

Happiness and Unhappiness Stoic Tourist in Bali

Nyoman Ariana^{1,2*}, Ketut Antara¹, Wayan Agung Panca²,
I Gusti Bagus Arya Yudiastina², I Komang Budi Suryawan¹

¹ Faculty of Tourism, Udayana University, Bali, Indonesia

² Centre of Excellence in Tourism, Udayana University, Bali, Indonesia

*Corresponding Author: ramabharga@unud.ac.id

DOI: <https://doi.org/10.24922/eot.v11i1.114482>

Article Info

Submitted:
February 25th 2024
Accepted:
March 21st 2024
Published:
March 30th 2024

Abstract

Stoicism is a philosophy that teaches the creation of a happy life. From a tourism perspective, stoicism is the primary goal of tourists visiting a tourist destination. However, some tourists visiting a destination have the opposite experience, feeling uncomfortable, anxious, angry, or even stressed while traveling. Therefore, it is essential to delve deeper into the connection between Stoic behavior and foreign tourist through research. Notably, research is needed on the stoic behavior of foreign tourists who enjoy services and products while traveling in Bali. Based on this, this research aims to analyze tourist happiness associated with the travel experience. Data collection methods include interviews, observations, and documentary studies. Respondents are European foreign tourists visiting Bali. The method used is qualitative descriptive analysis. Data analysis uses NVivo to answer the factors influencing Stoic tourists in Bali. This research found eight factors of happiness with the highest percentage. These factors include friendly people, beautiful nature, many tourist activities, delicious food, beautiful culture, a positive vibe, many experiences, and everything in Bali. In the future, stoic tourists will require more massive amplification so that tourism in Bali can be of higher quality and sustainable.

Keywords: happiness; unhappiness; stoic; tourist; Bali.

INTRODUCTION

Background

Tourism in its early stages is always synonymous with fun, beauty, healing, cheerful, party, calm, comfort, and happiness. To achieve this, tourists carry out various activities to enjoy multiple tourist services, namely choosing the tastiest food, selecting the most comfortable

accommodation, quality transportation, and wanting new and impressive tourist experiences. Of all the motivations of these tourists, they have a primary goal, pleasure is to get happiness. The desired happiness of tourists in a destination is happiness for health (physical), often referred to as happiness hedonic (Ariana et al., 2021a) or subjective well-being. Furthermore, some tourists want psychological

happiness, commonly known as happiness eudaimonia (Ariana et al., 2021b). Apart from these two types of happiness, there is a deeper motivation for tourists related to happiness, namely spiritual happiness or chaironic. All the main goals of traveling are to be happy in tourist destinations. Usually, there are tourists who achieve their goal of happiness but also those who fail to achieve it. Tourists' failure to achieve happiness can be in the form of disappointment, complaints, unpleasantness, regret about traveling, and stress when traveling.

The importance of tourist happiness, which is the primary motivation for traveling, is a way of life that applies values stoic. What is relevant to tourism is that it is becoming a lifestyle trend in modern society and, at the same time, becoming a new pattern in today's tourism. The type of tourism that is developing now is configured with stoic values. For example, tourism has emerged that focuses on the quality of life of tourists, tourism that trains self-mindfulness, slow living, the preference for healthy lifestyle detoxification with tourism services is also emerging real food, green food, nutritious food. This form of tourism activity to increase happiness has recently become very popular with tourists. There are tourists interested in spiritual tourism activities, meditation, wellness, yoga, retreats, and other types of stoic tourism. These all become tourists' preferences to explore themselves more deeply to gain authentic happiness. Even in this phase, tourists generally want peace through tourism activities. This type of tourist who aims to achieve peace is one type of stoic tourism.

Empirically, Bali is full of traditional practices, religious spirit, and cultural activities. Due to Bali's superiority, Bali is famous internationally for its tourism. Practically, Bali is unique and special in the context of art, people's lifestyles, traditions, social systems, and culture. This is the primary capital for Bali tourism to develop well and be competitive. In a stoic

context, all the values in people's lives already exist in Bali. The essence of Balinese life values in context is stoic balance and harmony. Therefore, there are already stoic practices in Bali, so when tourists enjoy the uniqueness of Bali, they are included in the tourist category stoic.

However, on the other hand, even though from the perspective of service providers, local communities, and tourists already have stoic values, not all those elements can be included in the stoic category. It is often found in the field, which needs to be more meaningful regarding tourism relevance. For example, tourists engaging in actions or behaviors not typically associated with stoicism, such as crimes, drug, cybercrime, sexual exploitation, or terrorism, and contributing to issues such as waste, pollution, environmental degradation, and social conflicts. This is all a problematic side of this type of tourism, which causes tourists to feel unhappy traveling to Bali. With the urgency of this phenomenon, research is needed to relate to the tourist experience in Bali in the context of stoic tourists in Bali. Based on that, this paper aims to identify and analyze happy and unhappy tourist experiences from the perspective of a stoic tourist in Bali.

Research Objectives

Based on a review of the urgency of the importance of research to determine tourist happiness in Bali, this paper aims to analyze tourist happiness associated with the travel experience. Specifically, this research will review tourists' responses qualitatively to their experiences of happiness and unhappiness during their trip to Bali from the perspective of stoic tourists.

LITERATURE REVIEW

Stoicism

The term "stoicism," "stoic," or "stoicism" originates from the Greek word "stoikos" or "stoa," meaning "porch" or "being." This term derives from the "Hanged Porch" or "Stoa Poiklie" in Athens

(Becker, 2017; Erskine, 2000; Inwood, 2003). Zeno of Citium formulated stoicism in the early 3rd century BC. This philosophical school was embraced by several other Greek philosophers, including Epicurus, a formerly enslaved person; Seneca, a politician during the reign of Emperor Nero; and Marcus Aurelius, an emperor.

In stoicism conception, the easiest path to happiness is based on the following principles: first, the ability to see oneself, the world, and other humans objectively and accept human nature as it is or what is often called cosmopolitan (Hill, 2011; Nussbaum, 2010). Second is discipline to control oneself, controlled by desire or skilled in managing pain and suffering (Swain, 2022). Third, be skilled in understanding your strengths and weaknesses (Engberg-Pedersen, 2005). The main thing is stoic, this teaches everything that constitutes human self-control in the form of thoughts, perceptions, beliefs, and actions. Furthermore, Akrim et al. (2021) shared the results of their research, which stated that the phenomenon of stoicism, there are several factors, including psychological distress, physical fatigue, and intercultural communication (communication between cultures).

Tourist Experience

Oh et al. (2007) stated that the desires of tourists determine the tourist experience. Tourist experience is a memory that can increase the sensory experience for tourists and is a determinant of the travel experience related to the quality of service received when traveling to a tourism destination (Oh et al., 2007). Meanwhile, Lin et al. (2016) stated that the behavioral consequences of the tourist experience include flow, positive emotion, perceived value, satisfaction, and intention to recommend and revisit. Further, he found that perceived value and satisfaction influence the experience and loyalty of tourists.

The experience that tourists want is usually based on their motivation. The goal is to gain new and exciting experiences.

Vitterso et al. (2000) stated that there are two categories in measuring travel experiences: (1) flow-related, including fun, engaging, and challenging things. Meanwhile, (2) unrelated flows include easy, tedious, and frustrating. Meanwhile, Kim et al. (2012) stated that there are seven internal factors to a memorable tourism experience (MTE), i.e., hedonic, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge.

METHODS

Research Method

The research location chosen was at Bali Tourism Destination. This research method uses qualitative analysis by collecting interview data and tourist observation results. The informants in this research were 100 tourists who traveled to Bali. The analysis used in qualitative descriptive data is assisted by the NVivo analysis tool. NVivo is used for data reduction, summarization, grouping, simplification, and determining the main things in the form node. NVivo analysis is a qualitative research method with high accuracy and sophistication in processing qualitative data (Jackson & Bazeley, 2019).

RESULTS AND DISCUSSION

The Tourism of Bali

The history of Bali tourism began in the era of Dutch colonialism and post-independence of the Republic of Indonesia. One of them is written by Hanna (2016) and Putra & Paturusi, (2017). In 1902, a 'first tourist' came to Bali named H. van Kol. He is a member of the Dutch parliament who traveled to Indonesia. Kol also visited Bali (Hanna, 2016; Putra & Paturusi, 2017). Kol's tour is an independent tour. His own money bears all travel costs and expenses. After he returned from the trip, Kol wrote an 826-page travelog. Then, he gave the title of his book *From Our Colonies* (Putra & Paturusi, 2017).

The history of Bali tourism is not only narrated in the era of Dutch colonialism. However, after Indonesia's independence, Bali continued to be an area that developed tourism. President Soekarno was interested in Bali, which is rich in natural beauty and unique traditional traditions, to introduce it internationally as a tourist destination. As written by Picard (1990) states, "President Soekarno adopted Bali as his favorite retreat and made it a showplace for state guests. Eager to use the fame of the island to attract foreign tourists". Evidence of President Soekarno's interest in Bali in 1966 established Ngurah Rai International Airport and established a hotel called "Bali Beach Hotel" (Picard, 1990). So that Bali tourism could be more advanced, in 1971, the Indonesian Government agreed to the World Bank's suggestion to develop a "Master Plan for the Development of Tourism in Bali." The research team studied the master plan this is a tourism consultant from France (SCETO). The location chosen to prepare this tourism master plan is Nusa Dua, which is designed as a planned and integrated tourism area.

Tourism development stopped once the Nusa Dua area was developed in 1974. However, tourism in all districts in Bali is also growing daily. Tourism areas such as Kuta, Sanur, Ubud, Kintamani, and other tourist attractions are increasingly developing. Tourists from various countries and continents are increasingly visiting these tourist destinations. Even now, Bali is visited by millions of tourists; it has hundreds of thousands of rooms and a variety of tourist services and products.

Experience Stoic Tourist Happiness in Bali

The result of research by Oh et al. (2007) clearly states that happiness and experience are related. A happy tourist experience is a desire fulfilled according to the tourist's expectations. A pleasant tourist experience is undoubtedly the result of the quality of tourism services, which can provide happiness to tourists (Oh et al., 2007).

In answering the fundamental conception of the tourist experience, this can be explored using a direct approach based on interviews and open statements to tourists. The analysis is carried out to draw conclusions based on data obtained in the field.

A qualitative research approach is needed to get an accurate of the phenomena in the research object (Maxwell, 2012; 2021). One way to find out the core findings of a study is to use the NVivo analysis approach. NVivo analysis is a systematic and measurable approach to analyzing qualitative data, whether in open questions, interviews, published study results in articles or books (Edwards, 2014; Hilal & Alabri, 2013). In connection with Stoic Tourist research in Bali, using NVivo analysis allows researchers to analyze the results of interviews and open questions asked to tourists.

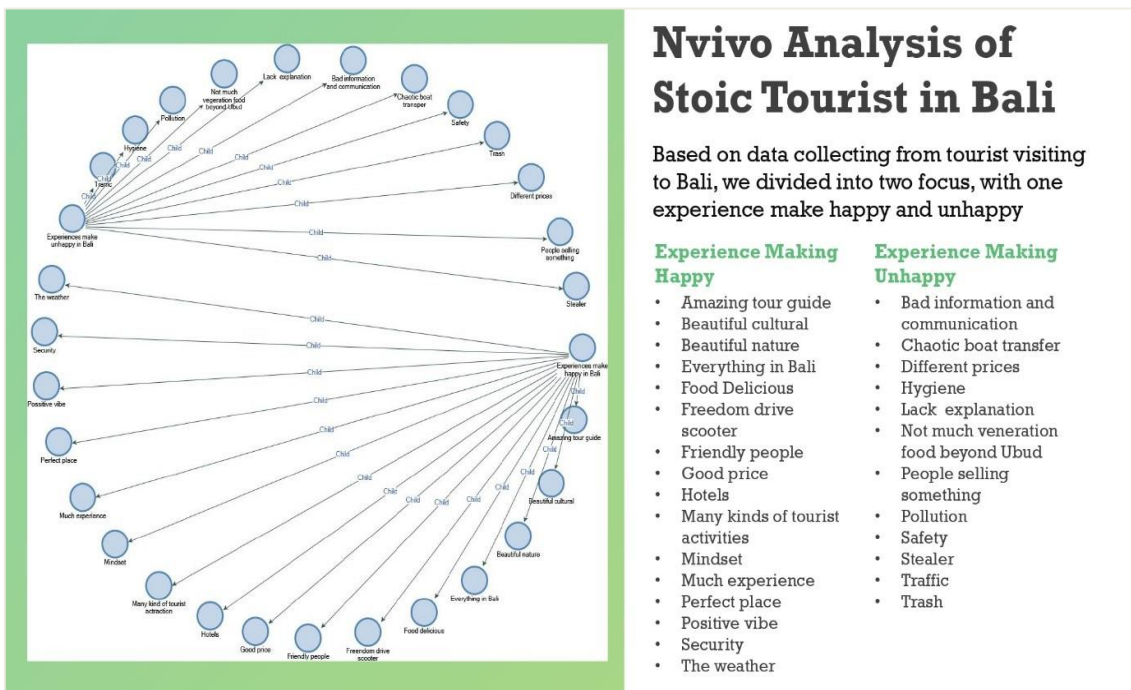
Analysis NVivo stoic tourists in Bali can provide an overview of the findings flexibly based on the data that has been collected (Hilal & Alabri, 2013; Jackson et al., 2019). The results of NVivo's findings regarding stoic tourists are dissected with two big questions, namely, what makes stoic tourists in Bali happy, and what are the reasons why foreign tourists are unhappy when visiting Bali tourist destinations. Questions are given openly, and tourists can express their opinions regarding these questions.

First, the findings are about why foreign tourists are stoic. In Bali, there are various reasons for feeling happy (Pinna et al., 2018; Stephens, 2007). These reasons include amazing tour guides, beautiful culture, beautiful nature, everything in Bali, delicious food, freedom drive scooters, friendly people, good prices, hotels, many tourist attractions, mindset, much experience, perfect place, positive vibe, security dan the weather. Meanwhile, tourists are unhappy because of bad information and communication, chaotic boat transfer, different prices, hygiene, lack of explanation, not much vegetarian food, people selling something, pollution, safety, stealer,

traffic, and trash (Figure 1). From these two things, stoic tourists in Bali not only feel good and pleasant or happy, but some tourists do not feel comfortable and happy when traveling in Bali.

The experiences of foreign tourists in Bali are often associated with various motivations. This motivation is sometimes in line with expectations, which impacts the happiness of foreign tourists when visiting Bali. When tourists feel happiness on their trip, this can be attributed to involvement and appreciation of the experience (Gnoth, 1997). Ideally, stoic tourists will

apply the principles of Stoicism and allow this type of tourist to find happiness in simplicity and appreciation for natural beauty, cultural uniqueness, and the friendliness of the people that foreign tourists meet when visiting (Fabjański & Brymer, 2017; Rosvaer, 2019; Sherman, 2019). That also happens in Bali, where stoic tourists appreciate these three things. That is because stoic tourists in Bali can adapt themselves, as they can maintain attitudes and reactions to the surrounding environment that adapt to the socio-cultural of the Balinese people.



Even though this happened, JL also felt happy doing tourism activities in Bali, such as enjoying tourist services such as " sun, surfing, food, and beach."

In this study, the disappointment of tourists during their tour needs to be paid attention to in terms of their travel. Stoic tourists who travel to Bali to face this unpleasant situation may try to separate negative emotions and transform them into positive ones. Usually, stoic tourists will focus on learning and growing from bad experiences rather than being trapped by harmful emotional conditions that negatively impact their physical, mental, and psychological well-being.

The results of this research also confirm the view of Vitterso et al. (2000), who stated that tourists could be categorized into two groups: flow-related and flow-unrelated. However, this finding is interpreted as follows: stoicism flows happiness, and stoicism flows unhappiness (Figure 2). Stoicism flows happiness: the type of stoic tourist who is happy, fun, and does not feel bored while traveling. Meanwhile, stoicism flows unhappiness, and it is the type of tourist who is unhappy and unpleasant during their trip. Furthermore, there are two categories in measuring travel experiences: (1) flow-related, which includes fun, engaging, and challenging, and (2) flow-unrelated, which includes easy, tedious, and frustrating.

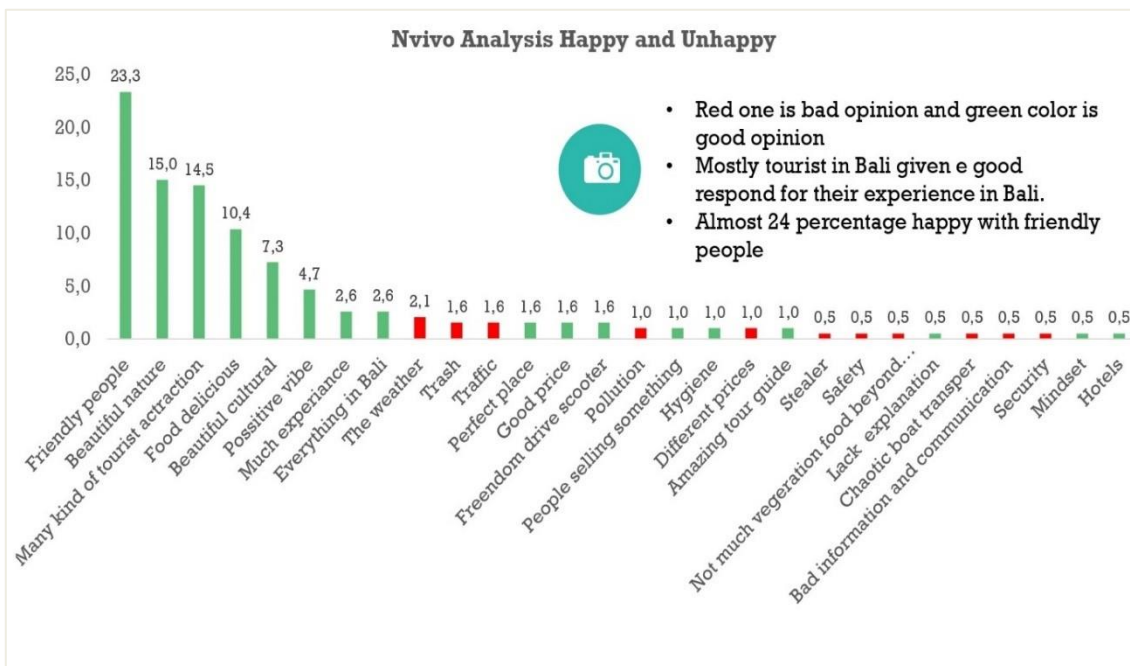


Figure 2. Determining Factors Stoic Tourist in Perspectives on Happiness (Source: Research Results, 2023)

Stoic Tourist Response while traveling in Bali

Referring to several examples and theoretical support, when the results of the stoic tourist study in Bali are formulated using the NVivo approach, it turns out that tourists predominantly have happy experiences compared to unhappy experiences. This can be proven by the results of

NVivo's findings, where if these reasons are quantitatively found, stoic tourists in Bali are happy because friendly people in Bali (23.3%), beautiful nature (15%), kind of tourist attraction (14.5%), food delicious (10.4%), beautiful nature (7.5%). If the five reasons with the highest percentage are added, it is 70.7%. This figure can be categorized as very high because it has not

been added up for other reasons. Some tourists are happy are presented in Table 1. Below.

Table 1. Responses of Stoic Tourists in Bali

Name	Country	Gender	A Happy Experience	An Unhappy Experience
KL	Netherlands	Female	Friendly local people, many tours, beautiful cultural heritage, many pretty sceneries to visit	Sometimes poor hygiene, not much vegetarian food in areas beyond Ubud, sometimes lack of explanation about culture/nature/history
FR	Belanda	Male	Good food, nice people, beautiful scenery, friendly people, good tours, luxury for low costs in European standard,	Bad information/ communication, chaotic boat transfer, when you are not able to talk with the tour guide, when there is no shade when waiting, no safety measurements,
DO	Belgium	Female	Everything	trash in nature
GG	Germany	Male	During in Amed	Different prices for the same things
JN	Germany	Male	People, nature, activities	people who sell staff on the beach going on the nerves
MT	Belarus	Male	Surfing, culture	low traffic
KN	Belarus	Male	sun, snorkeling, food, people,	low traffic, garbage
JL	Germany	Male	sun, surfing, food, beach	people trying to get my money either too high prices and somebody tried to steal my phone

Source: Research Results (2023).

Foreign tourists in Bali, like KL, stated that the experience made them happy because of the "Friendly local people, many tours, beautiful cultural heritage, and many pretty sceneries to visit." This response can reflect a positive experience when visiting a tourist destination, considering that Bali can offer various forms of experience to tourists. First, "friendly people" as a tourist destination in Bali can create a friendly and warm atmosphere for tourists. The intimate interaction between residents and foreign tourists provides an authentic experience for tourists. This allows tourists to connect with local culture and customs, as expected of the stoic type of tourist in Bali.

Second, it can be seen from the responses "many tours." This can be interpreted as the availability of various tourist travel options. Bali has diverse tourist attractions, from natural tourism and culture to artificial tourist attractions. This diversity can mean that international tourists can easily choose tourism services in Bali according to their interests and preferences. So, there will be flexibility for tourists when visiting to Bali.

Third, "beautiful culture". This response illustrates that Bali has a vibrant culture and is one of the destinations for international tourists in Bali to visit. Bali tourist destinations should be allowed to explore the history, art, and local traditions

because this will be an unforgettable experience for foreign tourists in Bali. This immersive experience provides deeper insight into cultural identity and uniqueness, such as what one of the characteristics of the stoic traveler in Bali. The finding that tourists are happy with local culture also confirms research by Kim et al. (2012), which states that what makes tourists have memorable tourism experiences. One of the reasons is that tourists will be attracted to cultural tourism attractions.

From these findings, it is essential to note the existence of tourism services and tourist behavior in applying the principles of stoicism when traveling in Bali. Stoic tourists not only aim to reduce feelings of emotion but also how a person responds and deals with unpleasant situations when traveling in Bali. In the context of travel, approaching a stoic tourist will help someone remain calm and at peace with various challenges so that the trip can still be enjoyed even though there are obstacles and discomforts along the way while traveling to Bali.

CONCLUSION

Tourist happiness is one of the factors that become a barometer or measuring instrument in determining the comfort and quality of tourists during travel. Based on the results of the analysis, several points were found related to experiences that make tourists happy, including amazing tour guide, beautiful cultural, beautiful nature, everything in Bali, food delicious, freedom drive scooter, friendly people, good price, hotels, many kinds of tourist activities, mindset, much experience, perfect place, positive vibe, security, and the weather. While experiences that make tourists unhappy (flow unhappiness) are, bad information and communication, chaotic boat transfer, different prices, hygiene, lack explanation, not much vegetarian food beyond Ubud, pollution, safety, stealer, traffic, and trash. When these results are formulated, the factors that make you

happy tend to be higher than the factors that make you unhappy. In this study found that there are eight happiness factors that have the highest percentage. These factors include friendly people, beautiful nature, many kinds of tourist activities, food delicious, beautiful cultural, positive vibe, much experience, and everything in Bali. The findings of this study are expected that all tourism stakeholders can pay attention to these eight factors to create tourist happiness while traveling to Bali through more quality tourism services.

ACKNOWLEDGEMENT

The author thanksgiving to God because this article can be finished. Of course, this article was completed due to various parties' contributions, including funding assistance, research permits, donations/contributions of data, energy, thoughts, and the willingness of tourists, especially European tourists who traveled to Bali and were willing as informants. With contributions from these parties, this article could be completed.

As a thank you for all the assistance above, on this occasion, the author would like to express his most profound thank you to the Rector of Udayana University, the Chair of The Institute for Research and Community Service, the Faculty of Tourism, the Centre of Excellence in Tourism, Udayana University and all informants, authors and all parties who cannot be mentioned one by one.

REFERENCES

- Akrim, A., Rudianto, R., & Adhani, A. (2021). Interactive effects of Stoicism and religious coping on psychological distress, fatigue and intercultural communication: Muslim health workers in Bali. *Journal of Ethnic and Cultural Studies*, 8(4), 214-237.

- Ariana, N., Antara, M., Budiarsa, M., & Sudiarta, I. N. (2021a). Hedonic Happiness of Foreign Tourists in Bali. *Journal of Indonesian Tourism & Development Studies*, 9(3).
- Ariana, N., Antara, M., Budiarsa, M., & Sudiarta, I. N. (2021b). The Effect of Eudamonic Value on Product Services, Satisfaction and Happiness of Foreign Tourists in Bali. *E-Journal of Tourism*, 8(2). 265-282
- Becker, L. C. (2017). *A new stoicism: revised edition*. Princeton University Press.
- Edwards-Jones, A. (2014). Qualitative data analysis with NVIVO.
- Engberg-Pedersen, T. (2005). The relationship with others: Similarities and differences between Paul and stoicism. *Zeitschrift für die Neutestamentliche Wissenschaft und Kunde der Älteren Kirche*, 96(1-2), 35-60.
- Erskine, A. (2000). Zeno and the beginning of stoicism. *Classics Ireland*, 7, 51-60.
- Fabjański, M., & Brymer, E. (2017). Enhancing health and wellbeing through immersion in nature: a conceptual perspective combining the Stoic and Buddhist traditions. *Frontiers in psychology*, 8, 1573.
- Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism research*, 24(2), 283-304.
- Hanna, W. A. (2016). *A Brief History of Bali: Piracy, Slavery, Opium and Guns: The Story of a Pacific Paradise*. Tuttle Publishing.
- Hilal, A. H., & Alabri, S. S. (2013). Using NVivo for data analysis in qualitative research. *International interdisciplinary journal of education*, 2(2), 181-186.
- Hill, J. D. (2011). *Becoming a cosmopolitan: What it means to be a human being in the new millennium*. Rowman & Littlefield Publishers.
- Inwood, B. (2003). Stoicism. In *Routledge History of Philosophy Volume II* (pp. 243-273). Routledge.
- Jackson, K., & Bazeley, P. (2019). *Qualitative data analysis with NVivo*. Sage.
- Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25.
- Lin, Chien-Hsin; Kuo, Beryl Zi-Lin (2016). *The Behavioral Consequences of Tourist Experience*. *Tourism Management Perspectives*, 18(), 84–91. DOI: <https://doi.org/10.1016/j.tmp.2015.12.01>
- Maxwell, J. A. (2012). The importance of qualitative research for causal explanation in education. *Qualitative Inquiry*, 18(8), 655-661.
- Maxwell, J. A. (2021). Why qualitative methods are necessary for generalization. *Qualitative Psychology*, 8(1), 111
- Nussbaum, M. C. (2010). Kant and cosmopolitanism. *The cosmopolitanism reader*, 27-44.
- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119–132.
- Picard, M. (1990). “Cultural Tourism” in Bali: Cultural Performances as Tourist Attraction. *Indonesia*, 49, 37–74.

- Pinna, M., Correia, A. H., & Del Chiappa, G. (2018). Being Good to Be Happy? The Influence of Moral Values on Tourist Happiness. *Tourist Behavior: An Experiential Perspective*, 81-95.
- Putra, I. N. D., & Paturusi, S. A. (2017). *Metamorfosis pariwisata Bali: tantangan membangun pariwisata berkelanjutan*. Pustaka Larasan bekerja sama dengan Program Studi Magister Kajian Pariwisata.
- Rossvaer, V. (2019). Nature as Stoic. *Borderology: Cross-disciplinary Insights from the Border Zone: Along the Green Belt*, 81-92.
- Sherman, N. (2023). Stoics on Stuff. *Heritage and War: Ethical Issues*.
- Stephens, W. O. (2007). The Providential Tourist: Epictetus on How a Stoic Travels. *Ancient Greek to Asian Philosophy, Athens, Greece: Athens Institute for Educations and Research*, 127-40.
- Swain, T. (2022). *Way of The Stoic: Life Lessons from Stoicism to Strengthen Your Character, Build Mental Toughness, Emotional Resilience, Mindset, Self-Discipline & Wisdom*. Thomas William.
- Vittersø, J., Vorkinn, M., Vistad, O. I., & Vaagland, J. (2000). Tourist experiences and attractions. *Annals of Tourism Research*, 27(2), 432–450.