the tourist destination sites they had visited.

The survey was administered by a field worker who approached a prospective respondent and determined his or her willingness to participate in the study. If a respondent was willing, he or she was asked to complete the survey. The field workers remained available to assist with any questions or queries while the respondent completed the survey. A total of 300 questionnaires were distributed, of which 264 completed questionnaires were used for data analyses. A total of 36 questionnaires were illegible and thus were deleted. The overall response rate was 88%.

The demographic profiles of the respondents are as follows: Of the respondents, 47.5% were less than 30 years old, 20.9% in their thirties, 18.7% in their forties, 9.9% in their fifties, and 3% more than sixty; 74.9% of respondents were female and 25.1% male; 31.2% of the respondents reported having a high school degree, 8.1 % had some college degree, 45.6% had a bachelor’s degree, and 13.7% had a master’s degree; and finally, 41.2% were single, 49.3% married, and 9.5% divorced.

### *The Survey Questionnaire and Measures of the Model’s Constructs*

The title of the survey was “A Survey of Tourism Well-Being.” The survey questionnaire began with the following introduction:

This survey is designed to capture your feelings about the last out-of-home vacation you took in the last few

**Table 1.** Sources of Positive/Negative Affects (Study 1 Results)

Life Domain	Sources of Positive Affect	Sources of Negative Affect
Social life	<ul style="list-style-type: none"> <li>• Meeting new people</li> <li>• Making new friends</li> <li>• Spending quality time with friends and sharing mutual interests</li> <li>• Spending time away from home and family<sup>a</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Not having enough time with new friends to get to know them better<sup>a</sup></li> <li>• Having to deal with noxious behavior of accompanying persons</li> <li>• Lacking enough personal time and space because of accompanying persons</li> </ul>
Leisure and recreation	<ul style="list-style-type: none"> <li>• Engaging in a variety of recreational activities</li> <li>• Experiencing new forms of recreational activities</li> <li>• Mastering an ongoing recreational activity</li> <li>• Getting a chance to do a fair amount of leisurely reading<sup>a</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Feeling tired and exhausted from expending too much energy on the recreational activities</li> <li>• Having read too much, thus enjoyed less scenery<sup>a</sup></li> </ul>
Family life	<ul style="list-style-type: none"> <li>• Spending quality time with family</li> <li>• Getting the whole family together</li> <li>• Achieving balance between work and family life</li> </ul>	<ul style="list-style-type: none"> <li>• Spending fun time on the trip without family and feeling negative about that</li> <li>• Failing to get in touch with family because of telephone/mobile communication problems</li> <li>• Getting embroiled in family conflict</li> </ul>
Love life	<ul style="list-style-type: none"> <li>• Spending quality time with significant other</li> <li>• Strengthening personal relationship with significant other</li> <li>• Visiting places considered as “romantic” spots with significant other</li> <li>• Spending time alone without significant other—“Distance makes heart grow fonder”<sup>a</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Failing to get in touch with significant other because of telephone/mobile communication problems</li> <li>• Missing significant other</li> <li>• Not being able to share the travel experience with significant other</li> </ul>
Arts and culture	<ul style="list-style-type: none"> <li>• Learning about other cultures</li> <li>• Learning to tolerate and appreciate people from other cultures</li> <li>• Learning to appreciate one’s own culture vis-à-vis other cultures</li> <li>• Experiencing other cultures in the form of music, art, architecture, food, and beverage</li> </ul>	<ul style="list-style-type: none"> <li>• Failing to communicate with local people because of language</li> <li>• Feeling disgusted toward people doing things that are unacceptable in one’s culture</li> <li>• Feeling that others met on the trip do not approve nor appreciate one’s culture</li> </ul>
Work life	<ul style="list-style-type: none"> <li>• Feeling good to break away from the work routine</li> <li>• Feeling good escaping the demands and constraints of the workplace</li> <li>• Coming back to work feeling refreshed and energized<sup>a</sup></li> <li>• Getting a chance to do some strategic thinking and planning about work during trip<sup>a</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Feeling forced to work during the trip, which took away from leisure time</li> <li>• Not having any time during the trip to do some work<sup>a</sup></li> <li>• Feeling stressed because the trip was interfering with work and deadlines<sup>a</sup></li> <li>• Being forced to work during the trip and make money to finance the trip</li> <li>• Feeling of not wanting to go back to work and missing the fun</li> <li>• Feeling tired and exhausted coming back to work because the trip was tiring and exhausting<sup>a</sup></li> </ul>
Health and safety	<ul style="list-style-type: none"> <li>• Feeling relaxed, rested, destressed</li> <li>• Feeling mentally recharged after the trip</li> <li>• Feeling that own health improved because the trip required physical activity</li> </ul>	<ul style="list-style-type: none"> <li>• Feeling tired and exhausted</li> <li>• Getting sick</li> <li>• Gaining weight</li> <li>• Worrying about catching a disease</li> <li>• Worrying about safety and crime during the trip<sup>a</sup></li> </ul>
Financial life	<ul style="list-style-type: none"> <li>• Judging that the trip was well worth the money spent</li> <li>• Spending money specifically saved for travel</li> <li>• Saving money by being thrifty and looking for bargains<sup>a</sup></li> <li>• Learning how to budget<sup>a</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Spending too much money<sup>a</sup></li> <li>• Lacking sufficient financial resources to fully enjoy the trip</li> <li>• Returning home with significant debt</li> <li>• Running out of money before the end of the trip<sup>a</sup></li> <li>• Spending money on frivolous, unnecessary things</li> </ul>
Spiritual life	<ul style="list-style-type: none"> <li>• Learning to appreciate nature</li> <li>• Feeling close to God (given the trip is outdoors)</li> <li>• Getting a chance to think about what is important in life</li> <li>• Feeling good to share one’s spiritual beliefs with others<sup>a</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Feeling that the trip is all about consumption and spending money, thus lacking the spiritual element</li> <li>• Assessing one’s life and realizing that one’s life is adrift and had no purpose</li> </ul>

(continued)

Table 1. (continued)

Life Domain	Sources of Positive Affect	Sources of Negative Affect
Intellectual life	<ul style="list-style-type: none"> <li>• Feeling that the trip was very educational and intellectually fulfilling</li> </ul>	<ul style="list-style-type: none"> <li>• Not getting a chance to learn as much as one desired</li> </ul>
Self	<ul style="list-style-type: none"> <li>• Spending time alone to enjoy doing things one likes best without the social pressure</li> <li>• Spending time alone to learn more about oneself<sup>a</sup></li> <li>• Learning to enjoy being by oneself without the significant other</li> <li>• Spending time alone to make future plans</li> </ul>	<ul style="list-style-type: none"> <li>• Missing one's significant other, friends, and family</li> <li>• Feeling bored and alone</li> <li>• Feeling frustrated about making future plans without input of loved ones<sup>a</sup></li> </ul>
Culinary life	<ul style="list-style-type: none"> <li>• Enjoying good tasting food</li> <li>• Eating healthy<sup>a</sup></li> <li>• Experiencing new and exotic cuisines</li> <li>• Experiencing new and exotic beverages</li> </ul>	<ul style="list-style-type: none"> <li>• Not having the variety of food items to choose from</li> <li>• Not having food and beverages one is accustomed to</li> </ul>
Travel life	<ul style="list-style-type: none"> <li>• Being able to break away from daily routine through travel</li> <li>• Enjoying new places to visit</li> <li>• Being outdoors and on the move</li> <li>• Enjoying the travel and lodging accommodations</li> </ul>	<ul style="list-style-type: none"> <li>• Feeling uneasy getting outside one's comfort zone</li> <li>• Feeling tired and exhausted traveling from one place to another</li> </ul>

a. Deleted indicator as a function of reliability analysis

months. Please respond to the survey questions by focusing on the last (most recent) out-of-home vacation you had in which you visited a tourist destination site. It takes approximately 20 minutes to complete this questionnaire. Your responses to the questionnaire will be kept confidential. Your responses will be entered into a statistical data file anonymously (that is, there are no identification marks to match a person's responses with the actual identity of the person completing the survey).

What is the most recent, out-of-home, tourist trip you had in the last year or so? Please name the destination site here:

From this point on, respond to the survey questions by relating the questions to the specified tourist destination site.

The questionnaire was organized by life domain in the following order: social life, leisure life, family life, love life, arts and culture, work life, health and safety, financial life, spiritual life, intellectual life, self, culinary life, and travel life. Within each life domain, respondents had to agree or disagree with statements related to sources of positive and negative affect. These items captured the constructs related to the sources of positive and negative affect embedded within the 13 aforementioned life domains. This was followed by a section that captured overall satisfaction with the various life domains, which was followed by the final section related to demographic information.

*Trip sources of positive and negative affect within the 13 life domains.* For example, the social life section prompted the

respondent by stating, "We would like you to focus on your social life and capture the impact of the tourist trip on your feelings in your social life. Indicate your agreement or disagreement to the following statement using the following scale: 'No, not at all' 1 2 3 4 5 6 7 'Yes, very much so.' If you don't remember, please mark the 'I don't know' column (9). If you believe that this particular situation did not apply to you in the context of the specified trip, please mark the 'does not apply' column (X)." At this stage, the respondents were presented the positive affect items followed by the negative affect items (see Table 1 for the exact measures). This was repeated for the next 12 life domains.

Thirteen confirmatory factor analyses were conducted (one for each life domain) to test the reliability of the constructs. Certain items were deleted from the positive and negative affect constructs to enhance reliability. The resulting reliability coefficients were quite acceptable. Alpha coefficients ranged from .62 to .92 for positive affect items and from .70 to .93 for the negative affect items. Average extracted variance scores ranged from .72 to .88 for the positive affect items and from .65 to .93 for the negative affect items. Composite reliability scores ranged from .75 to .93 for the positive affect items and from .74 to .95 for the negative affect items. Based on these reliability analyses, we computed average positive affect and negative affect scores for each of the 13 life domains (after deleting items that were found lacking reliability).

*Life domain satisfaction.* The measures of the constructs pertaining to life domain satisfaction (satisfaction with social life, leisure life, family life, love life, arts and culture,



**Table 2.** Hypotheses Testing (Study 2 Results)

Life Domain	Impact of Positive versus Negative Affect on Life Domain Satisfaction	Impact of Life Domain Satisfaction on Overall Life Satisfaction	
Social life (Hypothesis 1)	Hypothesis 1a: PA → Satisfaction with social life ( $\gamma = .600, p < .01$ ) Hypothesis 1b: NA → Satisfaction with social life ( $\gamma = -.521, p < .01$ )	Hypothesis 1c: Satisfaction with social life → Satisfaction with life overall ( $\beta = .609, p < .01$ )	$\chi^2 (p) = 108.866 (.00), df=37$ ; CFI= .953, GFI= .932, NFI= .931, RMSEA= .083
Leisure and recreation (Hypothesis 2)	Hypothesis 2a: PA → Satisfaction with leisure and recreation ( $\gamma = .552, p < .01$ ) Hypothesis 2b: NA → Satisfaction with leisure and recreation ( $\gamma = .083, p > .05$ )	Hypothesis 2c: Satisfaction with leisure and recreation → Satisfaction with life overall ( $\beta = .559, p < .01$ )	$\chi^2 (p) = 91.572 (.00), df= 30$ , CFI = .951, GFI = .935, NFI = .929, RMSEA = .088
Family life (Hypothesis 3)	Hypothesis 3a: PA → Family life ( $\gamma = .342, p < .01$ ) Hypothesis 3b: NA → Family life ( $\gamma = -.503, p < .01$ )	Hypothesis 3c: Satisfaction with family life → Satisfaction with life overall ( $\beta = .422, p < .01$ )	$\chi^2 (p) = 182.716 (.00), df= 49$ , CFI = .913, GFI = .904, NFI = .886, RMSEA = .095
Love life (Hypothesis 4)	Hypothesis 4a: PA → Satisfaction with love life ( $\gamma = .831, p < .01$ ) Hypothesis 4b: NA → Satisfaction with love life ( $\gamma = -.547, p < .01$ )	Hypothesis 4c: Satisfaction with love life → Satisfaction with life overall ( $\beta = .486, p < .01$ )	$\chi^2 (p) = 201.521 (.00), df= 46$ , CFI = .937, GFI = .888, NFI = .920, RMSEA = .112
Arts and culture (Hypothesis 5)	Hypothesis 5a: PA → Satisfaction with arts and culture ( $\gamma = .181, p < .01$ ) Hypothesis 5b: NA → Satisfaction with arts and culture ( $\gamma = -.200, p < .01$ )	Hypothesis 5c: Satisfaction with arts and culture → Satisfaction with life overall ( $\beta = .275, p < .01$ )	$\chi^2 (p) = 173.305 (.00), df= 51$ , CFI = .944, GFI = .914, NFI = .924, RMSEA = .090
Work life (Hypothesis 6)	Hypothesis 6a: PA → Satisfaction with work life ( $\gamma = .057, p < .01$ ) Hypothesis 6b: NA → Satisfaction with work life ( $\gamma = -.364, p < .01$ )	Hypothesis 6c: Satisfaction with work life → Satisfaction with life overall ( $\beta = .190, p < .01$ )	$\chi^2 (p) = 129.652 (.00), df= 37$ , CFI = .943, GFI = .922, NFI = .915, RMSEA = .093
Health and safety (Hypothesis 7)	Hypothesis 7a: PA → Satisfaction with health and safety ( $\gamma = .055, p > .05$ ) Hypothesis 7b: NA → Satisfaction with health and safety ( $\gamma = -.277, p < .01$ )	Hypothesis 7c: Satisfaction with health and safety → Satisfaction with life overall ( $\beta = .370, p < .01$ )	$\chi^2 (p) = 173.438 (.00), df= 58$ , CFI = .920, GFI = .914, NFI = .885, RMSEA = .082
Financial life (Hypothesis 8)	Hypothesis 8a: PA → Satisfaction with financial life ( $\gamma = -.067, p > .05$ ) Hypothesis 8b: NA → Satisfaction with financial life ( $\gamma = -.504, p < .01$ )	Hypothesis 8c: Satisfaction with financial life → Satisfaction with life overall ( $\beta = .228, p < .01$ )	$\chi^2 (p) = 107.257 (.00), df= 27$ , CFI = .951, GFI = .937, NFI = .937, RMSEA = .099
Spiritual life (Hypothesis 9)	Hypothesis 9a: PA → Satisfaction with spiritual life ( $\gamma = .185, p < .01$ ) Hypothesis 9b: NA → Satisfaction with spiritual life ( $\gamma = -.269, p < .01$ )	Hypothesis 9c: Satisfaction with spiritual life → Satisfaction with life overall ( $\beta = .330, p < .01$ )	$\chi^2 (p) = 120.261 (.00), df= 40$ , CFI = .943, GFI = .928, NFI = .918, RMSEA = .083
Intellectual life (Hypothesis 10)	Hypothesis 10a: PA → Satisfaction with intellectual life ( $\gamma = .119, p < .01$ ) Hypothesis 10b: NA → Satisfaction with intellectual life ( $\gamma = -.063, p > .05$ )	Hypothesis 10c: Satisfaction with intellectual life → Satisfaction with life overall ( $\beta = .297, p < .01$ )	$\chi^2 (p) = 50.087 (.00), df= 17$ , CFI = .961, GFI = .957, NFI = .944, RMSEA = .091.
Self (Hypothesis 11)	Hypothesis 11a: PA → Satisfaction with self ( $\gamma = .016, p > .05$ ) Hypothesis 11b: NA → Satisfaction with self ( $\gamma = -.099, p > .05$ )	Hypothesis 11c: Satisfaction with self → Satisfaction with life overall ( $\beta = .137, p < .05$ )	$\chi^2 (p) = 126.154 (.00), df= 36$ , CFI = .941, GFI = .923, NFI = .921, RMSEA = .094
Culinary life (Hypothesis 12)	Hypothesis 12a: PA → Satisfaction with culinary life ( $\gamma = .321, p < .01$ ) Hypothesis 12b: NA → Satisfaction with culinary life ( $\gamma = -.273, p < .01$ )	Hypothesis 12c: Satisfaction with culinary life → Satisfaction with life overall ( $\beta = .848, p < .01$ )	$\chi^2 (p) = 139.611 (.00), df= 40$ , CFI = .925, GFI = .911, NFI = .899, RMSEA = .098
Travel life (Hypothesis 13)	Hypothesis 13a: PA → Satisfaction with travel life ( $\gamma = .220, p < .05$ ) Hypothesis 13b: NA → Satisfaction with travel life ( $\gamma = .004, p > .05$ )	Hypothesis 13c: Satisfaction with travel life → Satisfaction with life overall ( $\beta = .207, p < .01$ )	$\chi^2 (p) = 162.744 (.00), df= 49$ , CFI = .917, GFI = .910, NFI = .886, RMSEA = .091

Note: PA = positive affect; NA = negative affect; CFI = comparative fit index; GFI = goodness-of-fit index; NFI = normed fit index; RMSEA = root mean square error of approximation.

**Table 3.** Measures of Life Domain Satisfaction (Study 2)

Respondents were prompted with the following statement:

Now, we will shift gears a little. Let us focus on how you felt at large in the context of the various life domains: social life, leisure & recreation, family life, love life, arts & culture, work life, health & safety, financial life, spiritual life, intellectual life, self, culinary life, and travel life. Indicate your satisfaction or dissatisfaction you felt in these various life domains towards the end of the trip and its immediate aftermath using the following scale: "Very dissatisfied" 1 2 3 4 5 6 7 "Very satisfied"

At this stage, respondents were presented with the items capturing the life domain satisfaction. Specifically:

- *Satisfaction with social life* (social well-being): "My social life (how I feel about friends, people I met, people I socialized and partied with)"
- *Satisfaction with leisure life* (leisure well-being): "Leisure and recreation (how I feel about the kind of fun I had with my spare time, the recreation activities I took on)"
- *Satisfaction with family life* (family well-being): "My family life (how I feel about my spouse, children, and relatives)"
- *Satisfaction with love life* (love well-being): "My love life (how I feel about my romantic partner or partners)"
- *Satisfaction with arts and culture* (cultural well-being): "Arts and culture (how I feel about my experiences with arts and cultural activities)"
- *Satisfaction with work life* (work well-being): "My work life (how I feel about my job, career, or profession)"
- *Satisfaction with health and safety* (health well-being): "Health and safety (how I feel about my overall mental and physical health, as well as my own personal safety)"
- *Satisfaction with financial life* (financial well-being): "My financial life (how I feel about my financial situation, how much money I have, how much I spend, how much I have saved, etc.)"
- *Satisfaction with spiritual life* (spiritual well-being): "My spiritual life (how I feel about how I am connected to nature, other people, 'God'; my ethics and sense of righteousness; religious activities)"
- *Satisfaction with intellectual life* (intellectual well-being): "My intellectual life (how I feel about my education, what I do to learn about the world around me, my curiosity and need to learn, etc.)"
- *Satisfaction with self* (self well-being): "Self (how I feel about myself, the way I take care of my physical and mental self, the way I nurture myself, my personal growth, etc.)"
- *Satisfaction with culinary life* (culinary well-being): "My culinary life (how I feel about what I eat and drink, how healthy, how tasty, how ethnic, how exotic, etc.)"
- *Satisfaction with travel life* (travel well-being): "My travel life (how I travel, where I travel to, my travel experiences, travel accommodations, etc.)"

**Table 4.** Life Satisfaction Measure (Study 2)

The second measure of life satisfaction involved the following five items:

1. Overall, my experience with this trip was memorable having enriched my quality of life.
2. My satisfaction with life in general was increased shortly after the trip.
3. Although I have my ups and downs, in general, I felt good about my life shortly after the trip.
4. After the trip I felt that I lead a meaningful and fulfilling life.
5. Overall, I felt happy upon my return from that trip.

Responses to these items were captured using 7-point rating scales varying from "No, not at all" to "Yes, very much so."

work life, health and safety, financial life, spiritual life, intellectual life, self, culinary life, and travel life) are shown in Table 3.

Life domain satisfaction measures are well accepted in QOL studies. The literature is replete with these types of measures. However, the exact life domains vary from one study to another, one population to another, and one context to another (e.g., Cummins 1996; Frisch 1993).

*Life satisfaction.* This construct was measured in the context of the life domain satisfaction using the following prompt: "My life overall (how I feel about my life overall, my happiness, how satisfied I am with life, the quality of my life, etc.)" Respondents used the same 7-point satisfaction

rating scale to rate their satisfaction with life overall. Four additional items were used to capture life satisfaction (cf Andrews and Withey 1976; Campbell, Converse, and Rodgers 1976). These are shown in Table 4.

These latter items were adapted from the Satisfaction with Life Scale, a measure widely used in QOL studies (e.g., Diener et al. 1985; Pavot et al. 1991; Pavot and Diener 1993). The goal of the adaptation is to make the measure more time sensitive (i.e., the goal is to capture life satisfaction immediately after the trip). A confirmatory factor analysis that was performed on these five items shows good reliability (alpha = .88; average extracted variance = .82; composite reliability = .91).

## Results

Initially, we first tested the model as a whole, but the results showed a high level of multicollinearity (variance inflation factor > 10) because of the large number of life domains and constructs dealing with positive and negative affect within each life domain. Thus, we had to break down the model as a whole by the 13 life domains. In other words, we tested the model separately for each life domain to test the effects of positive versus negative affect on life domain satisfaction and overall life satisfaction.

The hypothesis-testing results are summarized in Table 2 and also are captured in Figure 2 (solid arrows denote support for hypotheses, while dotted arrows denote lack of support). In relation to *social life* (Hypothesis 1), positive affect (i.e., trip events that generate positive affect) was found to significantly predict overall satisfaction with social life, providing support for Hypothesis 1a (see Table 2). That is, positive affect in social life generated by the most recent trip contributes significantly to current levels of social well-being. Similarly, negative affect generated by the most recent trip was found to significantly predict overall satisfaction with social life, providing support for Hypothesis 1b (see Table 2). Specifically, negative affect that a trip generated in social life was found to detract significantly from social well-being. Furthermore, overall satisfaction with social life was found to be a significant and positive predictor of overall life satisfaction (see Table 2), supporting Hypothesis 1c. Overall goodness-of-fit statistics were also satisfactory (see Table 2). These results suggest that the model provided an acceptable fit to the data (Browne and Cudeck 1993; Bagozzi and Yi 1988).

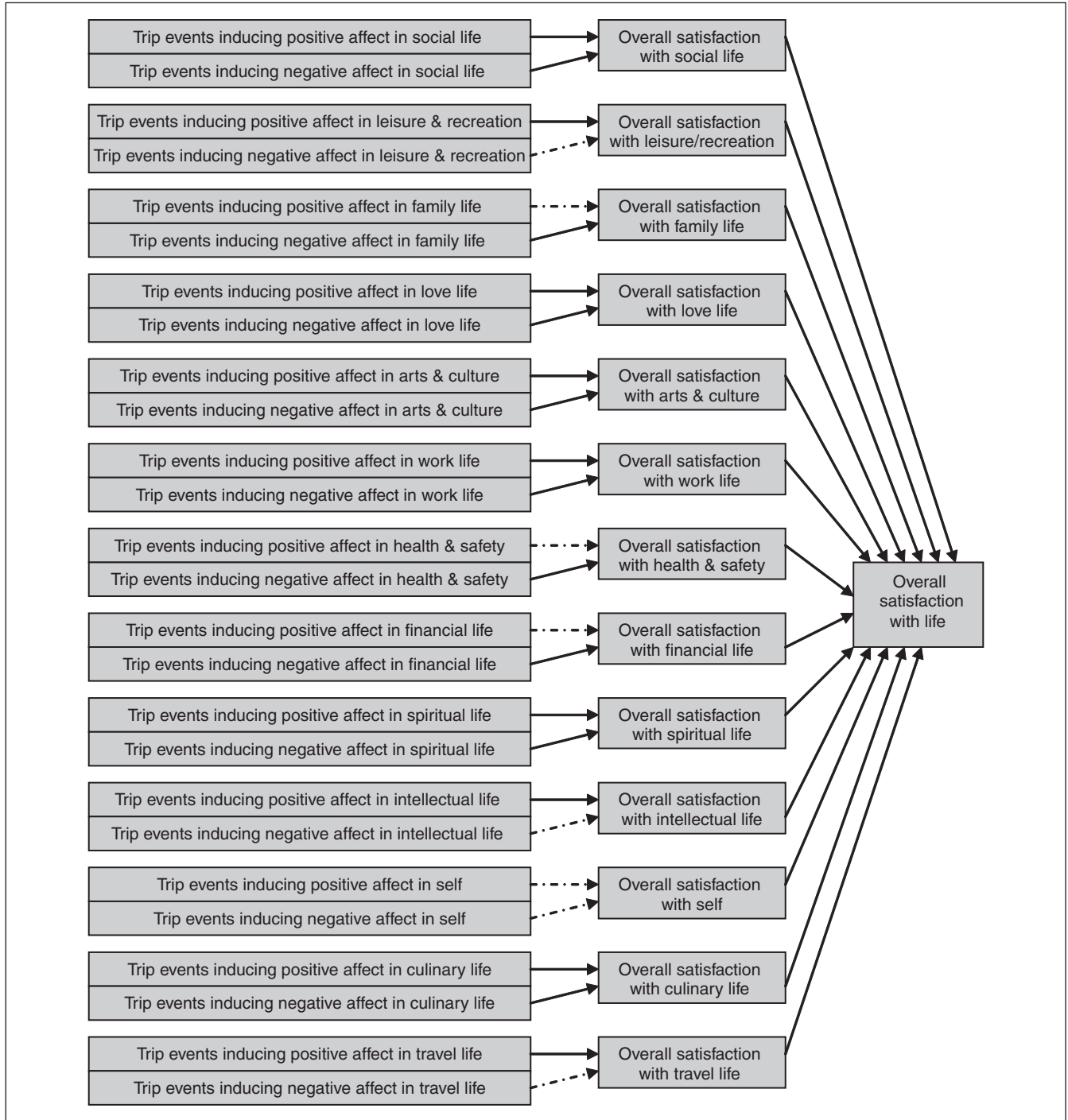
The results of the remaining hypotheses (Hypotheses 2 to 13) are also summarized in Table 2 and Figure 2. These results show that all the hypotheses were supported except for the following:

- Related to *leisure life* (Hypothesis 2), negative affect was found not to significantly predict overall satisfaction with leisure life, failing to provide support for Hypothesis 2b (see Table 2).
- Related to *health and safety* (Hypothesis 7), positive affect experienced in work life as generated from the most recent trip was found not to significantly predict overall satisfaction with health and safety, failing to provide support for Hypothesis 7a (see Table 2).
- With regard to *financial life* (Hypothesis 8), positive affect in that domain experienced in the context of the most recent trip was found not to significantly predict overall satisfaction with financial life, failing to provide support for Hypothesis 8a (see Table 2).
- With respect to *intellectual life* (Hypothesis 10), negative affect generated by the most recent trip was found not to significantly predict overall satisfaction with intellectual life, failing to provide support for Hypothesis 10b (see Table 2).
- With respect to the *self* domain (Hypothesis 11), positive affect experienced in that domain as a result of the most recent trip was not found to significantly predict overall satisfaction with the self, failing to provide support for Hypothesis 11a. Similarly, negative affect was also found not to significantly predict overall satisfaction with the self, failing to provide support for Hypothesis 11b (see Table 2).
- With respect to *travel life* (Hypothesis 13), contrary to prediction, negative affect was found not to significantly account for overall satisfaction with travel life, failing to provide support for Hypothesis 13b (see Table 2).

## Discussion

Consistent with the QOL research literature on subjective well-being (Diener 1984; Diener et al. 1999), the findings of Study 2 show that a great deal of the variance (*R*-square 20.3%) in overall life satisfaction can be accounted for by life domain satisfaction. Furthermore, within each of the 13 life domains relevant to tourists' well-being, our study was able to demonstrate the effect of positive and negative affect generated from trip experiences on overall satisfaction of these life domains (social life, leisure and recreation, family life, love life, arts and culture, work life, health and safety, financial life, spiritual life, intellectual life, self, culinary life, and travel life). This finding is indeed a novel one and contributes significantly to the literature of travel and tourism. Specifically, the current study was able to build on the research by Neal, Sirgy, and Uysal (1999) and Neal, Uysal, and Sirgy (2007) by showing that positive and negative memories generated from the most recent trip do not contribute only to overall satisfaction in leisure life but also satisfaction in other life domains, such as social life, family life, love life, arts and culture, work life, health and safety, financial life, spiritual life, intellectual life, self, culinary life, and travel life. Also consistent with the findings of the study conducted by Gilbert and Abdullah (2004), our study showed that leisure travel does indeed make a significant contribution to tourists' life satisfaction. Our study extends Gilbert and Abdullah's study by showing the psychological mechanism of *how* leisure travel experiences contribute to tourists' life satisfaction.

Most importantly, the findings of the current study demonstrate that positive and negative affect generated from trip experiences do contribute to overall satisfaction in the



**Figure 2.** Study 2 results (solid arrow = hypothesis supported by data; dotted arrow = hypothesis not supported by data)

13 different life domains, *but they do so variably*. In other words, in some domains, positive affect from trip experiences contributes significantly to overall satisfaction in some life domains but not others. Conversely, negative affect detracts from overall satisfaction in some life domains but

not others. Let us examine these differential effects closely and explain how their psychological dynamics influence tourists' life satisfaction.

Positive affect from trip experiences seems to contribute to overall satisfaction in social life, leisure life, family life,

love life, arts and culture, work life, spiritual life, intellectual life, culinary life, and travel life (see Table 2 and Figure 2). Positive affect from trip experiences does not seem to contribute significantly to overall satisfaction in health and safety, and self (see Table 2 and Figure 2). In contrast, negative affect from trip experiences seems to detract from overall satisfaction in social life, family life, love life, arts and culture, work life, health and safety, financial life, spiritual life, and culinary life (see Table 2 and Figure 2). Negative affect from trip experiences does not seem to detract from overall satisfaction in leisure and recreation, intellectual life, self, and travel life (see Table 2 and Figure 2). Negative affect may play a significant role when positive affect does not have a significant influence (e.g., family life, health and safety life, financial life). This may imply that negative affect becomes more important for life domains in which positive affect does not have a significant influence. For those life domains that positive affect does not have a significant influence, tourists may focus on the preventing negative affect.

How can we explain these differential effects? To do so, we have to refer to the research in QOL related to the distinction between positive and negative affect. In a seminal study, Bradburn (1969) was able to establish the structural independence of positive and negative affect. In other words, one would expect that positive affect is negatively correlated with negative affect, but in reality it is not (see Diener 1984 for literature review). More recently, Schimmack (2008) reviewed much new evidence and discounted possible alternative explanations related to response style, influence of arousal, response formats, and discrete emotional experiences versus mood. In other words, the independence of positive and negative affect has been established as a robust phenomenon in the QOL research literature. That is to say that factors influencing positive affect are likely to be different from those affecting negative affect. Positive affect seems to be more experienced in relation to satisfaction of higher (than lower)-order needs such as social, esteem, self-actualization, aesthetic, and intellectual needs. In contrast, the reduction of negative affect is more experienced in relation to lower (than higher)-order needs such as biological, economic, and health and safety needs (cf. Diener and Emmons 1984; Sirgy and Wu 2009).

Having said this, let us now turn to the differential effects of positive and negative affect of trip experiences on overall satisfaction with the 13 life domains. Our study has documented evidence that suggests positive affect induced by trip experiences contributes to overall satisfaction in social life, leisure life, love life, arts and culture, work life, spiritual life, intellectual life, culinary life, and travel life. These life domains are more closely related to higher (than lower)-order needs. The evidence also suggests that positive affect from trip experiences does not seem to contribute significantly to overall satisfaction in health and safety and self. These life domains seem to be more closely related to lower

(than higher)-order needs. With respect to negative affect, the evidence suggests that negative affect from trip experiences does not seem to detract from overall satisfaction in leisure and recreation, intellectual life, self, and travel life. This may be due to the fact that these life domains are more closely related to higher (than lower)-order needs. Future research may explore the effect of positive and negative affect induced by trip experiences on the various life domains by developing and testing formal hypotheses supported by the explanation purported here.

*Managerially speaking*, the model we generated and tested can serve as a basis for strategy formulation by tourist operators. Tourism officials can use the findings of our study to design specific programs and services by paying particular attention to the various sources of positive and negative affect that a trip is likely to generate in the various life domains. Specifically, with respect to *social life*, tourism programs and services should be designed to increase the incidence of positive affect in social life and decrease the incidence of negative affect. Our study findings supported the hypothesis that social well-being is enhanced by a trip experience that generates positive affect and decreases the incidence of negative affect. Programs and services that can help tourists meet new people, make new friends, and spend quality time with friends and family should increase the incidence of positive affect in social life. Conversely, tourism marketers can offer programs and services that can help tourists have enough time with new friends and accompanying loved ones. In addition, programs and services can be designed to experience less negative affect with noxious accompanying persons (e.g., bus tour).

In relation to *leisure and recreation*, our study findings suggest that programs and services should be designed to increase positive affect only (e.g., offer a variety of recreational activities, provide opportunities to engage in novel activities, provide training to master certain activities, and allow patrons to do leisurely reading if they so choose). Programs and services designed to decrease negative affect are not likely to make much of a difference in enhancing leisure well-being.

In regards to *family life*, our study findings support the notion that family well-being can be enhanced by decreasing the incidence of negative affect, and not necessarily by increasing positive affect. This means that tourism operators should provide programs and services that can help tourists spend time away from their family without feeling guilty about doing so. However, operators should also ensure that these tourists could easily get in touch with family in case of emergency. In the event that tourists have accompanying family members, programs and services can be designed to alleviate family conflict whenever possible.

How about *love life*? Our study findings show that both positive and negative affect (generated by the trip experience) plays a significant role in emotional well-being. As

such, tourism operators should design programs and services that can enhance the incidence of positive affect (e.g., programs and services that allow tourists to spend quality time with their significant other, can strengthen personal relationships, are perceived as “romantic,” and in some cases allow patrons to get away from their significant others for a while). Programs and services should also be designed to reduce the incidence of negative affect in love life (e.g., ensuring the availability of telecommunications equipment to help get in touch with significant others and activities that can reduce the feeling of missing the significant other).

Concerning *arts and culture*, our study findings supported the hypothesis that both positive and negative affect experienced in the arts and culture domain should significantly impact tourists’ cultural well-being. As such, tourism operators should design programs and services to help tourists learn about other cultures and how to tolerate and appreciate people from other cultures, help learn how to appreciate one’s culture vis-à-vis other cultures, and experience other cultures via music, art, architecture, food, and beverage. These programs and services should enhance positive affect in culture life. Programs and services designed to reduce the incidence of negative affect in the culture domain include helping tourists communicate with local people of different culture, help tourists understand and accept local customs and traditions that may be perceived as abhorring, and assist tourists in communicating with local people to provide a positive impression of one’s culture as perceived by the local people.

With respect to *work life*, our study findings supported the notion that trip experiences that induce positive affect and reduce negative affect do play a significant role in work well-being. As such, tourism operators should design programs and services that allow tourists to feel good breaking away from the work routine, escaping work demands, making them feel refreshed and energized when they return to work, and allowing them to do some strategic thinking about their careers and jobs while vacationing. These programs and services should enhance positive affect in work life. To reduce the incidence of negative affect in the work domain, tourist operators can offer programs and services to make tourists (who bring work with them) complete their work faster to allow them to enjoy leisure time. On the other hand, tourist operators should be mindful of the fact that those who bring work with them should be allowed enough time to complete their work and should not be completely bombarded with leisure activities that would prevent them from completing their work. Operators may also provide programs and services to help tourists feel less stressed about work demands and deadlines (e.g., stress management programs). Programs and services should also be designed to ensure that the leisure activities are not physically and/or mentally exhausting and therefore perceived as “work.”

In relation to *health and safety*, there seems to be a perception among tourist operators that tourism programs and

services should be designed to help tourists feel relaxed, rested, distressed, and return home in more healthy state, both physically and mentally. These programs and services are thus based on the assumption that such positive affect derived from these programs and services should enhance health well-being. Our study findings do not support this assumption. Instead, our findings support the notion that reducing the incidence of negative affect in the health domain is more important to health well-being than inducing positive affect. Hence, tourism operators should develop programs and services to ensure that tourists do not get tired and exhausted while touring, do not get sick, do not gain weight, and are safe from crime.

Similar to health and safety, positive affect related to *financial life* seems to make little difference in financial well-being; whereas negative affect seems to play an important role. Thus, we recommend tourism operators to market programs and services designed to reduce negative affect as in helping tourists not to overspend, to plan ahead and anticipate certain expenses, to help in situations when tourists find themselves out of cash, and to advise tourists to avoid spending money on frivolous, unnecessary items.

With respect to *spiritual life*, our study findings indicated that both sources of positive and negative affect play significant roles in spiritual well-being. Thus, we recommend that tourist operators develop and market programs and services to help tourists appreciate nature, to allow tourists to contemplate spiritually, and to share spiritual experiences with others. These programs and services focus on increasing the incidence of positive affect in the spiritual domain. In contrast, decreasing the incidence of negative affect entails other programs and services such as preventing tourists coming to the realization that the entire trip is about consumption and spending money and thus devoid of anything that is spiritually meaningful.

Our study findings supported that only positive (not negative) affect plays an important role in *intellectual* well-being. Therefore, we suggest that tourist operators develop and market programs and services that result in tourists perceiving the trip as educational and intellectually fulfilling.

With regard to *culinary life*, our study showed that culinary well-being is impacted by both positive and negative affect. Therefore, in relation to positive affect, we recommend that tourist operators provide food and beverage programs and services that let tourists experience good-tasting, healthy, exotic cuisine. With respect to decreasing the incidence of negative affect, tourism operators should ensure food variety and stocking up on items that tourists are accustomed to.

Finally, in relation to *travel life*, the study showed that positive affect is more important than negative affect in travel well-being. This leads us to suggest that tourist operators design travel programs and services that allow tourists to feel they are breaking away from their daily routine, to

experience new places, to experience the outdoors, and to enjoy the travel and lodging accommodations.

Implementing the suggested programs and services should not only enhance tourists' sense of well-being but also increase the profitability and financial health of the tourist operators. Tourists who experience a greater sense of well-being from a tourist trip are likely to seriously consider and choose the same tourist operators in making future leisure travel plans. The same tourists are also likely to recommend the same tourist operators to their associates, friends, and family members. Enhancing tourists' sense of well-being does pay.

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