



## Entrepreneurs' contribution to community happiness capital from community-based tourism: A causal relationship model study

Panida Ninaroon<sup>1,\*</sup>, Jiraporn Boonying<sup>1</sup>, Suwita Pruksaarporn<sup>1</sup>, Wareeya Khlungsaeng<sup>1</sup>, Jirawat Sudsawart<sup>2</sup>, Ratirath Na Songkhla<sup>3</sup>

<sup>1</sup>College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

<sup>2</sup>College of Allied Health Sciences, Suan Sunandha Rajabhat University, Bangkok, Thailand

<sup>3</sup>Chulalongkorn Business School, Chulalongkorn University, Bangkok, Thailand

### ARTICLE INFO

#### Article history:

Received 16 May 2024

Received in revised form

17 September 2024

Accepted 19 September 2024

#### Keywords:

Creative leadership

Participative management

Community happiness capital

Quality of life

Structural equation modeling

### ABSTRACT

This study aims to examine the influence of creative leadership on community happiness capital development, investigate the role of participative management in enhancing community happiness capital, and explore the impact of community happiness capital development on improving quality of life. A quantitative research design was employed, with a sample of 260 entrepreneurs involved in community-based tourism in Phatthalung Province, Thailand. Data were collected through questionnaires, and structural equation modeling was used for hypothesis testing. The results indicate that the proposed model, examining the causal relationship and effect of community happiness capital development, fits the empirical data well (chi-square = 47.775, p-value = 0.563, chi-square/df = 0.955, CFI = 1.000, GFI = 0.973, AGFI = 0.951, RMSEA = 0.000). The findings suggest that these insights can be applied to policy development to support the growth and sustainability of community enterprises, contributing to local economic stimulation.

© 2024 The Authors. Published by IASE. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

### 1. Introduction

Community-based tourism (CBT) has emerged as a dynamic and sustainable approach to tourism development, fostering a symbiotic relationship between travelers and local communities (Duxbury, 2021). This research explores the crucial role that entrepreneurs play in defining Community Happiness Capital (CHC) in the context of CBT. Community Happiness Capital is a concept that combines socioeconomic characteristics with the general happiness of a community's citizens to indicate the community's well-being, resilience, and total satisfaction. This study aims to shed light on the complex interconnections between entrepreneurs and the improvement of CHC within the framework of community-based tourism by using a thorough model of causal relationships.

We must balance the demands of tourists with the preservation of the local ecology, culture, and

social fabric. This is where entrepreneurs come into play, as more and more places realize the potential of tourism to create economic opportunities. According to Duxbury et al. (2021), this was where entrepreneurs came into play. This study attempts to clarify the processes by which entrepreneurs foster the development of CHC, considering the complex aspects of community happiness and well-being.

This study proposes to provide a comprehensive understanding of the impact of entrepreneurial ventures on the larger socio-cultural and economic landscape by examining the relationship between entrepreneurial activity and the components of community happiness. So, the community groups indicate that social links and community linkages are prerequisites for the development of successful community disaster planning (Bogdan et al., 2021). We anticipate that the results will not only enrich scholarly discussions but also offer significant insights to business owners, decision-makers, and community members who are involved in the development and management of community-based tourism projects. In essence, this paper delves into the transformative potential of entrepreneurial contributions, shedding light on how their endeavors can serve as catalysts for bolstering Community Happiness Capital, thus fostering a more holistic and

sustainable approach to tourism development within local communities.

As mentioned above, "happiness" is an important issue that has driven people to excellent health both physically and mentally. Therefore, the researchers recognized the significance of developing community happiness capital among entrepreneurs in the community enterprise sector. Therefore, happiness is an important factor in driving the success of tourism in the community. The researchers concentrated on enhancing the quality of the community's happiness capital with the aim of improving the quality of life for community enterprise entrepreneurs. The study's findings can also guide the creation of policies for community enterprises, propelling the economy at the base and ensuring their self-sufficiency.

The main purpose of the research is to study the casual and results of the development of the community happiness capital of community enterprise entrepreneurs in Phatthalung province following:

1. To study the influence of creative leadership orientation towards community happiness capital development.
2. To study the influence of participative management orientation towards community happiness capital development.
3. To study the influence of community happiness capital development towards quality-of-life enhancement.

## 2. Literature review

This research studies the theory that can be developed into a research concept framework used to describe the development of community happiness capital in community enterprise entrepreneurs to be used as a framework to explain the findings as follows:

Social capital functions as a variety of entities with two elements in common: they all consist of some aspect of social structure, and they facilitate certain actions of actors within the structure, as well as explain the form of social capital. Like other forms of capital, social capital could foster productivity and create job opportunities, thereby facilitating the achievement of goals. Social capital is built in the form of a relationship between the individual, with social capital not captured, and does not use individual qualifications such as education or skills (Salamzadeh et al., 2022; Sahasranamam and Nandakumar, 2020).

Social capital refers to the connections among people, social networks, and the shared norms of trust and mutual support that result from these connections. This fosters societal efficiency by promoting cooperation and highlights how social capital develops. It begins with individuals who bring values and ways of thinking to society. As a result, social capital in the form of network entry leads to 1) increased work potential and reduced

work costs beyond what work experience alone provides, 2) greater ease in communication and information-sharing among network members due to mutual sensitivity, and 3) a history of successful collaboration that encourages future cooperation (Tuominen and Haanpää, 2022; Moghfeli et al., 2023).

Social capital refers to the potential resources, both material and intangible, that an individual might get through their social connections inside an organization. Based on a review of social identity theory, the researchers used social capital theory as the basis for explaining the relationship between causal variables: Creative Leadership Orientation variable consists of observable variables: 1) Entrepreneurial Opportunities Seeking, 2) Information Technology Management Orientation, 3) Value Resource Integration and Participative Management Orientation variable consists of observable variables: 1) Flexible Management Orientation, 2) Goal Integration, 3) Participative Decision Making in relation to Community Happiness Capital Development variable consists of observable variables: 1) Community Capital Value Orientation, 2) Self-Reliance Potential, 3) Community Environment Management Capability, and 4) Community Network Success. In conclusion, community management requires social capital within the community to design the context of the community, with the participation of people within the community, thus affecting the development of community happiness capital.

The dynamic capability theory seeks to explain how companies implement strategies focused on adaptability and organizational learning. When an organization is actively learning, it can enhance its operations to adapt to environmental changes, helping it achieve goals, succeed, and maintain a sustainable competitive advantage (Ferreira et al., 2021; Do et al., 2022). Dynamic competence is a basic building process. Knowledge resources are always flowing into the organization, and the organization is responsible for collecting knowledge in the library when the organization aims to develop or create new products (Sokoh and Okolie, 2021).

Building on the review of dynamic capability theory, we propose that dynamic capabilities enable firms to build, integrate, and reshape existing "community happiness capital," thereby enhancing employee well-being. Using dynamic competence theory as a foundation, researchers explain the relationship between outcome variables. The "Community Happiness Capital Development" variable includes observable factors: 1) Community Capital Value Orientation, 2) Self-Reliance Potential, 3) Community Environment Management Capability, and 4) Community Network Success. The "Quality of Life Enhancement" variable includes observable factors: 1) Career Success, 2) Revenue Success, and 3) Family and Community Success.

This study aims to investigate the development of community happiness capital. The study incorporates a focus on creative leadership. The

focus on participatory management aims to provide valuable insights into policymaking, reflecting the community's happiness capital. This has led to a sustainable increase in the quality of life of community enterprises in dynamic situations.

### 3. Hypothesis

This research hypothesis defines research assumptions based on the research concept framework, the form of causal relationships, and the results of community happiness capital development empirical evidence of community enterprise entrepreneurs as follows:

#### 3.1. Creative leadership orientation (CLO)

Leadership with innovative ideas responds to the situation in a timely manner. Through technology and social media, it can seek opportunities based on community resources (Borah et al., 2022; Klein and Todesco, 2021; Busch and Barkema, 2021). It consists of 3 elements: 1) Entrepreneurial Opportunities Seeking (EOS), 2) Information Technology Management Orientation (ITMO), and 3) Value Resource Integration (VRI).

#### 3.2. Participative management orientation (PMO)

Leaders and community members collaborate to achieve their desired goals, leveraging the knowledge, capabilities, and experiences of the community as a resource. It emphasizes management flexibility in line with the goals of both the community and its members (Schepers et al., 2020; Kim, 2023). It consists of 3 elements: 1) Flexible Management Orientation (FMO), 2) Goal Integration (GI), and 3) Participative Decision Making (PDK).

#### 3.3. Community happiness capital development (CHCD)

Community members have a fulfilled life. Recognizing and comprehending the community's valuable resources is essential. You possess the capacity to handle challenges in your life effectively. It has the potential to develop itself and the community's environment to provide a safe living environment. The cooperation of the community management team has proven successful (Usai et al., 2020; Fukushima et al., 2021).

It consists of 4 elements: 1) Community Capital Value Orientation (CCVO), 2) Self-Reliance Potential (SRP), 3) Community Environment Management Capability (CEMC), and 4) Community Network Success (CNS).

According to the study and research related to the development of community happiness capital, the main reason for the development of community happiness capital is that creative leadership enables

communities to get through rapidly changing situations. Community leaders must recognize the importance of people in the community by focusing on administrative flexibility, integrating personal goals into community goals, and allowing people to participate in the comments. Therefore, we conclude that the creative leadership orientation and the participative management orientation are the key factors that influence the development of community happiness capital.

Upon reviewing the concepts of creative leadership orientation, participative management orientation, and community happiness capital development, we arrive at the following assumptions:

**H1:** Creative leadership orientation has a positive influence on community happiness capital development.

**H2:** Participative management orientation has a positive influence on community happiness capital development.

#### 3.4. Quality of life enhancement (QLE)

Recognition of career success. This aligns with the current state of self-existence and the development of the community (Fan and Luo, 2021; Aman et al., 2022; Vogt et al., 2020; Ramkissoon, 2023). It consists of 3 elements: 1) Career Success (CS), 2) Revenue Success (RS), and 3) Family and Community Success (FCS). A review of the concepts of creative leadership orientation, participative management orientation, community happiness capital development, and quality of life enhancement leads to assumptions as follows:

**H3:** Community happiness capital development has a positive influence on quality-of-life enhancement.

### 4. Research methodology

The study population consists of 1,060 community enterprise entrepreneurs in Phatthalung, Thailand. According to sample size criteria, 10–20 cases are needed per observation variable (Kono and Sato, 2023). With 13 observation variables, the required sample size is between 130 and 260. Stratified random sampling was used, dividing entrepreneurs into groups based on community enterprise and community-based tourism enterprise categories, with districts in Phatthalung as sampling units. A total of 300 questionnaires were distributed, yielding 260 responses—a 93 percent response rate. This meets the sample size needed for structural equation modeling. The research variables are categorized into the following groups:

- Exogenous latent variables
  - CLO consists of 3 observed variables follows: 1) EOS, 2) ITMO, and 3) VRI.

- PMO consists of 3 observed variables follows: 1) FMO, 2) GI, and 3) PDK.
- Endogenous latent variables
  - CHCD consists of 4 observed variables follows: 1) CCVO, 2) SRP, 3) CEMC, and 4) CNS
  - QLE consists of 3 observed variables follows: 1) CS, 2) RS, and 3) FCS.

In this study, questionnaires were used to collect data from 260 community enterprise entrepreneurs in Thailand's southern provinces. The questionnaire had four sections: 1) demographic information, 2) causal factors of community happiness capital development, 3) community happiness capital development, and 4) outcome factors of community happiness capital development. Sections 2 through 4 used a Likert scale with ratings from 1 to 5.

Content validity was tested using the Index of Item-Objective Congruence (IOC), with scores ranging from 0.67 to 1.00, indicating that the questions aligned well with the research objectives. Reliability was assessed with Cronbach's Alpha (Cronbach, 1990), yielding a coefficient of 0.976, well

above the acceptable threshold of 0.70, showing high reliability (Hair and Sarstedt, 2020).

Confirmatory factor analysis was conducted to verify that observed variables measured latent variables effectively. Path analysis tested the model's causal structure. Criteria for assessing model fit included the non-significance of the chi-square ( $\chi^2$ ) test, a Comparative Fit Index (CFI) above 0.95, a Goodness-of-Fit Index (GFI) above 0.95, an Adjusted Goodness Fit Index (AGFI) above 0.95, and a Root Mean Square Error of Approximation (RMSEA) below 0.05 (Hair and Sarstedt, 2020).

### 5. Results

The findings from this study can be summarized as that Confirmatory factor analysis was a confirmed element to verify and confirm the accuracy of the observed variables, which can measure the causal model. The following criteria were used to identify the model fit (Fig. 1), they are the Chi-square test = 47.775, df = 50, p-value = 0.563; CFI = 1.000; GFI = 0.973; AGFI = 0.951; RMSEA = 0.000) as shown in Fig. 1.

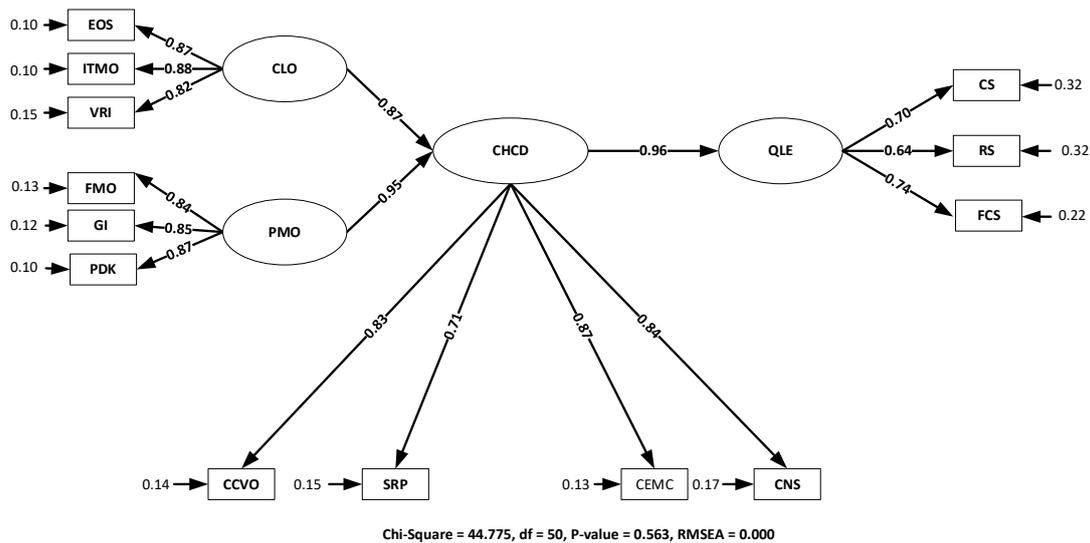


Fig. 1: Analysis of the causal relationship model on the development of community happiness capital of community enterprise entrepreneurs

The hypothetical model presented was consistent with the empirical data following:

**H1:** Creative leadership orientation has a positive influence on community happiness capital development. It found that latent community happiness capital development was directly affected by latent creative leadership orientation (Direct Effect: DE = 0.87). Thus, supported hypothesis 1.

**H2:** Participative management orientation has a positive influence on community happiness capital development. It found that latent community happiness capital development was directly affected by latent Participative management orientation (Direct Effect: DE = 0.95). Thus, supported hypothesis 2.

**H3:** Community happiness capital development has a positive influence on quality-of-life Enhancement. It found that latent quality of life enhancement was directly affected by latent community happiness capital development (Direct Effect: DE = 0.96). Thus, supported hypothesis 3.

### 6. Discussion

Creative leadership orientation positively impacts the development of community happiness capital, as community leaders actively pursue new business opportunities and concentrate on information technology to effectively manage and integrate valuable community resources. Islam et al. (2021) discovered that a close relationship enhances

transformational leadership performance. And intimacy is something that is relevant to mental health. This type of leadership increases followers' inner motivation through value expression and the importance of leadership goals; Alameeri et al. (2021) found that leadership is an important factor in promoting or creating employee happiness at work. Suriyankietkaew et al. (2022) found that sustainable leaders and entrepreneurs should cultivate and incorporate value-based behaviors and competencies, such as interpersonal, anticipatory, systems thinking, strategic, and ethical. To achieve inclusive growth, sustainability, and resilience, it is essential to implement sustainable practices that enable human capital with stakeholder care, foster ethical values and norms through altruism, cultivate social capital through social innovation, and support pro-environmental behavior and social responsibility.

Participative management orientation positively impacts the development of community happiness and capital, as it focuses on the administration's flexibility. It also integrates community goals and affairs, providing opportunities for community members to participate in decision-making. With Moayerian et al. (2022) found that the organization has the flexibility to operate not only by increasing employee satisfaction and productivity of its work. However, employees are also free to manage family life, resulting in increased family life satisfaction. Do et al. (2022) found that a good management model requires administrative flexibility and must be aware of the internal resources of the organization.

Community happiness capital development positively impacts the enhancement of quality of life, primarily because community enterprise entrepreneurs recognize the importance of community capital. Has the potential to be self-reliant. The ability to manage the community environment and establish a strong network within it has led to improvements in both occupational and professional achievements, including income, family, and society. Prayitno et al. (2022) found that the factors that affect life quality include social capital, material resources, community, emotional well-being, health, and safety. Therefore, the significance of social capital and community well-being, particularly for farmers, is crucial for sustainable agriculture and ensuring food security. This research recommends the following items:

- This research integrates social capital theory, dynamic capability theory, and the concept of community happiness development. This research elucidates the interplay between exogenous latent variables, such as creative leadership orientation and participatory management orientation, and endogenous latent variables, such as quality of life enhancement. This study empirically examines the development of Community Happiness Capital and the enhancement of Quality of Life in community enterprises located in the southern province of Thailand. Interested parties can use the theory and

results of this study to conduct research on the management of happiness within the community.

- It elucidates the relationship and influence of variables through theoretical integration, significantly contributing to the development and creation of new knowledge about the concept of community happiness. We have developed this research concept framework and tested it with empirical evidence within the community enterprises group.

The data from the research defines the development of community happiness in accordance with the community context. There should be four key elements:

- Community Capital Value Orientation, 2) Self-Reliance Potential, 3) Community Environment Management Capability, and 4) Community Network Success.
- The government should be more aware and focused on improving community happiness, as it can improve the quality of life of local entrepreneurs, lead to sustainable development, and create a competitive advantage.
- The government provides data based on the findings of the community happiness development elements. 1) Community Capital Value Orientation, 2) Self-Reliance Potential, 3) Community Environment Management Capability, and 4) Community Network Success, which serve as an index and indicator to further evaluate community happiness.

### 6.1. Limitation and future research

- It is important to study the creative leadership patterns of community leaders and design creative community leadership courses, as community leaders are key factors in improving community happiness.
- Future research should design a more comprehensive methodology over cross-sectional research, as time constraints may affect the findings. We need to scrutinize and contrast the variations in each analysis's outcomes.

### Acknowledgment

The authors would like to express their sincere appreciation to Suan Sunandha Rajabhat University for its invaluable help throughout this research.

### Compliance with ethical standards

### Ethical considerations

This study received approval from the Institutional Review Board of Suan Sunandha Rajabhat University. Informed consent was obtained, and participant confidentiality and data protection were maintained throughout.

## Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

## References

- Alameeri K, Alshurideh M, Al Kurdi B, and Salloum SA (2021). The effect of work environment happiness on employee leadership. In: Hassanien AE, Slowik A, Snášel V, El-Deeb H, and Tolba FM (Eds.), Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2020. AISI 2020. Advances in Intelligent Systems and Computing, 1261: 668-680. Springer, Cham, Switzerland. [https://doi.org/10.1007/978-3-030-58669-0\\_60](https://doi.org/10.1007/978-3-030-58669-0_60)
- Aman J, Abbas J, Shi G, Ain NU, and Gu L (2022). Community wellbeing under China-Pakistan economic corridor: Role of social, economic, cultural, and educational factors in improving residents' quality of life. *Frontiers in Psychology*, 12: 816592. <https://doi.org/10.3389/fpsyg.2021.816592> **PMid:35422725 PMCid:PMC9004670**
- Bogdan EEA, Roszko AM, Beckie MA, and Conway A (2021). We're ready! Effectiveness of community disaster preparedness workshops across different community groups in Alberta, Canada. *International Journal of Disaster Risk Reduction*, 55: 102060. <https://doi.org/10.1016/j.ijdrr.2021.102060>
- Borah PS, Iqbal S, and Akhtar S (2022). Linking social media usage and SME's sustainable performance: The role of digital leadership and innovation capabilities. *Technology in Society*, 68: 101900. <https://doi.org/10.1016/j.techsoc.2022.101900>
- Busch C and Barkema H (2021). From necessity to opportunity: Scaling bricolage across resource-constrained environments. *Strategic Management Journal*, 42(4): 741-773. <https://doi.org/10.1002/smj.3237>
- Cronbach LJ (1990). *Essentials of psychological test*. 5<sup>th</sup> Edition. Harper and Row, Publishers, New York, USA.
- Do H, Budhwar P, Shipton H, Nguyen HD, and Nguyen B (2022). Building organizational resilience, innovation through resource-based management initiatives, organizational learning and environmental dynamism. *Journal of Business Research*, 141: 808-821. <https://doi.org/10.1016/j.jbusres.2021.11.090>
- Duxbury N (2021). (Re)articulating culture, tourism, community, and place: Closing remarks. In: Duxbury N (Ed.), *Cultural sustainability, tourism and development*: 197-212. Routledge, London, UK. <https://doi.org/10.4324/9780367201777-17>
- Duxbury N, Bakas FE, Vinagre de Castro T, and Silva S (2021). Creative tourism development models towards sustainable and regenerative tourism. *Sustainability*, 13(1): 2. <https://doi.org/10.3390/su13010002>
- Fan Z and Luo M (2021). Public field and self-existence: The integration and deviation of young people in small towns under the new cultural business. In the 7<sup>th</sup> International Conference on Humanities and Social Science Research, Atlantis Press: 56-62. <https://doi.org/10.2991/assehr.k.210519.011>
- Ferreira J, Cardim S, and Coelho A (2021). Dynamic capabilities and mediating effects of innovation on the competitive advantage and firm's performance: The moderating role of organizational learning capability. *Journal of the Knowledge Economy*, 12: 620-644. <https://doi.org/10.1007/s13132-020-00655-z>
- Fukushima S, Uchida Y, and Takemura K (2021). Do you feel happy when other members look happy? Moderating effect of community-level social capital on interconnection of happiness. *International Journal of Psychology*, 56(5): 642-653. <https://doi.org/10.1002/ijop.12744> **PMid:33527423**
- Hair JF and Sarstedt M (2019). Factors versus composites: Guidelines for choosing the right structural equation modeling method. *Project Management Journal*, 50(6): 619-624. <https://doi.org/10.1177/8756972819882132>
- Islam MN, Furuoka F, and Idris A (2021). Mapping the relationship between transformational leadership, trust in leadership and employee championing behavior during organizational change. *Asia Pacific Management Review*, 26(2): 95-102. <https://doi.org/10.1016/j.apmr.2020.09.002>
- Kim BJ (2023). Participation, engagement, and organizational citizenship behavior among public employees. *Public Personnel Management*, 52(2): 263-285. <https://doi.org/10.1177/00910260221145134>
- Klein VB and Todesco JL (2021). COVID-19 crisis and SMEs responses: The role of digital transformation. *Knowledge and process management*, 28(2): 117-133. <https://doi.org/10.1002/kpm.1660>
- Kono S and Sato M (2023). The potentials of partial least squares structural equation modeling (PLS-SEM) in leisure research. *Journal of Leisure Research*, 54(3): 309-329. <https://doi.org/10.1080/00222216.2022.2066492>
- Moayerian N, McGehee NG, and Stephenson Jr MO (2022). Community cultural development: Exploring the connections between collective art making, capacity building and sustainable community-based tourism. *Annals of Tourism Research*, 93: 103355. <https://doi.org/10.1016/j.annals.2022.103355>
- Moghfeli Z, Ghorbani M, Rezvani MR, Khorasani MA, Azadi H, and Scheffran J (2023). Social capital and farmers' leadership in Iranian rural communities: Application of social network analysis. *Journal of Environmental Planning and Management*, 66(5): 977-1001. <https://doi.org/10.1080/09640568.2021.2008329>
- Prayitno G, Hayat A, Efendi A, Tarno H, Fikriyah, and Fauziah SH (2022). Structural model of social capital and quality of life of farmers in supporting sustainable agriculture (Evidence: Sedayulawas Village, Lamongan Regency-Indonesia). *Sustainability*, 14(19): 12487. <https://doi.org/10.3390/su141912487>
- Ramkissoon H (2023). Perceived social impacts of tourism and quality-of-life: A new conceptual model. *Journal of Sustainable Tourism*, 31(2): 442-459. <https://doi.org/10.1080/09669582.2020.1858091>
- Sahasranamam S and Nandakumar MK (2020). Individual capital and social entrepreneurship: Role of formal institutions. *Journal of Business Research*, 107: 104-117. <https://doi.org/10.1016/j.jbusres.2018.09.005>
- Salamzadeh Y, Sangosanya TA, Salamzadeh A, and Braga V (2022). Entrepreneurial universities and social capital: The moderating role of entrepreneurial intention in the Malaysian context. *The International Journal of Management Education*, 20(1): 100609. <https://doi.org/10.1016/j.ijme.2022.100609>
- Schepers J, Voordeckers W, Steijvers T, and Laveren E (2020). Long-term orientation as a resource for entrepreneurial orientation in private family firms: The need for participative decision making. *Sustainability*, 12(13): 5334. <https://doi.org/10.3390/su12135334>
- Sokoh GC and Okolie UC (2021). Knowledge management and its importance in modern organizations. *Journal of Public Administration, Finance and Law*, 20(1): 283-300. <https://doi.org/10.47743/jopafi-2021-20-19>
- Suriyankietkaew S, Krittayaruangroj K, and Iamsawan N (2022). Sustainable leadership practices and competencies of SMEs for sustainability and resilience: A community-based social enterprise study. *Sustainability*, 14(10): 5762. <https://doi.org/10.3390/su14105762>
- Tuominen M and Haanpää L (2022). Young people's well-being and the association with social capital, i.e. social networks,

trust and reciprocity. *Social Indicators Research*, 159(2): 617-645. <https://doi.org/10.1007/s11205-021-02762-z>

Usai A, Orlando B, and Mazzoleni A (2020). Happiness as a driver of entrepreneurial initiative and innovation capital. *Journal of Intellectual Capital*, 21(6): 1229-1255. <https://doi.org/10.1108/JIC-11-2019-0250>

Vogt CA, Andereck KL, and Pham K (2020). Designing for quality of life and sustainability. *Annals of Tourism Research*, 83: 102963. <https://doi.org/10.1016/j.annals.2020.102963>