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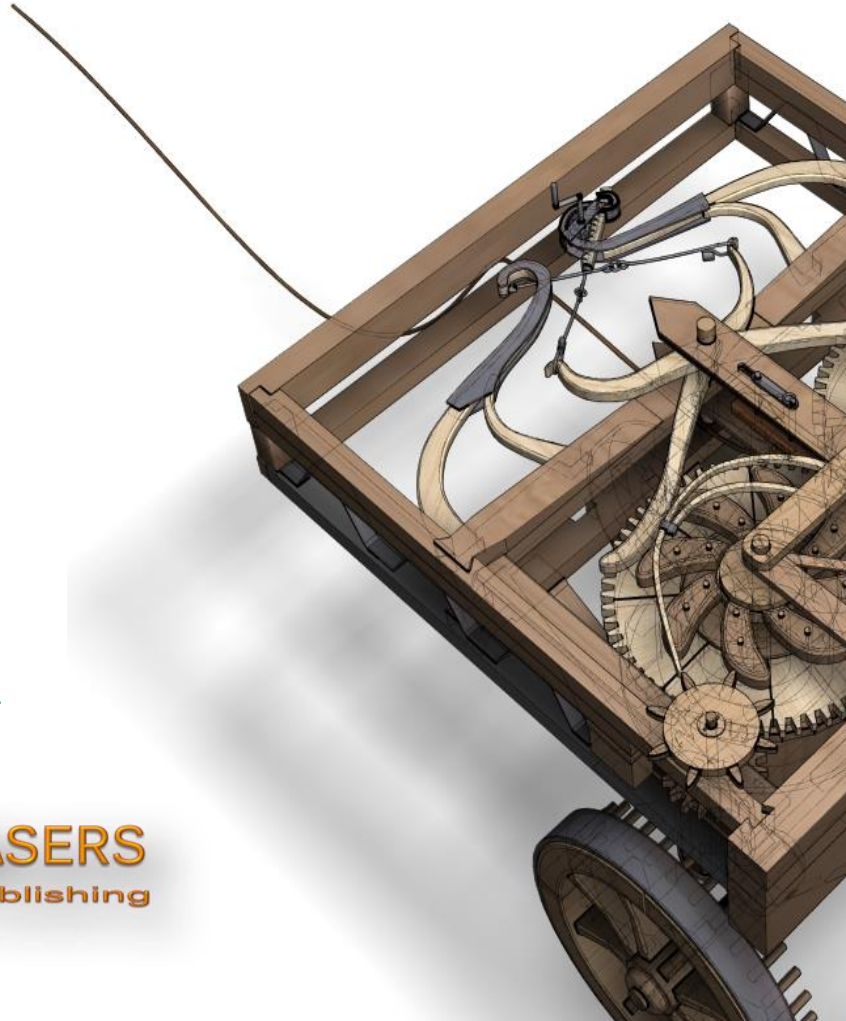
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Call for Papers Winter Issue 2024

Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

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Tourists' Preferences in the Context of Their Psychological Well-Being: Conjoint Analysis

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Abstract: The Purpose: The aim of the study is to determine how tourists' psychological well-being influences their preferences regarding various aspects of travel, such as the type of chosen destination, forms of leisure activities, and the expected intensity of social interactions.

Design/methodology/approach: A conjoint analysis was conducted with a sample of 600 respondents. Participants completed a psychological well-being questionnaire and a conjoint analysis survey to assess their preferences for various aspects of travel. The sample was representative of the adult Polish population according to demographic data.

Findings: The study found that the level of tourists' psychological well-being influences their preferences, particularly concerning the type of chosen tourist destination. Preferences for natural destinations were positively correlated with higher levels of psychological well-being.

Originality: This research fills a gap in the literature by incorporating psychological well-being into the study of tourists' preferences, providing insights into how mental health can influence travel decisions. The findings underscore the importance of considering psychological factors in tourism management and marketing.

Practical implications: Understanding the relationship between psychological well-being and travel preferences can aid in developing tourism offerings that support mental health, thereby contributing to overall social well-being. The study highlights the necessity of considering tourists' psychological well-being during the development of tourism offerings, as tourists' preferences are linked to their psychological well-being.

Keywords: management of tourism, conjoint analysis, tourists' preferences, tourists' behaviour, psychological wellbeing.

JEL Classification: D91; I31; Z32; Z33.

Introduction

The tourism sector is one of the areas of the economy that has experienced a significant downturn in recent years. However, following the crisis and pandemic period, it is recovering (UNWTO, 2022). Various crises and fluctuations are inherent in tourism activities, necessitating the development of mechanisms to cope with them (Garau-Vadell et al., 2018; Jiménez-Guerrero et al., 2021). In the tourism sector, knowledge about tourists forms the foundation for flexible responses to changes and for making managerial decisions related to the nature of the conducted activities (Ferrer-Rosell and Coenders, 2018; Litvin and Rosene, 2018). However, tourists, their behaviours, and preferences are highly diverse (Sánchez-Pérez et al., 2021; Parra Vargas et al., 2021; Penagos-Londoño et al., 2021). Similarly, consumer decisions regarding tourist trips are based on numerous variables (Tang et al., 2021; Dogra and Adil, 2023; Saini et al., 2023), which are primarily related to tourists' subjective perceptions of the available opportunities. This subjectivity applies to both external factors related to the choice of tourist destination

and internal factors, such as the tourist's personality (Alves et al., 2020), attitudes, or perceived psychological well-being (Fredricson and Joiner, 2002; Fredricson, 2009).

Therefore, in the evolving environmental, social, and economic conditions, it is crucial to investigate tourists' preferences at the most general level to comprehend the fundamental mechanisms upon which consumers base their choices. Incorporating tourists' fundamental preferences allows for the enhancement of the tourist experience and serves as the foundation for further and broader personalisation of the tourist offering (Mahdi and Esztergár-Kiss, 2023). Preferences are indeed an integral part of making tourist decisions.

Considering the increasing social uncertainty associated with deepening crises - economic, climatic, and energy-related (Piontek, 2022) - it is also pertinent to examine tourists' preferences in the context of their perceived psychological well-being (Buckley, 2022). The study of the relationship between psychological well-being and various aspects of individuals' lives finds its reflection in various scientific domains (Brooker and Vu, 2020; Bester, 2020; Joseph and McGregor, 2020). This stems from the significance that psychological well-being holds for the quality of individuals' lives. Simultaneously, the incorporation of the context of psychological well-being in the investigation of tourists' preferences represents a recognised research gap. In light of this, the following research question was formulated: does the level of psychological well-being affect specific preferences of tourists related to a tourist trip?

Attempting to answer the posed research question, a study was conducted within the framework of the conjoint analysis model of tourists' preferences regarding selected options for making tourism decisions. These options pertained to the preferred intensity of social interactions during a tourist trip, the nature of the tourist destination, and preferences regarding leisure activities during the tourist trip.

Based on the information provided, the researchers conducted a study using both the psychological well-being questionnaire and a questionnaire developed within the conjoint analysis model to examine tourists' preferences regarding selected features of leisure destinations. During the study, the researchers sought to verify the following research hypotheses:

H1: Preferences regarding the intensity of social interactions during a tourist trip are related to the level of psychological well-being exhibited by the respondents.

H2: Preferences regarding the nature of the tourist destination are related to the level of psychological well-being exhibited by the respondents.

H3: Preferences regarding leisure activities during a tourist trip are related to the level of psychological well-being exhibited by the respondents.

The study was conducted between October and November 2022 using the Computer-Assisted Web Interviewing (CAWI) method. It involved 600 respondents recruited through the research panel poznaj.to, which belongs to the PBS Research Agency. The respondents were selected based on quota sampling, with quotas determined according to the data from the Central Statistical Office (GUS) on the gender, education, and place of residence of adult Poles in 2020 (Demographics base, GUS, 2021). In this regard, the selected sample is representative of the adult Polish population with respect to the identified characteristics.

1. Literature Review

1.1. Preferences Regarding Tourist Trips

The decision-making process in tourism is a multifaceted interplay of internal motivations, external influences, emotional connections, and cultural considerations. Certainly, the spectrum of preferred factors influencing tourist decision-making is wide, and researchers typically make subjective selections of the preferences under study.

The COVID-19 pandemic has resulted in changes in tourists' behaviours and preferences (Beben et al., 2021; Hysa et al., 2022; Khan et al., 2022; Szymańska, 2023; Młynkowiak-Stawarz et al., 2024). Interest in domestic tourism, sustainable travel, individual travel, and short-distance trips has increased due to the pandemic's impact on travel restrictions, health concerns, and economic conditions (Khan et al., 2022; Szymańska, 2023). Additionally, there is a growing global awareness of ecological and green tourist destinations (Gogonea et al., 2021). Tourist preferences are also shaped by factors such as air pollution levels in destination cities, which can influence the attractiveness of a city to tourists (Łapko et al., 2020) previously unseen temperatures in attractive tourist places or other extreme weather phenomena. Furthermore, the planning of tourist trips must consider individual preferences, especially in group settings, to ensure the satisfaction of all tourists involved (Ruiz-Meza et al., 2021).

Simultaneously, it is anticipated that in the post-COVID-19 era there will be a shift towards more deliberate and experiential travel, with a decreasing interest in mass tourism (Wen et al., 2020). Self-planned and self-

executed trips are likely to dominate over group tours, indicating a preference for more personalised and independent travel experiences (Ivanova et al., 2020).

Research on preferences regarding tourist trips often focuses on a single selected element related to such trips, such as the mode of transportation (Kim et al., 2023; van Rensburg et al., 2023), the choice of a specific destination (Da Shi et al., 2023), preferences revealed by specific tourist segments (Otoo et al., 2020), preferences for specific decision-making tools in tourism (Kovačić, 2022; Chen et al., 2023), or preferences concerning specific activities during the tourist trip (Mimbs et al., 2020; Liu et al., 2022). Blešić et al. (2021) highlight the diversity of factors influencing destination choices, ranging from social and personal factors to the availability of attractions, pricing, and the overall tourism landscape (Madkhali, 2024). Agyapong and Yuan (2022) demonstrate the impact of social media on tourism destination decisions, explaining how elements such as tourism infrastructure, environmental safety, pricing, and human resources play pivotal roles in influencing the choices of international students. Emotional connections to a place can also influence tourism decision-making (Richins and Pearce, 2000). Tourists' choices can be shaped by both internal and external factors, as shown by Seyidov and Adomaitienė (2017). Internal factors include personal desires for relaxation, adventure, and social interaction. Combined with external factors such as destination attractiveness and perceived value, these shape tourists' choices (Li et al., 2021). Xu (2021) identifies additional dimensions influencing tourism decision-making, highlighting the significance of attributes related to tourism services, social connections, and goal orientation as key drivers of choice (Gu and Wang, 2019). Thus, determining which preferences are crucial in making tourist decisions is challenging.

In the study described in this article, an attempt was made to identify attributes influencing decision-making in tourism at a high level of generality, so that they can be determined for the majority of tourist trips. Preferences were selected regarding the type of tourist destination (e.g., urban or natural settings) (Jang and Cai, 2002; Byun and Jang, 2015), leisure activities (Kimball and Freysinger, 2010; Zhu et al., 2020; Dai et al., 2021), and the intensity of social interactions during the tourist trip (Li et al., 2023; Zhou et al., 2023).

Destination attributes play a crucial role in the processes of tourism decision-making. Raazim and Munasinghe (2021) highlighted that tourists compare destination attributes when choosing a place to visit, ultimately selecting destinations that align with their preferences and needs. This suggests that the unique characteristics and offerings of a destination significantly impact tourists' choices. Tourism can be conducted in destinations of varying characteristics. The two extreme types are tourism in urbanised areas and tourism in natural settings. Tourists choosing between these types of destinations have different needs. Urban destinations offer diverse cultural, architectural, technological, social, and natural experiences (Kiráľová and Hamarneh, 2018). They are characterised by unique cityscapes, historical heritage sites, socio-cultural structures, and lifestyle offerings (Akgoz, 2023). Conversely, natural destinations, such as rural areas, are known for their landscapes, tranquillity, outdoor activities, and opportunities for relaxation (Velea et al., 2022). Tourists are drawn to rural destinations for their natural beauty, clean environment, and minimal human interference (Amoah et al., 2018).

Preferences regarding the spending of time during a holiday hold significant value in shaping tourists' decisions. The ability to choose between relaxation and active engagement plays a crucial role in the tourism decision-making process. The perceived benefits of tourism services, including relaxation, entertainment, and recreation, positively influence travel behaviour (Chen and Petrick, 2014). Adventure activities have become central products in many tourist destinations, indicating the importance of active engagement in tourist experiences (Bichler and Peters, 2020). On the other hand, the importance of relaxation is underscored by the fact that visitors rate the experience of "relaxing and finding peace" higher than other experiences, highlighting its significance in tourism experiences (Gill, n.d.).

Differences in preferences for the intensity of social interaction may be associated with personality variables specific to the tourists. Individual recreation opportunities and a low level of social interaction during a tourist trip offer a sense of independence and personalisation, enabling tourists to tailor their activities to their own preferences and pace (Kozak and Metin, 2014). Conversely, group recreation opportunities and a higher level of social interaction during a tourist trip foster social interactions among tourists, providing a platform for shared experiences, the creation of bonds, and the formation of new connections (Fardous et al., 2019).

Additionally, a benefit of these selected preferences is the possibility of determining them in the majority of tourist trips. The criteria identified for decision-making related to tourist trips are limited, yet they encompass both elements characterising the destination and the potential division of recreational activities. The selection of a specific type of tourist destination is one of the fundamental criteria for the classification of tourism (Pisarska, 2013).

1.2. Conjoint Analysis in Tourism Research

By examining the significance of preferences regarding selected variables, the researchers utilised the conjoint analysis method. This method aims to identify product or service attributes that consumers perceive as most important when making specific choices. Conjoint analysis belongs to experimental methods and is based on utility theory, which assumes that consumers, when making decisions, seek to maximise the perceived utility by considering the partial utilities of individual elements that make up a given good (Luce and Tukey, 1964; Krantz and Tversky, 1971). Conjoint analysis is a research method used to understand how individuals make decisions based on multiple attributes or features of a product or service. It has gained popularity in various fields such as marketing, political science, and consumer research. The core principle of conjoint analysis is that products or services can be deconstructed into different attributes, and the value individuals derive from these attributes can be quantified (Jaeger et al., 2011). By evaluating preferences for various attributes and their levels, researchers can determine the relative importance of each attribute in influencing decision-making (Sammer and Wüstenhagen, 2006).

One of the significant strengths of conjoint analysis is its capability to estimate the causal effects of multiple treatment components simultaneously (Hainmueller et al., 2013). This is particularly valuable when researchers need to comprehend how different factors contribute to overall preferences or choices. By presenting individuals with various attribute combinations, conjoint analysis allows for a systematic exploration of the trade-offs people are willing to make when faced with complex decisions (Sammer and Wüstenhagen, 2006). This method offers a more detailed understanding of consumer preferences compared to traditional survey methods (Guo et al., 2022). This information is crucial for businesses aiming to customise their offerings to better align with customer needs and preferences (Prasetyo, 2024).

Conjoint analysis has many variations, making it applicable to various research topics, including those involving diverse types of tourist preferences. This method allows researchers to understand consumer preferences by analysing how individuals make trade-offs between different attributes of a product or service (Bridges et al., 2011).

In tourism research, conjoint analysis has been used in significant areas, such as preferences related to travel destinations and transportation mode (Suh and McAvoy, 2005), preferences regarding leisure activities (Kucukusta and Guillet, 2014), tourist preferences for travel packages (Menegaki et al., 2021), luxury shopping destinations (Hung et al., 2018), Generation Y's travel preferences (Vukić et al., 2014), and even the design of undergraduate programs in tourism (Ring et al., 2008). For instance, Dellaert, Borgers, and Timmermans utilised conjoint analysis to study Dutch tourists' preferences concerning travel destinations and transportation for short city trips (Dallaert et al., 1997) and to examine tourists' activity preferences in cities (Dallaert et al., 1995). Zhang and colleagues investigated preferences for purchasing souvenirs from tourist trips based on social media sharing behaviours, adapting the conjoint analysis method to this context (Zhang et al., 2021). In the Polish literature, an interesting example of the application of conjoint analysis in tourism-related issues is Waşowicz-Zaborek's work (2018) analysing customer preferences for travel agencies. An intriguing study utilising conjoint analysis is the Japanese research aimed at identifying preferred performing arts tourism products. The study conducted by Kim and colleagues indicates the versatile possibilities of using conjoint analysis to understand niche preferences within the tourism industry (Kim et al., 2016). Furthermore, the application of conjoint analysis has extended to the branding of wellness tourism in specific destinations, such as Kerala in India, where stakeholders' input was crucial in shaping the offerings through a participatory process facilitated by conjoint analysis (Romão et al., 2021).

In the realm of tourism marketing, conjoint analysis has been pivotal in assessing and optimising various aspects of the industry. It has been used to analyse tourists' choice of hotel attributes presented in travel agent brochures, providing insights into what influences accommodation decisions (Huertas-García et al., 2012).

The application of conjoint analysis in tourism research also encompasses understanding the preferences of different demographic segments. An example of such research is the analysis of destination choices by Chinese long-haul tourists. Through the use of conjoint analysis, offerings were tailored to specific target groups (Li et al., 2017). The use of conjoint analysis in tourism research goes beyond traditional market analysis, encompassing broader strategic considerations. This strategic application of conjoint analysis aids not only in understanding current preferences but also in shaping future offerings to align with evolving consumer demands and industry trends. Conjoint analysis can thus be utilised to meet diverse research needs in the tourism sector, from general preferences to specialised niche markets.

1.3. Psychological Well-Being of Tourists

The article employs an approach that integrates knowledge from the fields of psychology and marketing. The benefits of integrating psychological and marketing knowledge in the tourism domain lie in optimising offers and catering to customer needs. The psychological perspective allows for a deeper understanding of the complex mechanisms behind consumer decisions and the levels at which to identify the reasons for specific consumer behaviours. Cognitive and emotional factors, as postulated by the theory of bounded rationality (Tyszka, 2004), which influence the consumer decision-making process, often require the use of complex research procedures that encompass various disciplines within the social sciences. Therefore, to study tourists' psychological well-being, a shortened version of Carroll Ryff's (1989) questionnaire on psychological well-being, adapted for Poland by Karaś and Ciecuch (2017), was utilised. According to Ryff's assumptions, individuals' psychological well-being is a holistic construct consisting of six dimensions: coping, positive relationships, autonomy, personal development, self-acceptance, and life purpose (Młynkowiak-Stawarz, 2023). Moreover, research has shown that psychological well-being influences other areas of individuals' lives, including health, life satisfaction, and vulnerability to depression (Heszen-Cielińska and Sęk, 2020).

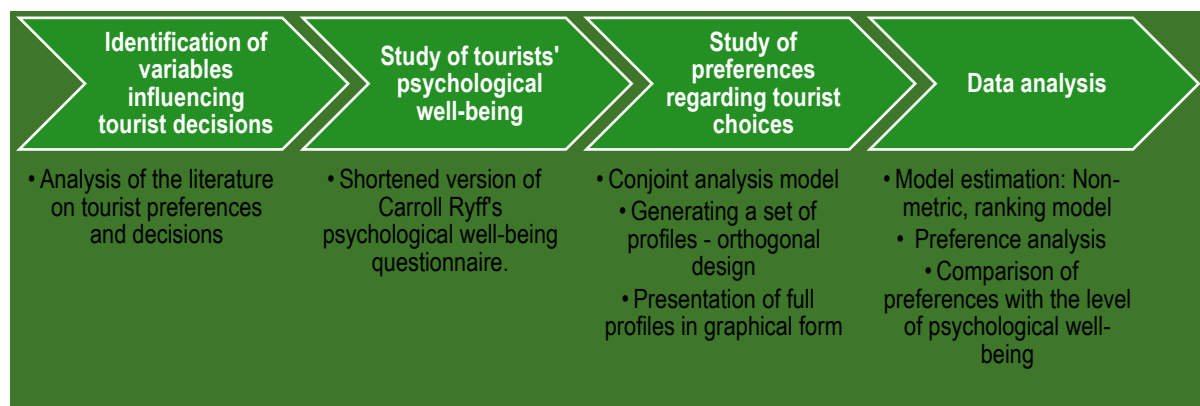
Psychological well-being is also linked to behaviours in the tourism domain. Studies in this area have explored the impact of psychological well-being on emotional experiences during tourist activities (Ntoumanis et al., 2020; Jamaluddin et al., 2022), the influence of perceived psychological well-being on the choice of specific activities (Bosnjak et al., 2016), and its effects on achieving tourist goals (Kruger et al., 2015; Kang and Song, 2021).

The concept of psychological well-being that forms the basis of the questionnaire developed by Ryff pertains to the eudaimonic dimension of this issue. However, psychological well-being is examined in two domains – eudaimonic and hedonistic, which are encompassed within the Aristotelian concept of happiness (Ryan and Deci, 2001). Considering the eudaimonic approach represented by Ryff (2017) is a result of the creation of comprehensive models of the good life within this concept (Czapliński, 2008). On the other hand, approaches based on the hedonistic perspective seek solutions to issues related to specific dimensions of psychological well-being (Diener, 2000).

2. Research Method

In order to address the research question, "Are specific preferences for tourist trips dependent on the level of disclosed psychological well-being?" and verify the research hypotheses, a research plan was developed. The research plan is presented in the Figure 1.

Figure 1. Research plan



Source: Author's own work

The determination of the preferences considered in tourist decisions posed a significant challenge. The selection of specific variables was based on the analysis of literature and previous research. A total of 3,763 scientific articles were examined from the Web of Science, Scopus, and Science Direct databases, using keywords related to "tourist preferences" and "tourist decision" in the search queries. Taking into account the changes that have occurred in the tourism sector due to the COVID-19 pandemic and the military crisis in Europe, publications from the last five years (2019-2023) were considered. The analysis was conducted using the VOSviewer software, which identified 13,371 keywords. VOSviewer is an open-access program designed for the construction and visualisation of co-occurrence networks of important terms within the analysed literature. Among the extracted keywords, words forming networks with at least 10 connections (527 words) were selected. Words related to specific countries and

Figure 3. Compilation of profiles used in the study

Profile	Contact with others/Place/ Spending time	Choice (1-8)
A		
B		
C		
D		
E		
F		
G		
H		

Source: Author's own work

The order of items for each respondent was random. The study of psychological well-being was conducted using a shortened version of the C. Ryff Psychological Well-Being Scale. In the Polish adaptation, this version consists of 18 questions, which measure the overall level of individuals' well-being. Respondents rated the questionnaire statements on a 6-point scale, ranging from strongly disagree to strongly agree.

3. Research Results

3.1. Respondents

In typical studies using conjoint analysis, the sample size usually ranges from 300 to 550 respondents (Bartłomowicz and Bąk, 2021). In the conducted study, responses were collected from 600 respondents. The respondents were participants in the research panel of poznaj.to, which belongs to the Polish research agency PBS. They were selected on a quota basis. Quotas were determined based on the demographic data from the Central Statistical Office (GUS), concerning the gender, age, place of residence, and education of adults in Poland in 2020 (GUS, 2021). The respondents were also asked a screening question regarding whether they had made decisions about a tourist trip in the last year. Only individuals who answered affirmatively to this question qualified for the subsequent part of the study.

Among the participants, 54% were female, and 46% were male. The majority of respondents lived in rural areas (36.7%), slightly fewer lived in cities with over 100,000 inhabitants (35%), and the fewest lived in cities with up to 100,000 inhabitants (28.3%). Regarding education, 62% of the participants had completed secondary education, 35.3% had higher education, and 2.7% indicated lower education (vocational, lower secondary, and primary education). Participants were also asked to provide their year of birth. The average age in the study group was 41 years (SD = 13 years). The youngest participant was 19 years old, while the oldest was 77 years old.

3.2. Analysis

The analysis of research results was conducted using the IBM SPSS software. In order to examine the relationship between preferences regarding tourist trips expressed by the respondents and their perceived psychological well-being, the respondents' well-being scores were divided into four groups: individuals experiencing very low well-being, those experiencing low well-being, those experiencing moderate well-being, and those experiencing high well-being. The participants were divided into four relatively equal quantitative groups using the visual categorisation function. The average level of psychological well-being reported by the participants was 3.72 points (SD = 0.36) on a 6-point scale. The grouping of participants based on their perceived well-being level is presented in Table 1.

The variation in the level of perceived psychological well-being among the identified groups is not large, which is a common situation when measuring well-being (Czapliński, 2008b). Most studies show that the level of well-being tends to cluster around the mean (Wojciszke, 2020).

Table 1. Characteristics of groups experiencing varying levels of well-being

Groups with specified levels of psychological well-being (PW)	Frequency	Percentage	Mean level of psychological well-being in the group.	SD
Very low	167	27.80	3.36	0.22
Low	151	25.20	3.64	0.04
Moderate	150	25.00	3.80	0.06
High	132	22.00	4.24	0.29
Total	600	100		

Source: Author's own work.

In the further part of the study, the total utilities and partial parameters of the conjoint analysis model were estimated. The conjoint analysis for the developed experimental design was conducted using the SPSS package. Based on the responses provided by the participants on the ordinal scale, the partial utility of the analysed attributes was determined (Table 2).

Table 2. Estimation of the utility of factors preferred by respondents in the process of making tourist travel decisions.

		Estimation of utility	Standard Deviation	Average Importance Value
Contact with others	Low intensity of social interactions	0.66	0.27	36.35 %
	High intensity of social interactions	1.32	0.54	
Place	Nature	-0.18	0.27	31.13%
	Urban	-0.35	0.54	
Spending time	Active	0.02	0.27	32.52%
	Relaxing	0.05	0.54	
(Constant)		3.74	0.71	

Source: Author's own work.

During the analysis, the importance of the studied attributes was also determined. Among the surveyed attributes, the type of destination is the most significant factor in making tourist travel decisions (36.35). The other two attributes have similar utilities. The way of spending time is slightly more important (32.52) than the intensity of social interactions (31.13). Regression analysis also estimated the B coefficients, which indicate the direction and strength of the influence of each attribute on preferences regarding tourist trips, as shown in Table 3.

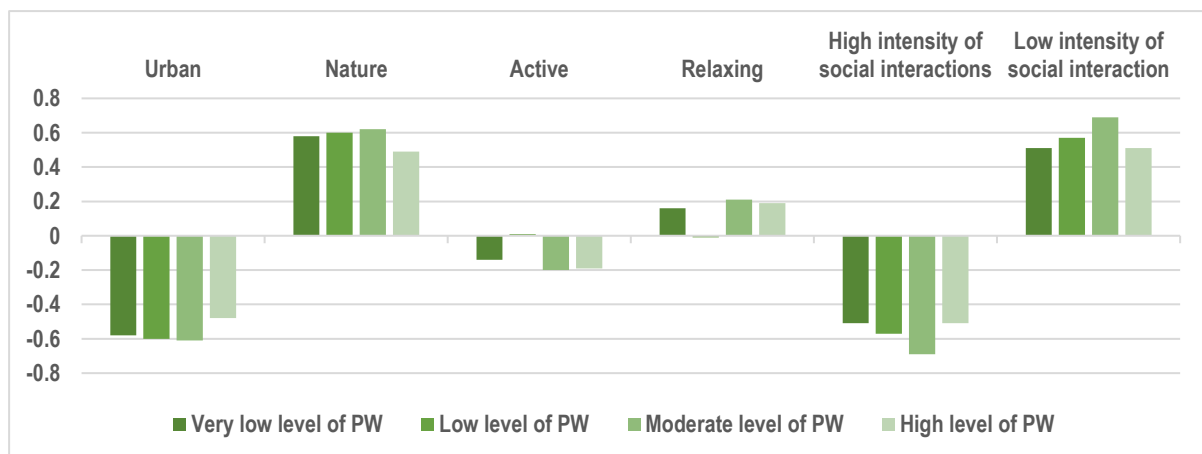
Table 3. Estimation of coefficient B for the studied attributes

Estimation of coefficient B	
Contact with others	0.66
Place	-0.18
Spending time	0.02

Source: Author's own work.

The correlation between observed and estimated parameters in the model is high, equalling $r = 0.79$ ($p < 0.01$). A strong correlation between the observed and estimated parameters of a conjoint model may indicate a strong fidelity of the developed model in representing respondents' preferences. Furthermore, it may also suggest that the selected attributes effectively capture elements of significance in the context of making tourism-related decisions. In order to test the research hypotheses, models of heterogeneous preferences regarding tourist trips (individually for each participant) were compared with the level of psychological well-being indicated by the respondents. The partial utilities for the levels of the studied attributes were calculated for the groups of respondents characterised by a specific level of psychological well-being.

Figure 4. Comparison of average partial utilities in groups with different levels of perceived psychological well-being.



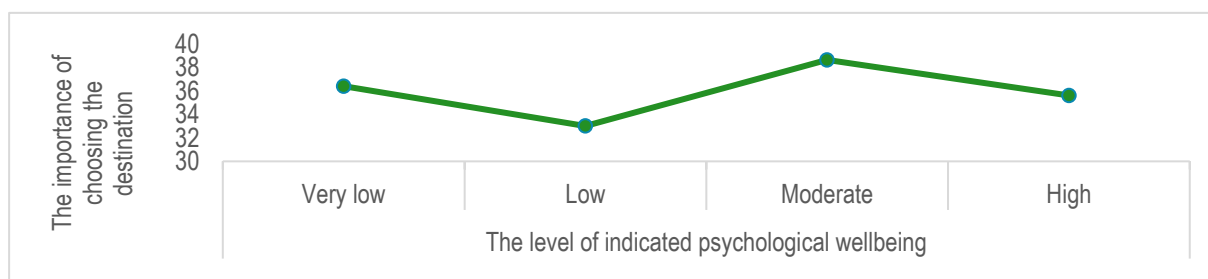
Source: Author's own work.

At each studied level, among the three considered attributes, the highest average partial utilities are observed among individuals with moderate levels of psychological well-being. It is also noticeable that individuals with high levels of well-being do not express such strong average preferences towards the studied variables as the other groups. Figure 4 also illustrates how little significance is attached to average preferences regarding spending time, especially among individuals with low levels of psychological well-being.

In the next step of the study, the statistical significance of differences between groups with different levels of psychological well-being in relation to preferences for the studied attributes was examined. As a result of the conducted analysis of variance using the ANOVA method, it was found that the only variable related to the studied preferences for tourist trips that differentiates the respondents based on their perceived psychological well-being is the importance attributed to the choice of tourist destination ($F(1, 596) = 2.83, p = 0.04$).

A post-hoc Games-Howell test was also conducted to examine significant differences between groups. The results of the test are illustrated in Figure 5.

Figure 5. Comparison of the importance of choosing the tourist destination for groups with different levels of psychological well-being.



Source: Author's own work.

The analysis revealed a statistically significant difference in terms of the importance of choosing the tourist destination environment between individuals with low perceived well-being (the importance of choosing the destination $M = 33.01, SD = 15.86$) and those with moderate perceived well-being (the importance of choosing the destination $M = 38.64, SD = 17.79$).

4. Discussions

Studying tourists' preferences related to various aspects of tourism is an extremely broad subject. Most researchers focusing on this topic concentrate on specific destinations, examples of tourist activities, or other factors influencing travel decisions. In this study, we considered preferences regarding three aspects of tourism – the type of tourist destination, ways of spending time, and the number of social interactions. The nature of the destination has been examined, for example, by Da Shi et al. (2023) in determining the preferences of Chinese tourists in relation to their

decision to travel to North Korea. Positive aspects in the mentioned study were cultural places, entertainment, and modern forms of sightseeing, which align more with urban destinations rather than natural ones. Differences in preferences may have a cultural basis (Boski, 2009).

It also seems that researchers pay more attention to studying preferences related to travelling to cities (Dellaert et al., 1995; Suh and McAvoy, 2005) than to naturally attractive areas. However, the results of this study indicate that individuals in the surveyed group preferred destinations of a natural rather than urban character. This may also be related to preferences regarding ways of spending time - positive indications favoured relaxation more than active activities during the tourist trip. Some studies suggest that seeking psychological well-being justifies peaceful contact with nature (Lück and Aquino, 2021), which the respondents favoured.

The positive relationship between psychological well-being and contact with nature, especially green spaces, has been scientifically examined and proven (Seymour, 2016; Smith and Turner, 2023). The results of this study demonstrate that respondents prefer destinations that can be considered naturally attractive. Furthermore, a difference in the level of perceived well-being based on the importance of these preferences in this area has been observed. It can be assumed that individuals who pay more attention to their surroundings consciously make decisions to engage with nature and may, therefore, experience this contact more frequently, partially enhancing their psychological well-being. This is consistent with research findings on the relationships between well-being, perception of life quality, and the environment in which individuals reside (Lewicka, 2021).

The relationship between perceived psychological well-being and the intensity of social interactions among tourists and the type of leisure activities did not significantly differentiate the respondents. However, both of these attributes were taken into consideration when making tourism-related decisions. A low level of social interaction among tourists turned out to be significant in decision-making. Individuals with moderate levels of psychological well-being attached the most importance to this level of social interaction. Research indicates that tourists expect occasional interactions associated with seeking assistance or emotional support rather than forming strong social and companionable bonds (Li et al., 2023). Perhaps tourists themselves perceive tourism activities as more of an individual pursuit (Reichenberger, 2017), despite the fact that it is not devoid of communal aspects with a positive impact on well-being (Gao et al., 2020).

In the process of making a tourism-related decision, respondents also found their preference for experiencing relaxation during a tourist trip to be valuable. Research by Kimball and Freysinger (2003) suggests that even the planning of activities alone can be a stressful experience for individuals. Therefore, the choice associated with relaxation can protect respondents from the need to plan and participate in activities that might be stressful for them, something most people aim to avoid during a tourist trip.

Practical Implications

The study indicates that tourist preferences are highly diverse. They depend on numerous factors, including personality, internal and external motivations, and socio-economic context. Managers should collect and analyse data on their clients' preferences to tailor their offerings to different market segments. Customising tourism offerings to accommodate tourists' preferences can enhance customer satisfaction and loyalty. Considering the importance tourists place on the intensity of social interactions when making travel decisions, it is crucial to design offerings that allow tourists to maintain a balance in this aspect.

Tourists have different needs depending on their choice of urban or natural destinations. Managers should diversify their offerings to cater to both tourists seeking cultural and urban attractions and those who prefer tranquil, natural surroundings. Providing a variety of recreational activities, ranging from active engagement to relaxation, can attract a broader group of tourists.

Incorporating psychological aspects into tourism management can aid in better understanding tourists' needs and behaviours. Managers should invest in research on the relationship between psychological well-being and customer behaviours, as well as develop programmes and services that support their mental health.

Conclusions

In response to the research question posed in the introduction regarding whether specific preferences for tourist travel are dependent on the level of psychological well-being revealed, it is necessary to refer to the analysis of variance using the ANOVA method. Among the subjects, statistically significant differences related to the level of well-being were observed only in the case of preferences related to the type of tourist destination. When verifying the research hypotheses, it must be stated that the first and third hypotheses were negatively verified. There was no observed relationship between the level of psychological well-being exhibited by the subjects and their preferences for the intensity of social interactions during tourist travel (H1) or preferences for how to spend their

time during tourist travel. However, the second hypothesis was partially confirmed in a positive manner. The level of psychological well-being exhibited by the subjects and their preferences for the nature of the tourist destination were statistically significant in the case of individuals with low and moderate levels of psychological well-being.

At the same time, it should be noted that the prepared model of conjoint preferences of tourists related to making decisions about tourist travel takes into account attributes that are important to the respondents. The most significant preference related to making decisions about tourist travel is the type of destination. The average partial utility of choosing a naturally attractive (nature) destination for all respondent groups had a positive value (highest for individuals with low and high levels of psychological well-being, and lowest for those with a high level of psychological well-being). Positive partial utility values were also observed in the case of a low number of social interactions. This was most significant for individuals with moderate levels of psychological well-being, somewhat less so for those with low levels of psychological well-being, and least for those with high and very low levels of psychological well-being.

Regarding preferences for ways of spending time, only individuals with low levels of psychological well-being considered an active approach to be more useful than relaxation. Individuals in the other three studied groups preferred relaxation when choosing the type of tourist trip. In all groups, the partial utilities related to this attribute had the least impact on the preferred types of trips.

The similarity in preferences between the group with very low and high levels of psychological well-being, especially regarding the preference for a low number of social interactions, is intriguing. Various reasons appear to underlie this, which should be further explored in subsequent research.

The use of the full profile method has made it possible to present all selected attributes to the respondents for evaluation simultaneously, which mimics the real situation in consumer decision-making. This is a significant advantage of utilising the full profile model. However, a drawback of this approach is the limited number of attributes and their levels that can be employed due to the perceptual constraints of respondents and the decreasing reliability of measurement as the number of ranked profiles increases when using a ranking scale.

The results of the above study suggest that when making decisions related to activities in the tourism sector, it is essential to pay attention to customer preferences related to natural destination attractiveness, providing opportunities for relaxation, and fostering a sense of intimacy during tourist travel. Individuals responsible for shaping spaces, especially in tourist cities, should also take note of designing such spaces to incorporate places for relaxation and readily accessible green areas. The ongoing crises that individuals are experiencing require entrepreneurs and decision-makers to focus on service areas that contribute to increasing psychological well-being, which, in turn, has a positive impact on health and the perception of one's quality of life, leading to tangible social benefits.

Limitations and Future Research

The main limitation of the study was the selection of tourist attributes that respondents considered when making their travel decisions. The classification used in the study is quite general and does not cover all possible options, and it also has a subjective nature, although it was based on the analysis of literature. In future research, other attributes important for respondents in their travel decision-making process can be explored. These attributes can be categorised based on characteristics of the tourist destination, attributes related to the consumer-tourist, social relationship attributes during the travel, and attributes related to activities during the trip. Of course, this classification may not encompass all possible factors that can influence the decision-making process to a certain extent. Additionally, the conjoint analysis method is a complex research procedure that does not have a single defined approach, which can pose challenges in determining the appropriate course of action.

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Credit Authorship Contribution Statement

Anna Młynkowiak-Stawarz: Conceptualization, Investigation, Methodology, Formal analysis, Writing – original draft, Data curation, Validation, Visualization

Robert Bęben: Conceptualization, Methodology, Supervision, Validation, Writing – review and editing

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Declaration of Use of Generative AI and AI-Assisted Technologies

The authors declare that they have not used generative AI and AI-assisted technologies during the preparation of this work.

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