

The Happiness of European Tourists (HoET) in Bali: Tourism Services and Happiness Types

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Abstract

European tourists are the primary market of Bali. Therefore, tourism stakeholders consider them as the leading market segment for tourism business and marketing. The main objective of the local tourism industry, when providing services and hospitality, is to generate happiness for European tourists. Based on this background, this research aims to identify the characteristics and types of happiness experiences of European tourists to choose tourism services in Bali. Data are collected through structured interviews, observation, and documentation studies. Respondents consist of 100 European tourists who visited Bali. They are determined by the non-probability sampling method. Data are analyzed by Nvivo 12, statistics, and described qualitatively. The results of the study show that the characteristics of European tourists are dominated by the age of 15-30 years old, female, undergraduate, not married, employee of a private company, to visit colleagues, travel with a friend or spouse, independent travelers, first-time visit, and length of stay of 14 days. The category known as 'Happiness of European Tourists (HoET)' in Bali. They are taking various tourism services, including accommodation, dining at restaurants, tours and travel, transportation, local tour guides, tourist attractions, and tourism infrastructure. These aspects are typically classified within the domain of 'happy.' Upon analyzing the feedback on tourism services, it becomes evident that restaurant services bring the highest level of happiness to European tourists visiting Bali. This finding closely aligns with the tourist response to the accommodation services, which also 'very happy.' In addition, the empirical research shows that culinary experiences and lodging services hold paramount delight for European tourists during their travels in Bali.

Keywords: happiness; tourism services; european tourists; Bali.

INTRODUCTION

Background

Happiness is a topic that is continually intriguing to study from a tourism

perspective (Nawijn, 2011; Filep, 2008; Liu, 2013; McCabe Johnson, 2013; Buckley, 2020). Empirical research on the effects of tourism on happiness shows that traveling can enhance tourists' life

satisfaction (Maccabe & Johson, 2013). Nevertheless, the level of tourist happiness varies depending on the type of tourism undertaken at the destination. For example, tourists find happiness through culinary experiences and natural beauty, and some others also derive happiness from experiencing cultural or artificial tourism.

Tourist experiences are often associated with the psychological states of tourists, extending beyond their motivations and the physical satisfaction of tourists while traveling (Pearce & Lee, 2005; Dann, 1979, 2012). Despite the significant influence of tourist experiences related to social and psychological aspects, it is relatively underexplored (Deery et al., 2012). There are several academic studies concerning these variables concerning social and psychological aspects; for instance, research has shown that the marketing concept of sun, sea, and land impacts tourists' happiness and well-being (Hobson & Dietrich, 1994). Academic exploration has also focused on tourism and well-being (wellness tourism) and the relationship between tourism and spirituality (Puczko & Smith, 2012).

Tourist's experiences in pursuit of happiness are closely tied to tourism services. Several viewpoints from various researchers emphasize the relationship between these two concepts. For example, tourists tend to feel happier when engaging in travel that involves enjoying tourism tourist services (Nawjin, 2011). Tourists' happiness while enjoying products and services at destinations (Goossens, 2000). Tourists find happiness in accommodation services (Fu & Wang, 2020); tourists are derived from restaurant services (Lee et al., 2018); tourists' happiness is influenced by services provided by guides, transport, and or travel agency (Nawjin, & Peeters. 2010; Kwon, & Lee, 2020; Li et al., 202), and tourists experience joy because enjoying the beauty of destinations (Li, & Wu, 2021).

Given the importance of tourism services and happiness, as demonstrated by

the above research examples, studying the happiness of foreign tourists in Bali is essential. Not only is Bali, one of the favorite tourist destinations in the world, but it has also achieved various accomplishments that contribute to tourist's happiness while traveling. One of Bali's titles is recognized as the happiest destination (Liputan, 2022; Kompas, 2022; CNBC Indonesia, 2022).

However, despite achievements in Bali, there are adverse incidents in tourism behavior by foreign tourists in Bali. The proof is that there were 68 cases of traffic accidents experienced by tourists in Bali in 2022 (Republika, 2022). Most traffic accidents are caused by tourists who drink liquor, are not proficient at driving, and are involved in accidents with others (Republika, 2022). Apart from this negative image, there are several other cases, such as tourists selling burgers in Kuta, five tourists being deported for not respecting Balinese customs and culture, and tourists writing off school walls and other cases. Additionally, concerning European tourists, an Italian tourist slept in a shop in Kuta (Bali Post, 2020), and a Danish tourist set up a tent in the Kuta Beach area for 12 days (Kumparan.com, 2020).

Furthermore, regarding tourist visits to Bali, as discussed above, an attractive to research is the market share of European tourists. European tourists in Bali, they have exhibit loyalty and tend to be repeaters. Despite this, European tourists have never been in the top (first) ranking of foreign tourist arrivals to Bali, but European tourists to Bali are relatively high from year to year. Among six nations, European tourists exhibited the second-highest average visitation rate during the period 2014-2019, trailing only behind tourists from Asian countries (Central Bureau of Statistics of Bali-BPS Bali, 2022).

European tourists' visit to Bali is highly dependent on the global situation, especially health and safety issues. There have been instances of a decline in European tourists to Bali. For example, there were safety issues related to the Bali

Bombing I in 2002, the Bali Bombing II in 2005, and the eruption of Mount Agung in 2018. Apart from these issues, visits by European tourists have also drastically decreased due to the Covid-19 pandemic. As a result of the pandemic, European tourists have decreased from 1.5 million tourists in 2019 to 300 thousand tourists in 2020 (BPS, 2022).

Beyond the evidence regarding the loyalty of European tourists to Bali above, related to the history of tourism in Bali, European tourists visit Bali for leisure purposes began in 1920, namely through the Dutch trading company ship, specifically KPM (*Koninklijk Paketvaart Maatschappij*). Among the tourists are writers, artists, and scientists. Some of whom decide to stay for a considerable time write about Bali. For example, Gregor Krause, a German citizen, published an employee about the life of the Balinese people (Photographs by R. Goris, 1928 about "Bali Inscription"); Then the book "The Island of Bali (1936) written by Miguel Covarrubias. Apart from that, some writers and artists created the work "Dance and Drama in Bali" by Walter Spies.

Departing upon positive and negative phenomena and responses to Bali as good and bad images as discussed above, there are exciting things related to the happiness of European tourists in choosing tourism activities and services in Bali. Ideally, foreign tourists who come are quality (Cutler & Carmichael, 2010; Jennings & Nickerson, 2006; Jennings & Weiler, 2006; Sharpley & Forster, 2003) and find happiness in Bali. In addition, they should also appreciate local culture and traditions (Gavurova & Rigelský, 2020; Alegre & Pou, 2006; Andereck et al., 2007). However, there are still instances of unhappiness, complaints, disappointment, or unhappiness traveling in Bali. Nonetheless, there are persistent occurrences of unhappiness, guest complaints, disappointment, or dissatisfaction among travelers in the context of journeys undertaken in Bali. From this gap, it is essential to explore

more deeply how foreign tourists, especially European tourists in Bali, perceive their level of happiness whilst enjoying tourism services.

LITERATURE REVIEW

Tourist Happiness

Ram et al. (2013), in writing "Happiness and Limits to Sustainable Tourism Mobility: A New Conceptual Model", state that the cycle of tourist happiness in traveling begins with efforts to anticipate and prepare tourists before traveling. Generally, tourists hope to get happiness by deciding to visit a tourist attraction. When arriving at the tourist attraction, tourists will be challenged to adapt to certain situations. For example, tourists are happy to enjoy various facilities and offer tourist services (eating, staying, seeing). Furthermore, tourists will cherish every memory during the trip and make it a pride in their travel experience. This cycle continues to spin as long as tourists travel to achieve happiness.

Tourist happiness is the tourist's overall judgment of the extent to which they are happy or unhappy during travel (Lyubomirsky & Lepper, 1999). The opinions of these two experts clearly define tourist happiness as tourists' self-assessment of their tourism experiences, both pleasant or happy experiences, as well as unpleasant or unhappy experiences. Tourist experience can be obtained when visiting tourist attractions, enjoying meals at restaurants, staying experience, experience interacting with service providers, experience seeing the conditions and atmosphere of the surrounding attractions, and other circumstances that make the psychological condition of tourists while in tourism destinations.

Tourist Services

The study conducted by Rivera et al. (2019) pertained to "Exploring the Role of Service Delivery in Facilitating Remarkable Tourism Experiences." The main objective of this study is to analyze the

contingency factors of service delivery on a memorable travel experience. Rivera et al. (2019) explored the factors of service delivery and travel experience associated with tourist behavior. Rivera et al. (2019) emphasize that the services provided to tourists are more emphasized in efforts to find out the determinants that influence tourist happiness.

Researchers who reveal the happiness of tourists associated with tourism services are Mohammad, Aref, Ahmad (2010), Yuksel (2001), and Smith (1994). Tourists' happiness is obtained when enjoying and experiencing tourism support services and facilities, transportation, cleanliness, the friendliness of local people, accommodation, food and drinks, parties, and destination safety (Mohammad et al., 2010). Yuksel's research (2001) also revealed that several components contribute to a destination associated with tourist satisfaction: destination services, recreational facilities, cultural tours, hotel services, and restaurant services. Meanwhile, Smith (1994) defines tourism services as consisting of hotels, restaurants, gift shops, and car rental companies. Based on the exposition provided, this research employed a tourism service indicator framework. These indicators encompassed a spectrum of sectors, namely lodging facilities, dining establishments, travel arrangements, transport services, tour guiding provisions, points of tourist interest, and the infrastructure to facilitate the tourism experiences.

METHODS

The research on the happiness of European tourists was carried out in the Province of Bali. The reason for choosing Bali as a research site for the happiness of European tourists in tourism services is based on considerations because Bali is one of the favorite destinations of Indonesian tourism. Bali is known as a friendly and exotic destination. Many domestic and foreign tourists visit Bali. Bali has a variety of services. These services encompass

foundational aspects of *hedonic*, *eudaimonic*, and *chairoic* dimensions. Bali is ready for aspects of tourism development, such as access, facilities, governance, amenities, facilities and infrastructure, tourist attraction, tourism awareness, stakeholder involvement, and other aspects of tourism. Research variables are limited based on the issues raised. The research variable was accelerated to measure the research problem, while the variable used was tourist happiness, as seen from *hedonic*, *eudaimonic*, and *chaironic* happiness. The types of services consist of "accommodation, restaurant, travel, transportation, tour guide, tourist attractions, and tourism infrastructure."

The process of data collection was executed through observation, questionnaires, and documents. The method utilized for sample determination, specifically non-probability sampling, stands apart from random selection. The sample was drawn from European foreign tourists who had traveled to Bali. This selection was accomplished by inviting them to complete a questionnaire distributed via online channels. Following to this approach, the current study's sample consisted of 98 participants, namely European tourists who had engaged with tourism services in Bali. Scholars such as Hair et al. (2006) and Hinkin (1995) propose an ideal sample ratio ranging from 1:5 to 1:10. In the framework of this study, the count of indicators was ten.

For this reason, the number of samples that can be used is around 50-100 (Hinkin, 1995). This means that the minimum sample that must be used is 50, while the maximum is 100. The data analysis employs Nvivo 12 Analysis, complemented by both descriptive and qualitative descriptive statistical techniques. The latter method involves the examination and organization of cognitive frameworks, views, articulations of thoughts, and concepts extracted from the field. These components are subsequently scrutinized and structured into thematic or topical discussions.

RESULTS AND DISCUSSION

Tourism and European Tourists in Bali

Tourism development in Bali has started since the era of colonialism. In 1902, the first foreign tourist with H. Van Kol visited Bali. He is a Dutch national and a member of parliament who tested Indonesia ((Hanna, 2016; I. et al., 2017). Kol traveled with tours at his own expense. Kol also wrote his travel notes during the trip, which were 862 pages thick. The Dutch colonial government's 1908 "Official Tourist Bureau in Batavia" aimed to promote tourism on the island of Java. However, amid massive tourism, Bali was the main destination promoted by the Agency. founded

(Hanna, 2016; Picard, 1995; Pringle, 2004; I. N. D. Putra & Paturusi, 2017). In 1910, it also became the forerunner of Bali tourism, namely the establishment of the Bali Museum in Denpasar by the Dutch colonial government. Furthermore, in strengthening the transportation route right in 1924, Dutch Colonialism through the company theRoyal Packet Navigation Company (KPM) inaugurated a steamship that regularly connected Bali (Hanna, 2016; Picard, 1990, 1995; Pringle, 2004; I. et al., 2017). The history of Bali tourism and the arrival of the Dutch colonial era are good signs that European tourists knew Bali.

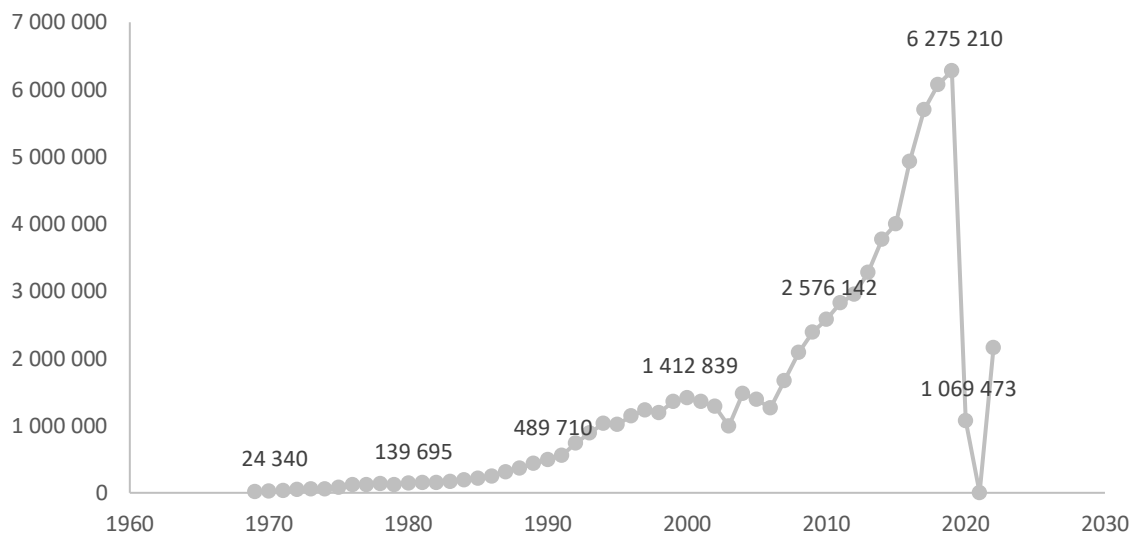


Figure 1. Data on Foreign Tourist Visits to Bali in 1962-2022

Source: Central Bureau of Statistics of Bali (2022)

During independence, President Soekarno for Bali 1966 established Ngurah Rai International Airport and built a hotel called "Bali Beach Hotel" (Picard, 1990). During the new order period, in 1969/1974, President Soeharto designed the Five Year Development Plan by developing one of its programs, namely the promotion of international tourism. In order for the development of Bali tourism to be advanced and directed, in 1971, the Government of Indonesia agreed to the World Bank's suggestion to compile a "Master Plan for the

Development of Tourism in Bali." This master plan was compiled by a research team from France named SCETO. The design focuses on structuring tourism in southern Bali, namely in Nusa Dua (Picard, 1990). The area is known as the ITDC (International Tourism Development Center) tourist area. In maintaining wealth and saving tourism in Bali, the Balinese government made regional regulations regarding cultural tourism, outlined in the Bali Provincial Regulation No. 3 of 1974 concerning Cultural Tourism.

The story of the history of Bali tourism also often contains several writings and works related to tourism. Michel Picard's work (1990) entitled "Cultural Tourism" in Bali: Cultural Performance as Tourist Attraction" and Michel Picard in 1995 entitled "Cultural Heritage and Tourist Capital: Cultural Capital in Bali. The two works tell the culture amid the development of Bali tourism. Historical evidence and these works as proof of the promotion of Bali tourism at the international level by targeting foreign tourists have impacted the typology of tourists visiting Bali today. Even in his writing, it becomes exciting when looking at statistical data on Bali tourism.

In short, the story of the history of Bali tourism, amid technological developments, Bali tourism is starting to be massively recognized by foreign tourists. The development of information technology has given rise to several online media platforms for marketing tourism, such as Trip Advisor and Traveloka. Booking.com, Airbnb, Klook, Get your Guide and several other platforms. This platform exists to help tourists quickly prepare for tourist trips while in Bali. The role of digital media brings Bali tourism to a higher level, and the market is starting to diversify (Warmayana, 2018; Paramita, 2021; Laba et al., 2018). Tourism is a service-oriented business, including services in assisting tourists in making travel plans to destinations. The development of technology and information has become a tool that has been identified as a substitute tool for the tourism industry (Poor, 1998; Sahin, 2015).

Strengthening the development of Bali tourism, Central Bureau of Statistics of Bali (2022) shows that in 1970, foreign tourists visited Bali as many as 24 thousand. In ten years, namely in 1980, foreign tourist visits increased to 139 thousand. This growth was relatively high, namely 473% during the last ten years since 1970-1980. Furthermore, tourism continues to experience more and more tourist visits,

from 489 thousand in 1990 to 1.4 million in 2000, 2.5 million in 2010, and 6.2 million in 2019. Although tourism in Bali has continued to increase, it is also necessary to see that tourism has decreased visits. History records the Bali Bombing tragedies in 2002 and 2004 as a sign of the initial decline in Bali tourism. Even worse, the Covid-19 pandemic 2019 is a world phenomenon impacting all sectors, including tourism in Bali. At that time, tourist visits by 6.2 million foreign tourists dropped dramatically to 1.1 million visits in 2020 and 51 tourists in 2021 (Figure 1).

Characteristics of European Tourists

In general, the characteristics of tourists can be grouped into three, namely based on geography, demographics, and psychographics. Demographic characteristics are related to the region or origin of tourists. Demographic characteristics include gender, age, marital status, education level, and occupation. Furthermore, demographics are the characteristics of foreign tourists, which usually have a relationship between one characteristic and another. For example, at the level of education, tourists have a relationship with employment and income levels, age, marital status, and family size.

Regarding the characteristics based on the origin of tourists, Bali Tourism has been visited by various countries (Cukier & Wall. 1993; Antara & Sumarniasih. 2017). Most tourists who come from Europe have visited Bali, such as Austria, Belgium, Canada, Czech, Denmark, England, Estonia, Finland, France, Germany, Dutch, Hungary, Ireland, Italy, Lithuania, Poland, Romania, Spain, and Switzerland. From the list of tourist countries, this research shows that the dominant ones visiting Bali are tourists from Germany (Fig. 2).

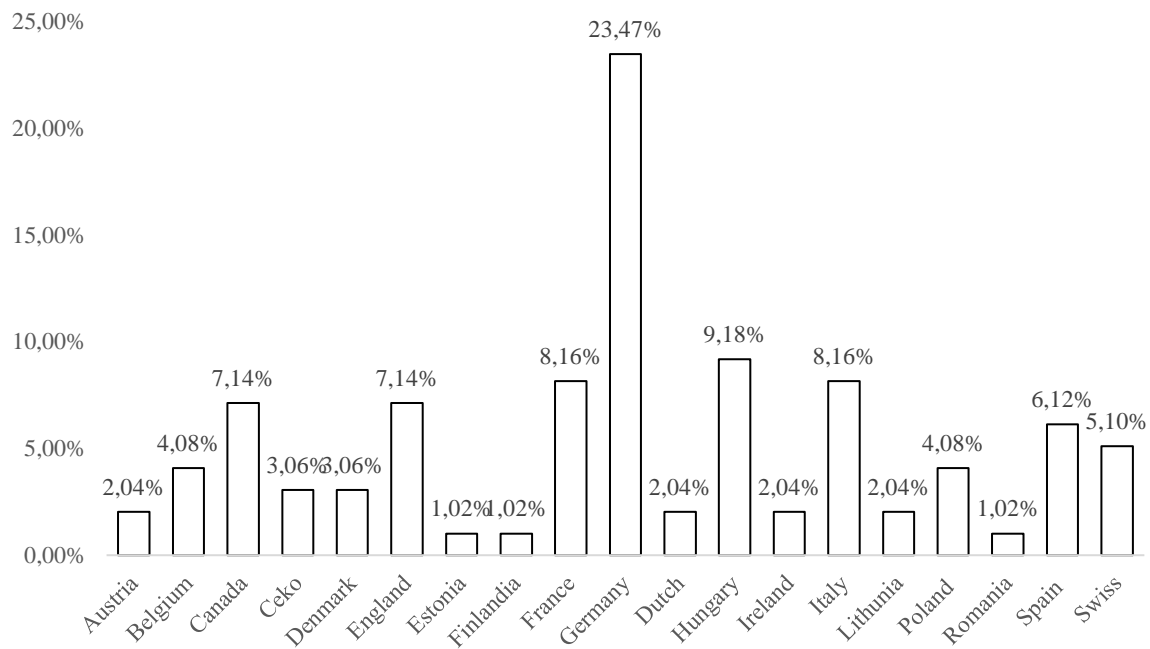


Figure 2. Origin of European Tourists

Furthermore, the characteristics based on the age of European tourists who travel to Bali the most are tourists aged 15-30 years, namely 56.1%. Regarding the characteristics of foreign tourists in terms of gender, it turns out that tourists with the female gender are mostly found traveling in Bali (55.1%). The most common types of work for European tourists traveling to Bali were private employees (40.8%), and the second most were professional groups (18.4%). Furthermore, based on travel companions, European tourists visiting Bali were dominated by couples (40.9%). In the type of travel category, they are dominantly independent traveling, which reaches a percentage of 86.7%. This number shows a very significant difference

compared to foreign tourists who travel using tour packages (13.3%). Judging from the frequency of visits, it is dominated by tourists visiting only for the first time (52.1%).

Specifically, for the LoS (length of stay) indicator for European tourists, it is pretty interesting, namely European tourists who stay in Bali for 8-14 days, which obtains the highest percentage of 36.7%. This indicates that European tourists are included in the length of time they have traveled in Bali to enjoy tourist services, both in the form of tourism facilities such as hotels and restaurants and various tourist attractions (natural, cultural, and man-made) (Table 1).

Table 1. Characteristics of European Tourists in Bali

Characteristics		Percentage	Total
Age	15-30 years	56,1%	100%
	31-45 years	20,4%	
	46-60 years	22,4%	
	61-75 years	1,0%	
Gender	Man	44,9%	100%
	Woman	55,1%	

Characteristics		Percentage	Total
Education	SMA	9,2%	100%
	Diploma	17,3%	
	Masters	37,8%	
	Magister	30,6%	
	Doctor	5,1%	
Status	Single	35,7%	100%
	Married have children	12,2%	
	Married no children	26,5%	
	Other	25,5%	
Work	Private sector employee	40,8%	100%
	civil servant	3,1%	
	Businessman	14,3%	
	Student / student	15,3%	
	Profession	18,4%	
	Other	8,2%	
Visiting Partner	Alone	24,5%	100%
	Partner	44,9%	
	Family	14,3%	
	Friend	16,3%	
Tipe tour	package tour	13,3%	100%
	Independent	86,7%	
Visit Frequency	First time	52,0%	100%
	2-4 times	29,6%	
	4-7 times	9,2%	
	> 7 times	9,2%	
Length of Stay	1-7 days	20,4%	100%
	8-14 days	36,7%	
	More than 14 days	42,9%	

Source: Research Findings (2022).

The type of Happiness of European Tourists (HoET) while Choosing Tourist Services in Bali

Bali tourism has become a big industry nowadays. Industrial development is inseparable from the long history of Bali tourism, which has developed since the 1920s (Pichard. 1999; Yamashita. 2003; Utama et al., 2015; Vickers. 2013). Bali tourism's development has also positively impacted tourist visits, which have consistently increased yearly (Central Bureau of Statistics of Bali-BPS Bali, 2022). Except during the Covid-19 pandemic, there was a significant decrease, even to minus 90%

(BPS Bali, 2022). Even though it is declining, the condition of Bali tourism is starting to show signs of returning to normal. This is indicated by Bali being named the happiest tourist destination in the world, namely Happiest Holiday Destination, 2022. In a study conducted by Club Med, the Island of the Gods as the happiest tourist destination in the world ranks first with a score index of 73.7/100, beating Las Vegas, Budapest, and even Dubai (Club Med, 2022; Kompas 2022. Seaasi, 2022).

From the various achievements of Bali tourism, there are still many awards obtained from tourism services, both in

accommodation services, restaurants, travel agents, tourist attractions and other services. Recently, Bali received an award for accommodation, namely the Readers Choice Awards 2022, held by the travel and lifestyle magazine Conde Nast Traveler. Conde Nast Traveler released a list of the 50 best resorts in the world in 2022. Out of the total of 50 listings, 8 are specifically located in Bali (Liputan 6, 2022; Kompas, 2022; Cntraveler, 2022). This also presents findings empirically with the results of this study, that tourists are delighted with the type of accommodation services in Bali (4.48; delighted). From the restaurant side, it is also included in the pleased category (4.54), namely the highest score for The Happiness of European Tourists (HoET) response. Tabel 1 shows the research findings of HoET to select travel services. These results also confirm the research conducted by Smith (1994), Yuksel (2001), and Mohammad, Aref, and Ahmad (2010) that what makes tourists happy is hotel services, restaurants, shopping area rental companies, recreational facilities, and other tourism services.

Specifically, the findings of The Happiness of European Tourists (HoET) in Bali because the accommodation services and restaurant services are also in line with the findings of the experts' thoughts, such as the following statements. Tourists are happy because they enjoy accommodation services (Fu & Wang, 2020); tourists are happy because they enjoy restaurant services (Lee et al., 2018); tourists are happy because they enjoy guide, transport, and or

travel services agency (Li et al., 2021; Nawjin, & Peeters. 2010; Kwon, & Lee, 2020). These researchers agree that traveling will bring happiness, especially when enjoying tourism services.

In addition to high achievements for the Happiness of European Tourists (HoET) in Bali regarding tourism services, especially accommodation and restaurants, the service aspects of tourist attractions in Bali are also high (very happy for tourists). Empirically, in Bali, related to tourist attraction is indeed unique, diverse, and engaging. There are tourist attractions that highlight nature, culture, man-made, and combinations. Not only that, this row of tourist attraction also varies in the packaging of their tourism services. There are tourist attractions that rely on the attractiveness of beaches, mountains, lakes, underwater, waterfalls, rice fields, forests, and rivers, as well as various packages of cultural attractions such as arts, traditions, carvings, crafts, culinary, language, way of life, technology, and religion. Further, the findings on the Happiness of European Tourists (HoET) in Bali are relevant to the findings (Nawjin, 2011; Goossens, 2000; Lv & Wu, 2021). These three researchers stated that Tourists will feel happier when traveling and enjoy tourism services (Nawjin, 2011). The happiness of tourists when enjoying products and services at tourist destinations (Goossens, 2000), and tourists feel happy because they enjoy the beauty of the tourist destinations they visit (Lv & Wu, 2021).

Tabel 2. The Happiness of European Tourists (HoET) to Choose Travel Services in Bali

Tour Services	Fre- quency	Average	S.D	Sum	Information
<i>Accommodation services</i>	98,0	4,48	0,63	439,00	Very happy
<i>Restaurant services</i>	98,0	4,54	0,61	445,00	Very happy
<i>Travel services</i>	98,0	4,07	0,86	399,00	Happy
<i>Transport services</i>	98,0	4,11	0,86	403,00	Happy
<i>Guide services</i>	98,0	4,34	0,77	425,00	Happy
<i>Tourist attraction services</i>	98,0	4,30	0,74	421,00	Very happy

<i>Infrastructure of tourism supporting</i>	98,0	4,05	0,78	397,00	Happy
				4,27	<u>Very happy</u>

Source: Research Findings (2022).

Quantitative data, as measured by the likert scale above, it turns out, is also in line with the Nvivo data, which was processed based on open questions submitted to European tourists in Bali (Figure 3). These results indicate the service that makes The Happiness of European Tourists (HoET) in Bali restaurant. These results prove that one of the main goals of tourists visiting a destination is to look for local food at the restaurant where they stay (Garner et al., 2022). Other researchers say that enjoying local food in restaurants is the primary goal of a tourist trip (Kim et al., 2022; Mkono et al., 2013; Stapit, 2018). In addition, other researchers state that enjoying local food in restaurants that

tourists visit is more memorable when carrying out tourist activities (Reynolds, 1993; Kim et al., 2022). This theoretical study follows the empirical conditions of Bali tourism. Many media have given the title that Bali is the best restaurant, such as the Restaurant in Bali Wins the Best Award in Asia (cnnindonesia.com accessed 26 October 2022), and Restaurants in Bali Win TripAdvisor's Travelers' Choice Awards 2019 (kumparan.com accessed 26 October 2022). The award that Bali got, at the same time, seeks a reflection that the image of Bali tourism from the point of view of restaurant service is excellent or, if it is linked in this research, that this service can give happiness to tourists.



Figure 3. Happy service for European tourists in Bali (top) and unhappy service for European tourists in Bali (bottom)

Even though there were findings that restaurant services were the thing that made European tourists the happiest while in Bali, it turned out that from several tourist services, they had experiences that needed to be improved to make tourists happy, namely tour guide and transportation services. The question is a complicated service to control (Davis, 2008). <http://ojs.unud.ac.id/index.php/eot>

Moreover, with the development of technology, everyone can open a tour guide service business, and transportation services are becoming easier (Buhalis et al., 2019; Pencarelli, 2020). This could lead to more and more unprofessional and ultimately give a wrong impression to tourists. Ideally, a professional guide is responsible for arranging tour schedules, including

duration itinerary tourists (Cohen, 1985; Lepore & Stevens, 1998). For European tourists in Bali to be served by professional tour guides, it is essential to improve the quality of service through outreach, education, or training of tour guides and supervision.

From the transportation side, the growing development of tourism makes tourists less happy, such as traffic jams in the tourist destinations of Kuta, Nusa Dua, Jimbaran, and their surroundings. This phenomenon can be attributed to the notably raised up of vehicles volume in Bali, encompassing a diverse range of categories such as buses, trucks, automobiles, and passenger cars. In the year 2021, the vehicles count exceeded 4.51 million units according to the Central Bureau of Statistics of Bali (BPS Bali, 2022)."

At the same time, the population of Bali is 4.27 million people (BPS Bali, 2022). The ratio is close to one person owning one vehicle or more in the two statistical data. With these notes, it is suitable if vehicles accumulate frequently in Bali at several points, especially in urban areas and South Denpasar and South Badung. Moreover, these areas are the main centers of tourism destinations in Bali.

The experiences of tourists who are happy or unhappy, at the same time, strengthen the research of Lyubomirsky & Lepper (1999), which states that a happy traveler is a tourist's self-assessment of their travel experience, whether it is a pleasant or happy experience or an unpleasant or unhappy experience. However, looking at the quantitative data (Table 1), tourists who are generally happy and very happy are also in line with the results of research from Mohammad, Aref, and Ahmad (2010); Yuksel (2001) agrees that tourist happiness is related to tourism support services and facilities, transportation and cleanliness, local community friendliness, accommodation, food, drink, culture, and other tourism services.

CONCLUSION

The characteristics of European tourists (respondents) pertaining to their engagement with tourism services to derive travel pleasure and happiness are as follows: a dominant proportion falls within the range of 15 to 30 years (56.1%); by gender, a majority identify as female (55.1%); their educational background primarily spans undergraduate studies (37.8%); marital status indicates a preponderance of unmarried individuals (35.7%); their occupational status is primarily private employment (40.8%); the purpose of their travel often relates to leisure with companions, with couples representing a substantial portion (44.9%); the prevailing mode of travel is marked by independence, with a significant 86.7% indicating non-organized journeys; the initial visit frequency records at 52%; and the temporal extent of their stays commonly exceeds 14 days, accounting for 42.9%.

The classification represented as the 'happy' category encapsulates the degree of Happiness of European Tourists (HoET) in relation to various facets of tourism in Bali, encompassing service domains such as "accommodations, dining establishments, travel provisions, transportation, tour guide, attractions for tourists, and the infrastructure underpinning tourism. The findings drawn from the service response indicate that among the array of tourist services, those that confer the highest level of happiness upon European tourists are the restaurant and accommodation services.

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