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**PSYCHOLOGICAL WELL-BEING AND TOURISM EXPERIENCE IN ITALIAN OLD PEOPLE
DURING THE COVID-19 PANDEMIC.**

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RIASSUNTO:

Lo studio ha esaminato le credenze e le intenzioni sul turismo in senso generale e sul turismo culturale come area specifica in un campione di persone anziane (311 soggetti; 192 maschi e 112 femmine). Sono state inoltre esplorate le associazioni tra le credenze, le intenzioni ed il benessere edonico ed il benessere eudaimonico. Gli strumenti self-report utilizzati sono stati il questionario PWB, il questionario SWB, il questionario sulle esperienze emozionali (PANAS) ed un questionario costruito ad hoc sugli atteggiamenti e le intenzioni sul viaggio turistico nell'età anziana.

La matrice correlazionale evidenzia correlazioni positive tra il benessere eudaimonico, le emozioni positive, e le credenze sul turismo come attività generale e sul turismo culturale.

Questi dati evidenziano la presenza di atteggiamenti positivi verso il turismo da parte degli anziani durante la Pandemia. Una Regressione Multipla con le intenzioni di continuare a viaggiare come turisti posta come variabile dipendente evidenzia l'importanza dell'età, con valore negativo e del livello di scolarità, mentre il benessere eudaimonico tende alla significatività, con valore positivo. I risultati confermano la rilevanza dell'esperienza turistica, ed in particolare del turismo culturale, per l'invecchiamento positivo.

Parole-chiave: benessere psicologico; invecchiamento positivo; turismo senior; pandemia di Covid-19

TWENTY YEARS OF RESEARCH/INTERVENTIONS IN THE VITERBESE TERRITORY: THE EFFECTS ON THE HOST COMMUNITIES

ABSTRACT:

The study investigated the beliefs and the intentions about tourism as general activity and cultural tourism and two facets of well-being in a sample of old people during the Covid-19 pandemic (m. age 69.70; 311 subjects; 192 males and 112 females). The associations between beliefs, intentions and psychological hedonic and eudaimonic well-being have been also explored. The self report instruments were the PWB, the SWB, the Questionnaire for the experience of emotions (PANAS), and a purpose-built questionnaire on the attitudes and intentions about tourism in old age.

The correlation matrix highlights positive correlations between eudaimonic well-being, positive emotions, beliefs about tourism as general activity and cultural tourism. These data highlight the presence of positive attitudes toward tourism by the elderly during the pandemic. Multiple regressions with the intention to continue to travel for tourism as dependent variable show the relevance of age, with negative value and school education, while eudaimonic well-being approaches the statistical significance, with positive value. Results confirm the relevance of tourism experience, and especially cultural tourism, for positive aging.

Key-words: psychological well-being; positive ageing; senior tourism; COVID-19 Pandemic

VENT'ANNI DI RICERCHE/SPERIMENTAZIONI DI TURISMO INTERGENERAZIONALE NEL TERRITORIO VITERBESE: LE RICADUTE SULLE COMUNITÀ OSPITANTI

Introduction

Psychological well-being and tourism experience in old age. The relevance of well-being for a positive aging.

The old age is today a growing segment of the population at the demographic level. This phase of life requires particular attention to identify the factors capable of promoting the maintenance, as long as possible, of good physical health, psychological and social well-being, that correspond to the condition of positive aging. Systemic models indeed such as those developed by Rowe & Khan (1997), Kahana et al., (2014), Kim et al., (2021), all adopt a systemic perspective and highlight the synergistic importance of individual, social and contextual factors in order to reach a positive aging. For Rowe & Khan the presence of high physical and cognitive resources constitutes the prerequisites of successful aging, which corresponds to the active involvement in social life and social participation. The model proposed by Khana e coll., posits psychological well-being and the inner experience of positive emotions, together with the presence of valued activities, among the positive outcomes in old age, sustaining the persistence of proactivity also in this stage of life, that is the active intervention in the environment for personal growth and modification of negative situations.. This perspective adopts indeed a view of old age as a stage of life where it is possible intervening in the social context in order to modify the unsatisfactory conditions and fulfill motivating goals.

Kim et al., (2021) highlight the synergistic importance of individual, social and contextual factors in order to reach a positive aging and perceive a low level of stress. Their model of resilient aging includes psychological well-being, such as eudaimonia and optimism among the protective factors for delaying the effects of aging processes. Accumulating research has documented associations between psychological well-being and reduced incidence of several age-related conditions and slower decline in physical function (Kim et al., 2019; Kubzansky et al., 2018; Ryff, 2014; Steptoe, 2019).

Among the factors potentially relevant for a positive aging, tourism occupies an important place, as several researches have already highlighted (Zambianchi, 2017; Medaric et al., 2017; Arnett & Gorman, 2022).

Several paths can link tourism experience to positive aging: one of this is represented by the influence of tourism experience on psychological well-being, that is at the core of research in Positive Psychology and of theoretical models of positive aging, as above described.

Positive Psychology, a recent, growing area of research (Seligman & Csikszentmihalyi, 2000; Peterson & Seligman, 2004) turns back the traditional conception of human functioning, placing attention on positive functioning instead on crisis and maladjustment, and maintaining that positive mental health do not correspond to the mere absence of suffering, but on the contrary to the presence of positive emotions, satisfaction in life, to the possibility of realizing projects and talents and of a constructive connection to the society as well (Keyes, 2007). This area of research identifies in the resources and character strenghts of individuals, groups and communities, the promotional factors of well-being. Two components of well-being, deepened by positive psychology are of particular interest for tourism research, as recent studies demonstrate: the hedonic well-being and the eudaimonic well-being.

The hedonic well-being is rooted in the philosophical perspective of the Greek philosopher Aristippo (435-366 BC), and is declined in two specific components. The former, of cognitive nature, is represented by the perceived life -quality, in fact the evaluation of how much life is near, or congruent, with the values expressed by the individual; the latter is of emotional nature, and is

related to the amount of positive and negative emotion experienced during the last weeks. This component of well-being identifies happiness with the presence of a positive emotional balance and a good life quality.

A growing body of research has deepened how tourism and travel can contribute to well-being, adopting the theoretical perspective of Positive Psychology (Filep & Laing, 2019; Filo & Coghlan, 2016). Hedonic well-being has been broadly deepened in its relationships with the tourism experience in several life-phases, including the old age (Nawijn, 2011). Empirical studies have demonstrated that people are happier during their holidays than at home (Filep, 2008; Nawijn, 2010); tourism can improve also the perceived quality of life, that is the cognitive dimension of hedonic well-being (Uysal et al., 2016).

The eudaimonic well-being is historically rooted in the philosophical doctrine of Aristotle (384-322 BC), which, in the Nichomachean Ethics identified happiness with the actualization of talents and potentials of the individual in favour of the society.

Ryff (1989); Ryff & Singer (2008) conceived eudaimonic well-being as a construct composed by six dimensions: Self-acceptance, that describes the ability of a person to accept personal good and bad qualities; Autonomy, that describes the ability to act on the basis of personal values and independently from the referring group's pressure; Environmental Mastery, that indicates the capacity by the individual at identifying in the environment those resources useful for her/his development and the ability to move competently in the environment; Personal Growth, that is to say how much the individual perceive him/her self open to new experiences and in development; Purpose in Life, that indicates the presence of life projects and objectives that motivate the individual to accomplish them; Positive Relations with Others, the ability to give life to trust and honesty relationships.

The eudaimonic well-being has nowadays received less attention from research, also in the tourist sector (Sirgy & Huysal, 2016; Park & Ahn, 2022). The available studies indicate a positive association with tourist experience in areas such as culture, nature and the well-being defined as self-enhancement, openness to experience, personal growth, purposes in life, that can be traced back to the model elaborated by Riff (1989) (Hao & Xiao, 2021). So, the eudaimonic perspective focuses on meaningful and valuable actions (Deci & Ryan, 2008), that can be translated into tourism experiences. For Nawijn & Filep (2016) "eudaimonic tourist happiness is defined as travel experience –related happiness that gives tourists not only positive emotions but also meaning and a sense of achievement (p. 2). Studies using self-determination theory, another theoretical perspective related to eudaimonic well-being (Ryan & Deci, 2002) have shown that the fulfilment of intrinsic motivation (motivation that has its origins in the inner needs and desires of individuals) is more effective than external motivation in increasing the subjective well-being of tourists (eg. Buzinde, 2020). Park & Ahn, (2022) elaborated a model where they hypothesizes that both hedonic and eudaimonic tourist activities contribute to the overall perceived life quality. They demonstrate that both type of tourism experiences contribute to overall life satisfaction, but eudaimonic experience is the component that improve substantially more the perceived life quality.

Su, Tang & Nawijn (2020) sustain that, in tourism science, understudied dimensions areas include the eudaimonic dimension of well-being; in their research it appears that, comparing hedonic and eudaimonic well-being, the latter change less after the end of a vacation, highlighting a more stable structure. Tourist travel therefore represents a factor that favors social participation, both through the knowledge of new people or the presence of an existing social network that shares this experience, and through the increase in the perceived quality of life, both through experiences that favor the personal, cultural and social knowledge growth and development, which are fundamental aspects of positive aging (Rowe & Khan, 1997; Kahana et al., 2014).

The collective traumatic event of Covid-19 Pandemic. Its impact on senior tourism.

The COVID-19 pandemic, a collective traumatic event of global significance that officially began on January 31, 2020, with the WHO declaration of a Pandemic, has had a huge impact in every area of people's lives, including tourism. The tourism sector, due to its characteristics, was one of

the sectors most affected by the virus containment measures, with significant reductions in the number of visitors in every part of the globe, estimated as more than 64% (UNWTO; 2021; Golets et al., 2021). The COVID-19 Pandemic, due to its specific characteristics, can be assimilated to the so-called "contamination stressors" (Bromet, 1989; Zambianchi, 2020; Zanin & Zambianchi, 2022), such as radioactivity, the release of chemical substances. These stressors do not possess, unlike eg. of earthquakes or hurricanes, a well-defined geographical area, beyond which to feel safe (recovery), or a real "zero point" beyond which it is possible to place the critical event in the past time for its most acute phase and plan the recovery of a pre-event condition. The temporality of collective traumatic events linked to contamination stressors cannot know a precise and clear division between a first and a post event, as they are diffusive, devoid of sensory recognition and therefore devoid of territorial and temporal boundaries. The personal life planning is related to the prevision and representation of future time; a travel is planned days, weeks or months in advance. Time perspective, during a long-term condition such as the actual Pandemic, is affected in a decisive way, particularly for future planning (Holman et al., 2021). For this reason it is conceivable that senior tourism, being old age the most at risk for adverse outcomes if affected by this virus, has been impacted significantly in the travel planning (eg. Turnsek et al., 2020).

Rokni (2021) in a review on psychological factors that influence the travel activity during the Pandemic situation in old age highlight the role of anxiety, fear and perceived lack of safety in reducing the intention to travel in the future.

Author (2020), in a study on psychological factors that can reduce or undermine the intention of traveling for tourism in old age during the pandemic, found anxiety for a possible sudden return of Covid-19 as one of the most prominent dimension, while the perception of competence of tour operator and the perceived safety of hospitality structures in holidays destinations are the most relevant factors for a recovery of silver tourism.

In addition to concrete travel behaviours, however impossible during the lockdown months in 2020 and 2021, other psychological constructs could be relevant for the comprehension of the impact of pandemic on senior tourism (Sigala, 2020; Silva, 2020; Pocinho et al., 2022).

Different theoretical models of Social Psychology, defined as "expectation-value models" such as the Theory of Planned Behavior (Ajzen, 1991) has also been used in the tourism industry to predict the observable behaviors of people (Kremer, Flach & Sallaberry, 2021). This theoretical model places beliefs and behavioral intention among the key factors for predicting the concrete behaviour of individuals; in particular, the intention is considered as the closest variable to observable behaviour, while beliefs and attitudes are among the most important factors involved in the definition of the intentions.

The beliefs owned by individuals about the importance of tourist travel and the intentions to travel in the future represent for this reason a relevant knowledge for the comprehension of future behaviors of seniors, especially in the actual situation of pandemic, being them one of the most fragile group for possible adverse health outcomes. The comparison between beliefs, attitudes and intentions of senior tourists before the pandemic and during the pandemic of COVID-19 could give a contribution to the knowledge of the effects of pandemic on silver tourism, in this case on latent, psychological inner dimensions that research has demonstrated being strongly connected to observable behavior.

Garces et al. (2020), reflecting upon the issues emerged during this difficult historical period, noted that well-being and resilience (the ability to grow and recover after a serious trauma, or a crisis) emerge as two relevant, core areas of research for tourism. However, resilience resulted as the most deepened area of investigation. So, the authors encourage to evaluate with more attention and devote more research to the area of well-being, that is one of the central theme of Positive Psychology. For this reason, the present study could contribute to deepen how much the pandemic has influenced the perception of psychological well-being in the elderly and its relationship with tourism experience.

On the basis of this perspectives, the present study try to respond to the following questions.

How much the pandemic impacted behaviors, beliefs and intentions about tourism in the oldest Italian generations? Are the intentions to travel related to the perceived well-being in its hedonic and eudaimonic declinations? These features of well-being exert a role on intention to travel?

Hypotheses

The study posed and tested the following hypotheses:

- Evaluate the attitudes toward tourism as general activity and toward cultural tourism, the intentions to continue to travel for tourism as general activity and cultural tourism, the level of perceived hedonic and eudaimonic well-being during the Pandemic of Covid-19.
- Evaluate the correlations among the study variables. In particular, a positive correlation between attitudes and intentions with the two component of well-being have been assumed. (H.1).
- Evaluate the potential differences for beliefs about tourism, attitudes, intentions to travel in the future and the two components of well-being for the grouping variables gender and school education. For school education, it was assumed that a higher school education level presents more positive attitudes and intentions toward tourism as general and toward cultural tourism. (H.2)
- Evaluate the contribution offered by the structural variables age (as continuous variable), gender and school education and the continuous variables PWB and SWB on the intention to continue to travel for tourism as general behavior. It was assumed that age gives a significant, but negative, contribution to it, while school education gives a positive contribution to it. (H.3)

Research methodology

Participants and procedure

The study, carried out in the first wave of the pandemic, during the severe Italian lockdown, involved a sample of 311 old people (m. age = 69.70; 192 males and 112 females, with 7 missing data about gender; 5 with Elementary License; 2 with Middle School Diploma; 90 with High School Diploma, 199 with Degree, with 2 missing data about school education).

Through Google platform it was created a specific online questionnaire that was subsequently sent to the Direction of Universities of the Third Age of Emilia-Romagna Region and Lions Clubs with a brief description of the aims of the research. They provided for the spread of the link to their associates; the old people that agreed to participate, after giving their consent, filled in the online anonymous following self-report instruments:

-Questionnaire for the evaluation of the beliefs on traveling for tourism and cultural tourism for positive aging and the intention to continue to be a tourist as general behavior and a cultural tourist in the future (Zambianchi & Mariotti, 2017). This purpose-built questionnaire contains four item.

The evaluation scale was a 5-point Likert scale: 1= completely disagree; 5 =completely agree).

- *Psychological Well-being Questionnaire* (PWB) (Ryff & Keyes, 1995; Italian validation by Ruini et al., 2003). This self-report instrument contains 48 items that evaluated six dimensions, each of them with 8 items: *Autonomy*, (the capacity to evaluate oneself by personal standards and acquire a strong sense of independence, e.g. of item “I have confidence in my opinions, even if they are contrary to the general consensus”) $\alpha = .88$; *Environmental Mastery* (the individual’s ability to choose or create environments suitable to her/his qualities, eg. of item “In general, I feel I am in charge of my situation in which I live), $\alpha = .81$; *Positive Relations with Others* (the ability to construct warm, trusting interpersonal relationships, e.g. of item ”People would describe me as a giving person, willing to share my time with others”), $\alpha =.83$; *Purpose in Life* (have a clear comprehension of life purpose, a sense of directedness and intentionality, e.g. of item “Some people wonder aimless through life, but I am not one of them”), $\alpha = .82$; *Personal Growth* (the individual’s perception of being a growing and expanding person, e.g. of item “I think it is important to have new

experiences that challenge how you think about yourself and the world”), $\alpha = .81$; *Self-Acceptance* (the possession of a positive attitude toward the self and the acceptance of good and bad qualities, e.g. of item I like most aspects of my personality”), $\alpha = .85$. The α coefficient for the overall Psychological Well-being score is .80. The score may range from 1 to 6 (1= is not my case; 6 = is exactly so).

-*Questionnaire on Subjective well-being* (SWB, Antonelli, 2007). It is composed by five items and evaluate how much the life quality is adequate for the personal standards of living (eg. of item: “In many ways my life is close to my ideal”) (Cronbach $\alpha = .91$), with a seven -point Likert scale (1= completely in disagreement; 7 = completely in agreement).

-*Questionnaire for the experience of emotions* (PANAS, Watson, Clark & Tellegen, 1988; Antonelli, 2007). It evaluate the experience of positive and negative emotions during the past week and is composted by 10 item for positive emotions such as enthusiastic, interested and 10 item for negative emotions, such as angry, anxiety (Cronbach α for overall positive emotions = .84; Cronbach α for overall negative emotions = .87), with a seven- point Likert scale. (1= very little; 5= completely)

Statistical analyses

The analyses of data were run in five steps.

First, the descriptive statistics of all factors were run (mean, SD, Skewness and Kurtosis for evaluating the shape of the variables). Subsequently, a set of multivariate analysis of variance (MANOVAs) were computed in order to evaluate differences for grouping variables gender and school education on these factors; through GLM (General Linear Model) has been evaluated also the interactions effects between grouping variables gender on the study factors. Then, a correlation matrix were run. After, through a Hierarchical Regression Model the contribution of the independent variables PWB, SWB, beliefs about tourism on the intentions to continue in the future to be a tourist as dependent variable, after controlling for the structural variables age, gender and school education has been evaluated.

Results

Description of the sample of the study.

The group shows high scores on beliefs and intentions about tourism; it also present medium-high level of eudaimonic well-being and perceived life quality. Positive emotions constitute a more common experience than negative emotions. (see Tables 1 and 2)

Table 1. Descriptive statistic of the two samples. Beliefs and intentions about tourism and cultural tourism

Variable	M	SD	Skewness	Kurtosis
Belief that cultural tourism is a satisfactory activity	4.54	0.75	-1.85	3.62
Beliefs about the importance of cultural tourism	4.47	0.78	-1.64	2.95
Intentions to continue to travel for tourism	4.36	0.83	-1.05	0.06
Intentions to continue to travel for cultural tourism	4.36	0.86	-1.39	1.69

Table 2. Descriptive statistics of study variables: hedonic and eudaimonic well-being

Variables	M	SD	Skewness	Kurtosis
Life satisfaction	5.09	1.09	-.65	.28
Positive emotions	3.20	.72	-.41	-.27
Negative emotions	1.89	.69	.78	-.05
PWB (overall)	4.51	.52	-.13	-.86
Self-acceptance	4.54	.75	-.24	-.30
Autonomy	4.56	.65	.05	-.32
Personal growth	4.56	.72	-.23	-.51
Purpose in life	4.33	.59	-.18	-.51
Environmental mastery	4.30	.57	-.19	-.40
Positive rel. with others	4.66	.70	.70	-.27

- Correlations among study variables

Beliefs and intentions about tourism as general activity and cultural tourism resulted as significantly correlated with positive emotions, a dimension of hedonic well-being and overall PWB (eudaimonic well-being). (see Table 3)

Table 3. Correlations between beliefs, intentions and Well-being variables

Variables	Positive emotions	Negative emotions	Overall PWB	Overall Life sat.
Beliefs about travel	.09	-.12	.13*	.07
Importance of traveling for tourism of art	.12*	-.009	.12*	.10
Intention to continue to travel for tourism	.16**	-.06	.21***	.06
Intention to continue to travel for cultural tourism	.18**	-.02	.14*	.07

* $p < .05$; ** $p < .01$; *** $p < .001$

The contributors of the intention to continue to be a tourist as general behaviour in the future. The Hierarchical Regression Model

In the first step, with structural variables inserted, age and school education confirm their significance, with age negatively contributing to the intention and school education, on the contrary, positively contributing to it. After inserting the well-being variables the eudaimonic well-being resulted as approaching significance for the intention to travel. School education continues to be significant, but with a less Beta value, suggesting an interaction between well-being and level of education. (see Tables 5).

Table 4. *The hierarchical Regression Model*

Variables	β	st. error of β
<i>First step</i>		
Age	-.231***	.008
gender	-.06	.09
School education	.252***	Multiple R= .37; R ² = .14; adj. R ² = .13; F =(3,286) = 15.75; p<.001
<i>Second step</i>		
Age	-.258***	.008
Gender	-.05	.11
School education	.147*	.08
PWB overall	.115+	.14
Life satisfaction	-.05	.07
Positive emotions	.05	.09
Negative emotions	-.07	.09
		Multiple R= .38; R ² = .14; adj. R ² = .12. F =(7,219) = 5.46; p<.001

+ $p < .08$; * $p < .05$; *** $p < .001$

Discussion

The study took into consideration the association between facets of well-being, namely hedonic and eudaimonic well-being, and beliefs and intentions for traveling in a group of Italian old people, recruited during the first year of the pandemic (2020), during the first severe Italian lockdown. Data were collected in Northern Italy. Also the influence of the grouping variables gender and level of school education, together with age, inserted as continuous variable, have been explored. The level of eudaimonic well-being and hedonic well-being resulted as medium-high, evidencing their persistence also during the pandemic. It may be that old people possess a resilience (Staudiger, Marsiske & Baltes, 1995; Kim et al., 2021) that helped them to go through this very difficult and traumatic situation.

The beliefs about tourism as satisfactory general activity and experience, cultural tourism and the intentions to travel in the future both for tourism as general experience and for cultural tourism show high scores, highlighting the relevance of tourism for the old people, as already stated by

research (Kim, Woo & Huysal, 2015). They indeed appear to remain stable also during the pandemic, despite the impossibility to travel for tourism.

The level of school education seems to be relevant for the intentions to continue the traveling experience in the future: old people with low level of school education seems to demonstrate lower intention to travel in the future, confronted with those with more cultural basis. More specifically, old people with the lowest level of school education are less willing to travel in the future.

The experience of the pandemic constitutes a challenge one, and requests complex abilities for understanding the laws, the sudden changes and other potential factors, due to the presence of a changing virus and consequently a changing social context for the requests about safety (eg. Green Pass; facial mask, social distance...). Having a high school education it provides more skills for managing this uncertain and anxious situation. For this reason special attention has to be given to this target of old people by Tour Operators, eg. with appropriate communication and travel proposals, including safety in hospitality structures, also in the future if the situation will request in the future new protective behaviors due to the spread of new virus variants. They indeed could constitute an authoritative and secure referring point for them (Zambianchi, 2020; Turnsek et al., 2022; Chang & MiRan, 2022).

The correlations between beliefs and intentions about tourism and well-being scales show interesting outcomes. Life satisfaction, the cognitive dimension of subjective well-being also defined as hedonic well-being, is not correlated with tourism experience. It could be hypothesized that life satisfaction is not related to tourism experience due to the impossibility to travel in this Pandemic situation. The severe lockdown adopted in Italy and around the world blocked any movement and travel that was not for work, so tourism was not a possible activity. Life satisfaction concerns an evaluation of the life quality at the moment of the survey, so, giving the impossibility to travel, life satisfaction was most probably based on other choice and other behaviors than traveling for tourism.

The eudaimonic well-being represents a more stable dimension of positive functioning, also in difficult situations such as the Coronavirus spread, as results show. The cultural tourism, as emerged in our research, represents a desirable experience for the elderly, which is strongly correlated to the eudaimonic dimension of positive functioning. This data suggest to pay special attention to this type of tourism. Serious leisure retains its positive value independently from the health situation. Organizing tours in destinations that privilege cultural experiences, possibility for growing and for improving knowledge could be of interest for old people, as results seems to suggest.

The attitudes and intentions toward tourism remained high also during the pandemic; this result represent perhaps a further confirmation of the importance of traveling for tourism in this stage of life. This favorable beliefs could hypothesize a quick recovery from the most difficult situation of tourism in pandemic time. Attitudes and intentions indeed are of particular relevance due to their proximity to observable behavior, as stated by the Planned Behavior Theory (Ajzen 1991). Their high scores constitute a favorable aspect for the recovery of senior tourism after the acute phase of the Pandemic; communication that highlights a safety tourism (Zambianchi, 2020) can be appreciate by this segment of society, that is the most exposed to adverse health outcomes in case of increased circulation of the Coronavirus.

The Hierarchical Regression model highlights the relevance of age and school education for the intention to continue to travel. Increasing in age reduces the intention to travel in the future, due perhaps to the mental anticipation of future losses and health problems for advancing in age, as expected by the third hypothesis. High level of school education, on the contrary, favors a positive attitude toward tourism and the intention to travel. Eudaimonic well-being emerges as a positive contributor to the intention to travel, although its Beta value approaches the statistical significance only. This data suggests the fundamental relevance of this type of well-being, requesting more attention from research, also in the area of silver tourism. Contrary to the results of Vada et al., (2019) indeed, eudaimonic well-being, approaches significance for behavioral intentions about traveling for tourism. It may be considered as an occasional data, linked to this specific group of

elderly, but it could also indicate the persistence of eudaimonic well-being also in a difficult situation such as the Covid-19 pandemic. Only future studies with broader samples could disentangle this question.

Limits of the study and future directions

The study presents several important limits, that must be taken into account. First, the imbalance for school education requests caution for the conclusions about the influence of school education; future studies, with more balanced samples for school education could confirm or not these data. Another limit is represented by its correlational nature. Longitudinal studies will be necessary for confirming the data emerged about positive association between tourism and psychological well-being and its strength despite and through the pandemic. Through longitudinal studies will be possible to test if the level of well-being and the intentions to travel will remain stable, increases or decreases, being the pandemic now not an emergency situation, but a chronic condition, that requests the adaptation to an endemic virus.

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