

# *Influence of Traditional Ceramic Handicraft Experience Projects in Tourist Attractions on Life Stress and Subjective Well-Being*

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**Abstract:** The purpose of this study is to explore the influence of life stress on subjective well-being of 254 tourists participating in traditional ceramic handicraft projects in two tourist attractions in Jiangxi Province. The results show that: in the overall groups participating in the project, the life stress, interpersonal relationship pressure, self-worth pressure and self-future pressure belong to medium and high levels, the subjective well-being satisfaction, emotional satisfaction and quality of life satisfaction are at medium and low levels, and gender will not become the influencing factor of each variable. However, among tourists of different ages, tourists aged 20-26 account for the highest in terms of interpersonal pressure, tourists aged 27-33 account for the highest in terms of self-future pressure and self-worth pressure, and tourists aged 41-47 account for the highest in terms of emotional satisfaction and quality of life. Secondly, there is a significant negative correlation and significant negative impact between life stress and subjective well-being. Among the factors affecting subjective well-being, emotional satisfaction and quality of life satisfaction, the highest is the pressure of self-worth. It can be seen that self-worth pressure is the main factor to reduce subjective well-being. On the contrary, increasing self-worth pressure can effectively improve the level of subjective well-being to the highest extent. Therefore, ceramic handicraft projects can add more links to improve tourists' self-worth recognition and encouragement, which can not only bring more self-worth recognition to tourists, improve tourists' subjective well-being and cultural immersion experience, but also bring more project operation performance.

## 1. Introduction

With the gradual development of society, people prefer a fast-paced lifestyle, which also makes some problems of life itself gradually appear, the most common ones are life stress and life happiness. Life stress covers a wide range of people and is often divided into multiple branches such as work, school, environment, etc. For example, the common pressures experienced by

students are academic and employment, values and interpersonal relationships, achievement problems, etc., while the common pressures experienced by professionals are job performance, personal achievement, colleague relations, etc., and the common pressures experienced by people living in some hidden environments are security threats, forced loneliness, etc. At present, the common life stress mostly refers to the long-term negative trivia and emotions in life, rather than experiencing some severe stress. However, daily stress is more effective in predicting physical and psychological disorders than major stress (Gary Felsten, 2004). The characteristic of daily life stress is that it has a small instantaneous influence on the individual and occurs frequently. It needs to constantly adjust some of the imbalances that it causes in life. If the individual puts a lot of energy and effort in the adjustment, the emotion will be internally consumed, which directly affects mental health problems.

Ng, Diener, Aurora and Harter (2008) believe that life stress is a disgusting emotional state, which reduces the health level. When the individual's life stress continues, he will experience anxiety and depression symptoms, resulting in the individual's maladjustment to the current life for a long time and a negative influence on the subjective life well-being. Atsushi, Hitoshi, Shinji, and Motoyuki (2002) believe that individuals will be aggressive under the pressure of life for a long time, and accompanied by anxiety, ADHD and other behavioral characteristics. Garnezy (1985) believes that although there are some potential risk factors for life stress, some people still have adaptability, which is due to some people are good at self-psychological recovery and take timely countermeasures. Seligman & Csikszentmihalyi (2000) suggested that research is more helpful in adapting to life pressure than in solving life pressure. Therefore, it can be seen that life pressure has certain negative effects, and individuals experiencing life stress will evaluate their own control and ability. If the pressure is controllable and operable, there will be no excessive negative effects (Lazarus, Folkman, 1984).

Life happiness refers to being optimistic about the current life situation and not having too many negative factors in one's own environment. It is the same as life satisfaction as an evaluation of life positivity. Both variables are subjective judgments, Therefore, life happiness can also be called subjective well-being. It is a comprehensive experience and judgment of each part of an individual's living conditions. This judgment is not necessarily positive but may also be negative. Therefore, personality can be assumed as an important predictor among the factors that affect subjective well-being. Campbell (1976) proposed four characteristics of subjective well-being. First, subjective well-being is a factor based on personal well-being. Second, subjective well-being exists in personal experience. Third, subjective well-being can be affected by external conditions. Fourth, subjective well-being itself has a direct relationship with an individual's living environment. Diener (2000) defined subjective well-being as an individual's assessment of the current situation in terms of cognition and emotion.

From the above variables of life stress and subjective well-being, their commonness reveals an external influence mechanism on the internal, most of which are related to the environment. At present, the solutions most people choose when they encounter life pressure are related to the activities of changing the environment, such as tourism, summer camp, club and so on. They temporarily switch some consumption in the current environment, enter the new environment, feel different life rhythms and relieve their body and mind. From the perspective of tourism, these groups of people are exactly a kind of operating mechanism in line with the current tourism economy. On the one hand, tourism can make better use of new resources to expand revenue, on the other hand, it can also enable tourists to obtain more immersion experience and humanistic absorption. In this context of mutual benefit and common needs, the time spent by tourists in scenic spots is also increasing. It is no longer a simple sightseeing and tour. Many scenic spots have added cultural and sports-related project operations, and even opened humanities and art lectures and

teachings, such as music festival performances in the scenic spots, handicraft production experience, and sports competitions and so on, so as to further increase tourists' understanding of local culture in the scenic environment, and this form of understanding is a collection of entertainment and education. Traditional ceramic handicraft is an experience item that appears frequently in scenic spots. Since traditional ceramics itself has a long cultural history, its production characteristics are not only the exercise of aesthetics, but also the improvement of culture and self-psychology. It can be understood that there are many meeting points between ceramic handicrafts and the development of cultural scenic spots, and this environment and experience of teaching in fun can enhance tourists' interest in new information, obtain physical and mental pleasure, directly solve pressure for tourists, and improve their emotional and cognitive level of subjective well-being.

Therefore, the purpose of this study is to understand the impact of traditional ceramic handicraft experience projects on subjective well-being and life pressure in scenic spots, investigate the relationship between them, and verify whether they can effectively reduce and alleviate life pressure and improve personal subjective well-being, which can provide research enlightenment for tourism economy and art education.

## **2. Theoretical Background**

### **2.1 Tourist Attractions and Experience Projects**

Tourist attractions are the carriers of tourism activities and industries. Their main functions are leisure and entertainment, recreation and education, cultural expansion, etc. (Medlik, 1993). They have the characteristics of humanity and nature, and have the nature of business within a specific area (Pearce, 1997). China is a country with a large number of tourist attractions, and with the development of society, new forms of tourism resources continue to appear. Its content involves many fields, including economic development and resource protection tourist attractions. Economic development type refers to theme parks and tourist resorts, while resource protection type refers to scenic spots, forest parks and nature reserves, which are related to the characteristics of tourism resources. Tourism resources and the local social and natural environment form a whole, which determines that the scenic spots need to develop in line with the local cultural characteristics, and some resources can not be transplanted. Therefore, there are great differences between different scenic spots, which is the charm of scenic spot tourism (Wang, 2011), forming its own unique tourism cultural circle, providing tourists with different experience projects. These projects may be art performances or skill learning, and also convey cultural values in the form of products, such as souvenirs and cultural surroundings.

Experience refers to the result of psychological process based on some specific situations, which belongs to the psychological state of individual emotion. Tourism experience refers to tourists' desire to participate in local environmental culture (Tiffanie, 2009). In the past, most of the tourism experience was related to tourism, and the tourists were integrated into the local culture by virtue of the tourism atmosphere. However, due to the increasing demand of tourism groups and industries for the enrichment of tourism, traditional tourism can no longer meet the operation of conventional tourism. Therefore, the internal resources are reused in the scenic spot. In order to make tourists focus on the space in the scenic spot, prolong their stay time and deepen the cultural interaction of the scenic spot, many experience activities have been carried out, such as participating in rural life, sports and competitive events, cultural and art performances, folk arts and crafts teaching, etc., so as to improve the life happiness of tourists, pay attention to the input of tourists' new information (drew, 2007), reduce life pressure. From an economic perspective, the scenic spot focuses on the participation and service quality of experience projects, and improves the operation of its own assets with personalized tourism experience products that meet the needs of different markets.

The participation of tourism experience projects also represents the manifestation of tourists' self-realization needs. It is a combination of their own life driving force and the attraction of experience projects. As tourists continue to enhance their health awareness, heterogeneous cultural studies, and focus on achieving happy emotional experiences in the context of experience economy. From this, it can be inferred that the current life of tourists will be manifested in negative situations such as high work pressure, fast pace of life and complex positive relations. The natural environment, folk life and local culture of the scenic spot mostly take simplicity, beauty and leisure as the key words, which can make up for the enthusiasm of tourists for their current life. Almeida and Pimpão (2013) conducted a study on rural tourists in Portugal, which shows that leisure tourists are the mainstream market of tourism, and some tourists hope to escape from their usual living environment and meet like-minded tourists. Rid and Ezeuduji (2014) take Gambia tourist attractions as the research object, and believe that tourists' travel motives mainly include the pursuit of diverse experience interactions and experiences, and the exploration of rural nature and cultural heritage. Bessiere and Tibere (2013) conducted a research on the French tourism industry and believed that outdoor activities, landscapes and characteristic food experience activities in tourist destinations attracted many tourists with higher consumption levels. It can be seen that on the one hand, the experience project of the scenic spot can increase the sense of cultural immersion and self-improvement for tourists, on the other hand, it can further improve the quality of life and subjective well-being of tourists.

## 2.2 Traditional Ceramic Handicraft

Ceramic handicraft is an art of clay and flame, which specifically refers to the manual technology of shaping and firing clay into porcelain. Its production and use have promoted the development of civilization in human history. The emergence and development of ceramics are inseparable from the natural environment of specific regions. According to the mineral resources of the material soil, water sources and climate, it also needs the influence of the human environment, such as production methods, living customs, craft aesthetics and so on. The relationship between China and ceramics has a long history. As early as the Stone Age, when people had the need for food cooking and storage, ceramics spontaneously emerged. At first, the clay was made into the shape of a container, and after several days of air drying, it became a shaped earthenware. Then it evolved into using fire stoves to make pottery to enhance the service life of ceramics. With the continuous innovation of the production process, the craft varieties of pottery have been enriched and the style has changed. The aesthetic effect has been improved in maintaining the original practical value. The process includes the technology of mud refining, molding, decoration and firing. In addition to the process itself, the long-term and human environment have also formed industry beliefs and customs (Liu, 2017).

Ceramic craftsmanship itself belongs to intangible cultural heritage, focusing on intangible elements such as spirit, craftsmanship, and creation. With the continuous deepening of the protection of natural heritage and cultural heritage, the boundaries between the two types of heritage appear to be integrated with each other due to the influence of human activities, that is, it reflects the mutual diversity between man and the natural environment. Cultural landscape has been introduced into the practice of heritage protection from the perspective of geography, this means that the art form of handicraft is a collection of craft art and landscape art. In the current information age of knowledge economy, both art and science and technology are related to cultural content. Even simple commodities also need cultural blessing. This is also a form in which industry allows culture to pass on, and culture allows industry to survive. Economies emphasize the concept of changing heritage into resources for cultural development, which also provides the possibility of

revival for the decline of heritage. Externally, through tourists, internally, through inheritance, combined with the theory of scenic spots, the long history of handicrafts is highly consistent and integrated with ecological scenic spots. Therefore, many scenic spots began to carry out handicraft experience projects and sales, which means that the production and creation of ceramics has been transformed into consumption experience. This kind of experience economy has also become an important component of the cultural tourism industry. For example, the combination of tourism and handicraft culture in Jingdezhen, Jiangxi Province, China, makes the tourist group not only limited to sightseeing purposes, but also ceramic practitioners and art practitioners to improve their skills. Participating in it, you can encounter collisions and exchanges and cooperation between foreign art and local art. While inheriting handicrafts, it is also creating a new contemporary culture of ceramics. From this, it can be seen that the inheritance of skills can be transformed into a new resource of cultural tourism. It plays a positive role in the development of local culture (Guo, 2016).

### 2.3 Life Stress

Stress is the product of the interaction between human beings and the environment. When an individual encounters a certain situation but is unable to cope with and feel threatened by his own ability, he will experience the state of stress (Folkman, Lazarus, 1984). It is an external stimulus, and the body will show non-specific response. When the pressure lasts for a long time or has a high intensity, our body will experience the warning stage Consumption stage and exhaustion stage, resulting in physical and mental diseases, such as being in uncontrollable events or events affecting personal negative experience for a long time, individuals will have the tendency of depression and anxiety (Selye, 1984). Pressure also depends on the individual's assessment of the situation. Usually, individuals have two threat assessments of time. The first assessment refers to the assessment of whether the event is harmful or beneficial to themselves, and the second assessment refers to the assessment of the response of the event to their own abilities and resources. During the assessment, individuals simulate and judge some negative factors, If an individual knows in advance that he or she has the ability to deal with or cannot deal with it, then stress will not have negative effects.

From the perspective of cybernetics, the chaos in the environment affects the balance of individual life. If the external chaos cannot be broken, the source of pressure will cause internal stability disorder to a great extent, and even form fear in memory. Therefore, pressure can also be understood as external factors affecting internal factors. Life stress is the core theme of psychological research focusing on human beings. Major stress will cause psychological trauma with serious impact, such as family death and life crisis. Life pressure is the pressure caused by such events as loneliness, quarrel and poor work. It is a cumulative factor that has a long-term killing effect on the body and mind. When life pressure reaches a certain amount, it will turn into a major pressure situation. Therefore, life stress is also a predictive variable of serious pressure (Gary felsten, 2004). It can be inferred from this that life pressure has a small instantaneous influence on individuals, but the frequency of occurrence is very high. Severe stress has a greater instantaneous influence on individuals, but the frequency of occurrence is low. In the previous research on stress, Wilks (2008) believes that the attributes of different pressures are related to their environment. Academic pressure is the product related to academic environment, work pressure is the product related to work environment, and the most intuitive external pressure is environmental pressure. It is an integration of the overall environment. The commonness of all branch pressures is beyond the limit of people's inner responsibility for events. Smith & Renk. (2007) believe that the relevant factors of stress include motivation, time and other factors worried about life, such as economic management. Chu JP & Min BI&Park SG (2001) believe that most of the factors of stress are caused by the interpersonal relationship, social situation and personal achievements that people

currently experience in life.

In summary, people have more or less choices to cope with and escape from life stress. Although escape is also a coping style, it belongs to cognitive inhibition intention, that is, dissatisfaction with the current living environment and reduce personal happiness. The common way for people to solve stress is to temporarily change their own environment, and then deal with the source of stress in time when their self-state adjustment is better and can deal with the negative impact of stress. This is consistent with the two backgrounds of scenic spots and ceramic handicraft experience projects in this study. Their attributes are both an improvement and transformation of their own environmental life. Therefore, the life stress in this study refers to the interpersonal relationship pressure, self-worth pressure and self-future pressure of personal life.

## 2.4 Subjective Well-Being

Among the psychological factors of personal well-being, quality of life and satisfaction have always been the key research objects. This is because people have higher needs for their own self-development and personal achievement, and it also represents that people have made more cognitive evaluation on various fields of their life (Diener, 2000). The evaluation of life quality can be defined as the subjective cognition of well-being, and the evaluation of life satisfaction can be defined as the subjective emotion of life. They are related to the standards set by individuals for life. After the collection of these two concepts, they can be called subjective well-being, that is, an individual's comprehensive emotional evaluation of his current life situation, future goals, past experiences and other factors, It is a positive psychological factor and can also predict in advance an individual's psychological and physiological problems in a long-term negative state (Lyubomirsky & Lepper, 1999). Individuals with a high level of subjective well-being are often in a happy mood, satisfied with their own life, and determine their future life goals and development. Campbell (1976) believes that subjective well-being is the product of personal experience. It is related to factors such as security and health, but these conditions are not life happiness itself, but only as a mechanism to assist life happiness. Kang (2012) pointed out that subjective well-being is the double high performance of individual's cognition and emotion in life, that is, individuals spend a small amount of time in negative emotions, experience positive emotions for a long time, or the mutual persistence of the two emotions, which eventually leads to the standard of positive expectations for their own life. Jung's (2020) interpretation of subjective well-being is that no matter any age group has its own cognitive well-being standard, subjective well-being is related to personal growth and is an important measurement factor for pursuing personal goals and happiness.

In the previous study, CHO (2017) studied 300 participants of sports centers in Seoul and Incheon, South Korea. The results showed that the self realization of subjective well-being had a positive influence on interpersonal relationship tendency and improving quality of life. Shin (2010) conducted a survey of 402 elderly people. The elderly with more education will be at a high level in the cognition of subjective well-being, and the elderly with high level of subjective well-being have ideal physical and mental health, and they will actively participate in social activities. Liu (2021) took 209 Chinese middle school students as subjects. The results showed that there was a positive relationship between students' self-prospect or future concepts and subjective well-being, and suggested that improving students' subjective well-being could help students improve their self-confidence and cultivate correct values. Bian and Xiao (2014) studied the subjective well-being of residents in the community and found that the higher the degree of social integration, the higher the personal subjective well-being. Chen (2014) conducted a survey and analysis of corporate employees and found that some negative emotions and anxiety at work are negatively correlated with subjective well-being, and positively correlated with family conflicts. that is, too many



negative emotions at work will cause personal family conflict and reduce subjective well-being.

In summary, subjective well-being is an individual's overall evaluation of life for different groups. It is related to various positive factors in life, and individual continuity effects can occur, such as good self-condition or health caused by high subjective well-being. Based on this, the subjective well-being caused by this study is emotional satisfaction and quality of life satisfaction.

## 2.5 Relationship between Life Stress and Subjective Well-Being

In many previous studies on life stress and subjective well-being, there is a negative correlation trend. Among them, interpersonal relationship, values, future or academic problems have a negative impact on subjective well-being, which represents that the fields of these problems will reduce the quality of personal life. Jin (2012) made a clear definition of life stress and subjective well-being. The greater the life stress, the lower the degree of practice of healthy life, which will further affect self-control. It gradually makes it difficult for individuals to adapt to life, resulting in the decrease of life happiness index. Williams et al. (2007) believes that when everyone experiences continuous happiness, the sensitivity level of sensitive people will become lower and the sense of security will become higher, which will also promote the perception of subjective well-being in life.

## 3. Research Results

### 3.1 Research Object

This study conducted a questionnaire survey on 254 tourists participating in the traditional ceramic handicraft experience project in two scenic spots in Jiangxi Province. There were 118 males (46.5%), 136 females (53.5%), 47 aged 20-26 (18.5%), 55 aged 27-33 (21.7%), 80 aged 34-40 (31.5%) and 72 aged 41-47 (28.3%).

### 3.2 Research Scale

The life pressure scale used in this study is the questionnaire used by Kang (2012). The questionnaire has 3 sub-variables and a total of 30 questions (10 questions about interpersonal pressure, 10 questions about self-worth pressure, and 10 questions about self-future pressure). Subjective well-being is a questionnaire developed by Diener, Emmons, Larsen and Griffin (1985). The questionnaire has two sub-variables, a total of 25 questions (20 questions of emotional satisfaction and 5 questions of quality of life satisfaction). It is composed of 5-degree Likert scoring form (1: totally disagree, 2: disagree, 3: general, 4. Agree, 5: very agree). The higher the score, the higher the variable index of the questionnaire. In the overall reliability test of the questionnaire, life stress Cronbach $\alpha$  is 0.937, interpersonal pressure Cronbach $\alpha$  is 0.818, self-worth pressure Cronbach $\alpha$  is 0.901, self-future pressure Cronbach $\alpha$  is 0.844, subjective well-being Cronbach $\alpha$  is 0.936, emotional satisfaction Cronbach $\alpha$  is 0.929, satisfaction of quality of life Cronbach  $\alpha$  is 0.856.

### 3.3 Research Methods

This study uses the SPSS Win 25.0 program to analyze the collected data. First, the overall level of demographic characteristics is observed, the difference between age and gender is analyzed and compared, and the reliability of Cronbach's  $\alpha$  coefficient is confirmed. Second, make a correlation analysis of the relationship between subjective well-being and life stress, and third, make a regression analysis of the impact of subjective well-being on life stress.

### 3.4 Overall Level Statistics

The overall level of life stress and subjective well-being is calculated in the form of average and standard deviation, the results are shown in <Table 1>: life stress  $m \pm SD$  is  $3.38 \pm 0.56$ , interpersonal pressure  $m \pm SD$  is  $3.42 \pm 0.58$ , self-worth pressure  $m \pm SD$  is  $3.50 \pm 0.70$ , self-future pressure  $m \pm SD$  is  $3.32 \pm 0.62$ , subjective well-being  $m \pm SD$  is  $2.49 \pm 0.59$ , emotional satisfaction  $m \pm SD$  is  $2.50 \pm 0.61$ , and quality of life satisfaction  $m \pm SD$  is  $2.43 \pm 0.63$ .

Table 1 Overall level statistics

	average	standard deviation	skewness	kurtosis
Life stress	3.38	0.56	-1.312	1.984
Interpersonal pressure	3.42	0.58	-1.335	2.168
Self-worth pressure	3.50	0.70	-1.522	2.654
Self-future pressure	3.32	0.62	-0.983	0.546
Subjective well-being	2.49	0.59	1.317	1.913
Emotional satisfaction	2.50	0.61	1.399	2.328
Quality of life satisfaction	2.43	0.56	1.033	0.914

### 3.5 Differences in General Characteristics

The effect of the difference between gender and measurement factors is shown in < Table 2 >, male interpersonal pressure ( $3.41 \pm 0.58$ ), self-worth pressure ( $3.49 \pm 0.73$ ), self-future pressure ( $3.29 \pm 0.62$ ), emotional satisfaction ( $2.52 \pm 0.62$ ), and quality of life satisfaction ( $2.43 \pm 0.58$ ), female interpersonal pressure ( $3.44 \pm 0.58$ ), self-worth pressure ( $3.51 \pm 0.67$ ), self-future pressure ( $3.35 \pm 0.61$ ), emotional satisfaction ( $2.48 \pm 0.61$ ), quality of life satisfaction ( $2.43 \pm 0.67$ ). Therefore, the pressure on gender and interpersonal relationship ( $t = -0.400$ ,  $p = 0.690$ ), self-worth pressure ( $t = -0.213$ ,  $p = 0.832$ ), self-future pressure ( $t = -0.744$ ,  $p = 0.458$ ), emotional satisfaction ( $t = 0.543$ ,  $p = 0.588$ ) and quality of life satisfaction ( $t = -0.095$ ,  $p = 0.924$ ) were not statistically significant ( $p > 0.05$ ).

Table 2 analysis of gender and measurement factors

	male		female		t	p
	M	SD	M	SD		
Interpersonal pressure	3.41	0.58	3.44	0.51	0.400	0.690
Self-worth pressure	3.49	0.73	3.51	0.58	-0.213	0.832
Self-future pressure	3.29	0.62	3.35	0.63	0.744	0.458
Emotional satisfaction	2.52	0.60	2.48	0.60	0.543	0.588
Quality of life satisfaction	2.43	0.58	2.43	0.67	-0.095	0.924

The differences between different ages and measurement factors show that tourists aged 20-26 have interpersonal relationship pressure ( $3.59 \pm 0.42$ ), self-worth pressure ( $3.37 \pm 0.75$ ), self-future pressure ( $3.31 \pm 0.64$ ), emotional satisfaction ( $2.36 \pm 0.50$ ) and quality of life satisfaction ( $2.29 \pm 0.52$ ). 27-33-year-old tourists' interpersonal pressure ( $3.39 \pm 0.59$ ), self-worth pressure ( $3.65 \pm 0.56$ ), self-future pressure ( $3.69 \pm 0.56$ ), emotional satisfaction ( $2.51 \pm 0.61$ ), quality of life satisfaction ( $2.46 \pm 0.64$ ), 34 -40-year-old tourists' interpersonal pressure ( $3.36 \pm 0.66$ ), self-worth pressure ( $3.49 \pm 0.68$ ), self-future pressure ( $3.45 \pm 0.62$ ), emotional satisfaction ( $2.58 \pm 0.71$ ), quality of life satisfaction ( $2.47 \pm 0.70$ ). 41-47-year-old tourists' interpersonal pressure ( $3.29 \pm 0.63$ ), self-worth pressure ( $3.39 \pm 0.83$ ), self-future pressure ( $3.21 \pm 0.67$ ), emotional satisfaction ( $2.59 \pm 0.67$ ), quality of life satisfaction ( $2.58 \pm 0.67$ ). In interpersonal relationship pressure ( $F = 3.496$ ,  $p < 0.05$ ), self-worth pressure ( $F = 3.346$ ,  $p < 0.05$ ), self-future pressure ( $F = 2.898$ ,  $p < 0.05$ ), emotional satisfaction ( $F = 3.017$ ,  $p < 0.05$ ), quality of life satisfaction ( $F = 2.655$ ,  $p < 0.05$ ) is statistically significant.



Table 3 Analysis of age and measurement factors

	20-26 years old (M+SD)	27-33 years old (M+SD)	34-40 years old (M+SD)	41-47 years old (M+SD)	F	p
Interpersonal pressure	3.59±0.42	3.36±0.66	3.36±0.66	3.29±0.63	3.496	0.016
Self-worth pressure	3.37±0.75	3.65±0.56	3.49±0.68	3.39±0.83	3.346	0.022
Self-future pressure	3.31±0.64	3.69±0.56	3.45±0.62	3.21±0.67	2.898	0.043
Emotional satisfaction	2.36±0.50	2.51±0.61	2.58±0.71	2.59±0.67	3.017	0.032
Quality of life satisfaction	2.29±0.52	2.46±0.64	2.47±0.70	2.58±0.67	2.655	0.046

### 3.6 The Correlation between Life Stress and Subjective Well-Being

The correlation between life stress and learning life stress shows that life stress is significantly negatively correlated with subjective well-being ( $r = -0.758$ ), emotional satisfaction ( $r = -0.749$ ) and quality of life satisfaction ( $r = -0.810$ ), interpersonal relationship pressure is significantly negatively correlated with subjective well-being ( $r = -0.791$ ), emotional satisfaction ( $r = -0.742$ ), and quality of life satisfaction ( $r = -0.814$ ). Self-worth pressure is significantly negatively correlated with subjective well-being ( $r = -0.761$ ), emotional satisfaction ( $r = -0.777$ ), and quality of life satisfaction ( $r = -0.714$ ). Self-future pressure is significantly negatively correlated with subjective well-being ( $r = -0.711$ ), emotional satisfaction ( $r = -0.715$ ), and quality of life satisfaction ( $r = -0.562$ ).

Table 4 Correlation analysis

	1	2	3	4	5	6	7
1 Life stress	1						
2 Interpersonal pressure	.809**	1					
3 Self-worth pressure	.823**	.806**	1				
4 Self-future pressure	.853**	.651**	.651**	1			
5 Subjective well-being	-.758**	-.791**	-.761**	-.711**	1		
6 Emotional satisfaction	-.749**	-.742**	-.777**	-.715**	.791**	1	
7 Quality of life satisfaction	-.810**	-.814**	-.714**	-.562**	.845**	.765**	1

\*\* . At the 0.01 level (two-tailed), the correlation is very significant.

### 3.7 The Influence of Life Stress on Subjective Well-Being

In the influence of life stress on subjective well-being, the regression overall is significant  $F = 8.421$  ( $p < 0.05$ ), the statistics is  $\beta = -0.758$ ,  $t = 5.805$  ( $p < 0.05$ ), which has a significant negative influence, and the descriptive power of the regression model is about 65.8%. The influence of interpersonal relationship pressure, self-worth pressure, and self-future pressure on life pressure is  $F = 30.704$  ( $p < 0.05$ ), and the analysis result is interpersonal relationship pressure  $\beta = -0.082$ ,  $t = -5.072$  ( $p < 0.05$ ), has a significant negative influence, self-worth pressure  $\beta = -0.664$ ,  $t = -32.058$  ( $p < 0.05$ ), has a significant negative influence, self-future pressure  $\beta = -0.302$ ,  $t = -14.604$  ( $p < 0.05$ ), it has a significant negative influence, with an explanatory power of 78.3%.

Table 5 The impact of life stress on subjective well-being

Independent variable	B	$\beta$	t	Sig	R2	F	Sig
(Constant)	5.897		90.213	<0.001	0.658	8.421	<0.001
Life stress	-1.007	-0.758	-5.805	<0.001			
(Constant)	5.796		130.700	<0.001	0.783	30.704	<0.001
Interpersonal pressure	-0.112	-0.082	-5.072	<0.001			
Self-worth pressure	-0.865	-0.664	-32.058	<0.001			
Self-future pressure	-0.479	-0.302	-14.604	<0.001			

In the influence of life pressure on emotional satisfaction, the regression overall is significant

F=7.632 (p<0.05), the statistics are  $\beta=-0.749$ ,  $t=-7.651$  (p<0.05), which has a significant negative influence, and the descriptive power of the regression model is about 64.9%. The influence of interpersonal pressure, self-worth pressure, and self-future pressure on emotional satisfaction is F=36.748 (p<0.05), and the analysis result is interpersonal pressure  $\beta=-0.111$ ,  $t=-5.829$  (p<0.05), with a significant negative influence, self-worth pressure  $\beta=-0.813$ ,  $t=-41.683$  (p<0.05), with a significant negative influence, self-worth pressure  $\beta=-0.114$ ,  $t=-7.299$ , (p<0.05), with a significant negative influence. The explanatory power is 68.5%.

*Table 6 The impact of life stress on emotional satisfaction*

Independent variable	B	$\beta$	t	Sig	R2	F	Sig
(Constant)	5.990		80.561	<0.001	0.649	7.632	<0.001
Life stress	-1.034	-0.749	-7.651	<0.001			
(Constant)	5.785		133.658	<0.001	0.685	36.748	<0.001
Interpersonal pressure	-0.121	-0.111	-5.829	<0.001			
Self-worth pressure	-0.917	-0.813	-41.683	<0.001			
Self-future pressure	-0.211	-0.114	-7.299	<0.001			

In the influence of life pressure on quality of life satisfaction, the regression overall is significant F=9.614 (p<0.05), the statistics are  $\beta=-0.810$ ,  $t=6.900$  (p<0.05), which has a significant negative influence, and the descriptive power of the regression model is about 65.5%. The influence of interpersonal pressure, self-worth pressure, and self-future pressure on life quality satisfaction is F=31.952 (p<0.05), and the analysis result is interpersonal pressure  $\beta=-0.248$ ,  $t=-6.072$  (p<0.05), with a significant negative influence, self-worth pressure  $\beta=-0.784$ ,  $t=-21.955$  (p<0.05), with a significant negative influence, self-future pressure  $\beta=-0.126$ ,  $t=-3.371$ , (p<0.05), with a significantly negative influence, and the explanatory power is 63.8%.

*Table 7 The impact of life stress on life quality satisfaction*

Independent variable	B	$\beta$	t	Sig	R2	F	Sig
(Constant)	5.745		38.845	<0.001	0.655	9.614	<0.001
Working pressure	-0.900	-0.810	-6.900	<0.001			
(Constant)	5.788		57.018	<0.001	0.638	31.952	<0.001
Lack of institutional support	0.772	0.248	-6.072	<0.001			
Heavy workload	-1.072	-0.784	-21.955	<0.001			
Interpersonal pressure	-0.149	-0.126	-3.371	<0.001			

#### 4. Research Conclusions

The purpose of this study is to explore the influence of life stress on subjective well-being of tourists participating in traditional handicraft experience projects. The results show that: firstly, in the overall level of overall life stress and subjective well-being, the overall level of life stress, interpersonal relationship pressure, self-worth pressure and self-future pressure belongs to the upper middle level, and the subjective well-being satisfaction, emotional satisfaction and quality of life satisfaction are at the lower middle level. In the analysis of differences in general characteristics, interpersonal relationship pressure, self-worth pressure, self-future pressure, self-future pressure, emotional satisfaction, and quality of life satisfaction are not statistically significant, so gender will not become an influencing factor of each variable. However, among tourists of different ages, there are significant differences in interpersonal pressure, self-worth pressure, self-future pressure, self-future pressure, emotional satisfaction, and quality of life satisfaction. Among them, tourists aged 20-26 account for the highest in the four age groups in terms of interpersonal pressure. Tourists aged 27-33 have the highest self-future pressure and self-worth pressure among the four age groups, 41-47-year-old tourists occupy the highest of the four age groups in emotional

satisfaction and quality of life satisfaction. This result shows that tourists participating in handicraft experience projects in tourist attractions have high life stress and low subjective well-being. It is precisely because of this phenomenon that tourists are interested in participating in some project experiences in tourism. Choosing handicraft ceramics projects may be due to the attraction to culture or the freshness of ceramic production, It is worth mentioning that most people who participate in ceramic handicraft projects in scenic spots tend to be middle-aged people. Their interpersonal pressure decreases with age, while their emotional satisfaction and quality of life satisfaction increase with age.

Secondly, there is a negative correlation between life stress and subjective well-being. Therefore, if life stress increases, subjective well-being will decrease, and if life stress decreases, subjective well-being will increase. In the influence of life stress on subjective well-being, it has a significant negative influence. In the influence of interpersonal pressure, self-worth pressure and self-future pressure on subjective well-being emotional satisfaction, although there are different effects, the most common factors are self-worth pressure. It can be seen that self-worth pressure has always been an important factor to reduce subjective well-being. Therefore, the ceramic handicraft project can add more links to improve the self-worth of tourists, For example, if visitors reach a certain progress during the production process, there will be a reward mechanism, or a tourist-centric sense of service will be added to the project operation.

Finally, in order to effectively enhance visitors' experience of ceramic handicrafts in the scenic area and the performance of project operations, the scenic area can provide tourists with more project service support. For example, tourists participating in ceramic craft projects can participate in other exhibition experiences related to ceramic projects, or implement group ceramic production activities and free production souvenirs are on exhibition in the museum, and encourage tourists in services to stimulate tourists' curiosity, which can not only bring tourists more self-worth recognition and enhance tourists' happiness in new things, cultural immersion and subjective well-being in life ,but also bring more popularity to the business of the project. In addition, this study only discusses the general level of life stress and subjective well-being of tourists participating in ceramic crafts projects in the scenic spot, and what dynamic changes appear before and after participating in this activity, which needs further observation. Therefore, other studies can consider comparing the tourists participating in ceramic crafts projects in the scenic spot before and after participating, and draw more valuable conclusions.

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