

Hedonic Happiness of Foreign Tourists in Bali

Nyoman Ariana^{1,2*}, Made Antara¹, Made Budiarsa¹, I Nyoman Sudiarta¹

¹Faculty of Tourism, University of Udayana, Bali, Indonesia

²Centre of Excellence in Tourism, University of Udayana, Bali, Indonesia

Abstract

There are many reasons why tourists travel or visit certain places, and chief among them is to seek happiness. For example, they feel happy when they get the hedonic experience. Unfortunately, the effect of hedonic values and tourism experiences on tourists' happiness has thus far remained unclear. This study was aimed to analyze the effect of hedonic value on the tourist experience, prove the effect of hedonic value on tourists' hedonic happiness, and examine the effect of tourist experience on tourists' hedonic happiness. This research took place in Bali, and the research subjects were foreign tourists who visited Bali. The total number of respondents was 171. All structured interviews and questionnaires were performed and distributed online. Data analysis was conducted using SEM (Structural Equation Model). The research findings show the positive and significant effect of hedonic values on tourist experience. There is a positive and significant effect of tourist experience on tourist hedonic happiness. It was found that there was no direct effect of hedonic value on tourist hedonic happiness. Out of the demonstrated intervariable correlations, we managed to create the Model of Hedonic Tourist Happiness (MHTH). This study concludes that the MHTH consists of hedonic value, tourist experiences, and tourist hedonic happiness variables. This MHTH can be applied to improve tourism services in Bali, and particularly to boost the tourist experience and tourist happiness.

Keywords: Bali, Hedonic Happiness, Tourists Experiences.

INTRODUCTION

Tourism as an industry has existed since the 1820s or 1830s [1,2]. During that epoch, tourism marked a transitional era of industrial development, namely the transformation of human work, which was replaced by machines. Other experts like Howard [3] argue that tourism has actually been known since 1534 when The Roman spiritual pilgrims were regarded as secular tourists. Mingay [4] also argues that tourism came into existence at the end of the 18th century when people of all continents traveled extensively. Furthermore, many tourism researchers indicate that the history of world tourism flourished when tourism started to be managed professionally and formally by pioneering entrepreneurs like Thomas Cook [1,5–7]. The dawn of tourism history began when Thomas Cook creatively and innovatively compiled the tour packages that came to be known as The Grand Tour. Researchers like Towner [1] and Vukonic [7] say that Thomas Cook's exploits truly marked the arrival of the modern tourism development era.

The review of tourism history above is in line with the development of tourism science. It is widely known that tourism is intricately linked with various disciplines of science [8–10]. Tourism

is a multidisciplinary science [11]. Jafari and Ritchie [12] have elaborated on the relationship between tourism and scientific disciplines using a multidisciplinary approach. Tourism as a branch of science is closely related to sociology, anthropology, economics, psychology, ecology, geography, and politics. In particular, tourism relations [11] are associated with psychology, especially positive psychology [13–15], and this scientific amalgamation has resulted in numerous studies on happiness [16–18]. The relationship between these two disciplines is interesting to study because of the underlying fact that tourists seek happiness by traveling.

Tourists will be happier at the end of their vacations. However, the impact of happiness is relatively small, and this happiness tends to be more hedonic in nature [17]. With regard to happiness, White [19] also says that tourists' hedonic happiness occurs when tourists enjoy the rush of food, drink, and sex. Meanwhile, Raibley [20] argues that when tourists feel happy, they will express feelings, such as cheerfulness, joyfulness, euphoria, and happy feelings. However, not all researchers agree that traveling makes tourists happy. Traveling does not have a significant effect on tourists' happiness in terms of self-happiness, quality of life, and life satisfaction [21].

Bali Island has been visited by foreign tourism from 180 countries in the World [22]. Bali tourism has experienced a shift in the tourist market since 2000-2012. Previously the European market

*Correspondence Address:

Nyoman Ariana

Email : ramabharga@unud.ac.id

Address : Jl. Raya Kampus Unud Jimbaran, Kec. Kuta Sel.,
Kabupaten Badung, Bali 80361

dominated the market of Bali tourism, and then now it has shifted to the Asian market [22,23]. Regarding the visit of foreign tourists, if it is explored from the side of the main motivation of foreign tourists traveling to Bali. The main purpose of foreign tourists to Bali is to find happiness through traveling. But, not all of these tourists get happiness in Bali. Some unscrupulous foreign tourists have a bad (unhappy) travel experience in Bali. For example, foreign tourists were fighting in Crystal Bay, Nusa Penida Klungkung, and there was also a foreign tourist who carried out a mugging in Canggu, Badung [24]. In other words, some foreign tourists get the happiness of traveling in Bali, and some foreign tourists experience unhappiness while traveling in Bali. From this, it is important to study this phenomenon about how and what happiness is for foreign tourists who travel to Bali.

Based on the contradictory views above, this paper tries to examine the actual relationship between the happiness of foreign tourists in Bali and the variables of tourist experience and hedonic value. Specifically, this research aimed to (1) Examine the influence of hedonic values on the experience of foreign tourists in Bali; (2) Examine the effect of hedonic values on the hedonic happiness of foreign tourists in Bali; (3) Discuss the influence of tourist experiences on the hedonic happiness of foreign tourists in Bali.

Hedonic Values

Hedonic and happiness are two concepts that have been explored in the development of philosophy. Ryan and Deci [25] argue that Aristotle is among the famed philosophers who seriously study hedonic happiness. He popularized this idea in the 4th century BC. Hedonism refers to human's attempt to seek optimal pleasure in their life. Besides Aristotle, three experts have painstakingly studied hedonism: Jeremy Bentham, Thomas Hobbes, and Marquis De Sade [25]. Betham argues hedonism is fulfilled their pleasures, interests, and harmonization in society. Hobbes argues that hedonism is related to success and fulfillment of desires. Meanwhile, De Sade says that hedonism is sensation and pleasure, which is the main goal in life [25].

Hedonism, which is commonly known as SWB (Subjective Well Being), is the force that stabilizes people when experiencing life's ups and downs, emotional upheavals, physical changes, problems in relationships, economic roller coasters, and other situations. Keyes [26] defines subjective happiness as a person's evaluation of the quality

of their life. Frederick and Loewenstein [27] hold a different opinion. There are several weaknesses found in SWB (hedonic) studies, especially those related to the process and consequences of a person's adaptation to changes in the environment and certain conditions. Larsen and Prizmic [28] proposed that to ensure that the outcomes of hedonic research are not biased, researchers need to formulate a hedonic measure (SWB) that can be used or applied globally.

This study refers to the hedonic theory (subjective well-being) introduced by Diener [29]. There are three types of happiness, namely life satisfaction, positive feeling, and low negative feelings. Diener proposed the theory because of the presence of too many different definitions and dimensions of happiness. Happiness tends to be interpreted in a subjective definition. Diener's research findings happiness helped popularize the theory of Subjective Well Being (SWB).

Tourist Experiences

Scientific studies in tourist experience have been based on the external or tangible aspects such as the environment, tourism products, and services, whereas a holistic approach to the tourist experience is obtained from the balance between the external aspects and the emotions of tourists (internal aspect). Prominent researchers in this field [30] argued that the tourist experience is not only determined by the interaction of tourists with external aspects but is closely related to the emotions, awareness, and needs of tourists when traveling.

In their attempt to measure tourist experience related to the emotions and awareness of tourists, researchers Pine and Gilmore [31] have classified four components to measure the tourist experience, namely: entertainment, education, escapism, and esthetics. These findings are in line with the findings of Kim *et al.* [32], which are popularly known as the Memorable Tourism Experience (MTE) scale. The MTE concept consists of six variables: hedonic, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. The three studies by these scholars prove that the tourist experience is not exclusively brought by the pleasure when enjoying a variety of tourism products and services, but also by the emotions they get while traveling, and this aspect is worth assessing.

Hedonic Happiness of Tourist

The above concepts merely present a general view of hedonic happiness. Hedonic happiness and tourism were reviewed by several experts

such as White [19], Smith and Diekmann [33], Veenhoven [34]. Hedonic happiness is often interpreted as a self-manifestation as part of a person's positive attitude [31]. It can also be translated as positive activities carried out during free time, like doing tourism activities [34]. Hedonic happiness is a person's happiness that can be influenced by a number of reasons such as work, income, level of religiosity, health, and leisure time (tourism) [34]. Veenhoven also says that tourists will be happier because of the tourist activities.

White [19] argued that happiness can be collaborated with various perspectives in dealing with conflicts, tourism activities, harmonization, morality, and the values it adheres to. White [19] defined tourist happiness and hedonic activities as those that can bring pleasure in food, drink, and sex. Meanwhile, according to Smith and Diekmann [33], the relationship between tourism and hedonic happiness is complex. These two studies offer another spectrum of tourist experiences by adding tourism hedonics as a tourism activity that offers alternative types of tourism such as natural tourism (sun, sea, sand), parties, shopping, and nightlife activities. Besides that, the term *hedonic* also includes the tourists who are driven by the motive to relax, recover, and release self-tension due to work routines, and also self-development that is achieved accidentally or spontaneously.

Concept Model

The combined concept of hedonic tourist happiness in Bali was built from the previous studies stated above. First, hedonic value using a conceptual approach of Diener [29], Ryan and Deci [25], Larsen and Prizmic [28], and Keyes [26]. The tourist experience variable was based on the concept of Pine and Gilmore [31], Kim *et al.* [32], and Tan *et al.* [30]. And for tourist hedonic happiness, we used White [19], Smith and Diekmann [33]. Those three concepts were used as a reference for constructing and developing hypotheses about the hedonic happiness of foreign tourists visiting Bali (Fig. 1). This hedonic value variable was then explored to find out the effect on the tourist experience [30,31,32] and its effect on the hedonic happiness of tourists in Bali [19,33].

- H₁:** Hedonic values positively and significantly affects tourist experience in Bali
H₂: Hedonic values positively and significantly affects tourists' hedonic happiness in Bali
H₃: Tourist experience positively and significantly affects tourists' hedonic happiness in Bali

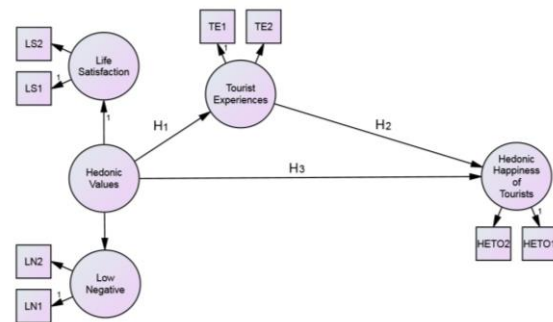


Figure 1. Proposed Model

MATERIAL AND METHOD

This study took the sample calculation method by Hinkin [35]. The ideal ratio of determining the research sample is 1:5 to 1:10 (sample: indicators). The sample calculation method also used the concept by Hair *et al.* [36]. Testing the SEM research model requires a large sample *(approximately 100-200 respondents) because using a small number of sample will result in less stable model estimates [36]. In consideration of these two researchers' opinions, we decided to use roughly 200 respondents (foreign tourists visiting Bali). Due to recent outbreak of Covid-19, the distribution of questionnaires was carried out online using Google form platform. Out of the 200 samples predetermined, 171 respondents were eligible for analysis.

The collected questionnaires responses were analyzed using SEM (Structural Equation Modeling) analysis, which is a method that combines two methods of analysis, namely factor analysis and multiple regression analysis [37]. SEM is also used to develop theoretical models based on relevant theories, prove hypotheses, causal modeling, measurements of confirmatory factor analysis, test discriminant and convergent validity, regression models, and formulate structural correlation models [38]. The models were structured using the *second-order method* for hedonic values and the *first-order method* for tourist experiences and tourist hedonic happiness. For this purpose, we used the SPSS (Statistical Product and Service Solution) program version 25 for windows and AMOS.

RESULT

Characteristics of Respondents

Two tourist characteristics were used in this study: the country of origin and the gender group. It was found that the biggest percentage of tourists is from Europe (35.67%), followed by Australia (26.32%), America (19.30%), Asia (17.54%) and the smallest was from Africa

(1.17%). From these figures, it can be inferred the biggest number of respondents in this study is European tourists. As for gender characteristics, female tourists (62%) outnumber their male counterparts (38%). These results show that the most dominant tourists regarding hedonic happiness in Bali are female Europeans. For further details, please refer to Table 1.

Table 1. Characteristic of Respondents

Characteristics		(n=171)	Percentage (%)
Country	Asia	30	17.54
	Africa	2	1.17
	America	33	19.30
	Europe	61	35.67
	Australia	45	26.32
Gender	Woman	106	62.00
	Man	65	38.00
Total		171	100.00

Source: Research Results, 2021.

Responses of International Tourists in Bali

This part explains the result of the tourist response based on each variables life satisfaction, low negative emotion, tourist experience, and hedonic happiness of tourists. Overall, the average response of foreign tourists is happy (Table 2).

Table 2. Hedonic Happiness Responses Foreign Tourists in Bali

Indicator		Mean	Responses
Life Satisfaction			
LS1	Feeling happy with health condition	3.73	Happy
LS2	Feeling happy with the work you have	3.75	Happy
Low Negative			
LN1	Rarely get angry and not worried in life	3.21	Happy
LN2	Rarely get stressed in life	3.09	Happy
Tourist Experience			
TE1	Feeling the atmosphere of refreshment while traveling in Bali	4.39	Very happy
TE2	Feeling enjoyment while traveling in Bali	4.43	Very happy
Hedonic Happiness of Tourist			
HET O1	Feeling happy with your health condition while traveling in Bali	4.20	Happy
HET O2	Feeling happy and enjoyment while traveling in Bali	4.33	Very happy
Average		3.89	Happy

Source: Research Results, 2021.

The respondents gave positive answers (very happy and impressed) to the items containing tourist experience variables (refreshment and enjoyment): (1) felt the atmosphere of refreshment when traveling in Bali (4.39), and (2) feel enjoyment when traveling in Bali (4.43). The tourists' responses to the variable life satisfaction: feeling happy with health conditions is categorized as happy (3.73), and feeling happy with the work is also categorized as happy. For the low negative emotion variable: rarely getting angry and not worried in life is categorized as happy, and rarely stressed in life is categorized as happy. Tourists' responses for the variable of hedonic happiness are: feeling happy with health conditions while traveling in Bali (4.20) categorized as happy and feel happy and enjoy when traveling in Bali is categorized as very happy (4.33).

Testing Goodness of Fit Index

The indispensable requirement in SEM analysis is testing the Goodness of Fit Index, an action conducted to test the accuracy of the structural model before testing the hypothesis. Simply put, this method is used to determine the suitability of the hedonic happiness construct model. Testing the goodness of fit index is carried out through the following steps: (a) Absolute fit measures, (b) Incremental fit measures, and (c) Parsimonious fit measures.

Table 3. Goodness of fit Index

No	Goodness of fit Index	Cut of Value	Mark	Information
1.	Chi-square 2	Expected small	17.581	Well
2.	Significance Probability	≥ 0.05	0.285	Well
3.	RMSEA	≤ 0.08	0.032	Well
4.	GFI	≥ 0.90	0.976	Well
5.	AGFI	≥ 0.90	0.944	Well
6.	CMIN/DF	≤ 5.00	1.172	Well
7.	TLI	≥ 0.95	0.992	Well
8.	PNFI	0.6 - 0.9	0.520	Approach
9.	PGFI	0 to 1	0.407	Well

Source: Research Results, 2021.

Based on a number of measurement requirements, this study has yielded the following test results: $\chi^2 = 17,581$, $p = 0.285$, $RMSEA = 0.032$, $GFI = 0.976$, $AGFI = 0.944$, $CMIN/DF = 1.172$, $TLI = 0.992$, $PNFI = 0.520$, $PGFI = 0.407$ (Table 3). The result of the Goodness of Fit (Table 3) is almost all the attributes in the model were suitable so that the next test could be carried out for hypothesis analysis. Specifically, all requirements are good and close to good. It means that the formulated

model has data indications consistent with the theory developed in the hypothetic model.

Based on the test results of Goodness of Fit, then the next step would be testing the hypothesis. Hypothesis testing is done to prove predictions based on relevant research theories. The research finding was analyzed using the AMOS 22 software on the hedonic happiness model of foreign tourists in Bali. Hypothesis testing shows that two hypotheses are significant and one hypothesis is not significant (Table 4).

The first hypothesis is (H_1) the effect of Hedonic Values on Tourist Experiences positive and significant with C.R-value $2.269 > 1.96$ and P-value $0.023 < 0.05$. Then, (H_2) the effect of Tourist Experiences on Tourists' Hedonic Happiness is positive and significant because the C.R-value is $8,757 > 1.96$ and the P-value is $0.000 < 0.05$. Then, (H_3) the direct effect of Hedonic Values on Hedonic Happiness of Tourists is negative and not significant because the CR value is $1.671 < 1.96$ and the P-value is $0.095 > 0.05$.

Table 4. Regression Weights for Hedonic Tourist Happiness

Variable	Estimate	SE	CR	P
Tourist Experiences <-- Hedonic Values	.389	.171	2.269	.023
Life Satisfaction <-- Hedonic Values	1,000			
Low Negative <-- Hedonic Values	.466	.228	2,041	.041
Hedonic Happiness of Tourists <-- Tourist Experiences	.790	.090	8,757	***
Hedonic Happiness of Tourists <-- Hedonic Values	.163	.098	1,671	.095

Source: Research Results, 2021.

DISCUSSION

Bali has been a favorite tourist destination and a major provider of hedonic tourism services for foreign tourists coming from various countries. There are various hedonic tourist activities they can enjoy in Bali, and one of those is nightlife tourism. Nightlife tourist activities are coined nightlife parties [39]. This hedonic service is major a factor for the influx of foreign tourists visiting Bali [39]. Bali not only provides hedonic tourism of nightlife but also provides other varieties of hedonic tourism activities such as shopping, honeymoon packages, and spa.

With regard to hedonic tourism, this research also proves the theory that compares empirical evidence of the effect of hedonic values on the

experience of foreign tourists, the effect of hedonic values on the happiness of foreign tourists, and the effect of the experience tourists on the hedonic happiness of foreign tourists in Bali. All these variables are part of the Model of Hedonic Tourist Happiness (MHTH, Fig. 2). MHTH is the development of a new model about tourist happiness based on a hedonic tourist perspective in Bali. Theoretically, the word hedonic refers to the limits of the concept by Diener [29], Ryan and Deci [25], Larsen and Prizmic [28], and Keyes [26]. This hedonic value variable was then explored for its effect on the tourist experience Pine and Gilmore [31], Kim *et al.* [32], and Tan *et al.* [30] and its effect on the hedonic happiness of tourists in Bali [19,33].

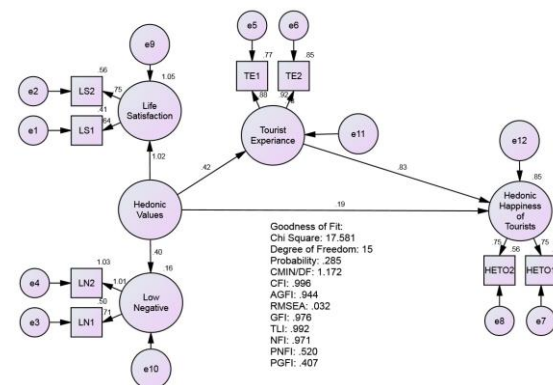


Figure 2. Model of Hedonic Tourist Happiness (MHTH)

The above diagram shows that hedonic value is determined based on variables of life satisfaction and negative low of emotion. Life satisfaction consists of two indicators, namely the health and work conditions of tourists. Low negative of emotion consists of two indicators: low levels of stress and anger, and anxiety. Foreign tourists who have a good quality of life and have low negative emotions will be a factor of hedonic value. Specifically, it was found that a high hedonic value of foreign tourists would have an effect on improving the quality of their lives. Furthermore, the hedonic value of tourists will also have an effect on decreasing their negative emotions such as stress, anger, and anxiety.

The result of MHTH has revealed one important dimension in hedonic values: foreign tourists with good jobs or successful professions. This finding is in line with the studies of Hobbes in Ryan and Deci [25], that hedonic happiness is related to a person's success and fulfilled desires. These findings also support previous studies [40,41], that one's happiness is largely determined by one's job satisfaction. The finding

of MHTH also supports the statement of Ball and Chernova [42] that a family's happiness is largely determined by their household income. The higher tourists' income in their families leads to the higher hedonic value in their families.

In addition to the findings of the successful job indicator of foreign tourists for the hedonic value (MHTH section), this study also found that the foreign tourists' health is an element of hedonic value. Therefore, health is very important in the perspective of hedonic values. This condition also occurs in the case of foreign tourists traveling to Bali. Health is one of the motives for doing tourism activities. This finding supports the opinion of Leiper [43] that the purposes of traveling are vacation, health, study, religion, and sports. The research is also in line with the findings of Nawijn [17] that physical health is a vital component of hedonic happiness. Happiness is closely related to health, family harmony, social relations, and the availability of leisure and recreation.

The other part finding of MHTH is the hedonic value, which is related to indicators of low levels of stress, low intensity of anger, and low anxiety. This finding is in line with the studies by *Lang et al.* [44] and *Tarnowski et al.* [45] that tourist satisfaction is a variable to measure the level of emotion and facial expressions, which also can be used to determine a tourist's level of happiness. *Lang et al.* [44], *Li et al.* [46], and *Tarnowski et al.* [4] expressed the similar idea that negative emotions are related to tourists' dissatisfaction with the experience and quality of service while traveling.

Related to the hedonic value and the experience of foreign tourists (MHTH section), this study also found that a positive and significant effect of the hedonic value of foreign tourists on their tourist experience while traveling to Bali. This implies that foreign tourists who have a high or good hedonic value will get increased tourist experiences in Bali. This finding is also in line with the research by *Ventegodt et al.* [47] that the quality of life can be realized through the implementation balanced and harmonious life. Practically, it indicated the meaning in life could be interpreted as the fulfillment of service and product when tourists travel in Bali, such as getting good and refreshing experiences, and also enjoy their trip in Bali. To put it simply, they can enjoy tourism services in Bali when visiting destinations, watching cultural tourism performances, visiting eco-tourism centers, enjoying hotel services, enjoying local foods and

dishes, and having a good interaction with the locals.

One of the most important findings of MHTH is that the experience of tourists traveling to Bali has a positive and significant effect on their hedonic happiness. If the tourist experience, they get while traveling in Bali is pleasure, refreshment, and joyfulness, the hedonic happiness of the tourists will occur and increase. Therefore, improving tourists' health and pleasure during their stay in Bali is a major concern. Based on these reviews, this research also supports and strengthens the results of the study by *Austin et al.* [48] that leisure experiences affect health and well-being such as spiritual health, social, mental, emotional, and physical health.

Although the two hypotheses of MHTH above are positive and significant, particularly the effect of hedonic values on the tourist experience and the effect of tourist experiences on the hedonic happiness of tourists visiting Bali, this study failed to prove that hedonic values have a positive and significant effect on the tourists' hedonic happiness. This finding is closely relevant to the study conducted by *Mitas and Kroesen* [49] that the traveling effect is natural and tends to be short-lived or temporary. Furthermore, our finding contradicts the research findings by *Kim et al.* [50] that a person's happiness will increase when hedonic, *eudaimonic*, and social value needs are fulfilled.

The essence of this research (MHTH) is that the study of the hedonic value of foreign tourists will only determine the tourist experience and will not determine the happiness of hedonic tourists. It is to say that if the hedonic value is good, the experience will also be good. Furthermore, if the experience of foreign tourists in Bali is good, their hedonic happiness will be similarly good or even increase. All of the findings are part of the formulation of the Model of Hedonic Tourist Happiness (MHTH).

The limitation of this MHTH study is the timing. Currently, Balinese tourism is at its nadir due to the impact of the Covid-19 Pandemic. It has been hard to get foreign tourists for research respondents. Additionally, the tourists' country of origin actually poses another problem. A different country of origin means different ways of perceiving, experiencing, and describing the tourists' hedonic happiness. Tourists' hedonic happiness or MHTH is strongly influenced by many factors, and it is important to conduct research using other factors such as service quality, tourism image, tourism services, and

tourism facilities, intention to visit again, and tourist loyalty that is associated with the happiness of hedonic tourists in Bali.

CONCLUSION

This finding of MHTH in Bali consists of hedonic value, tourist experience, and tourists' hedonic happiness. Specifically, (a) hedonic values have a positive effect on the tourist experience (b), traveling experience has an effect on the tourists' hedonic happiness, and (c) there is no effect of hedonic values on the tourists' hedonic happiness. In summary, if the hedonic value increases, the tourist experience also increases. Furthermore, if the tourist experience in Bali increases, the hedonic happiness of tourists in Bali will also increase.

MHTH is a model for the happiness of hedonic tourists in Bali. To improve the quality of tourism in Bali, the stakeholders need to creatively improve hedonic tourism services, especially by optimizing hedonic products and services such as shopping tours, honeymoons, and spa tours. On the other hand, they may need to put a limit on hedonic nightlife tourist activities in Bali because Bali is also a place for cultural and spiritual tourism.

REFERENCES

- [1] Towner, J. 1985. The Grand Tour: a key phase in the history of tourism. *Annals of Tourism Research* 12, 297–333.
- [2] Towner, J. and G. Wall. 1991. History and tourism. *Annals of Tourism Research* 18, 71–84.
- [3] Howard, C. M. 1914. English travellers of the Renaissance. John Lane.
- [4] Mingay, G. E. 2013. English landed society in the eighteenth century. Routledge.
- [5] Brendon, P. 1991. Thomas Cook: 150 years of popular tourism. Secker (Martin) and Warburg Ltd.
- [6] Smith, P. 1998. The history of tourism: Thomas Cook and the origins of leisure travel. Psychology Press.
- [7] Vukonic, B. 2012. An outline of the history of tourism theory. *The Routledge Handbook of Tourism Research*, Taylor and Francis, NY.
- [8] Leiper, N. 1981. Towards a cohesive curriculum tourism: The case for a distinct discipline. *Annals of Tourism Research* 8, 69–84.
- [9] Thirkettle, A. and M. E. Korstanje. 2013. Creating a new epistemology for tourism and hospitality disciplines. *International Journal of Qualitative Research in Services* 1, 13–34.
- [10] Laws, E. and N. Scott. 2015. Tourism research: Building from other disciplines. *Tourism Recreation Research* 40, 48–58.
- [11] Goeldner, C. R. 1988. The evaluation of tourism as an industry and a discipline. *International Conference for Tourism Educators Mimeo Guildford*. University of Surrey.
- [12] Jafari, J. and J. R. B. Ritchie. 1981. Toward a framework for tourism education: Problems and prospects. *Annals of Tourism Research* 8, 13–34.
- [13] Snyder, C. R. and S. J. Lopez. 2001. *Handbook of positive psychology*. Oxford University Press.
- [14] Seligman, M. E. P. 2002. Positive psychology, positive prevention, and positive therapy. *Handbook of Positive Psychology*, New York.
- [15] Compton, W. C. 2005. *Introduction to positive psychology*. Thomson Wadsworth, Belmont, CA, US.
- [16] Filep, S. 2008. Measuring happiness: A new look at tourist satisfaction. *CAUTHE 2008: Tourism and Hospitality Research, Training and Practice*, Griffith University. 13–19.
- [17] Nawijn, J. 2011. Determinants of daily happiness on vacation. *Journal of Travel Research* 50, 559–566.
- [18] Liu, K. 2013. Happiness and tourism. *International Journal of Business and Social Science* 4(15), 67–70.
- [19] White, N. 2006. *A brief history of happiness*. Blackwell Publishing, Victoria Australia.
- [20] Raibley, J. R. 2012. Happiness is not well-being. *Journal of Happiness Studies* 13, 1105–1129.
- [21] Gilbert, D. and J. Abdullah. 2004. Holidaytaking and the sense of well-being. *Annals of Tourism Research* 31, 103–121.
- [22] Statistic Center, Province of Bali. 2019. Number of foreign tourist to Indonesia and Bali, 1969–2019. Available at: <https://bali.bps.go.id/statistictable/2018/02/09/28/jumlah-wisatawan-asing-ke-bali-dan-indonesia-1969-2019.html>.
- [23] Wiranatha, A. S., I. B. G. Pujaastawa, I. G. A. O. Suryawardani, and I. P. Sudana. 2019. Market analysis and foreign tourist satisfaction index 2019. Office of Tourism, Province of Bali.
- [24] Tribuntravel.com. 2019. 12 Kelakuan turis asing di Bali yang meresahkan, menjambret hingga tendang pengendara. Available at:

- <https://travel.tribunnews.com/2019/12/31/12-kelakuan-turis-asing-di-bali-yang-meresahkan-menjambret-hingga-tendang-pengendara>.
- [25] Ryan, R. M. and E. L. Deci. 2001. On happiness and human potentials: A review of research on hedonic and eudaimonic well-being. *Annual Review of Psychology* 52, 141–166.
- [26] Keyes, C. L. M. 2014. Happiness, flourishing, and life satisfaction. *The Wiley Blackwell Encyclopedia of Health, Illness, Behavior, and Society*, Wiley Online Library. 747–751.
- [27] Frederick, S. and G. Loewenstein. 1999. 16 hedonic adaptation. *Well-Being: The Foundations of Hedonic Psychology*, Russell Sage Foundation, New York. 302–329.
- [28] Larsen, R. J. and Z. Prizmic. 2008. Regulation of emotional well-being: Overcoming the hedonic treadmill. Guilford Press.
- [29] Diener, E. 1984. Subjective well-being. *Psychological Bulletin* 95, 542–75.
- [30] Tan, S. K., S. F. Kung, and D. B. Luh. 2013. A model of 'creative experience' in creative tourism. *Annals of Tourism Research* 41, 153–174.
- [31] Pine II, J. and J. Gilmore. 1999. *The experience economy*. Harvard Business School Press, Boston.
- [32] Kim, J. H., J. R. B. Ritchie, and B. McCormick. 2012. Development of a scale to measure memorable tourism experiences. *Journal of Travel Research* 51, 12–25.
- [33] Smith, M. K. and A. Diekmann. 2017. Tourism and well-being. *Annals of Tourism Research* 66, 1–13.
- [34] Veenhoven, R. 2003. Hedonism and happiness. *Journal of Happiness Studies* 4, 437–57.
- [35] Hinkin, T. R. 1995. A review of scale development practices in the study of organizations. *Journal of Management* 21, 967–988.
- [36] Hair, J. F., W. C. Black, B. J. Babin, R. E. Anderson, and R. L. Tatham. 2006. *Multivariate data analysis*. Education 6th Ed. Pearson (Ed). Prentice Hall, New Jersey.
- [37] Hair Jr, J. F., M. Sarstedt, L. Hopkins, and V. G. Kuppelwieser. 2014. Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, Emerald Group Publishing Limited.
- [38] Nunkoo, R. and H. Ramkissoon. 2012. Structural equation modelling and regression analysis in tourism research. *Current Issues in Tourism* 15, 777–802.
- [39] Hoque, A., M. W. Hasanat, I. Arif, and A. B. A. Hamid. 2020. Sex tourism in digital age, a dark side of paradise, Bali Indonesia. *Global Journal of Management and Business Research, E Marketing* 20(1), 3045.
- [40] Fisher, C. D. 2010. Happiness at work. *International Journal of Management Reviews* 12, 384–412.
- [41] Lent, R. W. and S. D. Brown. 2006. Integrating person and situation perspectives on work satisfaction: A social-cognitive view. *Journal of Vocational Behavior* 69, 236–247.
- [42] Ball, R. and K. Chernova. 2008. Absolute income, relative income, and happiness. *Social Indicators Research* 88, 497–529.
- [43] Leiper, N. 1979. The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of Tourism Research* 6, 390–407.
- [44] Lang, P.J., M. K. Greenwald, M. M. Bradley, and A. O. Hamm. 1993. Looking at pictures: Affective, facial, visceral, and behavioral reactions. *Psychophysiology* 30, 261–273.
- [45] Tarnowski, P., M. Kołodziej, A. Majkowski, and R. J. Rak. 2017. Emotion recognition using facial expressions. *Procedia Computer Science* 108, 1175–1184.
- [46] Li, S., N. Scott, and G. Walters. 2015. Current and potential methods for measuring emotion in tourism experiences: A review. *Current Issues in Tourism* 18, 805–827.
- [47] Ventegodt, S., J. Merrick, and N. J. Andersen. 2003. Quality of life theory I. The IQOL theory: an integrative theory of the global quality of life concept. *The Scientific World Journal* 3, 325251.
- [48] Austin, D. R., M. E. Crawford, B. P. McCormick, and M. van Puymbroeck. 2015. *Recreational therapy: an introduction*. Sagamore Publishing.
- [49] Mitas, O. and M. Kroesen. 2019. Vacations over the years: A cross-lagged panel analysis of tourism experiences and subjective well-being in the Netherlands. *Journal of Happiness Studies*, 1–20.
- [50] Kim, J., Y. Kim, and D. Kim. 2017. Improving well-being through hedonic, eudaimonic, and social needs fulfillment in sport media consumption. *Sport Management Review* 20, 309–321.