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“One’s destination is never a place, but a new way of seeing things.” – Henry Miller

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Abstract

This research project investigated the phenomenon of tourism, in order to discover some of the impact that tourism might have on vacationers. The study will be based on a mixed method design, both quantitative and qualitative data-gathering methods. Two recognized inventory instruments will be used, the Myers Briggs Type Indicator (MBTI) and the Beck Depression Inventory (BDI II). The study was designed as a pre-trip/post-trip design in the weeks before and after Easter 2010. The participants in the project were employees at the University of Stavanger, Norway. The quantitative data were gathered from 79 respondents before they went on holiday and 24 respondents after their return. The qualitative data were collected from 12 respondents before they went on vacation and eleven respondents after their vacation experience. After analyzing the data it seemed that the research hypothesis was strengthened.

The research hypothesis was strengthened. The majority of the survey respondents who did go on holiday reported after their vacation that they were able to relax during their holiday and that they recharged batteries due to their vacation. Furthermore, the BDI II results indicate a decrease in self-reported negative feelings. The pre and post-trip interviews point to that the respondents experienced not only a boost of anticipation in their pre-trip phase but also a boost of energy. Besides, the interview respondents reported benefits of traveling such as relaxation.

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Foreword

”That gives me three holidays. First, I plan. Then I enjoy the holiday experience, and finally I look at the pictures”.

Moreover, she mentions that they have a door from the bedroom out into the garden. She enjoyed waking up in the morning, not having curtains, but waking up and seeing the olive trees and the grass. “I believe these moments in the morning are the best” (respondent 3).

When I grew up I enjoyed hearing stories from others who had been on holiday, telling about other countries, other languages and cultures. I still have this interest. The field of studying tourism management was among others chosen due to personal interest, and so was the topic for this paper, traveling, mood and well-being. To me this is an interesting area as traveling is not merely an activity, but seems to provide various intangible benefits.

I would like to thank and show my respect to all respondents who helped me with this project. A special thank goes to the interview respondents who offered the time and interest for participating in this project.

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Introduction

What makes people happy? Is it a new TV, more money, a new hair cut, being slim and without wrinkles or having the same body as the trainer around the corner in addition to a nice partner and children?

Milbrath (1993) notes that everybody desires a good life, the criminal who steals, the gambler who hopes for a winning hand, the searching scientist, the meditating monk, and the shop-a-holic; they all seek what they believe to be the good life. The good life, it seems, can be defined in many ways. Milbrath (1993) claims that politicians and economists suppose that the consumption of goods automatically lead to quality of life. But does wealth equate with having a good life? Milbrath (1993, p. 266) goes on suggesting that: “If we slowed down our frantic production pace, demanded less and consumed less, we would have more time for enjoying companionship; chances are, we also would enhance our quality of life”.

Quality of life is not a thing; it is a feeling, Milbrath notes. Quality of life, includes an experience by individuals only and is necessarily subjective. It is a variable ranging from high quality to low quality and not a constant state. He therefore suggests that finding the good life is more a search of our minds than a search of a shopping mall.

The link between tourism and happiness is that tourism and leisure can be evidently good ways for boosting happiness (Nawijn, 2010, or e. g. Gilbert & Abdullah; 2004). Also other researchers have addressed this link. Their work will be presented in the *Literature Review*. At this point also the new field of positive psychology can be drawn into this paper, as mood is a major theme in positive psychology. Ryan (1997, p. 55) referred in Nawijn (2010, p. 282) addresses the connection between life-satisfaction and holiday satisfaction and argues that “those who feel good are those who are satisfied because they have a preponderance of positive experiences in their lives and in their holidays”. Studies of

happiness conclude that life is getting better in addition to that the majority of humans are happy in modern society (Diener and Diener 1996; referred in Nawijn, 2010). Yet, not all changes entail progress in terms of happiness. For example, augmented consumption of goods does not automatically lead to greater happiness. In fact, it may even reduce happiness through demoralization of society (Myers 2000; referred in Nawijn, 2010), over-consumption, stress and income differences or employees who suffer from overworking or burn out (Nawijn, 2010). For the latter one, recreation experiences might contribute preventing individuals from becoming burnt out and influence overworked employees positively in their recover process.

Tourism

Ernst (1999) writes that in the holiday season, millions of people check in “the most beautiful weeks of the year” and millions of people stream sun-tanned and packed with souvenirs and memories home. The term travel refers to both domestic travel and international travel in this study.

The World Tourism Organisation (UNWTO) referred in Nawijn et al. (2010) notes that the percentage of vacationers is worldwide ever increasing.

According to the UNWTO (2009) Tourism Highlights, in 2007 international tourist arrivals increased by 6.6% and reached a new record figure of more than 900 million tourist arrivals. The 800 million mark was only reached two years earlier. From 1950 to 2007 international tourist arrivals rose from only 25 million to 903 million. By the year 2020 the 1.6 billion international arrivals are predicted (UNWTO 2008, referred in Nawijn, 2010).

According to Nawijn (2010) the tourism industry develops into one of the most important industries globally.

Psychology and tourism

Iso-Ahola (1983) reviews that despite the fact that the economics of travel have received a lot of scientific attention, little research has been done on other aspects of travel behavior. As an example for such a neglected perspective the author mentions the psychology of recreational travel. Recreational travel is defined as a generic term that includes different forms of travel as for example vacation and weekend travel. In other words, it refers to an activity performed voluntarily in a period of time that is designated as leisure or free.

According to Ernst (1999) humans live more intensively during their holiday. Positive and negative feelings are experienced more intensively. He compares conscious traveling with a drug trip with positive adverse effects, and claims that pleasant anticipation and memory are often more important than the travel itself. "We travel in order to be able to remember" he notes (Ernst, 2006, p. 69).

The same author notes that "traveling is not finished with the return" (Ernst, 1999, p. 37). In his opinion the retrospective interpretation is of great importance. This could indicate that recreation experiences also have an impact on humans *after* the travel.

Zschocke (2005) found that although there has been an increase in traveling, little has been written about psychological or sociological basic research in regard to the travel experience. This is also confirmed by other researchers such as Iso-Ahola (1983) or Larsen (2007).

A psychological approach is important for the tourism industry in order to be able to meet the needs of the traveler by understanding the psychological forces that motivate travelers and influence their various travel-related decisions (Mayo & Jarvis, 1981, referred in Delamere & Wright, 1997). Tourism is primarily a social psychological experience (Iso-

Ahola, 1983; Mannel & Iso-Ahola, 1987; Rubenstein, 1980; Stringer & Pierce, 1984; Van Raaij & Francken, 1984; & Pierce, 1982, as referred in Dunn Ross & Iso-Ahola, 1991).

Sociological factors such as income and socioeconomic status affect tourism behavior but they are not significant determinants of the quality of the experiences. The individual's cognitions and feelings about the experience being undertaken is what matters (Dunn Ross and Iso-Ahola, 1991).

As illustrated above, the impacts of tourism on tourists appear to be an interesting area with potential for research.

The research question in this paper is:

“What are some of the benefits travel experiences can have on people's mood and well-being”

The hypothesis is: “travel experiences can have a positive impact on people's self-reported mood and well-being, both before, during and after the travel experience”

The research study

The data for this study was collected from people working at the University of Stavanger. The researcher used a mixed method design. Quantitative data was gathered by distributing a questionnaire based on the Beck Depression Inventory (BDI II) in addition to added questions that are designed by the researcher. At the very end of the survey the respondents were asked to participate in two interviews, one before and one after the vacation. Qualitative data was collected by conducting twelve pre-vacation and eleven post-vacation interviews. Moreover, a personality type preference tool (the Myers Briggs Type Indicator - MBTI) was used in order to gain insight into possible connections between the respondents' self-reported personality preference and the research question. These tools will be explained

more deeply in the *Methods*. The combination of these methods gave the researcher a rich set of data.

The importance of this study

As Moscardo (2009) mentions, very little attention has been paid to the impacts of tourism on vacationers. This is confirmed by other researchers such as de Bloom et al., (2009). For example, the latter ones address the lack of research on holiday activities and experiences in addition to vacation length. The writer of this paper chose to study this field of vacation research because it seems both to be an interesting area, and has a potential for further research. The findings of this research could be relevant for the tourism industry as well as related businesses such as museums of amusement parks because it gives insights into the travelers' reflections and feelings. However, the research findings can also be relevant for employers. For example, it might be interesting for employers to gain insight into peoples' (their employees') recharge process because recovering more completely from work might influence the work performance positively. As de Bloom et al., (2009) mention, recent studies have revealed that employees often do not recover sufficiently during time off. He claims that this may be due to working overtime in addition to that day-to-day deficient recovery may have serious unwelcome health consequences in the long run. Sluiter et al., (2000) referred in de Bloom et al., (2009) differentiate four different types of recovery which are based on length and time span after work. These types are *microrecovery* which includes the first minutes after task performance, *mesorecovery* which means ten minutes up to one hour after task performance, *metarecovery* including one hour up to two hours after work, and lastly, *macrorecovery* which includes more than two days after work. Vacation is seen as a form of macrorecovery and can be powerful for helping people to recover more completely from their job (de Bloom, et al., 2009).

Background for choosing this theme

This thesis can be said to have started with personal observations and media reports that caused the researcher to reflect about psychological impacts traveling can have on human beings. In particular the researcher watched a report about a snow avalanche in Galtür (Austria) in 1999 with some of the survivors being interviewed. One father who was trapped for several hours, believing he would die but was saved in the very last minute. When asked the question about how this incident had changed his life, he replied that he now lives his life more consciously and prioritizes traveling and being together with his children especially on holidays. This report made the writer of this paper reflect about what vacationing meant for this person and people in general. How does going on holiday impact people's mood and well-being? And can traveling be beneficial for family life because people spend significant time together, unlike their everyday life routines when family members are occupied with work and obligations?

The writer of this paper conducted a pilot study in summer 2009 with people with mental illnesses. The writer of this paper interviewed five participants before the recreation experience and distributed travel diaries to them. All five respondents took notes in these travel diaries, answering questions about their daily activities, "highlights" what they enjoyed most, in addition to a smiley-Likert scale answering their daily mood. The findings were, among others, that this holiday seemed to be of great importance for those people, both before, under and after the travel experience. Moreover, the mood was reported to have changed after the experience. Before the travel, they experienced a pleasant anticipation and during the travel they experienced different challenges (psychological challenges and physiological challenges since their travel activities on-site were mostly physical outdoor activities in the mountains in South Tirol in northern Italy). The findings indicate that the

participants were happier after the recreation experience due to those challenges they coped with, the change of surroundings and the anticipation for coming home again.

The shortly mentioned pilot study was beneficial to the writer of this paper because she received the opportunity to gain interview experience and reflect on this topic. Furthermore, the research served as an inspiration for the present study.

Literature Review

Clarification of terms and concepts

To clarify the distinction between several terms related to traveling and happiness used in this paper the researcher will in the following give a concise presentation of these.

Travel experiences, recreation experiences, holiday experiences or vacation experiences are used synonymously in this paper. They all refer to a voluntarily undertaken activity performed in the process travelling to, from and at a certain destination. The period of time when this traveling occurs is free or leisure time (Iso-Ahola, 1983). Due to the fact that the study was conducted in Norway the destination for travel can be both domestic and abroad.

As Nawijn (2010) notes *well-being* is a concept that is often used in order to refer to personal health status. It can be measured rather objectively by counting the number of sick days within a month or measuring an individual's heart beats as indicator for well-being. However, in this study well-being refers to the self-reported internal quality of life. This internal quality of life focuses on how an individual appreciates his or her life. More precisely, it is the subjective reported well-being that is addressed in this research. The terms well-being and happiness will be used synonymously in this paper.

Mood addresses the emotional state of the individual, how he or she feels.

Pre-trip and *pre-vacation* refer to the period before the trip and are used synonymously with the pre-survey which was sent out before the recreation experience. *Post-trip* or *post-vacation* refer to the period after the holiday experience and the post survey. The pre-trip survey period refers to 10 and 11, the post-trip survey period refer to week 16 and 17. The pre-trip interview period refers to weeks 10, 11, the post-trip interview period refers to weeks 15, 16 and 17 in 2010.

As Obenzinger (2005) mentions, in a Literature Review, the researchers do not simply list previous studies, but assess them by noting both their strengths and weaknesses. Writing a Literature Review is important because it helps the researcher to distinguish what has been done from what needs to be done. Moreover, a well written Literature Review can be useful for the reader since it provides information about what has been done and where the researcher is going (Salkind, 2003). Obenzinger (2005) states that the Literature Review in many respects, presents the justification for the work. The researcher will select only the most significant texts of the research done on this topic, which implies a process of evaluation and prioritization before the Literature Review is written.

When the researcher started this Literature Review it seemed hard to find relevant research on the topic of the impact of traveling on people's mood and well being. The researcher conducted a search on the EBSCO database (all databases) using "traveling and well being" as key word in the title and found zero entries. Using "travel and well being" the researcher found 1 entry, which did not seem relevant for this thesis because it was about ethics and well-being. However, the fact that the researcher was not successful in finding a large quantity of relevant articles does not automatically lead to the conclusion that there has not been done extensive research on this field. There can be other reasons. For example, as the

writer of this paper is not a native English speaker, there might be a possibility that she operated with “European English” terms or improper terms that did not lead to many results.

Lu and Hu (2005) conducted a literature search using the terms “personality and leisure”, on the psycINFO database and found 35 entries since 2003 (their article was published in 2005). Their search of the latest literature corroborated Furnham’s observation “the literature on the relation between personality and leisure is disappointing despite its theoretical and practical implications” (Furnham, 2004, p. 176; referred in Lu and Hu, 2005, p. 327). The writer of this thesis conducted a similar search using the same key word (“personality and leisure”) finding 11 entries, including the article written by Lu and Hu. Using the key word “holiday and mood” or “travel and mood” the researcher was not able to find any entries, which might indicate that there has not been written much on this subject.

As noted in the *Introduction* several researchers such as Iso-Ahola (1983) and twenty-six years later Moscardo (2009) address this neglecting of attention that has been paid on the impacts of tourism on tourists.

The writer of this paper followed a key of rhetorical patterns which can be said to be similar to the Swiss cheese pattern (Obenzinger, 2005). Using the Swiss cheese pattern the researcher presents a picture of contemporary knowledge, identifying holes and gaps in the field in addition to arguing why the current research plugs up one of the holes. According to Ajzen & Driver (1992) little is known conclusively about the past history of leisure behavior. Therefore, many researchers have demanded a sounder theoretical foundation in addition to the development and use of better methods in leisure research (as for example: Iso-Ahola, 1988; Levitt, 1992 referred in Ajzen & Driver, 1992).

Vacation and recovery

The term “vacation” is derived from the Latin word “vacation”, which means *being free from work, having time for or being at leisure* (de Bloom, et al., 2009). In their meta-analysis of vacation effects on health and well being de Bloom et al., (2009) investigated to what extent vacation has positive effects on health and well-being, the length of such effects enduring after work resumption in addition to how specific holiday activities and experiences affect these relationships. The methods they used were based on a systematic literature search at the databases PsychInfo and Medline in addition to methodological exclusion criteria. Their findings indicate that vacation has positive effects on health and well-being.

As de Bloom et al., (2009) mention, due to two mechanisms underlying the recovery process, vacation can be said to be a more powerful recovery opportunity than regular weekends or free evenings. The first mechanism which also can be called the *passive* mechanism, mirrors a direct release from daily work demands. de Bloom et al., (2009, p.14) further state that “vacation is ideally a relatively long period of rest that is mostly spent in an different or more relaxing environment that may help workers to detach psychologically from work and from other daily demands and routines”. The second mechanism, which de Bloom et al., (2009) call the *active* mechanism, reflects the active engagement in probably recovering activities. Vacation is seen as a pre-eminent opportunity to spend time on valued non-job activities of the individual’s own choice as for example, family activities or hobbies.

Phases of outdoor recreation experience

Clawson and Knetsch (1966) present five rather distinctly different phases of outdoor recreation. The findings of this research study can be discussed by applying the Clawsonian

model because the pre and post-vacation surveys and the interviews were conducted in the first and the last phase of the five phases. Moreover, the interview respondents mentioned experiences that occurred in the second, third and fourth phase which makes the five phases developed by Clawson and Knetsch relevant for this thesis.

The first phase, starting an outdoor recreation experience is the *anticipation phase*, which includes planning. The thinking can be very brief, such as a little child responding to an invitation of other children playing in the yard. It can also extend over weeks or months such as the planning of an immense family vacation. As Clawson and Knetsch (1966) mention, one may get more enjoyment from the planning than from the actual event itself. According to the authors, pleasurable anticipation is essential. Travel agents for example, cannot be charged with undervaluing the attractiveness of the advertised areas. Clawson and Knetsch (1966) recommend advance planning to be based upon realistic factors since extreme optimism in the anticipatory stage may lead to later frustration and disappointment.

The *travel to the actual site* is the second major phase of an outdoor recreation experience (Clawson and Knetsch, 1966). As Clawson and Knetsch (1966) mention, some travel, even if it is only a bicycle ride to a local store or a short walk, is often required. Time and cost of the travel may vary greatly. They also add that some individuals even may enjoy the travel itself.

The third major phase of an outdoor recreation experience is the *on-site experiences and activities* (Clawson and Knetsch, 1966). The on-site experiences are often the most discussed part and studied in most detail as this is what many seem to think of as the total outdoor recreation experience. On-site experiences and activities are activities such as hiking, swimming, camping, fishing, picnicking, hunting and playing games. Clawson and Knetsch (1966) mention that whether measured by expense incurred, time involved or the total gained satisfaction, the third phase of the on-site experiences may be a smaller amount than half of

the total. The on-site experience may be the basic reason for the whole outdoor recreation experience; moreover, the remaining parts of the total experience may be build around it. As Clawson and Knetsch (1966) state, the total experience is often described in terms of what takes place during the third phase.

The fourth phase of the total outdoor recreation experience is the *travel back* (Clawson and Knetsch, 1966). As the authors mention, it is most often different from the travel to the site. For instance, even if the route is the same, the recreationist's mood may be different. Travelling to the area they may be fresh and full of energy, while after an all-day outing the vacationer may be tired.

The *recollection* is the fifth major phase of the total recreation experience (Clawson and Knetsch, 1966). After the recreation experience, one might recall to memory aspects of the total experience. We can do this by sharing recollections with relatives, friends or associates. The recollection can vary in intensity and time. Is the total recreation experience characterized by being outstanding and makes a major impression; the recollection can be strong and lasting. On the other hand, each experience will only make a dim impression if the experience is cauterized by being brief and common, followed by similar experiences. Clawson and Knetsch (1966) state that the recollection of one outdoor experience frequently affords the starting point for anticipation of a further outdoor experience.

According to the authors the whole outdoor recreation experience can be compared to a package deal where the sum of satisfaction and dissatisfaction from the whole should be balanced in opposition to total costs. All parts are necessary in the whole outdoor recreation experience; however, the means for carrying out some of them differ. If the same sort of experience is to be repeated, pleasurable parts of the experience should at least balance the unpleasant parts.

The tourist experience

Since the concept of how the individual experiences his or her travel experience is essential in this paper, it is important to give a definition of the *tourist experience* in this context. In his article “Aspects of a Psychology of the Tourist Experience” Larsen (2007) presents aspects of the phenomenon of the tourist experience. Experiences are influenced by events and expectations in addition to being or remaining constructed in the individuals memory, where they form the basis for new expectancies and preferences. According to Larsen (2007) the question can be asked if the field of tourist experiences is under-researched. He also mentions that tourists participate and relate to particular events when they travel in addition to accumulating memories as a function of undertaking tourist trips. A thorough description of the tourist experience concerns at least the three phases, which are similar to the phases mentioned by Clawson and Knetsch.

The first phase, the *planning process* (expectations) includes the individuals foreseeing of tourist events through expectancies (Larsen, 2007). The second phase, the *actual undertaking* (events) of the trip includes events occurring during the trip. The last phase, the individuals *remembering* (memories) includes the recollection of these events (Larsen, 2007). Maddx (1999, p. 17-39) referred in Larsen (2007, p. 9) defines expectations as “(...) *the individual’s ability to anticipate, to form beliefs about and to predict future events and states*”. The aspect expectations deals therefore partly with specific expectations directed at various future tourist events and partly with traits and states of the individual. Phenomena such as value systems and attitudes, self-esteem and states of affect (emotions and mood) in addition to motivation, relate to this element of the tourist experience. Baumeister (1995) referred in Larsen (2007) suggest that people with low self-esteem are likely to be motivated by a need for self-protection. Low-self esteem may hinder the individual to participate in situations enclosing high subjective probabilities of failure. Furthermore, Larsen (2007)

suggests that individuals with high self esteem on the other hand, may be linked to a willingness to expose oneself to new situations.

Perception

Larsen (2007) mentions that perception is understood as (...)“*a mental process by psychologists where sensory input is selectively attended to, organized and interpreted*” (Larsen, 2007, p. 11). According to Myers (2003) Passer & Smith (2004) referred in Larsen (2007), perception contains making sense of what the senses tell us. According to Matlin (2004, p.33) referred in Larsen (2007, p.12) perception can be defined as the use of “*...previous knowledge to gather and interpret the stimuli registered by the senses*”. The individuals’ perception is constructed on the basis of earlier experiences, possibly expectations in addition to competencies. Therefore it can be argued that perception is the interaction of the information in the current stimulus situation in addition to various types of mental structures and processes in the individual that makes processing of such information possible (Lundh, Montgomery & Waren 1992; referred in Larsen 2007; Shore, 1996; referred in Larsen 2007). Perception is influenced by emotional and motivational states, mentions Larsen (2007). Moreover, the strength of motives plays a role in perception of both social and non-social stimuli and the direction of the current motives. For instance, Larsen (2007) mentions that it has been shown in a number of studies as for example studies of tourist motivation, that there exist differences between people regarding strength and direction of motives (for example: Iso-Ahola, 198; Fodness, 1994; Pearce, 1993). Besides, perception is conditioned by the individuals’ personal opinions, values, worldviews, self-perception and attitudes as Larsen (2007) mentions. Fredrickson (2000) referred in Larsen (2007) emphasizes that so-called peak and end effect of affective experiences are evaluated by just a few selected moments, the peak and the end.

According to Larsen (2007) the concept of the tourist experience is certainly an ambiguous social scientific construction. Moreover, Larson (2007, p. 12) states that “*it is evident that tourist experiences are related to several social, cognitive and personality processes, and that the tourism literature is unclear, to say the very least, with respect to its liberations concerning such experiences*”. Larsen (2007) mentions that it could be argued that there has been too little focus on psychological processes pertaining to the individual tourist and too much focus on concepts as for example destinations.

He also writes that flashbulb memories are events that stand out and are distinctive. They are extremely colorful, long lasting memories for surprising considerable events (Myers, 2003 referred in Larsen, 2007).

A study conducted by Wirtz et al. (2003) referred in Larsen (2007) revealed that the remembered experience from a tourist voyage is the one that best predicts the tourists’ aspiration to repeat that recent experience. Moreover, the results indicate that what happens under a tour or at the destination does not predict the tourists wish to repeat or not repeat a tourist journey (Larsen, 2007). What people remember is what predicts this desire.

Moreover, he suggests that earlier studies such as the one conducted by Wirtz et al., (2003) and his own conducted together with Jenssen (2004), provide good evidence that tourist experiences are functions of memory processes. Such memory processes should therefore be a focus in tourism studies of experiences (Larsen, 2007).

The social being together motive

A study conducted by Larsen and Jenssen (2004) referred in Larsen (2007) focused on school children’s, aged between 14 and 15, motivation when going on a school trip. Data on motivation was collected three months before the trip, during the trip and two weeks after return home. The most frequently motivation theme observed were social being together motives such as doing things together or being together. An interesting observation was that

some students could not recall where they had been when they returned home, but evaluated an overall feeling of having fun *together* on the trip. Larsen (2007) suggests that these findings could be seen as an indicator of the relatively less significance of the destination compared to peak emotions that are experienced during the trip.

The tourist experience

Larsen (2007) suggests in his paper that a tourist experience can be regarded as consisting of individual highly complex psychological processes. Larsen (2007, p.15) proposes the following definition of the tourist experience: “*A tourist experience is a past personal travel-related event strong enough to have entered long-term memory*”.

The link between tourism and happiness

Leisure and tourism appear to be good ways for increasing mood and happiness (Nawijn, 2010). The research question in this thesis is “**What are some of the benefits travel experiences can have on people’s mood and well-being**”

Pre and post-trip happiness

Nawijn, Marchand, Veenhoven and Vingerhoets (2010) conducted a study with the aim of obtaining a greater insight into the connection between happiness and holidays. They studied whether vacationers differ in happiness compared to non-vacationers (people who did not go on holiday). Furthermore, they examined if a holiday trip enhances post-trip happiness. The questions were addresses in a pre-test/post-test design study. The sample consisted of 1,530 Dutch respondents, 52% of them were men. The questions were answered by 974 individuals. All survey participants were members of the CentERdsta Databank, a research institute that is part of Tilburg University in the Netherlands. The research institute made the data for the study available for Nawijn et al., (2010). The findings were that vacationers reported a higher degree of pre-trip happiness during the period before the trip than those who

did not go on holiday. The researchers made use of the 2006 data from the health monitor. Health monitor is a survey administered to the participants in the CentERpanel every eight weeks. As Nawijn et al., (2010) note, the survey of week 35 (in 2006) contained questions about the participants' holiday trip, if they intended to go on vacation. The vacation trip started in the period between week 27 and week 35. Furthermore, the researchers had access to the surveys of week 11, 19 and 43. Nawijn et al., (2010) suggest that this difference in pre-trip happiness could be due to that the vacationers anticipate their holiday. People look forward to holiday trips (Miller et al., 2007; referred in Nawijn et al., 2010). The enjoyment can start weeks and even months before the vacation actually begins.

However, Nawijn et al., (2010) did not find post-trip happiness to be generally different for vacationers or non-vacationers. Though, stress seems to be related to post-trip happiness. A relaxed vacation without stress is both good for one's health and influences post-trip happiness positively. The benefits of a "very relaxed" vacation last no longer than two weeks. The researchers suggest that a vacation does not have prolonged effect on happiness given that most travelers have to return to job or other daily responsibilities and therefore fall back into their normal routine rather quickly.

Nawijn et al., (2010) also found that post-trip happiness is not related to vacation length. Their findings suggest several implications. For example, assumed the latter one, it is suggested that humans derive more happiness from two or more short breaks that are spread throughout the year than from having one long holiday once a year. This leads to policy implications. Families, in order to move their vacation time throughout the year would depend on the school system becoming more flexible. This could be the case in some countries such as Austria with rather lengthy summer holidays that leave modest time for short added holidays in the rest of the year. Norway is a country with relatively short summer holidays but more additional short holidays throughout the year. For example, the first holiday starts in

February, called winter break. Then there is the Easter holiday, followed by the summer break. In autumn Norwegian school children enjoy the autumn break and finally, the winter holiday during Christmas. From a managerial perspective Nawijn et al., (2010) would recommend tourism managers to provide vacation products with as little amount of stress-inducing features as possible. For example waiting cuing at the entrance to a museum or waiting in line for an attraction are experiences that can enhance stress, especially in the heat accompanied by annoyed young children. Kostecki (1996) referred in Nawijn et al., (2010) notes that several methods to decrease negative effects of waiting line exists. The researchers also mention jet lag which is a too familiar phenomenon among air travelers. As Nawijn et al., (2010) note, information on how to prevent health issues such as cold or reduce jet lag is not constantly clearly communicated by tour operators and airlines.

The holiday happiness curve

Nawijn (2010) asks the fundamental question how well we actually feel during our holiday. The researcher addressed this question in a study of 481 international vacationers in the Netherlands. The respondents answered questions regarding their mood of the day in addition to their life satisfaction in general. The findings show that average mood during holiday seems to be high. Mood was reported to be lower among tourists who stood in the first travel phase (occurring between 0 and 10 percent of the holiday duration). This might according to the researcher be explained by the travel. During the second phase (the core phase) that is much longer, ranging from 10 percent to 80 percent, mood seems to be highest. Then, in the decline phase (ranging from 80 to 90 percent) mood was reported to decrease slightly. According to Bryant and Veroff (2007) referred in Nawijn (2010) this decline could be due to getting caught by reality. For example, respondents mentioned that they are “thinking of going home” and “I thought about how fast the days went by” (Bryant and Veroff, 2007, p. 89; referred in Nawijn, 2010, p. 287). Nonetheless, the mood rises again

during the last part of the vacation, the final phase which is also called the “rejuvenation phase” (90 to 100 percent). Once more, the benefit of taking more short vacations instead of one longer once a year is reported. Mood was found to be higher than life satisfaction on a vacation trip lasting between three and six days. The researcher suggests that the reason for this could be due to that a two to six day vacation trip is long enough to enjoy but short enough to lessen arguments with partner, family or friends (Nawijn, 2010). One implication of this study is that the tourism industry needs to pay more attention to the first phase of a holiday trip in order to make the travel process to the destination more enjoyable since the mood is particularly low in this phase (Nawijn, 2010).

Positive psychology

Seligman and Csikszentmihalyi (2000) note that the fields of psychology has since World War II become a science basically about healing. The science paid attention to repairing damage within a disease model of human functioning. Furthermore they state that “this almost exclusive attention to pathology neglects the fulfilled individual and the thriving community” (Seligman and Csikszentmihalyi, 2000, p.5).

At the subjective level, the field of positive psychology is about valued subjective experiences such as contentment, well being, and satisfaction in the past; optimism and hope for the future; and happiness and flow in the present (Seligman and Csikszentmihalyi, 2000).

According to Seligman and Csikszentmihalyi (2000, p. 5) “the aim of positive psychology is beginning to catalyze a change in the focus of psychology from preoccupation only with repairing the worst things in life to also building positive qualities”.

At the individual level positive psychology pays (among others) attention to positive individual traits, in addition to the capacity for vocation and love, courage, interpersonal skill (Seligman and Csikszentmihalyi, 2000). Finally, at the group level positive psychology pays

attention to nurturance, responsibility, altruism, civility, moderation, in addition to the civic virtues and the institutions that move individuals toward better citizenship.

Stanton-Rich and Iso-Ahola (1998) mention that empirical evidence indicates that the happiest people are those being intrinsically motivated by their work and leisure (Iso-Ahola, 1980; referred in Stanton-Rich and Iso-Ahola, 1998). They thereby reflect the balanced life-style among work and leisure. Furthermore, they conducted a study about burnout and leisure. The purpose of their study was to determine whether leisure satisfaction, leisure behavior, leisure attitude, and self determination are associated with reduced burnout. The findings indicate that leisure satisfaction has a significant inverse direct effect on the three components of burnout (emotional exhaustion, depersonalization and reduced sense of personal accomplishment). Besides, the findings suggest that engagement in self-determined activities and satisfying leisure behaviors decreases or prevents burnout (Stanton-Rich and Iso-Ahola, 1998). According to the same authors this basic finding therefore supports the idea of “time-out behaviors” being necessary for prevention and treatment of burnout. An interesting finding was that leisure satisfaction and leisure behavior independently contributed to the decline of burnout and its components, while leisure attitude on the other hand failed to do so (Stanton-Rich and Iso-Ahola, 1998). The authors suggest the explanation that having a positive attitude towards leisure is not enough. It is essential to actively participate in leisure activities, and is beneficial if the individual in addition to that is satisfied with his or her leisure.

Happiness

Passer and Smith (2008) mention that researchers have focused primarily on negative emotions such as anger, anxiety and depression for many years. It was in recent years that attention has turned to positive emotions (Aspinwall & Staudinger, 2003; Seligman, 2002: referred in Passer and Smith, 2008). Happiness or its more technical term, subjective well-

being (SWB) can be defined as the following: "people's emotional responses and their degree of satisfaction with various aspects of their life" (Diener & Seligman, 2002; referred in Passer and Smith, 2008, p. 403). To answer the question "what makes people happy" some researchers have studied internal psychological processes which underlie people's experiences of happiness while others examined the resources which might contribute to happiness, such as attractiveness, health, intelligence or wealth (Passer and Smith, 2008). Passer and Smith (2008) mention that it seems that health, wealth and wisdom do not guarantee happiness. Having satisfying social relationships seems to be correlated with happiness (Diener et al., 2006; referred in Passer and Smith, 2008). Married men and women for example are significantly happier than single or divorced people (Passer and Smith, 2008). However, Passer and Smith (2008) state that the meaning of these correlational results are not clear. For instance it could be asked if happier people are more able to establish and sustain stable relationships and marriages (Passer and Smith, 2008).

Moreover, having a sense of meaning in life appears to be an important factor for happiness. Passer and Smith (2008) point out people reporting that their religious or spiritual beliefs contribute to a sense of meaning. Some studies find a positive correlation between religiosity and happiness (Diener et al., 1999; Diener and Seligman, 2002; referred in Passer and Smith, 2008). Snyder et al., (2000) referred in Passer and Smith (2008) mention that also the giving of oneself, such as volunteering, contributes to a sense of meaning and life satisfaction. But here again Passer and Smith (2008) are cautious to generalize, as causality is difficult to infer. Studying the internal psychological processes personality factors (such as being open, optimistic, and altruistic), biological factors or one's culture, may influence the factors contributing to happiness. Moreover, the authors mention that happiness turns out to be a complex phenomenon as it has both biological, environmental and psychological determinants. Seligman & Peterson (2004) compare happiness to a good marriage; it is something that one must work at. Passer and Smith (2008) present some suggestions that may

help to enhance personal happiness. Among these suggestions they mention seeking meaning and challenge in work, being open to new experiences, such as traveling or developing a new hobby, nurturing physical well-being and making time for enjoyable activities (such as making time for reading, hobby or recreational activities).

In their study Diener and Diener (1996) reviewed findings from almost 1,000 representative samples about happiness. The samples were from 43 westernized countries and developing nations. The results indicate that across many populations, people report being more happy than unhappy. The mean rating of personal happiness was 6,33 on the 0 to 10 scale, signifying mild happiness. In their research report “Most people are happy” Diener and Diener (1996) define subjective well-being as an individual’s evaluation of his or her life. This evaluation is both *affective*, in the way of pleasant and unpleasant emotional reactions and *cognitive*, such for example due to life satisfaction judgments. They also mention that when most people express a positive satisfaction with their marriage, work or services they receive, this base satisfaction must be considered when evaluating the satisfaction data. The product or service does not automatically need to be highly desirable. Reports of positive satisfaction, Diener and Diener (1996) state, may indicate as much about the individual as about the target of satisfaction.

Societal benefits of happy people

Diener and Ryan (2009) note that while early research focused on the causes of well-being, recent research has started to pay attention to its consequences. They mention that a growing body of evidence suggests that high life satisfaction and well-being significantly improve life within the following four areas: social relationships, work and income, health and longevity and societal benefits. Diener and Ryan (2009) suggest that high subjective well-being does not only benefit individuals but also benefits society as a whole. People who search for high subjective well-being engage more often in altruistic and pro-social activities

such as volunteering for charity groups or the community. Furthermore the researchers note that individuals with experience high levels of happiness on average tend to have more cooperative, trusting and pro-peace attitudes in addition to higher confidence in the government and stronger support for democracy. On the other hand they have lower levels of intolerance for racial groups and immigrants (Tov & Diener, 2008; Diener & Toc, 2007; referred in Diener and Ryan (2009). Therefore, the authors suggest, high levels of subjective well-being can contribute towards a more productive, stable and successfully functioning society.

Personality and leisure preferences

Passer and Smith (2001, p. 542/543) define personality as “the distinctive and relatively enduring of thinking, feeling, and acting, that characterizes a person’s responses to life situations “. Pervin (1989) referred in Madrigal (1995) mentions that the focus of personality research lays on the total individual and individual differences. The interest in the total individual focuses on the complex relationships between various aspects such as learning and motivation, related to how the individual functions in the world (Madrigal, 1995). The study of individual differences on the other hand is concerned with how people vary, recognizing that similarities between all people exist. Ryckman (1993) referred in Madrigal (1995) noted five distinct perspectives of personality theories in addition to proponents of each. The a) psychoanalytic and neoanalytic, represented by Adler, Erickson, Freud, Fromm and Carl G. Jung, to mention some, b) trait, represented by Allport; Cattell; Eysenck c) cognitive (Kelly); d) humanistic/existential represented by A. Maslow, May and Rogers, and e) social-behaviouristic represented by Bandura; Rotter and Skinner. A definition of personality therefore depends to a big extent on one’s theoretical orientation, states Madrigal (1995).

Lu and Hu (2005) conducted a study that explored the relationships among personality, leisure involvement, happiness and leisure satisfaction in a sample of Chinese

university students. In regard to the wide variety of available and possible leisure activities the personal choice determines the ones which are chosen (Lu and Hu, 2005). Lu and Hu (2005) note that individual personality differences such as extraversion and neuroticism might influence such choices. One of the findings in their study was that extraversion significantly correlated with mostly all kinds of leisure involvement (Lu and Hu, 2005). Neuroticism on the other hand did not correlate with leisure activities at all. Furnham (1981) referred in Lu and Hu (2005) found that, in addition to physical activities, extraverts preferred social activities more than introverts. Argyle and Lu (1990) referred in Lu and Hu (2005) found that extraverts spent more time at noisy parties in addition to time with teams and clubs. When asked about their recent leisure activities, introverts answered that they had been occupied with solitary events such as watching TV and reading while extraverts talked about sports and social events (Argyle and Lu, 1992; referred in Lu and Hu, 2005). One intention of their study was to investigate the role of neuroticism and extraversion as two key personality factors in leisure between Chinese undergraduate students. With the existing empirical evidence incorporated, extraversion appeared to be associated with a range of leisure pursuits, such as social activities and sport. In their pioneering study Lu and Hu (2002) referred in Lu and Hu (2005) found that leisure was perceived to have short-term benefits on physical fitness and better structuring of time, positive mood in addition to long-term effects of health, happiness, social integration and educational benefits. According to Lu and Hu (2005) there were reliable personality differences in gained leisure satisfaction despite the extent and choice of leisure involvement. Moreover, Lu and Hu (2005) found that extraverts did not only engage in more leisure activities, they also obtained greater satisfaction from them. This in turn contributed to their higher happiness (Lu and Hu, 2005). Neurotics on the other hand, derived less satisfaction in their leisure life. This in turn contributed to suppressing their level of happiness (Lu and Hu, 2005).

Personality traits can be described as biologically, enduring dispositions (McCrae and Costa, 1996, referred in Tkach and Lyubomirsky, 2006) which include behavior and attitude complexes. Those complexes are consistent across situations and times (Allport, 1955 referred in Tkach and Lyubomirsky, 2006). Tkach and Lyubomirsky (2006) mention that personality traits seem to be critical to well-being. Research (such as DeNeve and Cooper, 1998, referred in Tkach and Lyubomirsky, 2006) indicates that certain personality traits are related to subjective well-being or happiness. McCrae and Costa (1991) for example, documented the relation between individual components of subjective well-being and the five-factor model of personality. According to Tkach and Lyubomirsky (2006) researchers have emphasized on the two most robust predictors of well-being and happiness, neuroticism and extraversion. Generalized it can be said that neurotic individuals report being less happy compared to emotionally stable individuals, while extraverts report being happier than introverts (Costa and McCrae, 1980; Costa et al., 1987; Emmons and Diener, 1985; McCrae and Costa, 1991; referred in Tkach and Lyubomirsky, 2006). The two other dimensions, agreeableness and conscientiousness have also been investigated to be positively related to happiness (McCrae and Costa, 1991; referred in Tkach and Lyubomirsky, 2006).

The MBTI and leisure preferences

The Myers Briggs Type Indicator MBTI will be presented more deeply in the *Methods*. Yet, the researcher chooses to mention some of its history in the Literature Review so that the reader has some background information when reading about the study conducted by McGuiggan (2000). (McGuiggans' study will be referred to on the following page). The MBTI is based on Carl Gustav Jung's theories on the psychological types which were first presented in his book *psychological types*, published into English in 1923 (Quenk, 2009). The MBTI assessment has been accessible in print form since 1956. Quenk (2009) notes that it was fortuitous that two women (Katharine Briggs and her daughter Isabel Briggs Myers) read

Jung's work and developed their own instrument. According to Quenk (2009) the instrument is answered by 2 million people annually. The author suggests that the popularity of the instrument might be due to its relevance for diverse fields such as organizational behavior, education or career development.

McGuiggan (1996) referred in McGuiggan (2000) conducted a study investigating the relationship between personality, measured by the personality type preference instrument Myers-Briggs Type Indicator and leisure preferences. The four distinct leisure areas general leisure, reading, sport and vacations, were covered (McGuiggan, 2000). One hundred and three questionnaires were completed. According to McGuiggan (2000), the findings of the study provide strong support for further investigation of the relationship of leisure preferences and personality, using the instrument MBTI. The author's research proposition, personality, measured by the MBTI being associated with the leisure attribute preference, was supported by the findings of the study. It seems that personality influences attributes of leisure such as competition and modernity, risk, planning, variety and pace of activities. McGuiggan (2000) therefore suggests that the theory of the MBTI can be used to predict leisure preference.

Norwegians and Easter holiday

According to Statistics Norway (SSB), in 2003 twenty percent of all Norwegians travelled during their Easter holiday, the others stayed at home (SSB, 2010a). This is an increase of 6 percent compared to the previous year. This percentage decreased to 15 percent in 2004 and 10 percent in 2007 (SSB, 2010b). In 2007 more women than men traveled during their Easter holiday, as illustrated by numbers from Statistics Norway (2010b), 12 percent women and 8 percent men. Most vacationers (11percent) were between 25 and 44 years old. Moreover, there seemed to be differences in the counties. Trøndelag (please see attached map, Appendix A) was the county with most Easter holiday vacationers with 14 percent, Akershus & Oslo with 13 percent, and the counties in the northern part of Norway had the lowest

percentage with 2 percent. Numbers from SSB (2010c) show that there is a link between holiday trips and income. For example 20 percent of people with an income of 700.000 Norwegian Kroner (NOK) per year (approximately 88.600 Euros or 108.300 US Dollar) or more vacationed during Easter, compared to only 9% of humans with less than 200.000 Norwegian Kroner income. The counties Oppland and Buskerud were considered the most popular destinations in 2007 among Norwegians with 30% visitors.

According to Statistics Norway the ten municipalities with the highest number of cottages in Norway are all located in the South-Eastern part of Norway (SSB, 2010d). The municipalities in the county Hedmark, Ringsaker and Trysil are the municipalities with the highest number cottage houses with 6118 (Ringsaker) and 5560 (Trysil) cottage houses.

Appendix B illustrates the number of cottages, summerhouses and similar in Norway.

According to Statistics Norway (2010d) the number of recreational homes which are initiated every year, have doubled from 3.036 in 1986 to 6.402 in 2006. Also the square measure in those cottages has increased in this time period, with 60%. The average area was 61, 9 square feet in 1986, while it was 98, 8 square feet in 2006.

Methods

In this section the writer of this paper will elaborate on how the entire study was conducted.

The subsections will be Design, Sample, Data Collection, and Data Analysis.

Design

The researcher chose to use a *mixed method design* for collecting the data consisting of both *quantitative* with *qualitative* approaches in order to strengthen the research project. Both quantitative and qualitative studies have advantages and disadvantages (Blaikie, 2007). By using both methods the researcher can take advantage of the strengths each approach

provides. For example, the interviews might provide unique insight information into the vacationer's reflections and feelings which would be difficult to explore by using quantitative methods only. On the other hand qualitative data based on interviews cannot be generalized which makes quantitative approaches, a survey, attractive for using in this paper. An advantage with quantitative data is that it can be generalized to a larger population because the sample is larger. In the researchers opinion it was beneficial using a mixed method design for this study because it provided a rich data design. For instance, some questions such as a question regarding energy gain or the recharge process could thereby be asked both in the interview and the survey.

One of the differences between qualitative and quantitative approaches is that in quantitative research the approach is usually *deductive* which refers to the process from ideas to observed data, while in qualitative research the approach is usually *inductive*, implying a process working from observed data to ideas (Neuman, 2009).

As Iso-Ahola (1980) referred in McGuiggan (2000) mentions, many researchers use poorly established instruments and choose unsatisfactorily and obscure validated scales for the measurement of their selected personality constructs. This criticism points to the necessity of selecting a theoretically based instrument which has been adequately tested in terms of validity and reliability (McGuiggan, 2000). The two instruments used in this paper (Myers Briggs Type Inventory, Step 1 and BDI II-Beck Depression Inventory) are tested in terms of validity and reliability as will be presented on page 36 and 40.

Sample

The sample for the qualitative and quantitative data collection is employees working at the University of Stavanger (Norway). All employees at the University of Stavanger did find an invitation for participating in the survey at the website of the university. Moreover, emails

with the invitation were sent out direct to some of them. Two surveys were sent out, a pre-trip survey before Easter and a post-trip survey after Easter (please see Appendix E).

At the very beginning of the survey, the respondents were asked if they were planning to go on a vacation in Easter. Those who intended to go on vacation were asked to participate in a pre-trip interview at the end of the survey and enter their email address. The same respondents were asked to participate in a post-trip interview after the recreation experience and also to answer the MBTI. In order to include both Norwegian speaking and probable non Norwegian speaking employees the survey was sent out in both Norwegian and English. However, most respondents answered the Norwegian survey.

Seventy-nine respondents answered the pre-trip survey; six of these answered the English survey. The post-trip survey was answered by 24 people; two of these answered the English survey. In total the University of Stavanger had 1052 registered employees in 2009 (DBH, 2010). As will be mentioned in the *Discussion* (weakness of the study, page 126/127) due to anonymity it cannot be established whether respondents answering the pre and post-trip survey were the same.

Data Collection

The survey consisted of two parts, the Beck Depression Inventory II –Second Edition (BDI II) and additional questions developed by the researcher. The BDI II was used in this study because it measures the severity of depression. It is relevant for this research study because the severity of depression will give insight into the well-being of the respondents which is in direct connection with the research question. As noted at the beginning of this paper, the research question is: **“What are some of the benefits travel experiences can have on people’s mood and well-being”**

As noted previously, the information about the survey, a link to the survey and the confidentiality statement (Appendix C) were posted on the website of the University. Thereby all employees were able to have access to this post.

The BDI II

The Beck Depression Inventory (BDI II) is a 21-item self-report instrument used for measuring the severity of depression in adolescents aged 13 years and older and adults (Beck, Steer & Brown, 1996) (Appendix J). The 21 groups of statements offer each four statement choices. The respondent is asked to choose one of these which best describes the way she has been feeling during the past two weeks, including the day she answers the questionnaire. In the last 35 years the BDI has become a extensively accepted instrument for detecting possible depression in normal populations and assessing the severity of depression in diagnosed patients (Archer, Maruish, Imhof & Piotrowski, 1991; Piotrowski & Keller, 1992; Piotrowski, Sherry & Keller, 1985 referred in Beck, Steer & Brown, 1996).The 21 depressive attitudes and symptoms chosen by Beck et al. (1961) referred in Beck, Steer & Brown (1996) were not selected to reflect any particular theory of depression, but based on verbal descriptions by patients. The items were, as illustrated in Appendix D, Mood, Pessimism, Sense of Failure, Self-Dissatisfaction, Guilt, Punishment, Self-Dislike, Self-Accusations, Suicidal ideas, Crying, Irritability, Social Withdrawal, Indecisiveness, Body Image Change, Work Difficulty, Insomnia, Fatigability, Loss of Appetite, Weight Loss, Somatic Preoccupation and the Loss of Libido.

Reliability

Beck et al., (1996) discuss the internal consistency reliability in addition to test-retest stability in the BDI II Manual.

Internal Consistency Reliability

Appendix D, Figure 1 illustrates the percentages of patients as well as means and standard deviation, and the total correlations of the 21 items for the 500 outpatients.

Test-Retest Reliability

The test-retest reliability was based on the responses of 26 Philadelphia outpatients. The authors do not mention the date for the study, but mention that these outpatients were administered the BDI II approximately one week apart, at the times of their first and second therapy sessions. The test-retest correlation was significant with .93 ($p < .001$). The first session mean (BDI II total score of 20.27; SD = 10.46) and the second-session (BDI II total score of 19.42; SD = 10.38) were comparable. In other words, there were no significant differences when the respondents took the test the second time.

Validity

The BDI II was tested in regard to content validity and construct validity.

Content Validity is about the adequacy of the content of a test sampling the knowledge, behaviors or skills that the test is intended to measure (Bordens & Abbott, 2008). The BDI II was developed to evaluate the depressive symptoms listed as criteria for depressive disorders in the Diagnostic and Statistical Manual of Mental Disorders –Fourth Edition, DSM IV. After the development of the BDI II, items were reworded and new ones were added in order to assess more fully the DSM IV criteria for depression.

Additional questions

Moreover the researcher added questions asking about the demographics, yes and no questions and questions based on a Likert scale (Appendix E). The questions that were based on a Likert scale had different category choices similar to the BDI II (please see appendix J

for the BDI II). The researcher created additional questions concerning well-being inspired by question nr. 1, 2, 3, 4, 7, 12, 13, 15, 19 and 21 from the BDI II (Appendix D). As mentioned above, the BDI II was developed to measure the severity of depression. In this study, however, the author wishes to measure both the severity of depression and well-being before and after the travel experience. The researcher therefore decided to add some additional questions in order to measure the self-reported severity of depression and well-being. These additional questions have not been tested yet and can therefore not be discussed in regard to validity and reliability.

The MBTI

The Myers Briggs type indicator (MBTI) was developed by Katherine Briggs and Isabel Briggs Myers, a mother-daughter team, to operationalize Carl Gustav Jung's theory of psychological types (McGuiggan, 2000). The MBTI is widely used in teacher training (learning styles), counseling (career and personal) and organizational contexts such as staff development, conflict resolution and team building. The preferences identified by the MBTI are divided into the four dichotomies (Schaubhut & Thompson, 2009):

Extraversion (**E**) – Introversion (**I**): where people gain their energy from

Sensing (**S**) – Intuition (**N**): is about how people take in information

Thinking (**T**) – Feeling (**F**): is about how people make decisions

Judging (**J**) – Perceiving (**P**): This dimension is about how people deal with the external world.

People are assumed to have an innate disposition toward one pole of each of the four dichotomies (Quenk, 2009).

Dichotomy 1: Extroversion –Introversion

As mentioned above, the first dichotomy is about where people gain their energy from. Humans with a preference for Extroversion (**E**) tend to prefer drawing energy from the *outer world* of activity, things and people. On the other hand prefer people with a preference for Introversion (**I**) prefer to draw energy from the *inner world* of reflections, feelings and ideas (OPP, 2010).

Dichotomy 2: Sensing – Intuition

The second dichotomy is about how people gain information. People with a preference for sensing (**S**) prefer to focus on information gained from the five senses in addition to practical applications. Someone with a preference for Intuition (**N**) prefers to focus on patterns and connections in addition to possible meanings.

Dichotomy 3: Thinking -Feeling

The third dichotomy is about how people make decisions. An individual with a preference for Thinking (**T**) bases her decisions on logic and objective analysis of cause and effect. On the other side, an individual with a preference for Feeling (**F**) bases her decisions on a valuing process, considering what is important to people.

Dichotomy 4: Judging – Perceiving

The last dichotomy is about how people deal with their external world. Individuals with a preference for Judging (**J**) are fond of a planned, organized approach to life, and often prefer to have things decided. People with a preference for Perceiving (**P**) desire a spontaneous, flexible approach and favor to keep options open.

The first three pairs or dichotomies were part of C.G. Jung's original theory of psychological types. The fourth pair (Judging –Perceiving) was added by Briggs and Myers

(Schaubhut & Thompson, 2009). It is assumed that everyone has a preference for one of each of the four pairs in different situations. The MBTI helps people to determine which of each pairs he or she has a preference for. The different combinations of these preferences form the sixteen personality types (e.g. ENFP, INTP). Figure 2 below shows a type table which illustrates the organization of these sixteen types with characteristics associated to this type.

Table 1 • MBTI® Type Table and Characteristics Associated with Each Type

ISTJ Practical, realistic, efficient, quiet, thorough, orderly	ISFJ Conscientious, friendly, loyal, accurate, considerate	INFJ Sensitive, organized, decisive, insightful, empathetic, creative	INTJ Original, skeptical, independent, rational, detached
ISTP Tolerant, flexible, analytical, objective, logical, pragmatic	ISFP Kind, trusting, observant, concrete, factual, gentle	INFP Curious, caring, idealistic, flexible, adaptable, accepting	INTP Objective, ingenious, curious, detached, contemplative
ESTP Spontaneous, active, assertive, tolerant, straightforward	ESFP Friendly, flexible, specific, persuasive, realistic, optimistic	ENFP Enthusiastic, warm, imaginative, creative, cooperative, curious	ENTP Clever, conceptual, questioning, alert, outspoken, quick
ESTJ Decisive, matter-of-fact, systematic, clear, forceful	ESFJ Sympathetic, helpful, personable, tactful, consistent, warm	ENFJ Compassionate, loyal, responsible, trustworthy, sociable	ENTJ Frank, logical, conceptual, assertive, innovative, direct

Source: Adapted with permission from the publisher, CPP, Inc., from the *Introduction to Type®* booklet by Isabel Briggs Myers. Copyright 1998 by Peter B. Myers and Katharine D. Myers. All rights reserved. Further reproduction is prohibited without the publisher's written consent.

Table 1: MBTI Type Table and characteristics associated with each type.

Table 1 was taken from Schaubhut & Thompson (2009).

The MBTI exists in several different forms and has been translated to many languages (Schaubhut, Herk, & Thompson, 2009). The MBTI Form M Manual Supplement discusses the reliability and variability for this instrument. The supplement focuses on the 93-item assessment in North American English and reports a number of different analyses related to

the measurement properties of the Form M assessment. The data were collected mostly between 2008 and 2009 and can therefore be regarded as being recent. They were primarily drawn from the CPP's commercial database (www.cpp.com). CPP Inc became the publisher of the M form F in 1975 (Quenk, 2009).

The Myers Briggs Step 1, 88 items was used in this study. This self-reported questionnaire consists of 88 questions with 2 answer possibilities. The MBTI Step 1 assessment is similar to the MBTI Form M assessment that contains 93 items but does not share all the items (Schaubhut & Thompson, 2009).

Reliability

The term *reliability* refers to the consistency of measurement (Schaubhut, Herk, & Thompson, 2009). Bordens & Abbott (2008, p. 126) define reliability as the following: "The reliability of a measure concerns its ability to produce similar results when repeated measurements are made under identical conditions". Two measures of reliability are discussed in the supplement form, (1) *internal consistency reliability* and (2) *test-retest reliability* (Schaubhut et al., 2009). Internal consistency reliability evaluates the consistency of responses across items which are intended to measure the same construct or concept. Test-retest reliability evaluates the stability of an assessment (such a replicability of results) or a scale over a period of time. The two measures of reliability will be explained in the following:

The internal consistency reliability can be measured by Cronbach's alpha (Cronbach, 1951; referred in Schaubhut et al., 2009). It evaluates the consistency of responses to a set of items assessing the same concept. The internal consistency reliability of the MBTI Form M measurement is studied across several different samples based on region or country of origin or demographics.

In the internal consistency reliability, reliability was based on (a) employment status, (b) ethnicity, (c) age group and (d) international samples.

(a) Reliability based on employment status:

The samples were generated for the employment categories: employed part time, full-time student, employed full-time, retired and not working for income. The five samples were then screened to arrive at 50% women and 50 % men and randomly selected. As illustrated in Appendix F (Table 1), the reliabilities for all five employment status categories are high. They ranged from .86(employed part-time, S-N) to .92 (employed full time, E-I; not working for income, E-I; retired, S-N; and full-time student, J-P). Schaubhut et al., (2009) claim that these results indicate the MBTI tool can be used reliably to evaluate type preferences crosswise a variety of employment situations.

(b) Reliability based on ethnicity

Ethnicity was a second demographic variable used to examine internal consistency reliability (Schaubhut et al., 2009). Adults who fulfilled the MBTI Form M assessment were drawn from the commercial database. They self-reported being part of one of eight ethnic groups, African America, Alaskan Native/American Indian, Caucasian, Asian, Indian (Indian subcontinent), Middle Easterner (Middle East or North Africa), Latino(a)/Hispanic or Pacific Islander/Native Hawaiian. There was created a ninth group which included people self-reporting membership in two or more of these categories. Ethnic samples of hundred women and hundred men were created by selecting them at random. Again, the reliabilities are high as shown in Appendix F, Table 2. They range from .80 (Pacific Islander/Native Hawaiian,S-N) to .92 (Indian, E-I). Besides, the reliabilities are similar across the nine ethnic groups which indicates that the MBTI Form M assessment is reliable across a variety of ethnic groups.

(c) Reliability based on age groups

Age was the last demographic variable used to evaluate internal consistency reliability. Again, the respondents were drawn from the commercial database (Schaubhut et al., 2009). They had completed the MBTI Form M assessment in the period September 2008 to November 2008. Their age, similar to the other demographic variables, was self-reported. Equalized age group samples were generated. The sample consisted of 40% men and 58% women. Appendix F, Table 3 shows the internal consistency reliabilities of the MBTI pairs for the different age groups. Another time, the reliabilities are high and seem to be similar across age groups. The reliabilities in Appendix F, Table 3 once more suggest that the MBTI Form M assessment can be used across different age groups with reliable outcomes.

(d) Reliability in international samples

As Schaubhut et al., (2009) mention, the analysis in the MBTI Form M Manual supplement was undertaken to study the internal consistency reliability of the MBTI Form M assessment in different regions of the world. Samples from Africa, Asia, Australia and New Zealand, European countries, Latin America; Middle East and North Africa were used for the analysis. As mentioned earlier the date were collected in the period June 2008 to April 2009. Appendix F, Table 4 illustrates the average age of respondents and reliability estimates for each region. Once more it seems that the internal consistency reliability are good. They range from .81 (Latin America, S-N; Middle/East/North Africa, S-N; to .91 (Africa, E-I; Africa, J-P).

The test-retest reliability studies the consistency of scores resulting from participants who complete the test at two different times (Schaubhut at al., 2009).

Test-retest reliability of the dichotomies was determined by correlating the continuous scores from test 1 and test 2. From less than one week to more than four years ranged the period between the first and second assessment. Appendix F, Table 5 presents the test-retest correlations. As illustrated in the figure, the test-retest correlations with the MBTI pairs range from .57 (6-12 months, S-N) to .81 (less than 3 weeks, T-F).

Appendix G shows the MBTI instrument compared to other well-known personality assessments. The figure in the Appendix makes it easier to compare the different instruments in regard to internal consistency and test-retest reliability. However, it can be difficult to make direct comparisons due to different time intervals across assessments of test-retest correlations. The internal consistency reliabilities (as measured by Cronbach's alpha) and test-retest reliabilities of the MBTI (Form M assessment, national sample) are included. Moreover the following instruments are included: NEO PI-R, NEO-FFI (Costa & McCrae, 1992; referred in Schaubhut et al., (2009), the Birkman Method (Birkman, Elizondo, Lee, Wadlington, & Zamzow, 2008; referred in Schaubhut et al., (2009), BarOn EQ-I (Bar-on, 1997; referred in Schaubhut et al., 2009), DiSC (Watson & Klassen, 2004; referred in Schaubhut, et al., 2009) and 16PF (Conn & Rieke, 1994; referred in Schaubhut et al., 2009). As the Appendix illustrates, the test-retest reliabilities and internal consistency of the MBTI Form M are either as good or superior to those reported of the other assessments (Schaubhut, Herk, & Thompson, 2009).

Validity

As Bordens & Abbott (2008, p. 128) mentions, "the *validity* of a measure is the extent to which it measures what you intent it to measure". It refers to the accurateness of the inferences that may be made based on the outcomes of the test. An instrument that measures what it is supposed to measure is said to be valid (Ghiselli, Campbell & Zedeck, 1981; Murphy & Davidshofer, 2005; referred in Schaubhut et al., 2009). The MBTI Form M Manual Supplement discusses both convergent and divergent validity. Convergent validity refers to demonstrating that results of the assessment relate in an expectable manner to outcomes of similar measures they should be related to. To demonstrate construct validity of an intelligence theory, the people who receive high or low scores of an intelligence test should behave the way people of high or low intelligence are expected to behave (Bordens & Abbott,

2008). When measuring validity it might be important to keep in mind that a measure can be reliable but invalid but not valid without being reliable. Bordens & Abbott (2008) mention an example of the science of phrenology which emerged at the end of the 19th century. By carefully measuring the cranium of a person, they believed that they could learn something about that person's personality, aptitudes and intelligence. The phrenologists developed precision instruments and large calipers in order to make task of measurement reliable. They were able to collect highly reliable measurements of cranial sizes and shapes. However, they chose to interpret these measurements as indicators of the magnitudes of various mental characteristics as for example personality, memory, criminality and intelligence. The study of phrenologists is a good example for showing that a measure can be reliable but invalid because despite being highly reliable, the phrenologists' measure were not valid indicators of mental attributes. As Bordens & Abbott (2008) note, cranial shape and size do not provide such information about intelligence, personality or criminality.

The MBTI Form M Manual assessment dichotomies were correlated with scales of the following six other assessments: Adjective Check List, CPI 260, FIRO B, Thomas-Kilmann Conflict Mode Instrument (TKI), Strong Interest inventory and Birkman Method (Schaubhut et al., 2009). The correlations illustrate predictable relationships with these instruments. The validity of the MBTI Form M Manual assessment was established in several ways. Moreover, the respondents were allowed to consider and determine their verified or "best-fit" type. Appendix H, shows the percentage and number of individuals in each of the 16 types for both "best-fit" type and reported type. The results illustrate high agreement between best-fit type and reported type in addition to discrepancies occurring more frequently for those individuals with preference clarity indexes in the slight range (Schaubhut et al., 2009).

Data Analysis

Quantitative Analysis

As survey instrument for the quantitative analysis descriptive analysis in Excel was chosen. The choice is due to the reason that the mean, mode and median will be useful in this type of research combined with bar charts.

As Bordens & Abbott (2008) note, in many research situations it can be convenient to summarize the data by applying descriptive statistics. This is also the case for this study. Applying descriptive statistics will provide a good overview over the mean, mode, median and standard deviation (SD). The measures of central tendency (also known as measures of center) provide a single score that characterizes the general magnitude of scores in a distribution. It does so by providing information about the score near or at the middle of the distribution. The most frequent measures of center are the *mean* which is also called the arithmetic average, the *mode* and the *median*. Due to the fact that the mean takes into account all scores in a distribution when it is calculated, it is the most sensitive center of measure. It is also the most commonly used measure. The major advantage of the mean is that, distinct from the mode and the median, its value is directly affected by the amount of each score in the distribution. The *mode* refers to the most frequent score in a distribution. The most measure of center, the median is the middle score in an ordered distribution. The median takes more information into account than the mode but it does not take into account the scores above and below the median and can therefore be said to be an insensitive measure. Whenever a

distribution is strongly skewed, Bordens & Abbott (2008) recommend using the median because this center of measure is less affected by skew and therefore provides a more representative picture of the distribution's center than the mean. Which of the three measures of center one chooses, depends on the shape of the distribution of the scores in addition to the scale of measurement. If one uses the nominal measure of scale, such as measuring gender, male-female, it will be most efficient using the mode. The mean will be beneficial to use when using an interval or ratio scale. Since the BDI II is measuring the severity of depression on a scale ranging from 0 to 3 the mean will be beneficial in the analysis of the BDI II.

The *standard deviation* (SD) can be said to be the most popular measure of spread. To obtain the standard deviation one takes the square root of the variance. The variance is the average square deviation from the mean.

Graphing is beneficial for making sense of the data by representing them visually. The researcher chose to use bar graphs in this paper because they provide a good overview over the axes of the graph and the answers. The bar chart presents the data as bars extending away from the horizontal axis (also called abscissa or x-axis) representing the independent variable. The length of each bar along the vertical axis, also called ordinate or y-axis represents the mean score obtained on the dependent variable. A variable which is chosen and set by the experimenter is called an independent variable (Bordens & Abbott, 2008). Other terms for the independent variable are factor, treatment variable or predictor variable. The dependent variable is also called criterion variable or the outcome variable of study (Salkind, 2003). It is observed for effects due to the influence of another factor, the independent variables. The dependent variables in this research study will be the probability for reporting positive mood or the probability in reporting negative mood (Beck BDI II). The independent variables in this research will be demographic variables such as gender and age.

Qualitative Analysis

Twelve pre-test interviews were conducted in week 10 and 11 in 2010. Eleven post-trip interviews were conducted in week 15, 16 and 17. All interviews were recorded in agreement with the respondents. An interview guide was used for both the pre and post-vacation interview (Appendix I), however the researcher also asked some follow up questions. Additionally the researcher took notes during the interviews. Afterwards, the recorded interviews were transcribed. After the transcription the researcher created a matrix which she used for herself in order to get an overview over the different categories and answers. Due to the fact that all interviews were conducted in Norwegian the researcher translated them into English.

Implementation and results

In this part of the paper, the data collection and proposed sample will be discussed. Moreover, the main results will be presented.

Survey

A pre-Easter holiday questionnaire was sent out to all employees at the University of Stavanger. The questionnaire included both self-developed questions in addition to the Beck Depression Inventory, as described in the *Methods*. The self-developed questions were general questions; asking about the informant's holiday plans in Easter, vacation length and life satisfaction in general. In order to include both Norwegian speakers and non-Norwegian speakers, the questionnaire was sent out in both Norwegian and English. Four respondents answered the English survey, while eighty-one answered the Norwegian survey. After the recreation experience, a post-survey was sent out. This was answered by twenty-three respondents. With the invitation for the survey, a confidentiality agreement was sent out

which can be found in the Appendix (Appendix C). Moreover, the pre-trip survey invited the respondents to give their email address in order to participate in a prize drawing. Thirty-five respondents entered their email address. Ten of these were given a prize. The prize drawing was conducted in April under charge and with help of one senior executive officer working at the University of Stavanger, Norwegian School of Hotel Management (NHS), and head of department at the Norwegian School of Hotel Management. The prizes were small prizes such as self-made beeswax candles and figures. At the very end of the questionnaire, respondents were invited to participate in an interview.

Interview

Due to shortage in time, not all of respondents who entered their email address were interviewed. Twelve of these informants were interviewed in week 10 and 11. These twelve respondents were chosen and invited for an interview in the sequence they answered the questionnaire which was send out before.

The pre-interviews lasted from approximately 30 minutes to more than 1 hour, the post interviews lasted from approximately 20 minutes to 1 hour. All interviews were conducted in the respondents' office and recorded by permission of the respondents.

All of the informants were Norwegians; consequently the interviews were conducted in Norwegian. All respondents were employees at the University of Stavanger.

At the very end of the interview, the respondents were asked to participate in a second interview, post-trip interview, in order to gain insight into their thoughts and reflections both before and after their recreation experience. All of them agreed. However, one respondent (nr.

12) was not interviewed after her recreation experience due to her vacation being cancelled. The post-trip interviews were conducted in week 15, 16 and the last interview in week 17.

The interview respondents were each given a small parcel of chocolate as an incentive for the pre-trip interview and a Swiss chocolate Easter bunny after the post-trip interview. Moreover, after the post-trip interview the eleven respondents were asked to answer the MBTI Myers Briggs Personality Type Indicator, which all of them agreed to do. The MBTI was used in order to gain more information from the interviews and to see if individuals with a certain type preference were more likely to choose a specific recreation activity than people with other preferences.

Survey results

As mentioned previously, 79 respondents answered the pre-vacation survey while less than the half, 24 respondents answered the post-vacation survey. Sixty-one of those who answered the pre-vacation survey planned to go on holiday, while 19 of those who answered the post-vacation survey had been on holiday. (Please see Appendix K for detailed BDI II scores and detailed analysis of the additional questions for the pre and post-trip).

BDI II results

The below presented charts illustrate the Mean, Mode, Median, Standard deviation (SD) and total number (n) for the scored BDI self-reported answers, pre and post-trip. The BDI II scores ask the respondents to pick out the one statement in each group that best describes how they have been feeling during the past two weeks including the present days. As illustrated in Appendix D, 0 represents the least degree of the sadness; loss of pleasure and so on, while 3 presents the highest degree.

Sadness:

The category “sadness” asks the respondents if they do feel sad, ranging from 0 (I do not feel sad) to 3 (I am so sad or unhappy that I can’t stand it).

Sadness	Mean	Mode	Median	SD	N
Pre-test	0,13114754	0	0	0,34036303	61
Post-test	0	0	0	0	19

Table 2: BDI II category: sadness

As illustrated by the chart the mean for sadness decreased from 0,13114754 before the vacation to 0 after the vacation, indicating that the respondents did not feel sad *after* the recreation experience.

Loss of Pleasure:

This group of statement covers the loss of pleasure ranging from 0(I get as much pleasure as I ever did from the things I enjoy) to 3 (I can’t get any pleasure from the things I used to enjoy).

Loss of Pleasure	Mean	Mode	Median	SD	N
Pre-test	0,2295082	0	0	0,42400639	61
Post-test	0,21052632	0	0	0,41885391	19

Table 3: BDI II category: Loss of Pleasure

This table illustrates a slight increase in loss of pleasure in the mean, from 0,2295082 to 0,21052632.

Loss of Energy:

The category “Loss of Energy” asks the participant if they experienced a loss of energy, ranging from 0 (I have as much energy as ever) to 3 (I don’t have enough energy to do anything).

Loss of Energy	Mean	Mode	Median	SD	N
Pre-test	0,62295082	1	1	0,61002553	61
Post-test	0,57894737	1	1	0,50725727	24

Table 4: BDI II category: Loss of Energy

Both the pre and post-trip mode indicate that most respondents feel that they have less energy than they used to have due to that 1 was the most frequent score. The mean was slightly reduced from 0,62295082 before the holiday to 0,57894737 after the holiday.

Pessimism

This category covers the self-reported “pessimism”.

Pessimism	Mean	Mode	Median	SD	N
Pre-test	0,21311475	0	0	0,52008826	61
Post-test	0,10526316	0	0	0,31530177	19

Table 5: BDI II category: Pessimism

As illustrated by the chart pessimism was reported to have reduced slightly. The mean decreased from 0,21311475 to 0,10526316.

BDI-II Scoring:

Chart illustrating the Mean, Mode, Median and Standard deviation for the scored BDI self-reported answers, pre and post-trip. The answers from each of the 21 items were added for each respondent, then the mean, mode, median and standard deviation was calculated by using descriptive statistics.

BDI total scoring	Mean	Mode	Median	SD	N
pre-test	6,33333333	1	5	6,73384235	61
Post-test	3,57894737	0	2	3,8631563	19

Table 6: BDI II total scoring

As illustrated by the chart the mean for the total BDI II score decreases which indicates a slight decrease in self-reported depression.

Total Scores	Range
0-13	Minimal
14-19	Mild
20-28	Moderate
29-63	Severe

Table 7: BDI II total scores and range of depression severity

Both pre and post-test BDI II total scores are in the range between 0 and 13 which indicate a minimal depression severity. As illustrated by the mean (6,33333333 pre-trip; 3,57894737 post-trip) it seems that this minimal depression decreases after the vacation.

Additional questions: pre and post-trip

Life-Satisfaction	Mean	Mode	Median	SD	N
Pre-trip	1,73770492	2	2	0,75059175	61
Post-trip	1,42105263	1	1	0,60697698	19

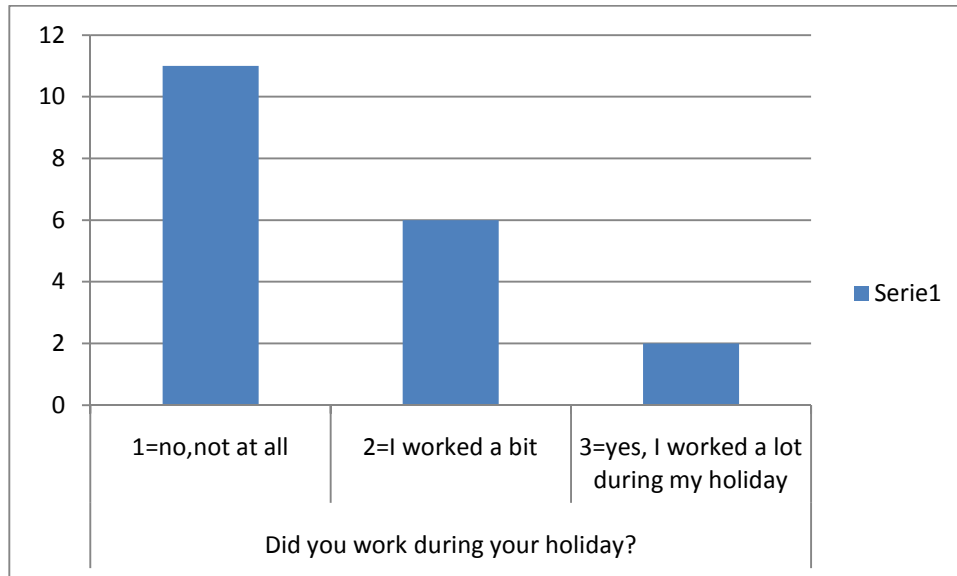
Table 8: Life Satisfaction

The respondents were asked about their general life satisfaction, ranging from 1 (very happy, to 5 very unhappy). As illustrated in the chart, the most often chosen measure for life satisfaction in the pre test was 2 (happy) while the most frequent chosen measure was 1 (very happy) in the post survey. The general life satisfaction was reported as being slightly more positive after the recreation experience than before the recreation experience. This might indicate that the recreation experience influenced the respondents' mood and well-being.

Optimism	Mean	Mode	Median	SD	N
Pre-trip	2,64516129	3	3	0,67984507	61
Post-trip	2,72222222	3	3	0,66911316	19

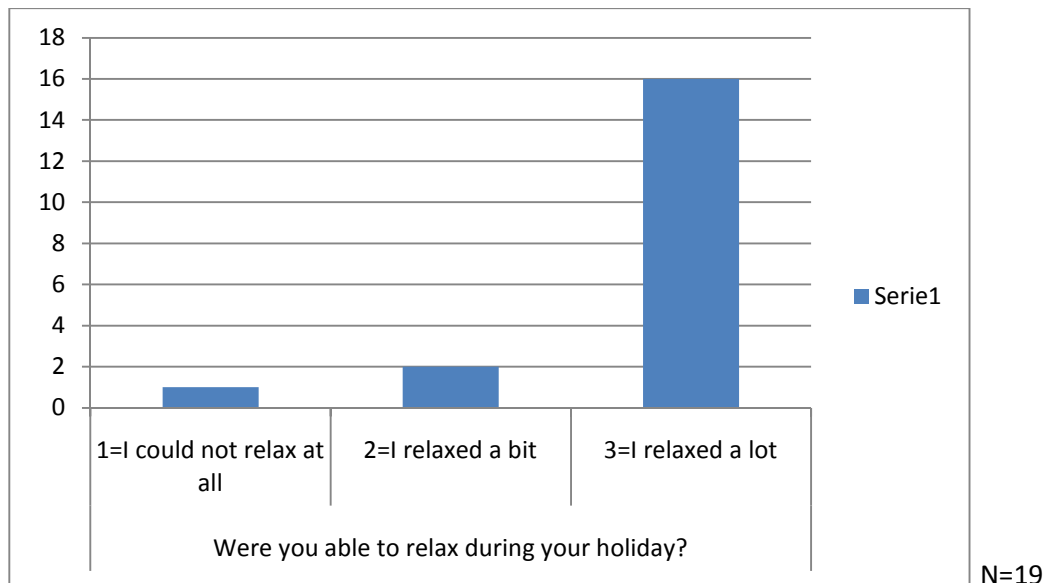
Table 9: Optimism

The chart indicates that the respondents who answered the survey were slightly more optimistic after the holiday, illustrated by the mean increasing from 2, 64516129 pre-vacation to 2,72222222 post vacation. (1 was the least optimistic choice, 4 was the most optimistic choice).

Additional questions post-test:

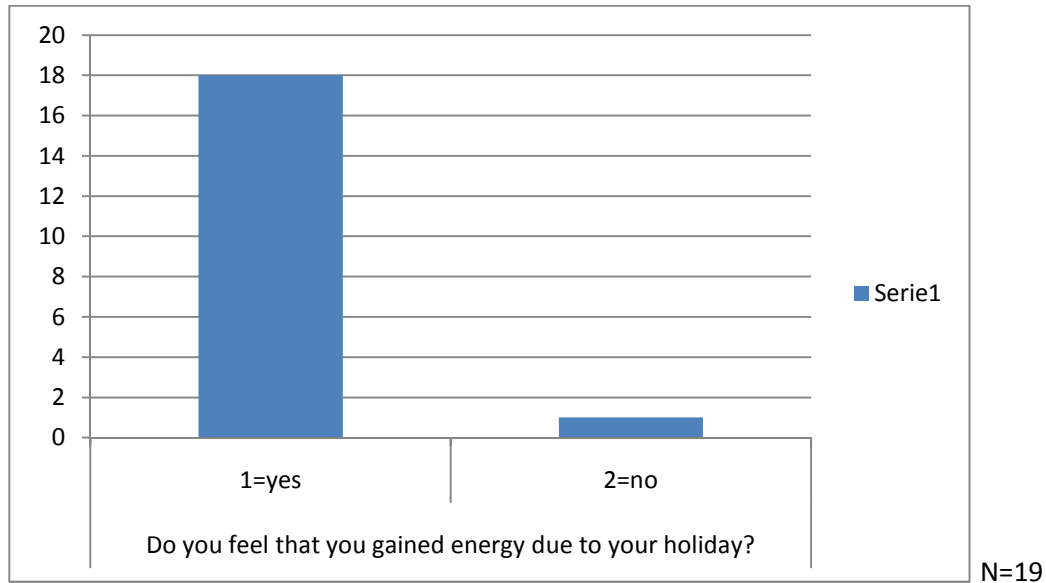
Graph 1: Working during holiday

As illustrated in the chart, most respondents (eleven) did not work during their holiday, six informants worked a bit while 2 respondents reported having worked a lot. This question was asked in order to get an insight into the vacationers' activities and relaxation from work.



Graph 2: Relaxation

During the pre-trip interview several respondents' mentioned "relaxing" as a travel motive. The respondents were therefore asked if they were able to relax and if they gained energy due to their holiday (please see chart below) for the reason that the researcher assumed that these factors might be benefits of travelling. As illustrated by the bar chart above, sixteen respondents reported that they were able to relax a lot during their holiday. Two respondents relaxed a bit and one informant could not relax at all.



Graph 3: Energy gain

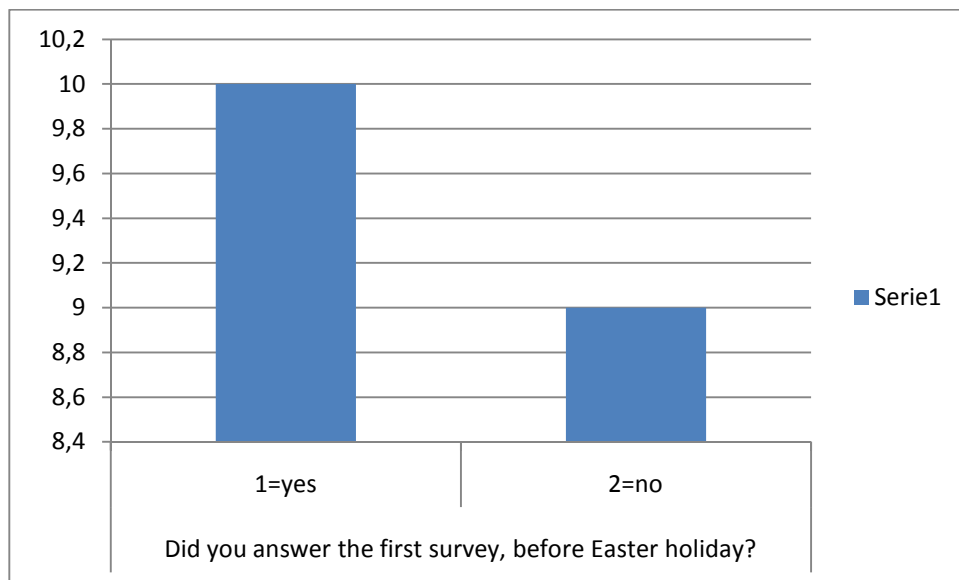
<i>Did you gain new energy due to your holiday?</i>	
Mean	1,05263158
Standard Error	0,05263158
Median	1
Modus	1
Standard Deviation	0,22941573
Sample Variance	0,05263158
Kurstosis	19
Skewness	4,35889894
Range	1
Minimum	1
Maximum	2
Sum	20
Count	19
Confidence Level(95,0%)	0,11057484

Table 10: Descriptive Statistics

The table illustrates that 1 (mode) was the most frequent answer. One of 19 respondents who did go on holiday did not report an energy gain due to his/her vacation experience.

Survey answers:

Due to the fact that it cannot be established whether the respondents who answered the pre and post-vacation survey are the same, the researcher chose to add a question asking specifically about this.



Graph 4: Survey answers

As illustrated in the chart, ten respondents answered the pre-trip and the post-trip survey. Nine respondents answered only the post-trip survey.

Interview Results

The interviews indicate that “the tourist” can have different needs and wishes. For example, several respondents mentioned that they both appreciated leisure time at the cottage and vacations abroad. It seems that these recreation experiences satisfy different needs. At the cottage, the respondents often sojourn outside, practicing activities depending on the weather, such as skiing, going for a walk, or just sitting at the terrace drinking a cup of coffee and enjoy a meal outside such as barbecuing. The holiday at the cottage, as one respondent mentioned, seems to be predicted in the way that people know what they receive, The surroundings are familiar, which might give them a higher perception of perceived control over factors such as where to buy food or where to go for a walk. The vacation at the cottage does not need to be planned in advance since several respondents have their own cottage, a few hours driving distance from Stavanger. As illustrated by the chart below, the respondents who vacationed at a cottage drove by car to either Egersund, Sirdalen, Lyngdal or Lindesnes. All of these destinations are located in the South of Norway which means that guest nights are not required in order to drive there by car from Stavanger. Moreover, some of the respondents, such as respondent 6 and 10, met relatives at the cottage and stayed together with them.

On the other hand, a vacation abroad seemed to satisfy complex needs such as meeting novelty and experiences, taste new cultures and food. But also relaxing and recharging energy such as for respondent 4 who went to a spa holiday in Prague. It seems that vacations abroad satisfy different needs.

Moreover, the social being together motive, as also mentioned in the *Literature Review*, seemed to be essential to several respondents. Especially respondent 9 expressed a

need for being together and spending significant time together with his family as illustrated by the following quotation: "I feel that experiences and holiday is something we shall have together as a family" (respondent 9)

Furthermore, the importance of spending time together with the family unit was expressed by documenting the family, by taking pictures of the children and playing with them, as the same respondent expressed. Sharing experiences with others appeared to be essential to some respondents when vacationing. Some mentioned that in a busy everyday life, with work and little quality time to see each other, vacationing together and spending precious time together, increased in importance. For example, respondent 6 reported "It is simply to spend time with the family that has become a shortage in everyday life. So it is actually the most important to get to play with the children because we often do not have time for that in everyday life" she stated. This statement could be interpreted as an indication that vacation (at the cottage) can balance shortages from everyday life.

Most informants reported a recharge of energy after their recreation experience which seems to be in accordance with the findings indicated by Bloom et al., (2009), that vacation has positive effects on health and well-being.

Moreover, some respondent suggest that earlier travel experiences, when they themselves were children, traveling together with their parents or grandparents, might influence their traveling behavior today. For example, respondent 12 indicates that her earlier experiences might make similar choices today more likely.

MBTI

As mentioned above the eleven respondents who participated in both the pre-trip and post-trip interview, were asked to answer the Myers Briggs Personality Type Indicator. All informants were willing to do so, answered them on their own and the researcher evaluated

them with help of her supervisor. As illustrated in the chart on the next page, most respondents (four) self-reported a preference for ESTJ while two respondents had a preference for ISTJ. Also, after evaluating the self-reported tests, it seems that one respondent has a preference for INFJ, one for ENTJ, one respondent had a preference for ESTP and finally one had a preference for INTP.

The respondents

The charts below illustrate some basic information about the interviewees including demographic information and travel destination. Six women and six men participated in the pre-vacation interview. As mentioned previously, all respondents were Norwegians and employees at the University of Stavanger. Also, as noted, respondent 12 was not interviewed for the post-trip interview because the vacation was cancelled. Four of eleven respondents showed a preference for introversion.

Gender	domestic	Abroad	Total
Male	4	2	6
Female	2	4	6

Table 11: illustrating the vacation destination

Gender	cottage	Others	Total
Male	3	5	6
Female	3	1	6

Table 12: illustrating vacations at cottage in Norway

Gender	ISTJ	INFJ	INTP	ENTJ	ESTJ	ESTP	Total
Male	1	0	1	1	2	1	6
Female	1	1	0	1	2	0	5

Table13: illustrating the MBTI preferences

Discussion

Discussion of Quantitative results

Due to the fact that the researcher did receive a small amount of responses on the surveys (61 answers pre-trip survey, 19 answers post-trip survey) and that the researcher used a mixed-method design with focus on the pre and post-vacation interviews most attention will be paid on the qualitative discussion. However, it is interesting to see the quantitative results combined with the qualitative results as some findings were strengthened due to the combination of these methods. The quantitative results show that most BDI II measures increased positively after the recreation experience. For example, the mean of the total score from the BDI II decreased from 6,33333333 to 3,57894737, the mode from 1 (for example: feeling sad much of the time) to 0 (not feeling sad, discouraged about the future and so on). This decrease of severity in depression could be interpreted as an increase in well-being. Due to having two different sample sizes (pre-trip 61 respondents; post-trip 19 respondents), or having asked the respondents about the reason(s) for the decrease in negative feelings it is hard to conclude if the decrease on the BDI II scores is due to the recreation experience. However, as mentioned, the researcher added some general questions. One of these questions was if the respondents were able to relax (1= I could not relax at all, 2= I relaxed a bit, 3= I

relaxed a lot). The majority (sixteen of nineteen) of the respondents reported that they were able to relax a lot during their holiday. Two people relaxed a bit and one individual reported that he or she could not relax at all. Another question asked the respondents directly if they feel that they gained more energy due to their holiday (1=yes, 2=no). This question was asked in order to get insight into the influence of travelling on the vacationer's well-being. Most respondents (18 of 19) answered that they experienced an energy gain due to their holiday experience. At this point it might also be important to mention the benefits of using a mixed method design since some findings of the surveys such as being able to relax during holiday or a recharge of energy due the vacation were confirmed by the interviews. The interview results, as will be discussed more deeply in the *Discussion of the qualitative results*, suggest that the vacation experience had positive effects on the mood and well-being of the respondents.

Discussion of qualitative results

Steward (1998) addresses leisure in his article from 1998 as multiphase experiences. In his article, he deals with the absence of integration of the five sequential phases of outdoor recreation, developed by Clawson and Knetsch (1966). "It [outdoor recreation] has not been influential nor integrated into the study of leisure, recreation or tourism" (Fridgen, 1984 referred in Steward, 1998, p. 391). The writer of this paper will therefore try to integrate the Clawsonian model in this paper. The five phases which occur in sequence and are necessary for a recreation trip will be discussed in the different categories. Leisure will be addressed as multiphase experiences in this paper and leisure experiences referred to as emergent, dynamic and embedded within personal stories as Steward (1998) suggests.

Pre-trip categories

The categories below are based on the interview findings. As mentioned earlier, twelve participants were interviewed before and eleven participants were interviewed after their recreation experience. Since some elements have been mentioned more than once during the interviews, some of the categories will overlap.

Travel motives

As mentioned earlier, the research question in this paper was: **“What are some of the benefits travel experiences can have on people’s mood and well-being”**.

In order to study what traveling means to the respondents, the respondents were asked why they go on holiday (to a cottage or abroad).

Relaxing was noted as an important factor for going on holiday. Seven of twelve respondents answered that relaxing was a reason for them to go on holiday. For example, respondent 9 mentioned that he primarily goes on holiday in order to relax, to think of something else and just escape from the normal, everyday life. “It is very good to think about something else and to participate in activities”, he mentions. “At the South of Norway we often go fishing”. He also reports to enjoy going for a walk. “You focus your thoughts and your mind on something else than we usually do at home”. Since relaxing was the primary reason for respondent 9 to go on holiday, the researcher asked the respondent *what* makes him relax. The respondent made a distinction between vacation at the cottage and holidays abroad. If he goes on holiday with his wife and children to the cottage house at the Sörlandet (South coast Norway), it is for fishing and going for a walk on the beach during summer. They swim, search for crabs and play with the children, things he enjoys very much. He mentions that they go for walks in the forest and fields and that these activities make him relax when they

are at the cottage. When they travel abroad on the other hand, the activities focus on the children. He mentions last year's holiday as an example when they went to Denmark with another family. The activities were based on the children's desires, such as playing and visiting a Water Park. "But this makes also me relax. When I see that my children are enjoying themselves, I am satisfied" respondent 9 mentions. The respondent notes that many activities are based on what the children want because the children are young. But otherwise, he likes eating and enjoying a good meal and drink. This is an important part of having holiday, he states. Also, when they travel abroad or vacation at the cottage house in Norway, they buy a lot of good food and enjoy themselves. The food experience is important for this respondent.

Moreover, **escape** or being away from home was considered as a reason for going on holiday by nine respondents. "Getting away from everyday life at home is nice", respondent 8 states. "Often one experiences oneself and the ones one travels together with differently, which can be positive". Moreover, she mentions that she is very curious. She enjoys meeting people and enjoys practicing languages.

Respondent 6 goes on holiday "in order to get away from everyday's hassle and nonsense and get time for the family and get a break". This respondent mentions several reasons for vacationing. She reports the escape motive, escaping from everyday life ("everyday's hassle and nonsense"), getting a break and having time for the family.

Respondent 12 notes that she goes on holiday "in order to gain a break in everyday life. I believe everybody has a need to get away from home. At least I do so", she mentions. She also notes that they often go for a walk in the weekend. "It is nice to get away from home, to experience something and do something outdoors" she notes. The same respondent mentions: "And often when you are on holiday, you can enjoy yourself with good food and you do not have something which requires your time such as in everyday life". Besides,

respondent 12 notes that the escape from the usual surroundings seems to be of importance, as it gives her the opportunity to relax in different surroundings.

Experiences and novelty appeared to be another category for reasons for travelling. Several respondents mentioned that they go on holiday in order to experience something new. Respondent 1 has seen many “exotic” places because she had the opportunity to. Nevertheless regarding city holidays it was deliberate decisions as she states, to travel together with the children and give them the opportunity to experience new places. To experience new things, see the world and experience new cultures have been reasons for her to go on holiday.

Respondent 5 goes on holiday “in order to experience something new, travel together with my wife. I think it is nice to show that we experience something together in other surroundings, experience new cultures, see how people live, and go shopping”. The respondent will go on what he calls for a “theme travel”, a group travel organized by a company and travel to Peru. The use of conducted tours and guides can be described as a means of seeing more in a limited time compared to what can be achieved by poking around by one’s self, as Clawson and Knetsch (1966) note.

For respondent 7 experiences are most important when going on holiday. He enjoys going on bicycle holidays. The maybe most exotic places he went for bicycling were Cuba and Argentina. If he decides to bicycle in Europe it is among others the landscape and cultural heritage which are important. He also notes that his summer vacation in 2010 will include a bicycle holiday in Scandinavia in addition to vacations at the cottage in Norway.

Respondent 4 is one of the respondents who generally vacations both at the cottage in Norway and abroad. She goes six times a year on holiday. The respondent mentions that she vacations most frequently at the cottage, but her stays last abroad longer. Furthermore, the respondent mentions that “I cannot be at home when I have holiday”. She also notes that “it is

sometimes good to get away from home. Not always living entirely in the routine”. The respondent travels in order to experience. As she admits, her holidays are not always relaxing due to a tight schedule, although she also values relaxation.

Some respondents mentioned that relaxing was a reason for going on holiday, others mentioned that “getting away” and experiencing something new as a reason. Other respondents, such as respondent 8 mentioned the **importance of both**. Experiences are important to her. “But it is the balance that is essential, that I can both get relaxation and experiences” she states. “One cannot just sit and relax. You have the freedom to go for a walk through the town the entire day if this is what you want. This is a way of relaxing, to stop by and take a glass of wine or a cup of coffee”. Furthermore, traveling appears to be important for her in regard to personal development as she states:”It enriches you as a human to get out and experience other things”. She tells that she travels as often as possible because she likes it and because she feels rich after having gained some experiences.

Also respondent 3 reports that she goes on holiday in order to relax and experience something new. She vacations approximately fifteen times a year, both in Norway and abroad. This also includes weekends. They (she and her husband) own a house in France which they travel to several times a year. She enjoys the warmth, the food, vine and culture experiences. Moreover, during her vacations it is important for her to gain energy and strength for everyday life.

These above mentioned findings for travel motives (escape, experiences and novelty) reflect the ones identified by Moscardo (2009). In her study Gianna Moscardo identified the three main themes: escape and freedom, learning and personal development and excitement and novelty.

Some respondents, as for example respondent 12, mentioned that the **social aspect** was important to them. Being together and spending time with the family was essential.

Respondent 6 also can be referred to as an example. As mentioned previously, she reports (among others) going on holiday in order to spend time with her family. She notes that more than ten people will be staying together in the little cottage. Also, respondent 12 states that holiday is a nice opportunity to getting together with relatives.

Moreover, respondent 12 mentions that “clear weather and languages are of importance, to see other people and the way other people live. The children benefit from this and we ourselves do” she mentions. Respondent 12 mentions that she chose to travel to another county in Norway during Easter instead of staying at home in order to get some holiday and relax. “But also in order to visit my father and because I think it is important for the children. (..) Moreover, it is always good to come home again” she mentions. The motives for traveling can be various for one and the same person it seems. Respondent 12 does not only desire to relax and have a break, she also wishes to visit relatives and provide precious experiences for her own children.

As mentioned previously, also respondent 5 seems to value the social being together motive. As stated, (among other things) he goes on holiday in order to travel together with his wife, and experiencing something together.

Defining relaxation

If one respondent reports a relaxing holiday or not, may also depend on the individuals perception of relaxing. Maybe relaxing includes “doing nothing” for one individual, while it includes “doing something else than usual” for another individual. Respondent 5 for example,

notes that organized travels can be exhausting because they (he and his wife) have to get up at 5 a.m. in the morning and do not go to bed until 10 or 11 p.m. in the evening. Moreover, the program can be very tight. “So this is quite exhausting but it is relaxing in the way that you get away from everything else, that you experience something new all the time. This, we think, is part of relaxation” he states. It seems that gaining new experiences can have a relaxing impact on this respondent. He adds the importance of doing other things. His wife, for example, is a housewife; she stays at home and works with everyday activities such as preparing food. “She does not have to prepare food when we are eating at a restaurant during holiday”; he adds that the everyday routines get different for her when they vacation.

When asked about what makes her relax during holidays, respondent 6 mentions that during holidays, they are often together with her parents who take care of the children. So they (she and her husband) get to sleep longer and maybe food is prepared so they do not need to take care of that. She notes that her family has access to cottages both in Sirdalen and Høle (both are located in the county of Rogaland). “The cottage is far away from people”, she mentions. She enjoys not having to pay too much attention to her personal appearance in the morning since it is unlikely that one meets other people. One can just get up and sit in the sun. Moreover at the cottage in Sirdalen they often go skiing and at the cottage in Høle they often go boating, activities that the children enjoy. She mentions that they often stay outdoors when they are at the cottage. “It is also easier to stay outdoors when you come to the cottage”, she notes. “Because when you are at home 1000 things have to be done, and you have laundry that has to be washed, but when you come to the cottage there is nothing to do, except just taking care of the family and enjoy oneself”. It seems that being away from the usual surrounding and knowing that she cannot work, includes a form of relaxation for respondent 6.

For respondent 8 relaxing can be having the freedom to choose leisure activities such as going for a walk through the town the whole day and stopping by at a nice place and have a glass of wine or a cup of coffee”.

Anticipation

”Vorfreude ist die schönste Freude” says a German vernacular (Horbach, 2008, p. 79). This phrase says that anticipation is supposed to be the greatest joy. According to Horbach there is some truth in the vernacular. When we think of joyful future events the neurons in the brain are firing. The neurotransmitter dopamine is released and causes a more intense communication between the brain cells. People experience this process as a pleasant, positive feeling. Moreover, looking forward to a positive event makes people feeling awake and active (Horbach, 2008).

The anticipation is the first phase of a recreation experience. As mentioned in the *Literature Review*, Clawson and Knetsch (1966) call this the first phase of the five distinctly different phases of a recreation experience. Respondent 1 mentions that the pleasant anticipation is of great importance to her. It is almost as important as the travel itself, she states, especially if one starts planning long time in advance. If somebody does something spontaneously it is hard to get this pleasant anticipation. “When I plan a travel, I am looking forward to it and read a little bit on the internet”, she states. This finding is reflected by Nawijn et al., (2010) who indicate that holidays boost pre-trip happiness. A recent study conducted by Nawijn et al., (2010) (mentioned in the *Literature Review*) reported a higher degree of pre-trip happiness in contrast to non-vacationers. However, the differences were small. The researchers suggest that anticipation could play an important role in explaining these differences. Miller et al., (2007) referred in Nawijn et al., (2010) notes that vacation experiences are experiences which people look forward to. This was confirmed by the informants, who reported anticipation prior to their recreation experience.

Respondent 9 for example, mentions that he feels the anticipation phase physically as well as mentally. He explains this phase by being more relaxed as one knows that one will get a break from work and normal life, in a positive way. The time before the actual recreation experience is important to him. He is looking forward to something which is important. After a long year with work it is necessary to get a break.

The planning of holidays also seems to create a pleasant anticipation for respondent 3. She reports that she enjoys planning holidays and often starts purchasing new tickets after arriving from a holiday. Weekend trips are not planned that much, but travels abroad are planned several months in advance, she mentions. Moreover, she reports that she already has bought tickets for Easter and summer, and decided the time period for the autumn holiday. The respondent is looking forward to the food and wine in France. "And go for some walks, which is nice now since it is not so warm" she adds. She further explains that she really likes the landscape. They often go for some walks up to a mountain when they are in France, she explains. Coming up there and enjoying the view is great. "I become happy just by talking about it". The same respondent (respondent 3) expresses that "I work a lot more prior to the vacation, because I know that I will have a holiday". Moreover, she states "so, when it is time for holiday, I am very ready".

The anticipation phase also seems to be important to respondent 4. She mentions that she already anticipates the recreation experience. She tells that they (her friend and her) count the days left when chatting on the telephone. The respondent explains her anticipation: "It is a great pleasure. Exactly as a four year old before Christmas Eve". What she is looking most forward to is to see Prague and just relax. "Relax together with a good friend". She notes that she already has butterflies in her stomach when she thinks of the planned experience. It seems that the anticipation phase represents a great boost of happiness for this respondent.

Respondent 5 spends a lot of time on planning the vacation. He mentions that the travel consists of three parts when they go on vacation: "Approximately one month with planning, then the actual travel which usually varies from two to three weeks, and finally one month after the return, printing pictures, writing a diary" he states. This reflects Nawijn et al., (2010) who mention that for many vacationers, the enjoyment starts weeks or even months before the vacation actually starts. The respondent mentions that one starts to forget after some months and therefore makes drafts for the different travels. (He shows the researcher some pages he has worked with so far for the vacation in Peru). He notes that although it is an organized tour it is always nice to have an overview over where one will travel to and what there is to be seen at the various places. Additionally, he mentions that he takes notes during the travel so they have documented the whole journey on paper. They can go back and look up what they ate at a certain place or what they did on a certain day. "So when we plan, we get a fairly thorough impression of the place which we travel to, both because of the preliminary work and after work". Furthermore, he mentions that he keeps all receipts and always brings along some envelopes in order to collect things such as receipts and tickets. The respondent mentions that he does these things in a very thorough way. "So you get to know the places you visit very well" he states. Besides, he adds: "In fact, even better than if you are on theme tours [organized tours] because then you can sometimes lose the geographical orientation". He mentions that it is more difficult to be aware of the geographical orientation, because one has not kept track on the map but just followed the others. This is something he misses when going on organized tours but on the other hand it is much more relaxing to just follow the stream, he notes. Respondent 5 seems to enjoy both organized tours which have the advantage of offering the tourist tasting a foreign country, but also seeing much in limited amount of time. This use of conducted tours and guides can be described as a means of seeing more in a limited time compared to what can be achieved by poking around by one's self, as Clawson and Knetsch (1966) note.

Respondent 8 is looking forward to travel to Thailand where her son will get married. The Easter holiday seems to become an outstanding experience for respondent 8 since she is not only a tourist watching a wedding in Thailand, but actually a part of this wedding, as she notes herself. "I think it will be a fantastic experience. I am very excited".

She usually reads a bit about the destination in advance. "(..) This is part of the experience" she notes. Moreover, she mentions that planning often includes reading about the culture one is about to visit. This contributes to a feeling of security as she mentions, "to know how to behave in a different country". Respondent 8 compares the pleasant anticipation with a "carrot" resembling Nawijn et al., (2010) findings regarding pre-trip happiness. The respondent notes: "Thus, this is always a carrot when you are at work and have a look in your calendar and tick off the things you are supposed to do, teaching, meetings and so on. And then you suddenly see, oh, now it is only two weeks left". "This is something that triggers the performance [at work]" she states. Moreover, she notes that one might work more in order to have a good conscience when going on holiday. "This is actually an important part" she notes. Her statement seems to indicate that the pre-trip energy is boosted before going on vacation which also can influence her performance at work.

The period before the recreation experience is also important to respondent 12. "Because you have to prepare yourself a bit and because it is an expression of enjoyment". Moreover she states that it includes talking about planned activities. "We have to do this and have to do that (..)". "It is not always the case that you can do everything, but at least you feel prepared" she states. Moreover she mentions the pleasant anticipation when one looks at pictures, reads about food and drinks, in addition to languages and attractions. She also states that she will go to London in April and for the moment is therefore reading about London.

Guidebooks

Respondent 5 reports that he always buys guidebooks prior to going on holiday. He mentions that they (he and his wife) bring them along on the trip and might read in them on the plane and during the days before an excursion. “Especially when we arrange trips ourselves, I’m dependent on having such a book to see what the different places have to offer and get some ideas” he states. For example, he mentions last year’s vacation in New York, when they by chance found information about a Baptist Church which was opened. They went to visit the church as he tells. ”This was something that we certainly would not have done if we did not have this guidebook” he states. He adds that he always buys guidebooks some months before they travel, so they can read about the places they intend to visit. This statement could be interpreted as an indication that the anticipation phase is important for respondent 5.

Respondent 12 mentions that she always buys guidebooks even if she goes on small trips. She notes that she first reads the guidebooks in order to create some anticipation together with her husband and children, and then she reads them during the recreation experience and plans activities.

The destinations and reasons for choosing them

Respondent 6, 7, 9, and 10 mention that they will travel to a cottage they either own themselves or have access to. Respondent 11 and 12 intend to visit relatives in other parts in Norway and respondent 1, 2, 4 and 5 vacation abroad. The destinations for vacationing abroad are Rio de Janeiro, Peru, Prague and Japan.

Respondent 9 reports that he will spend his recreation experience together with his family at their cottage located at the South of Norway. He explains his choice by mentioning the following: “That's because psychologically it is important to sometimes change the environment”. He says that this is how he feels, it is very important to sometimes get away

and escape from everyday life. As McGuigan (2004) notes, tourism researchers have concentrated on establishing “push” and “pull factors” since the 1970s. The above mentioned need for escape from everyday life can be categorized as a “push factor” since the respondent expresses a need for getting away from the usual surroundings. The respondent emphasizes that he feels that it is important to change the surroundings once in a while. He also points out the importance of spending time with the children, to escape from everyday life and get the chance to experience something different. And this is true for himself as well, respondent 9 states. He further explains: “Although we often stay at the cottage, I feel that I experience something new when I arrive there, because it is something different than usual”. No trip is similar, so to speak”. He further explains that it is always nice to do things one does not do in everyday life.” It feels unique every time”, he adds.

Respondent 4 actually planned a trip to Thailand but then the trip was delayed til autumn. Since she felt that she needed a holiday, a friend and her decided to travel to Prague. She admits that the price was of importance for choosing the destination in addition to flight time since her friends is pregnant. She notes that the hotels are so cheap in Prague that they could afford to stay at an exclusive place. Besides, she adds that “I really enjoy traveling, I am therefore seldom at home during holidays”.

Respondent 6 chose to spend her Easter holiday at the cottage in Sirdalen together with her family according to tradition. The decision to vacation at the cottage instead of staying at home during Easter was mainly made because of the children. “So they get to romp in the snow and go skiing. But also because of the social factor of being together with the family”. She adds that the children think it is great when their grandparents are there. “They are not so fond of traveling to the cottage if the grandparents will not be there” she states.

Respondent 7 stayed fifty-five days at the cottage last year and will spend his Easter holiday at the cottage in Egersund. The reason for this decision is that he (and his life partner) like to use the cottage and enjoy being there.

The objective with the recreation experience

In order to explore what this recreation experience means to the individuals, they were asked to define the objective with the experience. The most frequently reported objectives were being together and spending time with family, relatives, experiences and relaxing.

For respondent 8 the objective of the recreation experience is to participate in her son's wedding and do things together with her family. Moreover, she will travel together with children, grandchildren, family in law, aunts and uncles.

Respondent 9 mentions that his objective with the holiday is just relaxing. He does not intend to perform special activities except the ones he mentioned, boating and fishing. This makes him relax, he states. Maybe he will go for a walk on his own, which makes him feel good. "To just go down to the beach and feel the wind", this means enjoyment to him, he points out. He further notes, just sitting on the terrace drinking a cup of coffee. "The cottage I associate with relaxing", he states. This can be said to be the main reason for respondent 9 that he enjoys to travel there. And although they involve in many activities when they are there, he does not feel exhausted. "It rather gives me energy", he mentions. At the cottage he recharges his energy and according to him, "psychologically it is essential to relax and do something else, just to get out of the city".

For respondent 12 an objective is to visit her parents, but also vacationing. Another objective is being together and sharing experiences.

The objective for respondent 4 is mostly to relax. She mentions that she has recently moved so she felt she needed some days off. In order to relax she thinks the spa treatment and massage will be beneficial. It is important to her not to experience too much stress. “I just think I do not need to have too many plans this time”. She further explains that she is aware of that the next holidays [in autumn] will be hectic. “So I consciously try not to make too much out of this trip”.

Expectations

Respondent 1 is looking forward to her recreation experience after a long winter with a lot of snow. She mentions that she is not a typical “sun-tourist”, who goes on vacation to Spain, Mallorca or Tenerife, to a beach only. However, she is now looking forward to feel the warmth and sun in Rio in addition to new experiences. The respondent notes that she desires to come back full of experiences when she returns from her vacation. Nonetheless, she explains that these experiences do not need to be spectacular. “It can be great just with a beach or to stroll in the streets and find a nice café and so on”. She expresses a desire to experience something, looking forward to this, and having a nice time.

Respondent 3 highlights the importance of recharging energy. She wishes to come back with a bonus. Recharging energy and traveling home with nice memories are important to her.

For respondent 5 the objective of his recreation experience is the same as always. “Thus, to experience new cultures” he states. In this case it will be both history and culture at the same time, and to gain an impression of a country. He adds that this country [Peru] is quite far away from Norway, geographically. ”And when you've seen it with your own eyes you get a completely different impression of it“. He adds that in general, the expectations tend to slightly extend the reality. He reflects that one has such great expectations that it is experienced more common than one thinks it is. This is confirmed by recreation theory. Later

disappointment or frustration can be caused by excessive optimism in the anticipatory phase (Clawson and Knetsch, 1966). They therefore recommend that advance planning should be based upon realistic aspects.

Respondent 5 also desires to get a good impression of how the Incas lived in addition to the downfall caused by the Spanish. However, he hopes to get a *right* impression which is not too much colored in either way. The guides, he mentions, tend to be good to give historical information so that he does not need to read much on his own. He comments on the advantage of these kinds of traveling, that one gets much information about history, geography and society when vacationing. "And you are more likely to perceive and more likely to understand it than if you just sit at home and skim through a book. To get an impression of foreign cultures is what I hope and believe we are going to experience". This quotation can be seen as an indicator that experiencing history on-site can provide a deeper understanding than reading history in a book or watching documentation on television.

Respondent 7 notes that he desires to return from his holiday relaxed and full of energy in addition to being "satisfied and having had some nice days".

"I know this will give me memories for a lifetime", respondent 8 answers when asked about her expectations for her holiday. "I hope that I will return with a lot of pleasant memories and having had time to relax". Moreover, she mentions a desire to have gained energy and being able to dive back into work".

As respondent 8 notes, it seems that the respondents do not only have one single objective with their holiday, such as for example relaxing. Their statements indicate that they have several needs and wishes such as experiencing and recharging energy. Moreover, some mention the need for spending time together with significant others, such as the following respondent.

Respondent 9 desires that the recreation experience will give him time together with his family in addition to lots of rest. He adds that one feels that one is present for the children. Moreover, the respondent notes that “one strengthens the ties to the other family members and has 100 percent time to focus on them. At home one may have to work. One needs to share thoughts, some for work some for private matters”. Respondent 9 points out the importance of having the opportunity to focus 100 percent on one thing. As these statements again illustrate it seems essential to respondent 9 to share holiday experiences together with his family. Holiday, it appears, is a social experience for him, something he wishes to share with his loved ones. The following quotation illustrates the ignoring of the significant others, tied up with tourism. “Tourist studies have overlooked the fact that many tourists do not experience the world through a solitary “romantic gaze” or the “collective gaze” of mass tourism, but in the company of friends, family members and partners” (Larsen et al., 2007; referred in Ek, Larsen, Hornskov & Mansfeldt, 2008, p. 125). As Ek et al., (2008) note, most vacationers do not only bring their own body but journey with other bodies too. As respondent 9 seems to confirm, tourism performances as for example map-reading, photographing and building a sandcastle, are collaborative performances.

Respondent 4 wishes to spend some nice days together with her friend whom she travels together with. “It has been a long time since we travelled together”. The main objective is to have a nice “girls trip” as she says. Otherwise she does not have many expectations or plans, as she desires to relax and have a nice time. She hopes to return with a feeling of having relaxed.

Respondent 12 is looking forward to meet her relatives. Some of the expectations she mentions is “that I can have long breakfasts and that we talk about whatever we please”. Moreover she hopes meeting some old friends and relaxing. She desires to return home rested, in a good mood and a lot of memories in addition to satisfied children.

Food experiences

It seems that food and tasting new food is important to the interviewed respondents and in several cases even contributes to the holiday experience. Respondent 1 mentions that she tries new food and enjoys picking unknown dishes from the menu, also when she does not know what it is. She enjoys tasting as much as possible and is always happy when she gets the chance to try something she has not tasted before. Quan and Wang (2004) differentiate between two types of variety seeking behavior, “*routine* variety-seeking” behavior and “*novelty*-seeking”. In this statement, it seems that respondent 1 enjoys the latter one, “*novelty*-seeking”. This type refers to the situation in which people may enjoy some dishes that they have never tried before. As mentioned previously (under travel motives) the food experience was also considered important by respondent 9, as for example eating a good meal and drinking good wine in nice surroundings.

It appears that tasting new food when being abroad is also part of the holiday experience for respondent 6. She reports that she enjoys tasting new food. It happens that they [she and her husband] spend a lot of time in grocery stores as they walk around and look at the different products they offer compared to what they find in Norway. As Giddens (1984) referred in Quan and Wang (2004, p. 301) points out, “daily routines supply people with a sense of “ontological security.” Daily routines and habits are a source of relaxation, ease, comfort and security”. According to Quan and Wang (2004) daily food consumption which are part of people’s daily routines and habits, can be seen as “ontological comfort of home.” This ontological comfort of home can be extended to a journey and therefore helps overcome unfitness and anxieties caused by unfamiliar environments on travel. Moreover, the author

states that in tourism which is itself a form of change from the daily routine, the pursuit for various foods is one of several attractive experiences (Quan and Wang, 2004).

Also respondent 8 enjoys tasting different dishes when she is abroad. She mentions as an example a holiday experience to Kenya where they [herself and the people she traveled with] went fishing with some natives. When they came back, the tables on the terrace were decorated with white table cloths and they were served freshly baked fish and crab marinated in honey. “The food was very good and delicate” she notes. However, at a different place, with a lot of tourism, she did not feel attracted to dine, because she did not find the atmosphere attractive. She notes that she is not opposed to mass tourism, but there and then it destroyed something of the gentle and pleasant they had experienced. Her report seems to indicate that not only the object (the food) is important for having a nice food experience, but also other surroundings, such as visual aspects (decoration), social company (the natives) and smell.

”Yes, I really like to taste new food” respondent 4 answers when asked about her eating habits, reflecting “*novelty seeking behavior*”. She also orders unknown food, but soon decides whether she likes it or not.”This is also a bit of the point of traveling. I am not going to eat meatballs and pommes frites when I am abroad” she states. She adds that she always tries new food when she is on holiday.

The social aspect-sharing experiences

The social aspect, being together with the loved ones, relatives or friends, seemed to be of importance for all of the respondents, also those who traveled parts of their journey alone (as respondent 2 or 11). The interviews revealed that sharing the experiences is an important part of traveling. Respondent 9 for example mentions that the difference between vacationing alone or together with his family, would be satisfaction. “I do not think I would

enjoy the trip as much if my family did not come along”, he states. The respondent adds: ”I feel that experiences and holiday is something we shall have together as a family. This has become essential to me”. However, respondent 9 does not rule out that he might travel alone on a weekend trip to England with some friends in order to watch a football match when the children are older. Iso-Ahola (1983) notes that various empirical studies support the idea that recreational journeys occur in a social context. For example Rubenstein (1980) referred in Iso-Ahola (1983) found in his national survey that about one-half of the survey participants spent the majority of their vacation time with a partner or friend. Eleven percent of the respondents desired to be alone during their holiday. The researcher also found that this group were most often bored, least happy and enjoyed their vacation time the least. Iso-Ahola points out that it is not only the interpersonal context predominant among holiday travelers, but it deeply influences their enjoyment and satisfaction of a trip. This seems to fit very well with the need respondent 9 expresses for being together with his family during holiday.

Also respondent 3 expresses a need for being together with others when vacationing. For her it is important to share the experiences with others. Besides, respondent 3 mentions that her husband works in another county during the week, which makes Easter an important time for her spending together with him.

Respondent 5 notes that they (he and his wife) always travel together. “We enjoy each other's company and we get a varied picture of the place we go to”. Moreover he mentions that he has his interests and she has her interests which can be totally different. ” But then we share these and I get a glimpse of what she is interested in”. The respondent adds that they are both interested in going for walks. When they stay in a big city they never take the taxi he explains but rather stroll through the city. He points out that it is always nice to share experiences. Moreover, the respondent tells about a work related trip abroad last year and states that he experienced it “a bit empty”. When his wife was not there, he did not have the

opportunity to get to share the experiences and the enjoyment. Furthermore, he states that it seems difficult for him to open himself up to other people in the same way. This however, becomes easier when they travel together.

Respondent 6 expects that the recreation experience will be cozy for all of them. "Because it is so busy in everyday life, that although my relatives live in Stavanger, we unfortunately do not get to see them that often. Everybody is busy with different activities during the evenings; it is therefore important to being able to spend some time together". Also this statement illustrates the importance of spending time together with people near to him. The writer of this paper asks herself if maybe this need increases in importance for people who work full time and feel that they do not have sufficient time in everyday life to spend together with their family. This may be due to the everyday life situation such as work and children in addition to a geographical distance from other relatives.

When asked about what factors she considers as important when traveling in general, respondent 6 highlights once more the "social being together motive". "It is probable that we get too little time for the kids during the week I think". She explains that the children go to bed early during the week. "It is simply to have time with the family which has become a shortage in everyday life. So it is actually very important to get to play with them because we often do not have time for that in everyday life" she states. This statement could indicate that vacation (at the cottage) can balance shortages from everyday life such as spending time together with significant others. If there is some truth to this argument, vacationing might be seen as an important contributor to family life. Ek et al., (2008) note that through traveling together, families, couples and friends are actually together, they are not separated by homework, work, leisure activities or geographical distances. "Tourists are not only questing authentic places and events; they also search authentic sociability between themselves" Pine and Gilmore (2007) referred in Ek et al., (2008, p. 125) note. According to Ek et al., (2008, p.

125) this implies that the places where tourism unravels do not necessarily have to be clearly demarcated or extraordinary. The same authors note that tourism takes place upon various stages with little top-down management, choreographing and regulation in addition to often fluid borders. Moreover, vacationers do not automatically stay on the beaten track all the time, they add.

For respondent 8 both experiencing something together and sharing recollections after the experience seems to be of great value. She expresses that “memories are important in that sense that you can go back and share them with someone. You have them in mind but it is important that you can share them”.

The same respondent also notes that she thinks it is very nice to travel together with both family and friends. Moreover, she notes that “I am probably the kind who needs to experience things together with others”. These “others” can include her husband and family as she mentions, or friends. For her the ideal is to travel together with people close to her, in a small social circle, with the possibility to experience something together but also having the opportunity to be for oneself.

Moreover, respondent 8 highlights that traveling together with a nice people means a lot. “To get to experience something together that you do not at home”. Once more the importance of experiencing something together is highlighted. However, most informants who reported the need for sharing experiences, referred to the positive sharing of experiences within their family. Some respondents also mentioned possible negative experiences when traveling together with friends (for example respondent 8, 9 and 12). For example, different views regarding bringing up children were mentioned. As respondent 8 notes, when being together a lot one gets to know new sides of the other person, sides which one did not know before. She also notes that these are moments of irritation which can be strong in the actual situation, but which are not annoying after the return home. “But you therefore conclude that

we are different” she states. Moreover, she adds that she tries to place these kinds of experiences on the “account for learning”.

Also respondent 12 notes the importance of sharing experiences when she goes on holiday. She states that she would no longer go on holiday alone since she has a family with children. “I have five weeks of holiday, I wish to spend them with my family” she mentions. Once more it seems that prioritizing family is an important value for some respondents, especially those who are married or live in a partnership, and have young children.

The fact that so many respondents mentioned the social being together motive seems to confirm the importance of tourism being tied up with significant others. Most tourism activities are experienced together, and it is among others this sociality that makes them pleasurable (Baerenholdt et al., 2004, referred in Ek et al, 2008). Ek et al., (2008) also mentions that tourism is more than a way of experiencing (novel) places or events, it is also a way of experiencing emotional geographies of sociability and being together with significant others such as friends and family members.

Vacationing at the cottage

As mentioned in the *Literature Review* spending leisure time at a cottage seems to be popular in Norway due to the fact that the number of established leisure homes initiated every year increased from 3.036 in 1986 to 6.402 in 2006. During the interviews the researcher received the impression that vacationing at the cottage satisfied different needs than vacationing abroad. Several respondents, also those who did not vacation at a cottage in the period of study, had access to or owned their own cottage. It appears that the cottage symbolizes the familiar, meeting family and relatives, in addition to practicing outdoor activities such as going for a walk. As mentioned previously respondent 6 reports often being

outdoors when they [he and his family] spend time at the cottage. Moreover, the cottage seemed to be a place of coziness and relaxation for the same respondent.

On the other hand, vacationing abroad seems to represent experiences, the encounter with new cultures, new food and new surroundings. However, both kinds of holiday seemed important to some of the respondents. For example respondent 1 mentions that she enjoys the combination of both types of holiday. She underlines the fact that they satisfy different needs. At the cottage they read a lot and play games. They spend more time outdoors than compared to their everyday life. “This is also a kind of experiencing”, she says, although it is not to experience something new. Respondent 1 clearly expresses that she has different needs and desires for vacationing. She reports that she will spend her Easter vacation in Rio de Janeiro, but also mentions that she sometimes vacations at a cottage.

It seems that vacationing at the cottage includes social interaction. When asked about the activities several respondents who vacation at the cottage report that they share activities together. For example they might participate in outdoor activities such as skiing, fishing or picking berries. Among inside activities they mention playing games such as “yatzi” (respondent 10) or card games.

First holiday experiences

The respondents also talked about their very first holiday experiences. Some mentioned their first experiences with other cultures and languages (e.g. respondent 6 who traveled to Italy together with her family and friends), while others mentioned visits to other parts of Norway. Respondent 9 mentions that his parents gave him a lot of nice holiday memories. And this is what he also wants to give his children. This may be the result of his own past holiday experiences.

Respondent 5 recalls his holiday experiences south of Stavanger, (approximately one hour driving by car), visiting relatives. “I remember vividly and with pleasure the holidays that we spent in Egersund”. They stayed at their second cousins place close to the harbor. “So when the shrimp trawler arrived, we were always down by the pier and got free shrimps, I still have the smell of tar in my nose”. He emphasizes that it was a wooden pier coated in tar. “And I still think this smell is delicious”.

Respondent 6 travelled to Italy when she was a child. They drove down by car spending one to two days on the travel south, but took a longer route on the way home and stopped in other transit countries such as Austria in order to visit markets and so on. (It appears that they enjoyed the fourth phase of an outdoor recreation experience, the travel from the site). The researcher asked her if she traveled back in later years, when she was grown up. The answer was no. The respondent reports convergent feelings regarding a return to the same place. On one hand she would like to go there with her children, but on the other hand she is afraid that there have been many changes, that there are more tourists there now. She notes that there were few tourists in the period her family travelled there, but she is afraid that skyscrapers have been built in recent years and that her child memories will be destroyed. Also respondent 8 mentions this concern. Switzerland, Italy, England and France are examples of countries she has revisited. These revisits seem to include both positive and negative feelings. “Recognition is connected with good feelings”, she explains. One feels at home and has a pleasant feeling. On the other hand, when a lot of time passes one can get disappointed because many things have changed. This statement could indicate that revisiting a holiday destination can both be connected to positive feelings due to recognition and recollecting old memories, but also negative feelings such as disappointment due to changes when things do no longer relate to previous memories.

Respondent 8 speaks about previous holiday experiences. One outstanding experience was a trip to Kenya approximately twelve years ago. They were fourteen people from Stavanger who traveled together on an organized trip. They lived in the jungle, in “English tents”. Among others, they went on a hot air balloon excursion and an animal safari by car. Especially the animal safari alone with the driver impressed her, when he pointed in one direction whispering “there is the lion”(..). “I will never forget that” she states. She also mentions that they filmed parts of this holiday and edited it from ten hours to three. Furthermore, she notes a visit to a Masai camp where they communicated with face expressions such as smiling because they talked different languages. This experience is “burnt into the retinal” as she mentions herself, and she adds that she has strong feelings when she thinks of it.

When asked about his first travel experiences respondent 10 talks about the transportation to and from the destination, what Clawson and Knetsch (1966) call the second and fourth phase of an outdoor recreation. More precisely, he mentions that they played games in the car. These games were about who was the first to see an animal, to observe the specific color of a car or a specific model. He notes that he has passed this on to his children, so they can activate themselves when traveling.

Also respondent 12 suggests that her own recreation experiences when she was a child, might influence travel decisions today. She recollects many nice trips to Denmark when they were small. Then they travelled to Italy by car when they were older. “And this is what I desire to do with my own children” she states. Moreover, she remembers a holiday in Denmark, when she was approximately seven or eight years old. She spent time together with kids from Germany and playing with children with whom she could not speak the same language. However, they played ballgames together. These first travel experiences also seem to be some of her first encounters with new languages and cultures.

Recollection

Photos

As part of the interview the respondents were asked if they take pictures and eventually also develop them. Several informants mentioned that they take pictures with for example a digital camera or mobile phone which has that function. For example, respondent 3 mentions that she enjoys sticking the pictures into a photo album because it lets her re-experience the holiday.

Respondent 9 mentions that he takes a lot of pictures but also records video. This is because they have small children whom they desire to preserve memories of. He further explains that he does not take so many pictures or videos of different tourist attractions as it is mostly the children they film or photograph when playing. The respondent does not take pictures of bridges or buildings since this does not actually give him something meaningful afterwards. The Tower of London for instance, “is very nice to look at” when one is there, but when he looks at the picture afterwards he could just as well have bought a postcard, he says. To him it is more important to keep records of the family. Regarding these quotations and the ones mentioned earlier, it seems that the social aspect is important for respondent 9. For example, he mentioned earlier that traveling and being together with his family was important to him. The respondent also states that he has the digital photos printed and makes photo albums.

Respondent 4 notes that she tries to take a lot of pictures. “It is nice to have a lot of pictures” she states. Nevertheless, she does not take a lot of pictures when she travels on her own. “It is not quite the same when there are no people in them” she mentions. This statement could be interpreted as that for respondent 4, people and experiencing something together play an important role for her recreation experience. The importance of the social being

together motive was also found in other interviews, as discussed under “the social aspect”. Moreover, respondent 4 mentions that she studies the pictures afterwards. She saves the pictures on the PC and looks at them there or uses them as a screen saver. “Also, I always show them to my family when I come home. Look, all I have done now” she notes. This statement could indicate that it is not only important for respondent 4 to take pictures with people in them but also showing them to other people such as family. According to Iso-Ahola (1983) vacationers have a need for talking about their travel experiences to others. This was confirmed by several respondents who had talked to work colleagues, friends or relatives about their holiday. Respondent 4 had not printed a lot of pictures recently, but she planned to print some now. She mentions that she has moved and desires to frame some pictures. The respondent adds that she mostly uses digital pictures but has printed some pictures in order to give them as Christmas presents to others she has travelled together with. As an example she mentions a colleague she has travelled with who received pictures of their vacation experience together as a Christmas present. Furthermore, respondent 4 notes that she enjoys recollecting memories from previous holidays. “I live for holidays” she states. “That is what we are looking forward to the whole year (..) so it is clear that there is a lot to recollect”. This statement could indicate that what Clawson and Knetsch (1966) call the fifth phase of an outdoor recreation experience is essential for respondent 4. It seems that the respondent also gets pleasure out of her vacation experiences *after* the experience.

Respondent 5 mentions that he takes between 200 and 250 pictures during a vacation. He uses a digital camera, and edits the pictures himself. The respondent did not take so many photos previously because they were more expensive when they were developed from film. Moreover, it was not guaranteed that the pictures would be as one desired. “But now you can take many and choose the best” he mentions. “I really enjoy taking pictures; I also like writing and describing [the travel]”.

Memories seem to be of great value to respondent 8. She tells about experiences in Switzerland and that she has gained a very strong relationship to this country since she and her husband have spent some years there. The respondent explains that approximately twenty years ago she started making scrap books. In these albums she takes care of things such as train tickets and wine labels and creates “a little story” as she calls it. She also writes some lines into these albums. “And it is very, very nice to open these, because you have the *entire* journey”. Here, the respondent does not only mention the pleasure of creating these albums but also the pleasure to study them later. “Because you do not remember all the details, and pictures without people are always, well.., you cannot only take pictures without people in them, you also have to have humans in them” she points out. She further explains that she keeps these albums in a book shelf, which is “very, very nice”. “I create a folder for each trip” she tells. This folder gets to be filled with small things that are of value for her, and often the flight ticket at the last page. She has four albums from the period when she studied abroad. According to her narration these albums are very thick. She has among other things collected small stones and shells in them. When asked about the time period she creates these albums, she notes “as soon as possible after the trip”. “And this is fun for me, to sit and look at them, and thereby review the travel”. It seems that respondent 8 re-experiences her vacation when she looks through these albums and that this is an important part of recollecting memories. Moreover, she mentions that these albums were beneficial for her afterwards when she studies them. She also notes that she collects small things in shoe boxes but she seldom looks at these. It is nicer with the albums. As Larsen (2007) notes, vacationers refer to experiences when asked about their holidays. These experiences are recollections that are created in a reconstructive or constructive process within the individual. Larsen (2007) also notes the importance of understanding the memory process of tourists, since it is what individuals remember that predicts people’s desires to repeat or not repeat a journey. It might therefore be important to pay attention to what vacationers remember.

Furthermore, respondent 8 expresses her intention to create albums documenting her vacation in Thailand. “That will give me enough to make two [albums], I believe”. She thinks that she will take some typical “thai things” with her and adds that she has collected small things such as flowers or an olive branch during previous holidays. Besides, the respondent notes that she has dried the olive branch and glued it into an album. Once more she highlights the value of recollections and the social aspect of sharing them: “Memories are important in that sense that you can go back and share them with someone. You have them in mind but it is important that you can share them”. This statement was presented earlier, under “the social aspect”. The researcher chose to re-present the statement in this section because it illustrates the value of sharing memories together and therefore overlaps the two categories (“social being together motive” and “recollection”).

Also respondent 12 reports taking pictures when vacationing. She takes a lot of pictures both with the mobile phone and camera. “This is fun” she states. She further reflects that when one is on holiday it is easier to take pictures, because one has the time to do it. In everyday life one might not be taking a lot of pictures, but one can then take more during holidays. She explains that the photo motives are family and activities such as playing tennis, swimming, skiing and so on. Other motives are when they eat because it is easy when the family is united and sits together. She concludes that the pictures are mostly of people. The researcher chose to ask the respondent about the motives because it might give some insight into what is important to them. The fact that the respondent herself mentions taking pictures of relatives and people might indicate that family and people are important to her. The researcher further asked the same respondent if she prints the pictures. The respondent explains that they store the photos on the hard disc, and also make some of them available on the internet as for instance through Facebook. Some pictures are sent to relatives. She says she does that very often, because other relatives live in distant locations. And at home they have a digital frame which shows the pictures. “And my mother and father send [pictures] to

us when they have been on holiday”. Moreover, she and her family use the pictures to make Christmas cards. The respondent mentions that some pictures also end up on the wall if they are very good. Moreover, the same respondent (respondent 12) notes that she often also talks to friends or others about her holiday experiences. A friend of hers is a photographer and travels a lot. ”This is a frequent topic of conversation” she states. Sometimes, when you are on holiday the weather is bad (..) Even with these kinds of holidays you have pleasant stories and memories”. This statement could suggest that a recreation experience does not always need to go according to plan in order to make nice recollections afterwards. Furthermore, respondent 12 expresses that recollections are important to her. “Also the ones I had earlier, before I had a family” she states. She notes that it is not a long time ago since she was talking about her interrail experiences, when she was driving through Europe.

According to Ek et al., (2008) both tourist businesses and tourists invest much energy in photographs. Tourist businesses often use them in order to invoke anticipations. Photographs instruct people what they ought to see and picture they are at the destination. As mentioned previously, several respondents seem to invest much energy in taking pictures, such as respondent 5 who reports taking 200-250 pictures, respondent 3, 4, 6, 8, 9 and 12. Respondent 1, 2, 7 and 11 did not seem to invest so much energy in taking pictures. Respondent 10 mentions that it is mainly his wife who takes pictures.

Receipts, tickets and souvenirs

Respondent 3 keeps receipts from things she has paid for, as for example entrance tickets, but she also buys postcards when it is difficult taking pictures of similar quality. Respondent 9 does not keep receipts or flight tickets, but states that he has kept all entrance tickets from the different musicals they [he and his wife] have been to. He also tells about a photo album from his studies abroad in Australia where he kept pictures, visa and the flight ticket. However, this is the only such thing, he says. Moreover, respondent 9 mentions that memories are important

to him. He notes that it is the people he meets at a place who are important to him, not the place itself. The respondent adds that it is the people he relates to the place. He further explains that if he experiences a place with nice people, he recalls the location as a nice place. If he experiences something negative at a certain place, he connects these negative feelings to the same place thinking that it was not nice to be there. He mentions that everything has to do with the encounter of humans. It is this which to a great extent gives him positive or negative feelings. It seems that the social aspect is essential to this respondent.

Respondent 4 mentions that she frequently brings souvenirs home. She states that “I believe I have never come home without taking something home”. Moreover, she takes souvenirs back home both for her family and herself.

Benefits for work and everyday life

Respondent 1 thinks that the recreation experience will be beneficial for her work. This is also a reason why she likes going on holiday, to new places and so on, because according to her it can be compared to a vitamin pill. She is very grateful for all the possibilities she has had to travel around. “This is an enormous delight in my everyday life”, she states. “It is an energy boost. I am both looking forward to traveling before the recreation experience and having the good memories afterwards”.

Respondent 3 expresses that she knows that recreation experiences can positively influence her work and everyday life because she has experienced it so many times. “I gain energy during holidays”, she states. This reflects de Bloom et al., (2009) who note that free time is crucial for employees to recover from load effects build up at work. They also suggest that vacation can be a powerful recovery opportunity that can have positive effects on health and well-being.

Respondent 4 hopes for energy for work as a result of the recreation experience. “And hopefully it gets warmer in the days I am abroad” she says.

Respondent 5 also believes that the recreation experience can provide benefits for work. “If not energy, than at least ideas or examples which I can use in teaching”, he notes. “This usually tends to be the result”. In this case it seems that the respondent profits from the vacation because he might get inspirations relevant for job.

Also respondent 6 confirms the argument that vacation experiences can have positive benefits for both work and everyday life as for example by “recharging batteries”. “You get to recharge batteries so to speak. You build up a new reserve”, she notes.”And that is what is so nice when you travel. You do not have to do 1000 things which you are supposed to do. You do not have a basement which has to be tidied up, and you do not have an attic either. You have the rooms you sit and stand in, and in fact it is tidied up in fifteen minutes when you leave because it is so small. That is the advantage with getting away to the cottage” she concludes. It seems that respondent 6 is ”forced” to relax when being at the cottage because of the surroundings. As she notes, the rooms at the cottage are so small that it takes little time and effort to tidy them up. It seems that these benefits of being at the cottage “recharge her batteries” and give her a new ”reserve” for work and everyday life. However, a maybe remarkable finding is that her vacation experience looks different when she travels abroad, on what she calls a “metropolis holiday”. When she goes on a “metropolis holiday”, shopping is essential, she explains. Then they visit shops the entire day, from morning until late in the evening. The difference, she mentions, is whether she travels together with the children or not. Since the children do not like visiting shops it is difficult to do so when they come along, she says.

Respondent 8 mentions benefits in form of understanding. She says that traveling to other places in order to experience something, has become more and more fascinating for her. “It

gives me a greater understanding of the world as a society". It seems that traveling is of value for her personal development and growth because it widens the horizon. To see that humans live so differently fascinates her. "You get a little humble" she notes. "And actually it is not how much you need in life in order to be satisfied that counts when you see how big differences there are, and how differently we live". This statement might indicate that traveling is for respondent 8 not just an on-site experience which is finished after she returns, but also that traveling can contribute to personal learning and personal development. Traveling seems to influence her well-being positively as she develops personally due to these travel experiences. "And at the same time you also get a bit satisfied, satisfied with yourself" she states. Respondent 8 gives some examples from previous travels which were meaningful to her. Among others she mentions a trip to Kenya, and an excursion to a different area, which impressed her due to large contrasts. "It is the contrasts that are so great. And I search for them. I am searching for contrasts" she states. "I enjoy seeing a bit of the simple things". Moreover, respondent 8 states: "Often you conclude that the simple things are the most beautiful". She explains that she refers to the basic. "I think I have learned a lot through travel" she concludes.

Moreover, she indicates that traveling is not just about traveling outbound, but also about coming home again. "It is good to come home".

Respondent 9 believes that the holiday experience can give him benefits for work and everyday life because he recharges his batteries in addition to gaining a new focus. "It is clear that one gains new energy after having time off and having had the possibility to relax", he mentions.

Also respondent 12 reports a link between vacationing and benefits for work and everyday life. "You get to read something, and you get to reflect". (She refers to literature she reads for her work). Furthermore, she mentions that "you often get good ideas (..) and suddenly it

strikes you when you are lying on the beach (..) Moreover, I think that you return rested”.

These statements illustrate benefits not only in everyday life, but also at work. Respondent 12 also mentions that she feels that it gets easier to go to work after having had a break “which lets you relax and have more to offer when you return”. She also notes the importance of making some changes. Besides, the respondent also highlights in general that one gets a break. “This is also important for my work I think. You can observe it when meeting colleagues returning from holiday” she states. This respondent does not only express the positive effects of vacationing on her mood, well-being and work, but also mentions that she observes the same when others return rested from holiday. “One often gains new eagerness, somewhat new courage and so on”. According to her (respondent 12) everyone needs relaxation and diversion. She notes that she enjoys diversion, the evening shifts, not working routine from 9 a.m. to 4 p.m. every day five days a week. And this is the way holiday works for her she believes, it is a kind of variation. However, she adds that she does not necessarily need to travel to destinations to which she has not been before. She also says she enjoys returning to the same destination, she mentions.

Influences on mood and well-being

Respondent 1 believes that recreation experiences can influence her mood and well-being. Both short trips and weekend-trips such as vacationing at the cottage, give her something to look forward to and create a pleasant anticipation. She suggests that life would be harder if she would not go on these trips. The respondent is looking forward to most holidays. Moreover, the respondent states that she is most satisfied with a combination of holiday in Norway and abroad.

Respondent 4 reports feeling a link between vacationing and well-being as illustrated by the following quotation “Of course, and it has already begun to affect the well-being”. “I know that I am about to travel soon, so I cope with everything more easily”. She mentions

that it is snowing again (as it did during the interview period) but she does not worry about it since she will go on vacation. Moreover, she states “obviously everything is much easier when I have something to look forward to and when I relax. When you've been on vacation it is always easier to come home to everyday life”.

Also respondent 9 sees a connection between recreation experiences and the positive influences on mood and well-being. According to him it is very important to relax. New energy (caused by a recreation experience) influences his mood. “You gain new energy and eagerness and desire to put more effort into your work until the next holiday” he notes. Moreover, respondent 9 mentions that he likes his work and puts effort into his work continually, but seen from a psychological perspective it is important to have something to look forward to. What he is looking forward to is being together with his family, which gives him a lot of energy. He mentions that it can give him more energy right now, before the recreation experience, but also right afterwards. The respondent therefore suggests that the energy gain goes both ways. As noted in the *Literature Review* Nawijn et al., (2010) found in their study that vacations boost pre-trip happiness. The writer of this paper was not successful in finding literature about a possible energy boost during the pre-trip phase for those who plan to go on holiday, however the above mentioned quotation indicates that the respondent experiences such an energy boost. This pre-trip energy boost was also mentioned by other respondents such as the following.

Respondent 12 sees in resemblance to several other respondents, a link between vacationing and mood and well-being. She mentions that one gets the opportunity to do what one desires most when being on holiday. Besides, she notes: “It is something to look forward to. One can be happy whether one uses 50.000 [Norwegian Kroner] or 5.000, so it is about getting a respite and relaxation”. In other words, according to the respondent it is not relevant how much money is spent on a holiday since the pleasure of looking forward to something

will be the same. This statement could be interpreted as a confirmation that the time before the actual travel, the pleasant anticipation, is of great importance as it can give individuals energy and pleasure before the travel. Her comments also resemble on Nawijn (2010, p. 287) who states that very clearly: “No matter where they come from, how much money they make, how old they are, or whether they are male or female, everyone enjoys their holidays”. He also found out that that it does not matter what activities vacationers engage in during their holidays. Mood was not found to differ across different activities of the day or different types of holiday. Nawijn (2010) therefore concludes that enjoying a vacation experience is a universal phenomenon.

Other important factors in order to experience a nice recreation experience

For respondent 1 it is important to experience something together with others. Vacationing at the cottage and vacationing abroad are two different kinds of holidays for her. At the cottage they relax, are together and meet relatives, while during other kinds of holidays it is the experiences that are in focus. She mentions that she is pleased to have the opportunity for both. In summer, when the weather is nice they travel to the cottage, meet relatives and friends, they enjoy boat trips and so on. This means that she escapes everyday life, while on other journeys they look for different attractions in addition to new food and cultures. These statements may indicate that vacationing at the cottage and vacationing abroad may satisfy different needs. Vacationing at the cottage may satisfy the need to spend significant time together with family and relatives, enjoying nature such as boating or gathering berries. Vacationing abroad, such in Rio de Janeiro, may satisfy the need to experience a new culture, new food, a different language and new surroundings.

Respondent 3 points out the importance of being together with others who also desire a nice holiday. This will be her first Easter together with only her husband in France. Before that, they vacationed together with either friends or children.

She hopes for some warmth and to get to enjoy some sun in her face. “Then, I think I will take things as they come. If it is just raining then we wear rain clothes. It is important to be outdoors. It is important to enjoy nature” she mentions. It seems that staying outdoors is of value for respondent 5 whether it is sunny or not. Some other respondents (such as respondent 5) mention that they hope for good weather. Several others also reported a desire for warm, sunny weather but also mention that they have to make the best out of it if it is raining.

“Nice weather so that we can be outdoors a lot, that there are no accidents” are factors respondent 5 mentions that are important for a nice Easter holiday experience. It seems that for respondent 5, not only factors that are desired to happen are important for a nice recreation experience, but also factors that are not desired to happen. This concern about safety will be more deeply discussed on page 104 (Subjective perceived risk and safety). Also health seems to be an issue of concern: For respondent 6 good health is important in order to experience a nice vacation. “If everybody stays healthy, we will have a nice time together” she notes.

In general, respondent 8 enjoys doing things spontaneously during the vacation. She explains that they [she and her husband] planned the first part of the travel when they traveled together. Then they decided to be spontaneous about what to do, which resulted in some funny stories as she notes. “And this is part of the experience, I think. To simply rely on one owns intuition”. At this point it might be interesting to mention that the evaluated MBTI type preference for this respondent is ENTJ. As mentioned in the *Methods* section, the Sensing – Intuition dichotomy is the second dichotomy of the four pairs. It concerns the information people gather and trust (OPP, 2010). People with a preference for Intuition prefer to focus on patterns and connections in addition to possible meanings. They attend to and trust interrelationships, theories, and future possibilities (OPP, 2010).

Once more respondent 9 highlights the importance of the social aspect, being together with his family. He states that the most important factor for him, in order to have a nice

recreation experience, is that he spends time together with his family and that they experience and share something together. This can be experiencing a zoo, amusement park, a water park and such things. Other elements respondent 9 considers as important, are nice weather and food. The above mentioned elements are factors the respondent connects with holiday.

Respondent 12 mentions among other things safety and good health as general elements which are important to her when traveling. She also notes that it is important to be satisfied with the place one stays at and not having many disturbances. Other important elements are attractions and opportunities for both culture and activities. Moreover, a balance between vacationing in Norway and abroad is essential to her. It seems that she also takes into consideration the children which is illustrated by a desire for traveling to the capital of Norway (Oslo) with the children so they get to see the royal palace and the Norwegian parliament.

In general, both prices and weather are identified as being important by respondent 4 when vacationing, in addition to the actual location where she spends her guest nights. "I'm not particularly demanding, but to sleep well at night is quite important to me. The few times I have not been able to do so, it ruined some of the holiday" she states.

Regarding her anticipated recreation experience respondent 4 mentions safety issues being important in order to have a nice vacation experience. But otherwise, she thinks that it does not require too much to have a nice recreation experience. "Very little is needed for us to have a great holiday".

Subjective perceived risk and safety

Although the researcher did not specifically ask about safety concerns while travelling, it seems that safety is essential for a successful recreation experience to most of the respondents. Several expressed that safety, both for themselves and the ones they travel

together with, in addition to their family at home, was important for them in order to experience a nice Easter holiday. This may lead to the conclusion that not only incidents that occur are of importance, but also accidents that do not happen. Respondent 12 for example mentions that other elements which are important to her when vacationing are good health (avoiding illness) and that the holiday is “non-dramatic”. These factors might influence the vacationers’ well-being by a decrease in well-being *if* something should happen. Respondent 4 also lets safety concerns influence her choice of destination.

For example, the respondent mentions that she prefers destinations where other Scandinavians are vacationing, because if something should happen, it can be easier to get help. Moreover, she wishes that she and her friend stay healthy while they are on holiday in Prague. (..) ”There is always the risk that one of us could get ill” she notes.

When asked about which factors are important to her in order to experience a nice recreation experience, respondent 6 mentions health concerns. She highlights the importance of everybody staying healthy and adds: “Especially since there are so many people staying in a small cottage, this makes it easier to get infected by something in “these fever and cold times””. For the respondent there is a connection between good health and a nice vacation. ”If everybody stays healthy we will have a nice time together”.

As mentioned earlier, respondent 5 makes vacation overviews about what they are going to do in their holiday. He notes that he also writes down such information for his family. “For my daughter and son, so that they know where I am”. They receive information such as addresses and telephone numbers in case something should happen. This statement illustrates that respondent 5 is not only concerned about his own safety, but takes care of that his children have access to the contact information to where he and his spouse are staying. Moreover, respondent 5 notes that ”we are a bit concerned about this, think of the long flight, that we stay healthy, do not get sick, avoid food poisoning or something like that”. He notes

that this has also a lot to say for well-being. This statement indicates that respondent 5 is concerned about the long flight to Peru which takes approximately 12 hours (one way), as he reports a concern about accidents or the possibility of getting sick such as food poisoning. Respondent 5 also mentions that neither he nor his wife sleep a lot during the flight which will be tough. "However, if we get to experience a lot, this will compensate for a lot" he states. This might indicate that this respondent sees the balance of travel experiences as the sum of both unpleasant factors and pleasant factors. As Clawson and Knetsch (1966) note, the sum of satisfactions and dissatisfactions from the whole recreation experience have to be balanced against total costs.

Potential tourists will be informed about which destination to choose by subjectively perceived risk compared to travelling to various areas (Larsen, 2007). He further states that the objective risks linked to voyaging are quite low, but perceptions concerning risk could have critically damaging effects on tourism in a variety of areas perceived as being risky. This could also strengthen the argument that a psychological approach can be beneficial to tourism research. The same author also mentions the area of subjective risk, which underlies the expectancy component of tourism experiences, as an illustrating example of how psychological concepts can display a contribution to tourism research.

The perception of subjective power

In order to explore the individual's perception of recreation experiences and well-being, the respondents were asked if they believe that they themselves can contribute somehow to a positive recreation experience. All of the respondents mentioned that they believe they themselves can contribute to having a nice recreation experience. The most common stated reasons were, having a positive attitude and showing respect for the ones traveling together.

”Yes, being in good mood, being outgoing” respondent 5 answers when asked if he can contribute to a nice recreation experience. He further adds that he sometimes experiences organized travels as being a little challenging, due to the fact that he does not always find it easy to get to know people. But his wife is good at this, he notes. ”She is good at starting conversations and coming in contact with people. And then I join in after a while, but personally I have some problems with opening myself up” he states.

Respondent 6 believes that everybody who stays at the cottage can contribute to a nice holiday experience. “Yes, it is important that everybody is happy when we live so close to each other”. (She refers to the small size of the cottage). She also highlights the importance and necessity of being tolerant when living so close and taking consideration to others. ”This is necessary when living so close to each other”, she states.

Also respondent 7 believes that he can influence his recreation experience positively. He notes that he cannot influence the weather, but if it should be bad one needs to make the best of it.

Respondent 9 believes that he can contribute to experiencing a positive recreation experience by being present for the ones around him, being present and being part of the activities they practice. He also points out the importance of taking care of the children or preparing meals. A good sense of humor is also important, he adds.

Also respondent 12 believes that she can contribute to a positive recreation experience. According to her it is important to focus on the things that are relaxing and pleasant. Also being thankful for a long breakfast was identified as being important to this respondent. Moreover she mentions the importance of “making sure that one does not plan too much in detail and hurry from one activity to the other”. If one visits relatives it is important for her to plan nice activities as well, such as swimming, going to the cinema or visiting a café and so

on. “And walks are important”, she adds. The respondent mentions that her family often goes for walks. The researcher asks her why walks are important to her. “They give experiences and relaxation and a feeling of doing something physical. This is very important for the children. And it is important for us grown ups” (..) she states. She mentions that it is socially important to get out, to meet people and be active.

A life without going on holiday

The interview informants were asked if they could imagine a life without going on holiday (but rather stay at home). Although this question is very hypothetical, it was chosen in order to explore the significance of travelling for the respondents. It was hard for them to imagine a life without travel experiences. For example, respondent 1 expressed that she would rather give up something else in order to be able to go on holiday. To get away from the things one is used to and everyday life, in addition to experiencing something new sounds exciting to her. “Vacationing at the cottage does not symbolize something new. You know what you get, but it is the combination between experiencing something new and relaxing and doing something other than usual” she adds.

Similar to the other respondents, respondent 5 could not imagine a life without going on holiday. “No, as long as my health is okay. As long as I am fit and healthy, I cannot imagine a life without holiday. But I can imagine that if I would get ill, if I would end up in a nursing home, I would simply have to accept the fact. But then you have memories. At least then you have memories of what you have done during the time you were healthy”. This report could be interpreted as an indication that memories of previous travel experiences still are of value, even many years later. “It's nice to travel, it is nice to look around. Nice to be elsewhere” he concludes with.

“No, this would be an extremely sad and boring life” mentions respondent 4 when asked if she could imagine a life without going on holiday. “Vacation is what I always look forward to” she mentions. Moreover, she adds: “It is very important to me to be able to go on vacation”.

Respondent 9 mentions that it would be sad not to get “input” from new experiences.” It would be a poor quality of life”. In this statement the respondent directly relates vacationing with quality of life. Travel experiences are reported to contribute to this respondents’ quality of life. He further adds that he has gained two years of experiences abroad, a fact he really values. These experiences have been very important to him (also later in life). One matures a lot from being in different surroundings. He mentions that he could not imagine being without these experiences today. “Traveling is also important in such a multicultural world we have become”, the respondent states. “If one only looks at Norway, one sees that many people have immigrated in the past 20 years from other countries. We have become very complex”. The respondent therefore considers it as essential that Norwegians also travel abroad to see how other people live. For him it is very important to have seen and experienced different things, different ways of thinking and so on. “It is very important to travel”, respondent 9 concludes.

Respondent 12 cannot imagine a life without going on holiday. “For our family, it is important to get away, but also to come home” she states. She mentions that this balance is important to her. “I think, humans always had this desire, and that one needs it. One needs to get out and meet other people”. The respondent notes the benefit of getting new impulses and seeing how others live. Besides she adds that her family reads Spanish newspapers when they are in Spain. The above mentioned quotation could be seen as an indication that traveling is not only about getting away, but also about coming home as similarly noted by respondent 8.

Post-Trip categories

In order to answer the research question

“What are some of the benefits travel experiences can have on people’s mood and well-being”

the researcher used the post-interview as a chance to ask the respondents about their holiday. The informants recalled among others things their recreation experience satisfaction, what they remembered most and what they enjoyed most.

Self-reported recreation experience satisfaction

Respondent 2 reports that his recreation experience in Japan had been perfect. It was the best holiday in his life, with one peak experience after the other. When asked to mention the peak experiences, he noted that the whole journey, the sum of the whole recreation experience, was great. This reflects Clawson and Knetsch (1966) who describe a recreation experience as a “package deal” in many ways.

Respondent 5 mentions that his holiday was overall “okay”. He describes the vacation by attributes such as nice, rich, exciting, exhausting and affected by disease, but otherwise it fulfilled the expectations. The respondent further explains that the original route had to be altered due to flooding in Peru. Some of the other travelers experienced stomach problems. However, the recreation experience was rewarding and exciting, which makes him forget these worries. He concludes that he had a nice time, 13 days during Easter. Clawson and Knetsch (1966) note the necessity of all parts of the holiday experience. In addition, they note that the sum of satisfaction and dissatisfaction should be balanced against total costs.

According to the authors, if the same kind of experience is to be repeated, pleasurable parts of the experience should more than balance the unpleasant, if there are any at all. In this case the

respondent reports having experienced unpleasant parts, yet he notes that the pleasant parts make him forget the unpleasant.

Respondent 8 had her fourth Easter experience in France. Although the weather was not at its best, she intends to go there next Easter as well because it nevertheless usually is better than in Norway.

Respondent 9 mentions that his holiday experience was more or less as he had expected. "It was very relaxing, and yes, a recreation trip. I gained some energy" he states. What he liked most was "food and relaxing".(..) "To enjoy food and drinks and get to play with the children". He mentions that they, even though the weather was bad, stayed outdoors and played. For example they went fishing and enjoyed other leisure time activities. He adds that they went for a walk, ate good food, played games and had a nice time together. The journey to and from the destination was pleasant. "I enjoy driving a car. I definitely do. I think it is cozy".

Respondent 10 notes that he most of all enjoyed the available spare time, being able to do what one likes and that he had time together with his grandchildren. He states that the recreation experience "has been beneficial to him in regard to that he spent time together with his family and grandchildren. And beneficial because I was able to relax and did different things compared to what I usually do". This statement seems once more to confirm the importance of the social aspect, that vacationing can be beneficial for people because they spend precious time together.

Respondent 11 reports having had a typical Norwegian Easter holiday, reading detective stories, relaxing and visiting relatives. The available time, and a week without work made him relax in addition to the change of season, the melting snow with the spring coming.

The social aspect seemed to be important to this respondent. He reports that most of all he enjoyed meeting relatives and friends in addition to old neighbors.

Circadian rhythm

Some respondents mentioned a change of circadian rhythm while vacationing. This change in circadian rhythm can be expressed by sleeping longer, due to the fact that one does not have to go to work, going to bed later or eating breakfast and dinner at different times than usual.

Respondent 11 for example expresses that he (when visiting his family) sleeps longer than usual and tends to go to bed later in the evening due to watching TV. He tends to have a late circadian rhythm. This may also influence eating habits during holiday as breakfast may be reimbursed with lunch.

Respondent 8 usually goes to bed at 10:30 p.m. and wakes up at 6 a.m. in the morning. When she is on holiday she tends to go to bed at 11 or 11:30 p.m. and is awake before 8:30 a.m. "So I do not sleep longer in the morning, but I sleep until I wake up by myself" she notes. A similar comment was mentioned by respondent 10 who reports a slight change in circadian rhythm when vacationing. At least after a while, as he states. "After some days you go to bed late and sleep longer in the morning". One does not have to have an alarm clock.

Respondent 3 also mentions a difference in eating habits; more precisely that she eats her meals at different times than usual. She notes that she eats both breakfast and dinner later than when she is at home. This change in circadian rhythm seems to affect well-being by giving the respondents the opportunity to choose when to get up or when to eat and thereby gives them subjective control over their day as indicated by respondent 10.

Recollection

As mentioned in the *Literature Review*, Clawson and Knetsch (1966) call the fourth phase of the total recreation experience *recollection*. The experience is over and the individual recalls to memory aspects of the total experience. As Clawson and Knetsch mention, the recollection will be strong and lasting if the total recreation experience made a major impression. A common experience followed by a similar one is more likely to make a dim impression. In order to explore the impression of their recreation experience, the respondents were asked what they remember most, approximately two weeks after their recreation experience (week 15 to 17 in 2010). The individual may share her or his recollections with relatives, friends or associates (Clawson and Knetsch, 1966). Several respondents mentioned that they had shared their experience with others, with relatives, friends or colleagues at work.

Respondent 3 for example notes that she shared her experiences with both family and colleagues. She also reports that she still recalls her holidays. It happens frequently that she wakes up in the morning and imagines waking up in her house in France, looking at the garden outside the window, hear the birds singing and enjoying pleasant temperatures. She feels happy when she recollects her experiences, knowing that she will be travelling back to France in June. Respondent 3 seems to recollect her recreation experience in several different ways such as sharing her experiences with others, reading in their “cottage journal” or looking at pictures in the photo album she assembles.

Pictures

Recollection in form of taking and later looking at the holiday pictures was reported as being important to some of the respondents.

For example respondent 10 expresses that it is nice to look at the pictures afterwards because one re-experiences the recreation experience. He has saved the pictures on the PC and studies them both alone and together with his family.

Respondent 3 took pictures with a digital camera, but not a great number since she has been in France so many times. She notes that she took more pictures previously but still takes some in order to create a photo album. The respondent has studied the pictures and plans to have them printed the day after the interview. She and her family had not looked at them together so far, but they were going to do so with the printed pictures. The same respondent points out that she has been on several “exotic” travels but forgot things after a while. Then it can be nice to look at the pictures, something she does to recollect. For example, she uses pictures from a journey around the world she has been on, as a background on her PC at work. Taking and looking at pictures seems to be important because the respondent re-experiences (emotionally) the vacation and recalls small details. This was also reported by the following respondent.

Respondent 8 is looking forward to have the pictures she has taken in Thailand printed. “ I am looking forward to this because it is like travelling all over again”. This comment, and the anticipation by the other respondents when printing the pictures and creating albums might indicate that they experience a new anticipation phase, an anticipation of recollecting their holiday experience. “But pictures are important” respondent 8 notes. She thinks it is nice to recognize faces on the pictures and revive small events one forgets after some days. ”This is an important part of the holiday, being able to sit down and re-live, this is very important I think”. In other words, it seems that the respondent re-experiences the vacation when she looks at the pictures, a fact that resembles the comments made by respondent 3. Ek et al., (2008) notes that vacationers use pictures to produce recollections that can be cherished and consumed after the experience itself. Vacationers strive to make fleeting

events last longer through photography practices (Haldrup & Larsen, 2003; referred in Ek et al., 2008). When asked if she intends to look at the pictures on her own or together with others, respondent 8 notes: “No, this is something I definitely want to share”. Once more, it seems that not only sharing the events *during* their occurrence is of importance, but also sharing recollections *after* the event. The same respondent also indicates that this is why it is nice to make the albums. Her albums are somehow reference books. The respondent often also adds pictures from brochures. “The pictures you take are not always true to reality”. (She refers to taking pictures under special light conditions or at certain times of day). Pictures and clippings from brochures often show overviews and maps which she likes to include in her albums. Furthermore, the respondent notes that these overview images which for example show the room in the hotel or the location of the hotel, are convenient to have when she some years later plans a new trip or friends ask her to give some advice. As Ek et al., (2008) notes, post travel memories or “exhibitions” can in turn influence other people to vacation at the same destination. For example, respondent 4 noted during the pre-trip interview that her brother, after having been to Prague, shared recollections with her and recommended the destination. Moreover, Ek, et al., (2008) notes that tourists do not only consume experiences, but also co-design, co-produce and co-exhibit them. Besides, the same author suggests that vacationers create photographs that produce, reproduce and even violate place myths which tourism businesses have designed and promoted.

Respondent 9 says that he took pictures of his children playing. He mostly looks at the pictures together with his wife. However, also the children are included in the recollection phase. The respondent notes that also the children look at the pictures. “They think it is nice to look at pictures of themselves”. When respondent 9 is asked to reflect back on his recreation experience, he states “I feel that I recharged my batteries”. Factors which helped him to recharge batteries were that he was able to sleep well and relax. Moreover, they vacationed together with the grandparents who helped to take care of the children. “I feel I am

in good shape and can look forward to the next holiday” he states to express his feelings now, after the travel experience. This next recreation experience will primarily be in July to Denmark and also the cottage in Norway.

Other ways of recollecting

Respondent 3 reports keeping a journal in her house in France in which she writes every time she vacations there. The notes she makes include facts such as the activities, whom they have met, and the weather since this is of importance to her. Moreover, she writes down if they buy something new, such as the new bookshelf they bought during Easter. ”I often skim through the “cottage journal” both to see what we have done and whom we have been together with”. Moreover, she notes that it is sometimes difficult to remember the names of people she seldom meets. In this case the journal helps her to remember both the weather and the length of stay and the season. ”Yes, I do open the journal every time I am there”. It gives her a pleasant feeling when reading in the journal because she then recollects the memories. “The memories become so vivid”, she adds. The respondent concludes: ”So it [the cottage journal] is like an album, but with words instead of pictures” .

What they remember above all

Respondent 3 seems to value the ”small” experiences most. She notes that “one of the things I really appreciate is eating breakfast on the terrace. And with two exceptions, we did this every day. And this is wonderful to do, I feel”. Moreover, she mentions that they have a door from the bedroom out into the garden. She enjoyed waking up in the morning, not having curtains, but waking up and seeing the olive trees and the grass. “I believe these moments in the morning are the best”. Furthermore, she notes that “I recharge energy continually”.

Respondent 11 reports to remember above all the social gathering at his sister's place, with a family dinner where people of all ages were represented. The respondent mentions himself that he thinks he especially recalls this experience because it was a social experience with a lot of impressions within a short period of time. It is important to him to stay in contact with his family and close relatives. This could reflect the study mentioned in the *Literature Review* conducted by Larsen and Jenssen (2004) referred in Larsen (2007). The results could be interpreted as emphasizing the importance of peak emotions (the social being together motive) which are experienced during the trip.

Food experiences

Respondent 3 reports a change in eating habits during her recreation experience in France and holidays in general. She tends to eat at different hours than she does in Norway. She consumes different food and reports to eat more than she usually does. The respondent notes that she likes food and enjoys preparing food. "And this is one of the great things of having an apartment abroad, because then I have a fully equipped kitchen available". Moreover she appreciates the freedom from not having to eat at restaurants, but being able to prepare good food at home with resources which are either more expensive or difficult to find in Norway. She also mentions that she and her husband tend to drink wine to the food, which also is both cheaper and more convenient to buy in France. The respondent adds: "I eat quite differently". She refers to consuming more baguette, croissant and so on than she does at home in Norway. On the other hand, she also prepares more salads in France. "I use much more olives than I do here [in Norway]". She also notes that she consumes more veal in France. However, she eats more fish in Norway. "So yes, I do eat differently". Regarding the consumption of salad respondent 3 notes "I think it could have something to do with the climate". She further explains that she usually eats more salad during summer than in winter. However, she expresses that she appreciates the assortment of vegetables in France, which

can also influence her choice. “And the vegetables are so big, and the head of lettuce are enormous. It is pleasure to buy and prepare salad. And we often have salad for lunch, a glass of beer or something similar and baguette. At home I would never have the idea of having beer for lunch”. Moreover, she notes: “And this is nice, it is a part of having holiday, it is something else than you eat at home”. It seems that respondent 8 connects holiday with a change in food routines. Furthermore, her statement that she consumes products, which are accessible but which she usually does not consume in Norway (olives), could indicate that the surroundings also are significant for the food experience in addition to prices and availability.

The respondent also notes that she in general consumes more wine in addition to unhealthy food such as croissants when she is on holiday than she does at home. “I focus more on healthy food at home. I believe I think that when I am on holiday ”oh, now I buy what I like”. “And when I am at home, I think that I cannot live like that because it is unhealthy to live like that constantly”. It appears that granting herself to eat what she wants is part of her holiday experience which she knows is limited in time. The respondent mentions that she in general takes care of eating healthy food at home. Quan and Wang (2004) mention that previous literature in tourism research has mainly focused on the visual sightseeing of the “gaze category”. However, the authors note that this shortcoming has recently been recognized by several academics such as John Urry to mention one. Urry (2002) referred in Quan and Wang (2004) in his second edition contrary to the first of the “Tourist Gaze”, has now acknowledged the importance of other senses of the body and the body itself. The comments expressed by several respondents (e.g. respondent 3 and 8) lead to the conclusion that the vacation includes more than only the visual aspect for them. It also includes food experiences. It seems that the food experiences during her recreation experience are not *peak touristic experiences* for respondent 8 in the sense Quan and Wang (2004) describe them, but they are *supporting consumer experiences* which are part of the whole recreation experience. According to Quan and Wang (2004) how the food consumption becomes part of peak

experiences, depends on the intensification and memorability in the total quality of the vacation experience.

Respondent 8 notes that she samples different kind of food, often local food when she is on holiday. "This is part of the experience" she notes. For her it would be pointless to go looking for Norwegian food when she is abroad. This might be in accordance with her Sensing –Intuition MBTI dimension. Her preference for intuition might make the novel dishes more attractive for her. Respondent 8 also notes that she eats different kind of food at the cottage, and also more meals in the company of others. The meals are more common in everyday, as they are then only two people eating together. During the weekends they invest more time in meals and coziness. Holidays are a bit similar to the weekends. She notes that she has more focus on coziness and experiences when she has spare time. "And then food is often a part of the experience, the fact that one prepares food together" she notes. For example, at the cottage they had friends visiting them, went fishing together and then prepared the food and enjoyed the meals together. This respondent seems to relate food experiences with days off (similar to respondent 3) and seems to enjoy being together with others (such as eating together). This need for spending time together with others could be explained by a preference for extroversion.

Respondent 10 mentions that they tend to eat what they feel like while vacationing. At home, they sometimes eat fish balls and "everyday food". Nonetheless, at the cottage it is more cozy. They barbecue, buy more meat and the kind of food they like. In accordance with the other reports, some of the interviewed respondents seem to actively invest in their well-being by consuming food they do not grant themselves in everyday life.

Relaxing and recharging

During the post interview the respondents were asked if they were able to relax and recharge energy during their recreation experience. These questions were chosen in order to gain insight into the self-reported recharge of energy during the specific holiday experience.

The majority of respondents expressed that they were able to relax and recharge energy during their recreation experience. For example respondent 1 mentioned that she was able to relax all the time.

After his return, respondent 2 mentions that Stavanger is okay but it is always nice to visit other places. He is always looking forward to the next travel experience.

Respondent 3 gives a relaxed impression when meeting for the post-trip interview. She notes: I think I mentioned [before the vacation]” that I desired to relax, and this I did”.

Besides, she mentions that she has rested. She spent time outdoors in the garden at their property in France, was sitting on the terrace and read a lot. “Not subject, not work related but fiction” she specifies. Moreover, she has gone for walks, spent time together with friends, eaten a lot of good food, enjoyed some good wine, and not been thinking about work at all.

When asked if she was able to relax she says “Yes, I always do that. And then I recharge energy”. The night before they return, she starts to “remember that there is something called work”, but before that she relaxed without any problems. She believes that she would have been tired if she would not have gone on holiday. However, the respondent notes that she could have travelled to a different destination than France, such as their holiday home in Norway or a different destination abroad. When asked if she could have imagined just staying at home during holiday, her answer is “No, I could not”. She refers to two additional

vacations that are already planned, one in May to England and one in June, to France. Once more, the power of anticipation is pointed out: “So I get some energy from planning such holidays and travels” she says. The respondent specifies that this pleasant anticipation is part of her life. When she travels to new destinations, she enjoys reading about these in advance. It is different when they travel to a destination they have visited earlier. “Then it is nice to once again see the things you have seen previously and recognize the smells”. She adds that she now looks forward to her travels in May and in June. In May she intends to visit her son in England and in June she will spend two and a half week in France. She is looking forward to see how her son is living in England. She has visited him when he was living at other places, but never here. “So this is something I look forward to” . “And I also look forward to going to France in summer”. “I feel that it is nice to have something to look forward to and think of”. Furthermore, she notes that she is not a person that spontaneously could decide to go on vacation the following day. “I like to have it planned and have something to look forward to”. She plans “because I enjoy it”, she says.”That gives me three holidays. First, I plan. Then I enjoy the holiday experience, and finally I look at the pictures”. This quotation indicates that these three parts of the holiday experience, the anticipation, the on-site activities and the recollection, are of importance to this respondent. As mentioned in the *Literature Review*, Clawson and Knetsch (1966) call the first phase of a recreation experience *anticipation*, the third phase *on-site activities* and the fifth phase the *recollection*. Besides, her comments resemble the whole recreation experience, which Clawson and Knetsch refer to as a “package deal”.

Respondent 9 reports a recharge of energy after his recreation experience. “I feel that I gain new energy. Absolutely, that is what I feel”. When asked how this new energy manifests itself, he states “in everyday life, with additional energy for my family and friends”. In other words, the recharge of energy which is due to the recreation experience is reported to have a positive impact on the respondent’s social life. The recreation experience was beneficial to

him. "It is always beneficial that you somehow can recreate. This is very important, as there is a connection between the psychological and physiological health. If you suffer mentally, it influences the body physically". This statement might be regarded as an indication that vacation experiences can have positive impacts on well-being. "It is clear that it is very important to be able to have the opportunity to live an easy life and therefore to slow down once in a while. That I definitely believe. So yes, overall, it is very important for me with this holiday trip".

According to respondent 10, his recreation experience has influenced his energy at work and in everyday life. When asked if he thinks that the recreation experience influenced his energy at work and in everyday life, he answered: "Yes, I think so. I believe that when you are on vacation you are able to relax from everyday life, the usual things you do, work and whatever else you do. You get to bed later and wake up later. You are not influenced by the fact that you have to go to work". Moreover, the respondent highlights that one can far more frequently do the things oneself desires. "If one is together with other people one has to adapt. But otherwise you can do as you please".

Respondent 11 reports a recharge of energy after the return from his holiday, in addition to also being more relaxed. As mentioned in the *Literature Review*, de Bloom et al., (2009) suggest that vacation can be a powerful opportunity for recovery. Respondent 11 mentioned the social aspect of his holiday. Also other respondents as mentioned throughout this paper, (such as respondent 9) emphasize the importance of spending time together with the family. de Bloom et al., (2009, p. 14) call this the *active* mechanism which reflects the active engagement in "potentially recovering activities". As mentioned in the *Literature Review*, vacation is seen as a pre-eminent opportunity to spend time on valued non-job activities of the individual's own choice as for example, family activities or hobbies.

Respondent 10 seemed to value being able to himself decide which non-work activities he desires to engage in.

What they liked most

”I believe that not having obligations, is what I appreciate the most” respondent 3 mentions. “To do what I desire, because in everyday life there are so many obligations. So I believe that the feeling of freedom, that you can plan your day as you wish, is what I liked the most”. This seems to resemble respondent 10 who reported that he appreciates being able to himself choose his activities. Spare time activities are main sources of happiness Hills & Argyle (1998) note. Leisure activities can be said to be of special interest since their selection is influenced by individual preferences. Moreover, they are to a greater extent an object of one’s own decision than many other sources of satisfaction. Due to the fact that leisure activities are voluntarily undertaken, it is expected that people participate in them due to enjoyment and the positive moods and emotions that the activities generate. It seems that respondent 3 and 10 point to this individual choice and personal control when they choose their leisure activities. In a busy everyday life leisure activities might increase in importance.

Respondent 8 notes that the holiday experience and the wedding were “memories for life”. She further explains that it is difficult for her to mention which events she valued most as it was the overall variation she enjoyed. Once again a respondent (in addition to respondent 2) does not point out one specific highlight, but notes that the entire holiday made a positive impression. This might indicate that the vacation experience is a result of all factors combined.

Recreation experience and their reported benefits

“Yes, I feel that I have rested and gained energy” respondent 3 replies when asked if she thinks that the recreation experience has been beneficial for her. “I was exhausted prior to

the holiday” she notes. The respondent illustrates this by referring to the following example, an incident including a neighbor in France and herself: After arriving in France, the lady said to her ”you look terrible”, ”and I felt pretty exhausted”. However, the last day, before they travelled home again, the same neighbor said to her: ”now you look fine. Now you can travel home”. During this period she had gained a sun tan, relaxed, and eaten well. These recollections told by the informant indicate that it was not only herself who noticed that she was exhausted but others as well. Also she made a point of the fact that her recharge of energy and well-being was noted both by others than herself.

The same respondent (respondent 3) admits that the recreation experience had a heavy impact on her recharge process. When asked what factors she believed contributed to this, she answered:” I believe it is the fact that I do not have any obligations and at the same time that I am not as busy as usual”. She explains that she experiences her working days being rather busy as she has to deal with a number of things. The respondent further adds that during her holiday, her days were not like that.”[During vacation] I am not expected to perform. Because performing also has to do with work, you have to do a good job. It is of importance for me to do a good job, but when I am on vacation I can disconnect. I can be myself”. This quotation seems to indicate that doing a good job is highly important for respondent 3.

Influences on mood and well-being

In their study, Nawijn et al., (2010) report that post-trip happiness was not found to be different for vacationers and non-vacationers. According to the researchers, the benefits of a, “very relaxed” recreation experience, last no more than two weeks. The writer of this paper cannot argue for or against this statement as she has not interviewed the respondents again after the post-trip interview. The researcher can therefore not comment on the time period when the positive benefits of traveling fade out. Nawijn et al., (2010) mention that a relaxed holiday without stress is both good for health and important in terms of post-trip happiness.

Respondent 9 notes a positive change in mood. “Yes, you become more positive. You gain somewhat more eagerness” he states. “It is clear, it has a lot to say to be free and have holiday. It is very important. So I do believe that I would not have been in the same good mood if I would not have been on holiday. So it is important to have days off. I think so”. In this quotation, the respondent indicates that the holiday experience had a positive impact on his mood as he reports being more positive afterwards.

Respondent 10 believes that the recreation experience had an impact on his mood and well-being, and that it contributes to being more satisfied. “But of course it would have been nicer if the weather would have been better because then they could have stayed outdoors even more”, he mentions. The respondent plans to spend most of his days off during summer at the cottage.

Work related thoughts

Respondent 3 notes that she extended her holiday this time. The day before she travelled home she checked her e-mail inbox. “This was to avoid coming home to a full inbox, because it is exhausting if you are on holiday and feel, oh...I am lagging behind. So I went through the mails and deleted the ones I could delete, and did not open the ones I knew I had to do something about. I did some tidying up”. She notes that she usually does that the last evening of her holiday when she has returned home again. “It has something to do with being in charge. It feels better to be ahead of schedule than to fall back”. She notes that this is especially the case if one goes on vacation during a period when others do not. “During Easter and summer holiday everything stops, so it is not that serious”, she says. And when she knows that others, whom she can trust, do their work and take their responsibility, it helps her to relax from work.

Moreover, respondent 3 notes that she has adapted to working that way. She works a lot when she is at work and takes some holidays where she does nothing. "I do not take work with me on vacation. Then I relax completely. Instead I can be rather efficient when I am at work". She notes that it is very busy at work now, which she knew it would be. "So you can argue that I could have made it less busy if I had done some of the work during my holiday, but I chose to take the days off and rather be more busy when I return". It seems that respondent 3 prefers taking free and recharge batteries when she has holidays, and puts a lot of effort into her work when she is at work. This is a conscious decision as she states herself, and very different from others she knows who take their work with them when they go on holiday. The researcher asked her when she started with this practice. "I think it was when I had finished my studies" she mentions. She tells that she took higher education after she had born children. In the years she studied she had to bring her books along and she always worked with her studies when she had the opportunity to do so. "So when I was finished I decided that it should not be like that anymore". However, she had to do it sometimes when the children were younger but now she can work late at night instead. "And then I appreciate being free when I have days off". Allowing herself to be 100 percent free when has days off, seems to be of high value for this respondent. "So this must be positive", she mentions. "That the time which is supposed to be for recreation actually is recreation. That it is not consumed up by other things".

Transportation

Due to the fact that the *travel to* the actual site and the *travel back* are parts of the entire recreation experience, the researcher chose to ask the respondents about these phases as well. According to Clawson and Knetsch (1966) the fourth phase (travel back) of a recreation experience is unlikely to be a duplicate of the second phase (travel to) because the vacationers feel different. So even if the route is the same, the vacationer might be tired after a period

with activities and new impressions, while they were fresh during the *travel to* the site.

Besides, during the travel back, recollections of the holiday and thinking about work will be different thoughts than those on the outbound trip. Clawson and Knetsch (1966) point out that little is known of the role travel satisfaction or its absence plays in recreation experiences. This might highlight the relevance of the following reports.

Most of the respondents (except respondent 8) reported that the transportation was pleasant and without any problems. Respondent 3 travelled by air from Stavanger to Frankfurt and then to Nice where they waited 1, 5 hours for the rental car. However, she mentions that they did not experience delays or trouble, neither during the travel to the destination nor on the travel back home. “So it [the transportation] was very pleasant. It is not always like that, but this time it was” she notes.

The recreation experience of respondent 8 was unwillingly increased by four days. Having arrived with the flight from Bangkok to Amsterdam in the morning, they were waiting for the onward flight to Norway. The lines of people waiting got longer and longer. They looked at the monitors where it said “cancelled” and wondered why all flights were cancelled and why. The respondent notes that it would have been nice to receive some information about the situation. However, she also expresses understanding for that it perhaps was not so easy to give information. The respondent illustrates the situation at the Airport in Amsterdam: “There were many people who had a need for being informed, but no such information was given. Several hours passed and when they started to distribute water bottles, we wondered, what on earth this was”. “But then there came information on the monitor which said that there had been a volcanic eruption at Iceland which had caused an ash cloud and that Norway was about to close its airspace”. She notes that they first felt it was kind of unreal that the airspace could be closed because of a small eruption on Iceland. People wondered why they could not fly under, above or around to the cloud of ash. Those who offered alternative

transportation were not able to deal with the excessive numbers of travelers, and the trains were crowded. She further explains that she does not want to experience this again.

The researcher asked her what she did during these four days. They (she and her husband in addition to one more person) were trying to get train tickets, a rental car or finding another way to get home. “Of course, we could just have stayed in Amsterdam, but somehow you have a better feeling when you are on the move” she notes. In other words, it seems that the respondent desired to do something with the situation instead of feeling stuck. “Because we should go home; the holiday was over and we should go to work. There was some waiting, little sleep and people got tired”, she notes. Furthermore, she mentions “but this does something to you. You get time to think a bit about how well we have it compared to others who are hit by natural disasters, much, much more devastating. She shows some understanding for cancelling flights when it was not safe to fly and concludes: it was nice to come home”.

Expectations versus actual recreation experience

Respondent 1 mentions that his expectations were pretty high because he had visited the same destination before, yet, the recreation experience was much better than expected. Without experiencing stress, everything went very smoothly. He adds that due to that they had a car it was easy for them to travel from one place to the other. “You get to do a lot in little time”, he notes. Moreover, he enjoyed the vacation together with fellow travelers. The respondent concludes: “There were no delays or cancelations at all and the weather was very nice”.

Respondent 3 notes that her holiday experience was relaxing. She emphasizes that she can now perform more at work than if she had not gone on holiday. “So this is no different from what I expected” she notes. During the pre-trip interview, coming home with recharged

batteries was also one of the benefits the respondent mentioned she expected from this holiday.

The complex tourist - the researchers own thoughts

The pre and post-vacation interviews made the researcher reflect about “the tourist”. Much has been written about tourist roles (Cohen, 1974) or tourist “types” as for example the typical “sun tourist” as they are referred to in Norway, who longs for the warmth and sun or the “adventurer” who searches for exciting experiences. However, during the interviews the researcher gained the impression that “the tourist”, is in fact an individual who can go on different kinds of vacations several times a year. It seems that the tourist is not a stereotype but a human being who can have different and sometimes contradicting wishes and needs.

Also Iso-Ahola notes the different wishes a vacationer can have. For example an individual can have a need for both stability (psychological security) and change (novelty) in his or her leisure behavior. Moreover, the same author suggests that recreational travelling is a process of continuous interaction of the following two forces: the avoidance of one’s daily environment and the search for novelty in addition to other psychological rewards. Therefore, psychological benefits of recreation experiences derive from the interaction between the avoidance of stressful and routine environments and the search for recreation places for certain psychological rewards.

The self-reported MBTI preferences and recreation

As mentioned previously, eleven of the twelve interview respondents answered the self-reported Myers Briggs Type Inventory questionnaires. The results indicate that the majority of respondents, four, have a preference for ESTJ while two respondents reported a preference

for ISTJ. Two respondents have a preference for ENTJ, one for INFJ, one respondent had a preference for ESTP and finally one reported having a preference for INTP. The MBTI type distribution for Norway (based on a convenience sample) reports that 31, 8 percent of Norwegians self-report a preference for ESTJ, which is thereby the most often reported type preference (Schaubhut & Thompson, 2009). The national data for Norway consists of 1.069 individuals who completed the MBTI assessment, 669 males and 400 females. The data collection was based on convenient sampling not random sampling. The ESTJ is followed by the ENTJ, with 14 percent. The ISTJ, INFJ, ESTP and INTP were reported by 9, 1 percent, 0, 7 percent, 9, 9 percent and the INTP with 2,5 percent in the national sample. On the Extroversion – Introversion scale, most interview respondents report a preference for Extroversion, (seven), while three report a preference for Introversion. In the nationally sample 80, 6 percent report a preference for Extroversion and 19, 4 percent a preference for Introversion. Seven informants have a reported preference for Sensing, four have a preference for Intuition. On the Thinking – Feeling dimension, the majority, of the respondents (ten) report a preference for Thinking, while one reports a preference for Feeling. On the last dimension, nine informants report a preference for Judging, while two respondents report a preference for Perceiving.

The researcher was not able to find distinctive differences between the self-reported type preferences and leisure preferences. In addition the sample was very small in this study with eleven respondents who answered the MBTI. For example, a preference for Extraversion is associated with roles providing greater levels of stimulation while Introversion relates to more tranquil surroundings (Myers & McCaulley, 1992 referred in McGuiggan & Foo, 2004). However, most of the respondents seemed to go on “tranquil” vacations such as a cottage vacation (four respondents) or vacations in order to visit relatives (two respondents) or a spa vacation (one respondent). There were also no significant differences in reported activities at the destination. It therefore seems difficult to draw conclusions on type of vacation and Myers

Briggs type preference. However, this was not the primary focus of attention, regarding the research question of this paper. For example, due to limitations to the scope in this thesis, the researcher did not distribute travel diaries that asked the respondents to take notes of their daily practiced activities. Nevertheless, this could be an interesting area of research for future studies. Yet, the researcher noticed some similarities between the interviews and the self-reported type preferences, although, at this point it is important to mention that the researcher cannot draw conclusions regarding the MBTI preferences. For example one informant who noted that he had difficulties opening up during vacation and getting in contact with others had a self-reported preference for Introversion. Informant 3 mentioned during the interview that she enjoys planning. During the pre-trip interview in April she already had planned and ordered the tickets for the holiday vacation in May and June, in addition to having decided time period for the autumn holiday. On the fourth dimension, she reported a preference for Judging. As mentioned under *Methods*, people with a preference for Judging (J) desire a planned, organized approach to life, and often prefer to have things decided. Her expressed favor for planning holidays could be seen as an indication for practicing the Judging preference. On the other hand, also respondent 8 had reported a preference for Judging. However, she also reports a favor for planning holiday activities spontaneously, at the destination. Maybe this difference can be explained by the strength of the preference. Respondent 8 reports a Judging preference of 17 while respondent 3 reports a substantial higher Judging preference of 43. Moreover, respondent 8 reports a preference for Intuition (N). Intuitive types tend to crave inspiration and face life with expectation (Myers & McCaulley, 1992 referred in McGuiggan & Foo, 2004). The intuitive preference can explain the desire for stimulating and novel environments. It seems that the respondent (respondent 8) among others satisfied this desire during her travel experience to Kenya twelve years ago, which was mentioned earlier. When asked about her recent Easter recreation experience it is these aspects (desire for stimulating and novel environments) respondent 8 mentions she was

satisfied with. She notes that she got to see and experience something which gave her an appetite to revisit Thailand. Moreover, personal enrichment appeared to be important to her. For example, she mentions: “It enriches you as a human to get out and see other things and experience other people”. The same respondent also seems to connect food with travel experiences (so does respondent 3), yet, it seems that respondent 8 enjoys the novelty in trying unknown food which also could be explained by the preference for Intuition. Once more the writer of this paper points out that these are only suggestions, but not validated arguments.

Nonetheless, what all respondents have in common, regardless of their personality type preference, is the self-reported post-trip satisfaction of their holiday. Even though some respondents experienced difficulties during their holiday experience, such as respondent 8 who had problems returning home due to an Icelandic volcanic ash cloud preventing flights, and respondent 7 who experienced problems with his back at the destination, the informants reported an all in all pleasant holiday experience and a recharge of energy. This resembles what Nawijn (2010) found in his study, that vacation trips are an enjoyable experience for most tourists. Regardless of their socioeconomic status, individuals feel in general good mood during a vacation, and typically best during the core phase and the end. This pattern was found to be similar across different kinds of holidays in addition to across different kinds of people (Nawijn, 2010).

Answers to the research question

The research question was:

“What are some of the benefits travel experiences can have on people’s mood and well-being”?

As illustrated in the *Implementation and Results* section the mean for the BDI II total score decreased slightly before the vacation to after the vacation. In the researchers' opinion it is difficult to draw any clear conclusions based on the quantitative data results due to different reasons. For example, the sample size was significantly smaller in the post-survey (pre-survey 61 respondents, post-survey 19 respondents) which makes it difficult to compare the pre-vacation and post-vacation survey. The decrease in the total scores of the negative statements could be interpreted as an increase in well-being; however, the researcher does not know the reasons behind. It would therefore be an unverified claim to conclude that the decrease in severity of depression (Beck BDI II) is due to the vacation experience. Nevertheless, one of the added questions designed by the researcher asked the respondents about their energy gain due to the actual vacation. The majority of the informants (18 of 19) answered that they experienced an energy gain which was due to their holiday experience. Moreover, the interview results, as were discussed in this paper, support the idea of an energy gain caused by recreation experiences. Some interview respondents reported increased energy both before and after the holiday. Moreover, the informants noted the importance of the anticipation phase which was reported to influence mood. The findings suggest that reported traveling though factors that were discussed in this paper, such as the recharge of energy and time together with significant others influenced the mood and well-being positively.

The strengths and weaknesses of this research

Weaknesses

Due to anonymity the researcher cannot determine which respondents answered both the pre and post-trip survey. In order to gain some indications the researcher added the following question regarding this at the very end of the post-trip survey: "Did you answer the first survey, before Easter holiday?"

The study was based on self-reported thoughts, mood and well-being both in the survey and the interviews. This can create a possible weakness due to differences in perception. One person might demand a great deal of something while another person does not. Also Beck et al., (1996, p.10) address this problem in the BDI II manual by mentioning that “some individuals may endorse more symptoms than they actually have and thus produce spuriously high scores; others might deny symptoms and receive spuriously low scores”. They emphasize that when evaluating the BDI II scores the researcher should be aware of that all self-reported inventories are subject to response bias.

As recently mentioned, the researcher cannot draw significant conclusions on the self-reported Myers Briggs type preferences with eleven answers.

Furthermore, the researcher collected data before the travel experience and after returning home which could potentially bias the reports on vacation experiences as Bloom et al., (2009) mentions. Future research could therefore focus more on the on-site activities in addition to expectations before and reflections after the experience. The interviews were conducted approximately two weeks before and two weeks after the holiday experience. The respondents were not interviewed after that. The writer of this paper can therefore not draw a conclusion on a possible fade-out period.

The sampling was based on a convenient sampling. The researcher therefore asks herself, “What are the reflections of the vacationers who were not interested in participating in the interview”? The researcher can obviously not draw conclusions on the reflections of the individuals who did not participate in the interview.

Furthermore, it would have been interesting to interview a control group who did stay at home in their Easter holiday to monitor their self-reported recharge of energy, mood and well-being. de Bloom et al., (2009) address the absence of control groups in the studies they

researched. According to them this might partly be due to that randomization into experimental and control group is difficult in holiday research. Hence, vacationers and non-vacationers will differ anyway because non-holiday takers may have different reasons for not going on holiday, such as lack of funds, illness or abundance of work. Moreover, de Bloom et al., (2009) criticize the use of self-reports only in leave research. de Bloom et al., (2009) indicate that applications in holiday research may be difficult due to participants being out of the researchers' sight for a relatively long period. Therefore, daytime activities cannot be monitored.

The social being together motive seemed to be remarkably strong for some respondents. However, as the writer of this paper noticed during the process of this research, it would have been interesting to know more about the private situation of the informants such as if both partners work fulltime and possibly the age of the children. For example, the extension of the need for the social being together motive could depend on the individual's everyday life situation.

Strengths

As mentioned previously, the research question in this paper was:

“What are some of the benefits travel experiences can have on people's mood and well-being”?

The researcher argues that these questions are discussed throughout the paper in the way that the recreation experience seems to influence factors presented as categories in the paper, such as relaxing and recharging energy, or the social aspect (the social being together motive). These elements, such as a recharge of energy seem again to have a positive impact on the vacationers' mood and well-being.

The fact that almost all respondents (except respondent 12) were interviewed before and after their recreation experience could be seen as a strength, since the researcher was able to gain insight into the respondents' thoughts and reflections before and after their holiday experience. Moreover, as some academic literature [please see *Literature Review*, Bloom et al., (2009) or Moscardo, 2009] suggests, there is room for studying the impacts of tourism on tourists. This study may also indicate that traveling, although cottage holidays may not generate lots of money for the tourism industry, may be important for a society, with regard to the benefits for work and everyday life. As mentioned above, several respondents reported an increased energy. These benefits may be strongest before the actual travel as Nawjin (2010) indicates, but it seems that these bright spots have a significant meaning for the respondents.

Future Research

As mentioned in the *Literature Review*, in their meta-analysis of vacation effects on health and well being, de Bloom et al., (2009) studied to what extent vacation has positive effects on health and well-being, as well as the length of such effects enduring after work resumption and how specific holiday activities and experiences affect these relationships. Their findings suggest that vacations have positive effects on health and well-being. However, these effects seem to fade out after work resumption. According to de Bloom et al., (2009) the magnitude of effects and vacation length could not be determined due to having found only four studies reporting the duration of vacation. They therefore recommend future research to focus on this relation or even suggesting an optimum point of recovery. Moreover, this knowledge could be applied in order to develop guidelines for the duration and scheduling of vacations, as de Bloom et al., (2009) suggests.

For future research it could therefore be interesting to interview respondents in the pre-trip and post-trip phase in addition to taking into consideration the length of the vacation. In addition to this it could be beneficial to distribute travel diaries or observing the

respondents in order to collect data for the third phase of the recreation experience. Moreover, it could be interesting to focus on the clear and latent activities or factors contributing to the recharge process, such as spending significant time with the family or sitting at the terrace and drinking coffee. As de Bloom et al., (2009) mention, their research demonstrated a lack of studies on vacation activities or experiences.

Conclusion

The writer of this paper intended to gain research experience in the field of vacation research by focusing on the impacts of vacationing on tourists' mood and well-being. The research question in this paper was: **“What are some of the benefits travel experiences can have on people's mood and well-being?”**

The hypothesis was: “travel experiences can have a positive impact on people's self-reported mood and well-being, both before, during and after the travel experience”. This research hypothesis was strengthened.

The findings of this research study suggest that traveling can have positive impacts on vacationer's self-reported mood and well-being. The quantitative results measured by the BDI II reported a decreased level of depression (BDI II total scores) after the holiday compared to the results during the pre-trip phase. Also the researcher found that the respondents were able to relax during their holiday and that they recharged their energy due to the vacation.

The interview findings also showed that some respondents reported not only a boost of pre-trip happiness in the period before they went on vacation [such as studied by Nawijn et al., (2010)] but also a boost of pre-trip *energy*.

Moreover, the interviews indicated that sharing experiences with others is important for the travelers during the vacation.

Some respondents reported getting pleasure out of the recreation experience *after* the return. These findings therefore suggest that not only traveling but also the recollection phase can be of importance.

To those respondents who had access to or owned a cottage, balancing between both kinds of holiday was reported as being significant. Both kinds of vacation appear to satisfy different needs.

To answer the research question stated at the very beginning of this paper, the findings of the present study indicate that vacationing can have several positive impacts on self-reported mood and well-being.

In this research study special attention was paid to the pre- trip and post-trip phase. Future research could also cover the third phase reflecting the Clawsonian model, by distributing travel diaries to the participants asking about their activities and daily mood in addition to their self-reported MBTI type. Besides, the self-reported pre- and post-trip boost of *energy* could be a center of research attention. To the writer of this paper it seems that there are still unexplored areas that provide potential for new research.

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Appendixes

Appendix A

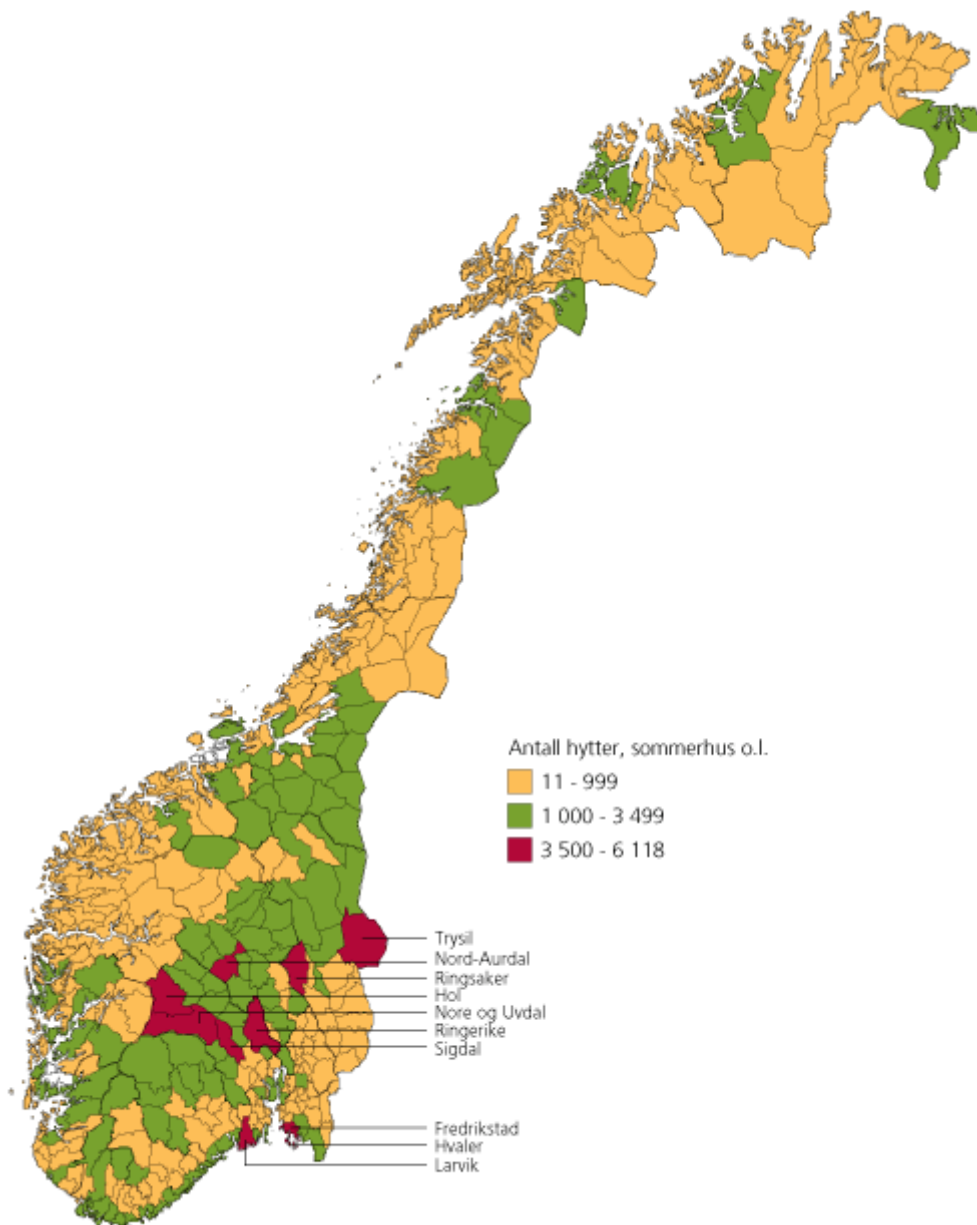
County and municipality divisions in Norway



The figure was retrieved 04.05.2010 from Statistics Norway SSB (2010c).

Appendix B

Number of cottages, summerhouses or other leisure buildings. January 2007



The figure was retrieved from SSB (2010d).

Appendix C



Det samfunnsvitenskapelige fakultet

Faculty of Social Sciences

Norsk hotellhøgskole – Institutt for økonomi og ledelsesfag

The Norwegian School of Hotel Management

Department of Business Administration

4036 Stavanger, Norway

March, 2010

Research Project Confidentiality Statement

Research project before and after Easter Holiday

I am a master's student at The Norwegian School of Hotel Management in international hotel and tourism management, and am conducting research for my master thesis. The content of my research is about **the impact of travel experiences on people's mood and well-being** at the University of Stavanger (UiS). You are asked to participate in a survey for this research. Your participation is valuable and necessary for the research project, and will be greatly appreciated.

You are asked to complete two surveys, - one before your Easter travel experience (both in Norway e.g. cottage stay and abroad) and one after your Easter travel experience. The surveys are simple to complete and should take from 4 to 8 minutes to complete. The topics are general and easy to answer. The questions will not be harmful to you.

Your answers will be kept **confidential**, and **your name will not appear anywhere** in the final report. You will have the opportunity to be entered into a lottery. If you wish to participate in the lottery, please write down your email address below. The survey will still be confidential and your name will not be shown.

You are also invited to participate in a qualitative interview both before and after your travel experience (which should take 30 minutes to 1 hour). If you wish to participate in the interview please send me an email to: Mirjam.Haidler@gmx.at. You will be provided a (Lindt) Easter bunny as incentive.

Should you wish to have a copy of the final report please provide your email address at the bottom of this form and a pdf copy will be provided to you.

Please write your name, sign and date this letter.

Should you have any questions about the survey or the research project, feel free to contact me, Mirjam Brigitte Haidler: email: Mirjam.Haidler@gmx.at or my supervisor, Dr. Linda Stromei at 51 83 21 41, or email Linda.stromei@uis.no. Her office is in Ellen og Axel Lunds hus, room 221.

Thank you again for your participation in my research project.

I acknowledge receipt of the confidentiality agreement, and agree to participate in this project, and understand that my identity will be kept confidential. By entering the survey you have agreed on these terms. **Please make sure to answer all questions.**

Email address if you wish a copy of final report

Email address if you wish to participate in the lottery

Appendix D

Table 3.1. Means, Standard Deviations, Percentages Symptomatic, and Corrected Item–Total Correlations of the BDI–II: Psychiatric Outpatient Sample

Symptom	<i>M</i>	<i>SD</i>	%	<i>r_{nt}</i>
Sadness	.99	.93	67	.63
Pessimism	1.04	.90	71	.66
Past Failure	1.03	.95	63	.56
Loss of Pleasure	1.17	.90	76	.70
Guilty Feelings	.91	.85	66	.57
Punishment Feelings	.78	1.16	38	.43
Self-Dislike	1.42	1.05	75	.62
Self-Criticalness	1.17	.99	70	.59
Suicidal Thoughts or Wishes	.47	.64	40	.54
Crying	1.07	1.09	61	.56
Agitation	1.04	.90	70	.45
Loss of Interest	1.15	1.02	69	.68
Indecisiveness	1.13	1.07	63	.69
Worthlessness	.91	.98	55	.69
Loss of Energy	1.21	.85	79	.61
Changes in Sleeping Pattern	1.47	1.04	80	.46
Irritability	1.06	.93	69	.59
Changes in Appetite	1.00	1.03	60	.51
Concentration Difficulty	1.31	.91	78	.68
Tiredness or Fatigue	1.19	.96	74	.67
Loss of Interest in Sex	.94	1.06	53	.39

Note. *N* = 500. % = Total percentage endorsing response choices 1, 2, or 3. *r_{nt}* = Corrected item–total correlations.

The table was retrieved from Beck et al., (1996).

Appendix E

Pre-trip survey and Post-trip survey

Pre-trip survey

Age

20 or younger

21-30

31-40

41-50

51-60

61-65

over 65

Gender

male

female

Nationality

Norwegian

Other

Do you plan to go on vacation during your Easter holidays?

yes

no

If you plan to go on vacation, where do you intend to go? (open question)

How long will your vacation last?

1-3 days

4-6 days

7 days or more

How satisfied are you with your life?

very happy

happy

neither happy nor unhappy

unhappy

very unhappy

Happiness

I do not feel happy

I feel happy much of the time

I am happy all the time

I am unusually happy

Optimism

I am not encouraged about my future
I feel more encouraged about my future than I used to be
I expect things to work out for me
I feel my future is bright and will only get better

Success

I do not feel I succeed
I feel that I succeed
I feel that I succeed more than usual
I feel that I succeed much more than usual

Increased Pleasure

I get as much pleasure as I ever did from the things I enjoy
I do not get as much pleasure from the things I used to enjoy
I get more pleasure from the things I used to enjoy
I get much more pleasure from the things I used to enjoy

Self-Confidence

I feel the same about myself as ever
I feel less confident about myself
I feel more confident about myself
I feel much more confident about myself

Gain of Interest

I have not lost interest in other people or activities
I have lost interest in other people or activities
I have gained more interest in other people or activities
I have gained much more interest in other people or activities

Decisiveness

I make decisions about as well as ever
I do not make decisions as well as usual
I find it easier to make decisions than I used to
I find it much easier to make decisions than I used to

Energy Gain

I have as much energy as ever
I do not have as much energy as I used to have
I have more energy than I used to have
I have much more energy than I used to have

Concentration Effectiveness

- I can concentrate as well as ever
- I concentrate less than usual
- I can concentrate better than usual
- I can concentrate much better than usual

Increased interest in Sex

- I have not noticed any recent change in my interest in sex
- I have noticed a reduced interest in sex
- I am more interested in sex than I used to be
- I am much more interested in sex than I used to be

Post-trip survey

Age

- 20 or younger
- 21-30
- 31-40
- 41-50
- 51-60
- 61-65
- over 65

Gender

- male
- female

Nationality

- Norwegian
- Other

How satisfied are you with your life?

very happy
happy
neither happy nor unhappy
unhappy
very unhappy

Did you go on vacation during your Easter holidays?

I did not go on vacation.
1-3 days
4-6 days
7 days or more

Did you think about your work during your holiday?

No, not at all
Sometimes
Yes, I thought about my job very often

Did you work during your holiday?

No, not at all
I worked a bit
Yes, I worked a lot during my holiday

Were you able to relax during your holiday?

I could not relax at all
I relaxed a bit
I relaxed a lot

How satisfied are you with your life?

very happy
happy
neither happy nor unhappy
unhappy
very unhappy

Optimism

I am not encouraged about my future
I feel more encouraged about my future than I used to be
I expect things to work out for me
I feel my future is bright and will only get better

Success

I do not feel I succeed
I feel that I succeed
I feel that I succeed more than usual
I feel that I succeed much more than usual

Increased Pleasure

I get as much pleasure as I ever did from the things I enjoy
I do not get as much pleasure from the things I used to enjoy
I get more pleasure from the things I used to enjoy
I get much more pleasure from the things I used to enjoy

Self-Confidence

I feel the same about myself as ever
I feel less confident about myself
I feel more confident about myself
I feel much more confident about myself

Gain of Interest

I have not lost interest in other people or activities
I have lost interest in other people or activities
I have gained more interest in other people or activities
I have gained much more interest in other people or activities

Decisiveness

I make decisions about as well as ever
I do not make decisions as well as usual
I find it easier to make decisions than I used to
I find it much easier to make decisions than I used to

Energy Gain

I have as much energy as ever
I do not have as much energy as I used to have
I have more energy than I used to have
I have much more energy than I used to have

Concentration Effectiveness

I can concentrate as well as ever
I concentrate less than usual
I can concentrate better than usual
I can concentrate much better than usual

Increased interest in Sex

I have not noticed any recent change in my interest in sex

I have noticed a reduced interest in sex

I am more interested in sex than I used to be

I am much more interested in sex than I used to be

Did you answer the first survey, before Easter holiday?

yes

no

Appendix F

Table 1

Table 1 Internal Consistency Reliability of MBTI® Dichotomies by Employment Status					
Employment Status	Average Age	MBTI® Dichotomy			
		E-I	S-N	T-F	J-P
Employed full-time	39	.92	.89	.90	.91
Employed part-time	25	.90	.86	.88	.90
Full-time student	21	.91	.87	.90	.92
Retired	62	.91	.92	.91	.91
Not working for income	35	.92	.88	.90	.91

Note: Employed full-time, employed part-time, full-time student, and not working for income, each n = 1,000; retired n = 572.

Table 2

Table 2 Internal Consistency Reliability of MBTI® Dichotomies by Ethnic Group					
Ethnic Group	Average Age	MBTI® Dichotomy			
		E-I	S-N	T-F	J-P
African American	29	.90	.83	.85	.90
American Indian/Alaskan Native	33	.90	.83	.89	.90
Asian	25	.89	.85	.90	.90
Caucasian	33	.91	.89	.91	.90
Indian	28	.92	.85	.89	.91
Latino(a)/Hispanic	26	.90	.83	.88	.91
Middle Easterner	25	.88	.85	.89	.90
Pacific Islander/Native Hawaiian	28	.91	.80	.87	.87
Multiethnic	30	.91	.85	.90	.90

Note: Each ethnic group n = 200.

Table 3

Table 3 Internal Consistency Reliability of MBTI® Dichotomies by Age Group				
Age Group	MBTI® Dichotomy			
	E-I	S-N	T-F	J-P
<20	.91	.86	.87	.89
20-29	.92	.87	.90	.91
30-39	.92	.88	.91	.91
40-49	.92	.89	.91	.91
50-59	.91	.91	.91	.91
60+	.91	.91	.91	.90

Note: Each age group n = 1,060.

Table 4

Table 4 Internal Consistency Reliability of MBTI® Dichotomies by Region					
Region	Average Age	MBTI® Dichotomy			
		E-I	S-N	T-F	J-P
Africa	36	.91	.86	.88	.91
Asia	25	.88	.82	.86	.89
Australia/New Zealand	36	.90	.88	.88	.90
Europe	34	.89	.87	.88	.89
Latin America	31	.90	.81	.88	.88
Middle East/North Africa	28	.88	.81	.86	.88

Note: N = 1,809; Africa n = 1,957; Asia n = 7,281; Australia/New Zealand n = 2,014; Europe n = 4,492; Latin America n = 1,595; Middle East/North Africa n = 670.

Table 5

Table 5 MBTI® Form M Test-Retest Correlations					
MBTI® Dichotomy	All intervals	Interval			
		≤3 weeks	4 weeks–6 months	6–12 months	>1 year
Extraversion–Introversion (E–I)	.73	.77	.72	.70	.76
Sensing–Intuition (S–N)	.70	.65	.76	.57	.78
Thinking–Feeling (T–F)	.72	.81	.67	.74	.73
Judging–Perceiving (J–P)	.67	.78	.71	.62	.61

Note: N = 409; ≤3 weeks n = 70, 4 weeks–6 months n = 139, 6–12 months n = 115, >1 year n = 35.

The tables were taken from Schaubhut et al., (2009).

Appendix G

Table 7 Reliability of MBTI® Form M and Other Personality Assessments

	Cronbach's Alpha		Test-Retest Correlations	
			4-week interval	
MBTI® Form M Dichotomy				
E-I	.91		.95	
S-N	.92		.97	
T-F	.91		.94	
J-P	.92		.95	
				NEO-FFI™
NEO Scale	NEO PI-R™ Form S		3-month interval	
Neuroticism	.92		.79	
Extraversion	.89		.79	
Openness	.87		.80	
Agreeableness	.86		.75	
Conscientiousness	.90		.83	
				2-week interval
Birkman Method® Scale				
Activity	.81		.84	
Empathy	.81		.88	
Thought	.54		.80	
Communication	.80		.87	
Interaction	.80		.89	
Incentive	.54		.75	
Authority	.60		.82	
DISC® Scale	Adaptive¹	Natural²		
Dominance	.85	.84	—	
Influence	.78	.79	—	
Steadiness	.78	.69	—	
Compliance	.74	.77	—	
				1-month interval³
BarOn EQ-i™ Scale	Cronbach's Alpha		North American normative sample	
ES	.80		—	
AS	.81		.83	
SR	.89		.92	
SA	.80		.88	
IN	.79		.86	
EM	.75		—	
IR	.77		.87	
RE	.70		.78	
PS	.80		.87	
RT	.75		.82	
FL	.77		.82	
ST	.84		.79	
IC	.79		—	
HA	.81		.86	
OP	.82		—	
				2-month interval
16PF® (5th ed.) Scale	Normative sample			
Warmth	.69		.77	
Reasoning	.77		.65	
Emotional Stability	.78		.67	
Dominance	.66		.69	
Liveliness	.72		.69	
Rule-Consciousness	.75		.76	
Social Boldness	.85		.79	
Sensitivity	.77		.76	
Vigilance	.74		.56	
Abstractedness	.74		.67	
Privateness	.75		.70	
Apprehension	.78		.64	
Openness to Change	.64		.70	
Self-Reliance	.78		.69	
Perfectionism	.71		.77	
Tension	.76		.68	

¹Based on respondents' selection of "most like me" phrases in the assessment.
²Based on respondents' selection of "least like me" phrases in the assessment.
³South Africa sample.

The table was taken from Schaubhut et al., (2009).

Appendix H

Reported MBTI Type and Best-Fit Type Distribution

Table 15 Reported Type and Best-Fit Type Distribution								
	ISTJ		ISFJ		INFJ		INTJ	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Reported type	1,109	12.6	421	4.8	285	3.2	449	5.1
Best-fit type	1,110	12.6	483	5.5	294	3.3	698	7.9
	ISTP		ISFP		INFP		INTP	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Reported type	400	4.5	259	2.9	555	6.3	606	6.9
Best-fit type	352	4.0	335	3.8	666	7.5	392	4.4
	ESTP		ESFP		ENFP		ENTP	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Reported type	450	5.1	305	3.5	839	9.5	730	8.3
Best-fit type	336	3.8	329	3.7	795	9.0	739	8.4
	ESTJ		ESFJ		ENFJ		ENTJ	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Reported type	1,042	11.8	425	4.8	388	4.4	573	6.5
Best-fit type	838	9.5	410	4.6	445	5.0	614	6.9

The table was taken from Schaubhut et al., (2009).

Appendix I

Interview Guide

Pre-trip questions

Demographics:

Age:

Gender:

Nationality:

General questions about traveling:

How often do you travel?

Why do you travel?

Do you remember your first travel experiences?

-What do they mean to you?

-How old were you?

Easter holiday/planned travel experience:

Where do you plan to spend your Easter holiday?

-Why?

How do you plan to spend your Easter holiday?

-What kind of activities do you plan?

-With whom do you plan to spend your Easter holiday?

Motivation:

Please tell me about your anticipation going on this trip.

-Why do you want to go on this trip?

-When did you start to plan this trip?

-What do you look forward to?

Expectations:

What do you expect from this trip?

-How would you like to come back from this trip?

What factors will be important to you for your Easter holiday/travel experience?

Influences on mood and well-being

Do you think this travel experience might change your mood or well being?

Influences on the recharge process

Do think this travel experience might make you gain energy for work or everyday life?

Post-trip questions

General questions about traveling:

Did you enjoy your holiday?

What did you enjoy most with your holiday?

The different phases: (In regard to Clawson and Knetsch, 1966)

Expectations versus actual experience

Did your holiday meet your expectations?

-Why/why not?

-In what way?

Transportation

Please tell me about the transportation; the travel to the actual site and the travel back home (phase 2 and 4 Clawson and Knetsch 1966)

How did you travel?

Did you enjoy the travel or was it a necessity?

-Why/why not?

On-site experiences

Please tell me about your on-site experiences and activities. (phase 3 Clawson and Knetsch)

- What kind of on-site experiences and activities did you have?

Recollection (phase 5)

Do you recall to memory aspects of your travel experience?

Did you share recollections with relatives, colleagues or friends?

Did you take pictures?

If you took pictures, have you looked at them so far?

What do you remember most from your holiday?

Did you buy souvenirs?

Did you keep entrance tickets or something other that seemed important to you etc.?

Did you write a travel diary?

Do you reflect back about this holiday?

Benefits

Was this travel experience beneficial to you?

-In what way?

Mood and well being after the travel experience

Do you think this travel experience has changed your mood or well being?

Influences on the recharge process

Do think this travel experience made you gain energy for work or everyday life?

Appendix J

BDI II English version

Instructions:

This questionnaire consists of 21 groups of statements. Please read each group of statements carefully, and then pick out the **one statement** in each group that best describes the way you have been feeling during the **past two weeks, including today**. Circle the number beside the statement you have picked. If several statements in the group seem to apply equally as well, circle **the highest** number for that group. Be sure that you do not choose more than one statement for any group, including Item 16 (Changes in Sleeping Pattern) or Item 18 (Changes in Appetite).

1. General Mood

0 I do not feel sad.

1 I feel sad much of the time

2 I am sad all the time

3 I am so sad or unhappy that I can't stand it.

2. Pessimism/Optimism

0 I am not discouraged about my future.

1 I feel more discouraged about my future than I used to be.

2 I do not expect things to work out for me.

3 I feel my future is hopeless and will only get worse.

3. Past Failure/Success.

0 I do not feel like a failure.

1 I have failed more than I should have.

2 As I look back, I see a lot of failure.

3 I feel I am a total failure as a person.

4. Pleasure

0 I get as much pleasure as I ever did from the things I enjoy.

1 I don't enjoy things as much as I used to.

2 I get very little pleasure from the things I used to enjoy.

3. I can't get any pleasure from the things I used to enjoy.

5. Guilty Feelings

0 I don't feel particularly guilty.

1 I feel guilty over many things I have done or should have done.

2 I feel quite guilty most of the time.

3 I feel guilty all of the time.

6. Punishment Feelings

0 I don't feel I am being punished.

1 I feel I may be punished.

2 I expect to be punished.

3 I feel I am being punished.

7. Self-Dislike

0 I feel the same about myself as ever.

1 I have lost confidence in myself.

2 I am disappointed in myself.

3 I dislike myself.

8. Self-Criticalness

0 I don't criticize or blame myself more than usual.

1 I am more critical of myself than I used to be.

2 I criticize myself for all of my faults.

3 I blame myself for everything bad that happens.

9. Suicidal Thoughts or wishes

0 I don't have any thoughts of killing myself.

1 I have thoughts of killing myself, but I would not carry them out.

2 I would like to kill myself.

3 I would kill myself if I had the chance.

10. Crying

0 I don't cry any more than I used to.

1 I cry more than I used to.

2 I cry over every little thing.

3. I feel like crying, but I can't.

11. Agitation

0 I am no more restless or wound up than usual.

1 I feel more restless or wound up than usual.

2 I am so restless or agitated that it's hard to stay still.

3 I am so restless or agitated that I have to keep moving or doing something.

12. Loss of interest

0 I have not lost interest in other people or activities.

1 I am less interested in other people or things than before.

2 I have lost most of my interest in other people or things.

3 It's hard to get interested in anything.

13. Indecisiveness

0 I make decisions about as well as ever.

1 I find it more difficult to make decisions than usual.

2. I have much greater difficulty in making decisions than I used to.

3. I have trouble making any decisions.

14. Worthlessness

0 I do not feel I am worthless.

1 I don't consider myself as worthwhile and useful as I used to.

2 I feel more worthless as compared to other people.

3 I feel utterly worthless.

15. Loss of Energy

0 I have as much energy as ever.

1 I have less energy than I used to have.

2 I don't have enough energy to do very much.

3 I don't have enough energy to do anything.

16. Changes in sleeping Pattern

0 I have not experienced any change in my sleeping pattern.

1 a I sleep somewhat more than usual.

1 b I sleep somewhat less than usual.

2 a I sleep a lot more than usual.

2 b I sleep a lot less than usual.

3 a I sleep most of the day.

3 b I wake up 1-2 hours early and can't get back to sleep.

17. Irritability

0 I am no more irritable than usual.

1 I am more irritable than usual.

2 I am much more irritable than usual.

3 I am irritable all the time.

18. Changes in Appetite

0 I have not experienced any change in my appetite.

1 a My appetite is somewhat less than usual.

1 b My appetite is somewhat greater than usual.

2 a My appetite is much less than before.

2 b My appetite is much greater than usual.

3 a I have no appetite at all.

3 b I crave food all the time.

19. Concentration Difficulty

0 I can concentrate as well as ever.

1 I can't concentrate as well as usual.

2 It's hard to keep my mind on anything for very long.

3 I find I can't concentrate on anything.

20. Tiredness or Fatigue

0 I am no more tired or fatigued than usual.

1 I get more tired or fatigued more easily than usual.

2 I am too tired or fatigued to do a lot of things I used to do.

3 I am too tired or fatigued to do most of the things I used to do.

21. Loss of Interest in Sex

0 I have not noticed any recent change in my interest in sex.

1 I am less interested in sex than I used to be.

2 I am much less interested in sex now.

3 I have lost interest in sex completely.