

*The Role of Psychology and Its Impact on Tourist Vacation
Satisfaction- An Analysis of Perma Model*

Abha B. Kalaiya¹

DNV International Education Academy
Krantiguru Shyamji Krishna Verma Kachchh University,
Bhuj, Kachchh – India

Dr. A. Kumar²

Department of Business Administration,
Maharaja Krishna Kumarsinhji Bhavnagar University
Bhavnagar – India

Abstract: A Psychology in tourism can be used not only for understanding the motivation and trigger of the tourists to go abroad or to understand where they might move, how they move, how often they move but also to give the best possible satisfaction to him during his stay or travel. The main objective of the research is to understand the role of psychology and its impact on tourist vacation satisfaction. The present study used both primary and secondary data. The study is an empirical research specifically based on survey method. The hypothesis tested with the help of SPSS 16 applying correlation methods. The sampling unit is Kachchh district and the sample size is 102 respondents. The non-probability sampling design used for the purpose of data collection. The populations' elements will be selected on the basis of researchers own judgment. A hypothesis based on PERMA (Positive emotion, Engagement, Relationship, Meaning, Accomplishment) model revealed that there is a strong positive correlation between time spent in one place, a number of places visited and satisfaction of place visited, with overall vacation satisfaction. There is no relation between relation development and helping others during a visit with overall visit satisfaction. The result reveals that there are other primary factors also responsible for vacation/trip satisfaction.

Keywords: PERMA model, positive psychology, tourist behavior, vacation satisfaction.

I. INTRODUCTION

Tourism is a huge multinational enterprise which is essential to the economies of many developed and developing countries and yet it has generated relatively few detailed research in academic studies, particularly in the behavioral sciences. Psychology has a rich history, many scholars contributing to the discipline's constant evolution (Martin, Carlson & Buskit, 2007). The field of psychology is concerned with understanding human behavior, basically, which is a broad discipline when studying the factor that can influence, shape and drive human behavior. The tourism industry also connected with human and thus to understand factors influencing human behavior is an important aspect of tourism. Rayan(1991)suggested "Holiday tourism may be defined as the means by which people seek psychological benefits that arise from experiencing new places and new situations that are of a temporary duration, which is free of constraints of work or normal pattern of everyday life at home. Bull (1995) also define that "Tourism is neither a phenomenon nor even a simple set of industries" because it is a human activity which encompasses human behavior, use of resources and interaction with other people, economies, and environments" The tourism phenomenon has fascinated almost the entire world. It existed even before the recorded history when the man was roaming in search of food and shelter. From the very earliest historical period, travel has fascinated mankind in various ways. Much of travel, in the beginning, was largely unconscious and rather a simple affair. Travel in the distant past was not a thing of pleasure as is the case now.

1.1 Theoretical framework:

Tourism is a huge multinational enterprise which is of central importance to the economies of many countries and yet it has generated relatively few detailed academic studies, particularly in the behavioral sciences. Psychology has a rich history and an organized academy with literally thousands of scholars contributing to the discipline's ongoing evolution (Martin, Carlson & buskit, 2007) There are several disciplines of psychology is related with tourism and human behavior. Mainly social psychology, environmental psychology, cognitive psychology, economic psychology.

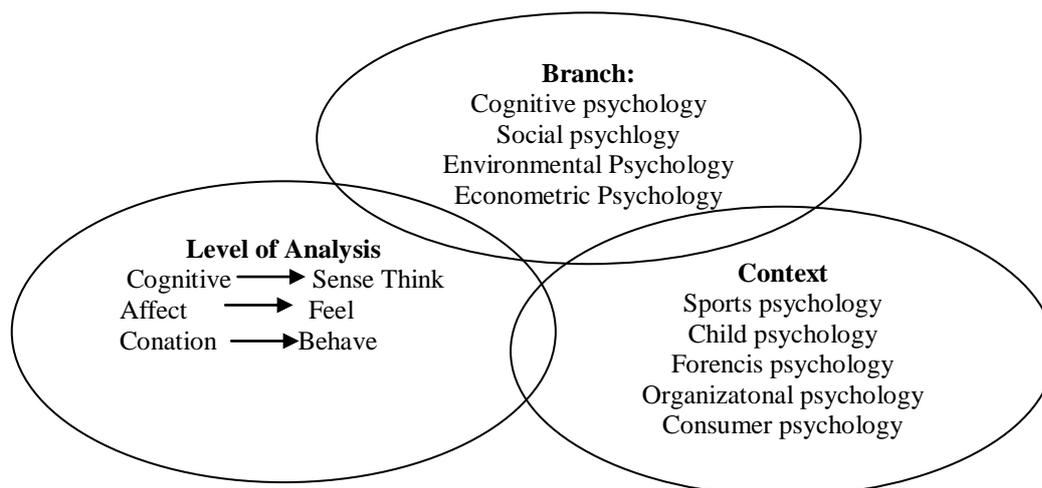
social psychology: social psychology was conceived as a study of social influences on human behavior, in short the effects of people on other people (Secord and Backman, 1964; Mann, 1969) A social psychology of tourism from a psychological point of view suggest that tourist behavior may be usefully examined at least by three modes of approach which consider both tourism cultural and interpersonal factor and its individual cognitive factor. First: tourist behavior may be socio-psychologically interpreted through a definition of the social role of the tourist, of tourist motivation, and, of social contact between tourists and hosts Social Psychology addresses the way people are influenced in their behavior by groups or individuals.

An environmental psychology of tourism: stressing the complementary elements of tourist action that is, focusing on the characteristics of the physical environment. Environmental psychology is therefore chiefly concerned with defining the mental maps that the various tourists, present-day or potential, build themselves of the space surrounding them.

Cognitive psychology refers to all processes by which the sensory input is transformed, reduced, elaborated, stored, recovered and used' (Neiser, 1967)

Economic psychology is an interdisciplinary branch of psychology which links cognitive and social psychology with economics. It basically deals with choices, decisions, consumer preferences and factors influencing these behaviors. "Tourism is a major socioeconomic force in today's world. While the quality of life can be understood from philosophical, sociological, marketing management and another standpoint, all of which are applicable to tourism (Sirgy et al, 2006).

Fig:1 Relationship between Psychology branch, level of analysis and context.



1.1.1 Linkage to tourism:

Very small group of tourism researcher has started drawing a linkage between tourism & positive psychology. This group is from Australia (Filep, 2007, 08, 09, Pearce 2009, 10, Voigt 2010) and Netherlands (Van Boven & Ashworth 2007, Nawijn, 2009). United States (Mitas 2010). The application of related theories from humanistic psychology to tourism has a much longer tradition (Pearce 1983, Ross 1984). The positive psychology and tourism linkages can be divided into an examination of tourists and their experiences, analyses of values, such as tourism education, etc. The linkage between positive psychology and the tourist have been made through analyses of happiness of tourists (Filep 2009, Nawijn 2009, Nawijn et al. 2010) as well as

through an investigation of specific tourist behavior concepts such as motivation (Pearce et al, 2011). Subjective happiness when tourist feels satisfaction with life- enjoy holiday trip most (Nawijn et al, 2009). Psychology is an empirical science and part of the social sciences. It focuses on the behavior and mental processes in order to understand the behavior of animal and people (Holden, 2006). Emotion is widely regarded as the more specific for the two-term and is usually linked with reaction to a defined object, event or experience (Fredrickson, 2001). Destination and product attribute assessments as influenced by consumer experience and the related concepts of knowledge, familiarity and expertise have been extensively studied by many researchers. (Fakeyyes & Crompton, 1991, Hu and Ritchie, 1993, Milman and Pizam, 1995). Many decision tourists make are not a single independent choice of a separate element (such as destination, accommodation and travel companies) but rather are interrelated and evolve in a decision process over time.

1.1.2 Consumer Psychology of Tourism, Hospitality, and Leisure:

A knowledge of how the consumer thinks, feel and behave is the crux of this growing importance since it enables the description analysis, prediction and control or influence of consumers, consumer systems, and the consumption situation. (Clawson & Ketch, 1996) identify five such phases which clearly indicate there is a difference between tourist behavior and consumer behavior: 1) An anticipation or pre-purchase 2) a travel to the site segment 3) an onsite experience 4) a return travel component 5) an extended recall & recollection. The consumer psychology of tourism hospitality & leisure a common way of conceptualizing consumer psychology is to consider the three primary stages of the consumption or purchase process. Pre-purchase, purchase, and acquisition or post-purchase. (Amould et al, 2002)

1. The choice of destination and the mix of activities to be undertaken during the vacation involve a complex and time consuming a set of decision to choose and assemble the desired product prior to departure.
2. The purchase & acquisition stage includes the trip itself which generally represents the cost benefit for the consumer.
3. The consumption process may or may not involve the use of guides and other travel assistance.
4. Post-purchase stage – many tourists continue to gain a great deal of pleasure from their purchase after they return home in the form of “dinner table stories, the giving of souvenirs, the sharing of photographs with family & friends and lifelong memories.
5. The post trip stage also influences their sense of satisfaction- the likelihood of returning to the destination and the word of mouth passed on to other potential visitors.

How can traveler make better decisions about their own travel experience to that they maximize the impact of their vacations on their personal well-being? Vacations, we typically plan them months in advance, spend a substantial part our disposable income on them, talk endlessly about them to our friends and family and often see them as the highlight of our year. We strive to have a perfect vacation, yet achieving vacation satisfaction is hard. The relationship between travel and happiness is one of great complexity and tension. Modern psychology and tourist behavior research are challenging the preconception of vacations. New research shows – anticipating a vacation boosts positive emotions and experiencing positive emotions are associated with better physical health. Vacation memories could give us long-lasting happiness, frequent travel reduce a risk of illness. The experience provided by touristic destinations are emotionally attractive and more important are without doubt, the emotional “promises” of touristic destinations that increase the tourist’s involvement in the process of decision making and his perception of touristic destinations that increase the tourist’s involvement in the process of decision making and his perception of the unique characteristic of the destination (Goossens, 2000) Analyzing the relationship between psychological factor and perceived image of a tourist destination research was conducted with 807 tourists visiting a holiday destination. Research involved qualitative and quantitative methods. Result supported influence of psychological factors i.e. motivation and cultural values on the image that individuals have of a tourist destination (Hector M et al.,)

II. RESEARCH METHODOLOGY

2.1 Research objective: To study the role of psychology and its impact on tourist vacation satisfaction using PERMA model

2.2 Research questions:

Research questions were based on PERMA model. Positive psychology is an area of study that seeks to highlight the role of positive emotion, character strength and positive institutions serving human happiness and wellbeing. There has been a rapid rise in prominence of this area of psychology since the year 2000 and tourism studies have not yet made as many connections to the new study area as might expected. (Pearce, Philip, L 2009) Mind on the move: new links from psychology to tourism by Pearce, P.L ,and Packer, J (2013) in their article addressed motivation and destination choice, attitude and satisfaction, memory and personal growth. Why do people travel? What is the impact of tourism? Are basic question to be answered for those who are most interested in how tourist thinks feel and behave. (Tourist Experience and fulfillment-Sebastain filep & Philip, 2014) Positive emotion, Engagement, Relationship, Meaning, Accomplishment

- a) P- Helping others make you happy- Perform random acts of kindness for locals and other travelers to boost your positive emotion
- b) E- Do less enjoy more: Rather than trying to see and do everything on complex situation, slow down and immerse yourself in whatever you are doing
- c) R- Don't underestimate the importance of relationship in travel. As Cuthbert says "who you travel with matters more than where you go."
- d) M- "Know why you are going"? Make your travel meaningful.
- e) A- Do something you have never done before. Travel is all about breaking routine & experiencing, learning or accomplishing something new.

2.3 Research Hypothesis based on PERMA model:

H1: There is a significant positive correlation between helping others and satisfaction of visit a place

H2: There is a positive correlation between time spent on site and visit satisfaction

H3: There is a positive correlation between new experience and visit satisfaction

H4: There is a positive correlation between new experience and positive feeling after new experience

H5: There is a positive correlation between Friendly relation and overall vacation satisfaction

H6: There is a positive correlation between Place visit in one day and overall vacation satisfaction

H7: There is a positive correlation between Level of satisfaction place visited and overall vacation satisfaction

2.4 Methodology and tools:

The study has been identified the positive psychology and its impact on tourists satisfaction.. The present study used both primary and secondary data. The study is an empirical research specifically based on survey method. First-hand data were collected directly from the tourists by the researcher herself with the aid of structured questionnaires. Primary data also collected by personal interview. Secondary data have been collected from Articles, publication, text books, Journals.

2.5 Sampling design:

Sampling unit: Kachchh district

Sample size - 102

Sampling Technique: Non-probability sampling design Judgmental Sampling method was used for the purpose of data collection. The population's elements were selected on the basis of researchers own judgment.

2.6 Limitations:

PERMA model related scale was developed by the researcher. There is no standard scale for this model found by the researcher.

III. FINDINGS

In the study sample, the percentage difference between male and female tourists is high. Of the total 102 tourists 69% were male tourists, where female tourists were only 32%. 1 % was in above 56 years of age group, 8% were between 46-55 years of age group, 9% were between 36-45 years of age group, and 20% were between 26-35 years of age group and the remaining 63% in below 25 years of age. school and college students, youngsters were maximum at the places like black hill, Mandvi and white Rann for visit. Table 1 gives baseline characteristics of the study sample.

Table: 1 Baseline characteristics of the sample

Item	Frequency	Percentage
1. Gender		69%
Male	70	32%
Female	32	
2. Age:		
16-25	64	63%
26-35	20	20%
36-45	9	9%
46-55	8	8%
55 and above	1	1%
3. Willing to help others during a visit		
Yes	79	77.5%
No	23	22.5%
4. Place visited in one day		
Less than four	60	59%
Five to seven	26	25.5%
More than seven	16	15.7%
5. Time spent in one place;		
3hour and more	61	59.8%
2 hour	22	21.6%
1 hour	8	7.8%
Half hour	11	10.8%
6. Level of satisfaction place visited		
Satisfied	75	73.5%
Dissatisfied	27	26.5%
8. Friendly relation developed during a visit:		
No one	32	31.4%
Less than three	50	49%
For and more	20	19.6%
9. Happy to meeting new people		
Yes	84	82.4%
No	18	17.6%
10. Exploring new Experience		
Yes	78	76.5%
No	24	23.5%
11. Feeling after new experience		
Satisfaction	63	61.8%
Dissatisfaction	39	38.2%

(Source: field data)

- Time require to plan a vacation /trip: 32% respondents plan their vacation less than two weeks, 12% within two to four week, 18 % need one to two months planning time, 22% decide before three to six months and 10 % require time of six months and above.6% never plan their trip in advance. Here researcher noticed that if respondent’s planning to go first time to any country or place for vacation they take longer time. If a place is familiar or visited before then they needed less time to plan out their trip.
- 52% respondent goes on vacation with family, 27% with friends, own 5% and 16% prefer group tour. A purpose for visit suggested that 51% consider it for vacation, 13% entertainment, 12% give priority to a family reunion and 9% accompany friends and 15% respondents visited for a religious purpose.
- Nature of employment: 25% respondents work in a private sector, 10% in a government sector, 27% students, 35% having their own business and 3% were retired.
- During your trip, if you find someone /group need your help. Will you help them? : Almost 78% respondents said yes to help others as it gives happiness. Remaining 23 % gave reasons for not helping was fear of unnecessary legal trouble and lack of trust. An example was like “Unknown place and people, many crimes take place, lack of trust, legal issue fear etc.”
- Those respondents who visited more than five to seven places in one day gave reasons like “ time is less and we want to see all places” as a majority of respondents were having their own business or working in private companies so they didn’t get leave for long holidays.

Table: 2 Hypothesis result

Research Hypothesis	Correlation	P- Value	outcome	Result
H1: There is a Positive correlation relation between helping others and satisfaction of visit	0.330	0.978	No relation	Rejected
H2: There is a positive correlation between time spent on site and visit satisfaction	0.490**	0.000	positive Correlation	Accepted
H3: There is a positive correlation between new experience and overall visit satisfaction	0.115	0.252	No Correlation	Rejected
H4: There is a positive correlation between new experience and positive feeling after new experience	0.705**	0.000	Strong positive Correlation	Accepted
H5: There is a positive correlation between Friendly relation and overall vacation satisfaction	-0.055	0.585	Negative correlation	Rejected
H6: There is a positive correlation between Place visit in one day and overall vacation satisfaction	0.535**	0.000	Positive Correlation	Accepted
H7: There is a positive correlation between Level of satisfaction on place visited and overall vacation satisfaction	0.406**	0.000	positive correlation	Accepted

** Correlation is significant at the level 0.01 (2-tailed).The research hypothesis was supported.

- Place visit Satisfaction: 74% respondents were satisfied. Most of them who spent more time in every place. Remaining 26% were felt that when they go to another place they felt it was better if we spent more time in the previous place. In hurry, we missed rides, photograph, food etc Hypothesis 6 and 7 respectively 0.535** & 0.406** Shows positive correlation between place visit in one day and time spent in one place with overall visit satisfaction. This suggests that if an increase in time spent in one place it directly an increase the level of satisfaction.
- Friendly relation development during trip: 60.6% respondents said yes about making one or many good friends and relation during trip. Tourist’s responses were like “Either they share common interest, belongs to same state or city, very interesting life stories to share, trip experience about already visited places, feel happy to meet them trip becomes more enjoyable after that, less burden of cost due to sharing, more places can be explored which otherwise we never thought to go alone, travelling time is same but now we enjoy by playing games and sharing food, increase business contacts”- Any

place become memorable if you have good company to be with you. Hypothesis result (-0.055) negative correlation between friendly relation and vacation satisfaction.

- Experience new things during trip: 76% explored new experience. Example. Paragliding, camel ride.” I am happy, I felt good, I don’t understand why I was afraid of doing this before? I want to experience new things more, I like to challenge my fear, it was amazing and I will surely tell my all friends, I overcome a fear of failure. Positive feeling .fulfilled, satisfied and memorable experience” Hypothesis H₄ result also reveled strong positive co-relation (0.705**) between new experience and good feeling after that experience. But new experience not led to visit satisfaction as Hypothesis H₃ (0.115) result shows no relation between this two factor.

IV. CONCLUSION

A researcher found vacation Satisfaction variables are relaxation, leisure, natural environment, food, and logging. Tourists and visitors who were satisfied with their visit and experience were reflected positive approach and behavior. The experience is rich in tourist emotions and tourists are constantly engaged in their own experiences they produce (Hosany & Gilbert, 2009). Visitors with positive satisfaction reported their experience as “beautiful place, exotic culture, many things to learn, and friendly people. Stress reduced, satisfaction, family happy as spend quality time together, write in my blog, already shared photos on social sites, memorable moments, will come with friends next time, very positive energy ...good feeling”. Visitors who were not satisfied with trip experience showed more importance to cognitive aspect of tourist behavior. For example, they had a complaint related to transportation, place distance, guide unavailability, high cost, before coming to this place thought and heard many things about places but not found it relevant. Health issue, quarrelsome with fellow traveller, time management issue, long waiting. Theory and research suggest that psychological benefits of leisure and tourist experience emanate from the inter play of two motivational forces: to escape from routine and stressful environments and to seek recreational opportunities. Actual, on-site, real-time nature of the experience itself. It is not possible to conclude when and under what conditions tourist experience becomes leisure experience. (Roger Mannell, 1987). Tourism regarded as an emotion-rich consumption experience (Pearce, 2009). The tourism is a positive experience with satisfying and pleasurable emotions (mannell, 1980) and the tourism experience offers unique moments with high personal value and an emotional charge of the consumer (McIntosh & siggs, 2005) In tourism studies the role of humour has been specifically identified as first, helping tourist concentrate, second assisting them to relax and feel comfortable in novel setting and finally as being useful in enhancing their connection with others (Pearce, 2009)

PREMA model hypothesis result supported above all statements given by various researchers. The positive psychology plays vital role in tourist behavior which is directly or indirectly influence vacation satisfaction.

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