The role of taking a holiday on South African pharmacists' overall well-being

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The role of holiday taking on South African pharmacists' overall well-being

Abstract: Literature indicates that pharmacists of South Africa experience high levels of stress as a result of their working conditions. Seeing that the definition of subjective well-being (SWB) entails that a person feels positive affect (positive moods) and experience infrequent feelings of negative affect (such as stress), pharmacists have low SWB since they experience high levels of stress. It is thus vital to lessen the stress seeing as this low SWB may entail a danger to the profession as well as the patients' safety. Based on this leisure proves to enhance well-being by producing positive affect (such as happiness) and reducing negative affect (such as stress or depression). Leisure (taking a holiday) is furthermore a means of buffering stress and therefore the perfect solution to pharmacists' stress.

Hence the purpose of this research was to determine the role of holiday taking on South African pharmacists' overall well-being. To achieve this goal a database was obtained from The South African Pharmacy Council. This database consisted out of 8000 e-mail addresses of pharmacists registered at the Pharmacy Council. From the 1500 e-mails that were send out 207 completed questionnaires were obtained.

A thorough literature analysis on socio-demographic characteristics, travel motives, independent choices and preferred activities when taking a holiday was done in Chapter 2. This chapter gives a detailed understanding of how the afore-mentioned factors influence the decision to take a holiday and the effect of taking a holiday on subjective well-being. Article 1 (Chapter 3) and Article 2 (Chapter 4) was based on this chapter's literature.

Chapter 3 (Article 1) of this study determined whether holidays lead to positive SWB of pharmacists. In order to achieve this aim, the chapter made use of the Affectomer 2 and Satisfaction with life Scale to determine the pharmacists' subjective well-being before and after taking a holiday. Dependent t-tests were then applied to compare the

pre- and post mean values of pharmacists' holiday experience. The results indicated that pharmacists' well-being are enhanced after taking a holiday.

A distinction on the other hand can be made amongst pharmacists that imply different working conditions and working hours. Therefore Chapter 4 (Article 2) of this study determined all the factors that influence the different groups of pharmacists' holiday taking which ultimately could lead to the enhancement of the profession's well-being. To achieve this, the chapter made use of factor analysis, ANOVAs and chi-square tests to find differences between different pharmacists. The results showed that the three groups of pharmacists (private, government, and industry), differ based on socio-demographic characteristics. These socio-demographic characteristics furthermore influence the different groups of pharmacists' decisions to take holidays which leads to higher subjective well-being.

The results of Chapters 3 and 4 indicate that pharmacists experience enhanced well-being after taking a holiday and which have implications for different role players. This study is the first to determine the profile of pharmacists and give an indication of their travel behaviour that will assist destinations to alter their product/services to better suit the profile or travel behaviour of pharmacists. Employing companies on the other hand can have financial benefits in the form of low staff turnover and satisfied patients. Although pharmacists are seen as a homogeneous group, pharmacists differ based on socio-demographic characteristics and therefore the Pharmacy Council may enforce the design of different policies for the different groups of pharmacists to reduce the pharmaceutical profession's stress.

***Keywords**: Pharmacist, destination, holiday (vacation), well-being, travel motives.*

Die rol van vakansie op die algehele welstand van Suid Afrikaanse aptekers

Abstrak: Literatuur toon aan dat aptekers van Suid-Afrika hoë vlakke stres as gevolg van hul werksomstandighede ervaar. Aangesien die definisie van subjektiewe welstand (SW) meen dat 'n persoon positiewe emosies en ongereelde negatiewe emosies ervaar (soos stres), is dit sigbaar dat aptekers lae SW ondervind. Dit is dus noodsaaklik om die stres vlakke van aptekers te verlaag aangesien die lae SW die veiligheid van die professie sowel as die pasiënt kan beïnvloed. Daar is reeds bewys dat vryetyd welstand kan verbeter deur middel van positiewe emosies te lewer en negatiewe emosies (soos stres en depressie) te onderdruk. Verder word vryetyd (om op vakansie te gaan) ook gesien as 'n manier om stres te inhibeer en is daarom 'n goeie oplossing om aptekers se stres te verminder.

Gevolglik was die doel van hierdie studie om die rol van vakansie op die algehele welstand van Suid-Afrikaanse aptekers te bepaal. Om hierdie doel te bereik was 'n databasis van die Suid-Afrikaanse Aptekersraad verkry. Hierdie databasis bestaan uit 8000 e-pos addresse van aptekers wat by die Aptekersraad geregistreer is. Twee honderd en sewe (207) voltooide vraelyste, vanuit die 1500 e-posse gestuur, is terug ontvang.

'n Deeglike literatuur analise is rakende sosio-demografiese karaktereienskappe, reis motiveringe, onafhanklike keuses rakende reis en verkose aktiwitieite wanneer op vakansie, in Hoofstuk 2 gedoen. Hierdie hoofstuk gee in diepte kennis van die reeds genoemde faktore se invloed op die besluit om op vakansie te gaan sowel as die effek wat vakansie op SW het. Artikel 1 (Hoofstuk 3) en Artikel 2 (Hoofstuk 4) is op die literatuur van hierdie hoofstuk gebasseer.

Hoostuk 3 (Artikel 1) van hierdie studie het bepaal of vakansies tot 'n positiewe SW van aptekers gelei het. Hierdie doel is bereik deur middel van die "Affectomer 2" en die "Satisfaction with Life Scale" om SW van aptekers voor en na vakansie te bepaal. Afhanklike t-toetse was toegepas om die voor - en na gemiddelde waardes van

aptekers se vakansie te vergelyk. Die resultate het aangetoon dat aptekers se welstand inderdaad na vakansie verbeter het.

Daar kan, aan die ander kant, ‘n onderskeid tussen aptekers aangetref word wat meen dat hul werksomstandighede en werksure verskil. Daarom het Hoofstuk 4 (Artikel 2) van hierdie studie al die faktore wat ‘n invloed op die verskillende groepe aptekers se vakansiegang en dus kan lei tot die professie se verbeterde SW, vasgestel. Om hierdie doel te bereik is daar gebruik gemaak van faktor analises, ANOVA’s en chi-square toetse om die verskille tussen die aptekers te bepaal. Die resultate toon aan dat daar verskille tussen die drie groepe aptekers (privaat, regering, en industrie) gebasseer op sosio-demografiese karaktereienskappe is. Hierdie sosio-demografiese karaktereienskappe vervolgens beïnvloed die verskillende groepe aptekers se besluite om op vakansie te gaan wat ook tot verhoogde SW lei.

Die resultate van Hoofstukke 3 en 4 toon aan dat aptekers verbeterde welstand na ‘n vakansie onderneem is ervaar en dit het daarom vir verskeie rolspelers implikasies. Hierdie studie is die eerste van sy soort om die profiel van aptekers te bepaal wat dus ‘n goeie aanduiding van aptekers se reis gedrag gee. Daarom kan bestemmings hul produkte/dienste volgens aptekers se profiel en dus reis gedrag beter aanpas. Aan die ander kant kan indiensnemende maatskappye finansiële voordeel trek aangesien die maatskappy laer personeel omset sal ervaar en tevrede pasiënte sal oplewer. Alhoewel aptekers as ‘n homogene groep beskou word, verskil hulle steeds op grond van sosio-demografiese karaktereienskappe, en sal die Aptekersraad beleid formulering vir die verskillende aptekers oplê om sodoende die professie se stres te kan verminder.

***Sleutelwoorde**: Apteker, bestemming, vakansie, welstand, reis motiveringe.*

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Appendix 1

QOL	Quality of life
SWB	Subjective well-being
AFM2	Affectometer 2
PA	Positive affect
NA	Negative affect
PNB	Positive, negative balance
SWLS	Satisfaction with Life Scale

Introduction, problem statement, objectives and method of research

"What we anticipate in our destinations is not holiness or divine visions, but something even more miraculous – the opportunity to feel different from the way we feel at home. It is as if the act of travelling to a certain place in the world entitles us to feel happier and more alive" (Chaline, 2002:67)

1.1 INTRODUCTION

Pharmacists are currently experiencing an increased demand for their services because of the general increase in the average age of the population, which in turn causes an increase in prescription medication (Rothmann & Malan, 2007:236). This causes the pharmacists to work longer hours and to work over weekends. Consequently, this leads to less time for relaxation. This work/leisure imbalance affects the amount and type of work pharmacists perform and increases the amount of stress. According to Willet and Cooper (1996:96), pharmacists' high levels of stress at work originate not only from intrinsic factors related to their work (work overload, autonomy and variety of tasks) but also from their roles as managers (inability to delegate, a perceived lack of influence and role ambiguity). Because of the amount of stress experienced in the workplace, a significant number of pharmacists "quit" their jobs (Mott, 2000:980).

When referring to the latter, subjective well-being (SWB) can be defined as individuals' evaluations of their own lives. These evaluations can be cognitive judgments, such as life satisfaction, and emotional responses to events, such as feeling positive emotions (Diener, 2002:1). Furthermore, subjective well-being has three specific features, in that (1) it focuses on the person's own judgments; (2) it includes positive measures and does not mean only the absence of negative factors; and (3) it includes a global assessment rather than only a narrow assessment of one's life domain (Gilbert &

Abdullah, 2004:105-106). According to Diener (2002:2), subjective well-being is an umbrella term that refers to several separable components such as life satisfaction and satisfaction with life domains (such as marriage, work, income, housing, and leisure); the feeling of positive affects (pleasant emotions and moods) most of the time; experiencing infrequent negative feelings (such as depression, stress, and anger); and judging one's life to be fulfilling and meaningful. Considering these, the possibility exists that pharmacists might have low SWB as they experience frequent negative feelings such as stress.

One medium that can be used to reduce stress and increase SWB is tourism/leisure. Tourism/leisure has many direct and indirect benefits, for example, creating greater levels of happiness; improved health; increased longevity; increased self-esteem; greater satisfaction with various aspects of life; and greater overall life satisfaction (Neal, Uysal & Sirgy, 2007:154). Although leisure and tourism are regarded as two separate areas, Carr (2002:980) and Rojek (2005:311) indicate that the two areas (tourism and leisure) are interrelated and therefore concepts developed in one field may be used for the other. Tourism can thus have the same direct and indirect positive benefits as leisure and can enhance a sense of well-being (Gilbert & Abdullah, 2004:105). Steyn, Saayman and Nienaber (2004:103) confirm that holidays (tourism) may lead to a positive change in well-being. It is anticipated that holiday destinations will be interested in the holiday destination experience, bearing in mind that the destination can enhance pharmacists' well-being. Destinations can therefore identify aspects that will assist them to create a product that contributes to the needs of pharmacists and so provides the motivation for the pharmacists to visit the destination.

The purpose of this chapter is to discuss the research process followed in the study. This will be realised by analysing the problem statement, which will thereafter be followed by defining the primary and secondary objectives of the study, a discussion of the method of research, the defining of the key concepts and finally, chapter classification.

1.2 PROBLEM STATEMENT

Goossens (2000:302) indicates that, in general, motives occur when an individual wants to satisfy a need. According to Saayman (2006:29), travel behaviour is influenced by a

number of aspects of which motives are just one. Behaviour can thus be seen as the result of the interaction of several motives and of various other socio-economic and psychographic factors. This may be expressed as needs leading to travel motives, and motives leading to travel behaviour. It has generally been accepted that push factors such as escape; rest and relaxation; and health, to name but a few, are significant in explaining the process of tourism motives, (Saayman, 2006:35). This is also useful in explaining the desire to go on holiday (Goossens, 2000:301). However, most literature examining travel motives tends not only to focus on push factors, but also examines pull factors. In the push-pull framework, push factors refer to those forces that influence a person's decision to take a holiday, while pull factors refer to the forces that influence the person's decision to select a specific destination (Kim, Lee & Klenosky, 2003:170 & Goossens, 2000:301).

Amplifying the latter, Cooper (1998:103) indicated that most destinations consist of the following components (pull factors) that can be characterised as the four A's:

- Attractions – natural and manmade attractions;
- Amenities – accommodation, food and beverage outlets, entertainment, retailing and other services;
- Access – local transport, transport terminals, and public transport; and
- Ancillary services, in the form of local organisations such as tourist information centres.

A combination of these components has to be present for a destination to offer a satisfying experience, since tourists make decisions based on these components such as the trip destination; type of accommodation; travel companions; travel mode for trip; when to make the trip; and duration of the trip (Dellaert, Ettema & Lindh, 1998:315). The latter is furthermore important since it can influence potential visitors' SWB, as the destination can either satisfy or dissatisfy visitor's needs. Steyn *et al.* (2004:103) indicate that holidays may lead to a positive change in well-being (high SWB). Figure 1.1 also indicates that high SWB is gained from a satisfying holiday experience and low SWB from a dissatisfying holiday experience. Therefore, the failure to provide a satisfying holiday experience; through the destination amalgam; to pharmacists can contribute to low subjective well-being.

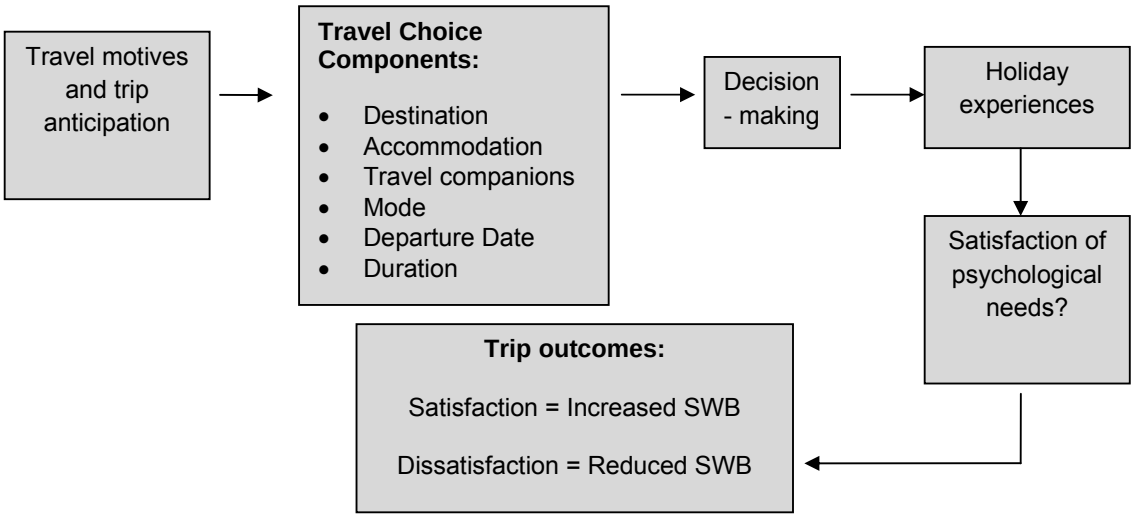

Figure 1.1 Effects of holiday taking on subjective well-being
Adapted from: Gilbert and Abdullah (2004:110)

According to Bhatia (2007:28), travel motivators are those factors that create a person's desire to travel to a destination and that can be grouped into the following categories: pleasure; relaxation, rest and recreation; health; participation in sports; curiosity and culture; ethnic and family; spiritual and religious; status and prestige; and professional/ business reasons (Bhatia, 2007:29-32). In the case of pharmacists experiencing stress, the same motives can influence them to take a holiday. Iwasaki, Mannell, Smale and Butcher (2005:80) state that researchers have started to explore the idea that leisure may help people cope with stress and maintain good health. Trenberth (2005:4) agrees and further argues that leisure has a role as a soothing or coping mechanism in two ways:

- the creation of a leisure space as a means of dealing with stress, and which creates a sense of perseverance and empowerment; and
- offering a positive diversion or 'time out' from stress and therefore a context for rejuvenation and renewal.

As mentioned before, leisure and tourism are interrelated and tourism, therefore, has the same soothing coping mechanism as does leisure (hereafter referred to as a holiday). The need for coping with stress in the form of a coping mechanism (holiday) is

vital when considering previous research done into pharmacists' high levels of stress. The main findings are summarised in Table 1.1 below.

Table 1.1: Previous studies regarding pharmacists' working conditions

Author	Study	Findings
Wolfgang and Ortmeier (1993)	Career commitment, career plans, and job-related stress: Pharmacy students as Pharmacists	Signs that stress is taking a toll on young pharmacists. Higher levels of stress are associated with lower levels of career commitment and greater dissatisfaction with the job.
Willet and Cooper (1996)	Stress and job satisfaction in community pharmacy	The source of job stress that sets pharmacists apart from other workers is the lack of control they considered they had. Pharmacists also have changes imposed on them without their opinions being sought, such as pay negotiations and contract changes, to name but a few. Dissatisfaction appears to be related to their work place.
Mott (2000)	Pharmacist job turnover, length of service, and reasons for leaving during 1983-1997.	Stress was ranked as a principle reason for leaving. Entering new work environments is suggested to reduce pharmacists' psychological stress.
Rothmann and Malan (2007)	Occupational stress of hospital pharmacists in South Africa	South African hospital pharmacists experience high levels of stress when compared to other occupations because of working overtime, colleagues not doing their work, crises, insufficient staff, making critical decisions, inadequate salaries, frequent interruptions and excessive paperwork.

Collectively, the results of Table 1.1 show that the exposure of pharmacists' to overly demanding working conditions in their profession is directly related to stress. The results to date show that only one study by Rothmann and Malan (2007) has so far been done on pharmacists in South Africa concerning the impact of stress on their lives. Rothmann and Malan (2007:241) identified that pharmacists in South Africa experience high levels of stress (with regard to working over time, colleagues not doing their work, crisis situations and insufficient staff) when compared to other occupations. Reducing this stress is vital when considering the pharmacists of this country, particularly considering the essential service delivered by pharmacists. Even though research shows that there is a definitive relationship between leisure and stress reduction, little research has been done to determine the role leisure/tourism plays in reducing pharmacists' levels of stress. It is, furthermore, important to remember that there are a number of factors that influence the manner in which pharmacists make the decision to take a holiday. Holden (2005:69) explains that if one feels over-stimulated, perhaps also experienced in the form of stress, one would be likely to search for a destination in which one perceives that tranquillity and relaxation could be found.

Following from this, Baloglu and Uysal (1996:33) emphasise that tourism destinations should keep in mind that the most successful products are those that best respond to a multiplicity of needs within a given market segment and that destinations should therefore make more effort in matching their attributes to the tourist's diverse psychological needs. If however destinations' attributes match pharmacists' psychological needs, the holiday destination could adjust marketing messages to attract pharmacists as a possible market. The advantages of destinations tailoring their products (or adjusting their marketing messages) to match pharmacists' travel motives seeking to reduce stress are two-fold: destinations will attract loyal tourists (pharmacists) and so lead to a better return on investment; while simultaneously generating more travel-motivated pharmacists, which in time reduces stress, will satisfy their needs and will lead to the enhancement of their subjective well-being.

Taking the above mentioned into consideration, the research question addressed in this dissertation is: What is the role of holiday taking on South African pharmacists' overall well-being?

1.3 GOAL OF THE STUDY

The following section will give the primary and secondary objectives of the study.

1.3.1 Primary objective

To determine the role of taking a holiday on South African pharmacists' overall well-being.

1.3.2 Secondary objectives

The following secondary objectives were set for this study:

- Objective 1

  To conduct a literature analysis, pertaining to subjective well-being and factors influencing holiday destinations choice.

- Objective 2

  To determine whether taking a holiday leads to positive SWB of pharmacists by means of a survey.

- Objective 3

  To compare private-, government- and industrial pharmacists based on socio-demographic characteristics, travel motives, preferred activities at a destination, travel behaviour and SWB when taking a holiday, once more by conducting a survey.

- Objective 4

  To draw conclusions from, and to make recommendations based on, the results of the study in order to assist holiday destinations to alter/develop their products/services (or to adjust marketing messages) to enhance the well-being of pharmacists.

1.4 METHOD OF RESEARCH

The research method will be discussed under the following headings:

- literature review; and
- empirical survey .

1.4.1 Literature review

The literature study was based on the following keywords: *Pharmacist, holiday (vacation), well-being, destination,* and *travel motives.* Journal articles, books, newspaper articles and other tourism-related literature were consulted. Information searches was mainly conducted through the library's catalogues and indexes and made use of the internet. Scientific databases, such as Science Direct, Emerald and EBSCOhost were used to obtain relevant, recent, publications and information. These sources helped make a thorough information search, which then assisted the research on pharmacists and the effect of taking a holiday. This study also used an empirical study (facilitated by using questionnaires). Thus, both primary and secondary resources were used.

1.4.2 Empirical survey

The following section explains the methods chosen to conduct the empirical analysis.

1.4.2.1 Research design and method of study

This study made use of quantitative research defined by Maree and Pietersen (2008a:145) as a process that is systematic and objective in its ways of using numerical data from only a selected subgroup of a universe (or population) to generalise the findings to the universe being studied. The population used to obtain descriptive data was registered pharmacists of South Africa. Therefore, this study is a cross-sectional survey indicating that pharmacists are observed in one point. This is most consistent with a descriptive approach in research (Neuman, 2000:30). A database was obtained from the South African Pharmacy Council containing the e-mail addresses of the pharmacists of South Africa. Pharmacists were then e-mailed a thorough description of the study explaining that the completion of the questionnaire would be both voluntary and anonymous. In addition, a link was also e-mailed to the pharmacists that directed them to the electronic questionnaire option. An incentive (a midweek special for two

persons at any South African National Park) was used to motivate the pharmacists to complete the questionnaire. (This was only implemented when the pharmacist indicated, by providing contact details that s/he wanted to participate in the draw). The research was undertaken during the months of June and July 2010.

1.4.2.2 Sampling method

A probability sampling method, namely systematic sampling, was applied to the database of the pharmacists of South Africa. According to Israel (2009:3), for a database with approximately 8000 (N) e-mail addresses of pharmacists registered at the South African Pharmacy Council, a minimum of 199 questionnaires obtained from respondents would be seen as representative in order to conduct statistical analysis and would result in a 93% level of confidence with a ±7% sampling error.

$$n = \frac{N}{1 + N(e)^2} \qquad n = \frac{8000}{1 + 8000(.07)^2} \qquad n = 199$$

From this population of 8000 (N), a systematic sample was selected by systematically moving through the sample frame and selecting every *k*th element (Maree & Pietersen, 2008:174). Every 5th (*k*) element (e-mail address) was selected. This resulted in 1500 e-mail addresses to be contacted. These 1500 e-mail addresses represent 18.75% of the 8000 (N) population. From the 1500 respondents e-mailed to complete the questionnaire, 207 (n) completed questionnaires were obtained. According to Israel (2009:3), this is more than the 199 questionnaires required from a population of 8000 to validate data analysis.

1.4.2.3 Development of the questionnaire

The questionnaire was developed by the Institute for Tourism and Leisure Studies at the North-West University in Potchefstroom (*see* Appendix 1). The questionnaire consisted of three sections, consisting of open- and close-ended questions as well as Likert scale-type questions, as will be discussed below:

Section A: This section captured questions relating to respondents' socio-demographic profile, such as age, gender, number of people in the household and general holiday

length. In particular, this section also asked pharmacists to indicate where they are currently employed by means of selecting the appropriate option. From this question, private -, government -, and industry pharmacists were separated and these classifications were used for data analysis in Chapter 4.

Section B: This section of the questionnaire was adapted from the work of Bhatia (2007) regarding travel motives. Here, the respondents indicated their motives to travel for a holiday by rating all the options on a five-point Likert Scale.

Section C sought to determine the respondents' subjective well-being and was based on the work of Diener, Emmons, Larsen and Griffin (1985) who compiled the Satisfaction with Life Scale (SWLS), together with the work of Kamman and Flett (1983) who compiled the Affectometer 2 (AFM2). In this section, the respondents indicated their pre – and post subjective well-being in one point in time with their last-taken holiday on each instrument by means of rating the options on pre – and post Likert scales.

Initially, a pilot study was conducted two months before the questionnaire were available electronically to pre-test the questionnaire on a small group of six pharmacists. The completions of the questionnaires helped the researcher to determine questions that had the potential of being misunderstood or were incorrectly phrased, and therefore helped to rephrase these questions for greater clarity before the questionnaire was electronically available. Some of the questions (four) that were changed were related to tourism and needed to be asked in a way that gave the definition of the tourism term in order for the pharmacist to understand the question and answer it correctly.

1.4.2.4 Data analysis

Microsoft© Excel© was used for basic data capturing and SPSS (SPSS Inc, 2007) was used for statistical analysis. The Statistical Services of the North-West University assisted in the process of analysing data into relevant information concerning the empirical study. Conclusions and recommendations to the study were then drawn from the analysed data. The following statistical measures were used to analyse the data for Chapter 3 and Chapter 4:

Chapter 3 used the Affectometer 2 (AFM2) and the Satisfaction with Life Scale (SWLS) to measure SWB. The AFM2 as developed by Kamman and Flett (1983) measures the effective component of SWB. The AFM2 consists of 20 items divided into 10 positive and 10 negative statements and measures the balance between positive – (PA) and negative affect (NA) in a balance formula (PNB): PNB = PA – NA. The domination of the PA over NA forecasts an individual's high SWB or a low SWB by the predominance of NA over PA.

The SWLS measures the cognitive component of SWB and was developed by Diener *et al.* (1985). This scale asks individuals for an overall judgment of their lives in order to measure the concept of life satisfaction as a component of SWB. A satisfied to extremely satisfied individual will have a score between 26 and 35; while a dissatisfied to extremely dissatisfied score report will entail a low SWLS score between 5 and 14.

In addition, a dependent t-test was used to establish whether the pre- and post-means scores of the same group (pharmacists) of the cognitive and affective measure scales differed significantly (Field, 2005:728). Furthermore, Cohen's *d*-values (1988) were calculated to measure the effect size to indicate the differences between the pre – and post mean values.

Chapter 4 made use of a factor analysis to identify the main travel motives and preferred activities at a destination. A factor analysis is a technique to identify whether correlations between a set of observed variables stem from their relationship to one or more latent variables in the data (Field, 2005:731). A reliability coefficient (Cronbach's alpha) was furthermore calculated for each factor to estimate the internal consistency of each factor. In addition, the average inter-item correlations were then calculated as a further indication of reliability.

This chapter made use of the AFM2 and SWLS scales seeing that both affective and cognitive levels of well-being should be measured to determine overall SWB. This chapter determined whether there are statistically differences between different pharmacists with regard to socio-demographic characteristics, travel behaviour and SWB. Therefore, two-way frequency tables, chi-square tests, ANOVAs (analysis of variance) and Tukey's multiple comparisons were employed.

1.5 DEFINING THE CONCEPTS

The following concepts have been used throughout this dissertation:

1.5.1 Pharmacist

Moby's Dental Dictionary (2008) defines a pharmacist as a person prepared to formulate and dispense drugs or medications subsequent to the completion of an accredited university programme in pharmacy. Licensure is required upon completion of the programme and prior to serving the public as a pharmacist. Medisan Net (2010) furthermore describes a pharmacist as a professional who is trained to prepare and distribute medicines and to give information about them.

1.5.2 Subjective well-being

Subjective well-being (SWB) can be defined as people's evaluations of their own lives, of which these evaluations can be cognitive judgments (such as life satisfaction), and emotional responses to events (such as feeling positive emotions) (Diener, 2002:1).

1.5.3 Holiday (vacation)

Coltman (1989:32) states that the word vacation stems from the word *vacare,* which means 'empty' or time free from work. It is sometimes referred to as recreation time or time to recreate the mind and body for the next round of work.

1.6 PRELIMINARY CHAPTER CLASSIFICATION

This study consists of five chapters. The following section gives a brief outline of what the reader can expect from each of the chapters.

Chapter One (Introduction, problem statement, objectives and method of research) includes the introduction, problem statement, primary and secondary objectives, method of research and definitions of key concepts. The aim of this chapter is to give an overview of the contribution holidays has to the overall well-being of the tourist. Furthermore, some insight is given of the stress pharmacists experience and the lack of reduction in stress's negative outcome for the pharmacist and patients. This chapter also indicates that leisure is a means of coping with stress. The question then arises whether leisure makes a contribution to overall well-being and should therefore be further examined.

Chapter Two (A literature analysis pertaining to SWB and factor influencing holiday destination choice) contains a literature analysis investigating SWB and how tourists' socio-demographic and behavioural characteristics, as well as travel motives, influence their travel behaviour and choices. These were investigated in terms of their influence on the holiday experience, as well as other choice sets that have an influence on the holiday experience.

Chapter Three (Taking a holiday: does it impact positively on pharmacists' well-being?) contains Article 1, which sought to determine whether taking a holiday led to a positive SWB of South African pharmacists.

Chapter Four (Factors influencing holiday taking and consequent well-being: a comparison amongst South African pharmacists) contains Article 2, and determined the differences amongst pharmacists in South Africa (private -, government - and industrial pharmacists) based on socio-demographic characteristics, travel motives, preferred activities at a destination, travel behaviour and SWB when taking a holiday.

Chapter Five (Conclusions and Recommendations), the final chapter, consists of conclusions based on the previous chapters. Recommendations were formulated based on the results of the study.

A literature analysis of socio-demographic characteristics and travel motives on holiday destination choice and consequent SWB

"Tourists never just travel to places: their mindsets, routines and social relations travel with them."
(Larsen, 2008:27)

2.1 INTRODUCTION

Haworth and Lewis (2005:77) believe that both work and leisure are essential for well-being and that this awareness of well-being heralded the development of work-life policies that support the integration of leisure and work. With particular reference to leisure, Neal *et al.* (2007:154) indicated that a number of quality of life (hereafter referred to as QOL) research studies concerning travel and tourism found that leisure has many benefits, both direct and indirect. These benefits range from greater levels of happiness, improved health, increased longevity, increased self-esteem and greater satisfaction with various aspects of life to greater overall life satisfaction. Steyn *et al.* (2004:103) confirm that holidays (when tourism is seen as part of leisure) may lead to a positive change in well-being. Haworth and Lewis (2005:72), however, indicate that leisure is primarily used for recuperation from work. Based on this, Baloglu and Uysal (1996:33) emphasise that tourism destinations should keep in mind that the most successful tourism products are those that respond best to a multiplicity of needs within a given market segment. Indeed, Baloglu and Uysal (1996:33) suggest that destinations should make greater effort to match the destination attributes to the diverse psychological needs of the tourists, since this will lead to a higher subjective well-being (hereafter referred to as SWB).

The aim of this chapter is to document a literature study regarding socio-demographic characteristics, travel motives, preferred activities and independent choices' influence

on the decision-making process of taking a holiday and the effects of these decisions on SWB.

2.2 SUBJECTIVE WELL-BEING (SWB)

According to Diener (2002:1) and Diener (2006:399), SWB refers to the various evaluations individuals make concerning their own lives. These evaluations can be cognitive judgments (such as life satisfaction), and emotional responses to events (such as feeling positive emotions). Such evaluations are essential information to determine an individual's overall well-being and QOL (Pavot & Diener, 2004:680). Referring to QOL, Sirgy *et al.* (2010:6) indicates that a person's QOL is a function of both the quality of that person's character and the environmental conditions surrounding that person. Diener, Oishi and Lucas (2003:405) further suggest that SWB is one of the three major ways to assess QOL of societies, (along with economic and social indicators), and is thus important for behavioural sciences. Diener *et al.* (2003:405) furthermore explain that since SWB is a way of measuring QOL of individuals or societies, it provides an indication of a "good life" which characterises a happy life. This "good life" or "happy life" usually refers to the degree to which an individual's life is seen as desirable *versus* undesirable (Diener, 2006:401). However, Diener *et al*. (2003:405) warn that positive SWB is necessary for a good life but not sufficient for it. For example, a society may have a high SWB but may be found lacking in fairness, which is itself seen as an essential ingredient for a high QOL.

The breakthrough in well-being research emerged in the 1950's when the psychologists, who at the time only focused on negative emotional states, became interested in positive emotions and in feelings of well-being (Van Hoorn, 2007:1). The historical roots of subjective well-being can be traced back to Abraham Maslow's seminal study (1950) concerning self-actualisation that, *inter alia*, states that individuals can actualise their full potential only after basic survival, safety, personal and social needs are satisfied. Therefore, self-actualisation represents the next stage in meeting our personal, emotional and social needs (Bar-On, 2005:45). Current research from a well-being perspective recognises the importance of 'higher' order needs such as belongingness, love and self-esteem that are universally important in sustaining psychological well-being (Camfield, Guillen-Royo & Velazco, 2010:498). Diener, Oishi and Lucas (2009:187) however, state that the utilitarians were the intellectual forerunners of SWB

researchers, and focused on the emotional, mental and physical pleasures and pain that individuals experience. Researchers on SWB recognised that people approach positive motivations and do not merely avoid misery, and thus studied the entire range of well-being (Diener, Suh, Lucas & Smith; 1999:277). Earlier studies, such as the research done by Flugel (1925), studied SWB by means of individuals keeping record of their emotions and then summing the emotional reactions across moments. This research made Flugel a forerunner of modern experience sampling approaches. According to Diener *et al.* (2009:187), only after World War II did researchers begin polling people about their happiness and life satisfaction by using simple global survey questionnaires. It was later in the twentieth century that empirical studies of SWB began to take shape (Diener *et al.*, 2009:187).

Over the years, a number of theoretical constructs contributed to the understanding of SWB. Table 2.1 indicates the different factors that influence SWB.

Table 2.1: Factors influencing subjective well-being

Author(s)	Title of study	Factors influence on SWB
Lykken and Tellegen (1996)	Happiness is a stochastic phenomenon.	Temperament
Lucas, Clark, Georgellis and Diener (2002)	Re-examining adaptation and the setpoint model of happiness: reactions to changes in marital status.	Adaptation to conditions
Emmons (1986)	Personal strivings: an approach to personality and subjective well-being.	Goal striving

Even though Table 2.1 indicates the different factors (temperament, adaptation to conditions and goal striving) that substantially influence the levels of SWB, there is currently no single conceptual model that unites the field of SWB (Diener *et al*., 2003:405).

According to Gilbert and Abdullah (2004:108), SWB consists of three distinguishable components, namely positive affect, negative affect and satisfaction with life. However, Diener *et al.* (1999:277) further explain that SWB is a broad category of phenomena

that includes people's emotional responses, domain satisfactions and global judgements of life satisfaction. Subjective well-being, according to Andrews and Robinson (1991:61), may thus involve a focus on global well-being but also may refer to specific life concerns or domains. The following section will discuss how SWB is measured.

2.3 MEASURING SUBJECTIVE WELL-BEING

Subjective well-being (SWB) has been conceptualised as three separable components, namely pleasant affect, unpleasant affect and life satisfaction. It is therefore desirable to conceptualise and assess these components of SWB separately (Gilbert & Abdullah, 2004:108).

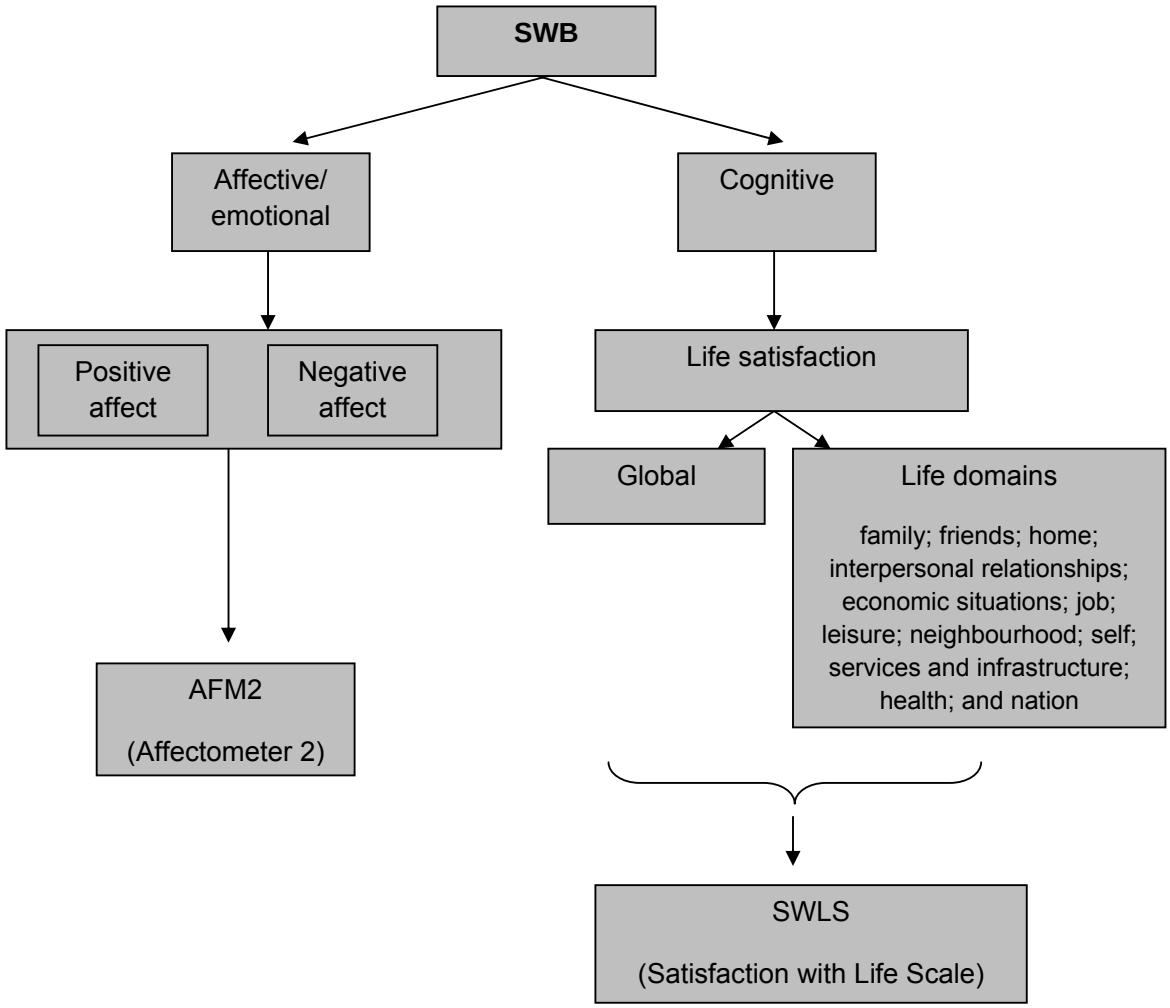

Figure 2.1: Measurements of subjective well-being

Adapted from: Gilbert and Abdullah (2004:108); Diener et al. (1999:277)

Figure 2.1 indicates that evaluations of SWB can be both cognitive and affective/emotional judgements. The affective component is defined as transient emotional experience (Tovar-Murray, 2010:358) and consists of balancing the positive and the negative affect. According to Gilbert and Abdullah (2004:108), the affective/emotion judgements can be evaluated by means of the Affectometer 2 developed by Kamman and Flett (1983). This consists of a 20-item Likert scale containing ten positive statements (such as, *My life is on the right track*, *My future looks good* and *I like myself*) and ten negative statements (such as, *I feel like a failure*, *I am stuck in a rut* and *Nothing seems very much fun anymore*). Positive affect denotes positive moods and reflects the reactions to events that signify to the person that life is preceeding in a desirable way; negative affect on the other hand includes moods and emotions that are unpleasant and represent negative responses experienced in reaction to one's life (Diener, 2006:400). This scale determines the well-being of an individual by the extent to which the positive/pleasant feelings (PA) outweigh the negative/unpleasant feelings (NA). The overall well-being is therefore reflected in a balance formula that calculates the total score: PNB (positive, negative balance) = PA – NA.

Life satisfaction is the cognitive domain and is a global assessment of the positivity that an individual appraises regarding life as a whole (Diener *et al.*, 1985:72). It is determined by using the Satisfaction with Life scale (SWLS) (Gilbert & Abdullah, 2004:109; Diener, 2006:401). The SWLS was developed by Diener *et al.* (1985) and consists of a 5 item Likert scale on which the respondents are asked to indicate how they feel about a number of the items on a scale ranging between 1 (strongly disagree) and 7 (strongly agree). The scores are then summed and could range from a low of 5 to a high of 35 (where 5-9 = extremely dissatisfied, 10-14 = dissatisfied, 15-19 = slightly dissatisfied, 20 = neutral, 21-25 = slightly satisfied, 26-30 = satisfied and 31-35 = extremely satisfied) (Tovar-Murray, 2010:362). As indicated in Figure 2.1, life satisfaction can also be measured within twelve specific life domains. These are family, friends, home, interpersonal relationships, economic situations, job, leisure, neighbourhood, self, services and infrastructure, health, and nation (Gilbert & Abdullah, 2004:109). Domain satisfactions are the judgements individuals make when evaluating major life domains and usually indicate how satisfied they are with various areas. These evaluations may also indicate how much they like their lives in each area (Diener, 2006:401). Sirgy (2002:58) explains that individuals can influence their own

SWB by controlling which life domains the individuals should draw from and which ones should be shut off. This is called the bottom-up spillover theory. The bottom-up spillover occurs as a direct function of domain salience (Sirgy, 2002:61). Domains that are regarded as highly salient are those that impact other domains even though a particular life domain may be more salient for some individuals and less salient for others (Sirgy, 2002:62). The affect in salient life domains is more likely to spill over and thus contribute more to SWB than the affect in less salient domains (Sirgy, 2002:62). Clearly, positive or 'happy' moments will cause an individual to experience well-being, and the more positive moments an individual experiences, the more the levels of well-being rise (Diener & Ryan, 2009:394).

In order to understand how SWB can be influenced by taking a holiday, satisfaction should be understood clearly and will therefore be discussed in the following section.

2.4 THE ROLE OF LEISURE (TAKING A HOLIDAY) ON SUBJECTIVE WELL-BEING

Oliver (1997:13) defines satisfaction as pleasurable fulfilment. Hernandes-Lobato, Solis-Radilla, Moliner-Tena and Sanchez-Garcis (2006:346) add that a tourist senses that consumption will fulfil a need, and that this fulfilment will be pleasurable. Need satisfactions are usually identified in terms of goods and services but can also be seen as providing the basis for psychological well-being and SWB (Camfield *et al.*, 2010:499). Satisfaction thus has a cognitive and affective nature where the cognitive nature refers to the exercise in comparing expectations and performance; and the affective nature to the associated feeling of pleasure (Hernandes-Lobato *et al.*, 2006:346). Leisure/taking a holiday is a complex human need that is fulfilled by the production and consumption of individually defined, pleasant needs (Ateca-Amestoy, Serrano-del-Rosal & Vera-Toscano, 2008:64). Tourists therefore value the degree of pleasurable fulfilment of their needs, including the full range of services and activities offered by the destination (Hernandes-Lobato *et al.*, 2006:346).

In addition to life domains, Gilbert and Abdullah (2004:117) found that holidays (as a form of leisure activity and experience) have the characteristic of providing satisfaction that generates positive moods enhancing an individual's sense of well-being. Neal, Sirgy and Uysal (1999:160) found that satisfaction with leisure life became insignificant,

and that individuals may perceive travel and tourism experiences as synonymous with leisure life. This indicated that taking a holiday has a direct impact on the overall 'life satisfaction' of leisure travellers. To set off on holidays, which is seen as a substitute for general leisure life, therefore contributes more to SWB than general leisure life. The afore-mentioned is illustrated in Figure 2.2.

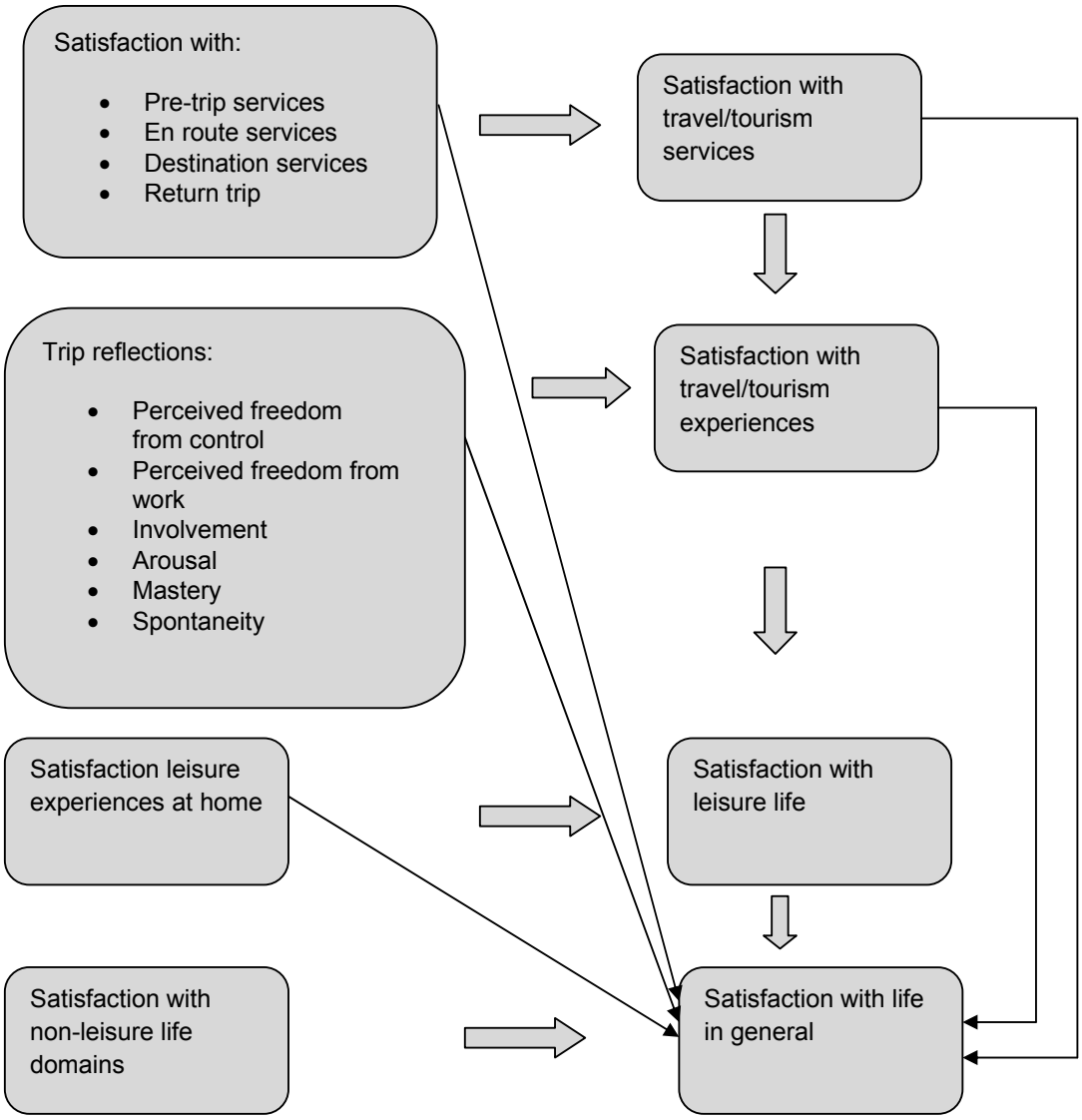

Figure 2.2: The role of satisfaction with leisure travel/tourism services and experiences in satisfaction with leisure life and overall life

Source: Neal et al. (1999:159)

Figure 2.2 indicates (by means of the block arrows) how satisfaction with a travel experience can influence the tourist's satisfaction with life in general (SWB). Satisfaction with services during, the pre-trip, en route, at the destination, and during the return trip each influence satisfaction with the overall travel/tourism services. Satisfaction with the travel/tourism services leads to satisfaction with the travel/tourism experience that is in turn influenced by the trip reflections. Satisfaction with travel experiences and satisfaction with leisure experiences at home both contribute to satisfaction with the leisure life domain of the tourist. Satisfaction with leisure life subsequently, as well as non-leisure life domains (family, nation, for example), leads to satisfaction with the tourist's general life (SWB). Research by Neal *et al.* (1999:160) also found that travel trip experiences have a direct impact on the overall life satisfaction of leisure travellers (indicated in Figure 2.2 with the 'thinner' arrows) and that non-leisure life domains (such as family, job and health) also had a direct effect on satisfaction with life in general. The authors further found that satisfaction with leisure experiences appear to influence satisfaction with both leisure life and life in general. Sirgy, Kruger, Lee and Yu (2010:20) support the notion of Figure 2.2, but explain that the greater the satisfaction with events experienced on a tourist trip, the greater the positive affect these events have on those life domains containing those events. Thus, the events occurring on a trip contribute to a positive or a negative affect in various life domains and changes in positive or negative affects in life domains contribute to changes in SWB (Sirgy *et al*., 2010:20). Figure 2.2 illustrates that tourists who pursue destinations that are designed to address their motives will experience a change in their SWB where a satisfactory experience leads to a higher SWB than that acknowledged prior to the trip and a dissatisfactory experience will lead to a lower SWB.

Various decisions made to take a holiday are discussed in the following section.

2.4.1 Paradigm shift in tourism

The decision to take a holiday is increasingly complex. According to Page and Connell (2009:77), currently, the basic sun, sand and sea (the so-called "3S's") holidays are no longer sufficient to meet the demands of the modern tourist, and a more individualised quality product is in demand. Page and Connell (2009:77) further state that the contemporary tourism industry has had little choice but to become more consumer orientated in order to meet, and where possible, to exceed the increasingly

sophisticated needs and motives of the particular market. Figure 2.3 illustrates the paradigm shift in the tourism industry which destination should consider before developing a destination for a particular market.

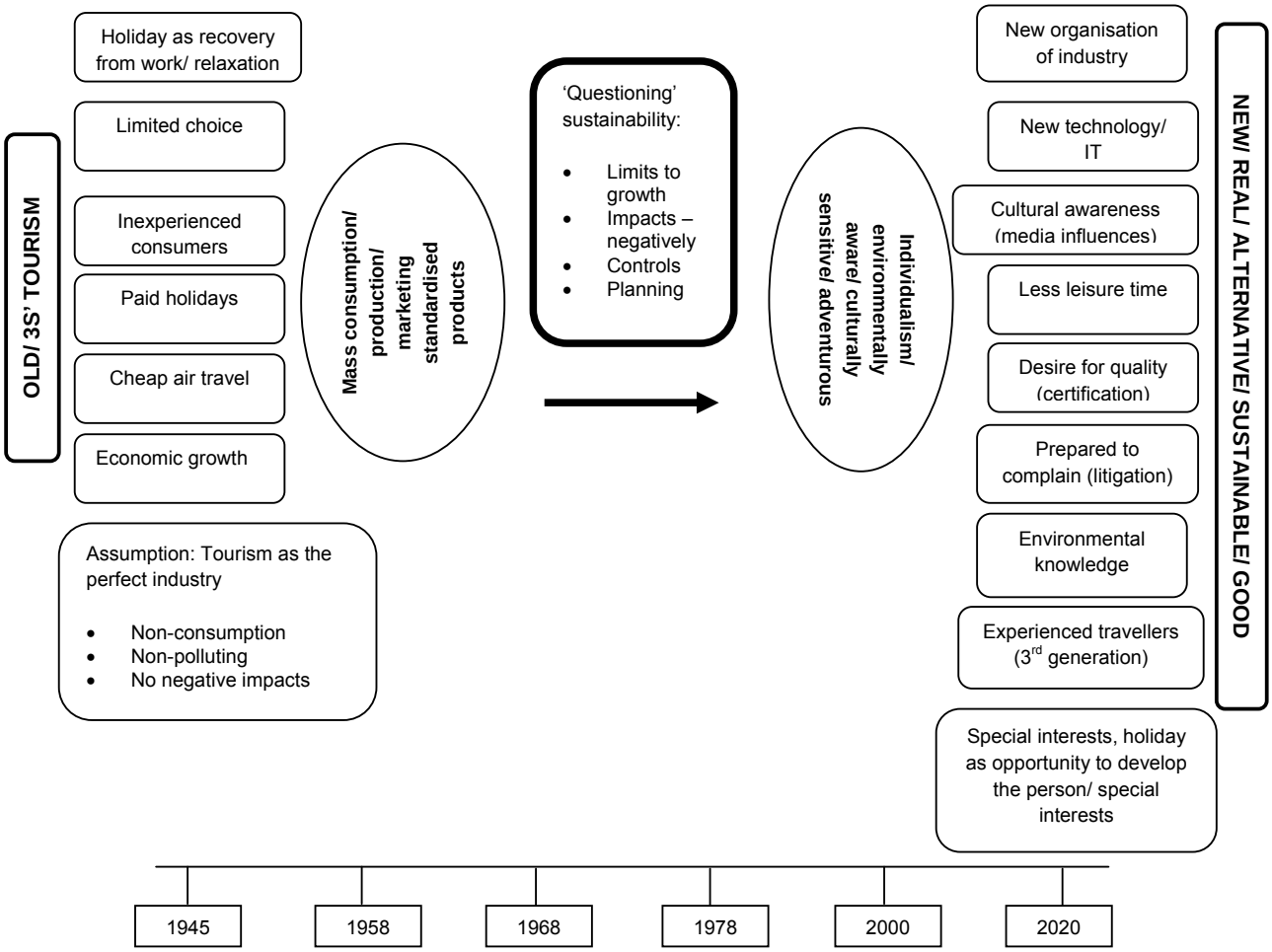

Figure 2.3: Tourism lifecycle: a paradigm shift
Adapted from: Page and Connell (2009:78)

Figure 2.3 illustrates the paradigm shift that has occurred in tourism activity since 1945. Tourism has evolved from a product-led industry where the industry was dominated by standardised (and limited) holiday choices, as well as by the consumer's own inexperience (Page & Connell, 2009:77). According to Page and Connell (2009:77), an industry of individualised products and tourists who are more ready to put together their own product without the help of a travel agents, is emerging. Weaver and Lawton (2006:338) define a paradigm as an entire constellation of beliefs, assumptions and

values that underlie the way in which a society interprets reality at a given point in time. A paradigm shift therefore indicates that an existing paradigm is faced with a contradiction to the current beliefs, assumptions and values. Weaver and Lawton (2006:338) believe that the period when an existing paradigm is being replaced with a new paradigm may last for decades, or even for centuries. It may not mean a total deconstruction of the 'old' paradigm, but can persist as a co-existent worldview. Paradigm shifts in the tourism sector can also mean a shift in the decision-making processes of tourists.

Gibson (2005:211) describes, in terms of practical application, that to have more understanding of why people do what they do (that is, their behaviour), can be very useful in order to provide better facilities and products/services and assist in more effective marketing of products/services to potential clientele. For this reason alone, it is therefore imperative to understand the decision-making process.

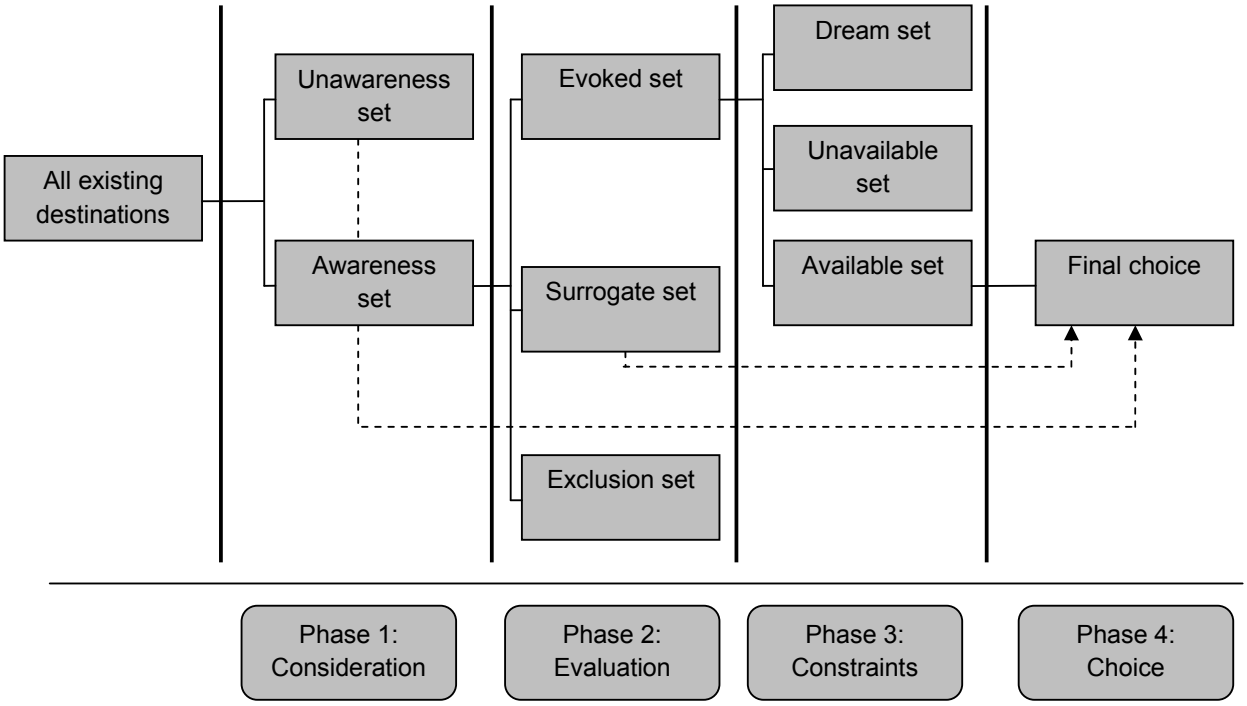

Figure 2.4: The formation of destination choice phases

Source: Decrop (2010:108)

Figure 2.4 demonstrates the decision-making process as four phases, those of consideration, evaluation, constraints and, finally, of choice. In the first phase (*consideration*), the individuals are either aware, or are perhaps not aware, of existing destinations to satisfy their need. Awareness, according to Decrop (2010:108), results from one's own experience or from information gathered opportunistically from external sources. External sources, according to Cant, Brink and Brijball (2009:198), include personal information sources, business and marketing, advertising, promotions, neutral sources such as brochures and pamphlets, and lastly, social and cultural influences. Individuals then evaluate (phase 2: *evaluation*) the destinations they are aware of. The destinations that are evaluated positively will fall either into the evoked set (preference or expectation level) or into the surrogate set (tolerance level). Destinations that were negatively evaluated are included in the exclusion set. Decrop (2010:108) explains that evoked destinations end up into the dream set when holiday goers face one or more structural constraint(s) or into the unavailable set if they are confronted with one or more situational inhibitor(s) (phase 3: constraints). In contrast, destinations included in the available set occur when no constraints were expected. The final phase (phase 4: *choice*) is made either from the surrogate set, or straight from the awareness set. A spare surrogate destination may also be chosen when the available set decreases to no alternative destination at all due to the intervention of situational inhibitors (Decrop, 2010:108). However, other factors such as demographic characteristics also influence the holiday experience and the decision to take a holiday. These factors are therefore discussed in the following section.

2.5 DEMOGRAPHIC CHARACTERISTICS' INFLUENCE ON TRAVEL TRIPS

Holidays, according to Richards (1999:192), are still constrained by a variety of factors such as a lack of time, money, work and family structures from taking advantage of the opportunities offered by the tourism industry. Decrop (2000:231) believes that important differences in decisions and decision-making styles result from classical criteria such as age, family situation, socio-economic status and occupation. It is therefore vital for destinations to understand tourist demographics. Demographic characteristics, however, may not only pose as constraints but may also influence the decision to take a holiday as well as affecting the experiences at the destination once a destination has been selected. The following section will investigate each demographic characteristic

as a constraint, as an influencer on decision-making, as well as an influencer on the destination experience.

2.5.1 Age

Foot (2001:21) explains that age has been shown to be an important explanatory variable in individual participation that, within leisure, decreases with age. Page and Connell (2009:87) agree with the latter and state that, in the United Kingdom, tourists in their early twenties and tourists over 60 years of age are constrained from taking holidays by a lack of income. Alegre, Mateo and Pou (2010:54) confirm this and indicate that, in the case of a family being older than 55 years of age, the probability of affording a holiday decreases, as the family may be budget-constrained. Other discouragements that go hand in hand with age are the presence of illness, the need for the availability of medical services, for personal security and for safety and hygiene (Page & Connell, 2009:87).

With regard to travel motives and spending, Heung, Qu and Chu (2001:266) state that younger tourists (18-24 years of age, 35-44 years of age, 45-54 years of age) rated 'exploration' significantly higher than older tourists (55-64 years of age), while Jang and Ham (2009:378) on the other hand indicated that older, more senior, households spend more than the "baby boomer" households on travel expenditures. Ateca-Amestoy *et al.* (2008:71) also indicate that age affect one's evaluation of one's own leisure experience since people allow distinct satisfaction statements to depend on different life moments.

2.5.2 Family life cycle

Traditionally age and stage in family life-cycle are also highly correlated, thus allowing age to be appropriate in the measurement of family life-cycle which affects not only which leisure activities are undertaken, but why and by whom (McGuiggan, 2001:197-198). Alegre, Mateo and Pou (2009:537) corroborate this and also indicate that age is associated with the family life cycle and family size. However, McGuiggan (2001:198) explains that in recent years, life-cycle is no longer applicable due to marriage taking place later in life, smaller families and rising divorce rates. Whatever the case, Table 2.2 indicates that each life cycle stage determines a certain type of tourism behaviour.

Table 2.2: Family life cycle and tourism behaviour

Stage	Tourism Behaviour
Early childhood	Seeking resorts with entertainment facilities for children.
Early teenager	Resort-based holidays with nightlife; youth hostels and semi-independent activity holidays; group-based holidays.
Young person	Holiday-taking dependent on time and resources; high on adventure, backpacking and experiences.
Partnership stage	Wide ranging; more short breaks to fit in with dual careers.
Family stage – early	Key interest in main holiday; visiting friends and family at other times.
Family stage – late	Mix of holidays; children seeking independence.
Empty nest	Higher prosperity to take more expensive explorer holidays and second breaks; wide ranging holidays.
Retired	Continued search for quality; seeking more passive holidays as age increases; old age no longer a barrier to travel.

Adapted from: Lumsdon (1997:4) and Weaver & Lawton (2006:180)

2.5.3 Time

Ateca-Amestoy *et al*. (2008:70) describe how restriction on time ultimately has a negative effect on the level of leisure satisfaction of an individual. McCabe (2009:670) also confirms that the lack of time, because of work commitments, is a reason for individuals to experience social exclusion from tourism. Ateca-Amestoy *et al.* (2008:70-71) state that retired people (who have more time free) are indeed more satisfied with leisure than those that work.

2.5.4 Family composition

New trends in the traditional holiday can be discerned because of children who exert more pressure on the parents to visit destinations associated with the childhood phase, such as Disneyland (Page, 2007:80). Crompton and Keown (2009:47) found that travellers with children at home who travel, both bond more with family and friends and also rest more than other travellers. They also consider the benefits from rest and relaxation to be more important than older travellers do (Crompton & Keown, 2009:49).

Wang, Chen and Chou (2007:33) also indicated that children have a stronger influence on the decisions of senior travellers, who may be retired or unemployed, concerning holidays. However, the influence of children on the decision making process decreases as the education levels of the parents becomes higher (Wang *et al*., 2007:34). Alegre *et al*. (2010:52), in fact, indicate that the presence of minors in the family reduces the probability of that family being able to afford a holiday. The presence of children and/or handicapped persons, or perhaps the elderly with continuous assistance requirements, may impose a higher demand for time and resources devoted to them and so restrict individuals from taking holidays or only permitting them to enjoy their leisure experience to a lesser degree (Ateca-Amestoy *et al.*, 2008:70). In addition, Alegre *et al.* (2009:540) found that the larger the family, the lower the probability of holiday participation. Alegre *et al*. (2010:52) furthermore state that the presence of one unemployed member of the family, who does not receive unemployment benefits, also indicates a lower probability to afford a holiday.

2.5.5 Marital status

Ateca-Amestoy *et al.* (2008:71) indicate that the marital status should also be considered in the sense that individuals may opt to enjoy leisure with closest relatives. Page (2007:80) determined that females in the household are the holiday decision-makers. However, Wang *et al.* (2007:33) in their study of senior tourists found that the husband of a family had a larger influence than did the wife on where to go, when to go, how much money to spend, how much time to spend on holiday, where to stay, and the type of transport to use. The wife, on the other hand, showed more influence on the restaurants to be visited and the shopping undertaken during vacation. Also, individuals living with their partner are likely to enjoy higher levels of leisure satisfaction than are those living alone (Ateca-Amestoy *et al.*, 2008:70-71). Crompton and Keown (2009:47) indicate that travellers who live alone place much less value on travel benefits received from family-and-friends, while travellers who are in their mid-50's or older are less motivated by rest and relaxation. Ateca-Amestoy *et al.* (2008:70-71) furthermore found that divorced people are less satisfied than are their single counterparts, and that elderly people are more likely to be less satisfied with their leisure.

2.5.6 Gender

Gender also has an influence on the choice of leisure activities (McGuiggan, 2001:198). Referring to this influence, Heung *et al*. (2001:266) explain that, in their study, female tourists rated 'benefits sought' significantly higher than did their male counterparts, indicating that females are benefit seekers. Ateca-Amestoy *et al.* (2008:71) furthermore point out that gender affects one's evaluation of one's own leisure experience since empirical evidence suggests that men experiences more satisfaction with leisure.

2.5.7 Education

Crompton and Keown (2009:50) found that travellers who were less educated, and travellers with children, score significantly lower on the discovery-index than do university-educated travellers. Education may also provide an opportunity for learning and the ability to earn higher income that permits increasingly more expensive leisure pursuits (McGuiggan, 2001:199).

2.5.8 Income

Concerning income, Alegre *et al.* (2009:534) recorded that the higher the income bracket, the lower the percentage of households that do not take holidays. Alegre *et al.* (2010:50) also found similar results in that the higher the income per adult, the greater the probability of being able to afford a holiday. Occupational status, furthermore, may be one of the most important features affecting the level of one's satisfaction with the leisure experience (Ateca-Amestoy *et al.,* 2008:70). Some occupations are more time consuming then others and therefore reduces the time availability for leisure which eventually has a negative effect on leisure satisfaction the individual will experience.

The above section indicated demographic characteristic's influence on travel behaviour. The next section however will examine the demographic characteristic's influence on SWB.

2.6 DEMOGRAPHICS' INFLUENCE ON SUBJECTIVE WELL-BEING

Both Diener and Ryan (2009:396) and Diener *et al.* (1999:292) indicate that successive studies have not discovered significant gender differences in terms of SWB. However, women appear in samples as both extremely happy and extremely unhappy, but this over-representation is possibly because women experience positive and negative

emotions more frequently and more intensely than do men (Diener & Ryan, 2009:396). Diener and Ryan (2009:398) believe that there exists an opposite relationship between education and the ability to lead a satisfying life. However, Diener *et al*. (1999:293) also indicate that it is reasonable that education may have other indirect effects on SWB as education may contribute to SWB by allowing individuals to make progress towards their goals, or may even raise aspirations, but may also interfere with SWB if education leads to expectations that are subsequently not met.

Younger people may report higher levels of pleasant emotions because of the historical period in which they live. Even so, the tendency to report decreasing life satisfaction across the life span indicates the ability of people to adapt to their circumstances (Diener *et al.*, 1999:291) and so no significant correlation exists between age and SWB. Interestingly, Diener and Ryan (2009:289) state that married women and men were consistently happier than were unmarried women and men. These authors, moreover, noted that happier people have a better chance of becoming married and, that once they commit to that marital relationship, the psychological benefits of companionship can further boost SWB.

In addition to demographic characteristics, travel motives influence travel behaviour and are therefore discussed in the following section.

2.7 THE INFLUENCE OF TRAVEL MOTIVES AND CHOICE SETS ON TRAVEL BEHAVIOUR

With the foregoing in mind, Page (2007:78) explains that the role of consumer behaviour in tourism is important when seeking to understand the practical ways consumers choose to become tourists. According to Saayman (2006:29), travel behaviour is influenced by a number of aspects of which motives are merely one. Consequently, behaviour is the result of interaction of numerous motives, and of various socio-economic and psychographic factors. Crompton and McKay (1997:425) argue that motives are the starting point that launches the decision processes. Needs therefore result in motives and, consequently, result in behaviour.

According to Cant *et al.* (2009:131), in marketing, a need by itself is not sufficient. Cant *et al*. (2009:131) state that the customer (the tourist) must also want to do something

about the need. When someone wishes to satisfy a need, this desire is called "motivation" and so there is a clear relationship between needs and motives. Cant *et al*. (2009:131) also explain that motivation is produced by a state of tension that exists in the individual. This tension results from an unfulfilled need. The authors believe that people behave in such a way to relieve the stress they feel by satisfying the need causing the stress. After survival needs have been satisfied, the tourist seeks protection against physical and psychological harm (Rishi, Moghe & Upadhyay, 2008:710). Goossens (2000:302) reinforces the argument that motivation occurs when an individual wants to satisfy a need. Based on this, Goossens (2000:304) indicates that tourism services can be designed as solutions to customer's needs and that tourism products can consequently be designed as solutions to customer's motivations.

Maslow (1943) is the most influential contributor in terms of this field. Maslow's theory indicates that people try to move progressively upward in a hierarchy (Rishi *et al.*, 2008:710) of which this hierarchy, ordered from lowest to highest, is psychological needs; safety needs; belonging and love needs; esteem needs; and self-actualisation needs (Page & Connell, 2009:81). According to Maslow's hierarchy (1945), tourists' needs are normally related to the higher order needs for self-esteem, self-actualisation and social needs (Lee, 2009:218). Three other well-known theories (Cook, Yale & Marqua, 2010:34) about motivation that will also be briefly discussed are the push and pull theory, Pearce's leisure ladder and Plog's psychocentric/allocentric continuum.

Pearce's (1991) leisure ladder is similar to the work of Maslow (Cook *et al.,* 2010:37); however, Pearce gives more detailed insight into specific tourist behaviour. Pearce's model attempts to explain individual behaviours based on stages in a tourist life cycle. Interestingly, this cycle is very similar to the stages of the working career, for just as an employee starts a career and eventually becomes more skilful, so too does the tourist become more "skilful" in his/her leisure activity venture (Cook *et al.,* 2010:37). Pearce (2005:53) argues tourists' motives change with their travel experience and indicates that, as tourists accumulate travel experience, they progress upward through the levels of motivation (Pearce, 2005:54). The first stage that tourists must take care of is that of relaxation and bodily needs, whereafter they move up to successively fulfil higher stages such as stimulation, relationship, self-esteem, development and fulfilment (Cook *et al.,* 2010:37).

Further efforts to understand the tourist's wants and needs led to a model compiled by Plog (2002). Plog indicates that to understand tourism behaviour patterns, it is possible to use personality characteristics by classifying tourists along a continuum. Allocentrics (ventures) anchors the one end, and psychocentrics (dependable) anchor the other (Litvin, 2006:245). Ventures are those seeking adventure through travel while dependables are those seeking the comfort of familiar surroundings in their tourism experiences (Cook *et al.,* 2010:37). Cook *et al.* (2010:37) explain that ventures are referred to by marketers as 'innovators' who seek out new locations and activities before they are discovered by others. The dependables, on the other hand, most probably are limited by tradition or custom, and tend to be uncomfortable with new and different activities and/or locations. Dependables will therefore probably visit popular locations and participate in customary, or 'usual', activities. Litvin (2006:245), however, believes that in between the two extremes can be found the majority of travellers he classifies as mid-centrics. Mid-centrics lean neither to the adventures of the ventures nor to the comforts of the familiar surroundings of the dependables (Litvin, 2006:246).

Finally, Cook *et al.* (2010:34) believe that the theory of travel motivation also emphasises that tourists are pushed (motivated) to travel by many factors (personality traits, individual needs and wants) simultaneously, and by the pull (attract) of destinations. Thus, tourists are motivated to make decisions by a combination of resources (push and pull theory). Fluker and Turner (2000:381) agree and add that push factors are the socio-psychological needs that encourage travel while the pull factor is one where the tourist is motivated or encouraged by the destination to travel. Research has shown that these push and pull factors are equalised by the tourist when travelling in order to satisfy a specific need at the destination that will most probably be able to satisfy that need (Cook *et al.,* 2010:34).

With these motivational theories in mind, Bhatia (2007:29) specifies that motives for travel cover a broad range of human behaviour and experiences, and that breaking down the motives will give reasons why more people engage in tourism. These motives can be grouped into the following categories: pleasure; relaxation, rest and recreation; health; participation in sports; curiosity and culture; ethnic and family; spiritual and religious; status and prestige; and professional/ business reasons (Bhatia, 2007:29-32).

Kruger and Saayman (2009:72) found that motivation analysis is vital in identifying the different needs of different groups and accordingly allow marketing that is more effective. Again, Kruger and Saayman (2010:100) found similar results and suggested that marketers should consider practical implications for motives of tourists, since these motives may be fundamental in increasing destination satisfaction and could create brand (destination) loyalty. Pan and Ryan (2007:304), on the other hand, explain that any maintenance or upgrading of existing recreational facilities should consider the demands and motivations of different groups into account in order to balance these and so achieve the maximum recreational benefits. To understand the travel motivation of potential tourists will help destinations to develop cost-effective marketing strategies and products; will ensure competitive advantage and will distinguish the destination from other destinations (Van der Merwe, Saayman & Slabbert, 2010:12). The reason to seek better understanding of travel motives lies in the intimate relationship of motivation with satisfaction with the understanding that motives occur before the experience and satisfaction occurs after the experience (Crompton & McKay, 1997:426). Table 2.3 illustrates that different motives occur for different tourism destinations.

Table 2.3: An analysis of tourism motivation

Researcher(s)	Study	Motivations
Events/ festivals		
Chang (2006:1231)	Segmenting tourists to aboriginal cultural festival: an example in the Rukai tribal area, Taiwan.	• Equilibrium recovery • Festival participation and learning • Novelty-seeking • Socialisation • Cultural experience
Lee, Lee and Wicks (2004:67)	Segmentation of festival motivation by nationality and satisfaction.	• Cultural exploration • Novelty • Escape • Event attractions • Socialisation
Lee (2000:174)	A comparative study of Caucasian and Asian visitors to a cultural expo in an Asian setting.	• Cultural exploration • Family togetherness • Escape • Novelty • External groups socialisation

		• Event attractions • Known-group socialisation
Parks and nature areas		
Pan and Ryan (2007:303)	Mountain areas and visitor usage – motivations and determinants of satisfaction: the case of Pirongia Forest Park, New Zealand.	• Relaxation • Mastery • Intellectual • Social • Belonging
Mehmetoglu (2007:657)	Typologising nature-based tourists by activity – Theoretical and practical implications.	• Nature • Physical activity • Novelty • Mundane everyday • Social contact • Ego/ status
Beh and Bruyere (2007:1467)	Segmentation by visitor motivation in three Kenyan national reserves.	• Escape • Culture • Personal growth • Mega-fauna • Adventure • Learning • Nature • General viewing
Eco-tourism		
Kerstetter, Hou and Lin (2004:495)	Profiling Taiwanese ecotourists using a behavioural approach.	• Natural setting • Ecological setting • Family and/or friends • Enhance physical health
Kwan, Eagles and Gebhardt (2010:12)	Ecolodge patrons' characteristics and motivations: a study of Belize.	• Learn and explore • Wilderness and undisturbed nature • Tropical forests • Learn and explore nature • Warm climate • Physically active
Sport/ Adventure		
Kim and Chalip (2004:704)	Why travel to the FIFA Soccer World Cup? Effects of motives, background, interest and	• Supporting the national team • Aesthetics • Eustress

	constraints.	• Vicarious achievement
Fluker and Turner (2000:387)	Needs, motivations, and expectations of a commercial white-water rafting experience.	Without prior experience: • Seeking new experience • Exploring adventure alternatives • Willing to take risks With prior experience: • Relaxed • More realistic expectations • Ancillary expectations (friends and nature)

In addition to the different travel motives for different tourism destinations as shown in Table 2.3, some motives coincide. Novelty is a travel motivation for event/festival and for park travellers; learning and exploration may be motivates for event/festival, park, eco-tourism and for sport/adventure travellers; while accompanying friends and family may be the travel motive for event/festival, park, eco-tourism and sport/adventure travellers alike. This indicates that tourists are not motivated by just one motive but perhaps by a combination of motives. These motives are, furthermore, product/service sensitive. This indicates that the unique characteristics of the product/service play a significant role in the tourist decision-making process. However, even in a seemingly homogeneous group, travel motives may differ. Kruger and Saayman (2010:100) found that, even where tourist profiles and the types of attraction sought are similar, the travel motives may differ.

In addition to travel motives and demographic characteristics, other interdependent choices also influence the travel trip. These influences make decision-making a complex multi-dimensional process (Dellaert *et al.*, 1998:314). Further, different choice sets also have an influence on decision-making.

However, Dellaert *et al*. (1998:315) conversely state that tourists first have to decide to take a holiday before decisions regarding trip destination; type of accommodation; travel companions; travel mode for trip; when to make the trip; and duration of the trip are made (choice sets). Destinations should also bear in mind that tourists' choices are interrelated. Wang, Rompf, Severt and Peerapatdit (2006:344) point out that the

number of people in the travel party, length of stay and distance to be travelled are further trip-related variables consistently important in influencing travel expenditures. However, this again highlights the importance of different choice sets for destinations but also creates uncertainty for decision-makers at destinations when designing products/services intended to satisfy tourists' needs/motives.

2.8 THE INFLUENCE OF ACTIVITIES ON DECISION-MAKING

Demographic characteristics, travel motives and choice sets therefore lead to holiday (tourism) purchase experiences that Page (2007:66) describes as being different from many other consumer purchases. This is because a holiday experience may be an enduring one and have long-lasting impacts in terms of reflections of the psychological enrichment of one's life (Page, 2007:66). However, travel experience can only be gained through participation in the activity, and as a result, any discussion of travel experience has to be linked to actual behaviour (Opperman, 2000:25). It is therefore also important for destinations to identify those activities tourists prefer in order to satisfy their motives that will lead to satisfaction with the holiday destination. Table 2.4 illustrates some different activities that may be attractive for different types of tourists.

Table 2.4: Type of tourist's activities preferred

Author(s)	Type of tourist	Activities
Weaver and Lawton (2006)	Natural	• Hiking trails • Visiting wildlife parks • Visiting scenic highways • Visiting scenic lookouts • Visiting botanical gardens
	Cultural	• Visiting battlefields • Visiting graveyards • Visiting mines • Visiting theme parks • Visiting shopping districts • Visiting festivals
Hudson (2003)	Marine	• Boating • Sailing • Fishing • Sea Kayaking • Diving

		• Surfing
	Adventure (mountain)	• Canyoning • Climbing • Trekking • Scrambling • Mountain biking • Horse riding • Camping • Bungee jumping • Ski tour
Pearce and Butler (1999)	Urban (city)	• Visiting well known landmarks • Visiting architecture noted for history • Live music • Theatre and arts • Visiting festival and arts • Visiting restaurants

Table 2.4 indicates that different tourist types have different activities that they prefer. If destinations identify the activities that tourists prefer during their holiday experience, destinations may be able to provide these activities and so deliver a more satisfactory product/service.

From the above discussion, it can be seen that the demographic characteristics, needs/motives, activities preferred and different choice sets collectively influence the decision-making process and travel behaviours of tourists. Knowledge regarding these aspects will therefore assist destinations to understand their potential markets, and so alter products/services to satisfy the specific needs of the potential markets.

2.9 CONCLUSION

The aim of this chapter was to conduct a literature analysis of socio-demographic characteristics, of travel motives influences on holiday destination choice and on the consequent SWB. From the literature discussed, the following figure can be drawn up to explain how enhanced SWB can be obtained through a holiday.

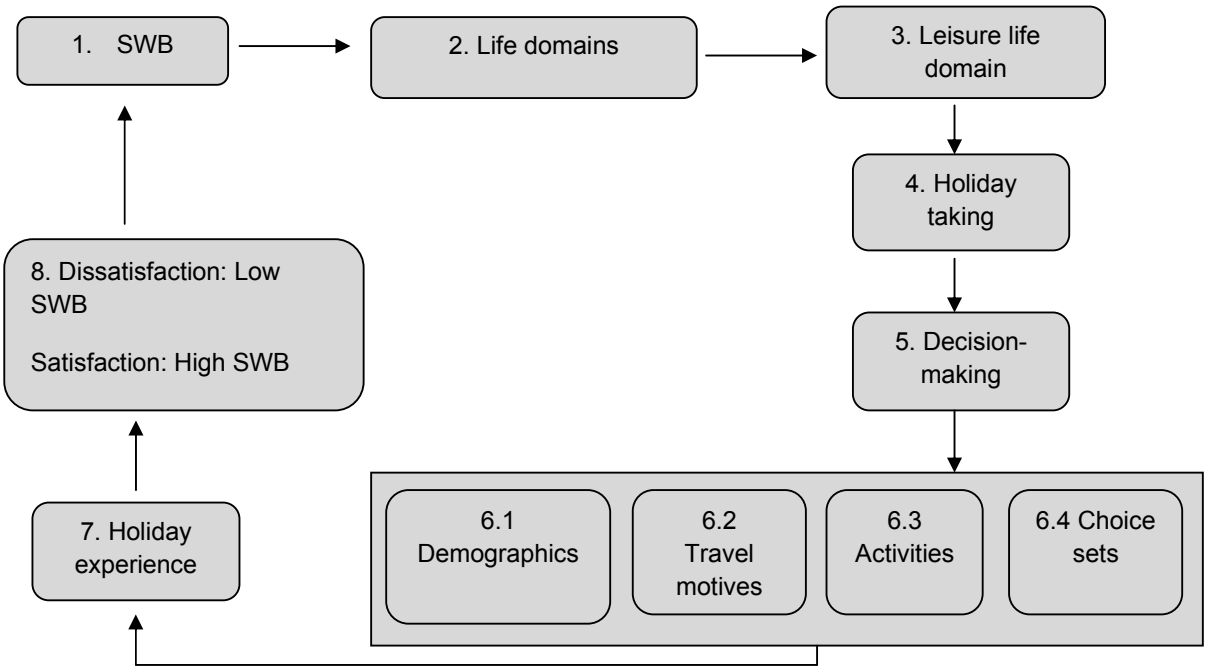

Figure 2.5: The influence of holiday taking on subjective well-being

This chapter specifically looked at the leisure life domain as the salient life domain (#3) which is just one of twelve domains (#2) used to measure SWB (#1) (see Figure 2.5). Holiday taking (#4) is a form of the leisure life domain but, as discussed in the chapter, the decision to take a holiday is a multifaceted decision (#5) influenced by various factors which include demographic characteristics (#6.1), travel motives (#6.2), activities (#6.3) and interdependent choices (#6.4). Understanding the demographic characteristics (#6.1), as previously discussed, enables a destination to understand their customers and their needs/motives (#6.2) more thoroughly. If holidaymakers feel that most of their tourism expectations (motivations) have been met or satisfied, they will be most likely to appraise the holiday as satisfying (Gilbert & Abdullah, 2004:117). As discussed, socio-demographics and needs/motives are not the only factors that destinations have to consider when creating a satisfactory product/service for tourists. Tourists also have particular activities (#6.3) they would like to participate in, for participation in these activities leads to behaviour (decision to travel) (Page, 2007:66). If the tourist observes a destination as likely to satisfy his/her needs, motives and activities, the destination providing these will probably be the preferred destination to visit, and subsequently other choice sets (#6.4) will follow. When the outcome of experiences (#7) at the destination are satisfactory, the tourist will experience higher

SWB when compared (#8) to a destination which satisfies just one of the necessities for a completely satisfying experience. These factors should therefore not be seen separately, but should be viewed as interdependent factors.

As this study specifically focuses on the role of holiday taking on the overall well-being of pharmacists, Figure 2.5 will be applied to pharmacists in the subsequent chapters. These chapters will determine the demographic characteristics, travel motives and activities of pharmacists to help destinations fully understand this market and so provide the pharmacists with a satisfactory experience that will enhance their SWB.

Taking a holiday: does it impact positively on pharmacists' well-being?

Abstract: The working conditions of pharmacists in South Africa are stressful and contribute to low subjective well-being (SWB). Reducing the stress of pharmacists is thus vital to the profession as well as for the safety of the patients. However, help is at hand, as research indicates that leisure or taking a holiday may be a buffer against stress and can lead to a positive change in well-being. Therefore, the aim of this chapter is to determine whether taking a holiday leads to positive SWB of pharmacists. To achieve this aim, questionnaires were electronically mailed to pharmacists in South Africa from which 207 (n) completed questionnaires were obtained. Dependent t-tests were used to compare the pre- and post-mean values of pharmacists' holiday experience and the results obtained showed that pharmacists' SWB did indeed increase after taking a holiday. These results have implications for destinations (for example, by leading them to alter their product/services) as well as for employing companies (for example, by offering financial benefits due to low staff turnover and satisfied patients).

Keywords*: Pharmacist, destination, holiday (vacation), well-being.*

3.1 INTRODUCTION AND PROBLEMSTATEMENT

According to Diener (2002:2), subjective well-being (hereafter referred to as SWB) refers to several separable components such as life satisfaction and satisfaction with different life domains (such as marriage, work, income, housing and leisure); feeling positive affect (pleasant moods and emotions) most of the time; experiencing infrequent feelings of negative affect (such as stress, depression and anger); and judging one's life to be meaningful and fulfilling. Diener *et al.* (2003:405) furthermore suggest that SWB is one of the three major ways, along with economic and social indicators, to assess the quality of life (hereafter referred to as QOL) of societies, and hence, is important for behavioural sciences. Since SWB is one way of measuring QOL, it also offers an indication of a "good life" which characterises a "happy life" (happiness) (Diener *et al.*, 2003:403).

Subjective well-being (SWB) can be explained more clearly by the bottom-up spillover theory that occurs as a direct function of domain salience (Sirgy, 2002:61). Sirgy (2002:58) explains that individuals can influence their own SWB by controlling the life domains from which they draw SWB, and by determining which domains should be shut off. The basic premise is to draw from those life domains containing positive feelings and to close out, or shut down, those with negative feelings. Highly salient life domains are those that impact other life domains and the affects of which are more likely to spill over to other life domains and cause higher SWB than less salient life domains would (Sirgy, 2002:62). Hence, SWB can be increased by allowing positive life domains to spill over positive affects in to the most super-ordinate domain, namely overall life (Sirgy, 2002:58). Therefore, the more positive moments an individual experiences in that life domain, the more the levels of well-being will rise (Diener & Ryan, 2009:394).

With this in mind, Haworth and Lewis (2005:76) state that enjoyable and satisfying leisure activities are vital to sustain well-being. This is a good example of the principle of the bottom-up spill over theory. Sirgy *et al.* (2010:20) in addition explain that the greater the satisfaction with events experienced on a tourist trip, the greater the positive affect these events contribute to the life domains housing those events. Therefore, the positive or negative affect in various life domains contributes to positive or negative affect changes in SWB (Sirgy *et al.*, 2010:20). In a similar vein, Haworth and Lewis

(2005:77) furthermore indicate that not only is leisure important to sustain well-being, but paid work as well.

One specific occupation that does have a significant amount of stress is that of the pharmacist. Previous studies completed by Wolfgang and Ortmeier (1993); Willet and Cooper (1996); Mott (2000); and Rothmann and Malan (2007:241) indicated that pharmacists experience frequent feelings of negative affect in the form of stress and therefore experience low SWB. This stress originates from the intrinsic factors related to pharmacists' work (such as work overload, autonomy and the variety of tasks) and to their role as managers (such as inability to delegate, perceived lack of influence and role ambiguity) (Willet & Cooper, 1996:96). Consequently, it can be assumed that this negative feeling in one life domain (work life) will spill over to other life domains and thus influence pharmacists' SWB negatively. Rothmann and Malan (2007:241) state that unless the levels of stress experienced by pharmacists are lessened, the profession may not only endanger the physical and mental health of the current and future practitioners, but may also possibly endanger the patient's safety. It is thus vital to lower pharmacists' stress levels and to increase their SWB in order to facilitate them being more attentive in the work place. Further to this, Steyn *et al.* (2004:103); Neal *et al.* (2007:163); Sirgy *et al*. (2010:20); and Haworth and Lewis (2005:77) all state that taking a holiday can lead to a positive change in well-being of the holiday goer.

The aim of this chapter is to determine whether taking a holiday leads to the positive SWB of pharmacists. In order to achieve this aim, the chapter is structured in the following manner: the literature review will be followed by a description of the method of research, which is then followed by a discussion of the results of the research. Thereafter, a discussion of the findings and their implications is undertaken. Finally, concluding remarks are documented.

3.2 LITERATURE REVIEW

According to Johnson, Cooper, Cartwright, Donald, Taylor and Millet (2005:179), the amount of stress a person experiences at work is likely to be a result of a number of factors. These will include such factors as the amount of support a worker receives, either at work or at home, coping mechanisms to deal with stress and the type of work a person is doing. The occupation of a person has a great influence on the amount of

stress that person experiences. In agreement, Gaither, Kahaleh, Doucette, Mott, Pederson and Schommer (2008:232) state that the practice of a profession can be highly stressful, and that the stress manifests itself through decreased job satisfaction and in the case of employment, increased intention to leave the employing organisation. With this in mind, Gaither *et al.* (2008:241) indicate that stress adversely influences the job satisfaction of pharmacists as the amount of stress in the pharmacy work environments increases. This might happen to such an extent that even if pharmacists hold a strong commitment to their profession, it might not be enough to mitigate the day-to-day job stress. Gaither *et al.* (2008:241) are furthermore of the opinion that the greater the extent to which stress influences the pharmacist's job environment, the more negatively pharmacists view their current position, perhaps the profession as a whole.

According to Gaither *et al.* (2008:239), employers typically use economic incentives to recruit new employees and to retain current employees. Based on this, organisations regard financial rewards as a means to increase job satisfaction and reduce employees' stress levels. Cooksey, Knapp, Walton and Cultice (2002:185) indicated that a classic market response to shortages of qualified pharmacists is to give a raise in wages; however, this increase indirectly might also means longer working hours. Binswanger (2006:367), however, reports that happiness levels do not increase in line with income levels once income has exceeded a certain threshold level. This latter will also more likely be true in the case of pharmacists, since financial motivators will do little to alleviate the level of stress experienced by pharmacists due to the nature of their occupation. For this reason, employers' increase in wages as a solution to the problem of stress, is therefore often unsuccessful. As an alternative, Richards (1999:190) proposes simply taking a holiday removes the negative stress by providing employees (pharmacists) an opportunity to rest and relax.

Iwasaki and Smale (1998:25) agree and point out that taking a holiday is an important buffer against the negative effects of stressful life events. In addition, Trenberth (2005:4) states that taking a holiday can be seen as a soothing coping mechanism in reducing stress in two ways. First, the creation of leisure space is a means of dealing with stress and therefore creates a sense of perseverance and empowerment. Secondly, taking a holiday offers a positive diversion from stress and therefore a context for rejuvenation and renewal. Haworth and Lewis (2005:76), Neal *et al.* (2007:163),

Sirgy *et al*. (2010:20) and Steyn *et al.* (2004:103) all noted that, particularly for those in working conditions with high levels of stress experiencing low SWB, taking a holiday can provide a change in well-being. Baloglu and Uysal (1996:33) also suggest that it is important for destinations to make greater efforts to match the destination's attributes to the tourist's (in this case, the pharmacist's) diverse psychological needs, since this will lead to a higher SWB in tourists as well as encouraging them to go on holiday more frequently.

Gilbert and Abdullah (2004:117) found in their research on holiday taking and of well-being that holiday taking altered the SWB of holiday goers, and that the holiday taking group felt more pleasant and fewer unpleasant feelings than a non-holiday taking group. Nawijn, Marchand, Veenhoven and Vingerhoets (2010:44) are in agreement and state in their study on holiday goers' happiness, that holiday goers are happier than non-holiday goers, and also that the holiday goers benefited more in terms of post-trip happiness if they experienced a very relaxed holiday (Nawijn *et al.*, 2010:44). In their study on the impacts of tourist and travel activities on facets of psychological well-being, Steyn *et al.* (2004:102), on the other hand, noted that pre-organised holidays are not always the best way to improve tourists' psychological well-being. The afore-mentioned studies indicate that the effect of different holidays vary in terms of SWB. The effect of an organised or spontaneous holiday on pharmacists' SWB is, however, still unresearched.

Goossens (2000:302) states that individuals constantly strive for homeostasis or a state of stability. This homeostasis is disrupted when an individual is made aware of a need deficiency, which in the case of pharmacists, is stress. When a consumer (tourist) identifies a need, the need to take a holiday is linked to the decision-making process where the consumer looks for information on products/services, the costs of products/services and where such products/services might be purchased. The consumer weighs the alternative products/services; makes a choice; and ultimately makes a judgement on the tourism experience which influences future purchasing decisions (Page & Connell, 2009:75-76). Tourism destinations should therefore keep in mind that the most successful products are those that respond best to a multiplicity of needs within a given market segment (Baloglu & Uysal, 1996:33). Goossens (2000:304) also indicates that, from a marketing perspective, tourism services and

complementary products can be "designed" and marketed as solutions to the consumers' needs. Hence, it is crucial to create a tourism product designed for pharmacists' needs (in this particular case, the need to reduce stress).

Destinations offering a holiday experience that is designed to address the tourist's needs and motives will lead to the tourists experiencing a change in SWB. High SWB will be obtained by means of a satisfactory experience and low SWB because of an unsatisfactory experience. If holiday goers feel that most of their tourism expectations (motives) have been met or satisfied, they will be most likely to appraise the holiday as satisfying (Gilbert & Abdullah, 2004:117). If, for example, a pharmacist perceives a destination as one likely to satisfy his/her needs, it would most probably be the destination at which to have the holiday experience. When the outcome of this experience is satisfactory, the pharmacist will experience higher SWB if compared to a destination that only satisfies only one of the necessities required for a completely satisfactory experience. Consequently, destinations should take the stress levels of pharmacists (as one of their markets) into consideration when developing or altering their products/services if they are fully to satisfy the needs of the pharmacists. This is not only necessary from a destination's perspective, but also necessary for the sustainability of the pharmaceutical profession in South Africa. It is therefore important to establish whether taking holidays contribute to pharmacists' SWB.

3.3 METHOD OF RESEARCH

This research is of a quantitative nature of which the method of research used to conduct this study will be discussed below under the following headings: (i) design, (ii) participants, (iii) measuring instruments and (iv) statistic analysis.

3.3.1 Design

This chapter uses a cross-sectional survey indicating that pharmacists are observed in one point in time that is, according to Neuman (2000:30), most consistent with a descriptive approach in research.

3.3.2 Participants

A database was obtained from The South African Pharmacy Council that contained a complete list of all the pharmacists in South Africa. A probability sampling method was

then applied. The database consisted of approximately 8000 (N) e-mail addresses of pharmacists registered at The South African Pharmacy Council. One hundred and ninety-nine (199) questionnaires are seen as being representative and offer a 93% level of confidence with a ±7% sampling error (Israel, 2009:3). A probability sampling method was used, specifically, systematic sampling where a sample was selected by means of selecting every 5th (*k*) element (e-mail address). This methodology resulted in 1500 e-mail addresses and represented 18.75% of the 8000 (N) population. A total of 207 (n) completed questionnaires were subsequently returned which, according to Israel (2009:3), results in a 93% level of confidence and is more than the 199 questionnaires required for statistical analysis.

3.3.3 Measuring instruments

The following sections discuss the measuring instruments used to conduct this study.

3.3.3.1 Socio-demographic

Section A of the questionnaire determined the socio-demographic profile of pharmacists and consisted out of questions concerning their age, marital status, years in service as a pharmacist, household composition, as examples. This section used both open- and close-ended questions.

3.3.3.2 Travel motives and preferred activities

Section B of the questionnaire was based on the work of Bhatia (2007) and determined the travel motives and activities preferred by pharmacists at their destinations by rating the motives and activities on a five-point Ordinal Likert scale.

3.3.3.3 Pharmacists' subjective well-being

Section C of the questionnaire determined the pharmacists' SWB by rating their SWB before and after a holiday on two self-reporting measurements as discussed below:

- Satisfaction with Life Scale (SWLS) (Diener, Emmons, Larsen & Griffin, 1985)

The SWB of the pharmacists before and after a holiday was determined in one point in time, by rating their SWB on the SWLS using pre – and post seven-point Ordinal Likert scales. The SWLS is a self-reporting measurement and asks individuals for an overall judgment of their lives in order to measure the concept of life satisfaction as a

component of SWB. The SWLS contains 5 questions (such as, *In most ways, my life is close to my ideal*; *The conditions of my life are excellent*). A high SWLS score is between 26 and 35 which indicates a satisfied to extremely satisfied report, while a dissatisfied to extremely dissatisfied score report will entail a low SWLS score between 5 and 14. An alpha-reliability of 0.87 and a test-retest reliability of 0.82 should be reported for the SWLS (Diener *et al.*, 1985:72).

- The Affectometer 2 (AFM2) (Kamman & Flett, 1983)

The other self-reporting measurement used in Section C was the AFM2 that measures 20 items to determine the affective component of SWB. These 20 items (10 positive and 10 negative statements) are rated on two five-point Ordinal Likert scales (pre – and post holiday). The AFM2 measures the balance between positive – (PA) and negative affect (NA) in a balance formula (PNB): PNA = PA – NA. A high SWB of an individual is forecast by the domination of the PA over NA and a low SWB therefore by the domination of NA over PA. Alpha-coefficients between 0.88 and 0.93 give indications of validity (Kamman & Flett, 1983).

3.3.3.4 Procedure

Pharmacists were e-mailed a thorough explanation of the study as well as a link that directed them to an electronic questionnaire. The completion of the questionnaire was voluntarily, however an incentive (a midweek special for two persons to any South African National Park) was used to motivate participation. One thousand five hundred (1500) e-mails were sent out during the months of June and July 2010 of which 207 completed questionnaires were obtained. Even though 207 questionnaires were obtained, some of the questions used in this chapter for statistical analysis were not fully completed. Thus indicating that the amount of questionnaires used in the statistical analysis will differ from the amount of questionnaires obtained for the study.

3.3.4 Statistical analysis

Data was captured in Microsoft© Excel© while SPSS (SPSS Inc, 2007) was used for further data analysis. This study comprised of two stages: Stage One was to compile a general profile of pharmacists. Stage Two of the study was to determine the SWB of pharmacists and to determine whether taking a holiday would lead to a positive SWB.

As previously mentioned, the SWLS and AFM2 were used to measure SWB. Pavot and Diener (2009:113) state that both affective and cognitive levels of well-being should be measured to determine overall SWB and is therefore the reason for using the Affectometer 2 (AFM2 - affective measure) and Satisfaction with Life Scale (SWLS - cognitive measure) in this study. The second stage of this study determined the scores of the SWLS and the balance formula of the AFM2. In addition, the alpha-reliability coefficients of both the SWLS and AFM2 were determined. Dependent t-test was then used to establish whether the pre- and post-means scores of the same group (pharmacists) of the cognitive and affective measure scales differed significantly (Field, 2005:728). Cohen's *d*-values (1988) were also calculated to measure the effect size to indicate the differences between the pre- and post-mean values. A *d*-value of 0.2 indicates a small effect, 0.5 a moderate effect and 0.8 a significant effect (Steyn, 2000: 2).

3.4 RESULTS

The following section discusses the results obtained from the analyses done on the data under the following headings: (i) profile of pharmacists, and (ii) results for SWB.

3.4.1 Profile and travel behaviour of pharmacists

More female pharmacists from Gauteng participated in the survey (see Table 3.1). The pharmacists are in their early forties, mostly speak Afrikaans (56%) and are married (72%). The largest portion of the pharmacists is employed in the private sector (51%) and has an average of 18 years service as a pharmacist. The pharmacists take an average of four weekend trips and one holiday a year. When pharmacists take a holiday, the preferred accommodation and destination are chalets (62%) at National Parks (64%). Pharmacists use a sedan (58%) as mode of transport, go on holiday for an average of between four to seven days and opt for game drives and educational excursions (67%) as activities at a holiday destination. The average number of people pharmacists are financially responsible for when on holiday is three people. Their principle motive for taking a holiday is to relax (91%) and the factor that most constrains pharmacists from taking a holiday is the availability of time (97%).

Table 3.1: Profile and travel behaviour of pharmacists

CATEGORY	PROFILE
Gender	Female (67%), Male (33%)
Age	Average: 42.5 years
Language	Afrikaans (56%); English (39%)
Marital status	Married (72%); Single (12%); In relationship (9%)
Household composition	Average: 3.31 persons
Employed	Private sector (51%); Industry (23%); Government (19%)
In service as a pharmacist	Average: 17.52 years
Number of weekend trips a year	Average: 3.92 weekend trips
Number of holidays a year	Average: 1.44 holidays
Length of holidays	4-7 days (40%); 9-12 days (32%); 8-9 days (21%)*
Mode of transport	Sedan (58%); Airplane (52%); 4x4 (26%)*
People pay for when on holiday	Average: 2.99 people
Province of residence	Gauteng (35%); Western Cape (17%); North West (15%)
Preference in holiday accommodation	Chalet (62%); Holiday apartment (59%); Game lodge (50%)
Preference in holiday destination	National Park (64%); Holiday resort (55%); Inland (31%)*
Activities preferred on holiday	Game drives, educational excursions (67%); Sunbathing, sightseeing (58%); shopping, casinos, dining, dancing (43%); fishing, cycling, hiking, hunting (43%); exploration of fauna and flora, watching nature videos (42%).
Travel motives for taking a holiday	To relax (94%); to be together as a family (91%); to relax from daily tension (88%); to have fun (85%); to explore new destinations (84%); to rest physically (81%)
Constraints to take holiday	Time (97%); Money (81%); Family (22%)*

* Percentages do not calculate to a 100, since respondents could choose more than one option.

The following section will focus on the results obtained for SWB of pharmacists when taking a holiday.

3.4.2 Results for subjective well-being (SWB)

This section indicates the results for the cognitive and affective measures of SWB. This study found a reliability-coefficient of 0.84 for the SWLS; 0.85 for the PA subscale; and 0.86 for the NA subscale.

Table 3.2: Differences between pre- and post holiday results

		Pre - holiday		Post holiday			
Scales	**n**	**Pre mean**	**Std. deviation**	**Post mean**	**Std. deviation**	**t-test (*p*-value)**	**Effect size (*d*-value)**
Cognitive scale							
SWLS	194	21.65	6.38	24.37	5.97	0.001	0.43**
Affective scale							
AFM - PA	196	31.82	7.29	39.01	5.97	0.001	0.99***
AFM - NA	195	24.75	8.46	21.85	7.24	0.001	-0.34*
AFM - PNB	195	7.12	13.44	17.29	10.97	0.001	0.75***

**d* = 0.2: small effect; ** *d* = 0.5: moderate effect; ****d* = 0.8: significant effect

SWLS (Satisfaction with Life Scale); AFM – PA (Affectometer's positive affect); AFM – NA (Affectometer's negative affect); AFM – PNB (Affectometer's positive and negative balance)

Table 3.2 indicates that there are statistically significant differences ($p < 0.001$) (Field, 2005:27) for the cognitive and affective scales, and an overall increase in the SWLS as well as the AFM2. In addition, when looking at the effect size, a small increase can be noted when comparing the pre-trip (21.65) and the post-trip (24.37) mean values of the SWLS of which a moderate effect size (0.43) can be noted. However, the balance (PNB) of the AFM2 indicates a considerable increase in mean values from the pre-trip (7.12) to the post-trip (17.29) with a significant effect size of 0.75. Furthermore, it can be noted that pharmacists showed a higher increase in positive affect from the pre-trip (31.82) to the post-trip (39.01) mean values, than a decrease in negative affect's pre-trip (24.75) to post-trip (21.85) mean values. Indicated by means of the effect size in positive affect (0.99 = significant effect) and negative affect (-0.34 = small effect), the results show that pharmacists' negative affect show little change after taking a holiday, but the positive affect is most likely to increase after taking a holiday. It is clear that both the cognitive and affective measuring scales show an increase in SWB after a holiday. This indicates that pharmacists feel that taking a holiday contributes to a positive change in their SWB.

The following section discusses the findings and implications with regard to the results obtained.

3.5 FINDINGS AND IMPLICATIONS

The results of this study indicate that taking a holiday contributes to the enhancement of pharmacists' well-being. These results support research done by Gilbert and Abdullah (2004), Nawijn *et al.* (2010) and Haworth and Lewis (2005), who also found that taking a holiday contributes to the positive change in tourist's (pharmacists') SWB. This result, however, contradicts findings by Steyn *et al.* (2004) who found that a pre-organised tour might not lead to a positive change in SWB. Results furthermore showed that taking a holiday contributes to the reduction in stress, as indicated by means of the reduction in the mean value of negative affect from the pre-trip to the post-trip. This corresponds with Iwasaki and Smale (1998:25) and Trenberth (2005:4) who recorded that taking a holiday is a buffer against the negative effects of stressful life events.

In addition, the profile of the pharmacists and their travel behaviour were determined for the first time. This gives valuable insights into the profession as well as their travel behaviour. They record that they take an average of three weekend trips a year, and one holiday per year, a holiday lasting an average of four to seven days. The pharmacists choose to use a sedan as mode of transport, pay for three persons on holiday, opt for chalets as holiday accommodation, prefer national parks as holiday destinations, and prefer game drives and educational excursions as activities at the holiday destination. They note that their main motive for taking a holiday is to relax. Referring to this last outcome, that the pharmacists' main motive for travelling is to relax, confirms findings by Richards (1999:190) who stated that taking holidays supplied the opportunity for rest and relaxation.

The findings of this research have important implications for the different role players. Firstly, the results indicate that the well-being of pharmacists is higher after taking a holiday thus indicating that holidays are contributing to their well-being. When applying this increase in well-being to the bottom-up spill over theory, the SWB in the leisure life domain of pharmacists may spill over to other life domains such as their work life. From the literature review, work life was found to be the main contributor to low SWB of

pharmacists and therefore any high well-being in leisure life would spill over to higher SWB in the work life domain. Thus, the stress, and other consequences such as low job satisfaction, increased desire to leave the employing company, (to give just two examples) and unprofessional behaviour (such as the dispensing of the wrong medication or a low quality of service) that may occur in pharmacists' occupation will be reduced.

By taking into account the high levels of stress that pharmacists experience and understanding that taking a holiday is a buffer against stress, the importance of taking holidays becomes apparent to the profession. Forming policies to mandate pharmacists to take holidays more often is therefore important. These policies have to make provision for time free from work to enable pharmacists to take holidays and, in the case of employing companies, to oblige the companies to budget for *locum tenens*. Employers may also be motivated to organise wellness lifestyle programs or workshops to enhance the well-being of their pharmacists.

Secondly, there are implications for destinations that would like to better cater for pharmacists as a possible market. Knowing the needs of their customers, the destinations will be able to develop or alter their products/services to better suit the pharmacist's needs based on their known travel profile. This will enable the destination to attract pharmacists if the pharmacists perceive the destination as the destination most suited to meet their needs. Destinations could also alter their marketing campaigns to attract pharmacists to existing products/services by emphasising rest and relaxation, comfort, and natural and scenic beauty. This will lead to pharmacists visiting the destination and, if the pharmacist had a satisfactory experience, creating positive word-of-mouth advertising and revisiting the destination. In return, the destination will acquire loyal tourists, believable advertising and high returns on investment.

3.6 CONCLUSION

The aim of this chapter was to determine whether holidays lead to a positive change in pharmacists' SWB. This is the first time that research has been undertaken in South Africa with regard to the effect of going on holidays on pharmacists' SWB. The literature review indicated that there is an urgent need to reduce the stress of pharmacists, not only to lessen the challenges of the profession, but also to prevent the

possible endangerment of a patient's health. The literature furthermore revealed that tourism as a form of leisure contributes to high SWB and is a coping mechanism. The results of this research showed that holidays do alter the pharmacist's SWB positively and can, therefore, be seen as a necessity for pharmacists. However, different groupings of pharmacists do exist in the occupation and further research regarding the different classifications of pharmacists in the occupation is recommended. This will enable destinations to have a thorough understanding of the diverse needs of pharmacists and so more accurately develop products/services that will lead to a higher positive SWB of the profession.

Factors influencing holiday taking and consequent well-being: a comparison amongst South African pharmacists

Abstract: The literature indicates that leisure enhances well-being by producing positive affect and by reducing negative affect (stress). This is also the case for pharmacists in South Africa who experience high stress levels. In addition, a distinction can be made between differently employed pharmacists who indicate that their holidays will differ. This distinction in pharmacists results from different working hours and different working environments that make the provision of universal policies to reduce stress in the profession much more complex. Furthermore, other factors such as socio-demographic characteristics, travel motives and activities preferred at the destination make this profession a difficult market for which to design products/services. The aim of this chapter is to determine the factors that influence the different groups of pharmacists' holiday taking that could ultimately lead to the enhancement of the profession's well-being. To achieve this aim, questionnaires were electronically distributed to pharmacists of South Africa of which 207 completed questionnaires were obtained. The research documented in this chapter made use of factor analysis, ANOVAs and chi-square tests to find differences between different pharmacists. The results indicate that pharmacists differ based on socio-demographic characteristics and, further, that these socio-demographic characteristics influence their decisions to take holidays that leads to higher subjective well-being.

Keywords: *Pharmacists, demographic characteristics, motivation, well-being.*

4.1 INTRODUCTION AND PROBLEMSTATEMENT

Rothmann and Malan (2007:241) identified how pharmacists, specifically in South Africa, experience higher levels of stress in comparison to other occupations. According to Willet and Cooper (1996:96), the high levels of stress at work experienced by pharmacists originate from intrinsic factors related to their work (such as work overload, autonomy and variety of tasks) and from their role as management (inability to delegate, a perceived lack of influence and role ambiguity). Most of the pharmacists working full-time are on duty approximately 40 hours a week, while about 10 percent of the pharmacists work more than 50 hours a week. Some are required to work nights, weekends and holidays (Health Guide USA, 2010). This implies that, along with the stressful working conditions, pharmacists also have restricted opportunity for taking holidays or to be able to travel. This also supports the notion by Ateca-Amestoy *et al.* (2008:70) that occupational status may be one of the most important features affecting one's level of satisfaction with the leisure experience because of restrictions on the time available for leisure.

With this latter in mind, Larsen (2008:31) explains that people undertake leisure travel (tourism) for different reasons. Travel has long been recognised to provide individuals with opportunities to satisfy a variety of socio-psychological needs (Gibson, 2005:206) and often reflects the search for pleasure (Chen, Prebensen & Huan, 2008:107). According to Haworth and Lewis (2005:72), participation in leisure activities increases the general psychological well-being and life satisfaction of participants (or in the case of travel, the tourists). In addition, Gilbert and Abdullah (2004:105), Iwasaki and Smale (1998:25) and Trenberth (2005:4) all state that leisure plays an important role as a buffer against stress and so can be seen as a soothing or coping mechanism for reducing stress.

Based on this, Holden (2005:69) explains that one would thus likely search for a destination where one perceives that he/she could find tranquillity and relaxation, if one feels over-stimulated, perhaps experiencing some form of stress. Therefore, for those in stressful working conditions, such as pharmacists, leisure can provide a positive change in well-being (Haworth & Lewis, 2005:76). Concerning the latter, subjective well-being (SWB) is defined as a broad concept that includes experiencing high levels of pleasant emotions and moods (happiness), low levels of negative emotions (stress,

depression), and high life satisfaction (Diener *et al.*, 2009:187). Further to this, Gilbert and Abdullah (2004:117) indicate that when tourists pursue destinations which offer a product designed to meet their needs, the satisfaction of these motives generates positive moods that enhance a sense of well-being.

It is, however, the satisfaction of motives that lead to positive moods and therefore to the enhancement of SWB. For this reason, a full understanding should be obtained of the motives of a target market (in this case, pharmacists) in order to lead to the satisfaction of their motives, and consequent increase in SWB. To this intent, a clear distinction can be made between different pharmacists such as academic, ambulatory, clinical, community, government, home care, hospital, independent (private), industrial, managed care, nuclear, pharmaceutical industry, radio, and research pharmacists (Klein, 2007:1-3). For the purpose of this chapter, private, government and industry pharmacists of South Africa will be used (see Chapter 1) to formulate differences since their working conditions broadly differ as follows:

- the private pharmacist dispenses prescribed medication, compounds different forms of prescription drugs, counsels customers about medications and works for themselves or an employer (Klein, 2007:2);
- at the state and local level, government pharmacists are employed by the regulatory, health and social service agencies and are part of a hospital team, normally providing, preparing and dispensing medications to patients who are or of have been treated in the hospital (Klein, 2007:3); and
- industry pharmacists may advance in marketing, sales, research, quality control, production, and packaging (Klein, 2007:1).

From the foregoing definitions, it should be clear that the private, government and industry pharmacists may have quite different working hours and situations.

Therefore, the aim of this chapter is to determine the differences between South African pharmacists (those in private employment, those employed by government, and those working in industry) regarding their socio-demographic characteristics, travel motives, preferred activities at a destination, travel behaviour and SWB when taking a holiday. The chapter will firstly discuss the literature related to the research problem. This will then be followed by a description of the survey conducted, as well as a discussion of the

results of the survey. Thereafter, the findings and implications concerning the research will be discussed followed finally by the conclusion.

4.2 LITERATURE REVIEW

Both work and leisure are essential for well-being (Haworth & Lewis, 2005:77) and this awareness of well-being heralded the development of work-life policies. These policies support the integration of leisure and work (Haworth & Lewis, 2005:72). Referring to leisure in particular, a number of quality of life (hereafter referred to as QOL) research studies on travel and tourism found that leisure has many direct and indirect benefits (Neal *et al.*, 2007:154). These benefits range from greater levels of happiness; through improved health, increased longevity, increased self-esteem, greater satisfaction with various aspects of life, to greater overall life satisfaction. Holidays (tourism as a part of leisure) may lead to a positive change in well-being (Steyn *et al.*, 2004:103) while Haworth and Lewis (2005:72) indicate that leisure is primarily used for recuperation from work.

According to Page and Connell (2009:77), the decision to take a holiday is however much more complex seeing that currently the basic "Sun, Sand and Sea" (3 Ss) holidays are no longer sufficient to meet the demands of the modern tourist. The new tourists changed their desires from mass-produced, standardised products towards more flexible, more aware and more active forms of consumption (Richards, 1999:191). This is because travel motives differ for different tourism travellers. This will be proven to be the case also for pharmacists. Crompton and McKay (1997:425) argue that motives (which stem from needs and result in behaviour) are the starting points that launch the decision-making process. With this in mind, Bhatia (2007:29) stipulates that motives for travel cover a broad range of human behaviour and experiences. Breaking down the motives will therefore give reasons as to why more people engage in tourism (Bhatia, 2007:29) and will offer insights into what may motivate pharmacists to travel.

Page and Connell (2009:91), together with Gaudron and Vautier (2007:568), indicate that taking a holiday and work are inseparable and are strongly inter-related. This implies that pharmacists' occupation and their holidays will also be inter-related and that different types of pharmacists will demonstrate different motivations for holiday taking. Page and Connell (2009:92) add that different types of work produce different levels of

satisfaction, influence individual needs and wants and, hence, tourism motives. Therefore, this chapter will determine whether the travel motives for the different groups of pharmacists used in this study do indeed differ from each other.

Motives are seen as product/service sensitive. Kruger and Saayman's (2009:72) research confirmed that different tourism products/services feed different motives. This indicates that the unique characteristics of the product/service play a significant role in the tourist's decision-making processes. However, travel motives for a homogeneous market may differ and may indeed come forth as a heterogeneous group. Further, Kruger and Saayman (2010:100) state that even where tourist profiles and the type of attractions are similar, their travel motives may differ. Previous research indicated that novelty and socialisation are seen as motives for tourists at events/festivals (Chang, 2006:1231; Lee *et al.*, 2004:67; Lee, 2000:174). Nature and learning are motives for tourists to parks/eco-tourism settings (Kerstetter *et al.*, 2004:495; Kwan *et al*., 2010:12; Beh & Bruyere, 2007:1467). Exploring is a travel motive for sport or adventure tourists (Kim & Chalip, 2004:704; Fluker & Turner, 2000:387). However, little research has been done concerning pharmacists and their travel motives, which are currently still unknown.

In addition to the diverse motives that tourists display, demographic characteristics and other independent choices also influence the choice of travel trip and thus make it a complex multi-dimensional process (Dellaert *et al.*, 1998:314). It is therefore vital for destinations to understand tourist demographics (profiles) as the participation and intensity of participation to travel are strongly influenced by socio-demographic variables (Alegre *et al.*, 2009:544). Wang *et al.* (2006:344) add that the number of people in the travel party, length of stay and travel distance are all trip-related variables (independent choices). Important differences in decisions and decision-making furthermore result from classical criteria such as age, family situation, socio-economic status and occupation (demographic variables) (Decrop, 2000:231). However, Richards (1999:192) adds that holidays are constrained by a variety of factors such as a lack of time or money, by work requirements and by family structures. Due to these factors, the potential traveller is frequently constrained from taking advantage of the opportunities offered by the tourism industry. These socio-demographic characteristics may therefore also pose challenges and may influence the decision to take a holiday, as

well as exerting influence on the experiences at the destination, once a destination has been selected (Ateca-Amestoy *et al.*, 2008:72).

The most notable socio-demographic characteristics as identified in previous research are outlined in Table 4.1. Collectively, the results indicate that the different demographic characteristics have different influences, firstly, on the decisions to take a holiday and secondly, the experience at the holiday destination.

Table 4.1: Different demographic characteristics' influence on decision-making and travel behaviour

Factor	Influence	Author(s)
Age	Participation in leisure decreases with age.	Foot (2001:21), Page and Connell (2009:87), Alegre *et al.* (2009:54)
	Younger tourists rate 'exploration' significantly higher than older tourists do.	Heung, Qu and Chu (2001:266)
	Older tourists spend more than baby boomers on travel expenditures.	Jang and Ham (2009:378)
	Age affect one's evaluations of one's own leisure experience.	Ateca-Amestoy *et al.* (2008:70-71)
Family life cycle	Each life cycle (early childhood, early teenager, young person, partnership stage, family stage – early, family stage – late, empty nest, and retired) determines the type of tourism behaviour that stage in life will pursue in.	Lumsdon (1997:4), and Weaver and Lawton (2006:180)
Time	The restriction on time has a negative effect on the level of leisure satisfaction of an individual and the lack of time due to work is a reason for individuals to experience social exclusion from tourism.	Ateca-Amestoy *et al.* (2008:70), and McCabe (2009:670)
Family composition	New trends on the traditional holiday associated with childhood situations such as Disneyland.	Page (2007:80)
	Travellers with children on holiday tend to bond more with friends and family. They also rest more than older travellers do. This lead to benefits of rest and relaxation.	Crompton and Keown (2009:49)
	Children have a stronger influence on decision-making by senior travellers' who are retired or unemployed. Children's influence decreases as	Wang *et al.* (2007:33)

	education levels of parent get higher.	
	Presence of minors (children) or the bigger the family composition, reduce the probability of being able to afford a holiday.	Alegre *et al.* (2009:52)
	Presence of children / handicapped persons with continuous assistance imposes a higher demand for time and resources and restrict holiday taking.	Ateca-Amestoy *et al.* (2008:70)
Marital status	The females in households are the holiday decision-makers, however males have more influence on where to go, to stay, how much money to spent, time spend on holiday, when to go on holiday and the type of transport to use.	Page (2007:80), Wang *et al*. (2007:33)
	Individuals living with a partner are likely to enjoy higher levels of leisure satisfaction than those living alone; those living alone place much less value on benefits from family-and-friends.	Ateca-Amestoy *et al.* (2008:70-71), and Crompton and Keown (2009:47)
Gender	Gender influences the choice of leisure activities and affects the evaluation of leisure experience.	McGuiggan (2001:198), and Ateca-Amestoy *et al.* (2008:70-71)
Education	Less educated travellers score significantly lower on discovery-index than university travellers. Education may therefore provide opportunity to learn and the ability to earn higher income that involves more expensive leisure pursuits.	Crompton and Keown (2009:50), and McGuiggan (2001:199)
Income	The higher the income, the lower the percentage of households who do not go on holiday. The higher the income, the greater the probability of being able to afford a holiday.	Alegre *et al.* (2009:70-71)

Opperman (2000:25) states that travel experience can only be gained through participation in the activity, and that as a result, any discussion of travel experience has to be linked to actual behaviour. Page (2007:78) clarifies that the role of consumer behaviour in tourism is important if the practical ways consumers choose to become tourists are to be understood. It is, therefore, important to identify those activities that tourists (in this case, pharmacists) prefer in order to satisfy their motives that will then lead to a satisfactory experience at the holiday destination. Different activities exist for different types of tourists, such as visiting wildlife parks and hiking trails for tourists who visit nature (Weaver & Lawton, 2006:130), or trekking and bungee jumping for

adventure tourists (Hudson, 2003:204). This desire for focussed activity can also be assumed for the different types of pharmacists.

From the above discussion, it can be seen that there are many factors influencing tourist behaviour. McCabe (2009:667) indicates that the tourism experience has many benefits of which just one benefit is subjective well-being. Page (2007:66) agrees and states that a holiday experience may be enduring and may have long-lasting impacts in terms of reflecting the psychological enrichment of one's life. Sirgy *et al.* (2010:20) explain that the greater the satisfaction with events that tourists experienced on a tourist trip, the greater the positive affect these events contribute to the life domains involved in those events. Sirgy *et al.* (2010:20) state that events on a holiday trip contribute to either positive or negative affect. A satisfactory experience may lead to higher SWB and an unsatisfactory experience to a lower SWB. Therefore, if all of the motives of all the different groups of pharmacists are satisfied when they take a holiday, the tourism experience may lead to the increase of SWB of the whole profession. Seeing that leisure (taking a holiday) is a means of buffering stress and that all pharmacists experience stress with regards to their working conditions, all pharmacists will benefit from taking a holiday that will consequently enhance their SWB.

Therefore, the uncertainty regarding the socio-demographics, travel behaviour and travel motives of different groups of pharmacists are problematic for any destination attempting to design a product intended to change the profession's SWB. Therefore, the problem that arises is to determine different groups of pharmacists' socio-demographic characteristics, travel motives, travel behaviour and SWB.

4.3 METHOD OF RESEARCH

This research is of a quantitative nature and the method of research used to conduct this study, will be discussed below under the following headings: (i) design, (ii) participants, (iii) measuring instruments and (iv) statistic analysis.

4.3.1 Design

This chapter observed pharmacists at one point in time. This is most consistent with a descriptive approach in research and the research therefore used a cross-sectional survey (Neuman, 2000:30).

4.3.2 Participants

A database was provided by the South African Pharmacy Council. For this database of 8000 (N) registered pharmacists' e-mail addresses, a probability sampling method namely systematic sampling was applied. A systematic sample was selected by selecting every 5th (*k*) element (e-mail address) and resulted in 1500 e-mail addresses to be mailed. This represents 18.75% of the 8000 (N) population.

A total of 207 (n) completed questionnaires were obtained which according to Israel's (2009:3) 93% level of confidence is more than the 199 questionnaire required to do sufficient data analysis. Even though 207 questionnaires were obtained, some of the questions used in this chapter for statistical analysis were not fully completed. Thus indicating that the amount of questionnaires used in the statistical analysis will differ from the amount of questionnaires obtained for the study.

4.3.3 Measuring instruments

The measuring instruments used in this study will be discussed next:

4.3.3.1 Socio-demographic

The socio-demographic profile of the pharmacists was determined in Section A of the questionnaire. This section contained open- and closed-ended questions regarding, for example, respondents' age, marital status, years in service as a pharmacist, and household composition.

4.3.3.2 Travel motives and preferred activities

The work of Bhatia (2007) was applied to Section B of the questionnaire that sought to determine pharmacists' travel motives, and the activities preferred at the destination, by rating the motives and activities on a five-point Ordinal Likert scale.

4.3.3.3 Pharmacists' subjective well-being (SWB)

Section C of the questionnaire determined the pharmacists' SWB by means of two self-reporting measurements, the SWLS and AFM2 as discussed below.

- Satisfaction with Life Scale (SWLS) (Diener, Emmons, Larsen & Griffin, 1985)

This question required that the pharmacists had to rate their SWB before and after a holiday in one point in time on two separate (pre – and post holiday) seven point Ordinal Likert Scales on the SWLS. The SWLS contains 5 questions (such as: *In most ways, my life is close to my ideal*; *The conditions of my life are excellent*). The SWLS requires individuals to respond to certain queries in order to make an overall judgment of their lives that measures the concept of life satisfaction as a component of SWB. A high SWLS score is between 26 and 35. This indicates a satisfied to extremely satisfied report, whereas a dissatisfied to extremely dissatisfied score report will entail a low SWLS score between 5 and 14. An alpha-reliability of 0.87 and a test-retest reliability of 0.82 should be reported for the SWLS (Diener *et al.*, 1985:72).

- The Affectometer 2 (AFM2) (Kamman & Flett, 1983)

This measuring instrument consists of 20 choices that measure the affective component of SWB. These 20 items consist of 10 positive and 10 negative statements that are to be rated in one point in time on two five-point Ordinal Likert scales (pre – and post holiday). The AFM2 measures the balance between positive – (PA) and negative affect (NA) in a balance formula (PNB): PNB = PA – NA. A high SWB of an individual is forecast by the domination of the PA over NA and a low SWB by the domination of NA over PA. Alpha-coefficients between 0.88 and 0.93 give indications of validity (Kamman & Flett, 1983).

4.3.3.4 Procedure

A thorough explanation of the study was e-mailed to the pharmacists, as well as a link that directed them to the electronic questionnaire. The completion of the questionnaire was voluntarily. However, an incentive, a midweek special at any South African National Park for two people, was used to motivate participation. One thousand five hundred (1500) e-mails were sent out during the months of June and July 2010.

4.3.4 Statistical analysis

The capturing of data was done in Microsoft© Excel© while SPSS (SPSS Inc, 2007) was used for further data analysis. The following section discusses the four stages of the study.

The first stage of this study determined a general demographic profile of pharmacists. Secondly, a factor analysis was done on travel motives and preferred activities at a destination. Field (2005:731) explains that a factor analysis is a technique for identifying whether the correlations between a set of observed variables stem from their relationship to one or more latent variables in the data. A principle axis factor analysis with Oblimin with Keiser Normalisation was performed on the 14 activities and the 22 travel motives by means of SPSS (SPSS Inc. 2007). Rotation implies an orthogonal transformation of factor loadings and represents the pattern of loadings in a manner that is easier to interpret (Pallant, 2007:183). The Kaiser-Meyer-Olkin (hereafter referred as KMO) measure of sampling adequacy and Bartlett's test of sphericity was furthermore used to determine if the correlation matrix is suitable for factor analysis. According to Pallant (2007:190), to determine if the data is suitable for factor analysis, the KMO should be 0.6 or above and the Bartlett's test should offer $p < 0.05$ or smaller. Kaiser's criteria regarding the extraction of all factors with eigenvalues larger than one were used because they were considered significant. All items with a factor loading above 0.3 were considered as contributing to a factor, whereas items with factor loadings lower than 0.3 were not correlating significantly with this factor (Steyn, 2000). Any item with a factor loading greater than 0.3 that cross-loaded on two factors, was categorised in the factor where it would best be interpreted. A reliability coefficient (Cronbach's alpha) was also calculated for each factor to estimate the internal consistency of each factor. All factors with a reliability coefficient above 0.6 were considered in this study. In addition, the average inter-item correlations were also calculated as another measure of reliability that should lie between 0.15 and 0.55 (Clark & Watson, 1995).

Lastly, two-way frequency tables, chi-square tests, ANOVAs (analysis of variance) and Tukey's multiple comparisons were employed to investigate significant differences between different pharmacists. This chapter sought to determine whether or not there are significant differences with regard to socio-demographic characteristics, travel behaviour and SWB. The results of the statistical analyses are discussed below.

4.4 RESULTS

The following section will discuss the results obtained from the statistical analysis under the following headings: (i) demographic profile of pharmacists; (ii) results pertaining to

pharmacists' subjective well-being (SWB) after taking a holiday; (iii) results of travel motives and preferred activities; (iv) private, government and industry pharmacists; (v) multiple comparisons between different groups of pharmacists' characteristics; and (v) socio-demographic characteristics and travel behaviour of different groups of pharmacists.

4.4.1 Demographic profile of pharmacists

Most of the pharmacists who participated in this study originates from Gauteng (35%), are female (67%) and speak Afrikaans (56%) as their first language. The average age of the pharmacists are 43 years, are married (72%) with an average household composition of 3 persons. These pharmacists are an average of 18 years in service.

4.4.2 Results pertaining to pharmacists' subjective well-being (SWB) after taking a holiday

In Chapter 3, the effect of holiday taking on pharmacists SWB was determined. The results indicated an increase on the SWLS as well as the AFM2. The positive/negative balance as well as the positive affect recorded a considerable increase when comparing the results from before the holiday to those recorded after the holiday. The results clearly indicated an increase in both the affective component as well as the cognitive component for SWB. This clearly showed that holiday taking enhanced pharmacists' well-being.

4.4.3 Results of travel motives and preferred activities

In order to make a distinction between South African pharmacists based on travel motives and preferred activities, the following factor analyses were conducted to identify the main travel motives and preferred activities at a destination.

The pattern matrix of the principle axis factoring analysis using the Oblimin rotation with Kaiser Normalisation, respectively, identified four factors for travel motives and four preferred activities that were labelled according to similar characteristics (Table 4.2 and Table 4.3). The four travel motive factors accounted for 53.1% of the total variance and the four activities preferred factors accounted for 58.7% of total variance. Both the travel motives factors and activities preferred factors had relatively high reliability coefficients, respectively ranging from 0.60 (the lowest) to 0.85 (the highest) and from

0.55 (the lowest) to 0.73 (the highest). The average inter-item correlation coefficients for the travel motive factors are between 0.28 and 0.42; of which the activities preferred factors are between 0.29 and 0.41. All the factors (for travel motives and activities preferred) loaded a factor with a loading greater than 0.3 that indicates relatively high correlation between the demarcated factors and their individual items. This study found a 0.8 value for the Kaiser-Meyer-Olkin measure of sampling adequacy for travel motives factors and a 0.70 value for the activities preferred factors. The latter therefore indicates that the patterns of correlation are relatively condensed, and yield distinct and reliable factors (Field, 2005:640). The Bartlett's test of sphericity also explained statistical significance for both factor analyses ($p < 0.001$).

The factor scores for travel motives and activities preferred were calculated as the average (mean value) of all items contributing to that specific factor to interpret them on the original 5-point Likert scale of measure where 1 = not at all important; 2 = less important; 3 = neither important nor less important; 4 = important; and 5 = very important.

Table 4.2: Travel motives of pharmacists

TRAVEL MOTIVES	FACTOR LOADING	MEAN VALUE	RELIABILITY COEFFICIENT	AVERAGE INTER-ITEM CORRELATION
Factor 1: Exploration and Knowledge seeking		3.52	0.85	0.42
To have fun	0.809			
To do exciting things	0.719			
To participate in entertainment	0.632			
To do something out of the ordinary	0.601			
To participate in recreation activities	0.594			
To learn new things	0.583			
To learn more about different destinations	0.491			
Experience different lifestyles	0.417			
Factor 2: Escape and relaxation		4.28	0.75	0.40
To relax from daily tension	0.770			
To rest physically	0.718			
To relax	0.686			

To be together as a family	0.460			
To improve my health	0.403			
Factor 3: Special interest		2.12	0.68	0.30
To travel for religious reasons	0.648			
For business reasons	0.535			
To have a spiritual experience	0.520			
To meet people with similar interests	0.455			
To travel for status and prestige	0.385			
Factor 4: Novelty		3.61	0.60	0.28
To take photographs	0.533			
To explore new destinations	0.530			
To share familiar or unfamiliar places with someone	0.528			
To learn about fauna and flora	0.365			
TOTAL VARIANCE EXPLAINED	53.1%			

As indicated in Table 4.2 the following motivational factors were identified: *Exploration and knowledge seeking, Escape and relaxation, Special interest*, and *Novelty*.

Escape and relaxation (Factor 2) received the highest mean value of 4.28 while the reliability coefficient was 0.75 and the average inter-item correlation was 0.40.

Novelty (Factor 4) received the second highest mean value of 3.61 with a reliability coefficient of 0.60 and an average inter-item correlation of 0.28.

Exploration and knowledge seeking (Factor 1) received the second lowest mean value of 3.52. The reliability coefficient for this factor was 0.85 and the average inter-item correlation was 0.42.

Special interest (Factor 3) was considered as a less important motive and received the lowest mean value of 2.12. The reliability coefficient was 0.68 and the average inter-item correlation was 0.30.

These results make sense when considering the fact that pharmacists of South Africa experience high levels of stress and want to escape from the daily routine in order to relax. When considering the second highest motive (*Novelty*) and the third highest (*Exploration and knowledge seeking*) it can be noted that pharmacists want new experiences (explore new destinations and learn from it) in order to distract them from their working conditions. The remaining factor (*Special interest*), that pharmacists indicated as not important, seems to be a motive that requires more energy.

Pharmacists' motives therefore seem to seek a slower and more relaxed type of travel behaviour that would also distract them of their working conditions.

Table 4.3: Activities preferred at holiday destinations of pharmacists

TRAVEL ACTIVITIES	FACTOR LOADING	MEAN VALUE	RELIABILITY COEFFICIENT	AVERAGE INTER-ITEM CORRELATION
Factor 1: Social activities		2.79	0.73	0.41
Shopping or cinemas	0.790			
Spa treatments	0.598			
Theme parks or Amusement parks	0.559			
Festivals	0.532			
Factor 2: Recreational activities		2.83	0.67	0.34
Do light exercise programmes	0.684			
Horse riding, mountain biking	0.658			
Fishing, cycling, hiking, hunting	0.596			
Sport events	0.395			
Factor 3: History and Nature activities		2.85	0.60	0.34
Visit museums or galleries	0.938			
Visit architectural -, historical -, and cultural places	0.566			
Exploration of fauna and flora, watching nature videos	0.342			
Factor 4: Leisure activities		3.41	0.55	0.29
Sunbathing, sight seeing	0.584			
Game drives, educational excursions	0.535			
Diving, snorkelling, whale watching	0.487			
TOTAL VARIANCE EXPLAINED	58.7%			

As shown in Table 4.3, the following activity factors were identified: *Social activities, Recreational activities, History and nature activities*, and *Leisure activities*.

Leisure activities (Factor 4) received the highest mean value of 3.41 with a 0.55 reliability coefficient and a 0.29 average inter-item correlation.

History and nature activities (Factor 3) was the second highest mean value of 2.85 with a reliability coefficient of 0.60 and an average inter-item correlation of 0.34.

Recreational activities (Factor 2) received the second lowest mean value of 2.83, while the reliability coefficient was 0.67 and had an average inter-item correlation of 0.34. *Social activities* (Factor 1) received the lowest mean value of 2.79 with 0.73 on the reliability coefficient and 0.41 on the average inter-item correlation.

These results concerning activities preferred at a destination seem to be in agreement with travel motives discussed previously. The most preferred activity is *Leisure* of which again denotes a slow pace of activities. The second highest activity is *History and nature* that once again refers to activities of a much more relaxed pace than the remaining, somewhat energetic, activities (*Recreational* and *Social activities*). In addition, one can see that *Social activities* are the least preferred activity and may be for the reason that this activity requires contact with other people. It would seem that, pharmacists prefer activities that are of slower pace and that enable the pharmacists to be able to isolate themselves somewhat. The results from the factor analyses will be used in further statistical analysis as discussed in the following section.

4.4.4 Private -, Government - and Industry pharmacists

In order to determine whether there are differences amongst South African pharmacists based on their socio-demographic characteristics, travel motives, activities and SWB a distinction was made between the three groups of pharmacists in South Africa designated as private, government and industry pharmacists. Table 4.4 indicates that the majority of pharmacists are employed in the private sector (54%), while the other pharmacists are evenly employed in the government (21%) and industry (25%).

Table 4.4: Different pharmacists

Type of pharmacist	Count	Percent
Private	104	54%
Government	40	21%
Industry	48	25%

4.4.5 Multiple comparisons between different groups of pharmacists' characteristics

ANOVAs were applied to determine the differences between the private, government and industry pharmacists concerning socio-demographic characteristics, travel motives, preferred activities and SWB. Table 4.5 indicates that there are statistically significant differences between the private, government and industry pharmacists based on age ($p < 0.005$); length of service as a pharmacist ($p < 0.003$); the number of weekend trips taken a year ($p < 0.025$); *novelty* as a travel motive ($p < 0.008$); and AFM positive difference ($p < 0.012$).

Table 4.5: Multiple comparisons between different groups of pharmacists' characteristics

Characteristic	Different pharmacists			F-ratio	Sig. level
	Private (*N*=104)	Government (*N*=40)	Industry (*N*=48)		
Demographic					
Age	43.10[b]	36.87[a]	43.81[b]	5.368	0.005*
In service as pharmacist	18.29[b]	12.29[a]	19.67[b]	6.148	0.003*
Number of weekend trips a year	3.46[a]	4.96[b]	3.26[a]	3.767	0.025*
Number of holidays a year	1.45	1.41	1.44	0.031	0.970
People pay for when on holiday	3.10	2.84	3.17	0.738	0.479
Motives†					
Exploration and knowledge seeking	3.52	3.59	3.55	0.127	0.881
Escape and relaxation	4.18	4.43	4.35	2.559	0.080
Special interest	2.09	2.38	2.06	2.628	0.075
Novelty	3.69[a]	3.64[a]	3.30[b]	4.965	0.008*
Activities†					
Social activities	2.76	2.97	2.88	0.690	0.503
Recreational activities	2.83	2.86	2.76	0.147	0.863
History and Nature activities	2.91	2.69	2.74	1.007	0.367
Leisure activities	3.37	3.26	3.50	0.745	0.476
Subjective well-being differences					
SWLS difference	2.56	3.84	2.08	1.769	0.173
AFM2 Positive difference	6.59[a]	10.43[b]	6.03[a]	4.518	0.012*

AFM2 Negative difference	3.67	3.50	1.65	1.020	0.363
AFM2 Balance difference	10.39[ab]	13.93[a]	7.68[b]	2.290	0.104

(SWLS: Satisfaction with Life Scale; AFM2: Affectometer 2)

† Respondents were asked to indicate how they evaluate each motive and activity on the scale (1 = not at all important; 2 = less important; 3 = neither important, nor less important; 4 = important; 5 = very important).

* Statistically significant difference: p≤ 0.05

a Group differs significantly from type (in row) where b is indicated.

Table 4.5 indicates that there are statistically significant differences as discussed in the following section:

- **Age:** The government pharmacist differs statistically from the private and industry pharmacist, based on age. The government pharmacist is younger (average age of 37 years), while private and industry pharmacists are older (average age is respectively 43 and 44 years).
- **Service as a pharmacist:** The government pharmacist also differs statistically from the private and industry pharmacist based on length of service as a pharmacist. The government pharmacist has a shorter period (average of 13 years) in service, whereas the private and industry pharmacist has longer periods in service (respectively 18 and 20 years).
- **Number of weekend trips taken a year:** The private and industry pharmacist differs statistically from the government pharmacist when the number of weekend trips taken a year is examined. The private and industry pharmacist takes fewer weekend trips a year (3), while the government pharmacist takes more (5) weekend trips a year.
- ***Novelty*** as a travel motive: The private and government pharmacist differs statistically from the industry pharmacist in terms of *Novelty* as a travel motive. For the private and government pharmacist, *Novelty* is very important as a travel motive while the industry pharmacist regards this travel motive as neither important, nor less important.
- **AFM2 positive increase:** The government pharmacist differs statistically from the private and industry pharmacist concerning the positive increase on the AFM2. The government pharmacist has a higher increase in SWB after taking a holiday (10.43) compared to the private (6.59) and industry pharmacist (6.03).
- **AFM balance increase:** The government pharmacist differs statistically from the industry pharmacist. However, the private pharmacist does not differ statistically

from the other two groups of pharmacists based on AFM2 balance increase. All the different types of pharmacists' SWB scores differ. The government pharmacist's SWB is the highest (13.93), followed by that of the private pharmacist (10.39) and then the industry pharmacist (7.68), after taking a holiday.

Table 4.5 indicates that there are no statistically significant differences between the private, government and industry pharmacist based on the number of holidays a year (p = 0.970), people paid for when on holiday (p = 0.479), *Exploration* as travel motive (p = 0.881), *Escape and relaxation* as travel motive (p = 0.080) and *Special interest* as travel motive (p = 0.075). The same conclusions can be drawn based on *Social activities* as activities preferred (p = 0.503), *Recreational activities* as activities preferred (p = 0.863), *History and nature activities* as activities preferred (p = 0.367), *Leisure activities* as activities preferred (p = 0.476), SWLS difference (p = 0.173), AFM negative difference (p = 0.363) and AFM balance difference (p = 0.104).

Given that there is no statistical significance between the three groups of pharmacists regarding the above mentioned, the following can now be noted for all three groups of pharmacists:

- all of the pharmacists take an average of one holiday a year;
- the average number of people paid for when on holiday is 3 persons;
- *Exploration* is neither important nor less important as a travel motive;
- *Escape and relaxation* is the most important travel motive;
- *Special interest* is a less important motive; and
- *Social* activities, *recreational* activities, and *History and nature* activities are all seen as neither important nor less important as activities preferred at the holiday destination.

However, *Leisure* activities as the preferred activity at a destination are seen as important for the industry pharmacist, while the private and government pharmacist see this as neither important nor less important. Furthermore, it can be noted that, for the government pharmacists, the increase in SWLS is the highest (3.84), followed by the private pharmacist (2.56) and the industry pharmacist (2.08). The private and government pharmacists' negativity decreases similarly, and is, respectively, 3.67 and

3.50, while the industry pharmacist's negativity decreases less (1.65) than the private and government pharmacists (see AFM Negative difference) do.

4.4.6 Socio-demographic characteristics and travel behaviour of different groups of pharmacists

Chi-square tests were applied to determine the differences between the private, government and industry pharmacists concerning other socio-demographic characteristics and travel behaviour. Chi-square tests were applied to determine whether two categorical variables are related (Pallant, 2007:212). Table 4.6 indicates that there are statistically significant differences between the private, government and industry pharmacists based on language ($p < 0.018$), 2x4 vehicle as a mode of transport ($p < 0.013$), bus as a mode of transport ($p < 0.027$), province of origin ($p < 0.000$), hotel as preferred accommodation ($p < 0.044$), or camping as preferred means of accommodation ($p < 0.032$).

Table 4.6: Socio-demographic characteristics and travel behaviour of different groups of pharmacists

Characteristic	Different pharmacists			Chi-square value	DF	Sig. level	Phi - value
	Private (*N* = 104)	Government (*N* = 40)	Industry (*N* = 48)				
Language				7.989	2	0.018*	0.210
Afrikaans	60%	75%	44%				
English	40%	25%	56%				
Marital status				1.136	2	0.567	0.077
Married	74%	68%	67%				
Not married	26%	32%	33%				
Length of holidays				4.989	6	0.545	0.164
4-7 days	35%	43%	51%				
8-9 days	21%	22%	20%				
9-12 days	38%	30%	22%				
Other	6%	5%	7%				
Mode of transport							
4 x 4	Yes 48%; No 52%	Yes 44%; No 56%	Yes 30%; No 70%	2.127	2	0.345	0.139
Recreational	Yes 25%; No 75%	Yes 40%; No 60%	Yes 32%; No 68%	1.308	2	0.520	0.119
Sedan	Yes 75%; No 25%	Yes 87%; No 13%	Yes 92%; No 8%	4.892	2	0.087	0.190
2 x 4	Yes 19%; No 81%	Yes 56%; No 44%	Yes 26%; No 74%	8.697	2	0.013*	0.307
Bus	Yes 4%; No 96%	Yes 27%; No 73%	Yes 11%; No 89%	7.188	2	0.027*	0.291
Airplane	Yes 75%; No 25%	Yes 72%; No 28%	Yes 85%; No 15%	1.797	2	0.407	0.117
Rental car	Yes 44%; No 56%	Yes 31%; No 69%	Yes 55%; No 45%	1.907	2	0.385	0.142
Province				71.999	16	0.000*	0.616
Gauteng	34%	8%	58%				
KwaZulu-Natal	11%	8%	4%				
Eastern Cape	5%	21%	17%				
Western Cape	24%	13%	6%				
Northern Cape	1%	5%	0%				
Limpopo	4%	5%	0%				
Mpumalanga	7%	2%	0%				
Free State	3%	2%	15%				
North-West	11%	36%	0%				
Accommodation							
Hotel	Yes 54%; No 46%	Yes 65%; No 35%	Yes 78%; No 22%	6.228	2	0.044*	0.214
Bed & Breakfast	Yes 57%; No 43%	Yes 82%; No 18%	Yes 61%; No 39%	4.573	2	0.102	0.196
Guest farm	Yes 45%; No 55%	Yes 56%; No 44%	Yes 40%; No 60%	0.979	2	0.613	0.099

Guesthouse	Yes 46%; No 54%	Yes 38%; No 62%	Yes 44%; No 56%	0.254	2	0.881	0.050
Vacation apartment	Yes 84%; No 16%	Yes 86%; No 14%	Yes 90%; No 10%	0.540	2	0.763	0.064
Camping	Yes 55%; No 45%	Yes 71%; No 29%	Yes 30%; No 70%	6.883	2	0.032*	0.249
Chalet	Yes 83%; No 17%	Yes 83%; No 17%	Yes 94%; No 6%	3.027	2	0.220	0.147
Game lodge	Yes 87%; No 13%	Yes 77%; No 23%	Yes 82%; No 18%	2.530	2	0.282	0.146
Destination							
Rural	Yes 58%; No 42%	Yes 47%; No 53%	Yes 53%; No 47%	2.835	2	0.242	0.161
Seaside	Yes 99%; No 1%	Yes 95%; No 5%	Yes 100%; No 0%	4.089	2	0.129	0.152
City	Yes 22%; No 78%	Yes 40%; No 60%	Yes 38%; No 62%	3.331	2	0.189	0.179
Inland	Yes 63%; No 37%	Yes 63%; No 37%	Yes 43%; No 57%	2.785	2	0.248	0.165
Caravan park	Yes 32%; No 68%	Yes 53%; No 47%	Yes 36%; No 64%	2.622	2	0.270	0.156
National park	Yes 92%; No 8%	Yes 75%; No 25%	Yes 84%; No 16%	4.910	2	0.086	0.187
Holiday resort	Yes 82%; No 18%	Yes 79%; No 21%	Yes 85%; No 15%	0.320	2	0.852	0.049
Constraints							
Time	Yes 98%; No 2%	Yes 97%; No 3%	Yes 98%; No 2%	0.049	2	0.977	0.016
Money	Yes 75%; No 25%	Yes 91%; No 8%	Yes 80%; No 20%	3.892	2	0.143	0.150
Family	Yes 18%; No 82%	Yes 14%; No 86%	Yes 33%; No 67%	4.503	2	0.105	0.181
Disabled persons	Yes 1%; No 99%	Yes 0%; No 100%	Yes 3%; No 97%	0.956	2	0.620	0.086

* Statistically significant difference: p≤ 0.05

The differences regarding socio-demographic characteristics will be discussed in the following section:

- **Language:** The private and government pharmacists are Afrikaans speaking while the industry pharmacists are English speaking;
- **Marital status:** All three groups of pharmacists are married;
- **Length of holiday:** The government – and industry pharmacists seem to go on shorter holidays (4-7 days) than the private pharmacist tend to stay longer (9-12 days) at a holiday destination;
- **Mode of transport:** There are statistical significant differences between the private – and industry pharmacists, and the government pharmacist in terms of 2x4 as mode of transport. The government pharmacist is more likely to use 2x4 as a mode of transport while the private – and industry pharmacist do not prefer 2x4 as mode of transport. Furthermore, statistical significant differences can be noted based on bus as a mode of transport. The government pharmacist seems to be more likely to take a bus as means of mode of transport whereas private and industry pharmacists are not likely to.

  Furthermore, even though there are no significant differences between the different pharmacists in terms of other preferred modes of transport there are still some differences to be noted. The industry pharmacist does not prefer 4x4 vehicles as mode of transport while the private and government pharmacists seem to be evenly distributed in preference of 4x4 as mode of transport. None of the pharmacists has a high preference for using a recreational vehicle for holiday. A sedan, on the other hand, is highly preferable for all pharmacists as mode of transport when taking a holiday. The industry pharmacist seems to have a higher preference for an airplane as mode of transport compared to the private and government pharmacists. Finally, it must be noted that the private and industry pharmacists are fairly evenly distributed in choosing a rental car as mode of transport, while the government pharmacist does not see a rental motor as a preferred mode of transport.
- **Province:** There are statistically significant differences between the different pharmacists in terms of province of origin. The industry and private pharmacists originate from Gauteng, while the government pharmacist mostly originates from North-West province. In addition, it may be noted that the private pharmacists also

seem to originate from the Western Cape. The private and government pharmacists, furthermore, seem to be evenly represented across all provinces while the industry pharmacists are not represented in all of the provinces.

- **Accommodation preferred:** The government and industry pharmacists differ statistically from the private pharmacist in terms of opting for hotels as preferred accommodation. The government and industry pharmacists seem to prefer hotels more than does the private pharmacist. On the other hand, the private and industry pharmacists differ from the government pharmacist when choosing camping as the preferred accommodation while taking a holiday. The government pharmacist seems to prefer camping accommodation more than do the private or industry pharmacists.

  Even though there are no other statistical differences between the different pharmacists based on the other preferred type of accommodation, there are differences that can still be noted. The government pharmacist seems to prefer bed and breakfast accommodation when compared to the private and industry pharmacists. The private and government pharmacists appear to have an equal preference in terms of a guest farm as preferred accommodation when taking a holiday, while the guest farm is preferred more by the industry pharmacist as a holiday destination. A guesthouse, on the other hand, appears not to be preferred by any of the pharmacists. In addition, while all of the pharmacists prefer vacation apartments and chalets, the industry pharmacists seem to prefer them more than do the private and government pharmacists. Game lodges are also opted for by all three groups of pharmacists, but appear to be less preferred by the government pharmacists. From the above, it can be noted that government pharmacists prefer much of the accommodation but give the impression of choosing cheaper accommodation when compared to the private and industry pharmacists.
- **Destination preferred:** No significant differences, based on destination preferred when taking a holiday, appeared between all the groups of pharmacists. However, the private and industry pharmacists indicated that they preferred rural destinations more than did the government pharmacists. All of the pharmacists indicated a preference for coastal destinations. None of the pharmacists indicated that the city is an unfavourable holiday destination, but the private pharmacist recorded a more

unfavourable view of the city as a holiday destination. Inland destinations appear to be preferred more by the private and government pharmacists when compared to industry pharmacists. Only the government pharmacists preferred caravan parks as a holiday. All the pharmacists preferred National Parks and holiday resorts as a holiday destination. Once again, however, the government pharmacist preferred them less than did the private and industry pharmacists. Based on these results as a whole, it can be concluded that pharmacists choose more or less the same destinations to take holidays at.

- **Constraints on taking a holiday:** There are no statistical differences between the different pharmacists based on constraints to take a holiday. However, all of the pharmacists indicated that time seem to be the major constraint when considering taking a holiday. Disabled persons, on the other hand, are not indicated as a constraint on taking a holiday. All pharmacists indicated that money is a constraint when taking a holiday. This, however, as may be expected, seems to be more of a constraint for the government pharmacists. Family appears not to be a constraint for pharmacists to take a holiday, seeming to be less of a constraint for the private and government pharmacists.

4.5 FINDINGS AND IMPLICATIONS

Based on the results the following findings were revealed:

- The results of this research confirm research by Kruger and Saayman (2010:100) who indicated that this apparently homogeneous group of pharmacists differ based on socio-demographic characteristics and other independent choices as discussed below:
    - The government and industry pharmacists seem to take shorter holidays (4-7 days) than does the private pharmacist (9-12 days), and prefer vacation apartments as accommodation when compared to the private pharmacist who prefers game lodges.
    - Referring to socio-demographic characteristics, the government pharmacist is younger (37 years) compared to the private and industry pharmacists (respectively 43 and 44 years) and has shorter (12 years)

service as a pharmacist when compared to the private and industry pharmacists (respectively 18 and 20 years).

- The results confirm the research by Decrop (2000:231) and furthermore show that important differences in decisions and decision-making result from pharmacists' socio-demographic characteristics. The results revealed the following:
    - The government pharmacist is younger than the other two groups of pharmacists and rated *Exploration and knowledge seeking* higher than the other two groups. This result confirms Heung *et al.* (2001:266) who found that younger tourists rate "exploration" higher than older tourists did.
    - All three groups of the pharmacists indicated that time and money are constraining when deciding to take a holiday. These results confirm findings by Ateca-Amestoy *et al.* (2008:70-71) and confusingly both confirm and contradict findings by Richards (1999:192). All pharmacists also indicated that family structures do not constrain them from taking a holiday.
    - All of the pharmacists are married and also indicated to have higher SWB after a holiday. This confirms findings by Ateca-Amestoy *et al.* (2008:70-71) that individuals living with a partner are likely to enjoy higher levels of leisure satisfaction than those living alone.
    - The results also show that all three groups of pharmacists obtained the same level of education and seek opportunity to learn and to earn higher income that may lead to more expensive leisure pursuits (McGuiggan, 2001:199). This may be the reason why the government and industry pharmacists prefer more expensive accommodation (vacation apartments) than did the private pharmacist (game lodge).
- The following results confirm research done by Steyn *et al.* (2004:103) and Sirgy *et al.* (2010:20) that holidays (tourism as a part of leisure) may lead to a positive change in well-being and that events on a holiday trip will contribute to positive or negative affect:
    - All three groups of pharmacists recorded reduced negative affects after taking a holiday. This confirms findings by Gilbert and Abdullah (2004:105), Iwasaki and Smale (1998:25) and Trenberth (2005:4) that

leisure plays an important role as a buffer against stress. In addition to the latter, pharmacists' motives indicate that pharmacists take holidays to reduce stress as they wish to take holidays to rest and relax.

- The results also indicate that government pharmacists differ from the private and industry pharmacists as government pharmacists are younger, have shorter service as a pharmacist, take more weekend trips, have SWLS that is higher after taking a holiday, the positive affect is higher after taking a holiday and the balance of the positive/negative affect is also higher than that of the private and industry pharmacists.

The findings of this chapter have important implications:

The main constraints for pharmacists not taking a holiday are indicated as time and money. To rectify this problem, the Pharmacy Council of South Africa may give guidelines to draft well-being policies as a solution. These policies should be drafted to ensure that pharmacists do not exceed the maximum working hours a pharmacist is permitted to work per week. Furthermore, the employing company should also make budget provisions for the remuneration of the *locum tenens* when the employing pharmacist takes a holiday or a weekend away. The fact that there is a distinction between different pharmacists and that their working hours, working conditions and so forth, differ, makes policy drafting a difficult process. The policy drafting process will need to take the different groupings of pharmacists and their working conditions into consideration. The management of a policy for the private pharmacist, who most of the time is self-employed, is much more complex seeing that he/she controls their own working time and does not have strict working hours. The government and industry pharmacists who are employed by an employer may be easier to manage accordingly to the policy.

Furthermore, wellness officers may be employed to monitor the wellness of pharmacists and to organise wellness workshops to educate pharmacists on means to enhance their wellness.

In the case of the employing company (such as in the case of the industry and government pharmacists), the increased well-being may lead to higher commitment of

the pharmacist to the occupation and so will deliver satisfied patients. This also implies financial benefits with regard to training expenses and reduced losses of finances due to cases of absenteeism. In addition, the country will benefit from pharmacists' change in positive SWB. Since pharmacists will have a high commitment to their occupation, the results confirms findings by Gaither *et al.* (2008:232) which state that the stress of an occupation may manifests itself in the form of deceased job satisfaction and increased intention to resign. Pharmacists will therefore be less motivated to quit their occupation and this will then not lead to shortages of pharmacists for the country. In addition, patients will be assured of outstanding health services.

Since the results indicated that holiday taking contributes to the enhancement of SWB, it may be presumed that destinations will find interest in pharmacists as a possible market. Destinations designing products/services may be able to form an agreement with the Pharmacy Council of South Africa and/or policy designers in an attempt to increase the well-being of the profession. Seeing that the motives and preferred activities broadly concur for all the groups of pharmacists, the altering or design of a destination seems effortless. A time-share destination or destinations that allow discounts to pharmacists will encourage pharmacists to take holidays more often and thus maintain their well-being. Incentives such as a weekend away for the employee of the month may also be used by employers to encourage holiday taking.

4.6 CONCLUSION

The aim of this chapter was to determine the different factors that influence holiday taking and the consequent SWB of the three groups of pharmacists. The results indicated that the three pharmacists differ somewhat based on socio-demographic characteristics and that the latter have an influence on holiday decision-making. This chapter, in addition, proves that taking a holiday does indeed enhance all three groups of pharmacists' well-being, but that taking a holiday is constrained by the availability of time and money to take such a holiday. Seeing that holidays contribute to well-being and have many other benefits (such as job satisfaction) it can be supposed that it would be of importance for the health industry to show interest in pharmacists' holiday taking and its ability to subsequently rectify problems such as stress overload. One way of rectifying this stress overload problem may be by means of policies that are drafted for

each group of pharmacists. This will enable each pharmacist, within his or her different working conditions, to be encouraged to take holidays.

This chapter shows the importance of the health industry examining each of the groups of pharmacists and so helping improve the whole pharmaceutical profession by means of applicable policies to enhance the well-being of pharmacists.

Conclusions and Recommendations

5.1 INTRODUCTION

The aim of this study was to determine the role of holiday taking on South African pharmacists' overall well-being. To achieve this aim, the following objectives were set in Chapter 1 and achieved in the subsequent chapters.

- The first objective was to conduct a literature analysis regarding the influence of socio-demographic characteristics, travel motives, preferred activities and independent choices (such as: number of people in travel party, length of stay, and travel distance) on the decision to take a holiday, together with the consequences of these variables on SWB. This objective was accomplished in Chapter 2.
- The second objective was to determine by means of a survey whether taking a holiday leads to positive SWB of pharmacists. This was accomplished in Chapter 3 (Article 1) of this study. The research indicated that pharmacists who take holidays achieve positive SWB and therefore reduce their stress levels also.
- The third objective was to compare, again by using a survey, and based on socio-demographic characteristics, travel motives, preferred activities at a destination, travel behaviour and SWB when taking a holiday, private, government, and industry pharmacists (see Chapter 1). This aim was achieved Chapter 4 (Article 2) of this study. The results showed significant differences between the private, government, and industry pharmacists based on socio-demographic characteristics, travel behaviour and SWB.
- The fourth and last objective of this study was to draw conclusions from, and make recommendations based on the results of the study. This chapter (Chapter 5) will conclude the findings of the research and will use the research results from Chapter 3 and Chapter 4 to make recommendations to concerned parties.

The aim of this chapter is, therefore, to draw conclusions and make recommendations. Recommendations for future research directions will also be suggested.

5.2 CONCLUSIONS

The conclusions will be discussed with regard to the literature review and the empirical results, as reported in Chapters 2, 3 and 4.

5.2.1 Conclusions with regard to the literature review

- The imbalance between supply (the increase in prescribed medication) and demand (due to a general increase in the average age of the population) affects the amount and types of work pharmacists perform and therefore increases the amount of stress they experience (c.f. 1.2).
- Pharmacists' high levels of stress at work originate from intrinsic factors related to their work (work overload, autonomy and variety of tasks) and from their role as management (inability to delegate, a perceived lack of influence and role ambiguity) (c.f. 1.2, 3.1 & 4.1).
- Most pharmacists work 40 hours a week, while 10 percent work more than 50 hours a week. Some pharmacists are required to work at nights, at weekends and during public holidays (c.f. 4.1).
- Stress manifests itself through decreased job satisfaction, increased intention to leave the employing company, absenteeism and high job turnover (c.f. 3.2 & 3.5).
- Unless the stress experienced by pharmacists is lessened, the profession will not only endanger the physical and mental health of the current (and perhaps, future) practitioners, but may possibly endanger the patient's safety by limiting the amount and quality of time that pharmacists spend with patients (c.f. 3.1).
- Especially in a South African context, research found that pharmacists experience high levels of stress in comparison to other occupations (c.f. 1.3 & 4.1).
- Pharmacists, therefore, experience low subjective well-being (SWB) in the form of stress (c.f. 1.2 & 3.1).
- Referring to latter, SWB can be defined as individual's evaluations of their own lives. These evaluations can be cognitive judgements, such as life satisfaction, and emotional responses to events, such as felling positive emotions. It is an umbrella term that refers to several separable components, such as life satisfaction and

satisfaction with life domains, feeling positive affect (positive emotions) most of the time; experiencing infrequent feelings of negative affect (such as stress, depression and anger); and judging one's life to be fulfilling and meaningful (c.f. 1.2, 2.2 & 3.1).

  - SWB is one measure of quality of life that indicates a 'good life' (c.f. 2.2 & 3.1).
  - Positive affect, negative affect and life satisfaction are separable components of SWB, and need to be assessed separately (c.f. 2.3, 3.3.4 & 4.3.4).
  - The affective component of SWB is measured by means of the Affectometer 2 which balances the positive- and negative-affect (c.f. 2.3, 3.3.3.4 & 4.3.3.4).
  - The cognitive component of SWB is measured by means of the Satisfaction with Life Scale (SWLS). This is a global assessment of the positivity with which an individual appraises life (c.f. 2.3, 3.3.3.3 & 4.3.3.3).
  - Individuals can influence their own SWB by controlling which life domains the individual should draw from or from which ones they should choose to withdraw; this is called the bottom-up spill over theory (c.f. 2.3).
  - The bottom-up, spill over theory occurs as a direct function of domain salience where highly salient domains impact others or spill over to less salient domains and contributes more to SWB than do less salient domains (c.f. 2.3 & 3.1).

- Work and leisure are both essential for well-being (c.f. 2.1 & 3.1).
- In the case of employment, employers typically use economic incentives (in the form of wages and salaries) to retain current employees. However, happiness levels do not increase in line with income levels and therefore a solution in the form of emoluments is without foundation (c.f. 3.2).
- With pharmacists' high level of stress in mind, leisure/taking a holiday has a role as a soothing or coping mechanism for stress in two ways: (1) the creation of a leisure space, a means of dealing with stress and which creates a sense of perseverance and empowerment; (2) by offering a positive diversion or 'time out' from stress and therefore a context for rejuvenation and renewal to take place (c.f. 1.3, 3.1 & 4.1).
- Research into travel and tourism indicates that leisure has many direct and indirect benefits, such as greater levels of happiness, improved health, increased longevity,

increased self-esteem, greater satisfaction with various aspects of life and greater overall life satisfaction (c.f. 1.2, 2.1, 3.1 & 4.2).

- Holidays may therefore lead to a positive change in well-being (c.f. 1.2, 2.1, 3.1 & 4.2).
- With this in mind, if a pharmacist feels over stimulated, perhaps experiencing this in the form of stress, the pharmacist would likely be searching for a destination in which s/he perceives that s/he could find tranquillity and relaxation (c.f. 3.1 & 4.1).
- The greater the satisfaction with events on a holiday, the greater the positive affect which, in turn, contributes to a positive change in SWB. This confirms that satisfaction on a holiday leads to high SWB (c.f. 1.3, 2.4, 3.1, 3.2 & 4.2).
- However, demographic characteristics, motives, activities preferred and different choice sets collectively influence the holiday experience, ranging from the initial decision-making to the actual experience (c.f. 2.5, 2.6, 2.7, 2.8 & 4.2).
- Holidays are constructed by demographic characteristics to take advantage of the opportunities the tourism industry offers. These characteristics may also influence the decision-making process, as well as the experience at the destination (c.f. 4.2). These demographic characteristics include:
    - Age (c.f. 2.5.1 & 4.2);
    - Family life cycle (c.f. 2.5.2 & 4.2);
    - Time available (c.f. 2.5.3 & 4.2);
    - Family composition (c.f. 2.5.4 & 4.2);
    - Marital status (2.5.5 & 4.2);
    - Gender (c.f. 2.5.6 & 4.2);
    - Education (c.f. 2.5.7 & 4.2); and
    - Income (c.f. 2.5.8 & 4.2)

- Travel behaviour is furthermore influenced by a number of aspects of which motives are just one and consequently behaviour is the result of the interaction of several motives and of various other socio-economic and psychographic factors. Needs result in motives and consequently result in behaviour (c.f. 1.3, 2.6 & 3.2).
    - Breaking down motives provides reasons why people engage in tourism and therefore an analysis is vital to identify the different needs of different groups (c.f. 2.6 & 4.2).

    - Individual too are influenced by a number of motives to make a travel decision where motives are product/service sensitive (c.f. 2.6).
- Activities preferred at a destination are also important to determine since participation will lead to a satisfactory experience for psychological enrichment of life (c.f. 2.8 & 4.2).
- Tourists' choices are interrelated concerning the destination, accommodation, travel companions, mode of transport, when to make a trip, and the duration of the trip (choice sets) (c.f. 1.3, 2.7 & 4.2).
- A homogeneous market may differ with regards to travel motives (c.f. 2.7 & 4.2).
- Based on this, the most successful products are those that respond to a bundle of needs within a given market segment. Destinations should therefore make greater efforts to match the destination's attributes to the tourist's diverse psychological needs (c.f. 1.3).
- With their working conditions in mind, a distinction amongst different pharmacists can be made into separate categories such as academic, ambulatory, clinical, community, government, home care, hospital, independent (private), industrial, managed care, nuclear, pharmaceutical industry, radio, and research pharmacists (c.f. 4.1).
- For the purpose of this study, a distinction was made between the private, government, and industry pharmacists (c.f. 4.1).

5.2.2 Conclusions with regard to empirical results

Chapter 3 made use of the Affectometer 2 (AFM2) and the Satisfaction with Life Scale (SWLS) to respectively measure the affective- and cognitive component of pharmacists' SWB concerning the impact of taking a holiday. The results showed the following:

- An overall increase in the cognitive, as well as the affective component, indicating that SWB has increased;
- The cognitive scale showed a small increase, showing that pharmacists felt a small increase on their life satisfaction; and
- The balance of the affective component showed a considerable increase where the major contributor is the positive affect. This indicates that pharmacists felt that taking a holiday contributes more to their increasing positive feelings than it does to reducing their negative feelings.

The main finding in Chapter 3 was that pharmacists' well-being is indeed enhanced after taking a holiday and is therefore a way of reducing stress that pharmacists experience because of their working conditions. Taking a holiday is therefore seen as an effective way of reducing stress.

Chapter 4 compared private, government, and industry pharmacists based on their socio-demographic characteristics, travel motives, preferred activities at a destination, travel behaviour and SWB when taking a holiday. To determine these factors analyses were undertaken on the travel motives and the preferred activities of pharmacists. The factors that were determined for travel motives were *Exploration and knowledge seeking*, *Escape and relaxation*, *Special interest*, and *Novelty*; while the activities preferred when on holiday were *Social activities*, *Recreational activities*, *History and nature activities*, and *Leisure activities*. This chapter then recorded the results achieved from the employed two-way frequency tables, chi-square tests, ANOVAs (analysis of variance) and Tukey's multiple comparisons used to investigate significant differences between the different groups of pharmacists. The following results indicate the major differences between the three groups of pharmacists:

- This homogeneous group of pharmacists differ based on socio-demographic characteristics and other independent choices and, therefore, differences in decision-making may also result:
    - The government pharmacist is younger (37 years of age) when compared to the private and industry pharmacists (respectively, 43 and 44 years of age).
    - The government pharmacists have shorter periods of service as pharmacists (12 years), compared to the private and industry pharmacists (respectively, 18 and 20 years).
    - The government and industry pharmacists take shorter holidays (4-7 days) than do the private pharmacists (9-12 days).
    - The government and industry pharmacists prefer vacation apartments as preferred accommodation, compared to the private pharmacists who prefer game lodges.

- *Exploration and knowledge seeking* is rated higher by the government pharmacists who are somewhat younger than the other two groups of pharmacists.
- Time and money are indicated by all three groups of the pharmacists as constraints to take a holiday. However, all pharmacists also indicated that family structure is not a constraint deterring them from to taking a holiday.
- Most of all three groups of the pharmacists are married, and recorded having higher SWB after taking a holiday.

- Taking a holiday (tourism as a part of leisure) leads to a positive change in well-being and events on a holiday trip contribute to positive- or negative-affect:
  - All three groups of pharmacists reported reduced negative affect after taking a holiday.

The main findings of Chapter 4 therefore is that there are significant differences between the private, government, and industry pharmacists based on their socio-demographic characteristics, travel behaviour and SWB.

The main findings of this study are illustrated by Figure 5.1. Figure 5.1 indicates that pharmacists experience stress as a result of their working conditions, and that this stress manifests itself in the form of low SWB. Taking a holiday is, however, seen as a buffer against stress and hence as a solution to pharmacists' low SWB. In addition, this study examined different groups of pharmacists of South Africa and can therefore render an informed opinion that their decisions to take holidays will differ. These differing decisions are influenced by a number of factors, such as socio-demographic characteristics, travel motives, preferred activities and different choice sets (as indicated in Figure 5.1). Determining these factors enables a fuller understanding of all the groups of pharmacists and of how holidays influence the SWB of different groups of pharmacists. The profile of the different groups of pharmacists differs which leads to different travel motives and activities preferred. This however implies that the different pharmacists will choose different holidays to enhance their SWB and hence reduce their stress.

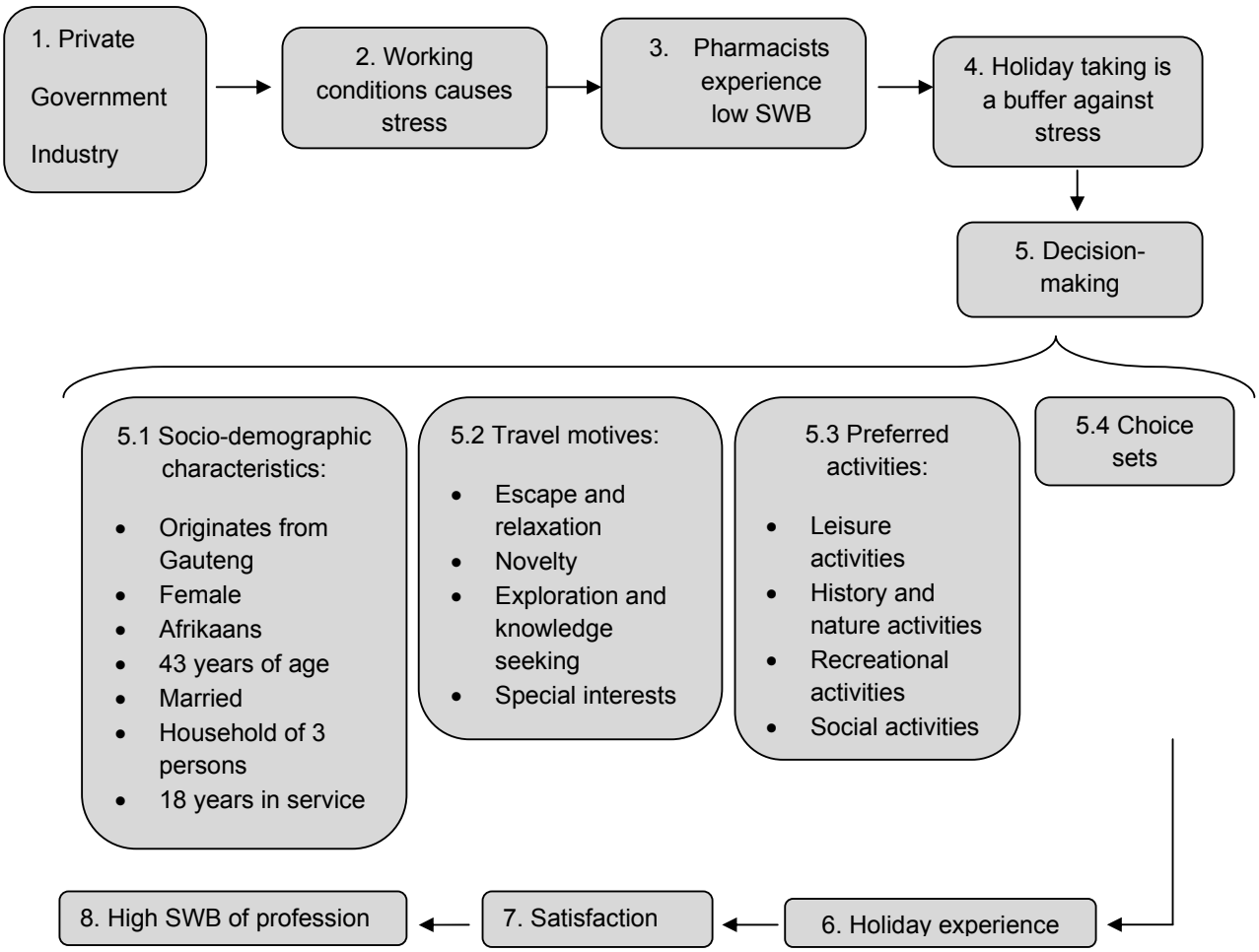

Figure 5.1: The influence of holiday taking on pharmacists' subjective well-being

5.3 RECOMMENDATIONS WITH REGARD TO SOUTH AFRICAN PHARMACISTS

This research determined the influence that taking a holiday has on the SWB of pharmacists. In the next section, recommendations will be made based on the research results and the conclusions previously drawn from them.

- Policies:

  As a solution to the profession's stress, the Pharmacy Council of South Africa may impose guidelines to pharmacists' working conditions. However, this study looked at three groups of pharmacists (private, government and industry) indicated that their working conditions differ, and therefore their working hours differ and the opportunities they have to take holidays. With this in mind, it can be seen that the drafting of a single policy to enhance the profession's well-being is not possible. The

implication is rather of separate policies for each group of pharmacists. Guidelines from the Pharmacy Council of South Africa will therefore help policy drafters to design policies that best suit the different groups of pharmacists (academic, private, government, to offer but a few categories as examples). These policies can be designed to enhance the pharmacist's well-being by means of strictly limited working hours, and for budget provisions for *locum tenens'* remuneration while a pharmacist is on holiday. The latter will also be a solution to the time constraint that pharmacists indicated as a reason for not being able to take holidays. These policies should be designed to encourage pharmacists to take more holidays, even if just weekend trips.

- *Locum tenens*:

  The Pharmacy Council of South Africa could also provide a list of *locum tenens* that are available for pharmacists who wants to take holidays. Sometimes pharmacists are constrained by the fact that there is no one available to supervise their pharmacy when they are taking a holiday. Such a list will enable the pharmacists to locate a *locum tenens* much more readily, thereby making the decision to take a holiday easier.

- Wellness officers:

  Another way of enhancing the profession's well-being is by means of the employment of a wellness officer. This officer's work would be to monitor the pharmacists' well-being and to provide suitable solutions to their wellness enhancement. The officer could, for example, organise workshops to teach pharmacists how to deal with conflict in the workplace, on stress releasing techniques, or ways to better their lifestyles.

- Holiday destinations:

  The Pharmacy Council of South Africa could also negotiate with holiday destinations to provide discounts to pharmacists at these holiday destinations as an encouragement to take holidays. Alternatively, taking pharmacists travel motives (*Escape and relaxation*), the activities preferred (game drives and educational excursions) and their preferences for holiday destinations (National Parks) into consideration, product owners such as game reserves and SANParks (South African National Parks) may provide pharmacists with some form of loyalty card. Here, the SANParks WildCard provides a good example.

From a research point of view, this study was the first to determine the profile of pharmacists and therefore the design or redesign of destination products and their marketing can be undertaken with greater certainty. National Parks and game farms can develop more products custom designed for pharmacists. This could be in the form of more wellness orientated products/services (such as stress-relieving massage, or relaxation exercise programs) delivered at the destinations. However, current destinations may not have to alter their products/services to attract pharmacists as a market but could perhaps adjust their marketing messages. These messages can be aimed at the travel motives of pharmacists and so market the destination as the place where the pharmacist could come to escape and to relax from their stressful working conditions, or a place where the pharmacist can find solace in isolation from the hustle and bustle of daily life. This redirection of marketing will also provide further encouragement to pharmacists to take holidays regularly.

- Incentives:
  Holidays or weekends away from work may also be used as incentives for pharmacists who, for example, have been identified as the employee of the month, or for pharmacists who have delivered excellent input on new developments within the profession. Incentives will encourage pharmacists to do their work excellently and enthusiastically in order to obtain a holiday and will therefore be seen also as a worthwhile form of encouragement.

5.4 RECOMMENDATIONS WITH REGARD TO FUTURE RESEARCH

Based on the results and limitations of this research, the following aspects need further research:

- The research could go a step further and determine what influences pharmacists satisfaction when taking a holiday. Literature indicates that when tourists (pharmacists) are satisfied at the destination and that this satisfaction will cause enhanced well-being. When the factors that influence satisfaction have been determined accurately, destinations may then use the results of such research to further enhance pharmacists' well-being.

- Other professions such as doctors and nurses may also be studied in order to provide a comparison of the results of different health occupations based on socio-demographic characteristics, travel motives, preferred activities and SWB. This could provide information on a vital sector of the South African economy, and could indicate whether there is a need to enhance the whole health sector's well-being. This information would assist in assuring South Africans of top quality health services.
- Different types of holidays (nature-based, compared to a resort or sea holidays) may also be studied to determine the effect of these different holidays on the market's SWB. This will enable the pharmacist to select a destination that is most appropriate to their needs. This will also help any markets that offer similar products to differentiate their offering to pharmacists and so help their market to select the best destination for their needs.

Taking the vital services that pharmacists deliver to the country into consideration, it can be seen that it is imperative to reduce pharmacists' stress and to enhance their well-being. This study found that taking holidays enhances the well-being of pharmacists and pharmacists should therefore be encouraged to take holidays. Hence, this research greatly contributed to the understanding of the latter as well as the travel behaviour of pharmacists in South Africa.

5.5 LIMITATIONS OF THE STUDY

One limitation of this study was that the pharmacists themselves indicated their perceived well-being based on a recent holiday taken in one point in time. This implies that pharmacists answered the questionnaire based on different holiday destinations and also differing periods of times passed between the actual holiday and the answering of the questionnaire. Both of these implications may have an effect on the amount of well-being the pharmacists would report.

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Appendix 1

Cellphone number (For competition purposes)/ Selfoonnommer (Vir kompetisie doeleindes)

SECTION A/ AFDELING A: DEMOGRAPHIC PROFILE/ *DEMOGRAFIESE PROFIEL*

1. Gender / *Geslag:*

M	F/V

2. Year born / *Jaar gebore:* 19

3. Home language / *Huistaal:*

Afrikaans	1
English/ *Engels*	2
Nguni (isiZulu, isiXhosa, Siswati, isiNdebele)	3
Sotho (Sepedi, Sesotho, Setswana)	4
Tshivenda/ Xitsonga	5
Other/ *Ander*:	6

Specify/ *Spesifiseer*: _____

4. Marital status / *Huwelikstatus:*

Single/ *Enkellopend*	1
In a relationship/ *In `n verhouding*	2
Married/ *Getroud*	3
Divorced/ *Geskei*	4
Widow(er)/ *Weduwee (wewenaar)*	5

5. How many people does your household consist of? / *Hoeveel mense bly tans in u huishouding?*

Persons/*Persone*

6. Indicate where you are currently employed: / *Dui aan waar u tans in diens geneem is:*

Private/ *Privaat*	1	Academic/ *Akademies*	4
Government/ *Regering*	2	Pensioner/ *Pensionaris*	5
Industry/ *Industrie*	3	Praktiseer nie meer nie	6

7. How long have you been practising as a pharmacist, after your intern year? / ***Na u intern jaar, hoe lank praktiseer u al as 'n apteker?***

☐ Years/ *Jare*

8. How many weekend trips per year do you take (1-3 days)? / ***Hoeveel naweekuitstappies per jaar onderneem u (1-3 dae)?***

☐ per year/ *per jaar*

9. How often do you go on holiday (longer than a weekend) a year? / ***Hoeveel keer 'n jaar gaan u op vakansie (langer as 'n naweek)?***

☐ per year/ *per jaar*

10. Please indicate how long your vacations (4 or more days) usualy are: / ***Dui aan hoe lank u vakansies (4 of meer dae) oor die algemeen is:***

4-7 Days/ *Dae*		1	9-12 Days/ *Dae*		3
8-9 Days/ *Dae*		2	Other/ *Ander:*		4

Specify/ *Spesifiseer:* _____

11. Which mode of transport do you use to travel? / Watter tipe vervoer gebruik u om te reis?

	Y/ *J*	**N**
4x4	1	2
Leisure vehicle/ *Rekreasie voertuig*	1	2
Sedan	1	2
2x4/Bakkie	1	2
Airplane/ *Vliegtuig*	1	2
Rental car/ *Huurmotor*	1	2
Other/ *Ander*	1	2

Specify/ *Spesifiseer* _____

12. When on holiday, what is the number of people you pay for? / ***Wanneer op vakansie, wat is die aantal persone waarvoor u betaal?***

☐ Persons/*Persone*

13. In which province do you live? / *In watter provinsie is u woonagtig?*

Gauteng	1
KwaZulu-Natal	2
Eastern Cape/ *Oos-Kaap*	3
Western Cape/ *Wes-Kaap*	4
Northern Cape/ *Noord-Kaap*	5
Limpopo	6
Mpumalanga	7
Free State/ *Vrystaat*	8
North-West/ *Noordwes*	9

SECTION B/ AFDELING B: HOLIDAY COMPONENTS AND TRAVEL MOTIVATIONS / *VAKANSIEKOMPONENTE EN REISMOTIVERINGS*

14. Please indicate your preference of holiday accommodation / *Dui asseblief u voorkeur in vakansie akkommodasie aan.*

	Y/ *J*	**N**
Hotel/ *Hotel*	1	2
Bed and Breakfast/ *Bed en Ontbyt*	1	2
Guest farm/ *Gasteplaas*	1	2
Guesthouse/ *Gastehuis*	1	2
Vacation apartment/ *Vakansiewoonstel*	1	2
Camping/ *Kampering*	1	2
Chalet	1	2
Game Lodge/ *Wildsplaas*	1	2
Other/ *Ander:*	1	2

Specify/ *Spesifiseer:* _____

15. Please indicate your preference in holiday destinations / *Dui asseblief aan hoe belangrik die volgende aktiwiteite is vir 'n kwaliteit vakansie.*

	Y/ *J*	**N**
Rural/ *Plattelands*	1	2
Seaside/ *Kus*	1	2
City/ *Stad*	1	2
Inland/ *Binneland*	1	2
Caravan Parks/ *Karavaan Parke*	1	2
National Parks/ *Nasionale Parke*	1	2
Holiday Resort/ *Vakansie Oord*	1	2
Other/ *Ander:*	1	2

Specify/ *Spesifiseer:* _____

16. Please indicate how important the following activities are for a quality holiday/ *Dui asseblief aan hoe belangrik die volgende aktiwiteite is vir 'n kwaliteit vakansie.*

5. Very important/ *Baie belangrik*
4. Important/ *Belangrik*
3. Neither important nor less important/ *Ewe min belangrik en nie belangrik*
2. Less important/ *Minder belangrik*
1. Not at all important/ *Glad nie belangrik nie*

	1	2	3	4	5
1. Visit museums or galleries/ *Besoek museums of galerye*	1	2	3	4	5
2. Exploration of fauna and flora; watching nature videos/ *Verkenning van fauna en flora; natuurvideo's kyk*	1	2	3	4	5
3. Theme parks or amusement parks/ *Temaparke of pretparke*	1	2	3	4	5
4. Do light exercise programmes/ *Ligte oefenprogramme te doen*	1	2	3	4	5
5. Festivals/ *Feeste*	1	2	3	4	5
6. Diving; snorkeling; whale watching/ *Duik;snorkel; walvisbesigtiging*	1	2	3	4	5
7. Sunbathing; sightseeing/ *Sonbad; besigtiging*	1	2	3	4	5
8. Visit architectural -; historical -; and cultural places/ *Besoek argitektuur; historiese; en kulturele plekke*	1	2	3	4	5
9. Game drives; educational excursions/ *Wildritte; opvoedkundige uitstappies*	1	2	3	4	5
10. Shopping; casinos; dining; dancing/ *Inkopies; casino's; uiteet; dans*	1	2	3	4	5
11. Spa treatments/ *Spa-behandelinge*	1	2	3	4	5
12. Sport events/ *Sport geleenthede*	1	2	3	4	5
13. Horse riding; moutain biking/ *Perdry; berg fietsry*	1	2	3	4	5
14. Fishing; cycling; hiking; hunting/ *Visvang; fietsry; staproetes; jag*	1	2	3	4	5

17. Please rate the reasons below to indicate the importance of why you go on vacation. (Please answer all the questions) / *Dui asb. volgens die skaal aan hoe belanrik die volgende redes is om op vakansie te gaan. (Antwoord asb. alle vrae).*

5. Very important/ *Baie belangrik*
4. Important/ *Belangrik*
3. Neither important nor less important/ *Ewemin belangrik en nie belangrik*
2. Less important/ *Minder belangrik*
1. Not important/ *Nie belangrik nie*

	1	2	3	4	5
1. To relax/ *Om te ontspan*	1	2	3	4	5
2. To share a familiar or unfamiliar place with someone/ *Om 'n bekende of onbekende plek met iemand te deel*	1	2	3	4	5
3. To learn about fauna and flora/ *Om van fauna en flora te leer*	1	2	3	4	5
4. To do exciting things/ *Om opwindende goed te doen*	1	2	3	4	5
5. To improve my health/ *Om my gesondheid te verbeter*	1	2	3	4	5
6. For business reasons/ *Vir besigheidsdoeleindes*	1	2	3	4	5
7. To relax from daily tension/ *Om te ontspan van daaglikse spanning*	1	2	3	4	5
8. To meet people with similar interests/ *Om mense met dieselfde belangstellings as ek te ontmoet*	1	2	3	4	5
9. To explore new destinations/ *Om nuwe bestemmings te verken*	1	2	3	4	5
10. To take photographs/ *Om fotos te neem*	1	2	3	4	5
11. Experience different lifestyles/ V*erskeie lewenstyle te ervaar*	1	2	3	4	5
12. To have fun/ *Om pret te ervaar*	1	2	3	4	5
13. To travel for status and prestige/ *Om te reis vir status en prestige*	1	2	3	4	5
14. To be together as a family/ *Om saam as 'n gesin te wees*	1	2	3	4	5
15. To learn new things/ *Om nuwe dinge te leer*	1	2	3	4	5
16. To participate in entertainment/ *Om deel te neem aan vermaak*	1	2	3	4	5
17. To have a spiritual experience/ *Om 'n geestelike ervaring te ondervind*	1	2	3	4	5

18. To participate in recreation activities/ *Om deel te neem aan rekreasie aktiwiteite*	1	2	3	4	5
19. To rest physically/ *Om fisies te rus*	1	2	3	4	5
20. To travel for religious reasons/ *Reis vir geloofsredes*	1	2	3	4	5
21. To learn more about different destinations/ *Om meer van verskeie bestemmings te leer*	1	2	3	4	5
22. To do something out of the ordinary/ *Om iets buiten gewoon te doen*	1	2	3	4	5

18. Which of the following are barriers in taking a vacation? / ***Watter van die volgende dien as versperrings wat u verhoed om op vakansie te gaan?***

	Y/ *J*	**N**
Time/ *Tyd*	1	2
Money/ *Geld*	1	2
Family/ *Familie*	1	2
Dissabled persons/ *Gestremde persone*	1	2
Other/ *Ander*	1	2

Specify/ *Spesifiseer:* _____

SECTION C/ AFDELING C: SUBJECTIVE WELL-BEING/ SUBJEKTIEWE WELSTAND

19. Please rate the following questions by means of completing the following sentence: *I Gradeer die volgende vrae deur die volgende sin te voltooi:*

Before my holiday I feel... / *Voor my vakansie voel ek...*						After my holiday I feel / *Na my vakansie voel ek*				
					5. All the time/ *Die heeltyd*					
					4. Often/ *Gereeld*					
					3. Some of the time/ *Sekere van die tye*					
					2. Occasionally/ *Af en toe*					
5	**4**	**3**	**2**	**1**	**1. Not at all/ *Glad nie***	**1**	**2**	**3**	**4**	**5**
5	4	3	2	1	1. My life is on the right track/ *My lewe is op die regte spoor*	1	2	3	4	5
5	4	3	2	1	2. I wish I could change some part of my life/ *Ek wens ek kon 'n gedeelte van my lewe verander*	1	2	3	4	5
5	4	3	2	1	3. My future looks good/ *My toekoms lyk goed*	1	2	3	4	5
5	4	3	2	1	4. As though the best years of my life are over/ *Asof die beste jare van my lewe al verby is*	1	2	3	4	5
5	4	3	2	1	5. I like myself/ *Ek hou van myself*	1	2	3	4	5
5	4	3	2	1	6. There must be something wrong with me/ *Asof daar iets met my fout is*	1	2	3	4	5
5	4	3	2	1	7. I can handle any problems that come up/ *Ek kan enige probleme wat mag opduik, hanteer*	1	2	3	4	5
5	4	3	2	1	8. Like a failure/ *Soos 'n mislukking*	1	2	3	4	5
5	4	3	2	1	9. Loved and trusted/ *Liefde en vertroue*	1	2	3	4	5
5	4	3	2	1	10. I seem to be left alone when I do not want to be/ *Soms of ek alleen gelos word wanneer ek nie wil nie*	1	2	3	4	5
5	4	3	2	1	11. Close to people around me/ *Na aan mense om my*	1	2	3	4	5
5	4	3	2	1	12. I have lost interest in other people and do not care about them/ *Ek het belangstelling in ander mense verloor en gee nie meer om vir hulle nie*	1	2	3	4	5
5	4	3	2	1	13. I can do whatever I want/ *Asof ek enige iets kan doen wat ek wil*	1	2	3	4	5
5	4	3	2	1	14. My life seems stuck in a rut/ *My lewe kom voor asof dit vasgevang is in 'n groef*	1	2	3	4	5

5	4	3	2	1	15. I have energy to spare/ *Ek het energie om te spaar*	1	2	3	4	5
5	4	3	2	1	16. I cannot be bothered doing anything/ *Om niks te doen nie sal my nie pla nie*	1	2	3	4	5
5	4	3	2	1	17. I smile and laugh a lot/ *Ek lag en glimlag baie*	1	2	3	4	5
5	4	3	2	1	18. Nothing seems very much fun anymore/ *Niks kom meer voor as baie pret nie*	1	2	3	4	5
5	4	3	2	1	19. I think clearly and creatively/ *Ek dink helder en kreatief*	1	2	3	4	5
5	4	3	2	1	20. My thoughts go round in useless circles/ *My gedagtes gaan rond in nuttelose sirkels*	1	2	3	4	5

20. Please indicate your agreement with each item by thinking of your last holiday and crossing the appropriate number in line with that item / ***Dui asseblief u ooreenstemming met elke item deur aan u laaste vakansie te dink en daarvolgens die gepaste nommer met u keuse dood te trek*** **[Satisfaction with Life Scale (Diener, Emmons, Larsen & Griffin, 1985)]**

Before my holiday I feel… *Voor my vakansie voel ek…*								After my holiday I feel *Na my vakansie voel ek*						
							7. Strongly agree/ *Stem baie sterk saam*							
							6. Agree/ *Stem saam*							
							5. Slightly agree/ *Stem bietjie saam*							
							4. Neither agree nor disagree/ *Stem ewemin saam en nie saam nie*							
							3. Slightly disagree/ *Stem bietjie nie saam nie*							
							2. Disagree/ *Stem nie saam nie*							
7	**6**	**5**	**4**	**3**	**2**	**1**	**1. Strongly disagree/ *Stem baie sterk nie saam nie***	**1**	**2**	**3**	**4**	**5**	**6**	**7**
7	6	5	4	3	2	1	1. In most ways my life is close to my ideal/ *In die meeste maniere is my lewe naby aan my ideaal*	1	2	3	4	5	6	7
7	6	5	4	3	2	1	2. The conditions of my life are excellent/ *My lewenskondisies is uitstekend*	1	2	3	4	5	6	7
7	6	5	4	3	2	1	3. I am satisfied with my life/ *Ek is tevrede met my lewe*	1	2	3	4	5	6	7
7	6	5	4	3	2	1	4. So far I have gotten the important things I want in life/ *So ver het ek al die belangrike dinge in die lewe wat ek wou gehad het, gekry*	1	2	3	4	5	6	7
7	6	5	4	3	2	1	5. If I could live my life over, I would change almost nothing/ *As ek my lewe oor sou kon lewe is daar amper niks wat ek sou wou verander nie*	1	2	3	4	5	6	7

21. Do you have any recommendations to the study? / ***Het u enige aanbevelings tot die studie?***

_____

_____