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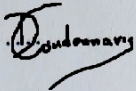
Salome Kapanadze

**HAPPINESS IMPACTS ON MEMORABLE TOURISM EXPERIENCE AND
BEHAVIOURAL INTENTIONS: AN INVESTIGATION BASED ON
ST. PETERSBURG**

Master's Thesis

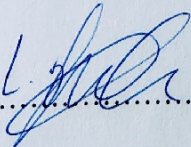
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HAPPINESS IMPACTS ON MEMORABLE TOURISM EXPERIENCE AND BEHAVIOURAL INTENTIONS: AN INVESTIGATION BASED ON ST. PETERSBURG

Salome Kapanadze

Abstract

The paper studies how happiness impacts on memorable tourism experiences and behavioural intentions. Nonetheless popularity of the topic among researchers in the recent years, there are no studies that would examine what is the correlation among memorable tourism experiences, behavioural intentions and happiness. Current study is based on the survey results from the respondents that have visited St. Petersburg from a sample of 103 visitors. Conducted regression analysis demonstrates that happiness has a positive impact on memorable tourism experiences and these relationships are significant. Some of the memorable tourism experience constructs such as hedonism and meaningfulness negatively impact on behavioural intentions of visitors. On the other side happiness doesn't have a significant impact on behavioural intentions. The study reveals some differences between perceptions of female and male and younger generation versus older one, that might be a useful insight to consider for managers working in a tourism sector.

Keywords: behavioural intentions, happiness, memorable tourism experience, regression analysis

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1. Introduction

In the last years, memorable tourism experience (MTE) has become an essential field of study alongside with the significant growth of touristic destination competition.

According to researchers, Memorable Tourism Experiences are the best indicators to predict the future behaviour of the customers and perform a new benchmark. (Chandralal & Valenzuela, 2013). Hence, providing good memorable tourism experience is crucial for tourism providers to maintain beneficial position on the market. (Coudounaris & Sthapit, 2017).

Unlikely to other product experiences, tourism experiences are built by including customers in the situations that are based on experience (Ryan, 1998). For instance, by social interaction with local residents living in the destination, travellers increase their understanding of local people and eventually become global citizen (Kim & Ritchie, 2014a). Considering that not all experiences are memorable and tourist experiences are complex, (Kim & Ritchie, 2014a), researchers have investigated how to measure and form its concept (Neuhof, Buhalis, & Ladkin, 2012; Kim & Ritchie, 2014b; Tung & Ritchie, 2011; Chandralal & Valenzuela, 2015). Kim, Ritchie and McCormick developed a conceptual model for memorable tourism experiences and the scale for estimating each dimension. (J.-H. Kim, Ritchie, & McCormick, 2010). MTEs dimension consist of meaningfulness, local culture, novelty, hedonism and refreshment. (Sthapit, 2013) Added adverse feelings to these measures and extended the list of memorable tourism experiences measures. (Chandralal & Valenzuela, 2015) The same way added tour guide performance and surprise as dimensions and conceptualized MTEs. The latter study used (J.-H. Kim, Ritchie, & McCormick, 2010) scales and made some modifications in measuring memorable tourism experiences. The reason for this was that the scale has successfully validated by the number of studies.

According to (Billing & O'Dell, 2005), tourists' experiences differ regardless the similarity of their activity or the place they visit; furthermore, their emotional condition and personal feelings might affect the way they delivered and expressed their impressions about their experiences. Therefore, (Billing & O'Dell, 2005) points out, that tourists' statement that all of them enjoyed the trip would not necessarily mean that each of them had a memorable tourism experience. Thus, not all tourism experiences can be considered as MTEs. The latter includes selectively constructed experiences that can be remembered after a trip. The on site experience of tourists are determined by the interaction between the latter and destination. (Stamboulis & Skayannis, 2003). (Sharma & Nayak, 2019) Comparing to the on-site experience that is delicate and momentary, experiences stored in memory of the person let them to reflect and reminisce. Importance of MTEs lies in the fact that tourist's future decision can be influenced only by remembered experiences (J.-H. Kim, Ritchie, & Tung, 2010). When making a decision and planning the future trip, tourists rely on their past memories and experiences (Lehto, O'Leary, & Morrison, 2004a). Stronger feelings developed towards the destination due to multiple visits strengthens their attachment (Lewicka, 2011).

The importance of investigating the correlation between MTE and BI (Behavioural Intentions) lies in supporting service providers to find out memorable experiences that are distinctive, admirable and memorable for tourists (Tung & Ritchie, 2011). This type of experiences is beneficial for providers as they encourage repeat business (Pine & Gilmore, 1998).

Based on through examination, it can be concluded that comparing to the number of studies that have replicated MTE scale is far more than the studies that have incorporated new factors that might explicitly have an impact on the MTE construct (Coudounaris & Sthapit, 2017).

Happiness is out of the experimental components that were identified by various researchers in order to help understand tourism experiences summarized by Kim et al. (2010). However, it doesn't fall under the measurement scale of seven main dimensions created by Kim et al. (2012a) specifically for MTEs.

There is a correlation between tourists positive and negative experiences at certain tourism destinations with their happiness and experience. (Subramaniam, Samdin, Ramachandran, & Kunasekaran, 2019). It is crucial to maintain happy tourists as for their own well-being as for the tourism destinations economic profits in terms of their intention to visit the destination and positive WOM (Word of Mouth) (Vada, Prentice, & Hsiao, 2019b). Considering that Easterlin's (1974) study concluded that economic growth that can be related with people's happiness, many studies have tried to explore determinants of happiness - a word that is normally used interchangeably with terms like well-being, life satisfaction, quality of life (Veenhoven, n.d.).

As it has been discussed above and examined in a lot of studies, satisfaction plays mediating role between tourists' emotional experiences and behavioural intention (Prayag, Hosany, & Odeh, 2013). Also, tourists' emotional experiences and satisfaction are interrelated to their intention to endorse (Hosany & Gilbert, 2009). Besides, there is a link between tourists' emotional reaction to satisfaction and intention to recommend (Hosany & Prayag, 2013). However, there are no studies conducted that would examine influences of MTEs, BI and happiness to each other. In order to bridge the gap in the tourism literature this present study examines the relationship not only between MTEs and BI, or happiness and BI or MTEs and happiness, but also what is the effect of happiness to the rest of the two. More specifically this study answers the following research question:

What is the relationship among MTEs, BI and happiness?

Furthermore, sub-objectives of the study are as following: 1. Does MTE have a significant influence on happiness? 2. Does happiness have a significant influence on BI? 3. Does happiness have mediating effects on the relationship between MTE and BI? 4. Does happiness have significant effect on MTE?

In order to answer to research questions, a quantitative approach based on the survey results of ST.Petersburg visitors was conducted. It contributes to the literature on MTE by examining its association with happiness and BI. For concluding the survey results the study uses combination of three methods such as independent samples t-test, regression analysis for testing hypothesis and PLS (Partial Least Squares) regression model. Independent samples t- test analysis is used to compare results of the two groups (e.g. men and women, respondents less an above 29 years, with bachelor or master's degree etc.) mainly different by demographic criteria in certain variables. Regression analysis between hypothesis revealed their positive or negative relationship to each other and tested their significance.

The first part of the study presents a literature review that includes theoretical background and a conceptual model with related hypothesis. The second part of the paper provides the detailed description of the research methodology. The third section discusses the results of the research. Finally, the conclusion, practical implications, limitations, and future research directions are included in the last part of the study.

2. Theoretical background, literature review and hypothesis development

2.1 Theoretical background

The literature review of this study provides the overview of the existing literature about the key concepts of memorable tourism experience, behavioural intentions and happiness as well as their interconnections. The conceptual model (Figure 1) of the study was developed in order to visualize above mentioned connections and interconnections.

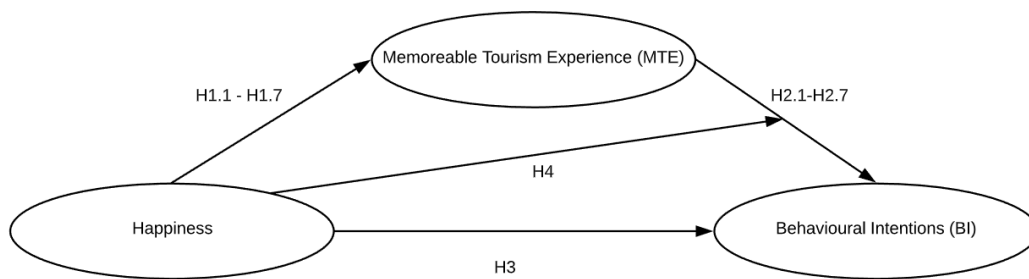


Figure 1. Conceptual Model

Source: Developed by the author

The relationships graphically described in the Figure 1 will be tested in the following empirical study.

The table 1 includes the main constructs and main factors of each of the three constructs of the model. Construct variables are based on the references from the authors that created related models and scales for measuring each dimension.

Table 1 - Operationalisation of the main constructs of the conceptual model

Construct	Variable/Item	Origin
Happiness	29 variables	(Hills & Argyle, 2002)
MTE	Hedonism	(Kim, Ritchie, & McCormick, 2012a)
	Novelty	
	Local Culture	
	Refreshment	
	Meaningfulness	
	Involvement	
Behaviour Intentions	Knowledge	(Coudounaris & Sthapit, 2017)
	Intention to Return	
	Willingness to Recommend	
	Word of Mouth	

Source: Developed by the author combining construct variables from different studies.

2.2 Literature Review and hypothesis development

In order to develop research hypothesis, the main constructs (Happiness, behavioural intentions and memorable tourism experiences) and variables of the study are described in a relationship to each other in this part of the study.

From product economy the global economy has transformed first into service and then to experience economy (Kim, 2018). The concept of experience economy was introduced by Grémillet, Puech, Garçon, Boulinier, and Maho (2012). Experience is defined as an additional offer to goods and services (Kim, 2018). Thus, the experience is used as a management technique for differentiation in hospital industry (Pine & Gilmore, 1998).

Tourism experience as a phenomenon has been discussed in historical terms since 1960s and gained more popularity in the 1970s alongside the discussions of the phenomenology of experience per se by authors such as (MacCannell, 1973). Whereas, in the 1990s the main scope of studying the experience was to understand thoughts and feelings of tourists that were reported in interviews or diaries (Andereck, Bricker, Kerstetter, & Nickerson, 2006).

The concepts of tourist experience such as satisfactory experiences, memorable tourism experiences, experience quality or recent extraordinary experiences has been continually emerging. Even though memorable tourism experiences and tourist experiences are different in their significance and extension, they are interrelated to each other (Zhang, Wu, & Buhalis, 2018).

MTE (Memorable Tourism Experience) is composed based on tourists' valuation of their experiences. It is used to combine and strengthen the reminiscence of their experience regarding the experience (J.-H. Kim, Ritchie, & McCormick, 2010). Even though tourists might enjoy themselves during the experience, they might not recall it or experience the same memorable experiences later on (Ooi, 2005). Hence, it is essential to understand tourists' own interpretation of the meaning of an experience (Quinlan Cutler & Carmichael, 2010). For example, when making a decision of visiting the certain destination and searching for the related information regarding it, tourists recall past experiences (Kerstetter & Cho, 2004). Therefore, memory of purchase experience is important information source for management's decision making (Hoch & Deighton, 1989).

Considering the fact that tourism experience is holistic, has many aspects and includes various number of different interconnected processes and such dynamics as pre-travelling experience, travelling to the location, the on-site experience, coming back home and memories after travelling, MTEs has become complex to investigate (Braun-LaTour, Grinley, & Loftus, 2006). Entirety of internal and external impulses, physical environment details, influence and emotions have an impact on experience formation. Since individual elements act in conjunction with other elements, individual elements cannot be identified. Also, visitor's psychological and emotional state of the visitor is the baseline for the experience absorption. That is what makes a memorable experience so unique and unrepeatably (Gentile, Spiller, & Noci, 2007).

Several researchers studied memorable tourism experiences in order to acknowledge the importance of mediating effect of memory on future behaviour (K. Kim, Hallab, & Kim, 2012). (K. Kim et al., 2012) concluded 19 empirical components that according to various researchers have identified to simplify understanding of tourism experiences. These components are as following: pleasure, relaxation, hedonism, involvement, stimulation, happiness, social interaction, knowledge, sense of separation, spontaneity, meaningfulness, challenge, adventure, timelessness, personal relevance, escaping pressure, intellectual cultivation, refreshment, novelty (Zhang et al., 2018). Unfortunately,

(J.-H. Kim, Ritchie, & McCormick, 2010) studies found only seven constructs (local culture, novelty, hedonism, meaningfulness, involvement, knowledge and refreshment) that would be positively associated in terms of creating memorable tourism experiences among tourists (Subramaniam et al., 2019).

Hedonism is defined as enjoyable feelings that excite oneself (Duman & Mattila, n.d.). Refreshment is the condition of feeling refreshed (Tinsley, Hinson, Tinsley, & Holt, 1993). Local culture implies having a good impression about local people and explored local culture (J.-H. Kim et al., 2012b). Meaningfulness refers to a sense of importance or great value particularly doing important and valuable things (Wilson & Harris, 2006). Knowledge implies facts, information or experiences that is known by an individual (Blackshaw, 2003). Involvement refers to the extent of which an individual is involved (J.-H. Kim et al., 2012b). Lots of researchers argued that tourists involvement optimizes their overall experience (Taheri, Jafari, & O’Gorman, 2014), improves value proposition (Bryce, Curran, O’Gorman, & Taheri, 2015), gives information about predictability of tourists’ behaviour (Black, 2012), and lastly, a higher level of memorable tourism experience (Taheri et al., 2014). Novelty is a psychological feeling of something new that is developed from having a new experiences (Farber & Hall, 2007).

According to Laros and Steenkamp's (2005) study, the best way to gain information regarding customers’ feelings during their experience is based on the first out of three levels of emotive generalisation – differentiate between positive and negative ones. The second level of the latter model implies four emotions such as: contentment, happiness, pride and love. It groups evaluations that gives a description of each of them. (Wijaya et al., 2018) After studying emotions such as happiness, sadness, surprise and anger, concluded that if according to customers service and relationship quality is maintained at higher levels, then it leads to customers’ happiness.

Happiness can be defined as an individual’s evaluation of complete enjoyment gained from the experience (Rivera, Fa, & Villar, 2019). According to (DeLeire & Kalil, 2010) happiness in marketing field is related with product consumption. Authors such as Filep and Deery (2010a) suggested that tourists’ happiness is derived from the holiday activities and can be defined as a state in which tourists experience positive emotions. The latter is based on a theory from positive psychology that empirically assess happiness. This study explores varying interpretations of the complex concept in order to shed the light how tourists’ happiness can be interpreted.

Couple of important factors that are proposed in several research studies as happiness indicators are: Subject of well-being (SWB), quality of life and satisfaction (Filep & Deery, 2010b). These terms are treated as similar to happiness but receive less attention in the studies related to touristic experiences.

According to Moeinaddini et al. (2020) individual’s happiness and well-being are contributed through reminiscent memories by memories of holidays. The latter in particular, affects well-being (Sthapit & Coudounaris, 2018). Well-being is temporary as it can be defined in context hedonic terms or as Filep and Deery (2010b) suggest, positive emotions like love, interest, contentment, joy, etc., meaning and achievement, engagement relationships that in return evolve the state of authentic happiness in tourists. Whereas, eudemonia can be derived from the activities are not necessarily pleasant at the moment or period they are experienced but might have positive effects when the activity is finished (Vada, Prentice, & Hsiao, 2019a). In this regard, Kim et al. (2012a) pin point that behavioural intentions in tourism, are more likely to be increased by memorable tourism experience components of hedonism.

Filep, Laing, and Csikszentmihalyi (2016) suggest to introduce a new sub-field as “positive tourism” in order to study human emotions related to tourism that in the positive psychology is interpreted as pleasure, and to research human well-being.

Both factors (authentic happiness and subjective well-being), make the individual’s experience delightful, especially happiness. Therefore, the next hypotheses can be formulated:

H1: Happiness positively influences a tourist’s memorable tourism experience.

H1 is broken down into seven sub hypothesis that are formulated based on the subconstructs of MTEs:

H1.1: Happiness positively influences hedonism.

H1.2: Happiness positively influences novelty.

H1.3: Happiness positively influences local culture.

H1.4: Happiness positively influences refreshment.

H1.5: Happiness positively influences meaningfulness.

H1.6: Happiness positively influences involvement.

H1.7: Happiness positively influences knowledge.

It is widely proved that perceived significance of an experience plays an essential factor on overall tourist experiences, destination choice, decision-making, post-trip evaluation, future behaviours (Skavronskaya et al., 2017). A central factor in the theory of planned behaviour is the individual’s intention to perform a given behaviour. Intentions are assumed to capture the motivational factors that influence a behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behaviour (Ajzen, 1991).

MTEs are the output of particular preceding activities like restaurants, accommodation and tourist at the location. Also, they might notably and essentially impact on future intentions. According to some studies there is an evidence of positive correlation between BI (Behavioural Intentions) and memories (Tung & Ritchie, 2011). Marschall (2012) emphasizes impact of memory on destination choices as people most of the times revisit locations that are positively associated with their previous trips.

Previous studies have examined the effect of MTEs on behaviour intention, loyalty and revisit intention in different contexts. For example, Tsai’s (2016) research indicates that MTEs has both direct effect and indirect effect through the moderating role of place identity on behavioural intention. MTEs are viewed as fundamental for destination competitiveness and sustainability as they can influence future destination choices. If destinations can provide MTEs to tourists, the probability of tourists revisit this destination will increase (Zhang et al., 2018).

Revisit intention is a key research topic in tourism and an important behavioural intention (Haldrup & Larsen, 2010). Tourists’ behaviours include their selection of destination to visit, subsequent evaluation of that destination and future behavioural intentions (Chen & Tsai, 2007). Subsequent evaluations refer to the value perceived by visitors and their satisfaction, while future behavioural intentions refer to their willingness to revisit the same destination and recommend it to others (Som, Marzuki, Yousefi, & AbuKhalifeh, 2012).

In first visit MTE creates fresh impressions about destination image and the quality of the touristic experience for the proceeding visits. In case visitors have memorable experience from their initial visit, their willingness of visiting the destination would be prone to be more positive. If they had bad experiences, their perception toward revisiting the destination would be negative. Travellers

who developed satisfying MTE at a destination are more likely to share positive word-of-mouth about the destination (Chandralal & Valenzuela, 2015). Further, travellers who experience positive MTE are more likely to bring others to the destination (Subramaniam et al., 2019). Finally, travellers use their past experiences to select future destinations to visit (Kozak, 2001) and to formulate purchase intentions (Petrick, Morais, & Norman, 2001).

Destination and event organisations are concerned with the reasons underlying tourists' revisit intentions, because it commonly costs much less to retain repeat visitors than to attract new visitors (Cossío-Silva et al., 2019), and revisit intention is considered an essential element for an attraction for remaining competitive (Huang & Hsu, 2009). For many tourism destinations, repeat visitors constitute a desired market segment, because they tend to stay longer at a destination, tend to be more satisfied as they experience and realistic expectations, spread positive word of mouth, and participate in consumptive activities more intensively, whilst require a much lower marketing costs than first-time visitors (Lehto, O'Leary, & Morrison, 2004b).

The tourists' loyalty can be classified in three different approaches: attitudinal loyalty (implies psychological consequences such as revisit intention or recommending destination to others); behavioural loyalty (mostly highlights behavioural outcomes such as revisiting the touristic destination), composite loyalty (combines both attitude and behaviour loyalty and positive attitude towards specific destination) (Zhang, Fu, Cai, & Lu, 2014). Furthermore, Kim (2011) concluded that satisfaction levels gained from specific locations generates different experiences among different tourists. According to researchers Larsen and Jenssen (2004) and Wirtz, Kimes, Theng, and Patterson (2003) comparing to negative experiences, positive experiences are more memorable. Thus, marketing managers are more focused on creating positive and memorable experiences at tourism destinations (Subramaniam et al., 2019).

Tourism studies are biased with their preoccupation to investigate the direct influence of MTEs on tourists' behaviour (Coudounaris & Sthapit, 2017; Kim & Ritchie, 2014a). Coudounaris & Sthapit (2017) found that the specific dimensions of MTEs have differential effects on behavioural intentions in the zoo and museum in Rovaniemi, Finland. However, MTEs were also found to indirectly influence behavioural intentions. For example, MTEs were reported to influence tourist behaviour through positive image and satisfaction in the Mediterranean and Taiwanese destinations (Assaker & Hallak, 2013; Kim, 2018).

Therefore, the next hypotheses can be formulated:

H2.1 to H2.7: MTE has a positive influence on tourist's behavioural intentions.

H2 is also broken down into seven sub- hypothesis based on seven sub- constructs of MTE:

H2.1: Hedonism has a positive influence on tourist's behavioural intentions.

H2.2: Novelty has a positive influence on tourist's behavioural intentions.

H2.3: Local culture has a positive influence on tourist's behavioural intentions.

H2.4: Refreshment has a positive influence on tourist's behavioural intentions.

H2.5: Meaningfulness has a positive influence on tourist's behavioural intentions.

H2.6: Involvement has a positive influence on tourist's behavioural intentions.

H2.7: Knowledge has a positive influence on tourist's behavioural intentions.

MTEs and satisfaction are correlated to tourists' intentions to recommend (Hosany & Gilbert, 2009). Furthermore, there is a relation between tourists' emotional reactions to satisfaction and willingness to recommend (Hosany & Prayag, 2013).

Study also showed that hedonic well-being significantly affects revisit intention and positive word-of-mouth, whereas eudemonic well-being doesn't have a significant effect on behavioural intentions. Hence, perceptions of the destination might be changed after the trip considering on-site experiences. Tourists' experiences at the destination are a more powerful driver of future behaviour because these experiences determine customer satisfaction and memorable experiences (Kim, 2014). Thus, the following hypothesis is stated:

H3: Happiness has a positive impact on tourist's behavioural intentions.

Tung and Ritchie (2011) specified four dimensions of MTEs that suggests positive correlation between revisit intentions of tourists and memorable experiences. Moreover, Tung and Ritchie (2011) find that positive emotions and feelings associated with tourism experiences, such as happiness and excitement, were a critical component of MTEs. Thus, the following hypothesis is stated:

H4: Happiness has a mediating role between MTE and behavioural intentions.

To summarize, the paper studies three main aspects – how happiness influences the constructs of memorable tourism experiences and behavioural intentions, how the constructs of memorable tourism experiences influence behavioural intentions, and if happiness explains the relationship between the memorable tourism experiences and behavioural intentions.

3. Methodology

The study is based on a survey on happiness, memorable tourism experience (MTE) and behavioural intentions (BI). The survey includes 62 statements on three main constructs i.e. happiness, MTE and BI. It lasted for more than one year specifically from 26th November 2017 to 17th December 2019. 59 replies were received through the platform connect.ee and another 44 replies were received from individuals who visited St. Petersburg and completed the questionnaire on a hard copy.

The sample of the tourists that visited St. Petersburg specifically was chosen due to the culture and touristic value of the city. St. Petersburg is one of the largest tourist centers in Europe. Largely because of the city's cultural image being world famous, the level of development and promotion of St. Petersburg's entire branding as a tourist destination is considerably superior (Gordin V., Trabskaya J.,2016). Also, it is one of the closest to Estonia destination that attracts most of the foreign and local students. Various tours are organised by international students organisations and travel agencies in Estonia towards St.Petersburg.

It is worth mentioning that the length of the hard copy questionnaire was 5 double-sided A4 pages (see Appendix A.6). The link to complete online the questionnaire was www.connect.ee/uuring/391702665/. At the beginning of the questionnaire there was a short paragraph inviting the tourist visitor to complete the questionnaire and the paragraph was stressing the confidentiality of the replies and that the completion of the questionnaire would take only 10 minutes of the respondent's time and that all questions should be answered. In particular, the paragraph was as follows:

“Dear visitor,

You are invited to participate in a research study. Your happiness, past holiday experiences and travel memories to St. Petersburg are the focus of this study. The results of the study will contribute to the area of visitors’ memorable tourism experiences. All responses will be kept confidential. The completion of this questionnaire will take only 10 minutes of your time and your assistance is much appreciated. Please answer all questions.”

The first five questions were referred to demographics asking about gender, age, educational level, occupation and nationality. The next five questions were related to the main purpose of the visitor’s travel to St. Petersburg, which type of accommodation the visitor used, what was the primary transportation to St. Petersburg, what was the length of stay in St. Petersburg, whom did they travel with and what activities did the visitor participate in.

The following sections of the questionnaire were including statements measured by Likert scales from 1 to 7 where 1 was strongly disagree and 7 strongly agree. 29 statements were measuring happiness, 24 statements MTE and 3 statements BI. The 29 statements related to happiness were taken from the seminal work by Hills and Argyle (2002). In addition, the 24 statements associated with MTE were taken from Kim, Richie and McCormick (2012) and the 3 statements measuring BI were taken from Coudounaris and Sthapit (2017).

This study used the SPSS software to calculate a) the means and standard deviations of all variables, b) to find out the frequencies of demographics and some introductory questions and c) to use regression analysis to test the hypotheses mentioned in the literature review above. In addition, the study uses the SmartPLS 3 software to evaluate the PLS (Partial Least Squares) model. It tests the fit of the model to the data and comment on different statistics of the PLS model.

5. Results

The study received 103 surveys from which 35 were completed by males and 68 by females. The sample size of 103 respondents was conditioned due to difficulty gathering responses in a limited time. The participants of survey were between 18 to 81 years old. 44 participants were having a Bachelor whereas another 43 were having a master’s degree, 10 were attending a PhD degree and 4 attended a vocational degree.

Most of the participants were from Russia (34 respondents) and Estonia (23 respondents). The occupation of most was students (30 respondents), administration/secretarial (15 respondents), Finance/Accounting (14 respondents) and IT/Electronics (9 respondents). The main purpose of the travel to St Petersburg was pleasure (87 respondents), business (14 respondents) and family visit (13 respondents). The majority of respondents stayed at 3-star hotel (30 respondents), friends/family house (28 respondents), rented flat (17 respondents), and 5-star hotel (17 respondents). The primary transportation to St. Petersburg was bus (47 respondents), train (26 respondents) and air-plane (21 respondents). The length of stay in St. Petersburg was in the range of 1 to 21 days. The majority of participants travelled with friends (42 respondents), alone (15 respondents), organized tour (13 respondents) and family with children (12 respondents). Finally, most visitors participated in sightseeing (41 respondents) and visiting museums (26 respondents).

5.1 Test of hypothesis

Regression analysis has been used, to determine which relationships are positively related and which relationships are significant or non-significant (see the conceptual model in figure 1). Hereinafter, explanations are given for the statistical significance level at least 0.10. We accept hypothesis if the p value is < 0.1 and standardized coefficient beta is positive considering that proposed hypothesis test positive relationships (Curwin, J., & Slater R. 1996).

Table 2.1 below shows the significance of the research hypotheses and Table 2.2 whether they are positively or negatively related.

Table 2.1 – Model Summary of Hypothesis

Hypothesis	Model Summary			
	R	R Square	Adjusted R square	Std. Error of the Estimate
H1.1: Happiness positively influences hedonism.	0.331	0.109	0.100	0.88806
H1.2: Happiness positively influences novelty.	0.423	0.179	0.171	1.18896
H1.3: Happiness positively influences local culture.	0.241	0.058	0.048	1.06291
H1.4: Happiness positively influences refreshment.	0.208	0.043	0.033	1.06228
H1.5: Happiness positively influences meaningfulness.	0.325	0.106	0.096	1.21121
H1.6: Happiness positively influences involvement.	0.206	0.042	0.032	1.25940
H1.7: Happiness positively influences knowledge.	0.193	0.037	0.027	1.11056
H2.1 to H2.7: MTE has a positive influence on tourist's behavioural intentions.	0.661	0.437	0.394	0.98057

H3: Happiness has a positive impact on tourist's behavioural intentions.	0.120	0.014	0.004	1.21837
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Source: Own Calculations

Table 2.2 – Test of Hypothesis

Hypothesis	Model Coefficients	Coefficients				Sig. (P Value)
		Unstandardized Coefficients		Standardized Coefficients	t	
		B	St.Error	Beta		
H1.1: Happiness positively influences hedonism.	Hedonism	2.445	0.934		2.618	0.010
	Happiness	0.747	0.217	0.331	3.435	0.001
H1.2: Happiness positively influences novelty.	Novelty	-0.728	1.250		-0.582	0.562
	Happiness	1.333	0.291	0.423	4.580	0.000
H1.3: Happiness positively influences local culture.	Local Culture	2.503	1.118		2.239	0.027
	Happiness	0.634	0.260	0.241	2.437	0.017
H1.4: Happiness positively influences refreshment.	Refreshment	2.897	1.117		2.593	0.011
	Happiness	0.541	0.260	0.208	2.080	0.040
H1.5: Happiness positively influences meaningfulness.	Meaningfulness	0.331	1.274		0.260	0.795
	Happiness	0.999	0.297	0.325	3.368	0.001
H1.6: Happiness positively influences involvement.	Involvement	2.620	1.324		1.979	0.051
	Happiness	0.635	0.308	0.206	2.060	0.042

H1.7: Happiness positively influences knowledge.	Knowledge	2.517	1.168		2.155	0.034
	Happiness	0.523	0.272	0.193	1.922	0.058
H2.1 to H2.7: MTE has a positive influence on tourist's behavioural intentions.	Behavioral Intentions	1.461	0.690		2.116	0.037
	Hedonism	-0.043	0.167	-0.032	-0.259	0.796
	Novelty	0.076	0.138	0.079	0.554	0.581
	Local Culture	0.591	0.131	0.505	4.501	0.000
	Refreshment	0.229	0.117	0.194	1.968	0.052
	Meaningfulness	-0.282	0.112	-0.287	-2.518	0.014
	Involvement	0.200	0.112	0.202	1.789	0.077
	Knowledge	0.063	0.129	0.057	0.493	0.624
H3: Happiness has a positive impact on tourist's behavioural intentions	Behavioral Intentions	4.445	1.281		3.469	0.001
	Happiness	0.353	0.298	0.120	1.184	0.239

Source: Own Calculations

Tables 2.1- 2.2 reveal, that relationship between happiness and all dimensions of MTE are significant, beta coefficient are also positive, thus hypothesis H1.1-H1.7 are accepted. However, the relationship between happiness and behavioural intentions are not significant and even though the beta coefficient is positive, H3 is rejected. Relationships between local culture and behavioural intentions, refreshment and behavioural intentions, meaningfulness and behavioural intentions are statistically significant. All these hypothesis (H2.3, H2.4, H2.5, H2.6) are accepted except for relationship between meaningfulness and behavioural intentions (H2.6) due it's negative standardized beta coefficient. In addition, the relationship between hedonism and behavioural intentions (H2.1), novelty and behavioural intentions (H2.2) and knowledge and behavioural

intentions (H2.7) are not statistically significant, thus rejected. Furthermore, it is worth mentioning, that all relationships are positive apart from hedonism to behavioural intentions (H2.1) and meaningfulness to the same (H2.5).

Based on the conceptual model of Figure 1 and Table 2.1-2.2 the study develops Table 3 below which shows whether research hypotheses are accepted or rejected based on the standardized coefficient beta and p-value. To summarize, 5 out of 10 listed hypothesis are rejected due to non being able to satisfy any of above mentioned conditions – positive standardized beta coefficient or significance level.

Table 3 – The significance levels and status of Hypothesis

Hypothesis	Standardized coefficient Beta	Sig.(p value)	Status of hypothesis
H1.1 Happiness is positively related to Hedonism	0.331	0.001	Accepted
H1.2 Happiness is positively related to Novelty	0.423	0.000	Accepted
H1.3 Happiness is positively related to Local Culture	0.241	0.017	Accepted
H1.4 Happiness is positively related to Refreshment	0.208	0.040	Accepted
H1.5 Happiness is positively related to Meaningfulness	0.325	0.001	Accepted
H1.6 Happiness is positively related to Involvement	0.206	0.042	Accepted
H1.7 Happiness is positively related to Knowledge	0.193	0.058	Accepted
H2.1 Hedonism is positively related to Behavioural Intentions	-0.032	0.796	Rejected
H2.2 Novelty is positively related to Behavioural Intentions	0.079	0.581	Rejected
H2.3 Local Culture is positively related to Behavioural Intentions	0.505	0.000	Accepted
H2.4 Refreshment is positively related to Behavioural Intentions	0.194	0.052	Accepted
H2.5 Meaningfulness is positively related to Behavioural Intentions	-0.287	0.014	Rejected
H2.6 Involvement is positively related to Behavioural Intentions	0.202	0.077	Accepted
H2.7 Knowledge is positively related to Behavioural Intentions	0.057	0.624	Rejected
H3. Happiness is positively related to Behavioural Intentions	0.120	0.239	Rejected

Source: Table 2.1 and Table 2.2

In Table 4 below, the author tests whether there are significant differences among the different demographic groups. In particular, based on Appendix A.1, Appendix A.2, Appendix A.3, Appendix A.4 and Appendix A.5 the author tests whether there are significant differences among the variables X21 to X76 between a) male vs female, b) participants with above the mean age of 29 vs participants with less than the mean age of 29, c) respondents with bachelor's degree (43 respondents with bachelor degree) versus respondents with master's degree (44 respondents with master degree) and d) participants who are Estonians (respondents 23) vs Russians (respondents 34).

Table 4 - T-test analysis of differences between different population segments of demographics

Demographics	Item/variable		Significant differences between different segments
	variables	p-value	
Gender (see Appendix A.1)	X22 - I am intensely interested in other people	0.080	Where 1: male, 2: female
	X25 - I rarely wake up feeling rested	0.073	
	X43 - I do not find it easy to make decisions	0.046	
	X56 - My trip was different from previous trips	0.052	
	X67 - I learned something about myself from the trip	0.051	
	X71 - I gained a lot of information during the trip	0.077	
Age (see Appendix A.2)	X39 - I feel that I am not especially in control of my life	0.091	Where 1: less than the mean age of 29, 2: above the mean age of 29
	X47 - I do not have fun with other people	0.046	
	X49 - I do not have particularly happy memories of the past	0.046	
	X51 - I took part in activities	0.039	
	X73 - I experienced new culture(s)	0.097	
	X74 - I will recommend St. Petersburg to other people	0.074	
Education (see Appendix A.3)	X25 - I rarely wake up feeling rested	0.075	Where 1: bachelor, 2: master
	X48 - I don't feel particularly healthy	0.011	
	X68 - I visited a place that I really wanted to visit	0.062	
Nationality (see Appendix A.4)	X27 - I find most things amusing	0.022	Where 1: Estonian, 2: Russian
	X39 - I feel that I am not especially in control of my life	0.010	
	X59 - I had a chance to closely experience the local culture	0.073	
	X69 - I enjoyed activities that I really wanted to do	0.015	
	X71 - I gained a lot of information during the trip	0.019	
	X75 - I will say positive things about St. Petersburg to other people	0.007	
X76 - I will encourage friends and relatives to visit St. Petersburg	0.063		

Source: Own Calculations

The Table 5 below was based on Appendix B. Initially, the study split the data files into different data files i.e. male and female, less than 29 years and greater than 29 years, Bachelor and Master, Unemployed and Employed and Estonian and Russian. In addition, the study calculated the means of variables found in T-Test based on Descriptives and the results were compared between the dual groups in Table 5.

Table 5 - Mean values of variables revealed from T-Test for different pairs of groups*

Population characteristics	Variables revealed from T-Test	Male vs Female	Less than 29 years vs greater than 29 years	Bachelor vs Master	Unemployed vs Employed	Estonians vs Russians
Gender	X22 - I am intensely interested in other people	4.26 N/ 4.82 MA				
	X25 - I rarely wake up feeling rested	4.23 N/ 3.57 N				
	X43 - I do not find it easy to make decision	3.37 MD/ 4.12 N				
	X56 - My trip was different from previous trips	5.44 MA/ 4.85 MA				
	X67 - I learned something about myself from the trip	4.09 N/ 4.76 MA				
	X71 - I gained a lot of information during the trip	4.94 MA/ 5.44 MA				
Age	X39 - I feel that I am not especially in control of my life		3.15 MD/ 3.75 N			
	X47 - do not have fun with other people		2.44 D/ 3.22 MD			
	X49 - I do not have particularly happy memories of the past		2.21 D/ 2.97 MD			
	X51 - I took part in activities		5.76 A/ 5.17 MA			
	X73 - I experienced new culture(s)		5.10 MA/ 4.50 MA			
	X74 - I will recommend St. Petersburg to other people		5.84 A/ 6.22 A			
	X75 - I will say positive things about St. Petersburg to other people		5.85 A/ 6.28 A			
Education	X25 - I rarely wake up	.		4.09 N/		

	feeling rested			3.45 MD		
	X48 - I don't feel particularly healthy			3.55 N/ 2.68 MD		
	X68 - I visited a place that I really wanted to visit			5.05 MA/ 5.68 A		
Employment	X41 - I feel fully mentally alert				5.29 MA/ 4.78 MA	
	X47 - I feel fully mentally alert				2.06 D/ 2.99 MD	
	X50 - I was thrilled about having a new experience in St. Petersburg				5.69 A/ 5.19 MA	
	X51 - I took part in activities				6.03 A/ 5.34 MA	
	X57 - I experienced something new				6.19 A/ 5.46 MA	
	X63 - I had a refreshing experience				5.69 A/ 5.37 MA	
	X73 - I experienced new culture(s)				5.38 MA/ 4.67 MA	
	X76 - I will encourage friends and relatives to visit St. Petersburg				6.31 A/ 5.69 A	
Nationality	X27 - I find most things amusing					4.26 N/ 5.09 MA
	X39 - I feel that I am not especially in control of my life					2.96 MD/ 4.06 N
	X59 - I had a chance to closely experience the local culture					4.83 MA/ 5.59 A
	X69 - I enjoyed activities that I really wanted to do					4.96 MA/ 5.79 A
	X71 - I gained a lot of information during the trip					4.78 MA/ 5.62 A
	X75 - I will say positive things about St. Petersburg to other people					5.74 A/ 6.44 A
	X76 - I will encourage friends and relatives to visit St. Petersburg					5.61 A/ 6.21A

Notes*: Based on Appendix B. SD=Strongly Disagree=1, D=Disagree=2, MD=Mildly Disagree=3, N=Neutral=4, MA=Mildly Agree=5, A=Agree=6, SA=Strongly Agree=7.

Source: Appendix B

Table 5 reveals that for female the mean value of X25 and X56, are less than for male and the mean values of X22, X43, X67 and X71 are greater than for male. Also, it shows that for respondents less than 29 years, the mean values of X39, X47, X49, X74 and X75 are higher than for respondents greater than 29 years old and the mean values of X51 and X73 are less than for the respondents greater than 29 years.

Additionally, in terms of education, the mean values for the variables - X25 and X48 for participants having a bachelor's degree is less than for those with a master's degree. Also, the mean value of X68 for persons having a master's degree is greater than for individuals with a bachelor's degree. Furthermore, regarding the employment of the participants the mean values of X41, X50, X51, X57, X63, X73 and X76 for the employed respondents is less than for unemployed ones and the mean value of X47 for employed visitors is higher than for unemployed respondents. Finally, in terms of the nationality the mean values of X27, X39, X59, X69, X71, X75 and X76 is greater for Russians than for Estonians.

It is worth noting that Appendix A.1, Appendix A.2, Appendix A.3, Appendix A.4, Appendix A.5 and Table 5 reveal following important findings:

Appendix A.1 and Table 5 reveal that male participants mildly agree with the statements a) My trip was different from previous trips (X56), and b) I gained a lot of information during the trip (X71). Male participants mildly disagree with the statement "I do not find it easy to make decisions" (X43). They are also neutral with the statements: "I am intensely interested in other people" (X22), "I rarely wake up feeling rested" (X25) and "I learned something about myself from the trip" (X67). However, female participants mildly agree with X22, X56, X67 and X71 and neutral for X25 and X43.

Furthermore, Appendix A.2 and Table 5 reveal that the two variables X74 and X75 which measure Behavioural Intentions, have significant differences between individuals less than 29 against individuals greater than 29 years old. The data show that respondents above 29 years old agree/recommend St.Petersburg to other people and also agree and say positive things about St. Petersburg to other people. Also, individuals less than 29 years old disagree with the statements X47 and X49 i.e. "I do not have fun with other people", and "I do not have particularly happy memories of the past". Individuals with older than 29 years old mildly disagree with the later statements.

Additionally, Appendix A.3 and Table 5 reveal that respondents with a Master's degree agree with the fact that they visited a place that they really wanted to visit compared to the respondents with bachelor's degree who mildly agree with this statement. Individuals with bachelor's degree are neutral about X25 ("I rarely wake up feeling rested") and X48 ("I don't feel particularly healthy"). However, respondents with Master's degree mildly disagree with these statements.

Furthermore, Appendix A.4 and Table 5 demonstrate that there are eight significant differences between unemployed (32 respondents) and employed individuals (70 respondents). Unemployed visitors disagree that they do not have fun with other people (X47), compared to employed visitors who mildly disagree with it. Both unemployed and employed individuals mildly agree with the fact that they feel fully mentally alert (X41) and that they experienced new cultures (X73). Unemployed persons agree with "I was thrilled about having a new experience in St. Petersburg" (X50), "I took

part in activities” (X51), “I experienced something new” (X57), and “I had a refreshing experience” (X63) compared to employed visitors who mildly agree with them. Finally, both unemployed and employed visitors agree that they will encourage friends and relatives to visit St. Petersburg

Finally, Appendix A.5 and Table 5 reveal the following: Russians mildly agree with X27: “I find most things amusing”, compared to Estonians who are neutral with it. Estonians mildly disagree with X39: “I feel that I am not especially in control of my life”, compared to Russians who are neutral.

Russians agree with the following statements: “I had a chance to closely experience the local culture” (X59), “I enjoyed activities that I really wanted to do” (X69) and “I gained a lot of information during the trip” (X71). In comparison, Estonians mildly agree with them. Russians and Estonians agree with revisiting St. Petersburg (X75 and X76).

Table 6 below demonstrates the means and standard deviations of all statements X21 to X76. It is worth mentioning that participants in the survey show only 11 statements (variables) that strongly disagree to disagree with. These variables are X21, X25, X26, X30, X33, X39, X43, X44, X47, X48 and X49 where:

- X21: I don’t feel particularly pleased with the way I am
- X25: I rarely wake up feeling rested
- X26: I am not particularly optimistic about the future
- X30: I do not think that the world is a good place
- X33: I don’t think I look attractive
- X39: I feel that I am not especially in control of my life
- X43: I do not find it easy to make decisions
- X44: I do not have a particular sense of meaning and purpose in my life
- X47: I do not have fun with other people
- X48: I don’t feel particularly healthy
- X49: I do not have particularly happy memories of the past

All the above variables explain happiness, but persons are to a disagree in disagreement.

Table 6 - Descriptive Statistics: Means and standard deviations of X21 to X76 of the initial model

	N	Minimum	Maximum	Mean	Std. Deviation
Happiness					
X21: I don’t feel particularly pleased with the way I am	103	1,00	7,00	2,864	1,639
X22: I am intensely interested in other people	103	1,00	7,00	4,631	1,482
X23: I feel that life is very rewarding	103	2,00	7,00	5,252	1,398
X24: I have very warm feelings towards almost everyone	103	1,00	7,00	4,680	1,554
X25: I rarely wake up feeling rested	103	1,00	7,00	3,796	1,688
X26: I am not particularly optimistic about the future	103	1,00	7,00	3,087	1,727

X27: I find most things amusing	103	2,00	7,00	4,816	1,327
X28: I am always committed and involved	103	1,00	7,00	5,165	1,309
X29: Life is good	103	1,00	7,00	5,621	1,366
X30: I do not think that the world is a good place	103	1,00	7,00	2,777	1,621
X31: I laugh a lot	103	1,00	7,00	5,311	1,407
X32: I am well satisfied about everything in my life	103	1,00	7,00	4,777	1,461
X33: I don't think I look attractive	103	1,00	7,00	3,039	1,815
X34: There is a gap between what I would like to do and what I have done	101	1,00	7,00	4,248	1,558
X35: I am very happy	103	1,00	7,00	5,010	1,317
X36: I find beauty in some things	103	3,00	7,00	5,786	1,054
X37: I always have a cheerful effect on others	102	1,00	7,00	4,814	1,348
X38: I can fit in everything I want to	101	1,00	7,00	4,822	1,410
X39: I feel that I am not especially in control of my life	102	1,00	7,00	3,363	1,634
X40: I feel able to take anything on	102	1,00	7,00	4,990	1,231
X41: I feel fully mentally alert	101	1,00	7,00	4,931	1,351
X42: I often experience joy and elation	102	1,00	7,00	5,157	1,377
X43: I do not find it easy to make decisions	103	1,00	7,00	3,864	1,853
X44: I do not have a particular sense of meaning and purpose in my life	102	1,00	7,00	2,882	1,770
X45: I feel I have a great deal of energy	103	1,00	7,00	4,854	1,677
X46: I usually have a good influence on events	102	1,00	7,00	5,069	1,352
X47: I do not have fun with other people	102	1,00	6,00	2,716	1,637
X48: I don't feel particularly healthy	102	1,00	7,00	3,147	1,685
X49: I do not have particularly happy memories of the past	102	1,00	7,00	2,480	1,722
Hedonism					
X50: I was thrilled about having a new experience in St. Petersburg	103	1,00	7,00	5,340	1,390
X51: I took part in activities	103	1,00	7,00	5,553	1,341
X52: I really enjoyed the trip	103	2,00	7,00	5,893	1,154
X53: I had an exciting trip	103	3,00	7,00	5,806	1,138
Novelty					
X54: I had a once-in-a-lifetime experience	102	1,00	7,00	4,363	1,745
X55: I had a unique experience	102	1,00	7,00	4,814	1,633
X56: My trip was different from previous trips	102	1,00	7,00	5,049	1,538
X57: I experienced something new	102	2,00	7,00	5,677	1,268
Local Culture					
X58: I had a good impression about the local culture (103	1,00	7,00	5,359	1,420
X59: I had a chance to closely experience the local culture	102	2,00	7,00	5,128	1,426
X60: Locals in St. Petersburg were friendly to me	102	1,00	7,00	5,147	1,338
Refreshment					
X61: I relieved stress during the trip	103	1,00	7,00	4,427	1,619
X62: I felt free from daily routine during the trip	103	1,00	7,00	5,515	1,385
X63: I had a refreshing experience	103	2,00	7,00	5,456	1,211
X64: I felt better after the trip	103	1,00	7,00	5,359	1,392

Meaningfulness					
X65: I felt that I did something meaningful	101	1,00	7,00	4,753	1,526
X66: I felt that I did something important	102	1,00	7,00	4,637	1,481
X67: I learned something about myself from the trip	103	1,00	7,00	4,534	1,608
Involvement					
X68: I visited a place that I really wanted to visit	103	1,00	7,00	5,369	1,603
X69: I enjoyed activities that I really wanted to do	103	2,00	7,00	5,301	1,434
X70: I was interested in the main activities offered	103	1,00	7,00	5,398	1,338
Knowledge					
X71: I gained a lot of information during the trip	103	2,00	7,00	5,272	1,330
X72: I gained a new skill(s) from the trip	103	1,00	7,00	4,262	1,651
X73: I experienced new culture(s)	103	1,00	7,00	4,893	1,656
Behavioural Intentions					
X74: I will recommend St. Petersburg to other people	103	2,00	7,00	5,971	1,368
X75: I will say positive things about St. Petersburg to other people	103	2,00	7,00	6,000	1,276
X76: I will encourage friends and relatives to visit St. Petersburg	103	1,00	7,00	5,884	1,360

Source: Own Calculations

5.3 Partial Least Squares Results

In this section the study performs SmartPLS 3 to comment on the following issues: the collinearity statistics (VIF), the model fit, the R square, the construct reliability and validity and the discriminant validity. Finally, the study illustrates the path coefficients, the total effects and the outer weights of the PLS model.

Initially the study examines the collinearity statistics (VIF) (Hair, Black, Babin and Anderson, 2014) at Table 7 below.

Table 7 - Collinearity statistics (VIF) of the initial PLS model

Variable	VIF	Variable	VIF	Variable	VIF	Variable	VIF
X22	1.583	X36	2.162	X50	1.371	X64	1.583
X23	2.521	X37	3.893	X51	1.102	X65	1.919
X24	2.621	X38	2.182	X52	2.751	X66	1.893
X25	1.847	X39	2.233	X53	3.118	X67	1.384
X26	3.126	X40	1.711	X54	2.004	X68	2.080
X27	2.669	X41	1.338	X55	2.650	X69	2.076
X28	1.969	X42	2.988	X56	2.036	X70	1.784
X29	4.382	X43	1.684	X57	2.169	X71	1.243
X30	2.676	X44	2.563	X58	1.402	X72	1.290
X31	2.965	X45	3.360	X59	1.179	X73	1.117
X32	3.002	X46	3.085	X60	1.355	X74	3.432
X33	2.225	X47	1.712	X61	1.392	X75	5.350

X34	1.703	X48	2.521	X62	1.541	X76	4.371
X35	4.367	X49	2.104	X63	1.985	X21	1.641

Source: Own Calculations

Table 7 reveals that one variable i.e. X75 of the latent construct of Behavioral Intentions faces the problem of multicollinearity. Therefore, the study extracts this variable from the PLS model. Figure 2 below shows the solution of the model using SmartPLS 3.

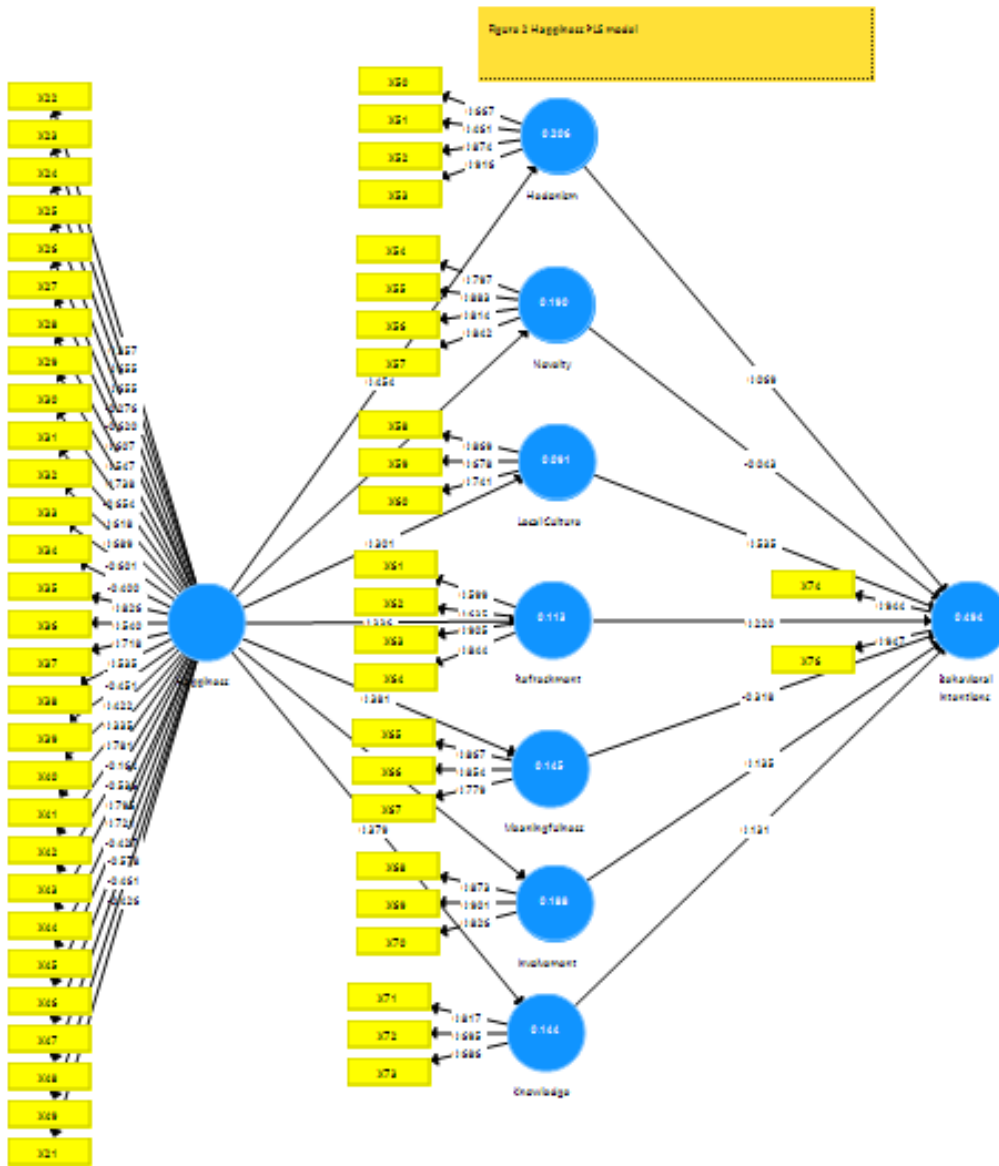


Figure 2. Solution of the Happiness model using SmartPLS 3 without the variable X75

Furthermore, below in Table 8 the study indicates the model fit which is very good as SRMR=0.078 which is below 0.08 (Hair et al., 2014). SRMR can replace RMSEA and it represents badness of fit.

Table 8 - Model fit

	Saturated Model	Estimated Model
SRMR	0.078	0.147
d_ ULS	14.844	33.229
d_ G	6.303	7.102
Chi-Square	2683.961	2953.114
NFI	0.734	0.677

Source: Own Calculations

Table 9 below indicates the R Square values and the R Square Adjusted. According to Chin (1998) R square values of 0.67, 0.33 and 0.19 in partial least squares path models are considered substantial, moderate and weak, respectively. Furthermore, Falk and Miller (1992) suggested that the R square values for endogenous variables should be greater than 0.1. Table 10 shows that the variance explained for each dependent construct. As it can be seen, one of the endogenous constructs (Local Culture) does not meet Falk and Miller's (1992) rule of 0.1. The final dependent construct i.e. Behavioural Intentions has R square value of 0.494, which can be considered good. Other constructs in the model also present acceptable levels of explained variance above the threshold of 0.1 level, with the exception of the latent construct Local Culture, which the value of variance explained is 0.091.

Table 9 - R square and R Square Adjusted

	R Square	Adjusted R Square
Behavioral Intentions	0.494	0.456
Hedonism	0.206	0.198
Involvement	0.188	0.180
Knowledge	0.144	0.135
Local Culture	0.091	0.082
Meaningfulness	0.145	0.137
Novelty	0.190	0.182
Refreshment	0.113	0.104

Source: Own Calculations

5.4 Reliability and validity of the PLS model

Table 10 below shows the construct reliability and validity. The values of Cronbach's Alpha are above 0.7 between 0.703 and 0.882, which avoid the problem of unidimensionality (Tenenhaus, Vinzi, Chatelin and Lauro, 2005). Based on Fornell and Larcker (1981), it is acceptable for the Composite Reliability to be higher than 0.7 and the Average Variance Extracted (AVE) can be higher than 0.5. In this study Composite Reliability was between 0.709 and 0.944 and AVE was

between 0.505 and 0.894, which both statistics were above minimum thresholds by Fornell and Larcker (1981) i.e. 0.7 and 0.5 respectively. Since Composite Reliability gets values more than 0.7, this suggests good reliability. High latent construct reliability indicates that there is an internal consistency, which means that all the measures are consistently representing something.

Table 10 – Construct reliability and validity after deducting X75

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Behavioural Intentions	0.882	0.882	0.944	0.894
Happiness	0.703	0.937	0.709	0.505
Hedonism	0.726	0.815	0.830	0.565
Involvement	0.836	0.861	0.901	0.752
Knowledge	0.707	0.706	0.778	0.540
Local Culture	0.754	0.713	0.809	0.588
Meaningfulness	0.780	0.782	0.873	0.696
Novelty	0.854	0.860	0.902	0.696
Refreshment	0.777	0.908	0.839	0.573

Source: Own Calculations

Additionally, Table 11 below, compares the square root of the AVE (diagonal values) with the correlations among the reflective constructs. All constructs were more strongly correlated with their own measures than with any other of the constructs, suggesting good convergent and discriminant validity. In fact, the square root of AVEs are higher than correlations horizontally and vertically.

Table 11 - Discriminant validity*

	BI	H	HE	I	K	LC	M	N	R
Behavioural Intentions (BI)	0.946								
Happiness (H)	0.233	0.579							
Hedonism (HE)	0.490	0.454	0.752						
Involvement (I)	0.434	0.433	0.585	0.867					
Knowledge (K)	0.443	0.379	0.574	0.605	0.735				
Local Culture (LC)	0.630	0.301	0.597	0.503	0.567	0.767			
Meaningfulness (M)	0.259	0.381	0.475	0.570	0.534	0.574	0.834		

Novelty (N)	0.446	0.436	0.683	0.545	0.661	0.680	0.627	0.835	
Refreshment (R)	0.490	0.336	0.585	0.523	0.391	0.563	0.536	0.535	0.757

Note*: Diagonal values are the square root of AVE's

Source: Own Calculations

The above findings suggest that there is very good reliability and validity of the PLS model.

Finally, Table 12.1-12.3 below illustrates the path coefficients, total effects, and outer weights of the PLS model without the variable X75.

Table 12.1 - Path coefficients of the PLS model

	BI	H	HE	I	K	LC	M	N	R
Behavioral Intentions (BI)									
Happiness (H)			0.454	0.433	0.379	0.301	0.381	0.436	0.336
Hedonism (HE)	0.069								
Involvement (I)	0.135								
Knowledge (K)	0.131								
Local Culture (L)	0.535								
Meaningfulness (M)	-0.318								
Novelty (N)	-0.043								
Refreshment (R)	0.220								

Source: Own Calculations

Table 12.2 - Total effects of PLS model

	BI	H	HE	I	K	LC	M	N	R
Behavioral Intentions (BI)									
Happiness (H)	0.235		0.454	0.433	0.379	0.301	0.381	0.436	0.336
Hedonism (HE)	0.069								
Involvement (I)	0.135								
Knowledge (K)	0.131								
Local Culture (L)	0.535								
Meaningfulness (M)	-0.318								

Novelty (N)	-0.043								
Refreshment (R)	0.220								

Source: Own Calculations

Table 12.3 - Outer weights of PLS model

	BI	H	HE	I	K	LC	M	N	R
X22		0.044							
X23		0.057							
X24		0.089							
X25		-0.018							
X26		-0.032							
X27		0.104							
X28		0.087							
X29		0.071							
X30		-0.056							
X31		0.042							
X32		0.086							
X33		-0.054							
X34		-0.015							
X35		0.094							
X36		0.056							
X37		0.068							
X38		0.083							
X39		-0.032							
X40		0.066							
X41		0.048							
X42		0.079							
X43		0.005							
X44		-0.058							

X45		0.070							
X46		0.070							
X47		-0.030							
X48		-0.046							
X49		-0.047							
X50		0.241							
X53			0.217						
X54			0.405		0.296				
X55			0.421		0.310				
X56					0.260				
X57					0.332				
X58				0.567					
X59				0.367					
X60				0.348					
X61						0.129			
X62						0.139			
X63						0.507			
X64						0.445			
X65					0.416				
X66					0.392				
X67					0.391				
X68				0.368					
X69				0.453					
X70				0.328					
X71					0.576				
X72					0.312				
X73					0.456				
X74	0.521								

X76	0.537								
X21		-0.053		X21					

Source: Own Calculations

5.5 Preliminary analysis of the moderating effects of demographics

The study did a preliminary analysis of the moderating effects of demographics with the following findings:

Using as a tool the regression analysis with BI the dependent variable and the independent variables the seven dimensions of MTE or the total MTE and each of the five demographic variables the study investigates the moderators. In particular, the study reveals that among the five moderating effects of age (lesser than 29/greater than 29), gender (male/female), education (bachelor/master), employment (unemployed/employed) and nationality (Estonian/Russian) only age and nationality were shown to be significant ones (see Table 13).

Table 13 - Significant moderating effects of age and nationality

Moderator	p-value of moderator	p-value of dimension of MTE	Status
Age (1: smaller than 29, 2: greater than 29)	Age:0.046	Hedonism: 0.000	Both significant
Nationality (1: Estonian, 2: Russian)	Nationality: 0.014	Hedonism: 0.009	Both significant
Nationality (1: Estonian, 2: Russian)	Nationality: 0.060	Knowledge: 0.099	Both significant
Nationality (1: Estonian, 2: Russian)	Nationality: 0.053	MTE: 0.018	Both significant

6. Conclusions, implications, limitations and future research

6.1 Conclusions and implications for managers

Existing studies examine the impact of satisfaction on tourist's emotional experiences and behavioural intentions, importance of maintaining happiness and well-being of tourists. However, there are no studies that would focus on influences of MTEs, BI and happiness on each other. This paper is aimed to bridge the gap in existing literature and analyse the impact of the happiness on memorable tourism experience and on behavioural intentions; The impact of the memorable tourism experience on behavioural intentions and mediating impact of happiness on memorable tourism experience and behavioural experiences. Based on the regression analysis of the survey results that was conducted among the St.Petersburg visitors, it was revealed, that happiness has a positive

impact on all seven constructs (hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge) on memorable tourism experience. Thus, as a contribution to the existing literature, it can be considered, that happiness is a new additional factor that might explicitly have an impact on MTE.

Furthermore, memorable tourism experience constructs, such as local culture, refreshment and involvement have positive impact on behavioural intentions. However, constructs such as hedonism, novelty and meaningfulness don't have positive significant impact on behavioural intentions. Moreover, hedonism and meaningfulness are negatively related to behavioural intentions.

It can be assumed that the study managed to respond to its main research question and determined relationship among MTEs, BI and happiness. Also, sub objectives of the paper to validate the significance of impacts of MTE on happiness, happiness on BI and on MTE has been proved by the conducted regression analysis.

Finally, there is evidence through the use of SmartPLS 3 that there is a very good reliability and validity of the PLS model and therefore, the happiness impacts very much on MTE and in turn on BI.

Managers of travel agencies can exploit the positive relationships of tested hypothesis that were detected among happiness and MTE, behavioural intentions and some of the MTE constructs. Also, it would worth to advertise extensively on younger tourists below than 29 years old that do not have very strong perceptions to revisit St. Petersburg. Additionally, there are some differences between responses of male and female that advertisements should focus on. For example, women showed more positive perceptions than men regarding following issues i.e. "my trip was different from previous trips", "I learned something about myself from the trip" and "I gained a lot of information during the trip".

6.2 Limitations and Future Research

One of the limitations of this study is the sample of 103 participants who visited St. Petersburg. It was obvious from the early stages of the collection of data that 1 out of 5 respondents that were asked to fill the questionnaire had visited St. Petersburg. Therefore, it was quite difficult to find individuals who visited St. Petersburg.

This study reveals that there are five hypotheses which are rejected: these are the two relationships which are found to be positively related but non-significant i.e. Novelty to Behavioural Intentions and Knowledge to Behavioural Intentions, the two relationships which are found to be negatively related to Behavioural Intentions i.e. Hedonism to Behavioural Intentions and Meaningfulness to Behavioural Intentions and the relationship between Happiness and Behavioural Intentions which is found to be positive but non-significant. These relationships need to be re-investigated in future studies on happiness, MTE and BI.

Furthermore, in the future, researchers can use a different scale of happiness, for example the one that has been used by Laros and Steenkamp (2005a), which includes five antecedent factors such as Enthusiastic, Optimistic, Hopeful, Stimulated and Surprised. Finally, the mediation analysis of H4 can be performed in a future study when there will be a satisfactory sample of 250 participants by using SEM analysis by AMOS. The study conducted preliminary but as expected, the sample was not sufficient to make valid conclusions. Thus, latter analysis should be repeated in future studies. In another study by Leonidou et al. (2015) the sociodemographic variables of tourists, namely,

gender, age, education, and income had significant moderating effects between antecedents and eco-friendly behaviour.

Finally, a new scale of MTE should be developed as an alternative to Kim, Ritchie and McCormick's (2012a) MTE scale due to the fact that some factors of this scale such as Hedonism, Novelty, Meaningfulness, and Knowledge faced some issues in explaining Behavioural Intentions in this study.

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APPENDICES

Appendix A – Independent samples tests and the research survey

Below in Appendix A.1, Appendix A.2, Appendix A.3, and Appendix A.4 the author tests whether there are significant differences among the variables X21 to X76 between a) male vs female, b) above the mean age of 29 vs less than the mean age of 29, c) persons with bachelor's degree (43 persons with bachelor degree) vs persons with master's degree (44 persons with master degree) and d) Estonians (n=23) vs Russians (n=34).

Based on Appendix 1 below, there were only 6 out 56 variables with significant differences between male vs female in the following variables X22, X25, X43, X56, X67 and X71 where

X22: I am intensely interested in other people

X25: I rarely wake up feeling rested

X43: I do not find it easy to make decisions

X56: My trip was different from previous trips

X67: I learned something about myself from the trip

X71: I gained a lot of information during the trip.

Male participants strongly agree with statements a) My trip was different from previous trips (X56), b) I learned something about myself from the trip (X67) and c) I gained a lot of information during the trip (X71). However, female participants disagree to agree for X59 and X71 and neutral to agree for X67.

A.1 Differences between male vs female – Independent samples test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
X21	5,861	0,017	0,348	101	0,728	0,11933	0,34250	-0,56010	0,79876
			0,317	53,643	0,753	0,11933	0,37679	-0,63620	0,87486
X22	0,272	0,603	-1,859	101	0,066	-0,56639	0,30463	-1,17068	0,03791
			-1,779	61,073	0,080	-0,56639	0,31836	-1,20297	0,07020
X23	0,204	0,653	0,024	101	0,981	0,00714	0,29233	-0,57276	0,58704
			0,025	70,477	0,980	0,00714	0,28971	-0,57060	0,58489
X24	0,261	0,611	-0,238	101	0,812	-0,07731	0,32486	-0,72174	0,56712
			-0,244	73,925	0,808	-0,07731	0,31640	-0,70776	0,55313
X25	0,392	0,533	1,888	101	0,062	0,65504	0,34687	-0,03306	1,34315

			1,825	62,723	0,073	0,65504	0,35888	-0,06218	1,37226
X26	1,215	,273	0,714	101	0,477	0,25714	0,36014	-0,45727	0,97155
			0,696	64,221	0,489	0,25714	0,36932	-0,48061	0,99490
X27	1,193	,277	-1,506	101	0,135	-0,41303	0,27427	-0,95710	0,13105
			-1,461	63,334	0,149	-0,41303	0,28273	-0,97795	0,15190
X28	0,659	0,419	-1,080	101	0,283	-0,29328	0,27164	-0,83214	0,24558
			-1,010	57,584	0,317	-0,29328	0,29042	-0,87470	0,28815
X29	3,502	0,064	-1,028	101	0,306	-0,29202	0,28402	-0,85544	0,27141
			-0,953	56,332	0,344	-0,29202	0,30631	-0,90556	0,32152
X30	0,650	0,422	0,745	101	0,458	0,25168	0,33786	-0,41854	0,92190
			0,725	63,906	0,471	0,25168	0,34711	-0,44177	0,94513
X31	1,087	0,300	-0,423	101	0,673	-0,12437	0,29398	-0,70755	0,45881
			-0,423	68,580	0,674	-0,12437	0,29427	-0,71149	0,46275
X32	11,289	0,001	-0,168	101	0,867	-0,05126	0,30549	-0,65728	0,55476
			-0,149	50,433	0,882	-0,05126	0,34498	-0,74402	0,64150
X33	2,051	0,155	0,416	101	0,679	0,15756	0,37902	-0,59432	0,90945
			0,396	60,418	0,693	0,15756	0,39775	-0,63793	0,95306
X34	2,283	0,134	0,482	99	0,631	0,15891	0,32938	-0,49464	0,81246
			0,452	55,926	0,653	0,15891	0,35185	-0,54595	0,86377
X35	1,269	0,263	-0,053	101	0,958	-0,01471	0,27538	-0,56099	0,53158
			-0,052	62,837	0,959	-0,01471	0,28472	-0,58370	0,55429
X36	1,957	0,165	-1,698	101	0,093	-0,36891	0,21726	-0,79989	0,06207
			-1,619	60,505	0,111	-0,36891	0,22786	-0,82462	0,08681
X37	0,520	0,473	0,207	100	0,837	0,05882	0,28444	-0,50549	0,62314
			0,212	70,998	0,832	0,05882	0,27696	-0,49341	0,61106
X38	0,382	0,538	0,754	99	0,453	0,22432	0,29752	-0,36603	0,81467
			0,735	61,991	0,465	0,22432	0,30534	-0,38605	0,83469
X39	0,603	0,439	-0,942	100	0,348	-0,32353	0,34334	-1,00471	0,35765
			-0,907	59,777	0,368	-0,32353	0,35686	-1,03741	0,39035
X40	6,282	,014	0,909	100	0,365	0,23529	0,25873	-0,27802	0,74861
			0,836	53,478	0,407	0,23529	0,28136	-0,32892	0,79951
X41	0,053	0,818	1,307	99	0,194	0,37050	0,28347	-0,19196	0,93296
			1,270	61,543	0,209	0,37050	0,29172	-0,21272	0,95372
X42	0,106	0,746	-0,202	100	0,840	-0,05882	0,29060	-0,63536	0,51771
			-0,204	67,274	0,839	-0,05882	0,28870	-0,63503	0,51738
X43	0,376	0,541	-1,963	101	0,052	-0,74622	0,38013	-1,50030	0,00786
			-2,031	75,505	0,046	-0,74622	0,36738	-1,47800	-
									0,01444
X44	7,673	0,007	0,354	100	0,724	0,13235	0,37349	-0,60864	0,87335
			0,323	52,297	0,748	0,13235	0,41004	-0,69034	0,95505
X45	0,905	0,344	0,012	101	0,990	0,00420	0,35057	-0,69123	0,69963
			0,012	63,602	0,991	0,00420	0,36081	-0,71668	0,72508

X46	0,611	0,436	0,413	100	0,681	0,11765	0,28507	-0,44793	0,68323
			0,400	61,113	0,690	0,11765	0,29375	-0,46972	0,70502
X47	1,484	0,226	-1,070	100	0,287	-0,36765	0,34366	-1,04945	0,31416
			-1,019	58,214	0,313	-0,36765	0,36094	-1,09010	0,35480
X48	1,644	0,203	0,746	100	0,457	0,26471	0,35472	-0,43905	0,96846
			0,725	61,213	0,471	0,26471	0,36528	-0,46567	0,99509
X49	0,005	0,943	-0,894	100	0,374	-0,32353	0,36203	-1,04179	0,39473
			-0,902	67,687	0,370	-0,32353	0,35885	-1,03965	0,39259
X50	1,238	0,268	0,165	101	0,869	0,04790	0,29058	-0,52853	0,62433
			0,160	63,736	0,873	0,04790	0,29883	-0,54913	0,64493
X51	3,090	0,082	0,717	101	0,475	0,20042	0,27966	-0,35436	0,75520
			0,657	54,685	0,514	0,20042	0,30524	-0,41138	0,81222
X52	0,117	0,733	-0,047	101	0,963	-0,01134	0,24124	-0,48991	0,46722
			-0,050	83,006	0,960	-0,01134	0,22503	-0,45891	0,43622
X53	0,054	0,817	-0,219	101	0,827	-0,05210	0,23787	-0,52398	0,41977
			-0,222	71,196	0,825	-0,05210	0,23488	-0,52041	0,41621
X54	8,003	0,006	-0,640	100	0,524	-0,23529	0,36762	-0,96464	0,49405
			-0,575	50,576	0,568	-0,23529	0,40952	-1,05760	0,58702
X55	0,002	0,966	1,466	100	0,146	0,50000	0,34114	-0,17682	1,17682
			1,469	66,511	0,147	0,50000	0,34037	-0,17947	1,17947
X56	1,021	0,315	1,843	100	0,068	0,58824	0,31918	-0,04500	1,22147
			1,977	79,683	0,052	0,58824	0,29759	-0,00402	1,18049
X57	0,160	0,690	0,330	100	0,742	0,08824	0,26746	-0,44240	0,61887
			0,319	60,748	0,751	0,08824	0,27624	-0,46420	0,64067
X58	0,176	0,676	-0,962	101	0,338	-0,28445	0,29554	-0,87072	0,30181
			-0,941	64,759	0,350	-0,28445	0,30214	-0,88790	0,31900
X59	0,730	0,395	0,833	100	0,407	0,25000	0,29995	-0,34508	0,84508
			0,822	63,733	0,414	0,25000	0,30413	-0,35762	0,85762
X60	0,000	0,996	-0,626	100	0,533	-0,17647	0,28187	-0,73569	0,38275
			-0,627	66,452	0,533	-0,17647	0,28132	-0,73808	0,38514
X61	0,468	0,495	-0,250	101	0,803	-0,08445	0,33826	-0,75548	0,58657
			-0,257	74,069	0,798	-0,08445	0,32922	-0,74043	0,57152
X62	0,946	0,333	0,298	101	0,767	0,08613	0,28947	-0,48810	0,66037
			0,284	60,912	0,777	0,08613	0,30283	-0,51942	0,69169
X63	2,701	0,103	-0,337	101	0,737	-0,08529	0,25300	-0,58718	0,41659
			-0,325	62,084	0,747	-0,08529	0,26277	-0,61054	0,43995
X64	0,323	0,571	-0,383	101	0,703	-0,11134	0,29085	-0,68831	0,46562
			-0,391	72,621	0,697	-0,11134	0,28512	-0,67964	0,45695
X65	0,001	0,978	-0,908	99	0,366	-0,29192	0,32156	-0,92998	0,34613
			-0,915	67,957	0,363	-0,29192	0,31888	-0,92825	0,34441
X66	0,369	0,545	-0,518	100	0,606	-0,16176	0,31224	-0,78124	0,45771
			-0,508	62,921	0,613	-0,16176	0,31815	-0,79755	0,47402

X67	0,290	0,591	-2,062	101	0,042	-0,67899	0,32924	-1,33211	-
									0,02587
			-1,986	62,152	0,051	-0,67899	0,34180	-1,36222	0,00423
X68	0,011	0,916	-0,247	101	0,805	-0,08277	0,33494	-0,74721	0,58167
			-0,249	70,139	0,804	-0,08277	0,33253	-0,74596	0,58041
X69	1,620	0,206	-1,689	101	0,094	-0,49916	0,29559	-1,08553	0,08721
			-1,619	61,413	0,111	-0,49916	0,30827	-1,11549	0,11717
X70	1,518	0,221	-1,236	101	0,219	-0,34328	0,27769	-0,89413	0,20758
			-1,138	55,314	0,260	-0,34328	0,30168	-0,94778	0,26123
X71	0,145	0,704	-1,822	101	0,071	-0,49832	0,27356	-1,04099	0,04435
			-1,799	66,429	0,077	-0,49832	0,27705	-1,05140	0,05476
X72	0,988	0,323	-1,415	101	0,160	-0,48361	0,34172	-1,16149	0,19426
			-1,438	71,809	0,155	-0,48361	0,33636	-1,15416	0,18694
X73	2,035	0,157	1,354	101	0,179	0,46471	0,34317	-0,21605	1,14546
			1,436	80,617	0,155	0,46471	0,32369	-0,17939	1,10880
X74	1,127	0,291	0,154	101	0,878	0,04412	0,28598	-0,52319	0,61142
			0,156	70,407	0,877	0,04412	0,28352	-0,52130	0,60953
X75	0,556	0,458	-0,487	101	0,627	-0,12983	0,26639	-0,65827	0,39861
			-0,481	66,383	0,632	-0,12983	0,26985	-0,66855	0,40889
X76	0,952	0,332	0,012	101	0,991	0,00336	0,28428	-0,56057	0,56729
			0,011	58,880	0,991	0,00336	0,30130	-0,59956	0,60628

Appendix A.2 below reveals that there are significant differences of variables X39, X47, X49, X51, X73, X74, and X75 between less than 29 and above than 29 years old where:

X39: I feel that I am not especially in control of my life

X47: I do not have fun with other people

X49: I do not have particularly happy memories of the past

X51: I took part in activities

X73: I experienced new cultures

X74: I will recommend St. Petersburg to other people

X75: I will say positive things about St. Petersburg to other people

The last two variables X74 and X75 which measure Behavioural Intentions have significant differences between less than 29 vs above than 29 years old. The data show that persons above 29 years old strongly agree/ recommend St Petersburg to other people and also strongly agree and say positive things about St. Petersburg to other people.

A.2 Independent Samples Test between less than 29 years old and above

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
X21	0,071	0,791	-0,206	101	0,837	-0,07118	0,34511	-0,75579	0,61342
			-0,206	65,192	0,838	-0,07118	0,34630	-0,76276	0,62039
X22	0,016	0,899	0,487	101	0,627	0,15175	0,31167	-0,46651	0,77001
			0,502	71,354	0,617	0,15175	0,30223	-0,45084	0,75433
X23	3,649	0,059	0,835	101	0,406	0,24510	0,29343	-0,33698	0,82718
			0,776	54,766	0,441	0,24510	0,31572	-0,38767	0,87787
X24	1,563	0,214	0,552	101	0,582	0,18031	0,32680	-0,46798	0,82859
			0,526	58,107	0,601	0,18031	0,34311	-0,50647	0,86709
X25	0,029	0,864	0,876	101	0,383	0,31032	0,35415	-0,39222	1,01285
			0,867	63,990	0,389	0,31032	0,35792	-0,40472	1,02535
X26	2,262	0,136	-0,487	101	0,627	-0,17690	0,36322	-0,89743	0,54364
			-0,455	55,432	0,651	-0,17690	0,38883	-0,95599	0,60219
X27	0,007	0,933	-0,200	101	0,842	-0,05584	0,27928	-0,60985	0,49817
			-0,194	60,554	0,847	-0,05584	0,28840	-0,63263	0,52095
X28	0,794	0,375	-0,062	101	0,951	-0,01705	0,27517	-0,56292	0,52881

			- 0,060	60,165	0,952	-0,01705	0,28489	- 0,58689	0,55279
X29	0,218	0,642	0,172	101	0,864	0,04945	0,28752	- 0,52092	0,61982
			0,167	60,555	0,868	0,04945	0,29692	- 0,54437	0,64326
X30	0,050	0,823	- 0,721	101	0,472	-0,24552	0,34036	- 0,92070	0,42965
			- 0,703	61,642	0,484	-0,24552	0,34902	- 0,94330	0,45225
X31	0,850	0,359	0,678	101	0,500	0,20034	0,29570	- 0,38624	0,78693
			0,641	57,105	0,524	0,20034	0,31266	- 0,42573	0,82641
X32	0,006	0,938	0,058	101	0,954	0,01790	0,30774	- 0,59256	0,62837
			0,059	69,065	0,953	0,01790	0,30211	- 0,58477	0,62058
X33	0,083	0,773	- 1,002	101	0,319	-0,38107	0,38020	- 1,13529	0,37314
			- 0,983	62,563	0,329	-0,38107	0,38763	- 1,15579	0,39364
X34	0,643	0,425	- 1,205	99	0,231	-0,39750	0,32984	- 1,05198	0,25697
			- 1,178	59,919	0,243	-0,39750	0,33736	- 1,07234	0,27733
X35	0,839	0,362	1,330	101	0,187	0,36573	0,27498	- 0,17975	0,91121
			1,238	54,916	0,221	0,36573	0,29552	- 0,22653	0,95799
X36	0,122	0,728	- 1,248	101	0,215	-0,27494	0,22023	- 0,71182	0,16195
			- 1,244	65,170	0,218	-0,27494	0,22102	- 0,71633	0,16646
X37	0,645	0,424	0,103	100	0,918	0,02941	0,28448	- 0,53499	0,59382
			0,100	60,159	0,921	0,02941	0,29494	- 0,56053	0,61935

X38	0,052	0,820	- 0,904	99	0,368	-0,26866	0,29715	- 0,85827	0,32096
			- 0,917	69,043	0,362	-0,26866	0,29296	- 0,85309	0,31577
X39	1,100	0,297	- 1,776	100	0,079	-0,60294	0,33955	- 1,27660	0,07072
			- 1,717	60,570	0,091	-0,60294	0,35110	- 1,30512	0,09924
X40	0,019	0,891	- 0,738	100	0,462	-0,19118	0,25909	- 0,70521	0,32286
			- 0,733	64,973	0,466	-0,19118	0,26080	- 0,71203	0,32967
X41	0,072	0,788	0,111	99	0,912	0,03209	0,28804	- 0,53945	0,60362
			0,113	65,124	0,911	0,03209	0,28517	- 0,53742	0,60159
X42	0,025	0,875	- 0,101	100	0,920	-0,02941	0,29064	- 0,60604	0,54721
			- 0,099	62,329	0,921	-0,02941	0,29722	- 0,62348	0,56466
X43	0,996	0,321	0,947	101	0,346	0,36786	0,38839	- 0,40260	1,13832
			0,982	72,314	0,330	0,36786	0,37475	- 0,37913	1,11485
X44	0,362	0,549	- 0,591	100	0,556	-0,22059	0,37307	- 0,96076	0,51958
			- 0,584	64,113	0,561	-0,22059	0,37743	- 0,97456	0,53338
X45	0,022	0,883	- 0,118	101	0,906	-0,04177	0,35307	- 0,74218	0,65863
			- 0,117	64,039	0,907	-0,04177	0,35673	- 0,75442	0,67087
X46	1,111	0,294	- 0,880	100	0,381	-0,25000	0,28422	- 0,81388	0,31388
			- 0,833	57,513	0,408	-0,25000	0,29997	- 0,85056	0,35056
X47	0,464	0,497	- 2,041	100	0,044	-0,69118	0,33863	- 1,36302	- 0,01933

			- 2,034	65,515	0,046	-0,69118	0,33979	- 1,36968	- 0,01267
X48	0,962	0,329	- 0,124	100	0,902	-0,04412	0,35568	- 0,74977	0,66154
			- 0,119	59,333	0,906	-0,04412	0,37076	- 0,78593	0,69769
X49	3,228	0,075	- 2,195	100	0,030	-0,77941	0,35502	- 1,48376	- 0,07506
			- 2,040	54,813	0,046	-0,77941	0,38211	- 1,54523	- 0,01359
X50	0,705	0,403	0,836	101	0,405	0,24382	0,29171	- 0,33485	0,82249
			0,784	56,054	0,436	0,24382	0,31082	- 0,37882	0,86646
X51	0,342	0,560	2,199	101	0,030	0,60656	0,27587	0,05931	1,15382
			2,115	59,549	0,039	0,60656	0,28679	0,03280	1,18033
X52	0,076	0,783	0,428	101	0,669	0,10401	0,24277	- 0,37758	0,58559
			0,417	61,504	0,678	0,10401	0,24917	- 0,39415	0,60217
X53	1,215	0,273	- 0,110	101	0,912	-0,02643	0,23963	- 0,50180	0,44894
			- 0,113	70,379	0,910	-0,02643	0,23358	- 0,49225	0,43940
X54	0,033	0,856	- 0,200	100	0,842	-0,07353	0,36830	- 0,80422	0,65716
			- 0,203	69,408	0,839	-0,07353	0,36165	- 0,79492	0,64786
X55	0,465	0,497	1,116	100	0,267	0,38235	0,34266	- 0,29748	1,06219
			1,102	63,900	0,275	0,38235	0,34710	- 0,31108	1,07578
X56	0,197	0,658	- 0,454	100	0,651	-0,14706	0,32422	- 0,79030	0,49618
			- 0,443	62,094	0,659	-0,14706	0,33204	- 0,81077	0,51665
X57	0,416	0,520	0,661	100	0,510	0,17647	0,26702	- 0,35330	0,70624

			0,670	68,646	0,505	0,17647	0,26329	- 0,34882	0,70176
X58	0,737	0,393	- 1,452	101	0,150	-0,42967	0,29596	- 1,01678	0,15744
			- 1,538	76,646	0,128	-0,42967	0,27937	- 0,98601	0,12668
X59	0,507	0,478	0,244	100	0,807	-0,07353	0,30090	- 0,67050	0,52344
			- 0,238	61,731	0,813	-0,07353	0,30885	- 0,69096	0,54390
X60	1,355	0,247	0,469	100	0,640	0,13235	0,28211	- 0,42735	0,69205
			0,443	57,050	0,659	0,13235	0,29871	- 0,46579	0,73050
X61	1,430	0,235	- 0,190	101	0,850	-0,06479	0,34075	- 0,74075	0,61117
			- 0,181	58,227	0,857	-0,06479	0,35745	- 0,78025	0,65067
X62	0,731	0,395	- 0,680	101	0,498	-0,19778	0,29102	- 0,77510	0,37953
			- 0,685	67,117	0,496	-0,19778	0,28881	- 0,77423	0,37866
X63	0,497	0,483	- 1,300	101	0,197	-0,32864	0,25287	- 0,83026	0,17297
			- 1,277	62,842	0,206	-0,32864	0,25736	- 0,84296	0,18567
X64	3,140	0,079	0,182	101	0,856	0,05328	0,29311	- 0,52818	0,63474
			0,165	51,932	0,869	0,05328	0,32270	- 0,59428	0,70084
X65	0,033	0,857	- 0,300	99	0,765	-0,09759	0,32519	- 0,74284	0,54765
			- 0,300	63,612	0,765	-0,09759	0,32488	- 0,74670	0,55151
X66	0,000	1,000	- 0,188	100	0,851	-0,05882	0,31260	- 0,67902	0,56137
			- 0,191	68,392	0,849	-0,05882	0,30865	- 0,67467	0,55702

X67	1,183	0,279	0,540	101	0,591	0,18244	0,33804	- 0,48814	0,85302
			0,515	58,453	0,608	0,18244	0,35406	- 0,52616	0,89104
X68	0,209	0,649	0,723	101	0,471	0,24339	0,33659	- 0,42432	0,91111
			0,690	58,376	0,493	0,24339	0,35273	- 0,46258	0,94936
X69	0,612	0,436	- 0,695	101	0,489	-0,20929	0,30118	- 0,80675	0,38817
			- 0,710	69,745	0,480	-0,20929	0,29458	- 0,79685	0,37827
X70	0,155	0,695	- 0,541	101	0,590	-0,15217	0,28139	- 0,71038	0,40603
			- 0,525	61,033	0,601	-0,15217	0,28969	- 0,73143	0,42708
X71	0,020	0,887	- 1,065	101	0,289	-0,29668	0,27847	- 0,84908	0,25573
			- 1,074	67,179	0,287	-0,29668	0,27625	- 0,84804	0,25469
X72	1,271	0,262	- 0,390	101	0,697	-0,13555	0,34732	- 0,82454	0,55344
			- 0,373	58,512	0,711	-0,13555	0,36363	- 0,86329	0,59219
X73	4,831	0,030	1,839	101	0,069	0,63086	0,34307	- 0,04970	1,31143
			1,690	53,323	0,097	0,63086	0,37337	- 0,11791	1,37963
X74	6,083	0,015	- 1,540	101	0,127	-0,43862	0,28475	- 1,00349	0,12626
			- 1,803	96,233	0,074	-0,43862	0,24323	- 0,92142	0,04418
X75	8,729	0,004	- 1,656	101	0,101	-0,43905	0,26505	- 0,96483	0,08674
			- 2,017	100,53 6	0,046	-0,43905	0,21764	- 0,87081	0,00728
X76	6,943	0,010	- 0,918	101	0,361	-0,26172	0,28514	- 0,82737	0,30393

			-	95,159	0,289	-0,26172	0,24521	-	0,22507
			1,067					0,74852	

Appendix A.3 below indicates that there are only 3 significant differences between persons with bachelor's degree (43 persons with bachelor degree) vs persons with master's degree (44 persons with master degree). In particular, the variables X25, X48 and X68 are significant different where:

X25: I rarely wake up feeling rested

X48: I don't feel particularly healthy

X68: I visited a place that I really wanted to visit

The persons with a master's degree agree with the fact that they visited a place that really wanted to visit compared to the persons with bachelor's degree who mildly disagree to mildly agree with this statement.

A.3 Differences between persons with Bachelor vs persons with Master – Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
X21	0,821	0,367	-0,274	85	0,785	-0,09461	0,34550	-0,78155	0,59234
			-0,274	84,852	0,785	-0,09461	0,34524	-0,78105	0,59183
X22	0,304	0,583	0,896	85	0,373	0,28964	0,32320	-0,35297	0,93225
			0,897	84,919	0,372	0,28964	0,32300	-0,35258	0,93186
X23	0,894	0,347	0,099	85	0,922	0,02960	0,29949	-0,56586	0,62506
			0,099	83,536	0,921	0,02960	0,29895	-0,56494	0,62413
X24	0,613	0,436	-0,303	85	0,762	-0,09672	0,31897	-0,73092	0,53748
			-0,304	84,297	0,762	-0,09672	0,31855	-0,73016	0,53671
X25	1,319	0,254	1,800	85	0,075	0,63848	0,35468	-0,06672	1,34367
			1,803	84,011	0,075	0,63848	0,35414	-0,06576	1,34272
X26	1,060	0,306	-0,066	85	0,947	-0,02378	0,35798	-0,73554	0,68797
			-0,067	83,754	0,947	-0,02378	0,35738	-0,73450	0,68693
X27	0,243	0,623	-0,446	85	0,657	-0,11786	0,26448	-0,64373	0,40800
			-0,446	85,000	0,657	-0,11786	0,26442	-0,64360	0,40787
X28	0,993	0,322	0,018	85	0,986	0,00476	0,26952	-0,53112	0,54063
			0,018	83,257	0,986	0,00476	0,26899	-0,53024	0,53975
X29	1,048	0,309	-0,026	85	0,979	-0,00740	0,28390	-0,57187	0,55707
			-0,026	80,026	0,979	-0,00740	0,28300	-0,57059	0,55579

X30	0,009	0,925	-0,296	85	0,768	-0,09884	0,33384	-0,76261	0,56493
			-0,296	84,848	0,768	-0,09884	0,33392	-0,76277	0,56510
X31	5,118	0,026	0,892	85	0,375	0,26057	0,29223	-0,32046	0,84160
			0,895	76,858	0,373	0,26057	0,29105	-0,31900	0,84014
X32	3,553	0,063	-0,985	85	0,328	-0,30180	0,30648	-0,91116	0,30756
			-0,983	81,191	0,329	-0,30180	0,30717	-0,91295	0,30935
X33	0,077	0,783	-0,065	85	0,948	-0,02431	0,37120	-0,76235	0,71373
			-0,066	85,000	0,948	-0,02431	0,37109	-0,76214	0,71352
X34	0,326	0,570	0,176	83	0,860	0,05876	0,33324	-0,60405	0,72156
			0,175	79,336	0,861	0,05876	0,33496	-0,60793	0,72544
X35	1,820	0,181	-0,786	85	0,434	-0,20455	0,26021	-0,72191	0,31282
			-0,784	80,063	0,435	-0,20455	0,26089	-0,72373	0,31464
X36	1,070	0,304	-1,536	85	0,128	-0,32770	0,21330	-0,75179	0,09640
			-1,534	83,373	0,129	-0,32770	0,21359	-0,75249	0,09710
X37	6,637	0,012	-0,259	84	0,796	-0,07684	0,29671	-0,66688	0,51320
			-0,261	74,757	0,795	-0,07684	0,29396	-0,66248	0,50880
X38	0,007	0,934	-0,350	83	0,727	-0,10588	0,30275	-0,70803	0,49628
			-0,351	82,986	0,727	-0,10588	0,30184	-0,70622	0,49446
X39	3,089	0,082	0,637	84	0,526	0,22403	0,35184	-0,47564	0,92370
			0,639	82,761	0,524	0,22403	0,35044	-0,47302	0,92107
X40	1,488	0,226	-1,244	84	0,217	-0,32576	0,26181	-0,84639	0,19487
			-1,238	78,592	0,219	-0,32576	0,26314	-0,84957	0,19805
X41	0,157	0,693	-0,172	83	0,864	-0,05044	0,29351	-0,63423	0,53334
			-0,172	82,631	0,864	-0,05044	0,29346	-0,63417	0,53328
X42	1,697	0,196	-0,895	84	0,373	-0,24351	0,27203	-0,78447	0,29746
			-0,899	82,496	0,371	-0,24351	0,27087	-0,78231	0,29530
X43	2,145	0,147	-0,473	85	0,637	-0,18763	0,39675	-0,97649	0,60122
			-0,472	83,462	0,638	-0,18763	0,39727	-0,97773	0,60247
X44	0,022	0,884	0,475	84	0,636	0,17749	0,37390	-0,56605	0,92103
			0,474	83,435	0,637	0,17749	0,37421	-0,56675	0,92172
X45	0,128	0,722	0,124	85	0,902	0,04387	0,35368	-0,65933	0,74707
			0,124	83,967	0,901	0,04387	0,35312	-0,65836	0,74610
X46	1,624	0,206	0,740	84	0,462	0,20930	0,28301	-0,35349	0,77210
			0,740	76,497	0,462	0,20930	0,28301	-0,35430	0,77291
X47	3,441	0,067	-0,441	84	0,660	-0,15476	0,35099	-0,85275	0,54322
			-0,443	81,991	0,659	-0,15476	0,34932	-0,84967	0,54015
X48	1,043	0,310	2,614	84	0,011	0,86580	0,33116	0,20725	1,52435
			2,612	83,394	0,011	0,86580	0,33146	0,20659	1,52501
X49	0,000	0,990	1,106	84	0,272	0,39286	0,35532	-0,31374	1,09946
			1,108	83,882	0,271	0,39286	0,35462	-0,31236	1,09807
X50	0,548	0,461	0,458	85	0,648	0,12579	0,27455	-0,42008	0,67167
			0,459	83,735	0,647	0,12579	0,27408	-0,41928	0,67086

X51	0,729	0,396	0,205	85	0,838	0,06025	0,29458	-0,52544	0,64595
			0,205	84,826	0,838	0,06025	0,29434	-0,52499	0,64550
X52	0,229	0,634	-0,008	85	0,993	-0,00211	0,25401	-0,50715	0,50292
			-0,008	84,166	0,993	-0,00211	0,25364	-0,50650	0,50227
X53	0,401	0,529	-0,291	85	0,772	-0,07347	0,25219	-0,57488	0,42795
			-0,292	84,374	0,771	-0,07347	0,25187	-0,57430	0,42736
X54	1,260	0,265	-1,082	84	0,283	-0,39610	0,36624	-1,12442	0,33221
			-1,086	82,882	0,281	-0,39610	0,36485	-1,12178	0,32957
X55	0,386	0,536	-1,315	84	0,192	-0,44481	0,33820	-1,11735	0,22774
			-1,311	81,365	0,194	-0,44481	0,33926	-1,11979	0,23018
X56	0,329	0,568	0,682	84	0,497	0,21645	0,31756	-0,41506	0,84796
			0,682	83,998	0,497	0,21645	0,31717	-0,41428	0,84718
X57	0,205	0,652	-0,214	84	0,831	-0,05952	0,27773	-0,61182	0,49277
			-0,214	83,319	0,831	-0,05952	0,27801	-0,61245	0,49340
X58	1,388	0,242	0,680	85	0,499	0,19397	,28542	-0,37351	0,76146
			0,681	82,889	0,498	0,19397	0,28481	-0,37252	0,76046
X59	0,088	0,767	-0,447	84	0,656	-0,13203	0,29525	-0,71917	0,45510
			-0,446	82,531	0,657	-0,13203	0,29585	-0,72052	0,45645
X60	0,724	0,397	0,291	84	0,772	0,08009	0,27516	-0,46710	0,62727
			0,292	83,013	0,771	0,08009	0,27416	-0,46520	0,62537
X61	2,472	0,120	-0,105	85	0,917	-0,03541	0,33832	-0,70808	0,63726
			-0,105	82,718	0,917	-0,03541	0,33758	-0,70688	0,63605
X62	0,006	0,941	-0,496	85	0,621	-0,15011	0,30253	-0,75162	0,45141
			-0,496	84,917	0,621	-0,15011	0,30256	-0,75169	0,45148
X63	0,020	0,889	-0,959	85	0,340	-0,24260	0,25291	-0,74545	0,26025
			-0,960	84,937	0,340	-0,24260	0,25276	-0,74516	0,25996
X64	0,013	0,910	-0,272	85	0,787	-0,08298	0,30554	-0,69047	0,52451
			-0,271	84,184	0,787	-0,08298	0,30580	-0,69109	0,52513
X65	0,120	0,730	-0,839	83	0,404	-0,27162	0,32388	-0,91581	0,37257
			-0,837	81,530	0,405	-0,27162	0,32461	-0,91743	0,37419
X66	0,309	0,580	-1,572	84	0,120	-0,50325	0,32021	-1,14003	0,13353
			-1,573	83,999	0,119	-0,50325	0,31988	-1,13937	0,13288
X67	0,005	0,941	-0,881	85	0,381	-0,28383	0,32220	-0,92445	0,35680
			-0,881	85,000	0,381	-0,28383	0,32212	-0,92429	0,35664
X68	4,172	0,044	-1,896	85	0,061	-0,63531	0,33500	-1,30138	0,03077
			-1,891	78,580	0,062	-0,63531	0,33603	-1,30421	0,03360
X69	1,506	0,223	-0,725	85	0,471	-0,22304	0,30782	-0,83507	0,38898
			-0,726	83,898	0,470	-0,22304	0,30732	-0,83420	0,38811
X70	0,191	0,663	-1,473	85	0,144	-0,42706	0,28985	-1,00336	0,14924
			-1,471	82,967	0,145	-0,42706	0,29030	-1,00446	0,15034
X71	0,272	0,603	-1,086	85	0,281	-0,31660	0,29164	-0,89645	0,26326
			-1,084	83,920	0,281	-0,31660	0,29195	-0,89717	0,26398

X72	0,665	0,417	-0,046	85	0,963	-0,01586	0,34232	-0,69648	0,66477
			-0,046	83,069	0,963	-0,01586	0,34284	-0,69774	0,66602
X73	2,133	0,148	0,664	85	0,509	0,23044	0,34717	-0,45983	0,92072
			0,666	81,678	0,508	0,23044	0,34627	-0,45844	0,91932
X74	1,430	0,235	-0,235	85	0,815	-0,06924	0,29502	-0,65581	0,51733
			-0,234	83,073	0,815	-0,06924	0,29546	-0,65689	0,51841
X75	0,098	0,755	0,429	85	0,669	0,11575	0,26985	-0,42078	0,65228
			0,429	84,469	0,669	0,11575	0,26953	-0,42019	0,65169
X76	1,028	0,313	1,122	85	0,265	0,32135	0,28648	-0,24825	0,89095
			1,124	82,893	0,264	0,32135	0,28587	-0,24725	0,88995

Appendix A.4 demonstrates that there are eight significant differences between unemployed and employed persons. Particularly, X41, X47, X50, X51, X57, X67, X73 and X76 are significant different between unemployed (n=32) and employed persons (n=70) where:

X41: I feel fully mentally alert

X47: I do not have fun with other people

X50: I was thrilled about having a new experience in St. Petersburg

X51: I took part in activities

X57: I experienced something new

X63: I had a refreshing experience

X73: I experienced new cultures

X76: I will encourage friends and relatives to visit St. Petersburg

A.4 Differences between unemployed vs employed – Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
X21	.038	.847	-.297	100	.767	-.104	.352	-.803	.594
			-.296	59.716	.769	-.104	.353	-.811	.603
X22	.084	.772	1.198	100	.234	.378	.315	-.248	1.003
			1.184	58.420	.241	.378	.319	-.261	1.016
X23	.001	.978	-.326	100	.745	-.098	.301	-.696	.499
			-.319	57.073	.751	-.098	.308	-.715	.518

X24	.338	.562	-.861	100	.391	-.286	.332	-.944	.373
			-.852	58.607	.398	-.286	.335	-.957	.386
X25	.529	.469	1.224	100	.224	.434	.355	-.270	1.138
			1.263	65.133	.211	.434	.343	-.252	1.120
X26	.390	.534	1.266	100	.209	.461	.364	-.261	1.183
			1.225	55.654	.226	.461	.376	-.293	1.215
X27	2.546	.114	-.429	100	.669	-.121	.283	-.683	.440
			-.475	77.915	.636	-.121	.255	-.630	.387
X28	.142	.708	.499	100	.619	.138	.277	-.412	.689
			.527	68.958	.600	.138	.263	-.386	.662
X29	.000	.992	-.217	100	.829	-.063	.292	-.643	.516
			-.213	57.828	.832	-.063	.297	-.658	.531
X30	1.039	.311	-.586	100	.560	-.204	.348	-.893	.486
			-.595	62.594	.554	-.204	.342	-.887	.480
X31	.016	.899	.747	100	.457	.226	.302	-.374	.826
			.748	60.359	.457	.226	.302	-.378	.830
X32	.415	.521	.231	100	.817	.072	.313	-.548	.692
			.242	67.144	.810	.072	.299	-.525	.669
X33	.021	.886	.278	100	.782	.108	.389	-.663	.879
			.274	57.995	.785	.108	.395	-.682	.898
X34	.374	.542	-.815	98	.417	-.272	.334	-.935	.390
			-.776	51.666	.441	-.272	.351	-.976	.432
X35	.038	.845	.010	100	.992	.003	.281	-.554	.559
			.010	62.203	.992	.003	.277	-.551	.556
X36	.100	.753	-.890	100	.375	-.201	.226	-.649	.247
			-.886	59.533	.379	-.201	.227	-.654	.252
X37	.279	.599	-.712	99	.478	-.208	.292	-.788	.372
			-.686	52.853	.496	-.208	.304	-.817	.401
X38	.001	.969	-.200	98	.842	-.062	.310	-.676	.553
			-.199	54.353	.843	-.062	.311	-.686	.562
X39	3.154	.079	-1.367	99	.175	-.482	.353	-1.182	.218
			-1.457	67.255	.150	-.482	.331	-1.142	.178
X40	6.408	.013	1.338	99	.184	.354	.265	-.171	.880
			1.566	84.749	.121	.354	.226	-.096	.804
X41	.761	.385	1.752	98	.083	.508	.290	-.068	1.083
			1.887	69.648	.063	.508	.269	-.029	1.044
X42	.409	.524	.373	99	.710	.112	.299	-.482	.705
			.359	53.031	.721	.112	.310	-.511	.734
X43	1.964	.164	.846	100	.400	.337	.398	-.453	1.126
			.801	52.963	.427	.337	.420	-.506	1.180
X44	1.417	.237	-.207	99	.836	-.079	.383	-.839	.681
			-.219	65.825	.828	-.079	.362	-.803	.644
X45	.447	.505	-.498	100	.620	-.179	.359	-.890	.533

			-.485	56.642	.629	-.179	.368	-.916	.558
X46	.277	.600	-1.461	99	.147	-.426	.291	-1.004	.152
			-1.487	59.949	.142	-.426	.286	-.999	.147
X47	7.087	.009	-2.682	99	.009	-.921	.343	-1.603	-.240
			-2.958	73.299	.004	-.921	.311	-1.542	-.301
X48	1.375	.244	.945	99	.347	.341	.360	-.374	1.055
			.911	52.925	.366	.341	.374	-.409	1.090
X49	.054	.817	-1.023	99	.309	-.378	.369	-1.111	.355
			-1.008	55.513	.318	-.378	.375	-1.129	.374
X50	3.660	.059	1.699	100	.092	.502	.295	-.084	1.088
			1.886	78.273	.063	.502	.266	-.028	1.031
X51	.364	.547	2.455	100	.016	.688	.280	.132	1.245
			2.389	56.453	.020	.688	.288	.111	1.265
X52	.024	.878	.948	100	.346	.234	.247	-.256	.724
			.910	54.730	.367	.234	.257	-.281	.749
X53	1.399	.240	.927	100	.356	.226	.244	-.257	.709
			.936	61.626	.353	.226	.241	-.256	.708
X54	.619	.433	.410	99	.683	.155	.379	-.596	.907
			.421	61.406	.675	.155	.369	-.582	.892
X55	2.133	.147	1.527	99	.130	.536	.351	-.161	1.234
			1.612	65.729	.112	.536	.333	-.128	1.201
X56	1.014	.316	1.470	99	.145	.487	.331	-.171	1.145
			1.569	67.468	.121	.487	.311	-.133	1.107
X57	4.713	.032	2.771	99	.007	.736	.266	.209	1.264
			3.061	73.606	.003	.736	.241	.257	1.216
X58	2.827	.096	.956	100	.342	.291	.305	-.313	.895
			1.058	77.740	.293	.291	.275	-.257	.839
X59	2.172	.144	.515	99	.608	.158	.307	-.451	.767
			.554	68.836	.581	.158	.285	-.411	.727
X60	.340	.561	-.096	99	.923	-.028	.292	-.607	.550
			-.101	64.938	.920	-.028	.277	-.582	.526
X61	.001	.970	.853	100	.395	.296	.347	-.393	.986
			.844	58.594	.402	.296	.351	-.406	.999
X62	.999	.320	.105	100	.917	.031	.298	-.561	.623
			.099	52.747	.922	.031	.316	-.602	.665
X63	.105	.747	1.229	100	.222	.316	.257	-.194	.826
			1.261	64.110	.212	.316	.251	-.185	.817
X64	.814	.369	1.398	100	.165	.413	.296	-.173	1.000
			1.426	63.235	.159	.413	.290	-.166	.993
X65	.035	.852	.546	98	.586	.179	.327	-.471	.828
			.550	58.999	.584	.179	.325	-.471	.828
X66	.008	.927	.398	99	.691	.128	.321	-.508	.764
			.392	55.526	.696	.128	.326	-.525	.780
X67	1.572	.213	1.634	100	.105	.552	.338	-.118	1.222

			1.733	69.689	.088	.552	.318	-.083	1.187
X68	.276	.600	.863	100	.390	.294	.340	-.382	.969
			.849	57.843	.399	.294	.346	-.399	.986
X69	.972	.327	.695	100	.488	.212	.304	-.392	.815
			.738	69.920	.463	.212	.287	-.360	.783
X70	.000	.997	.082	100	.935	.023	.284	-.540	.586
			.081	59.423	.935	.023	.285	-.548	.594
X71	.026	.872	.144	100	.886	.041	.285	-.525	.607
			.142	57.800	.888	.041	.290	-.540	.622
X72	.028	.866	-.961	100	.339	-.340	.354	-1.043	.362
			-.962	60.348	.340	-.340	.354	-1.047	.367
X73	4.581	.035	2.010	100	.047	.704	.350	.009	1.398
			2.279	82.444	.025	.704	.309	.089	1.318
X74	.807	.371	.610	100	.543	.179	.294	-.404	.763
			.570	51.475	.571	.179	.315	-.453	.812
X75	.559	.456	1.679	100	.096	.455	.271	-.083	.993
			1.672	59.524	.100	.455	.272	-.090	1.000
X76	1.593	.210	2.190	100	.031	.627	.286	.059	1.195
			2.292	67.398	.025	.627	.274	.081	1.173

Appendix A.5 below shows that there are seven significant differences between Estonians vs Russians. In particular, X27, X39, X59, X69, X71, X75 and X76 are significant different between Estonians (n=23) vs Russians (n=34) where:

X27: I find most things amusing

X39: I feel that I am not especially in control of my life

X59: I had a chance to closely experience the local culture

X69: I enjoyed activities that I really wanted to do

X71: I gained a lot of information during the trip

X75: I will say positive things about St. Petersburg to other people

X76: I will encourage friends and relatives to visit St. Petersburg

Russians strongly agree with X27 and X39 compared to Estonians who disagree to neutral with X27 and strongly disagree with X39.

Russians strongly agree with the fact that they experience the local culture compared to Estonians who disagree to strongly agree with this.

Estonians disagree with the statement that had enjoyed activities that they wanted to do and that they had gained a lot of information during the trip. In comparison, Russians did strongly agree with these statements.

Russians strongly agree with revisiting St. Petersburg compared to Estonians who agree with revisiting St. Petersburg (X75 and X76).

A.5 Differences between Estonians vs Russians – Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
X21	0,821	0,367	-0,274	85	0,785	-0,09461	0,34550	-0,78155	0,59234
			-0,274	84,852	0,785	-0,09461	0,34524	-0,78105	0,59183
X22	0,304	0,583	0,896	85	0,373	0,28964	0,32320	-0,35297	0,93225
			0,897	84,919	0,372	0,28964	0,32300	-0,35258	0,93186
X23	0,894	0,347	0,099	85	0,922	0,02960	0,29949	-0,56586	0,62506
			0,099	83,536	0,921	0,02960	0,29895	-0,56494	0,62413
X24	0,613	0,436	-0,303	85	0,762	-0,09672	0,31897	-0,73092	0,53748
			-0,304	84,297	0,762	-0,09672	0,31855	-0,73016	0,53671
X25	1,319	0,254	1,800	85	0,075	0,63848	0,35468	-0,06672	1,34367
			1,803	84,011	0,075	0,63848	0,35414	-0,06576	1,34272
X26	1,060	0,306	-0,066	85	0,947	-0,02378	0,35798	-0,73554	0,68797
			-0,067	83,754	0,947	-0,02378	0,35738	-0,73450	0,68693
X27	0,243	0,623	-0,446	85	0,657	-0,11786	0,26448	-0,64373	0,40800
			-0,446	85,000	0,657	-0,11786	0,26442	-0,64360	0,40787
X28	0,993	0,322	0,018	85	0,986	0,00476	0,26952	-0,53112	0,54063
			0,018	83,257	0,986	0,00476	0,26899	-0,53024	0,53975
X29	1,048	0,309	-0,026	85	0,979	-0,00740	0,28390	-0,57187	0,55707
			-0,026	80,026	0,979	-0,00740	0,28300	-0,57059	0,55579
X30	0,009	0,925	-0,296	85	0,768	-0,09884	0,33384	-0,76261	0,56493
			-0,296	84,848	0,768	-0,09884	0,33392	-0,76277	0,56510
X31	5,118	0,026	0,892	85	0,375	0,26057	0,29223	-0,32046	0,84160
			0,895	76,858	0,373	0,26057	0,29105	-0,31900	0,84014
X32	3,553	0,063	-0,985	85	0,328	-0,30180	0,30648	-0,91116	0,30756
			-0,983	81,191	0,329	-0,30180	0,30717	-0,91295	0,30935

X33	0,077	0,783	-0,065	85	0,948	-0,02431	0,37120	-0,76235	0,71373
			-0,066	85,000	0,948	-0,02431	0,37109	-0,76214	0,71352
X34	0,326	0,570	0,176	83	0,860	0,05876	0,33324	-0,60405	0,72156
			0,175	79,336	0,861	0,05876	0,33496	-0,60793	0,72544
X35	1,820	0,181	-0,786	85	0,434	-0,20455	0,26021	-0,72191	0,31282
			-0,784	80,063	0,435	-0,20455	0,26089	-0,72373	0,31464
X36	1,070	0,304	-1,536	85	0,128	-0,32770	0,21330	-0,75179	0,09640
			-1,534	83,373	0,129	-0,32770	0,21359	-0,75249	0,09710
X37	6,637	0,012	-0,259	84	0,796	-0,07684	0,29671	-0,66688	0,51320
			-0,261	74,757	0,795	-0,07684	0,29396	-0,66248	0,50880
X38	0,007	0,934	-0,350	83	0,727	-0,10588	0,30275	-0,70803	0,49628
			-0,351	82,986	0,727	-0,10588	0,30184	-0,70622	0,49446
X39	3,089	0,082	0,637	84	0,526	0,22403	0,35184	-0,47564	0,92370
			0,639	82,761	0,524	0,22403	0,35044	-0,47302	0,92107
X40	1,488	0,226	-1,244	84	0,217	-0,32576	0,26181	-0,84639	0,19487
			-1,238	78,592	0,219	-0,32576	0,26314	-0,84957	0,19805
X41	0,157	0,693	-0,172	83	0,864	-0,05044	0,29351	-0,63423	0,53334
			-0,172	82,631	0,864	-0,05044	0,29346	-0,63417	0,53328
X42	1,697	0,196	-0,895	84	0,373	-0,24351	0,27203	-0,78447	0,29746
			-0,899	82,496	0,371	-0,24351	0,27087	-0,78231	0,29530
X43	2,145	0,147	-0,473	85	0,637	-0,18763	0,39675	-0,97649	0,60122
			-0,472	83,462	0,638	-0,18763	0,39727	-0,97773	0,60247
X44	0,022	0,884	0,475	84	0,636	0,17749	0,37390	-0,56605	0,92103
			0,474	83,435	0,637	0,17749	0,37421	-0,56675	0,92172
X45	0,128	0,722	0,124	85	0,902	0,04387	0,35368	-0,65933	0,74707
			0,124	83,967	0,901	0,04387	0,35312	-0,65836	0,74610
X46	1,624	0,206	0,740	84	0,462	0,20930	0,28301	-0,35349	0,77210
			0,740	76,497	0,462	0,20930	0,28301	-0,35430	0,77291
X47	3,441	0,067	-0,441	84	0,660	-0,15476	0,35099	-0,85275	0,54322
			-0,443	81,991	0,659	-0,15476	0,34932	-0,84967	0,54015
X48	1,043	0,310	2,614	84	0,011	0,86580	0,33116	0,20725	1,52435
			2,612	83,394	0,011	0,86580	0,33146	0,20659	1,52501
X49	0,000	0,990	1,106	84	0,272	0,39286	0,35532	-0,31374	1,09946
			1,108	83,882	0,271	0,39286	0,35462	-0,31236	1,09807
X50	0,548	0,461	0,458	85	0,648	0,12579	0,27455	-0,42008	0,67167
			0,459	83,735	0,647	0,12579	0,27408	-0,41928	0,67086
X51	0,729	0,396	0,205	85	0,838	0,06025	0,29458	-0,52544	0,64595
			0,205	84,826	0,838	0,06025	0,29434	-0,52499	0,64550
X52	0,229	0,634	-0,008	85	0,993	-0,00211	0,25401	-0,50715	0,50292
			-0,008	84,166	0,993	-0,00211	0,25364	-0,50650	0,50227
X53	0,401	0,529	-0,291	85	0,772	-0,07347	0,25219	-0,57488	0,42795
			-0,292	84,374	0,771	-0,07347	0,25187	-0,57430	0,42736

X54	1,260	0,265	-1,082	84	0,283	-0,39610	0,36624	-1,12442	0,33221
			-1,086	82,882	0,281	-0,39610	0,36485	-1,12178	0,32957
X55	0,386	0,536	-1,315	84	0,192	-0,44481	0,33820	-1,11735	0,22774
			-1,311	81,365	0,194	-0,44481	0,33926	-1,11979	0,23018
X56	0,329	0,568	0,682	84	0,497	0,21645	0,31756	-0,41506	0,84796
			0,682	83,998	0,497	0,21645	0,31717	-0,41428	0,84718
X57	0,205	0,652	-0,214	84	0,831	-0,05952	0,27773	-0,61182	0,49277
			-0,214	83,319	0,831	-0,05952	0,27801	-0,61245	0,49340
X58	1,388	0,242	0,680	85	0,499	0,19397	0,28542	-0,37351	0,76146
			0,681	82,889	0,498	0,19397	0,28481	-0,37252	0,76046
X59	0,088	0,767	-0,447	84	0,656	-0,13203	0,29525	-0,71917	0,45510
			-0,446	82,531	0,657	-0,13203	0,29585	-0,72052	0,45645
X60	0,724	0,397	0,291	84	0,772	0,08009	0,27516	-0,46710	0,62727
			0,292	83,013	0,771	0,08009	0,27416	-0,46520	0,62537
X61	2,472	0,120	-0,105	85	0,917	-0,03541	0,33832	-0,70808	0,63726
			-0,105	82,718	0,917	-0,03541	0,33758	-0,70688	0,63605
X62	0,006	0,941	-0,496	85	0,621	-0,15011	0,30253	-0,75162	0,45141
			-0,496	84,917	0,621	-0,15011	0,30256	-0,75169	0,45148
X63	0,020	0,889	-0,959	85	0,340	-0,24260	0,25291	-0,74545	0,26025
			-0,960	84,937	0,340	-0,24260	0,25276	-0,74516	0,25996
X64	0,013	0,910	-0,272	85	0,787	-0,08298	0,30554	-0,69047	0,52451
			-0,271	84,184	0,787	-0,08298	0,30580	-0,69109	0,52513
X65	0,120	0,730	-0,839	83	0,404	-0,27162	0,32388	-0,91581	0,37257
			-0,837	81,530	0,405	-0,27162	0,32461	-0,91743	0,37419
X66	0,309	0,580	-1,572	84	0,120	-0,50325	0,32021	-1,14003	0,13353
			-1,573	83,999	0,119	-0,50325	0,31988	-1,13937	0,13288
X67	0,005	0,941	-0,881	85	0,381	-0,28383	0,32220	-0,92445	0,35680
			-0,881	85,000	0,381	-0,28383	0,32212	-0,92429	0,35664
X68	4,172	0,044	-1,896	85	0,061	-0,63531	0,33500	-1,30138	0,03077
			-1,891	78,580	0,062	-0,63531	0,33603	-1,30421	0,03360
X69	1,506	0,223	-0,725	85	0,471	-0,22304	0,30782	-0,83507	0,38898
			-0,726	83,898	0,470	-0,22304	0,30732	-0,83420	0,38811
X70	0,191	0,663	-1,473	85	0,144	-0,42706	0,28985	-1,00336	0,14924
			-1,471	82,967	0,145	-0,42706	0,29030	-1,00446	0,15034
X71	0,272	0,603	-1,086	85	0,281	-0,31660	0,29164	-0,89645	0,26326
			-1,084	83,920	0,281	-0,31660	0,29195	-0,89717	0,26398
X72	0,665	0,417	-0,046	85	0,963	-0,01586	0,34232	-0,69648	0,66477
			-0,046	83,069	0,963	-0,01586	0,34284	-0,69774	0,66602
X73	2,133	0,148	0,664	85	0,509	0,23044	0,34717	-0,45983	0,92072
			0,666	81,678	0,508	0,23044	0,34627	-0,45844	0,91932
X74	1,430	0,235	-0,235	85	0,815	-0,06924	0,29502	-0,65581	0,51733
			-0,234	83,073	0,815	-0,06924	0,29546	-0,65689	0,51841

X75	0,098	0,755	0,429	85	0,669	0,11575	0,26985	-0,42078	0,65228
			0,429	84,469	0,669	0,11575	0,26953	-0,42019	0,65169
X76	1,028	0,313	1,122	85	0,265	0,32135	0,28648	-0,24825	0,89095
			1,124	82,893	0,264	0,32135	0,28587	-0,24725	0,88995

A.6 Survey on Happiness, Memorable Tourism Experience, and Behavioural Intentions

Dear visitor,

You are invited to participate in a research study. Your happiness, past holiday experiences, and travel memories to St. Petersburg are the focus of this study. The results of the study will contribute to the area of visitors' memorable tourism experiences. All responses will be kept confidential. The completion of this questionnaire will take only 10 minutes of your time and your assistance is much appreciated. Please answer all questions.

Information on respondents:

Gender

Age

Education level

Occupation

Nationality

1. What was the main purpose of your travel to St. Petersburg? (many answers possible)

- Pleasure
- Family visit
- Volunteer work
- Business

2. During your trip to St. Petersburg which type of accommodation did you mainly use? (many answers possible)

- 5 star hotel
- 4 star hotel
- 3 star hotel

hotel apartment

rented flat

friends, family house

3. What was your primary transportation to St. Petersburg? (many answers possible)

Airplane

Bus

Car

Ship

Train

Other

4. What was your length of stay in St. Petersburg? (in days)

5. Whom did you travel with?

Alone

Husband/wife

Family with children

Friends

Acquaintance, colleague

Organized tour

6. What activities did you participate in?

Visiting museums

Sightseeing

Shopping

Other

X21: 7. I don't feel particularly pleased with the way I am (X21-X49: Happiness)

1 2 3 4 5 6 7

Strongly
disagree

Strongly agree

X22: 8. I am intensely interested in other people

1 2 3 4 5 6 7

Strongly disagree Strongly agree

:

X23: 9. I feel that life is very rewarding

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X24: 10. I have very warm feelings towards almost everyone

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X25: 11. I rarely wake up feeling rested

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X26: 12. I am not particularly optimistic about the future

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X27: 13. I find most things amusing

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X28: 14. I am always committed and involved

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X29: 15. Life is good

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X30: 16. I do not think that the world is a good place

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X31: 17. I laugh a lot

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X32: 18. I am well satisfied about everything in my life

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X33: 19. I don't think I look attractive

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X34: 20. There is a gap between what I would like to do and what I have done

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X35: 21. I am very happy

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X36: 22. I find beauty in some things

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X37: 23. I always have a cheerful effect on others

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X38: 24. I can fit in everything I want to

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X39: 25. I feel that I am not especially in control of my life

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X40: 26. I feel able to take anything on

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X41: 27. I feel fully mentally alert

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X42: 28. I often experience joy and elation

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X43: 29. I do not find it easy to make decisions

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X44: 30. I do not have a particular sense of meaning and purpose in my life

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X45: 31. I feel I have a great deal of energy

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X46: 32. I usually have a good influence on events

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X47: 33. I do not have fun with other people

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X48: 34. I don't feel particularly healthy

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X49:35. I do not have particularly happy memories of the past

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X50: 36. I was thrilled about having a new experience in St. Petersburg (X50-X53: Hedonism)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X51: 37. I took part in activities

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X52: 38. I really enjoyed the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X53: 39. I had an exciting trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X54: 40. I had a once-in-a-lifetime experience (X54-X57: Novelty)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X55: 41. I had a unique experience

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X56: 42. My trip was different from previous trips

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X57: 43. I experienced something new

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X58: 44. I had a good impression about the local culture (X58-X60: Local Culture)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X59: 45. I had a chance to closely experience the local culture

1 2 3 4 5 6 7

Strongly disagree

X60: 46. Locals in St. Petersburg were friendly to me

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X61: 47. I relieved stress during the trip (X61-X64: Refreshment)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X62: 48. I felt free from daily routine during the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X63: 49. I had a refreshing experience

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X64: 50. I felt better after the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X65: 51. I felt that I did something meaningful (X65-X67: Meaningfulness)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X66: 52. I felt that I did something important

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X67: 53. I learned something about myself from the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X68: 54. I visited a place that I really wanted to visit (X68-X70: Involvement)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X69: 55. I enjoyed activities that I really wanted to do

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X70: 56. I was interested in the main activities offered

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X71: 57. I gained a lot of information during the trip (X71-X73: Knowledge)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X72: 58. I gained a new skill(s) from the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X73: 59. I experienced new culture(s)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X74: 60. I will recommend St. Petersburg to other people (X74-X76: Behavioural Intentions)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X75: 61. I will say positive things about St. Petersburg to other people

1 2 3 4 5 6 7

Strongly disagree Strongly agree

X76: 62. I will encourage friends and relatives to visit St. Petersburg

1 2 3 4 5 6 7

Strongly disagree Strongly agree

THANK YOU FOR YOUR ASSISTANCE IN THIS SURVEY

Appendix B – Mean values of the variables revealed from T-Test

B.1. Mean values of the variables revealed from T-Test for male vs female, based on Descriptives

Table 1.1 – Descriptive Statistics for Male Respondents

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00022	35	1.00	7.00	4.2571	1.59674
VAR00025	35	1.00	7.00	4.2286	1.78368
VAR00043	35	1.00	7.00	3.3714	1.69923
VAR00056	34	3.00	7.00	5.4412	1.30712
VAR00067	35	1.00	7.00	4.0857	1.70417
VAR00071	35	2.00	7.00	4.9429	1.34914
Valid N (listwise)	34				

Table 1.2 – Descriptive Statistics for Female Respondents

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00022	68	1.00	7.00	4.8235	1.39232
VAR00025	68	1.00	7.00	3.5735	1.60518
VAR00043	68	1.00	7.00	4.1176	1.88893
VAR00056	68	1.00	7.00	4.8529	1.61398
VAR00067	68	1.00	7.00	4.7647	1.51724
VAR00071	68	2.00	7.00	5.4412	1.29733
Valid N (listwise)	68				

B.2. Mean values of the variables revealed from T-Test for less than 29 years vs greater than 29 years based on Descriptives

Table 2.1 Descriptive Statistics for respondents younger less than 29

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00039	66	1.00	7.00	3.1515	1.52156
VAR00047	66	1.00	6.00	2.4394	1.57019
VAR00049	66	1.00	7.00	2.2121	1.57397
VAR00051	67	2.00	7.00	5.7612	1.28026
VAR00073	67	1.00	7.00	5.1045	1.49883
VAR00074	67	2.00	7.00	5.8358	1.54328
VAR00075	67	2.00	7.00	5.8507	1.45908
Valid N (listwise)	66				

Table 2.2 Descriptive Statistics for respondents older less than 29

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00039	36	1.00	7.00	3.7500	1.77884
VAR00047	36	1.00	6.00	3.2222	1.65807
VAR00049	36	1.00	7.00	2.9722	1.88961
VAR00051	36	1.00	7.00	5.1667	1.38358
VAR00073	36	1.00	7.00	4.5000	1.87464
VAR00074	36	4.00	7.00	6.2222	0.92924
VAR00075	36	5.00	7.00	6.2778	0.77868
Valid N (listwise)	36				

B.3. Mean values of the variables revealed from T-Test for Bachelor vs Master based on Descriptives

Table 3.1 – Descriptive Statistics for Bachelor Degree Holders

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00025	43	1.00	7.00	4.0930	1.54016
VAR00048	42	1.00	6.00	3.5476	1.56490

VAR00068	43	1.00	7.00	5.0465	1.75870
Valid N (listwise)	42				

Table 3.2 – Descriptive Statistics for Master’s Degree Holders

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00025	44	1.00	7.00	3.4545	1.75810
VAR00048	44	1.00	7.00	2.6818	1.50615
VAR00068	44	2.00	7.00	5.6818	1.34290
Valid N (listwise)	44				

B.4. Mean values of the variables revealed from T-Test for Unemployed vs Employed based on Descriptives

Table 4.1 – Descriptive Statistics for Unemployed Respondents

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00041	31	3.00	7.00	5.2903	1.16027
VAR00047	31	1.00	6.00	2.0645	1.31493
VAR00050	32	3.00	7.00	5.6875	1.11984
VAR00051	32	2.00	7.00	6.0312	1.37921
VAR00057	31	3.00	7.00	6.1935	1.01388
VAR00063	32	3.00	7.00	5.6875	1.14828
VAR00073	32	2.00	7.00	5.3750	1.26364
VAR00076	32	2.00	7.00	6.3125	1.22967
Valid N (listwise)	31				

Table 4.2 – Descriptive Statistics for Employed Respondents

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00041	69	1.00	7.00	4.7826	1.41286
VAR00047	70	1.00	6.00	2.9857	1.69819
VAR00050	70	1.00	7.00	5.1857	1.48707

VAR00051	70	1.00	7.00	5.3429	1.28408
VAR00057	70	2.00	7.00	5.4571	1.31530
VAR00063	70	2.00	7.00	5.3714	1.22972
VAR00073	70	1.00	7.00	4.6714	1.78335
VAR00076	70	1.00	7.00	5.6857	1.38880
Valid N (listwise)	69				

B.5. Mean values of the variables revealed from T-Test for Estonian vs Russian based on Descriptives

Table 5.1 – Descriptive Statistics for Estonian Respondents

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00027	23	2.00	7.00	4.2609	1.35571
VAR00039	23	1.00	6.00	2.9565	1.46095
VAR00059	23	2.00	7.00	4.8261	1.72290
VAR00069	23	2.00	7.00	4.9565	1.33070
VAR00071	23	2.00	7.00	4.7826	1.34693
VAR00075	23	3.00	7.00	5.7391	1.00983
VAR00076	23	2.00	7.00	5.6087	1.30520
Valid N (listwise)	23				

Table 5.2 – Descriptive Statistics for Russian Respondents

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00027	34	2.00	7.00	5.0882	1.19005
VAR00039	34	1.00	7.00	4.0588	1.61323
VAR00059	34	3.00	7.00	5.5882	1.18367
VAR00069	34	3.00	7.00	5.7941	1.03805
VAR00071	34	3.00	7.00	5.6176	1.15509
VAR00075	34	5.00	7.00	6.4412	0.74635
VAR00076	34	4.00	7.00	6.2059	0.88006
Valid N (listwise)	34				

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