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# The relationship between personal values and preference for novelty: conceptual issues and the novelty–familiarity continuum

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## ABSTRACT

The search for novelty when going on vacation is a prominent theme in the literature. Still, empirical research exploring the antecedents of this preference is limited. This study investigates the impact of two opposing personal value dimensions – openness to change and conservation – on individuals' preference for novelty and familiarity. Data was assembled from a representative sample of 493 UK citizens. Structural equation modelling was used to test the research model, including the third-order structure of Schwartz's theory of basic human values. The findings indicate a strong positive relationship between openness to change and novelty, and between conservation and familiarity. However, the results challenge the notion that individuals seeking familiarity are categorically opposite to those pursuing novelty. Suggesting that the strength of personal values may explain the varying preferences for both familiarity and novelty among individuals. Additionally, this study addresses the need for a more standardised attitudinal and cognitive measure of novelty in tourism. These original insights into personal values' impact on tourist preferences have significant implications, suggesting that marketing strategies should accommodate a spectrum of individual desires for novelty and familiarity.

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Novelty; familiarity; personal values; openness; conservation

## 1. Introduction

Novelty is an important factor for why individuals travel on vacation, as they are motivated to experience new and different things (Crompton, 1979; Lee & Crompton, 1992). Experiences that include elements of something new have the potential to evoke stronger emotions and create more memorable moments (Skavronskaya, Moyle, Scott, and Kralj, 2020; Skavronskaya et al., 2021). The existing theoretical framework for understanding novelty draws upon different aspects of personality theory, such as sensation-, stimuli-, arousal-, and variety-seeking (Berlyne, 1960; McAlister, 1982; Mehrabian & Russell, 1973; Zuckerman, 1979). These theories highlight individuals' stable needs alongside their desire for varied, diverse, novel, complex, and unpredictable situations. Personality and personal values are often discussed together as facets of stable individual differences that explain individuals' behaviour or outcomes (Parks-Leduc et al., 2015; Roccas et al., 2002). Despite the extensive exploration of novelty through various personality theories, a gap remains in understanding how personal values relate to the preference for novelty.

Recent research highlights the influence of personal values on travel motivation (Maghrifani et al., 2024), demonstrating that individuals tend to choose vacation types and destinations that reflects

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their personal values (Ye et al., 2020; Ye et al., 2017). Schwartz (1992) approach to studying personal values is widely used in psychology (Sagiv et al., 2017) and tourism field (Kim, 2020). Personal values can be described as desirable trans-situational goals that vary in importance and serve as guiding principles in people's lives (Schwartz et al., 2012, p. 664). They are presented in a circular motivational continuum divided into dimensions, where values close to each other represent similar motivations and those that are distant represent opposing motivations. The dimension of 'openness to change' reflects the eagerness for new ideas, experiences, and actions (Schwartz et al., 2012), and is considered relevant when investigating novelty. This dimension shares similar conceptual terms, such as stimuli, sensation, arousal, and variety-seeking, which are often mentioned in the literature concerning novelty (e.g. Jang & Feng, 2007; Lepp & Gibson, 2008). The opposite dimension is 'conservation', which emphasises order, self-restriction and avoids change. This dimension is strongly associated with the need for stability and the known, which can be related to the desire for familiarity (e.g. Lepp & Gibson, 2008; Mehmetoglu et al., 2010). This study proposes that individuals valuing 'openness to change' might prefer novelty, while those drawn to 'conservation' might favour familiarity. By this affirming the significance of personal values in shaping tourism preferences.

The present study also contributes to the personal values literature by testing different factor structures of Schwartz's theory of basic human values. Given the circular motivational continuum, there is no clear boundary between values, allowing them to load onto more than one value dimension and making them multidimensional. This opens up possibilities for alternative factor structures, with some studies examining single values, others exploring different dimensions, and still others examining the entire circular value structure. The present study tests the third-order structure of Schwartz theory of personal values, focusing on the dimensions of 'openness to change' and 'conservation'. This approach improves internal consistency, reduces shared factor loadings and multicollinearity, and provides a higher level of abstraction of personal values (Giménez & Tamajón, 2019). This method is scarcely explored in the existing literature (e.g. Ciecuch et al., 2014; Giménez & Tamajón, 2019), yet offering a refined understanding of personal values and making the current contribution significant to the literature.

Contrary to the established literature on novelty in tourism, this study ponders whether individuals who value conservation are situated at the opposite end of the continuum of preference for novelty in tourism. When favouring familiarity, individuals do not necessarily reject novelty, and when favouring novelty, they do not necessarily avoid familiarity. The novelty – familiarity continuum was first introduced by Cohen (1972); where novelty represents what is new and strange, whereas familiarity denotes the opposite referring to what is known and commonplace (Bello & Etzel, 1985). Cohen (1972) stressed that there exists a continuum of potential combinations of familiarity and novelty depending on individuals' tastes, preferences, and institutional settings. For instance, some individuals might prefer to travel to familiar destinations to seek new experiences, whereas others might prefer seeking familiar experiences at new destinations. Implying that familiarity-seekers can in fact thrive for novelty and that novelty-seekers can request the familiar. Therefore, individuals do not only seek novelty or familiarity but seek a combination of different degrees of novelty and familiarity. However, much of the literature continues to treat novelty and familiarity as two extremes along a single axis (Basala & Klenosky, 2001; Bello & Etzel, 1985; Jang & Feng, 2007). This study supplements the existing literature (Guan et al., 2022; Larsen et al., 2019; Toyama & Yamada, 2012), challenging the conventional treatment of novelty and familiarity as polar opposites, suggesting instead treating them as distinct and independent concepts.

Addressing another critical gap, this research also contributes to the ongoing discourse on the measurement of novelty. Prior research on novelty has applied different measures to various research objects, which makes it difficult to compare results between studies. Earlier studies have described novelty as a cognitive evaluation using synonyms such as new, unique, different, unfamiliar, contrasting, and unusual (Bello & Etzel, 1985; Crompton, 1979; Kim et al., 2012; Mitas & Bastiaansen, 2018; Pearson, 1970; Skavronskaya, Moyle, Scott, & Kralj, 2020). Others adopt the emotional perspective, defining novelty as a sense or feeling of surprise, thrill, unexpectedness, or escape

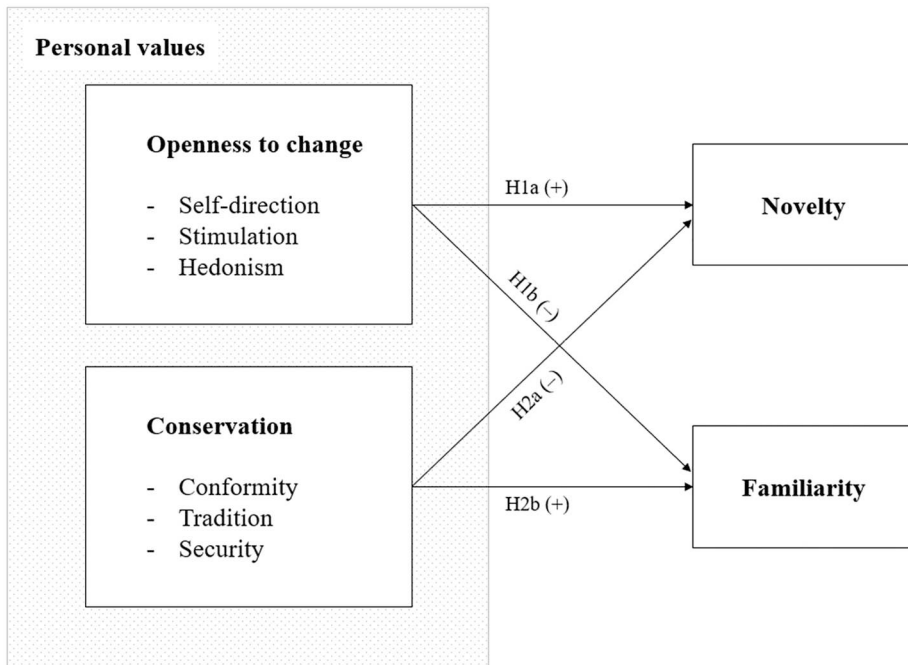
(Duman & Mattila, 2005; Ma et al., 2017). Whether the evaluation of a novel tourism experience is based on cognition, emotions, or both remains an open question, requiring further investigation (Blomstervik & Olsen, 2022). This study contributes to this ongoing discussion by offering an alternative approach to the measurement of novelty, inspired by the scale of Lee and Crompton (1992). The present study employs evaluative expressions such as 'like, want, enjoy and prefer' when measuring novelty, conceived as 'new things on vacation'. This approach allows for a nuanced comparison between preferences for novelty and familiarity, enriching the theoretical and practical understanding of tourism behaviour within Schwartz's personal value framework.

## 2. Theoretical framework

The suggested conceptual model, presented in Figure 1, connects the personal value dimensions of 'openness to change' and 'conservation' (Schwartz, 2012) with preference for novelty and familiarity in tourism (Lee & Crompton, 1992). The personal value dimension of 'openness to change' is proposed to have a positive impact on novelty and a negative influence on familiarity. Whereas the contrasting personal value dimension of 'conservation' is expected to have a negative impact on novelty while positively influencing familiarity. The specific personal values included in the dimensions are elaborated on in subsequent sections, as they may have different influences on both novelty and familiarity in tourism.

### 2.1. Novelty in tourism as a preference for something new on vacation

Novelty is used in tourism research to encompass new experiences (Crompton, 1979), which contrast with past experiences (Pearson, 1970), differing from everyday life (Mitas & Bastiaansen, 2018), and are often characterised as unfamiliar (Bello & Etzel, 1985). Tourism experiences including elements of novelty have the potential to elicit emotions, are likely remembered and can create transformation



**Figure 1.** The conceptual model of the association between the personal value dimensions and vacation preferences.

(Alahakoon et al., 2021; Hosany et al., 2022; Skavronskaya, Moyle, and Scott, 2020). When measuring novelty in tourism, both cognitive and emotional perspectives have been applied. Cognitive approaches focus on the thought that a novel tourism object *is* new, different, unique, unfamiliar, unusual, or contrasting (Bello & Etzel, 1985; Crompton, 1979; Kim et al., 2012; Mitas & Bastiaansen, 2018; Pearson, 1970; Skavronskaya, Moyle, & Scott, 2020). In contrast, measures based on emotion assume that a novel tourism object makes one *feel* surprise, thrill, unexpectedness or escape (Duman & Mattila, 2005; Ma et al., 2017). The widely used scale of Lee and Crompton (1992) combines both cognitive and emotional aspects when measuring novelty using four dimensions. Namely change from routine, thrill, surprise and boredom alleviation. Within these dimensions, various evaluative expressions are used, such as *like, enjoy, want, seek, and feel*. Synonyms representing novelty include *new, different, daring, not seen before, adventure, unknown, unexpected, and unpredictable*. Furthermore, these terms are associated with diverse tourism objects, including specific tourism activities, destinations, places, and ways of organising trips. Nevertheless, it is worth considering whether this scale measures only the search for novelty or rather a combination of several novelty-related attitudes and emotions within the tourism context.

The present study is guided by the definition of novelty in tourism as something new. Our approach is inspired by the dimension of 'change from routine' proposed by Lee and Crompton (1992), which offers an alternative way of measuring novelty. In this study, the cognitive approach is adopted rather than the emotional perspective, viewing novelty as an attitudinal belief that can be associated with any tourism object and can activate various emotions (Blomstervik & Olsen, 2022). The proposed measurement approach employs evaluative expressions such as 'like, want, enjoy, and prefer', and connects them exclusively with 'new things on vacation'. By simplifying the measurement to the term 'new', it is possible to distinguish novel tourism experiences from those perceived as different, unique, unusual, contrasting, or unfamiliar. Furthermore, by focusing on 'things on vacation', the measurement can be applied to a broad spectrum of tourism objects, including destinations, places, and specific tourism activities.

### **2.1.1. Novelty – familiarity continuum**

In the novelty literature, tourists who reject or avoid novelty are often characterised as familiarity-seekers. Familiarity is commonly regarded as the opposite or contrast to novelty, representing what is known and commonplace (Bello & Etzel, 1985). The novelty – familiarity continuum was first presented in the work by Cohen (1972), who argued that a completely novel experience could be perceived as unpleasant and too strange, and suggested that tourists also need elements of familiarity when travelling. This implies that tourists prefer varying degrees of novelty and familiarity, with specific proportions being highly individual and dependent on the context, thus entailing a continuum of possible combinations.

Building on this, several typologies have emerged that categorise tourists into different roles based on their desire for novelty or familiarity. For instance, Cohen (1972) introduced a typology of four tourist roles, Plog (2001) developed a psychographic typology, and Mo et al. (1994) proposed the international tourists' role typology. These typologies suggest that tourists can be divided into travel styles based on their preference for novelty or familiarity when travelling (Basala & Klenosky, 2001). Recently, Øgaard et al. (2019) tested international tourists role typology by grouping tourists into preference clusters. However, they found only minor differences between the groups in terms of revisit intentions, destination perceptions, and valuations. This highlights the need to study novelty and familiarity in a broader sense and not in isolation to fully understand tourists' behaviour.

As research findings show and as is widely observed in everyday life, tourists may not only desire novelty or familiarity but instead actually seek both when travelling. Studies that argue for treating novelty and familiarity independently highlight how these constructs impact destination loyalty differently (Toyama & Yamada, 2012). Furthermore, Larsen et al. (2019) found that experiences are most interesting when they include both novel and familiar elements. As novelty and familiarity capture different dimensions of the tourists' experience, where familiarity provides comfort and

control, novelty adds the excitement and new experiences (Guan et al., 2022). Others again provides insights into tourists seeking out unplanned tourism experiences within their already planned vacations (Madani et al., 2020). This aligns with the perspectives of other researchers who highlights the need of familiarity with a destination for tourists to be open for novel tourism experiences. As tourists less familiar with a destination may experiences a degree of uncertainty, which can hinder them in pursuing the novel experiences (Zhang et al., 2020). Then again, if these uncertainties lead to worries, they can negatively affect tourists' satisfaction with their experience. Conversely, if uncertainty trigger elements of novelty, it can positively influence tourists' satisfaction with the experience (Goo et al., 2022). This highlights a preference for integrating elements of novelty alongside the familiar aspects of vacations. Still, evidence shows that individuals expectations of service providers vary across tourism experiences with different levels of novelty and familiarity (Blomstervik et al., 2021). Studying the familiar tourist, Clarke and Bowen (2018, 2021) demonstrate how a familiar tourists can have a strong place attachment and choose to visit their familiar place for one vacation and then explore a new destination on the next. Pinpointing that engaging in familiar tourism experiences does not exclude the possibility of seeking novelty in other tourism experiences. Familiarity with a tourism experience has also been linked to destination image and place attachment (Casali et al., 2021; Kastenholz et al., 2020). Given conflicts among theoretical approaches and empirical findings, this study argues that the preference for novelty and familiarity possible are separate constructs rather than a continuum, with distinct antecedents and consequences. To validate these assumptions, this study connects novelty and familiarity with the theoretical framework of personal values.

## **2.2. Personal values**

Several models and typologies concerning personal values have been applied in tourism research. Rokeach (1973) varied among instrumental, the means by which we achieve goals, and terminal values, the end goals themselves. Later, Kahle (1983) introduced the List of Values (LOV) containing nine core values reflecting life's main roles. Furthermore, Stern and Dietz (1994) link environmental concerns with personal values introducing the three value bases for environmentalism. However, among these theoretical approaches, Schwartz's theory of basic personal values appears to be the most commonly applied framework in the tourism field (Kim, 2020).

Schwartz Schwartz (1992) define personal values as universal goals that differ in importance and serve as guiding principles in life. These values are recognised in all societies and are rather stable across times and situations (Roccas et al., 2002). Extensive studies have demonstrated that personal values influence individuals' decision-making, attitudes, and everyday behaviours (Schwartz & Butenko, 2014). Individuals tend to be more positive towards behaviours that align with their values and more negative towards behaviours that do not. As doing something that violates one's values may elicit negative emotions (Maio, 2010). Evidence of this is also found in tourism research, as tourist tend to be more positive towards vacation types and destinations that that match their personal values (Ye et al., 2020, 2017). While most behaviours are explained by multiple values, Bardi and Schwartz (2003) demonstrate how certain values have a greater association with specific behaviours compared to others. Moreover, such relationships are believed to be stronger dependent on the importance individuals assign to their values (Lee et al., 2022). Meaning that when an individual places greater importance on specific values, the likelihood increases that their actions will reflect those values more strongly.

The original version of Schwartz's personal values included seven values placed on a circular continuum of related motivations (Schwartz & Bilsky, 1987), which were later expanded to 10 and finally to 19 values, organised into four bipolar value dimensions (Schwartz, 1992; Schwartz et al., 2012). These dimensions reflect the promotion of self-protection or growth and vary in their focus on personal or social elements. Instead of examining single values in isolation, this study adopts a broader approach by considering two dimensions that each include multiple values. This is justified by the

understanding that most behaviours are explained by a combination of multiple values (Bardi & Schwartz, 2003). To investigate novelty in tourism, this study focuses specifically on the contrasting value dimensions of 'openness to change' and 'conservation'. The selection of these two dimensions is predicated on their theoretical relevance to the discourse on novelty and familiarity, as values only influence behaviour when they are relevant for the context (Schwartz, 2012). This justification additionally aligns with practices established in existing research (e.g. Kremer, 2023) and is further supported by their demonstrated consistency across numerous studies of personal values (Boer & Fischer, 2013).

An important consideration when studying the structures in the various versions of Schwartz's values is the number of values used and their cross-loadings on different dimensions. Values do not have clear boundaries, and those that are closely related may cross-load on multiple dimensions. Consequently, recent studies have employed confirmatory factor analysis to define and measure alternative value structures, including second- and third-order factors (Ciecuch et al., 2014; Giménez & Tamajón, 2019). This study adopts the same approach, which is both theoretically interesting and reasonable. This approach simplifies the conceptual model while capturing the content and variation within the structures of 'openness to change' and 'conservation'. The theoretical structure of the personal value dimensions used in the present research is presented.

### 2.2.1. Openness to change

The 'openness to change' dimension comprises the values of self-direction, stimulation, and hedonism (Schwartz et al., 2012). Where *self-direction* represents the goal of independence in both thoughts and actions. Autonomy of thought stresses the need for creativity, forming one's own opinions and ideas, learning, and improving one's abilities. While autonomy of action reflects the desire to make own decisions, be independent, and have the freedom to choose what to do (Schwartz et al., 2012). Both aspects of self-direction represent the pursuit of intrapersonal competence, which is associated with mastery. Individuals with a strong orientation towards *stimulation* seek excitement, challenges, and novelty in life. They always look for different things to do and strive for new experiences that can offer adventure (Schwartz et al., 2012). This value is inherent in the pursuit of stimulation, and variety to uphold an optimum level of stimulation (Berlyne, 1960). The value of *hedonism* refers to the goal of sensuous gratification for oneself and striving for enjoyment and pleasure (Schwartz et al., 2012).

The values included in the 'openness to change' dimension is believed to reflect personal growth and self-expansion, as well as freedom from anxiety (Schwartz et al., 2012). Additionally, these values are characterised by a personal focus, prioritising outcomes that are relevant to oneself rather than others. In the context of tourism, Ballantyne et al. (2021) highlight how visitors valuing 'openness to change' in a zoo setting were primarily focused on their own unique experience and showed a desire for opportunities to engage, choose, and learn. This illustrates how tourists valuing 'openness to change' seek outcomes that contribute to the needs for personal mastery, improvement of abilities, and the freedom to make choices. Early research linked novelty when travelling with independent travel, where the trip is self-arranged and non-institutionalised (Cohen, 1972). This indicates that novel tourism experiences can particularly appeal to tourists valuing 'openness to change' by fulfilling their need to make their own decisions, follow their own ideas, and explore independently. Individuals valuing 'openness to change' are believed to be more individualistic and materialistically oriented (Burroughs & Rindfleisch, 2002), and visiting novel and new destinations may enhance their self-enhancement and fulfil their desire for social status. This is further supported by Lee et al. (2019), which found that individuals valuing 'openness to change' demonstrated higher spending on recreation activities compared to other value groups. As recreating activities often encompass novel experiences, they are believed to align with the goals of excitement, fun, and pleasure sought by individuals valuing 'openness to change'.

Ye et al. (2017) suggests that tourists tend to prefer tourism experiences that align with their personal values. Their findings indicate that individuals drawn to the value dimension of 'openness to

change' seek exciting holidays. It could be argued that such exciting holidays encompass elements related to novelty in tourism. This is supported by other studies that have demonstrated a positive relationship among internal values, including a sense of accomplishment, self-fulfilment, excitement, and motivations for novel travel experiences (Li & Cai, 2012). Furthermore, Mitas and Bastiaansen (2018) highlight how novel experiences offer a change from everyday life and stimulate feelings of enjoyment. The feeling of enjoyment aligns with the value of hedonism, and it is believed that novel tourism experiences fulfil this need.

The openness to change value dimension can also be closely associated with personality traits of openness to change and sensation seeking. Individuals with the personality trait of openness tend to exhibit a tendency to seek novel and unfamiliar situations (Gołowska et al., 2019), which is relevant to the preference for novelty also in tourism. Similarly, those with a sensation seeking trait also demonstrate a preference for novelty when travelling on vacation (Lepp & Gibson, 2008). These individuals tend to engage in independent travel, aligning with the novelty-seeking role (Li et al., 2015).

Building on former assumptions and the association between self-direction, hedonism, and stimulation, this study proposes a positive association between the value dimension of 'openness to change' and the preference for novelty in tourism. By contrast, this study posits a negative association between 'openness to change' and preference for familiarity when travelling on vacation.

**H1a:** There is a positive relationship between openness to change and novelty.

**H1b:** There is a negative relationship between openness to change and familiarity.

### 2.2.2. Conservation

The values represented by the dimension of 'conservation' contrasts with those of 'openness to change', as they have a social focus with a higher concern for others. Additionally, this dimension is driven by the avoidance of threats and anxiety, emphasising self-protection and security (Schwartz et al., 2012). *Conformity*, as a value within this dimension, focuses on interpersonal conformity and rules. Interpersonal elements refer to avoidance of upsetting, annoying or irritating others. They emphasise tact, politeness, courtesy, honour, and respect. The rules element implies the importance of following rules, obeying laws, and respecting people with authority (Schwartz et al., 2012). This value encourages individuals to comply with expectations, be self-disciplined, resist temptation, and fulfil their obligations. The value of *tradition* within the 'conservation' dimension builds on the importance of maintaining traditional values, beliefs, cultural practices, and respect for the customs of the family or religion (Schwartz et al., 2012). By valuing tradition, individuals are believed to value what has been done in the past and what is known to them, and to prefer to do as one have always done. The value of *security* can be divided into personal and societal security. Personal security reflects the value of feeling safe by avoiding danger and the preference for secure living surroundings. It may also imply a sense of belonging, avoidance of sickness, and preference for neat and tidy surroundings. Societal security extends beyond individual safety and refers to the security of one's own country and society (Schwartz et al., 2012).

One could argue that choosing familiar and known tourism experiences makes it easier to follow rules and avoid upsetting others compared to the unexpectedness by seeking new and novel experiences. Kozak (2001) shows that individuals visiting a destination more than once are more loyal to that destination than tourists visiting the destination for the first time. This suggests that familiar tourism experiences may appeal to individuals who value conformity. Individuals who value tradition may prefer to travel to the same destination every year, visit places where they have been previously, and engage in what has been done previously. Bardi and Schwartz (2003) found that the value of security, along with that of stimulation, related stronger with behaviours that expressed those values compared to other values and behaviours. Additionally, Mehmetoglu et al. (2010) revealed that tourists who value tradition consider mental relaxation and security as central travel motives. Familiar tourism experiences may fulfil these motives, as known experiences are often perceived



as safe compared with new experiences. Familiar experiences are additionally believed to meet the need for security by offering stability and safe surroundings.

On the other hand, novel experiences are believed to challenge the value of security and can be perceived as threats or risks to safety. Research has shown that tourists drawn to familiar tourism experiences tend to be more risk adverse compared to those who prefer novel tourism experiences (Lepp & Gibson, 2003). This is supported by studies highlighting that tourists who prefer novelty may tolerate the uncertainty associated with unfamiliar situations (Iversen et al., 2016). Watkins and Gnoth (2011) found that the value of security had implications for tourist travel style. Tourists valuing security fear unpredictability and tend to choose preplanned package trips with a guide, as these will provide them with the required security and convenience. These findings align with those of Ye et al. (2017), which indicated that individuals drawn to 'conservation' prefer well-organised holidays. Ahmad et al. (2020) point to how the conservation values also can be linked to preserving the environment, and that these are positive towards sustainable tourism destinations.

Considering these aspects, the present study proposes that the association among conformity, tradition, and security, represented in the dimension of 'conservation', is positively related to preference for familiarity in tourism. By contrast, this study believes that there is a negative association between 'conservation' and preference for novelty when travelling on vacation.

**H2a:** There is a negative relationship between conservation and novelty.

**H2b:** There is a positive relationship between conservation and familiarity.

### 3. Methods

#### 3.1. Participants and procedure

A representative sample of 493 UK individuals was recruited using Prolific ([www.prolific.co](http://www.prolific.co)), which provides easy and fast access to representative samples of populations. The recruited participants were remunerated based on the time required to complete the survey. Data were collected in November 2022. Data collection was accepted by the university ethics committee prior to collection.

The sample consisted of 48.5% men and 51.3% women, where 58.8% of the respondents were between 18 and 70 years old. Within the sample, 76.1% had completed higher education and 63.1% were either full-time or part-time employees. The majority of the respondents (30.6%) travelled on holidays twice a year, followed by three times a year (20.7%) and one time a year (19.5%).

#### 3.2. Measurement

Preference for *novelty* is measured following Lee and Crompton (1992), connecting the evaluative expressions of 'like, want, enjoy and prefer' exclusively with 'new things on vacation'. The four items measuring novelty in tourism are 'I like to experience new things on vacation', 'I want to experience new things on vacation', 'I enjoy experiencing new things on vacation', and 'I prefer to explore something new on vacation'. Preference for *familiarity* is measured using the same approach to distinguish between the two vacation preferences. The items were: 'I like to experience familiar things on vacation', 'I want to experience familiar things on vacation', 'I enjoy experiencing familiar things on vacation', and 'I prefer to explore something familiar on vacation'. The novelty and familiarity items were assessed using a 7-point Likert scale, where 1 = 'strongly disagree' and 7 = 'strongly agree'.

*Personal values* are assessed using the Portrait Values Questionnaire (PVQ) of Schwartz et al. (2012). Similar to Giménez and Tamajón (2019) the scale was adapted using the first rather than

the third person, making it easier for the respondents to answer. Openness to change was measured on the basis of self-direction (6 items), stimulation (3 items), and hedonism (3 items). Conservation was measured based on conformity (6 items), tradition (3 items), and security (6 items). Respondents were asked to rate the importance of each value item on a 9-point scale.

### 3.3. Data analysis

This study applied the structural equation modelling (SEM) approach with IBM SPSS (version 29) and AMOS (version 28), where maximum likelihood was applied. The analysis follows the procedures of Cieciuch et al. (2014) and Giménez and Tamajón (2019) when grouping the 9 first-order values into 6 second-order values and finally 2 third-order value dimensions. First, a confirmatory factor analysis (CFA) was done to identify the factors and establish their reliability and validity. First-, second-, and third-order measurement models were established. Several model fit measures were applied, including the normed chi-square (CMIN/DF), root-mean-square error of approximation (RMSEA), standardised root-mean-square residual (SRMR), and comparative fit index (CFI). Acceptable model fit was considered to be CMIN/DF values below 5, RMSEA close to 0.06, SRMR close to 0.08, and CFI close to 0.95 (Hu & Bentler, 1999).

## 4. Findings

### 4.1. Reliability and validity of the measures

The results presented in Tables 1 and 2 presents the results and indicate an acceptable fit for the measurement model, including all constructs. With the following model fit indices;  $\chi^2 = 1588.695$ ;  $df = 545.000$ ;  $\chi^2/df = 2.915$ ;  $CFI = 0.922$ ;  $SRMR = 0.071$ ;  $RMSEA = 0.062$ . Table 1 illustrates the factor loadings of the first-, second-, and third-order measurement models, including all the intended items. The factor loadings were significant and exceeded the level of 0.5 (Hair et al., 2010), ranging between 0.623 and 0.974. Whereas the composite reliability measures go beyond the threshold of 0.7 and the average variance extracted surpasses the threshold of 0.5 (Fornell & Larcker, 1981), indicating the constructs' reliability and validity.

Table 2 illustrates the correlation matrix for the third-order constructs, where correlations were below the threshold of 0.7, and most were significant at  $p < 0.01$  level. The squared root of the average variance extracted (AVE) for the specific construct is displayed in italics, where all values exceed the value of the correlations with other constructs respectively, determining discriminant validity (Fornell & Larcker, 1981).

### 4.2. Structural analysis and model testing

The conceptual model with third-order factors, was examined using structural equation modelling (SEM) analysis. The structural model showed the following model fit indices:  $\chi^2 = 1554.206$ ;  $df = 544.000$ ;  $\chi^2/df = 2.857$ ;  $CFI = 0.924$ ;  $SRMR = 0.075$ ;  $RMSEA = 0.061$ . This signals an acceptable fit for the structural model. The results of the tested hypotheses are presented in Table 3. H1a and H1b proposed that tourists valuing the dimension of openness to change would be drawn to novelty but not to familiarity when travelling on vacation. H1a was supported by the positive influence of openness to change on novelty ( $\beta = 0.530$ ,  $p < 0.001$ ). H1b is defended by the negative influence of openness to change on familiarity ( $\beta = -0.201$ ,  $p < 0.001$ ). H2a and H2b proposed that tourists valuing the dimension of conservation would not be drawn to novelty but would seek familiarity when travelling on vacation. H2a was rejected because the value dimension of conservation did not have a substantial negative effect on novelty. H2b was defended by the positive influence of the conservation value dimension on familiarity ( $\beta = 0.116$ ,  $p < 0.003$ ). The findings shows that tourists valuing openness to change are drawn to novelty and avoid familiarity when travelling on

**Table 1.** Reliability and convergent validity.

3rd order	Std loading	2nd order	Std. loading	1st order	Std. loading	CR	AVE			
Openness to change	0.637	Self-direction	0.968	SDT1	0.676	0.857	0.673			
				SDT2	0.785					
				SDT3	0.832					
	0.974	Stimulation	0.793	SDA1	0.827					
				SDA2	0.623					
				SDA3	0.814					
				STI1	0.667					
				STI2	0.862					
				STI3	0.846					
	0.816	Hedonism	0.780	HE1	0.906					
				HE2	0.879					
				HE3	0.787					
	Conservation	0.824	Security	0.780	SEP1			0.762	0.801	0.578
					SEP2			0.921		
					SEP3			0.847		
0.604		Tradition	0.862	SES1	0.920					
				SES2	0.928					
				SES3	0.840					
				TR1	0.821					
				TR2	0.908					
				TR3	0.885					
0.830		Conformity	0.740	COR1	0.752					
				COR2	0.898					
				COR3	0.837					
				COI1	0.775					
				COI2	0.824					
				COI3	0.869					
Novelty	0.630	0.740	NO1	0.974	0.964	0.872				
			NO2	0.948						
			NO3	0.932						
			NO4	0.878						
Familiarity	0.630	0.740	FA1	0.875	0.915	0.729				
			FA2	0.916						
			FA3	0.829						
			FA4	0.789						

Notes: Fit indices  $\chi^2 = 1588.695$ ,  $df = 545.000$ ,  $\chi^2/df = 2.915$ ,  $CFI = 0.922$ ,  $SRMR = 0.071$ ,  $RMSEA = 0.062$ ; CR = composite reliability; AVE = average variance extracted.

**Table 2.** Descriptive statistics and correlation matrix.

n = 493	Mean	Std. dev	CR	AVE	1	2	3	4
1. Openness to change	6.425	1.257	0.857	0.673	0.821			
2. Conservation	5.505	1.341	0.801	0.578	0.067	0.760		
3. Novelty	6.097	0.838	0.964	0.872	0.564**	0.033	0.934	
4. Familiarity	4.432	1.121	0.925	0.729	-0.198**	0.144**	-0.236**	0.854

Notes: CR = composite reliability; AVE = average variance extracted; \*\* = the correlation was significant at the 0.01 level.

**Table 3.** Testing direct effects.

n = 493	Hypothesis	Standardised coefficients	p-value	Conclusion
Openness to change → Novelty	H1a	0.530**	0.001	Supported
Openness to change → Familiarity	H1b	-0.201**	0.001	Supported
Conservation → Novelty	H2a	-0.015	0.754	Rejected
Conservation → Familiarity	H2b	0.166*	0.003	Supported

Notes: ns, not significant; \*\* $p < 0.001$ ; \* $p < 0.05$  fit indices;  $\chi^2 = 1554.206$ ;  $df = 544.000$ ;  $\chi^2/df = 2.857$ ;  $CFI = 0.924$ ;  $SRMR = 0.075$ ;  $RMSEA = 0.061$ .

vacation; tourists valuing conservation, on the other hand, prefer familiarity but are neutral to novelty. Thus, the results challenge the idea that individuals desiring familiarity are on the opposite end of the continuum to those desiring novelty in tourism.

## 5. Discussion and conclusions

The present study explores the effect of two opposing personal value dimensions, namely openness to change and conservation, on the preference for novelty and familiarity when travelling on vacation. The conceptual framework integrates personal value theory (Schwartz et al., 2012) with attitudinal and cognitive perspectives to assess novelty in tourism (Blomstervik & Olsen, 2022; Lee & Crompton, 1992). The findings support three of the four proposed hypotheses and provide multiple contributions to the existing literature, as follows.

The primary contribution of the present study is to explore the association among the personal value dimensions of openness to change and conservation (Schwartz, 1992, 2012) and preference for novelty in the context of tourism. The study also examines whether the preference for novelty and familiarity should be treated as distinct and independent constructs within this context. Our findings support prior research indicating that tourists tend to prefer tourism experiences that align with their personal values (Ye et al., 2017). However, the results challenge the established literature by revealing that tourists, despite their preference for experiences aligned with their values, tourists do not uniformly reject tourism experiences that challenge their values.

Specifically, this study confirms that the dimension of openness to change, comprising the values of self-direction, stimulation, and hedonism, strongly influences the preference for novelty when travelling on vacation. These results align with other studies implying that individuals who place high importance to openness to change prefer exciting holidays, new destinations, and unique personal experiences when travelling (Ballantyne et al., 2021; Ye et al., 2017). Novel tourism experiences have previously been associated with the feeling of enjoyment (Mitas & Bastiaansen, 2018), also covering the need of thrill and adventure (Lepp & Gibson, 2008), which is characteristic for individuals valuing openness to change. Furthermore, individuals valuing openness to change prefer the freedom to choose and make independent decisions, which also resonates with independent travel, often associated with novelty (Cohen, 1972). This preference reflects the strength of the value individuals place on openness to change, the higher the importance they assign to this value, the more likely they are to seek experiences that fulfil these values (Lee et al., 2022). Collectively, these factors offer a possible explanation for why tourists who value openness to change are drawn to novelty. Notably, the study's results indicate that individuals valuing openness to change are more predisposed to prefer novel tourism experiences rather than familiar ones, as these experiences do not align with their personal values.

The results confirm that tourists valuing the dimension of conservation, covering the values of security, tradition and conformity, are drawn to familiarity when travelling on vacation. These tourists are motivated by mental relaxation and seek security when travelling on vacation (Mehmetoglu et al., 2010). They often choose preplanned package trips for convenience and safety (Watkins & Gnoth, 2011), demonstrating a preference for well-organised holidays (Ye et al., 2017). This aligns with the notion that familiar tourism experiences appeal to risk-averse tourists (Lepp & Gibson, 2003), who share characteristics with individuals who value conservation. Furthermore, the findings did not confirm a negative association among conservation and preference for novelty. This implies that tourists who value security, tradition, and conformity and prefer familiarity do not necessarily reject or avoid novelty when travelling. Explained by research demonstrating how individuals preferring familiarity may still pursue novelty through engaging in spontaneous experiences and travelling to new destinations (Clarke & Bowen, 2018; Madani et al., 2020). These findings challenge the common notion in tourism literature of presenting novelty and familiarity as opposites (Basala & Klenosky, 2001). Instead, our study supports the idea put forth by other researchers (Guan et al., 2022; Larsen et al., 2019; Toyama & Yamada, 2012; Øgaard et al., 2019) that novelty and familiarity should be treated as independent constructs. This highlights that tourists who prefer familiarity can still have desire for novelty.

This study also contributes by investigating the multidimensional third-order structure of personal values from Schwartz et al. (2012), building on the works of Cieciuch et al. (2014) and

Giménez and Tamajón (2019). The results demonstrate that the first-order values load onto the second-order values and the second-order values load onto the third-order values. In contrast to previous studies, this study focuses on two specific value dimensions, thereby avoiding the issue of shared value loading on more than one dimension. Importantly, all intended items from the Schwartz et al. (2012) Personal Values Questionnaire (PVQ) were integrated into the factor structures. This inclusiveness is regarded as a strength of this study, as previous attempts eliminated certain items to achieve model fit. The simplified structure of the model allows hypothesis testing without compromising the comprehensive content of the theory, thereby providing an additional advantage.

Finally, this study introduced an alternative and updated approach to measuring preference for novelty from attitudinal and cognitive perspectives, drawing inspiration from Lee and Crompton (1992). The suggested measurement framework builds on the premise that novelty is a cognitive evaluation that can be applied to various tourism objects, such as experiences, destinations, and activities. This approach offers opportunities to explore novelty in different tourism contexts and compare it with other evaluative dimensions. By adopting this updated perspective, this study helps advance our understanding and measurement of novelty in tourism.

## 6. Practical implications

This research provides valuable insights for practitioners and marketing professionals in the tourism industry. By offering a refined understanding of the relationship between personal values and preferences for novelty and familiarity, markets can develop more targeted, balanced and effective marketing and communication strategies. For instance, when targeting marketing towards different segments, marketers should focus on distinct aspects of the tourism experiences that appeal to the different value dimensions. For tourists with a high preference for novelty, marketing efforts should highlight experiences that offer learning, stimulation, and enjoyment, aligning with openness to change values. Conversely, for tourists with a stronger preference for familiarity, marketers should emphasise experiences that fulfil the needs for safety, stability and security, aligning with conservation values. Furthermore, this study demonstrates that preferences for novelty and familiarity are not mutually exclusive. Therefore, tourism experiences that balance both elements of novelty and familiarity are of particular interest. For example, travel packages that combine novel exploratory opportunities with familiar elements can appeal to a broader audience. By incorporating these insights, practitioners and marketing professionals can more effectively cater to the diverse preference of tourists.

## 7. Limitations and future research

This research focus on specific personal value dimensions that are believed relevant to the association between personal values and preference for novelty in tourism. However, exploring the remaining value dimensions can provide additional insights not captured in this analysis. Additionally, the significance of value importance related to strength should be considered, as the association among value and behaviour may depend on it (Lee et al., 2022). Certain personal values may also have stronger associations with specific behaviour compared to others (Bardi & Schwartz, 2003). In order to capture this, the best-worst scaling methods of measuring values could be applied in future studies (Ye et al., 2020).

This study primarily draws from a sample of respondents exclusively from the UK. This geographic and cultural limitation impacts the generalisability of the findings. As the individuals from UK can have unique factors that may influence their personal values and vacation preferences in ways that differ from other countries or cultures. Consequently, the relationship between personal values and the preference for novelty and familiarity may not be universally applicable. To address this limitation and enhance the robustness of future research, it is

recommended that studies incorporate samples from other countries and cultures. Additionally, future research should consider incorporating cultural dimensions when investigating the relationship between personal values and vacation preferences. Cultural aspects are important, as individuals from different cultures may interpret situations differently and vary in how much they rely on their personal values to guide their behaviour, including vacation choices (Roccas & Sagiv, 2010).

Values are also closely linked personality traits in explaining individuals behaviour and outcomes (Parks-Leduc et al., 2015). Of relevance is the comparison between the personality trait of openness in the Big Five model and the openness to change personal value dimension (Roccas et al., 2002). Individuals with the personality trait of openness tend to exhibit a tendency to seek novel and unfamiliar situations (Gołowska et al., 2019), which is relevant to the preference for novelty also in tourism. Another trait to consider in further investigation is sensation-seeking, as previous studies have shown that tourists who prefer sensations also exhibit a preference for novelty when travelling on vacation (Lepp & Gibson, 2008) and tend to engage in independent travel associated with the novelty-seeking role (Li et al., 2015).

Additionally, the association between novelty and familiarity in tourism is yet to be fully understood. Psychological approaches that illustrate individuals' exploration shifts from seeking familiarity to seeking novelty could offer valuable perspectives in the tourism context (Perone & Spencer, 2013). Familiarity in tourism is also under investigated and can be linked to place attachment (Kastenholz et al., 2020) or destination image (Casali et al., 2021). Other methods and analyses, such as variable-centered versus person-centered approaches, longitudinal studies, and experimental designs, can also be applied to gain a deeper understanding of novelty. These considerations highlight potential directions for future research to improve our perspectives of novelty and familiarity in tourism and its relationship with personal values.

## Disclosure statement

No potential conflict of interest was reported by the author(s).

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## Appendix

Table A1. Correlation matrix and descriptive statistics first order model.

n = 493	Factor loadings	Mean	Std. dev	CR	AVE	1	2	3	4	5	6	7	8	9	10	11
1. Self-direction thought	0.689–0.839	6.678	1.495	0.818	0.601	0.775										
2. Self-direction action	0.624–0.828	7.036	1.270	0.807	0.586	0.775***	0.765									
3. Stimulation	0.808–0.870	6.095	1.626	0.884	0.718	0.662***	0.542***	0.847								
4. Hedonism	0.802–0.910	6.325	1.530	0.902	0.754	0.493***	0.418***	0.818***	0.869							
5. Security personal	0.764–0.912	6.681	1.596	0.882	0.715	0.082	0.297***	–0.076	0.078	0.846						
6. Security societal	0.840–0.928	6.627	1.784	0.925	0.805	0.093†	0.265***	0.044	0.133**	0.678***	0.897					
7. Tradition	0.822–0.909	4.375	2.091	0.905	0.761	0.001	0.042	0.027	0.021	0.338***	0.450***	0.872				
8. Conformity rules	0.758–0.895	4.924	1.836	0.870	0.691	–0.013	0.063	0.005	0.069	0.391***	0.420***	0.420***	0.832			
9. Conformity interpersonal	0.783–0.866	6.052	1.635	0.863	0.679	0.141**	0.177***	0.064	0.171***	0.437***	0.357***	0.255***	0.469***	0.824		
10. Novelty	0.845–0.961	6.097	0.838	0.953	0.835	0.338***	0.246***	0.572***	0.436***	–0.046	0.021	–0.003	0.046	0.101*	0.914	
11. Familiarity	0.800–0.919	4.432	1.121	0.924	0.752	–0.048	–0.079	–0.223***	–0.123	0.145**	0.108*	0.140**	–0.008	0.083†	–0.233***	0.867

Notes: CR = composite reliability; AVE = average variance extracted; italics represents the square root of the average (AVE). \*\*\* $p < 0.001$ ; \*\* $p < 0.010$ ; \* $p < 0.05$  †  $p < 0.100$ ; fit indices:  $\chi^2 = 1343.303$ ;  $df = 505.000$ ;  $\chi^2/df = 2.660$ ; CFI = 0.937; SRMR = 0.049; RMSEA = 0.058

**Table A2.** Survey questionnaire.

Constructs and indicators	
<i>Self-direction thought</i>	Being creative is important to me It is important to me to form my own opinions and have original ideas
<i>Self-direction action</i>	Learning things for myself and improving my abilities is important to me It is important to me to make my own decisions about my life
<i>Stimulation</i>	Freedom to choose what I do is important to me I am always looking for different kinds of things to do Excitement in life is important to me
<i>Hedonism</i>	I think it is important to have all sorts of new experiences Having a good time is important to me Enjoying life's pleasures is important to me
<i>Security personal</i>	I take advantage of every opportunity to have fun I avoid anything that might endanger my safety My personal security is extremely important to me
<i>Security Societal</i>	It is important to me to live in secure surroundings It is important to me that my country protect itself against all threats I want the state to be strong so it can defend its citizens
<i>Tradition</i>	Having order and stability in society is important to me It is important to me to maintain traditional values or beliefs Following my family's customs or the customs of a religion is important to me
<i>Conformity rules</i>	I strongly value the traditional practices of my culture I believe I should always do what people in authority say It is important to me to follow rules even when no one is watching
<i>Conformity interpersonal</i>	Obedying all the laws is important to me It is important to me to avoid upsetting other people I think it is important never to be annoying to anyone
<i>Novelty</i>	I always try to be tactful and avoid irritating people I like to experience new things on vacation I want to experience new things on vacation
<i>Familiarity</i>	I enjoy experiencing new things on vacation I prefer to explore something new on vacation I like to experience familiar things on vacation I want to experience familiar things on vacation I enjoy experiencing familiar things on vacation I prefer to explore something familiar on vacation