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happiness research?*

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## What are the opportunities for future happiness research?

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### Abstract

Happiness research has been a great success and has offered us great insights into the determinants and consequences of subjective well-being. As many contributions have accumulated, there are necessarily diminishing marginal insights. Most likely future happiness research will pursue the trodden paths. However, most fruitful results can be gained by comparing happiness to other human goals; by critically analyzing how the insights gained can be used for policy; by finding out what institutional prerequisites support happiness; as well as by turning to big issues so far neglected. The impact of tourism on life satisfaction is provided as an example.

**Keywords** Happiness · Subjective well-being · Human goals · Policy · Institutions · Tourism

**JEL classification** A11 · A14 · D02 · D60 · I30