

Quality of life defined: a tourism Entrepreneurs perspective

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Abstract

Quality of life (QOL) is a construct which entails the different aspects of one's life. Even though several researchers and organizations have examined the meaning of QOL in many different ways, its definition still proves to be vague. In order to augment the comparability and consistency in various disciplines including sociology, economics, psychology, management and so on, this paper evaluates various definitions and formulates a new definition of QOL for

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tourism entrepreneurs by following the 7- step approach laid down in the definition theory. Conducting a qualitative analysis of certain words, themes, concepts, meanings, the new definition arrived at captures the essence of QOL for tourism entrepreneurs' thereby reducing the internal and external vagueness associated with the meaning. The new definition clarifies the ambiguities associated with the concept and will support academicians and researchers to gain an insight on the concept by applying the well-defined concept of QOL which in turn will solve several definition issues and add to the QOL literature.

Keywords: Quality of life, Tourism entrepreneur, definition, experience of life.

Resumen

La *Calidad de Vida* (CV) es un constructo que implica los diferentes aspectos de la vida de una persona. Aunque varios investigadores y organizaciones hayan examinado el significado de la CV de muchas maneras diferentes, su definición sigue siendo vaga. Con el fin de aumentar la comparabilidad y la coherencia entre varias disciplinas, como la sociología, la economía, la psicología, la gestión, etc., este documento evalúa varias definiciones y formula una nueva definición de CV para los empresarios turísticos, siguiendo el enfoque de 7 pasos establecido en la teoría de la definición. Al realizar un análisis cualitativo de ciertas palabras, temas, conceptos, significados, la nueva definición llega a captar la esencia de la CV para los empresarios turísticos, reduciendo así la imprecisión interna y externa asociada al significado. La nueva definición aclara las ambigüedades asociadas con el concepto y ayudará a los académicos e investigadores a comprender el concepto aplicando la noción bien definido de CV que, a su vez, resolverá varios problemas de definición y se sumará a la literatura de CV.

Palabras clave: Calidad de vida, empresario turístico, definición, experiencia vital.

1. Introduction

Quality of life [QoL] is a very commonly used term generally in everyone's life. Everyone speaks about their life quality at some point. Generally, this concept is interpreted as a multidimensional construct consisting of dimensions/factors/well beings which are subjectively perceived and evaluated by individuals. It is basically termed as a person's attitude towards life.

Early studies have witnessed QOL assessments of patients with medical ailments, disabilities, diseases, traveler's visiting a destination, elderly individuals, entrepreneurs etc. The factors commonly considered are physical wellbeing, material wellbeing, social wellbeing, emotional wellbeing, development & activity (Felce & Perry ,1995; Peters & Kallmuenzer, 2015).

Physical wellbeing includes physical fitness, health, recreation etc. Material wellbeing is mainly the material wealth, income of an individual. Social wellbeing is participating in social activities and relationship with others. Emotional wellbeing comprises feelings, self-esteem, fulfillment of emotional needs etc. Finally, Development & Activity consists of work-related leisure, personal development in terms of education, awareness etc. Studies have proven that physical wellbeing, material wellbeing and social wellbeing are the important factors among others (Peters & Kallmuenzer, 2015). Individuals associated their life satisfaction with all these components of life. These experiences are compared against the expectations or personal needs which the individuals evaluate either positively or negatively (Peters & Kallmuenzer, 2015).

The current study has a two-fold objective. Firstly, to analyze the existing definitions of QOL and Secondly, to derive and propose a new definition by following the "7 step approach" of definition theory in logic studies proposed by (Copi & Cohen, 2005; Hurley, 2008) and applied by Lai & Li, (2016) in their Conceptual paper in order to formulate a new definition of Quality of life. We have used a sample with 50 QOL definitions and propose a new definition from a tourism entrepreneur' perspective.

Beyond the previous introduction, this conceptual paper is structured in three sections: in the first section we present the background and the existing gap in the definition of the concept of QOL, then, in the methodology, we describe how the research was conducted with emphasis on the 7-

step approach in the theory of definition and, finally, we present the step-by-step formulation of a new definition, in addition to conclusions and other recommendations.

2. Review of literature

2.1. Quality of life revisited

Tourism industry has helped to improve and accentuate the standard of living of its stakeholders. One of the key stakeholders benefitting and contributing to the industry are the Tourism Entrepreneurs (Neal et al., 2007). Entrepreneurship in tourism has flourished not only among locals but also *outsiders* who set up their business in the tourist area. It is seen that this growth and development resulting from tourism motivates more entrepreneurial activities in the said community. Entrepreneurship is in the form of hospitality, leisure in tourism (Neal et al., 2007).

There are several types of entrepreneurs in tourism some interested in growth while others who are just satisfied with a good life. Peters & Buhalis (2009) found most entrepreneurs' showing a passive behavior among SMTEs. They said that small and medium tourism entrepreneurs (SMTEs) are less innovative as compared to others since many SMTEs run business in the similar lines as their competitors.

In contrast, tourism attracts lifestyle-oriented entrepreneurs. Lifestyle entrepreneurs are those who consider self-employment as a way of life. They focus on being flexible in decision making, independent and satisfied giving quality of life the topmost priority in their life. They are people who either create business out of their hobby or depend on customer reviews.

These types of entrepreneurs are present in the tourism industry being more dominant among small or micro businesses (Peters & Schuckert, 2017). Tourism industry has attracted more attention of these type of entrepreneurs and analyzed that they are least innovative and not growth-oriented (Weiermair & Peters, 2012).

Entrepreneurs develop in the tourism sector of a destination based on the longevity, education and income comprising of the Human Development Index (HDI) of the destination (Séraphin et

al., 2013). In the recent past, it was also emphasized that entrepreneurship was used as a strategy to improve QOL and remove poverty in an area (Fredrick, 2016).

QOL of entrepreneurs is a result of uniqueness (S raphin et al., 2013) and several other aspects with which they evaluate their lives (Peters & Buhalis, 2009). Entrepreneurs describe QOL as making self-time, participating in social activities, enjoying good health and overall happiness (Peters & Schuckert, 2017). This emulates that there is so little consensus on what quality of life is all about for tourism entrepreneurs which brought about the need to define the same.

QOL is defined differently by different authors in the given contexts and thus demands more clarity. Its definitions seem to vary for every single study (Edgerton et al., 2017). For example, Moons et al. (2006), proposed eight conceptualizations. Authors Felce & Perry (1995), said that QOL is an elusive concept while another Liu (2006) said that there could be QOL definitions as many as the number of people. This shows how definitions differ from person to person posing a problem in operationalizing this concept.

After confirming and applying WHOQOL to focus groups in a cross-cultural study, it was clear that even though QOL may be used in relative terms for every new study, it is a universal concept in its interpretation. QOL as a concept gained popularity after the Second world War (Felce & Perry, 1995).

In 1960, it was included as a national goal such as defence, education, health, welfare etc. In America, people used this term for material possessions such as owning a car, house, property etc. while in the late 1960s, it was defined beyond material wealth mainly in terms of leisure activities, emotional happiness etc. (Farquhar, 1995). In 1990s too, evaluations with regards to QOL were published (Moons et al., 2006). It is basically judged as an outcome of the resulting evaluation of one's life. It is often used in general as an umbrella term(Moons et al., 2006).

There is a consensus on three things in the QOL literature: First, quality of life, is subjective by nature; second, the various core dimensions which makes up the concept of QOL are valued by different persons differently; and third, each one attaches a different value to each core dimension. (Schalock, 2000).

Even though studies in the past have proposed that QOL is a multidimensional construct involving the combination of both subjective as well as objective factors, there is still a debate about whether QOL constitutes objective dimensions, subjective dimensions or both (Schalock, 2000). Objective factors are basically observable life conditions or physical functioning and account for only 15% of a person's QOL while subjective are the perceptions held by the respondents. Some authors say it is needs of life that determine the quality of life (Costanza et al., 2007).

Therefore, evaluation at an individual level is considered the best possible way of evaluating subjective QOL (Costanza et al., 2007). There have been studies where there is a growing consensus of quality of life being purely subjective mainly because it is not confirmed whether the experience is because of objective factors rather it is due to one's subjective factors (Moons et al., 2006).

In Malkina-Pyke & Pykh (2008), a few dimensions were proposed such as physical, psychological and social. Veenhoven (2000) in his study said that QOL is the 'necessary condition for happiness', talking about its subjective nature. He also said that it has been given the description of 'adaptive potential' and defined it in terms of nations.

There are no standardized methods for measuring it. But it is argued that it can be conceptualized by 1) Using alternative terminologies; 2) Applying different approaches; and 3) Specifying dimensions (Frederick, 2016).

Among the terminologies, only "satisfaction with life" is considered most suitable and apt to describe QOL (Dijkers, 2007). Satisfaction with life is defined as the degree to which a person evaluates the overall life quality (Veenhoven, 1996). It is also referred to as the satisfaction one experiences with respect to love, marriage, friendship etc. (Peters & Schucker, 2017). Merits of considering "satisfaction with life" as the most crucial terminology to describe QOL is that it facilitates comparing the samples collected from the population and provides a common base for comparing satisfaction of different individuals which can be used to find and evaluate how each one feels against a common platform (Cummins, 2005).

Measuring QOL requires the researcher to define it (Peters & Kallmuenzer, 2015). The attempted definitions range from a holistic to discipline specific view (Moons et al., 2006). Authors belonging to various disciplines put together quantifiable indices which are defined as objective

factors such as economic factors, health factors in general that are required to meet basic needs of humans and the subjective factors which include evaluating one's personal life as important aspects in defining QOL (Costanza et al., 2007). QOL is said not to belong to a single discipline, hence multidisciplinary in nature.

In health literature, QOL is defined as a patient's ability to lead a fulfilling life after treatment of the said disease (Carr et. Al, 2001). Assessment by patients in terms of their treatment, current and future prospects of health is defined as his life quality (Theofilou, 1841). This perception can vary from one individual to another based on their expectations which makes it a subjective opinion. In patients experiencing medical disabilities too, expectations from various aspects in life both objective as well as subjective factors, in relation to their personal values, decides the patient's quality of life.

Langlois & Anderson (2002) say that QOL is only in terms of health in medical and nursing terms, it is not QOL in general. They also expressed that when an individual grows older, even though health problems increase reported higher satisfaction with life. This is mainly because their satisfaction is judged far beyond physical measures. Patients with disability and without disability were compared in a study by Rokicka (2014) and found that patients with disability placed more importance on the activities of life which they couldn't perform easily as compared to those without a disability and this was the deciding factor in terms of subjectively evaluating their own lives. Similarly for Mentally retarded people quality of life was a subjective aspect (Galloway et. Al 2005).

In sociological terms, as per Ferriss, (2004), the social systems comprise of social structure, crime rates, family systems, housing, security, home, family, neighbourhood which make up the quality of life of a society. Some more sociology authors tried to explain QOL in terms of objective factors such as income and subjective factors of spouse' wellbeing, social status, job satisfaction (Sirgy et.al, 2006).

Psychology authors Moudjahid & Abdarrazak (2019), stress upon subjective factors being the most accurate in terms of understanding the emotional connect of an individual to their environment. They say that QOL is personal and combines the value individuals place on the perception of their lives. It is a conscious judgement of life by individuals (Galloway et al.,

2005). Findings of QOL in Psychological research also showed that in Psychology people evaluated the Subjective well-being experience on the basis of their personality types, cultural factors, demographics and on the basis of situations. It was more of an emotional aspect of a persons' current state (Sirgy et al., 2006)

In Marketing, QOL was used in terms of managers giving QOL a place in their vision, in their decision making as well as in the marketing activities so that the society benefits as a whole. Marketing mix involves Product, Place, Price, Promotion which impacts its consumers. Hence, the goal of incorporating QOL in marketing is ensuring consumer wellbeing (Sirgy et al., 2006). Also, in management QOL is applicable in terms of satisfaction of employees with their work. A satisfied employee is most often productive with his/her work (Sirgy et al., 2006).

In cultural studies, it has been defined as “*Individuals' perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns*” (WHO – World Health Organization, 1995:1403). QOL is differently defined as per cultural differences (Galloway et al., 2005).

Hagerty et al. (2001) says that QOL is a global index which can be used to compare population with respect to their quality of home life, leisure life, community life, social life etc. In terms of location or city competitiveness, Rogerson (1999) said that people evaluated the quality of life of an area with the nearness to the market and residences. In other words, the convenience aspect along with accessibility followed by its potential to grow.

Lane (1994), claimed that QOL is a combination of conditions and people in an area. Yu et al (2016) disagrees to the fact that GDP or any economic indicator is sufficient for understanding the QOL since the macroeconomic figures do not decide the real experience of its population i.e., the implementation of various social policies.

In ecological terms, Bubolz et al. (1980) explained quality of life in terms of interaction of ecological environment in fulfilling human needs. It was about sharing the resources of the ecology by the people of an area.

To sum it up, Moons et al. (2006) presented five perspectives of QOL. The first one was philosophical where it is defined in terms of how well a person lives his life. The second was

ethical which emphasizes on sacredness of life. The third was economic which explains QOL on the basis of economic factors such as growth, GDP, GNP etc. Fourth was the sociological perspective which concentrates more on relationship with others and last psychological which is more of judging or evaluating one's own life.

Galloway et al. (2005) presented other perspectives of QOL. Sports involvement, music, art or any other form of favourite leisure activities performed influences the experience of QOL. In their study, Moberg & Brusek (1978) focused on spiritual wellbeing as one of the factors of QOL construct. They gave reasons why religion was omitted in the definition but was replaced by spiritual wellbeing since it is not explaining any particular religious belief but spirituality in general.

In tourism literature, QOL has gained popularity over the years. It is most often explained as an output of tourism development, tourism impacts on a community, residents of an area and also as a result of travel experience/vacation etc (Woo et al., 2015). Tourism led to both positive and negative impacts on a community (Choe & Regan, 2015; Ribeiro et al 2017). Positive in terms of improving standard of living, employment opportunities & revenues to the government (Aref, 2011). Kim et al. (2013) added that due to tourism residents experienced more safety in terms of police protection and fire services and also emotional wellbeing and material wellbeing got better.

While negatives included too much congestion, traffic problems, crime rates and more cross-cultural conflict. These impacts of tourism activities were proved as per social exchange theory where people support tourism only for the benefits that they are likely to get in exchange (Nkemngu, 2015; Woo et al., 2015). In addition, this support was granted only if tourism guaranteed sustainability (Yu et al., 2016). Eraqi (2007) emphasized that residents not only get economic benefits but also socio-cultural benefits in the form of cultural exchange, better relations, good business for small entrepreneurs etc.

Economic benefits which residents derive from the influx of tourists are in terms of more income, wealth and material possessions (Eslami et al., 2019). In another model, Uysal et al. (2016) argued that residents also witness over exploitation of the local resources for tourism purpose affecting the infrastructure thus making the destination more competitive.

QOL in tourism is also viewed as an outcome of a vacation forming a part of the leisure activities as against home-based leisure among tourists (Dolnicar et al., 2013). Leisure activities involves tourist participation in favourite hobbies such as photography, sports, fishing, yoga to name a few (Tomka et al., 2015). When tourists visit a particular destination, right from their arrival till departure from the said place, they take back experience with them, experience of various service encounters, experience of the tourist attractions and the recreation activities. This helps them decide their QOL when they visit an area (Weiermair & Peters, 2012). Along with the said aspects, the length of stay also decides tourist experience of QOL (Neal et al., 2007; Chel et al., 2016).

Chen et al. (2016) also highlighted that tourist experience could be further enhanced by providing stress relieving activities. These experiences of tourists were further enhanced with their personal characteristics, the trip composition, the people they come in contact with etc (Uysal et al., 2016).

Some elderly tourists purely visit a destination for leisure and relaxation purpose which enhances their wellbeing. They feel loved, sense of belongingness, more leisure etc. Woo et al (2016), underlines the Bottom-up spillover theory where satisfaction with various subdomains contributes to the overall satisfaction of an individual's life. This satisfaction among elderly tourists enhanced their life expectancy, gave them positive health etc.

In another study, Kim et al. (2015) also stressed upon some intervening factors that enhance the travel experience of elderly tourists. These factors were mainly their level of activity in the tourist destination, the perception about the place, their intention for revisit etc.

QOL is also viewed in terms of public health and wellness in Pyke et al. (2016). In this study, the authors highlighted the role of business operators to provide wellbeing to the tourists who visit a destination encompassing wellness activities such as fitness, healthy and right eating and spa facilities making wellbeing as a tourism product and outcome. This outcome is often the result of an individuals' most desirable aspect i.e., the aspect on which one places more importance on may it be family or work or even personal desires and travel habits.

QOL experience in tourism depends on what the individual places high importance on (Dolnicar et al., 2013). This importance is then compared with the actual experience/satisfaction, arriving at the gap. The gap is the difference between an individuals' expectations and experience

determining the real experience. Any deviations from expectations negatively affects the experience of an individual.

On the other hand, a higher experience positively enhances one's life and both of these can differ with time. Coping with the changing circumstances in time decides the success of an individual (Moons et al., 2006).

In the recent literature, it is clear that studies pertaining Tourism entrepreneurs Quality of life is an understudied issue creating a need for better understanding between the two areas (Carnerio & Eusébio, 2011). Effects of entrepreneurship on QOL (Frederick, 2016) and entrepreneurship in tourism Peters & Buhalis (2009) has also been a neglected aspect in the literature.

2.2. The Need and Importance of the Study

With the vast usage of the term QOL as an area of research in several disciplines (eg: economics, hospitality and tourism, management, psychology, medical sciences, marketing among others) QOL studies in management boosts business and societal issues.

Several developments and trends are taking place in travel and tourism in the form of eco-tourism, sustainable tourism. In human resource management as quality of work life, human relations. In marketing, as green marketing, social marketing, consumer wellbeing etc. (Sirgy et al., 2006) Even within healthcare sector, it is not defined very clearly and involves multiple interpretations (Farquhar, 1995). Despite a rapid increase in publications, there has been no consensus on its definition (Moons et al., 2006).

Since there are so many ways of explaining the concept and is so complex, many authors did not define the concept at all (Haas, 1999). In Diener (1984), it has been stressed that studies in tourism should be promoted in order to reap the positive benefits of greater levels of happiness, improved health, increased self- esteem and the like. Neal et al, (2004) made an attempt to check the impact of satisfaction on overall life.

Moons et al., (2006) emphasized that there is no uniform definition for quality of life and thus, it is ambiguous. Even though it is said that satisfaction with life is most suitable to describe quality

of life, the conceptual discussion seems to be tempered. Therefore, the need for such a study in the tourism sector.

2.3. Definition Theory

Formulating a definition has a lot of issues and problems and these have been addressed widely across various disciplines. They have been looked into in the past but still continue to do so in the present by several philosophers and logicians (Hurley, 2008). The current definition theory has been derived from the logic study (Hurley, 2008).

Abelson (2006), gave four understandings of the nature of definition namely essentialistic, prescriptive, linguistic and pragmatic. Essentialistic means where the word defines the essence of an object(s). Prescriptive means contextual meaning of a word. Linguistic refers to usage of a word in history while pragmatic involves all of the above natures of definition based on actual/contextual need.

Whatever the nature may be, every definition essentially has two parts. The first part is the word which is defined (*definiendum*) and the second part are the words that define the main word (*definiens*) (Hurley, 2008).

Further, the definitions can be termed as stipulative, lexical, precisising, theoretical and persuasive and each of them have a function to perform. A lexical definition is a dictionary meaning of the term and stipulative gives a meaning to a word. Both types together help remove vagueness. Theoretical on the other hand gives a theoretical meaning to a word and promotes understanding while persuasive definition helps to shape the attitude of the audience involved. Definitions are built through connotative and denotative techniques but Quality of life as a concept is facing a problem of connotation of inclusiveness.

Most of the definitions which are selected under study belong to the genus-and-differentiate type of connotative definition. For instance, “a collapsible shelter made of canvas or other material that is stretched” (Hurley, 2008). In this case, “shelter” is the genus, and “collapsible” and “made of canvas” are the differentiate.

The first step for the selected definitions is to identify the genus and the second step is to find the attributes doing the defining of the main genus. As per Copi & Cohen (2005), guidelines for a good definition have been laid out. A few of them include avoiding circularity, not being too broad or too narrow, not being negative when there are possibilities of defining it in an affirmative language etc.

3. Methodology

This research has formulated four research questions which led to the analyses. For instance, which are the common characteristics in the selected definitions? Which type of definitions are most common? How good is the quality of the definitions? Once judged by taking the definition theory as the base, is it possible to develop a new QOL definition? These questions are addressed in this study.

3.1 Analytical procedure

This study addressed the research questions by selecting a few QOL definitions from several studies. Definition theory was then applied with the help of 5 steps. 1st step was finding the shared features of the definitions, 2nd step was finding the type of definition, 3rd step was the definition technique and the 4th step was checking the quality of the definitions. With these steps, the definition of Quality-of-life was created (stage 5). A seven-step approach was adopted from the definition theory (Copi & Cohen 2005; Hurley, 2008). It was adopted in Lai & Li (2015) to formulate a definition for Tourism destination image.

The 7 steps were applied in order to (1) Categorize concepts which are similar to QOL; (2) classify a genus which incorporates these concepts; (3) find common attributes representing the concepts; (4) determine which are the attributes which separate QOL in the same genus from other concepts; (5) Clearly express the definition; (6) Judge the definition quality and if required, restart steps 1 to 6; and (7) revise the definition if necessary. Stages 1 to 4 help to logically serve the assessment of the definitions which are then utilized for definition development at stage 5.

Figure 1. Envisages the above-mentioned analytical procedure.

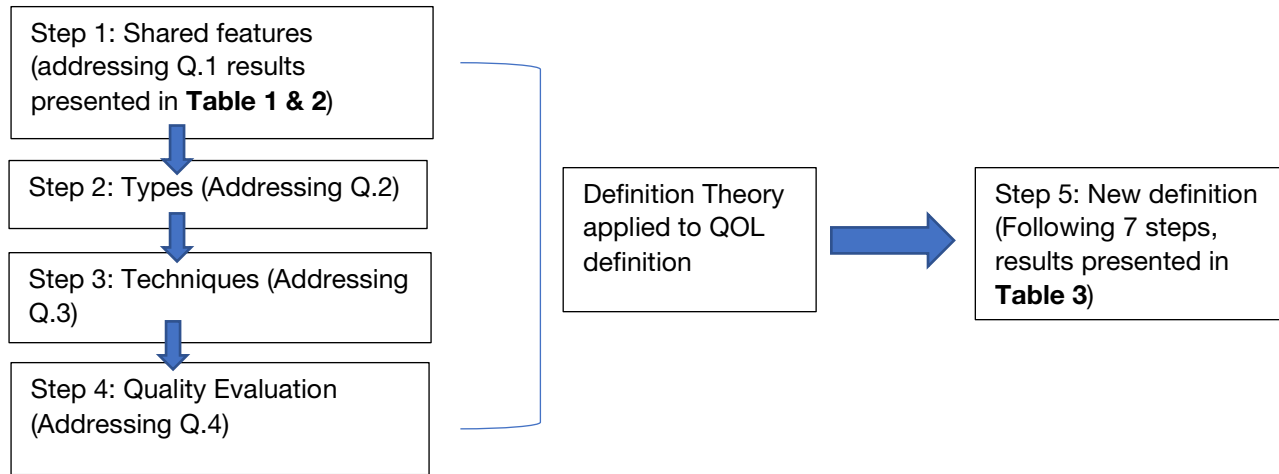


Figure 1. Inherent logic of the analytical procedure Lai, K., & Li, X. (Robert). (2016).

3.2 Selection of QOL definitions for analysis

The selection of definitions of QOL is a crucial element in a study like this. The definitions were looked for from thesis, research papers, articles etc. The definitions were derived from QOL defined in different contexts but were original and normative. Initially 65 definitions were searched for out of which 50 usable definitions were shortlisted based on sound conceptualization (Tasci, et al., 2007; Choe and Regan, 2015).

4. Research findings

4.1 Stage 1

Under this stage, only the definitions comprising core words and restrictive words were selected. This is normally a trend for academic definitions. Therefore, once the analysis was conducted, the results revealed 30 core words which were used to explain QOL (Table 1) and 36 restrictive words which restrict the core words (Table 2). A clear sight of table 2 reveals that “Satisfaction with life”, “wellbeing” and “experience” are widely used to define QOL. It shows that individuals take QOL as a subjective experience, wellbeing and overall satisfaction to define that life quality. However, the definitions failed to bring in all the aspects of QOL.

Table 1: Core Words Used to Define the Nature of QOL.

Core words (genera- step 1)	Frequency	%	Author
Degree of satisfaction or dissatisfaction	11	22	2;8;11;15;16;21;23;24;30;31;42
Wellbeing	6	12	6;19;22;36;42;49
Experience	5	10	7;20;23;29;49
Individuals' perceptions	4	8	5;15;29;47
Life as a whole	2	4	4;34
Conditions of life	2	4	25;32
Position in life	2	4	26;38
Perception of 'meaning'.	1	2	1
Provision	1	2	3
Conditions in the environment	1	2	9
Discrepancy	1	2	10
Individual's ability	1	2	12
Expectations	1	2	13
Personal values/life conditions	1	2	14
Important possibilities of his/her life.	1	2	17
A relation	1	2	18
Multidimensional evaluation	1	2	27
Perspective	1	2	28
Aspects of living	1	2	33
Cognitive judgement	1	2	35
Areas of life	1	2	37
Assessment	1	2	39
Positive state	1	2	40
Optimistic assessment	1	2	41
Individual's ability	1	2	43
Gap	1	2	44
Fulfillment	1	2	45
Choice	1	2	46
Develop potential	1	2	48
Life situation	1	2	50

Source: own elaboration based on the following references: 1: Frankl VE. (1963); 2: Abrams (1973); 3: McCall (1975); 4: De (1975); 5: Andrews and Withey (1976); 6: Diener (1984); 7: Rice R.W. (1984); 8: Emerson E. B. (1985); 9: Proshanky and Fabian (1986) ; 10: Sartorius (1989); 11: Ferrans C.E. (1992); 12: Jenkins et al (1990) ; 13: Fisher (1992); 14: Cummins (1992); 15: Aaronson et al (1992); 16: Meeberg (1993); 17:Raphael et al., (1996) ; 18:Robert Lane (1994); 18:Robert Lane (1994); 19: Felce and Perry (1995); 20: Hunter et al.(1995); 21: Veenhoven (1996); 22: Lamb (1996); 23: Taylor and Bogdan (1996); 24: Kimmler et al (1997) ; 25: Diener & Suh (1997); 26: World Health Organization (1997); 27: Haas (1999); 28: Mytko & Knight (1999); 29: Naess (1999); 30: Lewis (2000); 31: Rannestad et al (2000); 32: Schalock (2000); 33: Seashore et al. (1978); 34: Hagerty et al (2001); 35: Rejeski and Mihalko (2001); 36: Lin et al (2002); 37: Montgomery et al (2002); 38: Starace et al (2002); 39: Xavier et al., (2003); 40: Pollard and Lee (2003); 41: Diener & Seligman (2004); 42: Bhandari M. (2004); 43: Church, M. C. (2005); 44: Ruta et al., (2007); 45: Costanza et al. (2007); 46: Galloway et al (2005); 47: Malkina-Pykh and Pykh (2008); 48: New Economic foundation (2011); 49: Kagawa-Singer et al., (2010); 50: Gasper, (2010).

4.2 Stage 2

The definitions which are compiled may or may not be stipulative, lexical, precisising, theoretical and persuasive (Copi & Cohen 2005; Hurley, 2008). It is not easy to just assign a simpler word to an existing definition. Hence, they are normally not stipulative in nature. They are not even borrowed easily from a dictionary, therefore, not lexical.

They also cannot be precise since QOL is a concept which cannot be defined precisely. It may not be to persuade always it may be defined only to decide or inform about a current state of mind. So, it lacks being persuasive. Some relate to it as satisfaction while some think of it as health and time management.

This makes it evident that the definitions lack theoretical robustness. However, among the five definition types, the existing definitions tend to be theoretical: QOL researchers may intend to propose definitions with both theoretical and scientific rigor but are somehow unable to actualize their attempt. In this sense, we can state that existing QOL definitions are quasi-theoretical in type.

Table 2: Restrictive Words Used to define the Nature of QOL.

Restrictive words (differentiae- step1)	Frequency	%	Author
Expectation of the individual	5	13.88	10;14;15; 20; 32
A multi-dimensional construct	5	13.88	28; 32; 33; 36, 49
Central to the human condition/necessary conditions	4	11.11	1;3,15; 18
The degree of fit	4	11.11	5; 7; 17; 21
Evaluative judgement	4	11.11	16; 19; 37; 50
A function	3	8.33	9; 13; 43
The context of culture,value system and goals.	3	8.33	26; 27; 38
Individuals' perception	3	8.33	26; 38; 45
Positive affect	2	5.55	6; 21
Characteristics / to function and derive satisfaction from a variety of role.	2	5.55	12; 40
One's lot in life	2	5.55	23; 31
Personal/ various life domains	2	5.55	24; 28
A sense of meaning	1	2.77	1
Felt by people with various aspects of their lives	1	2.77	2
Away from work	1	2.77	4
Individuals' life's need	1	2.77	7
Actualisation of abilities or lifestyle	1	2.77	8
Actual status	1	2.77	10

Areas of life	1	2.77	11
Grounded in their life	1	2.77	13
Is a Feeling	1	2.77	16
An inner sense/fulfilment	1	2.77	23
Mediating factors associated	1	2.77	22
The product of the interplay	1	2.77	25
Current life circumstances	1	2.77	27
How well he or she lives	1	2.77	29
A sense of progress towards becoming more competent	1	2.77	30
Not just some component part	1	2.77	34
Conscious	1	2.77	35
Numerous ways	1	2.77	41
Other indicators	1	2.77	42
A measure of	1	2.77	43
Capable of doing	1	2.77	44
Persons Opportunity	1	2.77	46
Measure of wellbeing	1	2.77	47
Dynamic state	1	2.77	48

Source: *The authors are same as Table 1.

4.3 Stage 3

With respect to denotative and connotative techniques, most of the QOL definitions are following the connotative style and among the sub methods namely synonym, etymological, operationalized and genus-and-differentia, the last one is widely followed. The previous studies strictly did not follow any particular style of defining QOL. It was defined in the context in which it was applied keeping the general idea of the term.

4.4 Stage 4

The definitions selected for the study are roughly following a theoretical type of definition normally consisting of a genus-and-differentia definition. The definition theory speaks about concepts which provide a set of conventional attributes. Out of the 50 definitions, some of the conventional attributes identifies were “multidimensional”; “evaluation”, “judgement” (Table 3).

However, these concepts alone may not be very capable of differentiating quality of life from satisfaction with life, wellbeing concepts. Some definitions lack the clarity and are either too narrow or too broad. Therefore, the literature does not give a proper genus and differentia of QOL. Normally the words used in the definitions are unclear in meaning and therefore, there is still more room for improvement.

Table 3: New definition following the 7steps

STEPS	Procedure
STEP 1: Select the concepts both similar to and different from QOL	Wellbeing, subjective, happiness, contentment, Perception of life aspects, Living conditions, lifestyle, quality of whole life, fulfilment, assessment
STEP 2 Determine the genus that can determine QOL and the concepts which are selected in step 1	Judgement, experience, inner sense, individual characteristics
STEP 3 Identifies the common attributes of the included concepts	Individual satisfaction
STEP 4 Determines the differentiating attributes of QOL by comparing QOL with each of its overlapping concepts. Basically, the restrictive terms which go with the selected concepts	well beings subjective assessment happiness A conscious judgement fulfillment evaluation of lifestyle perceptions multi-dimensional
STEP 5 Creating the new definition	QOL is defined as, "A subjective assesement, conscious judgement, multidimentional evaluation of lifestyle of tourism entrepreneurs with a satisfied/dissatisfied experience in various aspects of his/her life. This experience parallels with the well beings, happiness, perception and fulfillment of their way of life."
STEP 6 Verification	Checking the quality of the definition
STEP 7 Continuous review and improvement	Rewriting the definition to meet the future need

Source: authors own compilation

4.5 Stage 5

With the analyses done above, it is evident that the definitions of QOL in the literature are not very clear and thus there is a need to formulate a new definition fulfilling all the criteria. As per Copi & Cohen (2005); Hurley (2008)., most of the definitions are following theoretical style and the genus and differentia approach. So, therefore this study is conducted with the purpose to create a better theoretical meaning following the same genus and differentia approach i.e., the 7-step approach of genus and differentia technique.

Step 1: In this step, several concepts are identified which are similar but different from the term QOL. The concepts which were shortlisted were wellbeing, subjective life, happiness, lifestyle, fulfillment, assessment etc. The selected ones are wellbeing, happiness, fulfillment, perception.

Step 2: This step determines the core word or genus which can represent QOL and the selected concepts under step 1. The options considered for this step were life satisfaction, evaluation, experience but eventually experience of life was selected as the best one.

Step 3: The third step involved identification of an attribute common among the concepts selected in step 1. After evaluating thoroughly, “satisfaction/dissatisfaction” was selected as the main attribute which can identify all concepts.

Step 4: In this step, the differentiating attributes of QOL were compared with each of the concepts for example, subjective assessment and well beings, a conscious judgement with happiness, evaluation of lifestyle with fulfillment, multidimensional with perception.

Step 5: This step proposed the definition in a clear language. Based on the analysis, QOL can be defined as: *“A subjective assessment, conscious judgement, multi-dimensional evaluation of lifestyle of tourism entrepreneurs with a satisfied/dissatisfied experience in various aspects of his/her life. This experience parallels with the well beings, happiness, perception and fulfillment of their way of life.”*

4.6 Step 6

In this step the quality of the proposed definition using the genus and differentia criteria is evaluated. Overall, this definition is of an acceptable quality.

The new definition (1) conveys the essential meaning of QOL giving five attributes (i.e., one common and four differentiating attributes), (2) the definition is neither too broad nor too narrow, (3) avoids vague, or ambiguous language, and (4) has an affirmative tone.

4.7 Step 7

Revise and rewrite the definition for future use as and when the situation demands. The change can happen over time.

5. Results, concluding remarks and recommendations

5.1 Key Findings

This study has four major research findings. First of all, this study validated that most previous studies tend to define QOL as the mere satisfaction or perception of life and all its aspects. But as specified by Abrams (1973); WHO (1995), Farquhar (1995), QOL can be both positive as well as a negative description about all things in life. It is the ability of an individual to maintain the right balance and improve their experience. In practical life, these definitions are widely used. For example, it is easier to ask an entrepreneur how satisfied are you with your life or how do you perceive your life as a whole? Rather than asking him/her how is the quality of your life?

Secondly, most of the selected definitions are theoretical in nature and also tend to follow a genus-and-differentia technique. This makes it necessary to apply the definition theory and explain the reason for this result.

Thirdly, very few definitions include both subjective as well as objective factors which normally are said to constitute the QOL concept. This poor quality could be because authors emphasized more on using the concept rather than theorizing it. For example, even though many studies exhibited the interest of operationalizing QOL which may be even more than actually defining it and exploring what it actually means. Although, most of the QOL definitions adopted the genus-

and-differentia techniques in defining the concept in the past, none of them strictly followed the procedure to define it.

There are several difficulties in defining QOL especially the non-uniformity and the vagueness in defining the terms “satisfaction” , “wellbeing” (Öztaş, S. 2007). On some occasions they are used as a broad concept where it denotes QOL as a whole while in some other contexts it is very specific pertaining to the given situation such as employment status, life conditions etc. When these fundamental concepts face such debates, it becomes difficult to define QOL scientifically.

Finally, the last finding of this study is with regards to the new definition which is proposed. It is a result of several stages such as application of the logic of definition theory, overall understanding of QOL and the similar concepts and the interpretation of different terminologies encompassing the concept of QOL.

5.2 Implications of the Study

The literature clearly indicates that a subjective concept like this which entails as many definitions as people, requires more operationalization. Such a definition has many interpretations and use various attributes such as life satisfaction, standard of living, well-being etc., which are used in place of QOL concept (Dijkers, 2007; Haas, 1999; Fredrick, 2016). Therefore, a study like this is not likely to bring about a sudden change in the way QOL concept is perceived and used in various contexts but it does offer a few insights to go about with the defining and gives more clarity.

A study like this provides logical contribution to the less clear concept but the practical validity will be achieved only once it is used in empirical research work with the proposed idea. The new definition can be used to derive the QOL experience pertaining to tourism entrepreneurs in different contexts. However, new combinations of attributes in line with the proposed definition can also be created with the help of the genus and differentia concepts given in Table 1 & 2.

Another implication is that it gives a better understanding of the term and consensus can be achieved to eradicate the vagueness which otherwise exists. Usually, QOL was either judged in terms of health or income or just satisfaction with job and marital status or occupation. However, this was not enough and sufficient to define and explain QOL (Taylor et al., 2008) Perhaps with the new definition the

outlook of holistically explaining a term like this in terms of several important well beings is believed to be a complete definition in all aspects as per definition theory.

Nonetheless, a study like this will also motivate more researchers to take up conceptualizing and defining vague and ambiguous terms in any discipline. Lai & Li, (2016), reiterated that both empirical and conceptual studies should take place to confirm the use of a defined term since the limitations of one will be offset by the benefits of the other.

5.3 Implications of the Study from Tourism context

Tourism studies are prominently conducted in different tourist centric regions by tourism related researchers, academicians, government, students in order to gain insights on the practice and experience of the industry as a whole. The purpose might be different but the right kind of research can enhance and add to the existing body of knowledge. Out of the numerous studies which are conducted in tourism, studies defining concept like QOL are lacking and needs a start to encourage more research in this field. Since research pertaining to tourism entrepreneurs QOL is limited, a conceptual clarity in this can motivate more tourism researchers and ensure growing number of studies ahead.

Further, in depth conceptual studies in the area of QOL can be conducted in order to fulfill and fill in any existing gaps. Undoubtedly, the existing definitions of QOL as well as the new definition in the current study will have its own limitation but these limitations need to be perceived with the right attitude and attempt should be made to validate such studies.

While pursuing the current study, researchers derived knowledge on several aspects which are interchangeably used with the term QOL in the discipline of tourism. This enabled a wider knowledge base on the types of words used to define QOL. Therefore, tourism researchers can have a look for studies using terms like satisfaction with life, wellbeing, fulfillment, happiness and so on. This gave a better understanding of the term.

This definition lacks practicality but tourism researchers can use this as a recommendation for further enquiry in this area and also build on the proposed definition. This could give rise to more accurate, reliable and confirmed definition of QOL from tourism entrepreneurs' perspective.

5.4 Conclusions and Limitations

This study addressed one of the most concerning issues of defining the term Quality of life which has gained importance in tourism studies. As regards the definition theory, the study evaluated and analyzed definitions of QOL, their types, manner of creation, the definition quality etc. The analysis thus met the criteria of genus-and-differentia technique (or connotative). The key findings explored above revealed several uses of the new definition and provided a holistic view about the same.

A few limitations existed while defining the concept. First of all, only certain definitions which fulfilled the criteria of genus and differentia were selected while a few others which seemed very abstract and incomplete as per the requirement were ignored. However, future studies could incorporate this ignored aspect and understand the nature of all types of definitions which exist. Another limitation of this study articulates that another researcher with a different view and experience might perceive the definition with some other attributes and hence might not fully agree and accept the proposed definition.

Conceptualizing the term might form another limitation to the current study. This gives an opportunity to explore this area even further and validate the same with the help of both qualitative as well as quantitative studies. Since the study used only 50 definitions, it was not very exhaustive. Hence, the future researchers could consider more definitions which might have discipline specific meanings and derive a definition applying the definition theory or any other relevant theories.

There have always been problems which existed with respect to the QOL terminology. These problems might pose further difficulties in accepting the current definitions which requires to be validated further specifically through practical studies. The work in this article presents the base for the same.

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