

# Happy Holidays!

A study of predictors of the anticipated feelings of pleasure for a planned vacation



*Figure 1: Image of planning a vacation (ANWB 2017)*

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# Abstract

## Background

Commonly people have a feeling of anticipation before they go on a vacation. According to previous research, the moment before the holiday trip is even the most important part to derive happiness from. It is not yet known, which factors play a role in the increased happiness from anticipating the vacation, and thus, what the predictors of the enjoyment level of anticipated vacation are.

## Method

In this research, the central question was to what extent the independent variables; amount of preparation, the comparability of previous vacations, the financial sacrifice and or, the uniqueness of the vacation predicted the dependent variable, enjoyment level of anticipated vacation. To investigate this question a survey among Dutch people who had already planned their vacation was conducted.

## Results

There were 108 respondents, who filled out the survey correctly. A standard multiple regression analysis was done to test if the independent variables influenced on the dependent variable. Unexpectedly, none of the four predictors offered any significant amount of unique variance in explaining the dependent variable. Not one variable had a t-value than  $p < .001$ .

Though, additional data analysis found that people who go soon on their planned vacation scored higher on 'enjoyment level of anticipated vacation' than people who had to wait longer.

## Discussion

Thus, the findings did not support the expectations because it could not be said that the four mentioned variables are predictors of the enjoyment level of anticipated vacation. However, these paper showed that the closer the planned vacation, the more the anticipation of the vacation and thus how more excited people were. There were also some limitations. The survey was held among Dutch participants who had already planned their vacation and therefore a group who did not go on a vacation was excluded. To reduce these implications, there should be set a clear target group. Besides, there could be implemented a control group of respondents who did not plan a vacation. For further research in anticipating the vacation, also other predictors have to be taken into account.

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# 1. Introduction

The Dutch Broadcasting Foundation (NOS) interviewed some graduating students. The students told that they were glad that the exams were over and that they really ‘needed a vacation’ (NOS.nl, 2017). One student mentioned she needs to go on a vacation to forget about all the stress she had (NOS.nl, 2017). This is how it goes every year, but not only the students go on vacation as soon as they can.

Vacation is regarded important in Dutch society. According to the central statistical office of the Netherlands (CBS), in 2016 the Dutch spent in total 12,5 million euro on vacations (CBS, 2017). In 1990 the average of Dutch people who went on vacation was 2,4 times a year and this has increased to 2,8 times a year in 2015 (Rijksoverheid, 2017). The tourism industry in the Netherlands is getting more and more important for the Dutch economy. The tourism sector accounted for 3.8 percent of the gross domestic product in 2015. In 2010 this was only 3 percent (CBS, 2017).

This can also be observed in the marketing of Dutch holiday companies. Everywhere you look, marketers try to convince you to go on vacation. You can see the advertisements on the television, in magazines, on bus shelves and even on your Facebook page. They are shown the whole year. In the winter the advertisements tell you to ‘go to the sun’ and even in the summertime, they advertise to book ‘your ticket to the sun’.

The tourism market all assume the same thing, namely that going on a vacation contributes to your happiness. The slogan of the travel agency TUI says: ‘*Tui: Discover your smile*’ (Tui.nl, n.d.). A big holiday resort in the Netherlands, Center Parcs, once used the slogan: ‘*A state of Happiness*’ (Centerparcs.nl, n.d.). And the airline, KLM convinces people to fly with them with the slogan: ‘*Journeys of Inspiration*’ (KLM, n.d.).

Vacation has been related to happiness. Previous research found that people who have been on a vacation were marginally happier than those who did not (Nawijn, 2011). The literature made a distinction between the different phases of a vacation and the related life satisfaction. According to a framework build by Fridgen (1984) there are five phases that tourists experience. These five phases are; anticipation, travel to the destination, on-site behaviour, return travel and recollection. So, the anticipation could also be a part of the enjoyment derived from vacation.

A ‘Holiday Happiness Curve’ was made to show when people derive the most happiness from their vacation. In the ‘core phase’, which is in the middle of the vacation, people feel the happiest (Nawijn, Marchand, Veenhoven, & Vingerhoets, 2010). Though, the importance of further research about which factors influence the difference in happiness during the different phases of a vacation was mentioned in the discussion. Nawijn (2011) examined if going on a vacation, contributed to long term happiness. His main finding was that people who just came back from their vacation where indeed marginally happier than those who did not go on a vacation (Nawijn, 2011). However, this was mostly during the vacation itself and a brief phase after the vacation. Thus it did not contribute to the happiness in the long run according to Nawijn.

The findings of Nawijn are similar to the findings from research by Gilbert and Abdullah (2004), who did a pretest-posttest design study to compare a holiday taking group and a non-holiday taking control group concerning their state of life-satisfaction. Their main

finding was that a vacation indeed increases life-satisfaction (Gilbert and Abdullah, 2004). However, they did include the afterglow as opposed to Nawijn (2011) and Gilbert and Abdullah (2004). Overall, it can thus be said that people who go on vacations feel happier during their vacation (Nawijn, 2010) and in the moment just after their vacation (Gilbert and Abdullah, 2004). However, in the long run people who do not go on vacation are not less happy than those who do (Nawijn, 2011).

In the moment before the planned vacation, the vacation is also influencing the state of happiness. In the Netherlands people will say: 'Ik heb voorpret' which can roughly be translated to 'I have positive expectations'. The word 'voorpret' represents positive expectations people commonly have before an exciting event. People can also look forward to their vacation, sometimes weeks and months before they go (Miller, Rathouse, Scarles, Holesmes and Tribe, (2007). In this research this will be called the 'anticipation of vacation'. Limited research was done on this phase of the vacation. In the next paragraph this knowledge gap will be mentioned.

### 1.1. Focus of this paper

A lot of research is already done on the perceived happiness of going on vacation. However, as far as the author is aware, the extant literature overlooked some important factors. What is disregarded in the literature, are the predictors of the perceived happiness of going on a vacation, in the phase before going on a vacation. Commonly people have a feeling of anticipation before they go on a vacation. It is the effect of being happier in the phase before your planned vacation, the anticipation is part of the enjoyment. 'You derive most of your happiness from anticipating the holiday trip' Nawijn said in his research on how vacations affect your happiness (Nawijn et al., 2010). It is not yet known, which factors play a role in the increased happiness from anticipating the vacation, and thus, what the predictors of the enjoyment level of anticipated vacation are.

Possible factors that could predict the enjoyment level of anticipated vacation are; (1) the amount of preparations required before having the vacation, this implies the time of planning the vacation (MacLeod, 2012), (2) the comparability of the vacation with previous vacation (Stewart, 1999), (3) the financial sacrifice one has to make. (Marsat and Williams, 2013), (4) the uniqueness of a vacation (Lee and Ahn, 2016).

Therefore the research question of this paper is as following: *Do the amount of preparation, the comparability of previous vacations, the financial sacrifice and or, the uniqueness of the vacation predict the enjoyment level of anticipated vacation?*

The objective of this research is to gain more insights into the predictors of the enjoyment level of anticipated vacation. To measure this, the different factors are taken into account as the independent variables. The dependent variable, the enjoyment level of anticipated vacation, will be measured together with the independent variables through a survey among people who had already planned a vacation which will be at least a week long.

## 1.2 Relevance of this paper

This paper is relevant for companies and marketers. Marketers and companies, like travel agencies, can use the findings of this paper for positioning their products. It even can contribute to product improvement in the tourism industry.

The next chapter will discuss the literature about the influence of participating vacation and the state of happiness.

## 2. Literature review

### 2.1 Experiences versus material goods

If people spend their money, they mostly spend it first on their basic needs and if they have money left they could choose to spend it on more or new material goods or experiences. Material goods are for example books, jewellery and cars. The difference between experiences and material goods and their influence on the happiness of people is already studied.

Nowadays we live in a society with a consumer culture. People create an image of someone by looking at the products they use (D'Avella et al., 2016). This leads to a status competition with the norm of 'keeping up with the Joneses'. This means that people always want to buy more or better products because other people also do. This, however, does not always lead to more happiness (van Koppen, 2007). To gain more happiness people could spend their money more on experiences than on material goods (Nawijn, 2011). This is, because when people spend their money on material goods, for example, a watch or a car, they can compare them with the watch or car from their friends or neighbours. When someone else got a bigger watch or a newer car, they get disappointed and thus unhappy (Lee and Ahn, 2016). However, it is much more difficult to compare experience, like vacations, because this is different for everybody. Therefore, spending money on experiences could lead to more happiness instead of when people spend their money on material goods.

### 2.2. Vacation in general

The term 'vacation' is at times given a broad definition. According to Kühnel and Sonnentag 'vacation' is defined as: 'a time off the job lasting several days to several weeks (2011). In their study, they discussed the factors that have an influence on the fade-out effect, in other words, the effects that cause that the benefits from a vacation do not last that long.

In the Netherlands people who work are entitled to annual holiday allowance. This is at least eight percent of their gross annual salary and is paid by the employer once a year or in terms through the year. Recent research from the National Institute for Budget Information (NIBUD) suggests that more and more people go on a vacation in the Netherlands. On average people go two or three times a year on vacation (Rijksoverheid, 2017). In 2017 even 78 percent of the people in the Netherlands had planned a vacation (Schonewille, G. and Stoof, R., 2017). Next, there will be discussed what previous research found about the impact from vacation on consumers' well-being.

## 2.3 Studies on the impact of vacations on consumers' wellbeing

Previous studies suggested that people who go on vacations feel happier, during their vacation (Nawijn et al., 2010), in the moment just after the vacation (Gilbert and Abdullah, 2004), but not happier in the long run (Nawijn, 2011) than people who do not go on vacation. Most research was done on the relationship between the phases during and after the vacation and happiness. According to the five phases of Fridgen (1984), the anticipation of vacation could also be a part of the enjoyment from vacation. However, limited research was done in this phase.

The studies about a vacation in general and happiness found that the relationship between going on a vacation and the well-being is positive (De Bloom, Kompier, Geurts, Weerth, Taris and Sonnentag, 2009; Etzion, 2003; Gilbert and Abdullah, 2004). Because a vacation is seen as a moment of time off the job, people can recover from their stress (Chen et al., 2016). This leads to a decrease in burnouts (Etzion, 2003). In a company in Israel, two groups were compared. One group went on a vacation and the other group stayed at home. The groups were compared to their level of stress and level of burnout before and after the period the vacation group go for their vacation. The results showed a decrease in the stress and burnout level from the vacation group, while the levels of the comparison group were the same. However, after three weeks only the burnout level was decreased and the stress from the workers who went on a vacation was again the same as before their vacation, so this effect was only transitory (Etzion, 2003).

That the positive effects from going on vacations do not last long is confirmed by the study from De Bloom et al. (2009). People from the study in The Netherlands showed an improvement in health and well-being after their vacation. However, this did not last long due to the fade-out effect. As soon as people got back to their work and their daily routine, the positive effects from going on a vacation slowly disappeared (De Bloom et al., 2009). In their conclusion, they suggest that more research should be done on vacation activities and experiences to gain more insights into the effects of going on a vacation in the different phases.

However, people who had been on vacation seemed to be happier than those who had not (Nawijn, 2011). In the study in the Netherlands by Nawijn, people who had been on a vacation scored higher on a hedonic level of affect. This is probably due to the positive memories from the vacation and the positive feelings which are related to these memories. Though, this positive effect was only reported shortly after the vacation and did not last all the time.

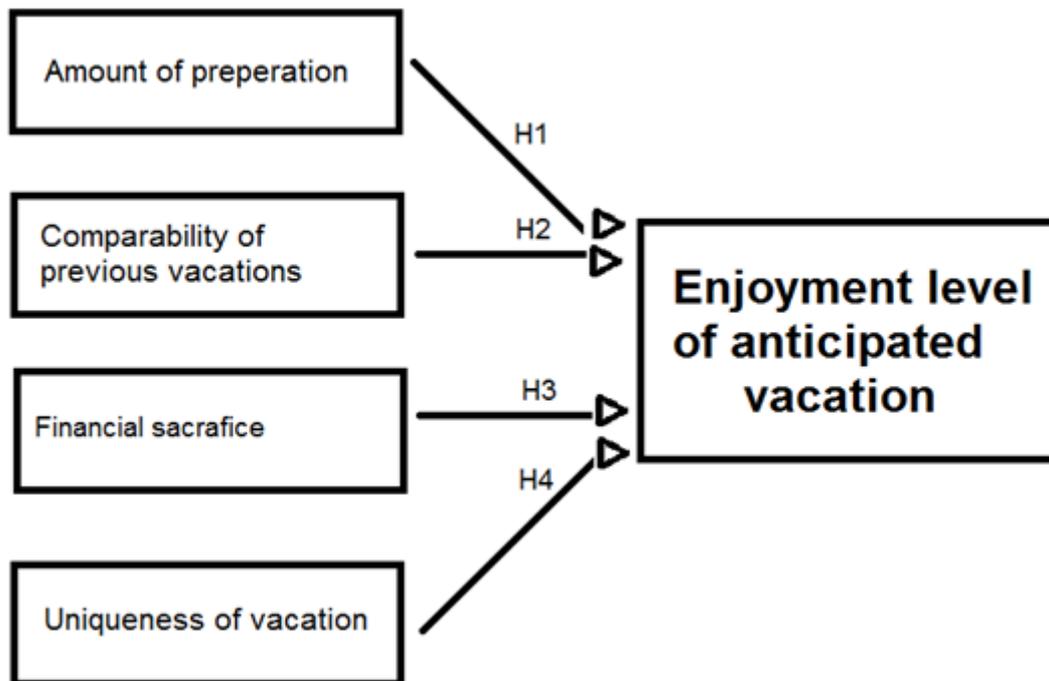
In the phase before the vacation, people are looking forward to it and this can also influence their state of happiness (Miller et al., 2007). According to Nawijn et al. (2010), this anticipation can possibly play a role in the state of happiness which people have before their vacation. The study found that people who had planned a vacation were happier than people who did not plan a trip away (Nawijn et al., 2010)

More research is done on the anticipation of a vacation. Previous research found that the anticipation of a vacation affects people's subjective well-being (Gilbert and Abdullah, 2002). In the study of Gilbert and Abdullah about the impact of the expectation of a holiday on an individual's sense of well-being, a holiday-taking group, who were waiting for their vacation to happen, and a non-holiday-taking group were compared in England. The main findings were

that the holiday-taking group were much happier with their life as a whole and thus with their global well-being than the non-holiday-taking group (Gilbert and Abdullah, 2002).

## 2.4 Conceptual model and hypothesis

To see if the independent variables predict the dependent variables, four hypotheses are formulated. The figure below shows the conceptual model of the hypotheses, which is about the relationship between the dependent variable and the independent variables.



*Figure 2: Conceptual model*

*In this model, the relationship between the dependent variables and the independent variable are shown. H1 shows the relationship between 'amount of preparation' and 'enjoyment level of anticipated vacation'. H2 shows the relationship between the 'comparability of previous vacations' and the 'enjoyment level of anticipated vacation'. H3 shows the relationship between 'financial sacrifice' and 'enjoyment level of anticipated vacation'. And finally, H4 shows the relationship between 'uniqueness of vacation' and 'enjoyment level of anticipated vacation'.*

### *2.4.1. Amount of preparation needed before vacation*

The amount of preparation is how much time it took for you to have your vacation planned. Going on a vacation requires a lot of decisions that have to be made. For example; Where are you going? With who will you travel? Which activities will you do when you are on your destination? How would you travel? And many more questions that could be answered while planning and preparing your vacation. Even when you want to go on a vacation spontaneous, there are things you have to plan. So, planning is often an important part of the vacation

(Stewart, 1999). According to Carver et al. (1989), planning can also be defined as a process where people can deal with their stress. But planning is not only effective while coping with the stress level of people, it can also increase the happiness of people (MacLeod, 2012). People who have a more goal-based orientation and plan more, scored higher on their sense of well-being. This is further investigated by Peralta and Saldanha (2017) which looked at the roles of planning and social support to enhanced happiness. They found a positive relationship with planning and happiness.

Previous research already showed that people derive the most of their happiness from anticipating and planning their vacation (Nawijn et al., 2010). With planning a vacation, people can boost their state of feeling with happiness. While people are planning they can look forward to their nicely planned vacation. Besides that, how more time people took on planning their vacation themselves, how more they probably will like their vacation because they have planned it the way they like. A research from Travel Secrets survey revealed that almost 69 percent of Americans try to plan their vacation while they are at work (Strutner, 2015). Most of the people feel stressed sometimes when they are at work, so searching for information for a holiday break will let them think of something nice, which release some stress.

If people took a lot of time to prepare their vacation and thus, their amount of preparation score is high, the level of enjoyment of the anticipated vacation should be high too. Therefore, the first hypothesis is as follows. *Hypothesis one: If the amount of preparation is high, the level of enjoyment of anticipated vacation is high.*

#### 2.4.2. Comparability with previous vacations

The factor itself: ‘comparability with previous vacations’ explains already what the factor means. It is about how much the planned vacation have similarities and looks like the vacations that the person had already experienced before.

As mentioned above, the characteristics from the planned vacation have everything to do with the decisions that are made for the vacation. When making a decision, most people prefer to choose what they did before or do not choose at all. People mostly choose the default option, this is generally known as the ‘status quo bias’ (Kahneman, 1991; Anderson, 2003). So, how much a vacation is comparable with previous vacations depends on the choices that people made while planning their vacation. People could choose to plan all new kind of things for their vacation or choose things what they did before, thus what is closer to the status quo.

It was investigated by Stewart (1999) how people planned a vacation which was similar to a vacation which they had experienced before. In his study, he studied the difference from ‘first-time visitors’ and ‘repeat visitors’ in case of planning. It was found that repeat visitors made more congruent plans for their vacation. All the decisions about the vacation, for example, how the vacation is planned and what is planned can be influenced by experiences from previous vacations (Aarts et al., 1998). If it is known what the pitfalls are from the vacation and the planning, people could take this into account while planning the next vacation which is comparable to the previous vacations. Therefore, people who are seen as repeat visitors also planned more efficiently (Stewart, 1999). With this, the so-called stressful part of planning a vacation was skipped and there was more time for planning the more enjoyable details of the vacation.

Besides, if people know what to expect from their vacation, because it is comparable to a previous vacation they probably will look forward to it more than if they do not know what to expect and have more insecurities about the planned vacation. So, a vacation which is more comparable will lead to a better state of happiness.

If the comparability of previous vacations and the planned vacation is high, it is easy to compare, and planning the vacation was probably influenced by a previous vacation and therefore planned more efficiently. Therefore, the relationship between the comparability of previous vacations and the current level of enjoyment of anticipated vacation should be positive. This lead to the following hypothesis. *Hypothesis two: If the comparability of previous vacations and the planned vacation is high then the level of enjoyment of anticipated vacation is also high.*

#### 2.4.3. Financial sacrifice

The financial sacrifice is about the costs that a person has to make for the vacation. The happiness people receive from buying a product is influenced by the price of how much something costs. How much product costs influence how much people value it (Marsat and Williams, 2013). The price can be seen as a kind of anchor that influence personal beliefs. This is discussed by Northcraft and Neale, who found that due to the anchoring-and-adjustment perspective from people, people almost automatically think that if something costs more, the value should be higher (1987). The research mostly focused on how people let price influence their decision making in buying products.

Not only value of a product can be influenced by how much something costs, also taste can be influenced by price. There have been several studies about how people rate the taste of expensive wines versus how they rate wines that cost them less. The research made use of a control group which did not know the prices and a group who did knew the prices of the wine. The expensive wine was most of the times rated better if the price was known, though with blind tasting the taste was not always rated better. People assume that if something is expensive and they have made a lot of costs for it, that it is better and or will make them happier (Goldstein et al., 2008).

Due to the anchor trap, people would assume that if they had made a lot of effort and thus made a great financial sacrifice for the planned vacation, the vacation would be very nice. Persons who made more effort are probably happier with their vacation and therefore their enjoyment level of anticipated vacation should be higher. Therefore, the third hypothesis is as follows. *Hypothesis three: If the financial sacrifice is high, the level of enjoyment of the anticipated vacation is also high.*

#### 2.4.4. Uniqueness of vacation

In general, people get happier when they spend their money on experiences instead of material goods. This is because material goods are easier to compare (Lee and Ahn, 2016). Though, people do not get any happier if the things they have done can be compared to the experiences of other people because then there is a chance that your experience is less compared to others. If a vacation is seen as unique it means that it is unique because not many other people have experienced such a vacation. Therefore, it cannot be easily compared to their experiences.

According to Elizabeth Dunn experiences seem to be most beneficial when they provide a unique opportunity that is not easy to compare with other options (Dunn & Norton, 2014). If a unique vacation could make people feel happier afterwards, then it must also make them feel happier before the vacation, because they will have positive expectations. In the study by Nawijn et al. (2010) they assumed that extroverts are likely to take different types of vacation, compared to other people and therefore experience more unique vacations. The character, extraversion, is positively associated with happiness (Nawijn et al., 2010). Therefore, the hypothesis is as follows, if a person knows that his or her planned vacation will be a unique experience, the positive expectations from it will lead to a higher level of enjoyment of the anticipated vacation. *Hypothesis four: If a vacation is seen as more unique than other vacations, the level of enjoyment of anticipated vacation is higher.*

## 3. Method

### 3.1 Pilot study

To gain insights into the different factors which could predict the anticipation of the planned vacation, a laddering interview was held. Five persons were interviewed. The question: ‘*What makes you have the anticipation of the planned vacation? Or do you not have any expectations?*’ were asked. After the received answer, the question: ‘*Why?*’ was asked continuously. The main results from this depth interview were that most persons got excited about planning a vacation because they expected that it would be a unique vacation (Appendix A). One person said: ‘*Because I think it's going to be a special holiday*’ (Appendix A). The other person mentioned that he was looking forward to his vacation because he had the idea that it was worth his money where he had worked for (Appendix A). There was also a person that said that he was happy that he planned his vacation and was looking forward to it because he liked his previous vacations and the planned vacation was similar to what he did before (Appendix A). All the persons were excited about the planned vacation.

### 3.2. Survey

#### *3.2.1. Design*

To answer the main question and contribute more insights in the state of happiness from people who have planned their vacation, a survey under people who planned a vacation was held. In this research ‘*vacation*’ was used as the term which defined the act of going on a holiday for at least one week. The dependent variable was the expected holiday enjoyment. A requirement to participate in the survey was that the person who participated had planned a vacation which would be longer than a week. Furthermore, all the people who participated stayed anonymous and were participating voluntarily, so they did not receive anything for fulfilling the survey. Besides, the survey was in Dutch because it is a research about Dutch people. The survey was distributed as an online questionnaire because that is nowadays the best way to reach many

respondents in a short amount of time. There was a progress bar on the bottom of the page, so people knew what the progress was when they filled the survey in.

### 3.2.2. Participants

The participants were persons who had already planned their vacation which would be longer than a week. This was controlled at the beginning of the survey. As said they did not receive anything for completing the survey, so they were all participating voluntarily and also anonymously. There was no age or gender determined. The survey was distributed online through social media (Facebook and WhatsApp). The survey was filled in by 125 people. There were 17 people who did not finish the survey and therefore are left out of the analysis. After deleting the respondents with missing data, the total was 108. The male-female ratio was 1.75, so the survey was filled in by 81 women and 27 men. The respondents were between the 18 and 64 years, with an average age of the respondents of 27 ( $M= 26.78$ ,  $SD= 13.31$ ) (Appendix D). From the respondents, 53 people answered 'HAVO/VWO/MBO' on the question '*What is your highest level of education?*'. 55 people finished their HBO or University (See Appendix D).

### 3.2.3. Procedure

The survey began with a short intro to thank the respondent for participating and give some information about where the survey was about and how much time it would take to fulfil. Besides, it was mentioned that the survey was only for people who had already planned their vacation which would be at least a week and would take place within eight weeks. Thereupon questions were asked about the planned vacation, this were the questions: '*When is your planned vacation?*' and '*How long is your planned vacation?*'. These control variables were measured through multiple choice questions and one open question, which was about where the person was going on his or her vacation. After that, first, the dependent variable was measured. This was measured by a matrix table with a seven-point Likert scale with 'totally disagree' to 'totally agree'.

Thereafter, the independent variables were tested, one by one. To measure if the variable was a predictor of the level of enjoyment of anticipated vacation the independent variable was measured through statements. The statements were measured through a matrix table with the question how much the person agree or disagree. It was a seven-point Likert scale with 'totally disagree' to 'totally agree'. The independent variables were respectively '*amount of preparation*', '*comparability of previous vacations*', '*financial sacrifice*' and '*uniqueness of vacation*'.

A few questions in the end of the survey were asked to gain more insights in the background variables and to describe the sample. In this way, the basic statistics could be compared with the results of the different ratings. The questions were to define the gender, age and level of education of the respondents. This was asked at the end of the survey because otherwise, it will maybe influence how people perform. If a person thinks that his or her social group is taken into consideration, it can affect how they answer, this is the so-called 'stereotype threat' (Steele and Aronson, 1995). The survey ended with the option for people to ask questions and thank them for participating in the survey.

### 3.2.4. Measures

A factor and reliability analysis was performed to see whether the multiple items reflected the same items on the scale. The items were allowed to use in one scale. So, four new variables were created, which was the same as the four independent variables and therefore, the four possible predictors.

Table 1: Reliability analysis variables

Variable	Cronbach's Alpha	n of items
Expected holiday enjoyment	.87	2
Amount of preparation	.91	3
Comparability of previous vacations	.88	4
Financial sacrifice	.79	3
Uniqueness of vacation	.90	4

#### 3.2.4.1. Expected holiday enjoyment

The dependent variable from this research was the expected holiday enjoyment, so the positive expectations someone had before he or she goes on the planned vacation. It is the feeling of anticipation people commonly have before going on a vacation. According to Easterlin (2001), happiness can be measured through three different types of measuring; experienced, predicted and remembered. In this study, the focus was on the experienced happiness before someone goes on his or her planned vacation. To measure the relationship between the dependent and the independent variables there was an indication made of the dependent variable. To measure the dependent variable, different items were conducted in a matrix table. Two positive and one negative were used. Just like Gilbert and Abdullah (2002) who used a positive effect, negative affect and life satisfaction to measure the global sense of well-being. The items measured in the matrix table were: *'I really am enjoying the idea that my vacation is almost'*, *'I do not have positive expectations at all'* and *'I am really looking forward to my vacation'* (See Appendix B. Table of constructs and items). The results of the factor analysis of the expected holiday enjoyment showed that one component must be extracted. The item *'I do not have positive expectations at all'* did not correlate well with the other items. With the three items, all included there was a Cronbach's alpha of -.064. After extracting the item, the two other items formed a reliable scale of Cronbach's alpha .867 (See Table 1 and Appendix E). Therefore only the two questions, *'I really am enjoying the idea that my vacation is almost'* and *'I am really looking forward to my vacation'* could be used together on one scale.

#### 3.2.4.2. Amount of preparation

The amount of preparation means how much time it took for you to plan your vacation and if you have planned this all by yourself or that other people have helped with it. To measure if this variable was a predictor of the level of enjoyment of anticipated vacation, the independent variable was measured through three statements. The statements that were used for this independent variable were: *'Planning my vacation cost me a lot of effort'*, *'Planning my vacation took a lot of time'* and *'Planning my vacation cost me a lot of energy'*. They performed a reliable scale of Cronbach's alpha .911 (See Table 1). So, the three questions about the amount of preparation were used together in one scale.

#### 3.2.4.4. Comparability of previous vacations

The independent variable 'comparability of previous vacations' was also measured through statements. This variable was measuring how much the planned vacation was comparable to vacations the person had before. And thus how much the person knew how the vacation was going to be like. The items used were: *'I have already experienced such type of vacation before'*, *'My planned vacation is unique if you compare it to my previous vacations'*, *'I expect that my vacation will be comparable from vacations I have had before'* and *'My vacation will be a new experience for me'*. The first and last questions were transformed and re-coded into the same variables. With the two items being re-coded, the results showed that component 1 had an Eigenvalue of 2.944 and all factors explaining higher than .4 of the variance. The Cronbach's alpha for the items was .879 (See Table 1 and Appendix F).

#### 3.2.4.3. Financial sacrifice

The third independent variable which was measured as the 'financial sacrifice'. The financial sacrifice is the costs you have to make for the vacation. Besides, it is the amount of effort it takes for gaining the money for the vacation. The statements that were submitted were: *'My planned vacation is a big expense for me'*, *'I had to make a big financial sacrifice to pay my vacation'*, *'My planned vacation is going to cost relatively much money for me'* and *'It was not difficult for me to pay my vacation'*. After the first reliability analysis, a Cronbach's alpha of .325 was reached and the factor analysis gave a negative component for the question *'It was not difficult for me to pay my vacation'*. Therefore this question was transformed. The item was re-coded into the same variables. Again a reliability analysis was done. The results showed a reliable scale of Cronbach's alpha .794 (See Table 1). So, the three questions about the financial sacrifice could be used together in one scale.

#### 3.2.3.5. Uniqueness of vacation

The last independent variable was 'uniqueness of vacation'. The uniqueness of vacation means how much the vacation is seen as a unique experience if you compare it to vacations of other people. The items which were submitted are: *'My planned vacation is going to be a special vacation if you compare it to vacations of others'*, *'My planned vacation is unique compared with vacation of others'*, *'Many people go on a vacation that looks like the vacation that I have planned now'* and *'I expect that other persons think that my planned vacation is going to be unique'*. The items were tested. A Cronbach's alpha of .279 was reached. This, because the

question *'Many people go on a vacation that looks like the vacation that I have planned now'* was negatively correlated with the rest and showed a negative component in the factor analysis. Therefore this question was transformed and re-coded into the same variables. Thereafter the four items got a Cronbach's alpha of .899 (See Table 1). Thus, these items could also be used together in one scale.

#### *3.2.3.6. Control variables*

To define the situation of the respondents there were some questions which could define the control variables. The questions: *'When will your planned vacation will take place?'*, *'How long is the planned vacation?'* and *'Where does your planned vacation go to?'* were asked. Besides, to determine the amount of frequency from vacation the question *'When was the last time you went on a vacation?'* was also asked to define the sample group.

#### *3.2.3.7. Demographics*

The questions: *'What is your age (in numbers)?'*, *'What is your gender?'* and *'What is your highest level of education?'* were asked at the end of the survey to define the background characteristics of the sample. The options for education level were 'basic school', 'MAVO/VMBO', 'HAVO / VWO / MBO' and 'HBO / University'.

#### *3.2.5. Data analysis*

To analyse the data, an analysis of the variables was done through SPSS. First, there was defined if the items from the independent variables could be used in one scale. Therefore the different items which are used were tested on factor analysis and reliability. If the Cronbach's alpha was high enough, the items were used together in one scale.

First, the items of the dependent variable were tested. The items were eventually used together into one scale and computed, the mean of the two items was the 'Expected holiday enjoyment' variable.

After the first reliability analysis, the items of the independent variables were analysed one by one. The items which correlated high enough were computed and the mean of the items formed four new variables. The 'Amount of preparation' variable, the variable of 'Comparability of previous vacations' and the 'Financial sacrifice' variable. Moreover, the remaining items which were about the uniqueness of the vacation were also put into a reliability and factor analysis. The items were used together into one scale, the mean of the four items formed the 'Uniqueness of vacation' variable.

To test if the independent variables and dependent variable correlated together, a regression analysis was done.

#### *3.2.6. Additional data analysis*

Besides, there has been done additional data analysis to test if the data could predict something else. The question *'When is your planned vacation?'* was split into three categories in SPSS. Namely, people who answered 'about one or two week(s)', 'about three or four weeks' and 'about five or more weeks'. A One sample T-test was done with the 'Expected holiday

enjoyment’ and the three different categories of how much time it will take that the person will go on their planned vacation.

## 4. Results

### 4.1. Survey

The characteristics of the sample are shown in the table below (Table 2). From the respondents, there were 27 men (25%) and 81 women (75%). The female respondents scored somewhat higher on their mean from the expected holiday enjoyment (M=5.33, SD= 1.93) than the male respondents (M=5.07, SD= 1.59) (see Appendix G).

*Table 2: Characteristics of the sample*

<b>Characteristic</b>	
<i>Age (in years)</i>	
Mean	26.78
Standard Deviation	13.31
Minimum	18
Maximum	64
<i>Gender (n [%])</i>	
Male	27 [25.0]
Female	81 [75.0]
<i>Education (n [%])</i>	
HAVO/VWO/MBO	53 [49.1]
HBO/University	55 [50.9]

According to the predictions, a higher score on the independent variables, the amount of preparation, the comparability of previous vacations, the financial sacrifice and the uniqueness of vacation, should lead to a higher score of the dependent variable, the anticipation of a vacation

The findings of the survey did not support the expectations. A standard multiple regression analysis was done to test if the independent variables, so the set of predictors had influences on the dependent variable. Taken as a set, the predictors ‘*the amount of preparation*’, ‘*comparability of previous vacations*’, ‘*financial sacrifice*’ and ‘*uniqueness of vacation*’ and

the three control variables, *age*, *gender* and *education level*, accounted for 4 percent of the variance in the expected holiday enjoyment ( $R^2=.038$ ). The regression model was not significant ( $F(7, 100)=.56, p>.005, R^2 = .038$ ) (See Table 3).

Overall, the regression analysis was not statistically significant. The four predictors together as a group do not predict the anticipation of a vacation. None of them offers any significant amount of unique variance in explaining the dependent variable. As is shown in the table, not one variable had a t-value than  $p<.001$ . Unexpectedly, the findings did not support the hypothesis.

Table 3: Multiple regression analysis

Independent variables	Expected holiday enjoyment			
	Beta	t-Value	Mean	Standard Deviation
<i>Predictors</i>				
Amount of preparation	.06	.44	3.07	1.53
Comparability of previous vacations	.12	.88	3.91	1.72
Financial sacrifice	.02	.11	3.83	1.44
Uniqueness of vacation	-.03	-.22	4.16	1.51
<i>Demographic factors</i>				
Age	.01	.41	5.27	1.84
Gender*	.11	.24	5.27	1.84
Education level**	-.56	-1.43	5.27	1.85
<i>Adjusted R square</i>		.038		

\*"Gender" of the participant was assigned a value of one for males and two for females.

\*\*"Education level" was assigned one for basic school, two for MAVO/ VMBO, three for HAVO / VWO / MBO and four for HBO / University.

## 4.2. Additional analysis

However, there were also some findings, which were not predicted. The results of the one sample T-test showed that the longer it takes before the planned vacation is, the less the anticipation of the vacation. As shown in the table below, people who go on their vacation next week or about two weeks, scored higher ( $M=5.44, SD=2.10, t(49)=4.85, p<.001$ ) than people who have to wait longer. There was even a small difference between people who go on their vacation in three or four weeks ( $M=4.97, SD=2.12, t(30)=4.85, p<.001$ ) and people who had to wait a bit longer ( $M=4.96, SD=1.60, t(26)=3.12, p<.001$ ) (See Table 4). Thus, these findings showed that people are getting more excited about their planned vacation when their vacation is coming close.

Table 4: One sample T-test Expected holiday enjoyment with amount of time between amount of time planned vacation

<b>Vacation planned</b>	<b>N</b>	<b>Mean</b>	<b>Standard deviation</b>	<b>t-Value</b>	<b>Sig. (2-tailed)</b>
<i>About a week or two</i>	50	5.44	2.10	4.85	<.001
<i>About three/four weeks</i>	31	4.97	2.12	2.54	.02
<i>About five or more weeks</i>	27	4.96	1.60	3.12	<.001

## 5. Discussion

It appears that the most important phase of conducting happiness of a vacation is the phase before people actually go on a planned vacation (Nawijn et al., 2010). People are looking forward to it and have positive expectations (Miller et al., 2007). They are anticipating in their vacation. This research was for gaining more insights into the predictors of this feeling. This was tried to be explained, but the variables: the amount of preparations, comparability of the vacation, financial sacrifice and the uniqueness of a vacation where no predictors according to the data. Opposed to what was expected the findings did not show a significant amount of unique variance in explaining the dependent variable.

A survey was conducted among participants who had already planned a vacation. The independent variables, the amount of preparation, the comparability of previous vacations, the financial sacrifice and the uniqueness of vacation, were tested. A standard multiple regression analysis showed that there was no correlation between the dependent, the anticipation of a vacation, and the independent variables. Not one of the independent variables had a t-value than  $p < .001$ . Although the dishes were well appointed, it could be that the variables were not strong enough to predict the independent variable. Also, the generation of participants was limited, because the study was held only under Dutch people, mostly female and from the University. The people in the Netherlands have the ability to go on vacation a lot and are therefore favoured (Schonewille and Stoof, 2017).

These findings are important because they give some insights into the positive expectations of people of their planned vacation. It cannot be said how they are predicted because the variables did not offer any significant amount of unique variance in explaining the dependent variable.

However, the additional data showed that people have more positive expectations when their planned vacation is approaching. People experience more positive feelings when the vacation is nearby because they are more involved increasingly looking forward to it (Miller et al., 2007). The practical relevance of this paper is that the information can be used for positioning the products of travel agencies. The tourism industry can respond to the found results by advertising with the fact that people also can conduct happiness of anticipating vacation. This increases as the planned vacation is almost there. But also other companies can use these findings because they can respond to the additional findings that people are the happiest just before the vacation.

The findings contribute to other areas of research, such as decision-making and consumer behaviour (Stewart, 1999). The happiness of anticipating vacation is influenced by the amount of time before the vacation is happening, therefore people will probably take different decisions and act differently.

### Limitations and recommendation

A limitation of the study is the fact that there was not set a limit to the age of the target group. So there could be a difference in the ages of the respondents. The survey was distributed online through social media (Facebook and Whatsapp), therefore it could be that the respondents were mostly younger people because they are more active on social media. Besides, all respondents had the ability to go on a vacation, because that was the only restriction. Therefore, there was a group excluded who did not go on a vacation. Despite that this was checked, the target group was not big enough to generate for all. For further research, there should be set a clear target group to reduce this kind of implications and they could implement a control group of respondents who did not plan a vacation. Plus, this limitation could take into account and predict this by also contributing a printed survey. Besides, further research could also use an experiment with a vacation taking and a non-vacation taking group to test which variables are predictors of increased enjoyment level of the anticipation of a vacation.

This study explored the influence of the four variables 'the amount of preparation', 'the comparability of previous vacations', 'the financial sacrifice' and 'the uniqueness of the vacation' and the expected holiday enjoyment. According to Nawijn et al. (2010), people derive most of their happiness from anticipating the holiday trip. In this study, not every possible predictor of the happiness from anticipating could be taken into account. Therefore, there might be other possible predictors that significantly affect this. For further research in anticipating the vacation, other predictors have to be taken into account too.

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# Appendix

## A. Pilot study

Vraag: Wat maakt dat jij voorpret hebt van de geplande vakantie? Of juist niet? Gevolgd door constant de vraag: Waarom?

*Persoon 1:*

- Ik word gelukkig van het idee van vakantie
- Omdat ik tijdens de vakantie meer geluk ervaar
- Omdat ik dan geen stress heb van werk
- Omdat ik daar dan niet mee bezig hoeft te zijn

*Persoon 2:*

- Ik kijk uit naar de vakantie
- Omdat ik denk dat het een bijzondere vakantie gaat worden
- Omdat ik daar nog nooit ben geweest
- Omdat het iets is wat niet iedereen zomaar even doet

*Persoon 3:*

- Ik heb zin om op vakantie te gaan
- Omdat ik er hard voor heb gespaard en gewerkt dus vind dat ik het nu wel verdien
- Omdat ik gelukkig wordt van vakanties
- Omdat ik het idee heb dat het mijn geld waard is waar ik voor heb gewerkt
- Omdat ik verwacht een bijzondere vakantie te hebben
- Omdat het een unieke locatie is

*Persoon 4:*

- Ik voel me blij als ik geboekt heb
- Omdat ik zin heb om op vakantie te gaan
- Omdat ik vol met verwachtingen zit van de vakantie
- Ik verwacht dat de vakantie leuk gaat zijn
- Omdat ik voorgaande vakanties ook leuk vond en ik ga nu hetzelfde doen

*Persoon 5:*

- Ik heb er zin in maar voel ook spanning
- Omdat ik niet weet of de vakantie aan mijn verwachtingen gaat doen
- Omdat ik naar een plek waar ga ik nog nooit ben geweest

## B. Table of constructs and items

<b>Construct Dependent variable, criterion variable (DV)</b>	<b>Definition</b>	<b>Items</b>
Expected holiday enjoyment	The expected holiday enjoyment is the positive expectations (voorpret) someone has before he/she goes on the planned vacation. The feeling of anticipation people commonly have before an exciting event.	<ul style="list-style-type: none"> <li>- <i>'I really am enjoying the idea that my vacation is almost there'</i></li> <li>- <i>'I do not have positive expectations at all'</i></li> <li>- <i>'I am really looking forward to my vacation'</i></li> </ul>

Table 1: Construct dependent variable

<b>Construct Independent variable Predictor (IV)</b>	<b>Definition</b>	<b>Items</b>
Amount of preparation	The amount of time and effort it takes to prepare and plan the vacation.	<i>'Planning my vacation cost me a lot of effort'</i>
		<i>'Planning my vacation took a lot of time'</i>
		<i>'Planning my vacation cost me a lot of energy'</i>

Table 2: Construct independent variable

<b>Construct Independent variable predictor (IV)</b>	<b>Definition</b>	<b>Items</b>
Financial sacrifice	The financial sacrifice is the costs you have to make for the vacation.	<i>'My planned vacation is a big expense for me'</i>
		<i>'I had to make a big financial sacrifice to pay my vacation'</i>
		<i>'My planned vacation is going to cost relatively much money for me'</i>
		<i>'It was not difficult for me to pay my vacation'</i>

Table 3: Construct independent variable

<b>Construct Independent variable predictor (IV)</b>	<b>Definition</b>	<b>Items</b>
Comparability of previous vacations	Comparability of previous vacations is the amount of similarity between your planned vacation and vacations you have experienced before.	<i>'I have already experienced such type of vacation before'</i>
		<i>'My planned vacation is unique if you compare it to my previous vacations'</i>
		<i>'I expect that my vacation will be comparable from vacations I have had before'</i>
		<i>'My vacation will be a new experience for me'</i>

Table 4: Construct independent variable

<b>Construct Independent variable predictor (IV)</b>	<b>Definition</b>	<b>Items</b>
Uniqueness of vacation	Uniqueness of vacation means how unique your planned vacation is if you compare it to vacation of others	<i>'My planned vacation is going to be a special vacation if you compare it to vacations of others'</i>
		<i>'My planned vacation is very unique compared with vacation of others'</i>
		<i>'Many people go on a vacation that looks like the vacation that I have planned now'</i>
		<i>'I expect that other persons think that my planned vacation is going to be unique'</i>

Table 5: Construct independent variable

## C. Survey

### Intro

Fijn dat u mee wilt doen aan deze studie van Wageningen Universiteit over het toegenomen geluk bij een geplande vakantie. Deze vragenlijst is bedoeld voor mensen die een vakantie van minimaal een week hebben gepland dat zal plaatsvinden binnen nu en acht weken. Het invullen van de vragenlijst zal ongeveer 5 minuten duren. Als deelnemer aan dit onderzoek blijft u geheel anoniem. Voor eventuele vragen kunt u contact opnemen met Anne-May (anne-may.snethlage@wur.nl).  
*Door op 'ja' te klikken geeft u aan dat u bovenstaande hebt gelezen en ermee instemt;*

- Ja, ik doe mee aan dit onderzoek.
- 

Wanneer vindt ongeveer uw geplande vakantie plaats? (Rond hierbij af naar boven, dus als het over 10 dagen is, geeft u aan 'over twee weken')

- Over een week
- Over twee weken
- Over drie weken
- Over vier weken
- Over vijf weken
- Over meer dan vijf weken
- 

Hoe lang is ongeveer de vakantie die u heeft gepland? (rond hierbij af naar boven, dus als het 10 dagen is, geef je aan 'over twee weken')

- Een week
- Twee weken
- Drie weken
- Vier weken
- Meer dan vier weken
- 

Waar gaat u naar toe op uw geplande vakantie?

---

Wanneer was de laatste keer dat u op vakantie bent geweest (die langer duurde dan een week)?

- Minder dan drie maanden geleden
- Tussen de drie en zes maanden geleden
- Tussen de zes en negen maanden geleden
- Tussen de negen en twaalf maanden geleden
- Meer dan een jaar geleden

---

Uw vakantie is bijna daar! De volgende vragen zullen gaan over de vakantie die je hebt gepland. Klik op het pijltje rechts om door te gaan.

---

### Positive expectations

Geef aan in hoeverre u het eens bent met de volgende stellingen.

	Volledig mee oneens	Grotendeels mee oneens	Gedeeltelijk mee oneens	Neutraal	Gedeeltelijk mee eens	Grotendeels mee eens	Volledig mee eens
Ik geniet nu al van het idee van mijn vakantie nadert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb heel veel vakantie voorpret	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kijk heel erg uit naar mijn vakantie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Amount of preparation

Hieronder staan een aantal stellingen. Klik aan wat op u van toepassing is.

	Volledig mee oneens	Grotendeels mee oneens	Gedeeltelijk mee oneens	Neutraal	Gedeeltelijk mee eens	Grotendeels mee eens	Volledig mee eens
Ik heb de vakantie helemaal alleen gepland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn vakantie regelen kostte me heel veel tijd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn vakantie regelen kostte me heel veel energie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Comparability

Hieronder staan een aantal stellingen. Neem je geplande vakantie in je hoofd. Klik aan wat op u van toepassing is.

	Volledig mee oneens	Grotendeels mee oneens	Gedeeltelijk mee oneens	Neutraal	Gedeeltelijk mee eens	Grotendeels mee eens	Volledig mee eens
Ik heb al vaker zo'n soort vakantie gehad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn vakantie is uniek vergeleken met vakanties die ik al eerder heb gehad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat mijn vakantie vergelijkbaar is met vakanties die ik al eerder heb gehad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn vakantie wordt een nieuwe ervaring voor mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Financial sacrifice

Hieronder staan een aantal stellingen. Klik aan wat op u van toepassing is.

	Volledig mee oneens	Grotendeels mee oneens	Gedeeltelijk mee oneens	Neutraal	Gedeeltelijk mee eens	Grotendeels mee eens	Volledig mee eens
Ik kan nu niet alles doen wat ik zou willen doen, omdat ik mijn vakantie heb gepland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik moest een grote financiële offer brengen om mijn vakantie te betalen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn vakantie gaat relatief veel geld kosten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het was niet moeilijk voor me om mijn vakantie te betalen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Uniqueness

Hieronder staan een aantal stellingen. Neem je geplande vakantie in je hoofd. Klik aan wat op u van toepassing is.

	Volledig mee oneens	Grotendeels mee oneens	Gedeeltelijk mee oneens	Neutraal	Gedeeltelijk mee eens	Grotendeels mee eens	Volledig mee eens
Als je mijn vakantie vergelijkt met de vakanties van andere mensen, wordt mijn vakantie een bijzondere reis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn aankomende vakantie is erg uniek vergeleken met vakanties van anderen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Veel mensen gaan op zo'n vakantie die ik nu gepland heb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat anderen mijn vakantie als iets unieks zien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Demographics

Wat is uw leeftijd (in jaren)?

---

Wat is uw geslacht?

Man

Vrouw

---

**Wat is uw hoogst afgeronde opleiding?**

Lagere school

LBO / MAVO / VMBO

HAVO / VWO / MBO

HBO / Universiteit

Anders, namelijk.. \_\_\_\_\_

---

Als u verder nog opmerkingen heeft voor de onderzoeker, schrijf ze dan hieronder:

---

**Nogmaals hartelijk dank voor uw deelname aan het onderzoek! Klik op het pijltje rechts om de vragenlijst in te sturen.**

#### D. Descriptive statistics

<b>Male-Female ratio</b>	<b>Men</b>	<b>Women</b>
1.75	27	81

*Table 6 : Gender*

<b>Mean age (in years)</b>	<b>Standard deviation</b>
26.78	13.31

*Table 7: Age*

	<b>Frequency</b>	<b>Percent (in %)</b>
<i>HAVO/ VWO/ MBO</i>	53	49.1
<i>HBO/ Universiteit</i>	55	50.9
<i>Total</i>	108	100.0

*Table 8: Education level*

	<b>Mean</b>	<b>Std. Deviation</b>	<b>St. Error mean</b>
<i>Expected holiday enjoyment</i>	5.27	1.84	.18

*Table 9: Expected holiday enjoyment*

### E. Reliability Tests of independent variables

	<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha based on Standardized Items</b>	<b>N of items</b>
Amount of preparation	.91	.91	3
Comparability of previous vacations	.88	.88	4
Financial sacrifice	.79	.79	3
Uniqueness of vacation	.90	.90	4

*Table 10: Reliability analysis independent variables*

### F. Results

Expected holiday enjoyment	<b>N</b>	<b>Mean</b>	<b>Standard deviation</b>
Female	81	5.33	1.93
Male	27	5.07	1.59

*Table 11: One sample T-test, difference between gender*

Expected holiday enjoyment	<b>N</b>	<b>Mean</b>	<b>Standard deviation</b>
Age<27	86	5.23	1.92
Age>/=27	22	5.41	1.55

*Table 12: One sample T-test, difference between age*

## G. Extra findings

Q7 Wanneer vindt ongeveer uw geplande vakantie plaats?

<b>Vacation planned</b>	<b>N</b>	<b>Mean</b>	<b>Standard deviation</b>	<b>t-Value</b>	<b>Sig. (2-tailed)</b>
<i>About a week or two</i>	50	5.44	2.10	4.85	<.001
<i>About three/four weeks</i>	31	4.97	2.12	2.54	.02
<i>About five or more weeks</i>	27	4.96	1.60	3.12	<.001

*Table 13 : One sample T-test Expected holiday enjoyment with amount of time between planned vacation*