



FREIE UNIVERSITÄT BOZEN

LIBERA UNIVERSITÀ DI BOLZANO

FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für
Wirtschaftswissenschaften

Facoltà di
Economia

School of
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Tourists experiencing eudaimonia through sports and recreational activity programs:

Determinants and consequences

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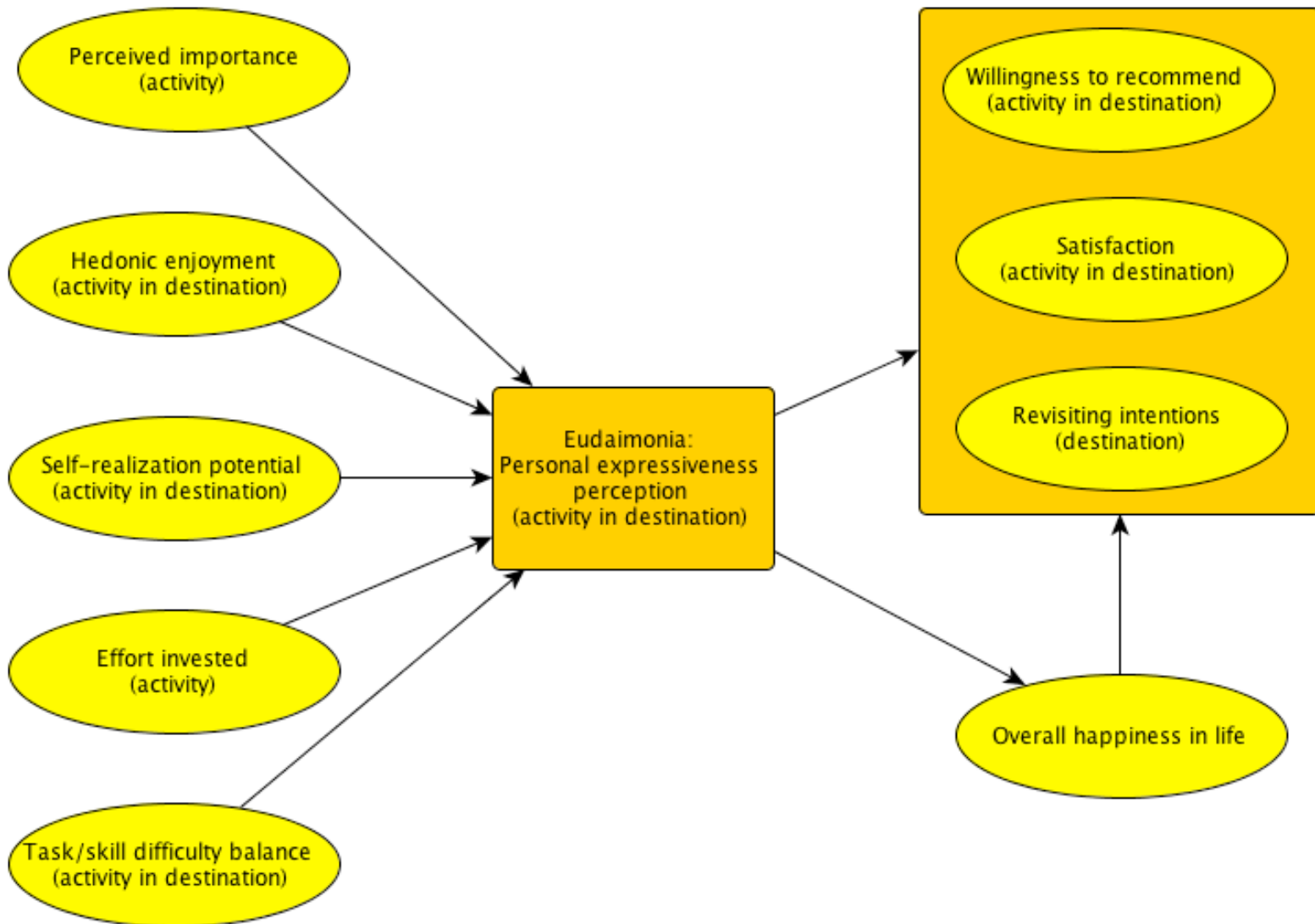
- Basic assumption:
Improving subjective well-being as an overall goal in pursuing sports and recreational activities
- Scope:
Sports and recreational activities having relevance for tourism, i.e. those performed during paid vacation
- Basic research questions:
 - Effects of (remembered/post-visit) well-being experience associated with the sports/recreational activity on consumption-related constructs?
 - Contribution of (remembered/post-visit) well-being experience associated with the sports/recreational activity to overall well-being?
 - Antecedents of (remembered/post-visit) well-being experience?



- Eudaimonistic identity theory (Waterman, 2008)
- Self-realization as an overall goal, which is most likely achieved when human beings are engaged into personal expressive activities.
- Determinants of an activities' personal expressiveness:
 - Balance between task difficulty and skill level
 - Perceived importance of an activity
 - Hedonic enjoyment of an activity
 - Effort invested into activity
 - Anticipated self-realization potential



Hypothetical Model

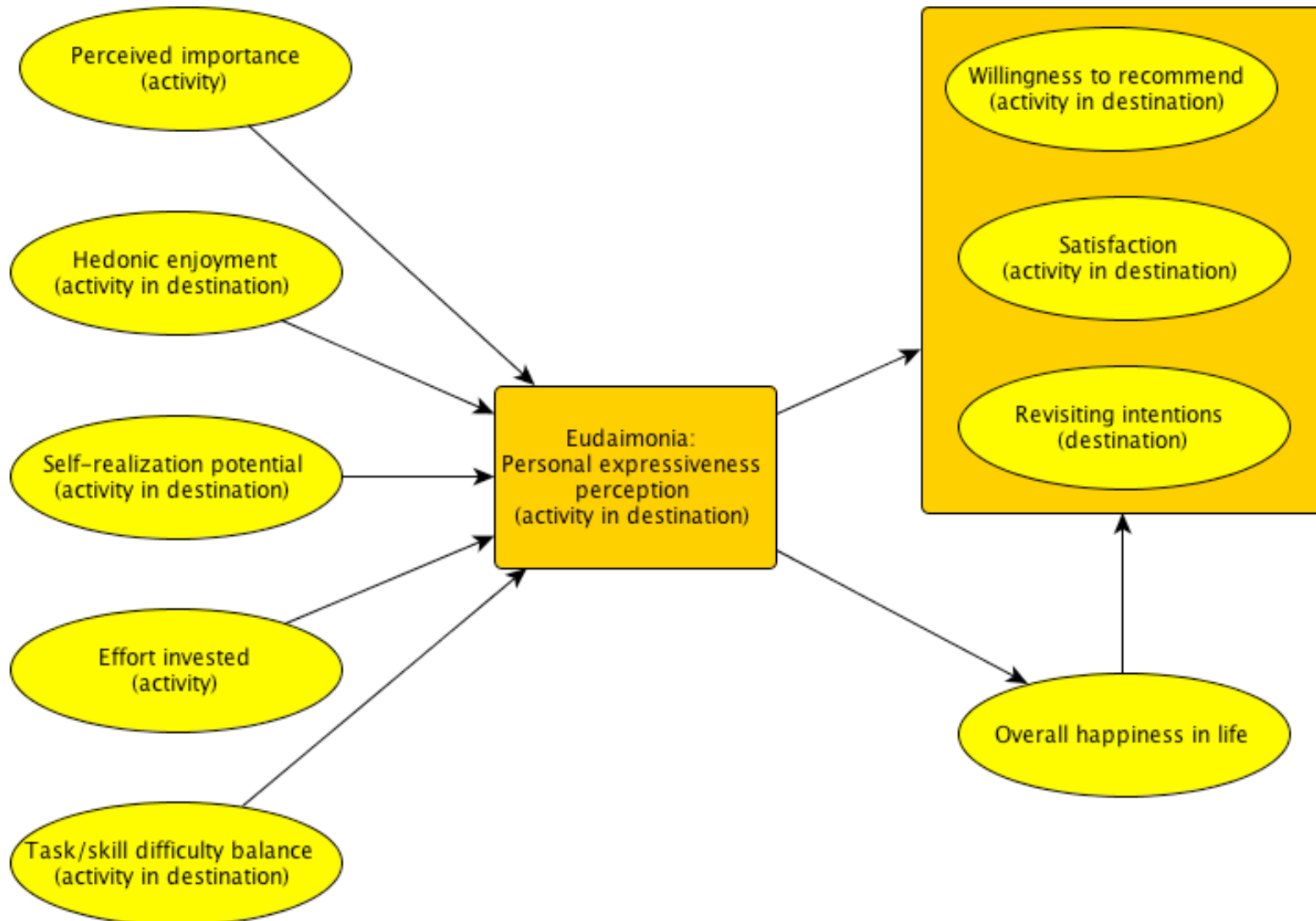




- Participants:
 - 1000 German tourists recruited via a consumer panel having been engaged in recreational activities during vacation in 2008/2009
 - Top 3 destinations (countries): Germany, Spain, Italy
 - Top 3 activities: Sightseeing, swimming, hiking
- Procedure and instrument(s):
 - Web-based questionnaire
 - Characteristics of last vacation
 - Activities performed (two-level closed ended questions)
 - Random selection of one target activity performed during last vacation (to avoid ceiling effects!)
 - Assessment of the models' components, applied to the randomly selected activity performed during the last vacation
 - Original questionnaire (in German): [Please click here](#)

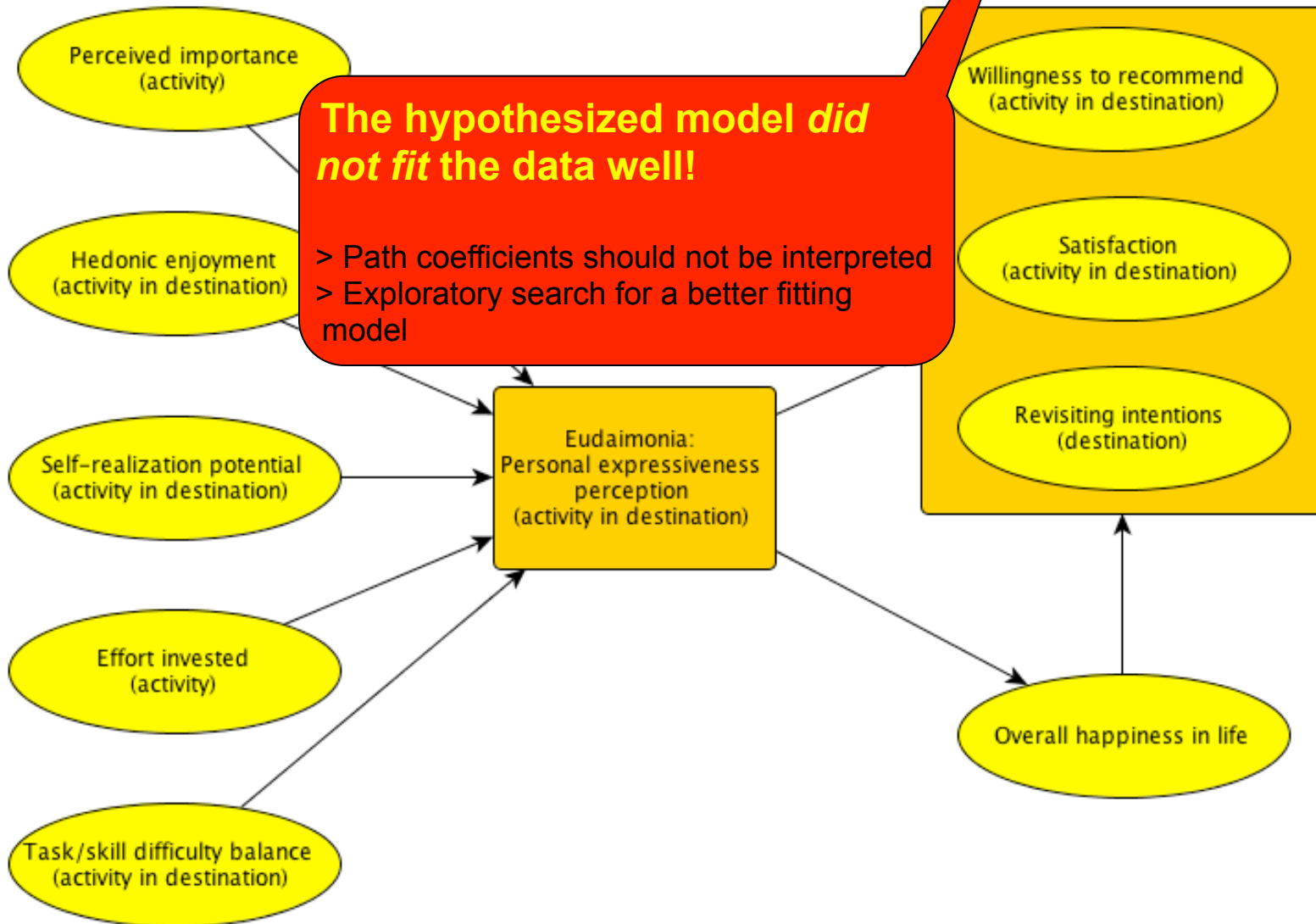


Results: Hypothesized Model



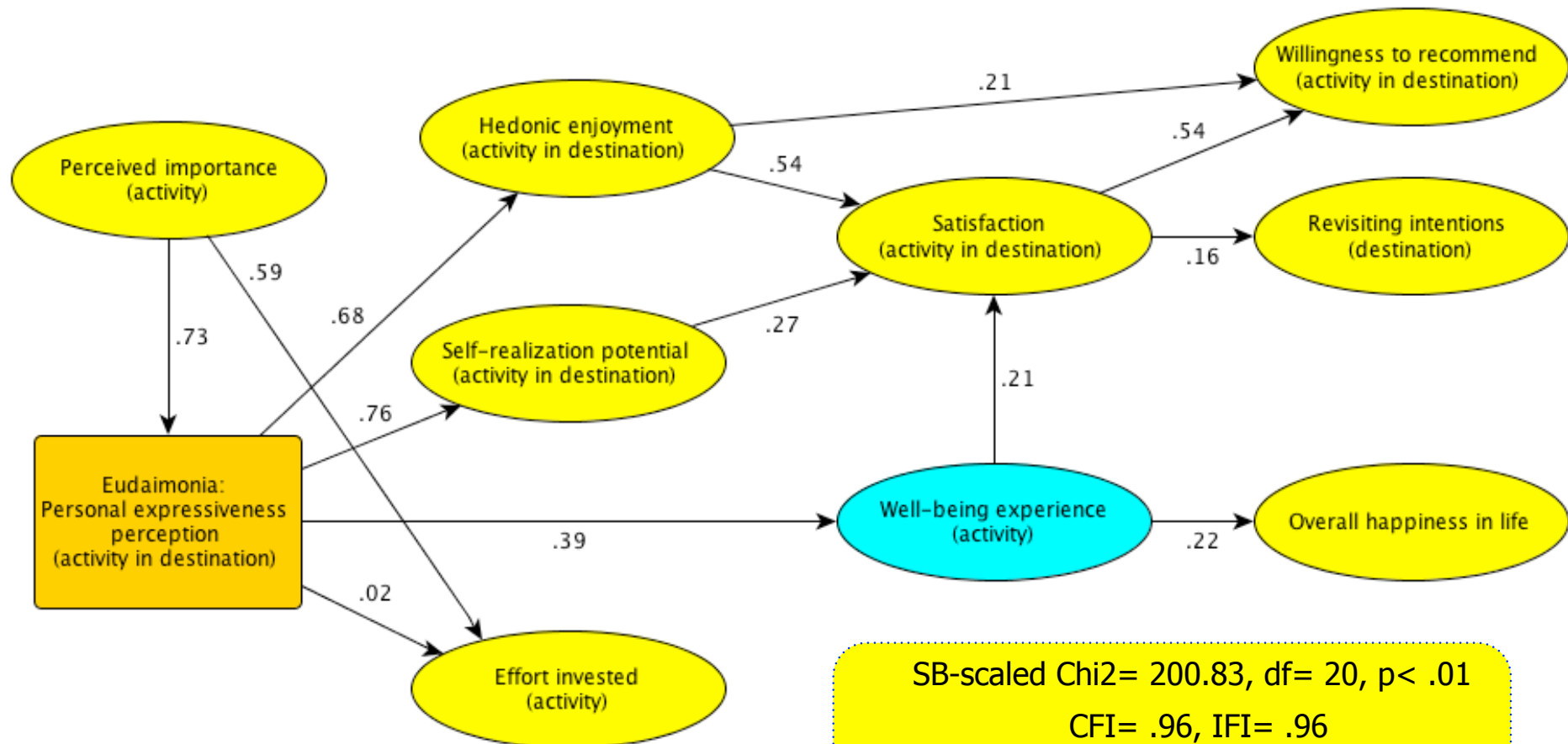


Results: Hypothesized Model





Results: Exploratory Model



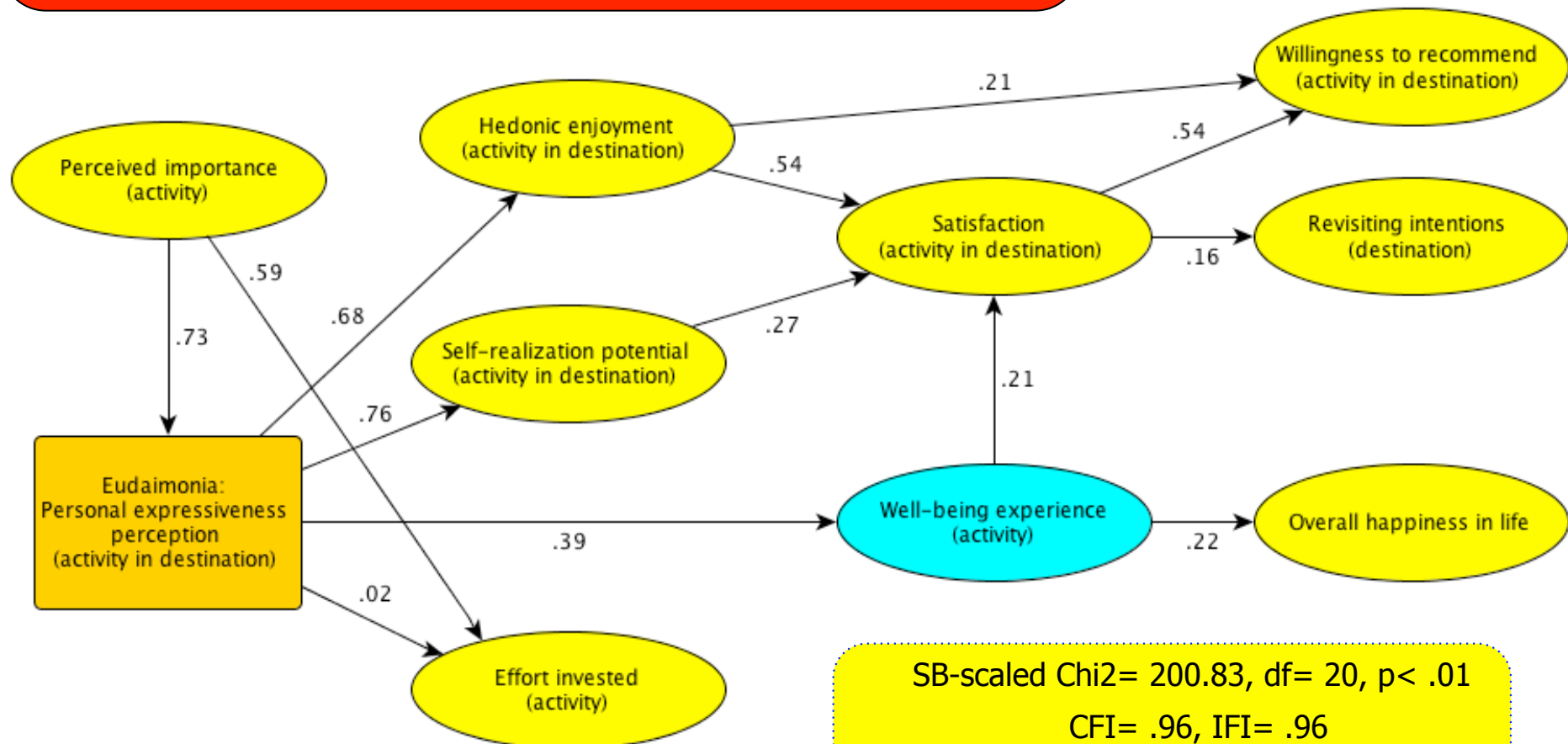
SB-scaled $\chi^2 = 200.83$, $df = 20$, $p < .01$

CFI = .96, IFI = .96

RMSEA = .08, (90% CI = .07, .09)



Better fitting, but still early work-in-progress model!



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- Eudaimonistic experience as captured in this study (i.e., post-visit) as a generic determinant, not consequence as hypothesized?
 - Theoretical implications?
- Multiple indirect effects of eudaimonia on constructs relevant for tourism (marketing), and stronger on word-of-mouth effects than on revisiting intentions.
 - ‘Viral’ effects duly addressed in tourism marketing?
- Small effects of eudaimonia on overall life satisfaction.
 - Role of other factors, esp. personality (work in progress)?
- Satisfaction with activity in destination and overall life satisfaction not directly linked!



Thank you!

Slides:

<http://conference-contributions.bosnjak.eu>

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