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The research question in this article is about how well we feel during our holidays and how much people enjoy their trips.

The reason being is that 'holiday misery' is often reported in the media. Horror stories about rape and attacks are in the headlines among other things such as being ill, jet lag (Lewy et al, 1996), stress (Vingerhoets et al, 1997) and even love being at risk "too high strain upon a marriage" spending that much time together (Ryan, 1991). In addition to these reasons, there is a lack of previous research into how tourists feel during their holiday. The hypothesis being that mood differs throughout a holiday, with the lowest mood being at the beginning and end of the holiday. 481 international tourists were used and data was collected on different days of the week in different locations voted the top tourist attractions in the Netherlands during 19 days in spring 2008. The data was collected using self-report questionnaires and the sample consisted of 68 nationalities, 29.

6% of the sample were aged between 18-24 and 46. 4% were men. On the questionnaire they had to report the type of holiday and activity that day, part of the trip they were on and length of stay, mood from 1 (terrible) to 10 (excellent), life satisfaction again 1-10, nationality to distinguish whether from an individualistic or collectivist culture, sociodemographic and temperature. The results show that the average mood was high with a mean score of 8.2 and the mode being 8. There was only a small percentage, 4.2%, of scores below 6. There was no reflection of general life satisfaction, the distribution of mood and life satisfaction scores were similar but the correlation wasn't significant <0 .

01. Scores were similar across types of holidays, except ones where their main activity was travelling, they had a lower mood $M = 6.9$. Mood was low on the first days and then increased and then decreased on the days before travelling back, then at the end of the trip increased again. The length of stay ranged over 2-365 days with 80% being 27 days or less but there was no significant difference in mood scores for different lengths of stay.

The findings conclude that "Holiday misery" is a myth as little over 4% reported low mood therefore the media likes to exploit holiday misery. The first 'travel phase' accounts for 10% of the trip and is due to travel, the second phase 10-80% "core phase" is where moods are consistently high and the "decline phase" 80-90% mood is at its lowest point as people are thinking about going home. The final "rejuvenation phase" 90-100% tourists are possibly glad to return home.

The implications of this study are important for the travel industry as they should pay more attention to the first few days of one's holiday as this is the part mood is at its lowest and so could find ways to make this experience more enjoyable. The first limitation of this research is that the holiday happiness curve is based on lengths of stay varying from 2-365 days and can be different to the short trips as there isn't enough time to experience all four phases or in some cases experience the phases on the same day meaning that the outcomes should be treated with caution. This research exhibits that mood scores are lower than life satisfaction for two-day trips and on those lasting more than six days. On trips lasting between three-six days holiday mood score is higher than life satisfaction.

This contrasts with previous research which found that length of stay as no effect on life satisfaction (Kemp et al, 2008) or alternatively that trips of a length of seven days or fewer had negative effect on happiness (Neal, 2000). Due to these discrepancies perhaps, an alternative method would be more appropriate such as a qualitative approach to discover which factors make a three-six-day trip more enjoyable. Furthermore, the second limitation is that mood was only rated once a day, so development of mood was based on that one finding, in addition to this some samples were relatively small. For instance, only 29% of respondents were between 18-24 years of age meaning their experience could differ to those older than them. The reason for this being that they didn't account for if they were asking families who could have been travelling with families who might find travelling more daunting experience or if they're of an old age, find it tiring. This would explain why their mood was lower at the beginning and end of the holiday.

Moreover, mood could have changed throughout the day, especially for shorter trips where they experience a couple of phases in one day. A more accurate method may have been the experience sampling method (Csikszentmihalyi and Larsen 1987). Participants had to beep on a PDA and had to document where they were, what they did and how they felt at various moments during the day. This would be a much more accurate measure of mood. Alternatively, there is also the Day Reconstruction Method (Kahneman et al, 2004) which assesses how people experience their activities and how they spend their time by recollecting their previous day experiences with procedures that supposedly are designed to reduce recall bias. The benefit of which being that remembering the information of each experience allows for

analysis, more in depth covering of experiences than typical sampling methods and flexibility in adapting the instruments to the specific needs of study. Another valid limitation is that it fails to account for how people felt just before the trip.

According to a study published in the journal *Applied Research in Quality of Life*, just planning or anticipating your trip can make you happier than taking it as they're thinking of all the good times ahead. In contrast people only, experienced post-holiday happiness if they found it relaxing. This could account for the lower moods as at the beginning they could be anxious about if everything will go according to plan and at the end they may feel disappointment if they weren't able to achieve everything they had wanted to. This would offer an alternative explanation than simply stating the low mood is due to travel. To test this, they could survey businessmen and day trippers whom were previously excluded from the study.

This would then discover whether business men also experience the lower periods of moods on their trips due to travel and if day trippers experience any low mood at the beginning and end of their trip which wouldn't be down to the same reason of travel. If they had attained this data, they could conclude more concretely about the reasons of variations in mood. Finally, the researchers didn't know about their general mood level, generally life satisfaction doesn't seem to influence holiday mood, therefore it could be possible that they could have a high mood most of the time. Considering this, one of the measures should have been general mood to see how their mood changes pre-holiday to whilst on holiday. Lastly future research should

look not only at people's mood during the holiday season but also how this affects the locals.

Is the high season beneficial for tourist's mood but detrimental to those who live there?