

# YOUTHFUL TRAVELERS' PURSUITS OF HAPPINESS: EMBRACING BUDDHIST VEGETARIANISM IN TEMPLES

Si-Fan LIU<sup>1</sup>, Zhi-Xuan LI<sup>1</sup> and Yang ZHANG<sup>1</sup>

<sup>1</sup> Faculty of Hospitality and Tourism Management, Macau University of Science and Technology Macau, China; liusifan421@gmail.com; 3230001284@student.must.edu.mo (S. L.); 165236119@163.com (Z. L.); yangzhang@must.edu.mo (Y. Z.)

## ARTICLE HISTORY

**Received:** 31 July 2024

**Revised:** 14 August 2024

**Published:** 24 August 2024

## ABSTRACT

This research aims at developing a framework illustrating how young tourists derive happiness from the Buddhist vegetarian experience and how Buddhist temples can enhance young tourists' commitment within the Humanistic Buddhist context by utilizing social practice theory, positive psychological theory, and attention restoration theory. This study expands the application of the above theories to wellness tourism, which is composed of spiritual tourism and food tourism, and provides constructive suggestions on how temples and temple vegetarian food can attract more young tourists in the context of Humanistic Buddhism.

**Keywords:** Buddhist Vegetarian Food, Social Practice Theory, Happiness, Perceived Therapeutic Landscape, Humanistic Buddhism

**CITATION INFORMATION:** Liu, S., Li, Z., & Zhang, Y. (2024). Youthful Travelers' Pursuits of Happiness: Embracing Buddhist Vegetarianism in Temples. *Procedia of Multidisciplinary Research*, 2(8), 49.

## INTRODUCTION

In today's fast-paced world, young individuals increasingly face pressures from work and daily life, leading many to seek solace in temples. A growing number are participating in temple activities, such as vegetarian meals and wellness practices, as a means of nurturing their health and attaining inner peace. Among these activities, consuming temple vegetarian food, or zhāicài, has emerged as a popular health-related practice among young people, making it a notable attraction for tourism. Research indicates that Buddhist temple food promotes both physical and mental health by addressing chronic diseases through natural, plant-based ingredients, while also enhancing digestion and energy levels (Son & Xu, 2013; Park & Cho, 2023; Jung et al., 2024). Furthermore, it contributes to improved mood and emotional well-being by reducing anxiety and stress through positive thinking and meditation (Kim et al., 2018; Park et al., 2020; Bishop et al., 2004). However, engaging in these health-oriented practices requires a certain level of health capital, which includes knowledge and access to resources that support a balanced and nutritious diet.

Social practice theory, developed by Pierre Bourdieu, serves as a valuable framework in health research, particularly in studies on healthy eating and related issues (Lee et al., 2014; Maller, 2015; Collyer et al., 2015; Xu & Jiang, 2020). This theory comprises three key elements: capital, which encompasses resources such as economic (income), social, and cultural (knowledge) forms (Bourdieu, 1985; Collyer et al., 2015); habitus, referring to the internalization of social and economic conditions that shape individual actions and thoughts (Bourdieu & Wacquant, 1992; Collyer et al., 2015); and field, representing the social space defined by relationships and power dynamics, particularly in healthcare settings (Collyer et al., 2015; Zhang et al., 2021). Together, these elements facilitate the analysis of health behaviors and outcomes, emphasizing the interplay between individual agency and social structures. In this study, we select health capital as the form of capital, Buddhist vegetarian engagement as the habitus, and the service environment provided by temples as the field.

Attention Restoration Theory (ART), developed by Kaplan and colleagues (Kaplan, 1995; Kaplan & Berman, 2010; Kaplan & Kaplan, 1989), explains how individuals renew their physical, psychological, and social capacities (Gill et al., 2018). This framework is particularly useful for exploring settings that facilitate recovery from mental fatigue (Kaplan & Kaplan, 1989). ART has been applied in tourism contexts, including vacations (Lehto, 2013), religious sites (Bond et al., 2015), and spiritual retreats (Gill et al., 2018, 2019). In this study, we consider perceived therapeutic landscapes (PTL) as a variable representing the service environment of temples, aligning with ART to investigate its restorative effects.

Positive psychology theory identifies three key components of happiness: frequent positive emotions, high life satisfaction, and infrequent negative emotions (Lyubomirsky et al., 2005). It can be viewed as an emotional state in which individuals seek to maximize positive experiences while minimizing negative ones (Lyubomirsky & Tucker, 1998). Furthermore, happiness involves a holistic assessment that encompasses both pleasant and unpleasant aspects of past experiences (Karavdic & Baumann, 2014). Therefore, this study is grounded in the principles of positive psychology, selecting happiness as one of the outcome variables to reflect the therapeutic effects of Buddhist vegetarianism.

In the context of Humanistic Buddhism, temples are increasingly focusing on attracting younger visitors by promoting vegetarianism as a pathway to health, well-being and happiness. Enhancing visitors' word-of-mouth (WOM) intentions and revisit intentions is essential for temples to broaden their influence and foster a community centered around healthy living. Consequently, this study selects willingness to word-of-mouth and willingness to revisit as final variables, reflecting the significance of social influence and repeat engagement in promoting both temple vegetarianism and the health benefits it offers to younger generations.

Building on the insights discussed, this study examines vegetarianism in Buddhist temples as a form of wellness tourism that encompasses both food tourism and religious tourism. While existing research has highlighted the health benefits of Buddhist vegetarianism, there remains a significant gap in understanding the specific mechanisms linking young tourists' experiences of vegetarianism to their overall happiness in these settings. Furthermore, there has been no application of social practice theory or attention restoration theory to elucidate the vegetarian experience within Buddhist temples. Therefore, this study will integrate social practice theory with positive psychological theory and attention restoration theory to develop a comprehensive framework. This framework will illustrate how young tourists derive happiness from the Buddhist vegetarian experience and how Buddhist temples can foster greater commitment among young visitors within the context of Humanistic Buddhism.

## LITERATURE REVIEWS

### **Relationship between Health Capital and Buddhist Vegetarian Engagement**

Health capital, proposed by Shim (2010) and grounded in Bourdieu's (1986) framework, is conceptualized by Schneider-Kamp (2021) as the aggregate of resources—both actual and potential—that individuals possess, which can influence their position within the health social field. Engagement in health-related activities reflects an individual's emotional and cognitive readiness to actively manage their health and lifestyle (Graffigna et al., 2015). In this study, the engagement of younger individuals in Buddhist vegetarian dining is defined as their cognitive, emotional, and behavioral investments in vegetarian interactions at Buddhist temples, focused on health management (Alkire et al., 2023; Hollebeek, 2011). Previous research has shown that engagement in health-related activities is associated with behavioral skills, knowledge, and improved health literacy (Barello et al., 2020, 2021; Cengiz et al., 2022; Graffigna & Barello, 2018; Palamenghi et al., 2024). Therefore, Buddhist vegetarian engagement, as a form of health-related activity, is linked to the skills, knowledge, health literacy, and overall health capital of younger individuals. Therefore, this study presents the following hypothesis:

Hypothesis 1: The health capital of young tourists of Buddhist vegetarian has a positive influence on their Buddhist vegetarian engagement.

### **Relationship between Perceived therapeutic landscape and Buddhist Vegetarian Engagement**

Buddhist temples serve as health-oriented environments for visitors who engage in vegetarian dining, therefore, this study utilizes the concept of perceived therapeutic landscape (PTL), which highlights the relationship between health promotion and place (Bell et al., 2015; Huang & Xu, 2018). Initially defined by Gesler (1992) as a place with an "enduring reputation for achieving physical, mental, and spiritual healing," PTL encompasses physical, social, and symbolic dimensions (Kearns & Milligan, 2020). Existing literature has examined perceived therapeutic landscapes and their positive effects on tourists' perceptions and behaviors, particularly regarding engagement in health-promoting activities (Li et al., 2020; Zhai & Lange, 2021) across various wellness tourism contexts, including pilgrimage sites (Gesler, 1996), spas (Gesler, 1992; Serbulea & Payyappallimana, 2012), retreats (Lea, 2008), and health camps (Kearns & Collins, 2000). Building on these insights, the current study proposes the following hypotheses:

Hypothesis 2a-c: Young tourists' engagement of Buddhist vegetarian dining is affected by their perceived social landscape (H2a), physical landscape (H2b), and symbolic landscape (H2c).

### **Relationship between Buddhist Vegetarian Engagement and Happiness**

Happiness is a crucial aspect of life, with research indicating that happier individuals are more likely to engage in activities and behaviors that benefit society (Diener, 2000). It reflects an individual's overall assessment of their life circumstances and satisfaction with their existence (Veenhoven, 2005; Diener & Seligman, 2004). Previous studies have explored how tourism

contributes to happiness, noting that the extent of happiness derived from tourism varies based on the type of tourism and activities undertaken at the destination (Paniagua et al., 2022). Additionally, a positive relationship between engagement and happiness has been established in both branding and educational contexts (Choi, 2016; Niedermeier et al., 2019; Razmus et al., 2022). Therefore, this study aims to assess the potential positive effect of younger individuals' engagement in Buddhist vegetarian dining on their perceived happiness through the following hypothesis:

Hypothesis 3: Young tourists' Buddhist vegetarian engagement positively influences their perceived happiness.

### **Relationship between Happiness and Commitment**

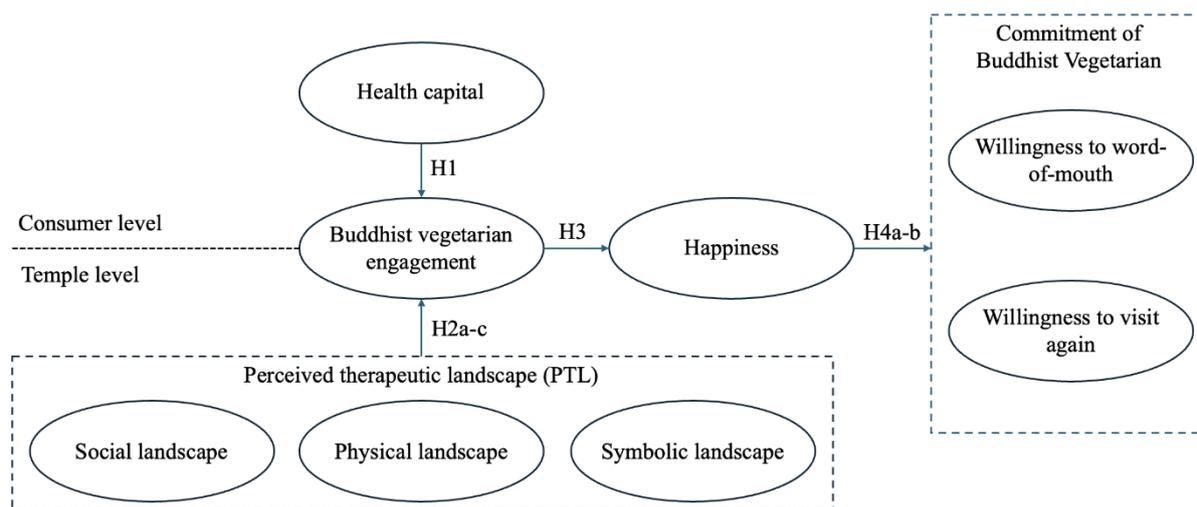
In marketing research, commitment has been defined as consumers' decision to keep a long-term relationship with a brand via observable behavioral expressions (Fournier, 1998; Liu et al., 2023). In the tourism context, commitment can maintain the relationship between tourists and tourist destinations (Khodabandeh & Lindh, 2020; Quero & Ventura, 2015). Such commitment could include consumers' willingness to visit again and willingness to word-of-mouth. Willingness to word-of-mouth refers to an informal verbal communication between the consumers and those interested in the products or services (Jalilvand et al., 2017). Research indicates that happy customers are more likely to share positive experiences with others, thereby generating favorable word-of-mouth recommendations (Khoo, 2020; Leung, 2020; Loureiro et al., 2018; Niedermeier, 2015; Niedermeier et al., 2019). This suggests a strong correlation between customer happiness and the likelihood of recommending products or services to friends and family. Therefore, this study also proposes the following hypothesis:

Hypothesis 4a: Young tourists' happiness has a positive influence on their willingness to word-of-mouth of Buddhist vegetarian.

Willingness to visit again refers to the willingness of a visitor to re-experience the same tourist destination or product (Baker & Crompton, 2000; Shi et al., 2022; Zhang et al., 2018). The influence of happiness on customers' willingness to revisit has garnered significant attention in recent research. When individuals seek sustained happiness, they are likely to engage in activities that elicit positive emotions and satisfaction (Peng et al., 2023). This connection is further supported by evidence indicating that happiness has a positive and significant impact on behavioral intentions (Haji et al., 2021; Wu et al., 2017). Numerous studies have demonstrated that tourists' happiness is closely linked to their intention to revisit destinations (Peng et al., 2023; Wu et al., 2017). Specifically, research by Chih-Yu et al. (2023) highlights the relationship between the happiness of religious tourists and their likelihood of returning to those sites. Therefore, we propose the following hypothesis:

Hypothesis 4b: Young tourists' happiness has a positive influence on their willingness to visit again of Buddhist vegetarian.

From the literature review, the conceptual framework can be drawn as shown in Figure 1.



**Figure 1** Conceptual Framework

## RESEARCH METHODOLOGY

This study selects Lingyin Temple, located in the Xihu District of Hangzhou, Zhejiang Province, China, as the research site. Lingyin Temple is renowned for its rich history and cultural significance, making it one of the most famous tourist attractions in Hangzhou. With its stunning natural scenery, it draws a large number of visitors, particularly young tourists, each year. In recent years, as the popularity of Lingyin Temple's vegetarian food has increased on social media, more and more young tourists have come to Lingyin Temple to taste its Buddhist vegetarian.

Data collection was conducted using a self-administered questionnaire employing a 5-point Likert-type scale, ranging from 1 (Strongly disagree) to 5 (Strongly agree), targeting youngers participating in Buddhist vegetarian dining at Lingyin Temple. The health capital scale consisted of four items, adapted from the works of Hyry-Honka et al. (2012), Pishghadam et al. (2023), and Santos et al. (2018). Buddhist vegetarian engagement was measured using a nine-item scale derived from previous research (Li, 2021). Additionally, a 15-item scale was utilized to assess the perceived therapeutic landscape, based on a prior study (Zhang et al., 2021). Fourteen items measured their happiness is also designed based on previous study (Liu, 2013). Three items and four items measured consumers' willingness to visit again and willingness to word-of-mouth respectively and were also designed based on previous studies (Taheri et al., 2021; Zhang et al., 2018).

This study adopted purposive sampling because the sample data is more in line with the research purpose, so the sampling criteria were young tourists who had Buddhist vegetarian dining experience in Lingyin temple. SPSS 26.0 and Smart-PLS 3.0 will be employed to analyze the data. Firstly, this study will employ SPSS 26.0 to conduct frequency analysis to derive the demographic characteristics. Secondly, this study will employ Smart-PLS 3.0 to calculate construct validity and reliability by confirmatory factor analysis (CFA), afterwards, structural equation modeling (SEM) was employed to test these hypotheses.

## RESEARCH RESULTS

This study has not yet conducted field questionnaire distribution, but we hope to verify the following hypothesized relationship, namely:

Hypothesis 1: The health capital of young tourists of Buddhist vegetarian has a positive influence on their Buddhist vegetarian engagement.

Hypothesis 2a-c: Young tourists' engagement of Buddhist vegetarian dining is affected by their perceived social landscape (H2a), physical landscape (H2b), and symbolic landscape (H2c).

Hypothesis 3: Young tourists' Buddhist vegetarian engagement positively influences their perceived happiness.

Hypothesis 4a: Young tourists' happiness has a positive influence on their willingness to word-of-mouth of Buddhist vegetarian.

Hypothesis 4b: Young tourists' happiness has a positive influence on their willingness to visit again of Buddhist vegetarian.

## DISCUSSION & CONCLUSION

This study aims to broaden the application of social practice theory, positive psychology, and attention restoration theory within the framework of temple vegetarianism. By examining the relationships among various variables related to young people's participation in temple vegetarian activities, this research seeks to identify both the similarities and differences when compared to existing literature. This approach not only contributes to the theoretical understanding of these constructs but also highlights the unique context of temple vegetarianism in fostering well-being and community engagement.

From a practical standpoint, temple vegetarianism serves as a vital conduit for the preservation and transmission of traditional culture. Engaging young people in these activities not only enhances their understanding and appreciation of religious practices but also strengthens the cultural significance of temples within the community. The findings of this study can inform temple administrators about effective strategies to attract and retain younger participants, thereby revitalizing temple activities and ensuring their sustainability. Moreover, in today's fast-paced and high-pressure society, young individuals often seek spiritual refuge; temple vegetarianism provides a nurturing environment that promotes meditation, relaxation, and healthy eating. Additionally, these activities foster social interaction and community engagement, creating a vibrant atmosphere that encourages young people to connect with one another and with their cultural heritage.

## REFERENCES

- Alkire, L., Myrden, S., Köcher, S., & O'Connor, G. E. (2023). Cultural Drivers of Health Engagement. *Journal of International Marketing*, 31(1), 90-105.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, 27(3), 785-804.
- Barello, S., Palamenghi, L., & Graffigna, G. (2020). The mediating role of the patient health engagement model on the relationship between patient perceived autonomy supportive healthcare climate and health literacy skills. *International journal of environmental research and public health*, 17(5), 1741.
- Barello, S., Guida, E., Leone, S., Previtali, E., & Graffigna, G. (2021). Does patient engagement affect IBD patients' health-related quality of life? Findings from a cross-sectional study among people with inflammatory bowel diseases. *Health and Quality of Life Outcomes*, 19, 1-9.
- Bell, S. L., Phoenix, C., Lovell, R., & Wheeler, B. W. (2015). Seeking everyday wellbeing: The coast as a therapeutic landscape. *Social Science & Medicine*, 142, 56-67.
- Bishop, S. R., Lau, M., Shapiro, S., Carlson, L., Anderson, N. D., Carmody, J., ... & Devins, G. (2004). Mindfulness: A proposed operational definition. *Clinical psychology: Science and practice*, 11(3), 230.
- Bond, N., Packer, J., & Ballantyne, R. (2015). Exploring visitor experiences, activities and benefits at three religious tourism sites. *International Journal of Tourism Research*, 17(5), 471-481.
- Bourdieu, P. (1985). The social space and the genesis of groups. *Social science information*, 24(2), 195-220.

- Bourdieu, P. (2011). The forms of capital.(1986). *Cultural theory: An anthology*, 1(81-93), 949.
- Bourdieu, P., & Wacquant, L. J. (1992). *An invitation to reflexive sociology*. The University of Chicago Press.
- Cengiz, D., Agrali, H., Korkmaz, F., & Akyar, I. (2022). Mediation role of patient engagement on the association between health literacy and self-care behaviours in individuals with type 2 diabetes. *International Journal of Nursing Practice*, 28(3), e13051.
- Chih-Yu, L., Cheng-Ping, L., Chen, C. C., Hsu, C. H., & Cheng-Hsien, L. (2023). Dajia Mazu Pilgrimage Show: Exploring the Sustainable Development of Taiwan's Religious Tourism from the Perspectives of Attraction, Happiness, and Revisit Intention. *Sustainability*, 15(11), 8744.
- Choi, J. (2016). Sustainable behavior: Study engagement and happiness among university students in South Korea. *Sustainability*, 8(7), 599.
- Collyer, F. M., Willis, K. F., Franklin, M., Harley, K., & Short, S. D. (2015). Healthcare choice: Bourdieu's capital, habitus and field. *Current Sociology*, 63(5), 685-699.
- Diener, E. (2000). Subjective well-being: The science of happiness and a proposal for a national index. *American psychologist*, 55(1), 34.
- Diener, E., & Seligman, M. E. (2004). Beyond money: Toward an economy of well-being. *Psychological science in the public interest*, 5(1), 1-31.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, 24(4), 343-373.
- Gesler, W. M. (1992). Therapeutic landscapes: medical issues in light of the new cultural geography. *Social science & medicine*, 34(7), 735-746.
- Gesler, W. M. (1996). Lourdes: healing in a place of pilgrimage. *Health & Place*, 2(2), 95-105.
- Gill, C., Packer, J., & Ballantyne, R. (2018). Exploring the restorative benefits of spiritual retreats: The case of clergy retreats in Australia. *Tourism Recreation Research*, 43(2), 235-249.
- Gill, C., Packer, J., & Ballantyne, R. (2019). Spiritual retreats as a restorative destination: Design factors facilitating restorative outcomes. *Annals of Tourism Research*, 79, 102761.
- Graffigna, G., & Barello, S. (2018). Spotlight on the Patient Health Engagement model (PHE model): a psychosocial theory to understand people's meaningful engagement in their own health care. *Patient preference and adherence*, 1261-1271.
- Graffigna, G., Barello, S., Bonanomi, A., & Lozza, E. (2015). Measuring patient engagement: development and psychometric properties of the Patient Health Engagement (PHE) Scale. *Frontiers in psychology*, 6, 274.
- Haji, S., Surachman, S., Ratnawati, K., & MintartiRahayu, M. (2021). The effect of experience quality, perceived value, happiness and tourist satisfaction on behavioral intention. *Management Science Letters*, 11(3), 1023-1032.
- Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of strategic Marketing*, 19(7), 555-573.
- Huang, L., & Xu, H. (2018). Therapeutic landscapes and longevity: Wellness tourism in Bama. *Social Science & Medicine*, 197, 24-32.
- Hyry-Honka, O., Määttä, K., & Uusiautti, S. (2012). The role of health capital in health promotion. *International Journal of Health Promotion and Education*, 50(3), 125-134.
- Jalilvand, M. R., Salimipour, S., Elyasi, M., & Mohammadi, M. (2017). Factors influencing word of mouth behaviour in the restaurant industry. *Marketing Intelligence & Planning*, 35(1), 81-110.

- Jung, M., Lee, Y., Han, S. O., & Hyeon, J. E. (2024). Advancements in Sustainable Plant-Based Alternatives: Exploring Proteins, Fats, and Manufacturing Challenges in Alternative Meat Production. *Journal of Microbiology and Biotechnology*, 34(5), 994.
- Kaplan, R., & Kaplan, S. (1989). *The experience of nature: A psychological perspective*. Cambridge university press.
- Kaplan, S. (1995). The restorative benefits of nature: Toward an integrative framework. *Journal of environmental psychology*, 15(3), 169-182.
- Kaplan, S., & Berman, M. G. (2010). Directed attention as a common resource for executive functioning and self-regulation. *Perspectives on psychological science*, 5(1), 43-57.
- Karavdic, S., & Baumann, M. (2014). Positive career attitudes effect on happiness and life satisfaction by master students and graduates. *Open Journal of Social Sciences*, 2, 15-23.
- Kearns, R. A., & Collins, D. C. (2000). New Zealand children's health camps: Therapeutic landscapes meet the contract state. *Social science & medicine*, 51(7), 1047-1059.
- Kearns, R., & Milligan, C. (2020). Placing therapeutic landscape as theoretical development in Health & Place. *Health & Place*, 61, 102224.
- Khodabandeh, A., & Lindh, C. (2021). The importance of brands, commitment, and influencers on purchase intent in the context of online relationships. *Australasian Marketing Journal*, 29(2), 177-186.
- Khoo, K. L. (2020). A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: evidence from the KTV industry. *PSU Research Review*, 6(2), 105-119.
- Kim, K. S., Lee, T. J., & Ryu, K. (2018). Alternative healthy food choice for tourists: Developing Buddhist temple cuisine. *International Journal of Tourism Research*, 20(3), 267-276.
- Lea, J. (2008). Retreating to nature: rethinking 'therapeutic landscapes'. *Area*, 40(1), 90-98.
- Lee, K. H., Scott, N., & Packer, J. (2014). Habitus and food lifestyle: In-destination activity participation of Slow Food members. *Annals of Tourism Research*, 48, 207-220.
- Lehto, X. Y. (2013). Assessing the perceived restorative qualities of vacation destinations. *Journal of travel research*, 52(3), 325-339.
- Leung, L. S. K. (2020). The impact of diurnal preferences on customer satisfaction, word of mouth and repurchasing: A study in Indian college online shoppers. *Asia-Pacific Journal of Management Research and Innovation*, 16(1), 21-30.
- Li, J., Pan, Q., Peng, Y., Feng, T., Liu, S., Cai, X., ... & Lai, W. (2020). Perceived quality of urban wetland parks: A second-order factor structure equation modeling. *Sustainability*, 12(17), 7204.
- Li, S. (2021). Linking servicescape and customer engagement: An investigation in the hotel context. *International Journal of Hospitality Management*, 94, 102880.
- Liu, J., Li, X., Zhang, L., Lu, Q., & Su, X. (2023). Authenticity, psychological ownership and tourist commitment in heritage tourism: The moderating effect of cultural intelligence. *Current Issues in Tourism*, 26(24), 3955-3972.
- Liu, K. (2013). Happiness and tourism. *International Journal of Business and Social Science*, 4(15).
- Loureiro, S. M., Cavallero, L., & Miranda, F. J. (2018). Fashion brands on retail websites: Customer performance expectancy and e-word-of-mouth. *Journal of Retailing and Consumer Services*, 41, 131-141.
- Lyubomirsky, S., King, L., & Diener, E. (2005). The benefits of frequent positive affect: Does happiness lead to success?. *Psychological bulletin*, 131(6), 803.

- Lyubomirsky, S., & Tucker, K. L. (1998). Implications of individual differences in subjective happiness for perceiving, interpreting, and thinking about life events. *Motivation and emotion*, 22, 155-186.
- Maller, C. J. (2015). Understanding health through social practices: performance and materiality in everyday life. *Sociology of health & illness*, 37(1), 52-66.
- Niedermeier, A. (2015). If It Makes You Happy. *Scale Development of Customer Harmony and Customer Happiness," PhD thesis, Ludwig-Maximilians-University, Munich.*
- Niedermeier, A., Albrecht, L., & Jahn, B. (2019). "Happy together": Effects of brand community engagement on customer happiness. *Journal of Relationship Marketing*, 18(1), 54-76.
- Palamenghi, L., Usta, D., Leone, S., & Graffigna, G. (2024). Food-Related Behavioral Patterns in Patients with Inflammatory Bowel Diseases: The Role of Food Involvement and Health Engagement. *Nutrients*, 16(8), 1185.
- Paniagua, J., Peiró-Palomino, J., & Santana-Gallego, M. (2022). Does happiness drive tourism decisions?. *Economic Modelling*, 111, 105824.
- Park, J., Bonn, M. A., & Cho, M. (2020). Sustainable and religion food consumer segmentation: Focusing on Korean temple food restaurants. *Sustainability*, 12(7), 3035.
- Park, J., & Cho, M. (2023). Effects of Experience Economy on Korean Temple Food Consumers' Values, Satisfaction, Behavioral Intention: Generational Comparison. *Culinary Science & Hospitality Research*, 29(2), 32-43.
- Peng, J., Yang, X., Fu, S., & Huan, T. C. T. (2023). Exploring the influence of tourists' happiness on revisit intention in the context of Traditional Chinese Medicine cultural tourism. *Tourism Management*, 94, 104647.
- Pishghadam, R., Naji Meidani, E., Momenzadeh, S. M. E., Hasanzadeh, S., & Miri, M. A. (2023). Economic, social, and cultural capital and ESQ in academic achievement: A comparison of Afghan and Iranian students. *Frontiers in Psychology*, 14, 1087480.
- Quero, M. J., & Ventura, R. (2015). Affective commitment and future purchase intentions in the performing arts: An empirical approach. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 32(2), 75-85.
- Rasmus, W., Grabner-Kräuter, S., Kostyra, M., & Zawadzka, A. M. (2022). Buying happiness: How brand engagement in self-concept affects purchase happiness. *Psychology & Marketing*, 39(11), 2096-2109.
- Santos, A. S., Reis Neto, M. T., & Verwaal, E. (2018). Does cultural capital matter for individual job performance? A large-scale survey of the impact of cultural, social and psychological capital on individual performance in Brazil. *International Journal of Productivity and Performance Management*, 67(8), 1352-1370.
- Schneider-Kamp, A. (2021). Health capital: Toward a conceptual framework for understanding the construction of individual health. *Social Theory & Health*, 19(3), 205-219.
- Serbulea, M., & Payyappallimana, U. (2012). Onsen (hot springs) in Japan—Transforming terrain into healing landscapes. *Health & place*, 18(6), 1366-1373.
- Shi, H., Liu, Y., Kumail, T., & Pan, L. (2022). Tourism destination brand equity, brand authenticity and revisit intention: the mediating role of tourist satisfaction and the moderating role of destination familiarity. *Tourism Review*, 77(3), 751-779.
- Shim, J. K. (2010). Cultural health capital: a theoretical approach to understanding health care interactions and the dynamics of unequal treatment. *Journal of health and social behavior*, 51(1), 1-15.
- Son, A., & Xu, H. (2013). Religious food as a tourism attraction: The roles of Buddhist temple food in western tourist experience. *Journal of Heritage Tourism*, 8(2/3), 248-258.
- Taheri, B., Chalmers, D., Wilson, J., & Arshed, N. (2021). Would you really recommend it? Antecedents of word-of-mouth in medical tourism. *Tourism Management*, 83, 104209.

- Veenhoven, R. (2005). Inequality of happiness in nations. *Journal of Happiness Studies*, 6, 351-355.
- Wu, H. C., Cheng, C. C., & Ai, C. H. (2017). A study of experiential quality, equity, happiness, rural image, experiential satisfaction, and behavioral intentions for the rural tourism industry in China. *International Journal of Hospitality & Tourism Administration*, 18(4), 393-428.
- Xu, P., & Jiang, J. (2020). Individual capital structure and health behaviors among Chinese middle-aged and older adults: A cross-sectional analysis using Bourdieu's theory of capitals. *International journal of environmental research and public health*, 17(20), 7369.
- Zhai, X., & Lange, E. (2021). The influence of Covid-19 on perceived health effects of wetland parks in China. *Wetlands*, 41(8), 101.
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of destination marketing & management*, 8, 326-336.
- Zhang, Q., Zhang, H., & Xu, H. (2021). Health tourism destinations as therapeutic landscapes: Understanding the health perceptions of senior seasonal migrants. *Social Science & Medicine*, 279, 113951.

**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

**Conflicts of Interest:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

**Publisher's Note:** All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



**Copyright:** © 2024 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).