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Preference for Novelty in Tourism

Investigating the role of personal values through variable- and person-centered approaches

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Abstract

Purpose: The overarching aim of the present thesis is to provide an attitudinal perspective of the concept of novelty in tourism and test this perspective within Schwartz's theory of personal values. To achieve this, the thesis first clarifies the progress of novelty in tourism and identifies possible antecedents and consequences. This involves examining both attitudinal and emotional theoretical perspectives on novelty, alongside other relevant constructs. Next, the research tests the influence of the value dimensions of openness to change and conservation on individuals' preference for novelty and familiarity, using a variable-centered approach. Finally, the thesis explores the association between profiles with different value structures and individuals' preferences for novelty and familiarity through a person-centered approach.

Design: The thesis mainly applies a quantitative research design, grounded in a research philosophy of realism and positivism, remaining value-neutral, and applying quantitative research methods. A systematic quantitative literature review is conducted to clarify the progress of novelty in tourism, identifying relevant antecedents and consequences, based on 86 empirical papers. In accordance with most studies of personal values and attitudes, this thesis applies a survey design using two different populations (UK and US). Using a variable-centered approach, structural equation modeling is applied to test the relationship between the value dimensions of openness to change and conservation on the preferences for novelty and familiarity. This analysis uses a third-order model on survey data from 493 individuals in the UK. Using a person-centered approach, latent profile analysis is used to identify profiles with different value structures and their preferences for novelty and familiarity. This analysis is based on survey data from 498 individuals in the US.

Results: Paper one provides an overview of the progress of novelty in tourism, highlighting its growing attention in the tourism literature over the years. Novelty has been explored through both emotional and attitudinal theoretical perspectives within this field. The thesis suggests that novelty should be viewed as an attitudinal evaluation or a preference for something that is new. The potential consequences of novelty are linked to evaluative, cognitive, emotional, behavioral, and life outcomes. Possible antecedents of novelty are associated with external factors, self-constructs, personality traits, and personal values. Paper two examines the relationship between the value dimensions of openness to change and conservation on the preferences for novelty and familiarity. The results indicate that openness to change

significantly and positively influences the preference for novelty while negatively influencing the preference for familiarity. In contrast, conservation does not significantly influence the preference for novelty but positively influences the preference for familiarity. Paper three identifies four profiles with different structures of personal values, namely the tradition-focused, stimulation-focused, strong, and weak values. The focused value profiles exhibit focused vacation preferences for either novelty or familiarity. The strong and weak profiles demonstrate balanced value structures, aligning with their balanced vacation preference for both novelty and familiarity.

Contribution: The thesis contributes to theoretical advancements by conceptualizing novelty from an attitudinal perspective. This provides a framework for analyzing novelty in tourism with possible antecedents and consequences together with a theoretical discussion on how novelty is related to other constructs such as familiarity, uniqueness, difference, and authenticity. Contributions are made by proposing a one-dimensional attitudinal scale when measuring novelty and familiarity as a preference for something that is new and familiar. This perspective is used to propose that novelty and familiarity are two independent constructs, not necessarily positioned at opposite ends of a continuum. The concept of novelty is also integrated with the theory of personal values, highlighting the relevance of the relationships between personal values and vacation preferences in the tourism literature. Methodological contributions are also made by (a) using a third-order confirmatory factor model of personal values, and (b) combining variable- and person-centered approaches when investigating the relationship between the value dimensions of openness to change and conservation and preferences for novelty and familiarity.

Limitations: The thesis focuses on novelty in tourism from an attitudinal perspective. Nevertheless, to fully understand vacation preferences in tourism, other related constructs to novelty, such as uniqueness, difference, and authenticity, should be explored. Comparing the attitudinal and emotional perspectives of novelty needs further investigation, such as testing the process perspective of novelty. Other relevant individual differences, such as personality traits (e.g., variety and sensation seeking), could enrich the understanding of antecedents to novelty. The consequences of novelty in tourism are only briefly discussed, and exploring these (e.g., happiness and well-being) could further inform an explanation of novelty in tourism. A survey design is applied with limitations in terms of bias and causality, so future studies could apply experiments and longitudinal studies. The empirical evidence is limited to UK and US samples, which restricts the cultural diversity of the results from the thesis.

Sammendrag

Formål: Det overordnede målet med denne avhandlingen er å anvende et holdningsperspektiv på begrepet nyhet innen turisme og teste dette perspektivet innenfor Schwartz teori om personlige verdier. Avhandlingen starter med å kartlegge utviklingen av nyhet i turismelitteraturen og identifiserer potensielle drivere og konsekvenser av nyhet. Her undersøkes teoretiske perspektiver innen holdninger og emosjoner på nyhet, sammen med andre relevante begreper. Videre testes innflytelsen fra verdidimensjonene åpenhet for endring og bevaring på individers preferanser for nyhet og familiaritet, ved hjelp av en variabel-sentrert tilnærming. Avslutningsvis undersøker avhandlingen sammenhengen mellom ulike verdistrukturer og individers preferanser for nyhet og familiaritet gjennom en person-sentrert tilnærming.

Design: Avhandlingen bruker primært et kvantitativt forskningsdesign, forankret i en forskningsfilosofi om realisme og positivisme, forblir verdinøytral og bruker kvantitative forskningsmetoder. En systematisk kvantitativ litteraturgjennomgang av 86 empiriske artikler har blitt utført for å kartlegge utviklingen av nyhet i turismelitteraturen, samt for å identifisere relevante drivere og konsekvenser. I tråd med mange studier av personlige verdier og holdninger, benytter denne avhandlingen et spørreskjema design med deltakere fra to forskjellige populasjoner (Storbritannia og USA). Ved bruk av en variabel-sentrert tilnærming, anvendes strukturell ligningsmodellering for å undersøke sammenhengen mellom verdidimensjonene åpenhet for endring og bevaring, og preferanser for nyhet og familiaritet. Denne analysen bruker en tredjeordens modell med data fra 493 individer i Storbritannia. Ved bruk av en person-sentrert tilnærming, anvendes latent profilanalyse for å identifisere profiler med ulike verdistrukturer og deres preferanser for nyhet og familiaritet. Denne analysen er basert på data fra 498 individer i USA.

Resultater: Artikkelen gir en oversikt over utviklingen av begrepet nyhet innen turismeforskningen, og understreker den økende oppmerksomheten dette temaet har fått i litteraturen over tid. Nyhet er utforsket gjennom teoretiske perspektiver knyttet til både emosjoner og holdninger. Avhandlingen foreslår at nyhet bør betraktes som en preferanse for det nye, basert på holdningsteori. Konsekvensene av nyhet er relatert til evaluering, kognisjon, emosjon, atferd og livsutfall. Drivere for nyhet er knyttet til eksterne faktorer, individets selvoppfatning, personlighetstrekk og personlige verdier. Artikkelen to utforsker sammenhengen mellom verdidimensjonene åpenhet for endring og bevaring, og preferanser

for nyhet og familiaritet. Resultatene viser at åpenhet for endring signifikant og positivt påvirker preferansen for nyhet, mens den negativt påvirker preferansen for familiaritet. I motsetning til dette, påvirker bevaring ikke signifikant preferansen for nyhet, men påvirker positivt og signifikant preferansen for familiaritet. Artikkelen tre identifiserer fire profiler med ulike strukturer av personlige verdier: tradisjonsfokuset, stimuleringsfokuset, sterke og svake verdier. De fokuserte verdiprofilene viser fokuserte feriepreferanser for enten nyhet eller familiaritet. De sterke og svake profilene demonstrerer balanserte verdistrukturer, som stemmer overens med deres balanserte feriepreferanser for både nyhet og familiaritet.

Bidrag: Avhandlingen bidrar til teoretiske fremskritt ved å konseptualisere nyhet fra et holdningsperspektiv. Dette gir et rammeverk for å analysere nyhet, inkludert mulige drivere og konsekvenser, og diskuterer hvordan nyhet er relatert til andre begreper som familiaritet, unikhhet, forskjellighet og autentisitet. Et bidrag er utviklingen av en endimensjonal holdningsskala for å måle nyhet og familiaritet som preferanser for det nye og familiære. Dette perspektivet utfordrer den tradisjonelle antagelsen om at nyhet og familiaritet ikke nødvendigvis er motpoler på en skala, og foreslår i stedet at de er to uavhengige begreper. Videre integrerer avhandlingen nyhet med teorien om personlige verdier, noe som understreker betydningen av sammenhengen mellom personlige verdier og feriepreferanser i turismeforskningen. Metodologiske bidrag er også gjort ved å (a) anvende en tredjeordens bekreftende faktormodell av personlige verdier, og (b) kombinere variabel- og person-sentrerte tilnærminger for å utforske hvordan verdidimensjonene åpenhet for endring og bevaring påvirker preferanser for nyhet og familiaritet.

Begrensninger: Avhandlingen fokuserer på nyhet i turismelitteraturen fra et holdningsperspektiv. For å oppnå en grundigere forståelse av feriepreferanser, bør andre relaterte begreper til nyhet utforskes, som unikhhet, forskjellighet og autentisitet. Videre krever de teoretiske perspektivene knyttet til holdninger og emosjoner rundt nyhet ytterligere undersøkelser, inkludert testing av prosessperspektivet på nyhet. Det kan også være nyttig å inkludere andre relevante individuelle forskjeller, som personlighetstrekk (f.eks. variasjon og sensasjonssøking), for å berike forståelsen av forløpere for nyhet. Konsekvensene av nyhet er kort diskutert og trenger dypere utforskning (f.eks. lykke og velvære). Spørreundersøkelser har blitt brukt med begrensninger angående skjevhet og årsakssammenhenger, så fremtidige studier bør vurdere å benytte eksperimentelle tilnærminger og longitudinelle studier. Det empiriske beviset er begrenset til prøver fra Storbritannia og USA, noe som igjen begrenser den kulturelle mangfoldigheten i avhandlingens resultater.

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Part 1 Overview of the thesis

1. Introduction

1.1 Background

Tourism is defined as a short-term movement of people to places some distance from their normal place of residence to indulge in pleasurable activities (Horner & Swarbrooke, 2020, p. 4). Tourist behavior, therefore, includes observable actions related to obtaining, consuming, and evaluating tourism and travel services (Decrop, 2014). Additionally, it encompasses the unobservable mental process that occurs within individuals during these activities (Pearce, 2019). Research on tourist behavior is notably complex due to the variable frequency and nature of vacation purchases with investments of time and money (Pearce, 2019).

Furthermore, tourist behavior is believed to be influenced largely by emotions and hedonic aspects (Cohen, Prayag, & Moital, 2014).

Tourism research is also inspired by the experience economy approach (Pine & Gilmore, 1998), where experiences have been defined as memorable events that engage individuals in a personal way (Pine & Gilmore, 2011, p. 26). In tourism, the term tourism experience is also applied, with various definitions and components (Volo, 2009). Tourism experience has been described as an individual's subjective evaluation and undergoing (e.g., affective, cognitive, and behavioral) of events related to their tourist activities (Tung & Ritchie, 2011, p. 1369). Where the experience encompasses all phases of the vacation, starting with before, what happens during, and after the vacation. This has also been linked to the expectations, events, and memories associated with tourism experiences (Larsen, 2007). Other components related to tourism experiences are transformation, self-identity, and authenticity (Cutler & Carmichael, 2010), including novelty (Skavronskaya, Moyle, Scott, & Kralj, 2019).

Novelty is considered a primary motivator for why individuals engage in tourist behavior (Crompton, 1979) and a key component in making tourism experiences interesting and memorable (Larsen, Wolff, Doran, & Ogaard, 2019; Skavronskaya et al., 2019). Individuals travel to experience elements of something new that can also enhance the overall travel experience. Elements of novelty are also associated with triggering both positive and negative emotions, which again can leave a lasting impact and memories within the individual (Skavronskaya, Moyle, & Scott, 2020; Skavronskaya, Moyle, Scott, & Schaffer, 2021). A higher travel frequency has characterized individuals preferring novelty when traveling and

they are more likely to experience deep enjoyment and engagement when traveling on vacation (Chark, Lam, & Fong, 2020; Kuo & Chang, 2024).

When investigating novelty, it is necessary to acknowledge that novelty can be studied from different theoretical perspectives grounded in behavioral, personality, cognitive, and neuropsychology (Skavronskaya et al., 2019). This thesis discusses novelty from an attitudinal theoretical perspective (Eagly & Chaiken, 1993; Fishbein & Ajzen, 2009). Attitudes are characterized as evaluative summary judgments derived from affective and cognitive information concerning an object (Crites, Fabrigar, & Petty, 1994). This means that attitudes include both affective components, such as emotions and feelings, and cognitive components, such as beliefs and thoughts (Crites et al., 1994; Fishbein & Ajzen, 2009). Novelty in tourism has been described as a belief about the tourism experience, including attributes such as new and different (Lee & Crompton, 1992), related to the cognitive component of attitudes. Additionally, it is described as a feeling or sense of novelty associated with the tourism experience (Kim, Ritchie, & McCormick, 2012; Mitas & Bastiaansen, 2018), highlighting the affective components of attitudes. This thesis contributes to the existing literature about novelty in tourism (Skavronskaya et al., 2019) by arguing that novelty can be conceptualized from the cognitive components of attitudes. Novelty in this thesis is understood as individuals' subjective preference for, or evaluation of, the attribute *new* related to the tourism object with different degrees of valence, extremity, and arousal (Blomstervik & Olsen, 2022; Eagly & Chaiken, 1993; Fishbein & Ajzen, 2009).

Novelty is one of the fundamental reasons why individuals engage in tourism behavior. However, other relevant concepts also compete with novelty, including familiarity, uniqueness, difference, and authenticity. Traditionally, *familiarity* is often presented as the opposite of novelty (Bello & Etzel, 1985), implying that if an individual does not prefer novelty, familiarity is the natural choice, and vice versa. Familiarity refers to something known, common, or previously experienced (Larsen et al., 2019). However, there are reasons for viewing novelty and familiarity as distinct concepts, as they reflect different elements of the tourism experience (Guan, Chan, Bi, & Qi, 2022) and have different consequences (Toyama & Yamada, 2012). Recent literature points to how novelty and familiarity contribute to the formation of destination images differently (Stylidis & Terzidou, 2024). However, combining both novel and familiar elements is believed to enhance the level of interest in the experience (Larsen et al., 2019). This is why it is important to remember the role of familiarity when investigating novelty and the reason why familiarity is included in this

thesis. Thus, this thesis contributes to the theory in the tourism literature by proposing that novelty and familiarity are independent constructs (Guan et al., 2022; Larsen et al., 2019; Styliadis & Terzidou, 2024; Toyama & Yamada, 2012), rather than opposite ends of a continuum (Bello & Etzel, 1985).

Uniqueness describes distinct features of a product in the consumer context and destinations in the tourism context (Torral, Martínez-Torres, & Gonzalez-Rodriguez, 2018). However, an experience can be evaluated as unique several times but might only be novel the first time experiencing it. Also, *different* has been used to describe both novel and unique tourism experiences (Kim et al., 2012; Mitas & Bastiaansen, 2018), but an experience can be different without being novel. Another reason why individuals partake in tourism behavior is the pursuit of *authenticity* (Kolar & Zabkar, 2010). Synonyms for authenticity in tourism include genuine, unique, and original, but it is often applied to specific cultural and heritage contexts (Rickly, 2022) rather than general tourism contexts. Thus, the construct of novelty includes various attributes with possible similar or distinct meanings or associations in a tourist context, an issue that is discussed in the theoretical part of this thesis.

To fully understand novelty in tourism, it is necessary to investigate its antecedents and consequences. Consequences of novelty have been linked to evaluative, behavioral, cognitive, and life outcomes, such as satisfaction, loyalty, and memorability (Kim et al., 2012; Toyama & Yamada, 2012). The focus of this thesis is on the antecedents related to novelty, which can be associated with personality, personal values, self-constructs, and other external factors. Special emphasis is given to antecedents of individual differences, such as the personality traits of variety seeking (Kahn, 1995) and sensation seeking (Zuckerman, 1979), as well as personal values (Schwartz, 2012). This thesis contributes to the existing literature with two empirical studies of the relationship between personal values and preferences for novelty and familiarity in tourism. Personal values are “broad desirable goals that motivate people’s actions and serve as guiding principles in their lives” (Sagiv & Schwartz, 2022, p. 518), which concerns what is important to individuals by depicting their motivational goals. It has been suggested that Schwartz’s (2012) approach is the leading theory of personal values (Sagiv & Schwartz, 2022), including in the tourism literature (Kim, 2020), and it is used as a theoretical framework in this thesis.

In relation to the preference for novelty and familiarity in tourism, the value dimensions of openness to change and conservation within the theoretical framework of Schwartz (2012) are

highly relevant. Personal values related to the openness to change dimensions include goals linked to independence, exploration, excitement, and pleasure (Sagiv & Schwartz, 2022). These goals are believed to be fulfilled through novel tourism experiences. Conversely, personal values related to the conservation dimension reflect goals of safety, adherence to rules, and respect for culture (Sagiv & Schwartz, 2022). These goals are believed to be satisfied through familiar tourism experiences. Thus, this thesis contributes to the literature by investigating how the value dimensions influence the preferences for novelty and familiarity differently, arguing why novelty and familiarity should be treated as independent constructs. This also extends the literature about personal values in tourism, highlighting its ongoing relevance (Kim, 2020; Maghrifani, Sneddon, & Liu, 2024).

When investigating the relationship between personal values and vacation preferences for novelty and familiarity, this thesis argues in favor of combining two theoretical and methodological approaches. The variable-centered approach focuses on testing relationships between variables (Howard & Hoffman, 2018), which is beneficial in the initial analysis of the impact of personal values on vacation preferences. This is performed through structural equation modeling on survey data using a third-order model, which continues to be recognized in the personal value literature (Giménez & Tamajón, 2019). The person-centered approach provides finer details by identifying groups of individuals who share the same value structure (Howard & Hoffman, 2018). This is done by conducting a latent profile analysis with survey data, identifying profiles with different value structures and their associations with preferences for novelty and familiarity in tourism. The contribution to the novelty in tourism literature is achieved by combining these complementary approaches, confirming the relationship between personal values and vacation preferences, and adding depth to this understanding.

1.2 Overarching aim and research questions

The overarching aim of this research is to:

Provide an attitudinal perspective of the concept of novelty in tourism and test this perspective within Schwartz's theory of personal values.

Novelty can be understood from various theoretical perspectives (Skavronskaya et al., 2019), but this thesis focuses on novelty from an attitudinal perspective (Eagly & Chaiken, 1993; Fishbein & Ajzen, 2009). The thesis empirically tests the relationship between personal values and preference for novelty and familiarity when traveling on vacation. Two different theoretical and methodological approaches are applied: first, a variable-centered approach with structural equation modeling, and second, a person-centered approach using latent profile analysis. Three research questions are developed to guide the research further:

RQ1: Clarify the progress of novelty in tourism and identify possible antecedents and consequences.

The first research question is explored by reviewing and discussing the progress of novelty in the tourism literature. This is done by investigating different theoretical perspectives on novelty. This contributes to the existing literature by discussing whether the evaluation of novelty can be based on either cognition, affect, or emotion, building on valence, extremity, and arousal. The core of novelty is also discussed with related constructs, investigating how novelty relates to attributes such as new, different, unfamiliar, and unique. A theoretical definition of novelty based on the attitudinal perspective is suggested. In addition, the discussion integrates novelty in a nomological framework and identifies possible antecedents and consequences. Special emphasis is given to antecedents of individual differences, including the traditional approach of personality traits and the thesis contribution with personal values.

RQ2: What is the influence of the value dimensions of openness to change and conservation on individuals' preferences for novelty and familiarity?

The second research question builds on the insights from research question one. First, the thesis contributes to the literature by defining and measuring preferences for novelty and familiarity as two one-dimensional independent attitudinal constructs. Second, Schwartz's (2012) theory of personal values is used as a framework to identify relationships between the value dimensions of openness to change and conservation and preferences for novelty and familiarity, and to validate that these constructs are independent. A variable-centered approach is applied with structural equation modeling (SEM) to investigate this association, focusing on how novelty and familiarity act as independent attitudinal constructs. In addition, this contributes to the existing literature by using a third-order model of personal values

continuing to be recognized in the field of personal values (Cieciuch, Davidov, Vecchione, & Schwartz, 2014; Giménez & Tamajón, 2019).

RQ3: What is the association between profiles with different personal value structures and individuals' preferences for novelty and familiarity?

The third research question investigates the relationship between personal values and vacation preferences one step further. This thesis contributes to the existing literature using a person-centered approach (Howard & Hoffman, 2018) based on latent profile analysis. Different profiles with individuals sharing the same value structures of openness to change and conservation are identified, and their preferences for novelty and familiarity are analyzed. Thus, the thesis contributes to the existing literature by operationalizing novelty and familiarity using a one-dimensional attitudinal scale as a preference for *new* and *familiar* things when traveling on vacation in two empirical studies. By combining variable-centered and person-centered approaches, the study validates the attitudinal perspective of novelty, which differs from familiarity.

Figure 1 presents an overview of the theoretical framework applied in the present thesis, which includes the three papers. Paper one is a systematic quantitative literature review covering the theoretical perspectives on novelty in tourism, with subsequent antecedents and consequences. Papers two and three build on the findings from paper one, proposing the preference for novelty and familiarity as separate attitudinal constructs and focusing on personal values as possible antecedents to these preferences. A variable-centered approach with structural equation modeling is applied in paper two, investigating how openness to change and conservation influence the preference for novelty and familiarity. A person-centered approach with latent profile analysis is used in paper three, identifying different profiles sharing the same value structures and their different association with the preference for novelty and familiarity.

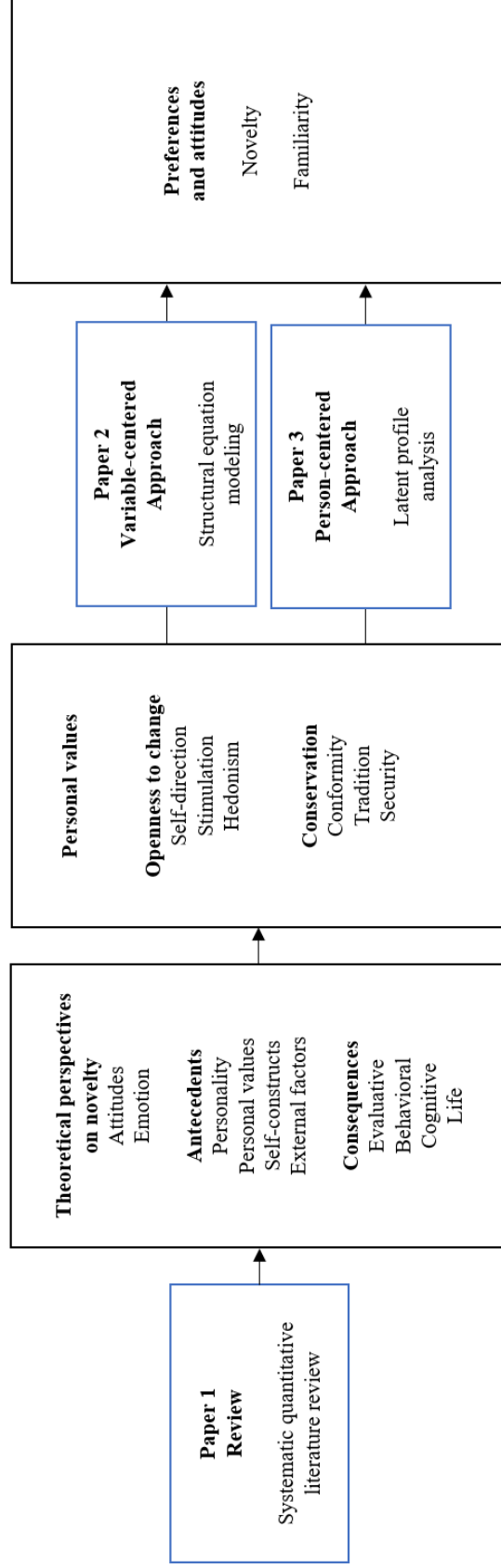


Figure 1 Overview of the theoretical framework of the thesis

2. Theoretical perspectives, progress, and framework

The following section presents the theoretical perspectives, progress, and framework used to form the foundations for answering the main overarching research aim and research questions. First, different theoretical perspectives of novelty in tourism are presented, followed by some key definitions with constructs related to novelty. This justifies the importance of understanding the progress of novelty in tourism (RQ1). This part extends the theoretical discussion in paper one by exploring how novelty is related to familiarity, uniqueness, difference, and authenticity. This discussion also argues why the thesis uses an attitudinal perspective when defining and measuring novelty as a cognitive evaluation of beliefs associated with an individual's preferences for something new when traveling on vacation.

Second, a brief overview of possible antecedents and consequences of novelty in tourism is presented to place novelty within a nomological and theoretical framework. Emphasis is given to the antecedents of individual differences, including personality traits and personal values. This part extends the theoretical discussion of values in papers two and three, exploring different frameworks for personal values and arguing why the present thesis applies Schwartz's (2012) theory of personal values.

Third, Schwartz's theory of personal values (2012) is elaborated upon, making the argument for why the value dimensions of openness to change and conservation are chosen as relevant antecedents to novelty in tourism. This section also includes the two theoretical and methodological approaches used to investigate the association between personal values and the vacation preference for novelty and familiarity from an attitudinal perspective. The variable-centered approach (RQ2) investigates the direct influence of the personal value dimension of openness to change and conservation on preferences for novelty and familiarity. The person-centered (RQ3) approach investigates the association between different profiles with similar personal value structures and their preferences for novelty and familiarity. Combining the two theoretical perspectives also strengthens the nomological validity of the attitudinal perspective used when defining novelty and familiarity as independent constructs.

2.1 Theoretical perspectives on novelty

Different theoretical perspectives have been applied to evaluating novelty in tourism (e.g., Lee & Crompton, 1992; Ma, 2013; Mitas & Bastiaansen, 2018). Skavronskaya et al. (2019) provide an overview of novelty in memorable tourism experiences from four theoretical schools in psychology, namely behavioral, personality, cognitive, and neuropsychology. Behavioral psychology is concerned with what can be observed and measured. Novelty is treated here as a stimulus that can trigger behavioral and physiological reactions, focusing on the consequences of novelty, such as exploration, motivation, and curiosity. In personality psychology, novelty is viewed as a personality trait of the individual, where the individual either approaches or avoids novelty. Within this perspective, novelty seeking is often linked with the traits of openness to experience, sensation seeking, and the optimal level of stimulation, but also differences in temperament and character. Cognitive psychology is concerned with interpreting individuals' perceptions of the world, where novelty is associated with mental processes, including memory, attention, and perception. Neuropsychology focuses on how the brain processes novelty, such as the dopaminergic activities related to new stimuli.

The perspectives of behavioral and personality psychology are the ones that are mostly used in tourism studies. Novelty has been conceptualized in the tourism literature in various ways, including as a desire (Lee & Crompton, 1992), a feeling (Kim et al., 2012), a sense (Mitas & Bastiaansen, 2018), an expectation (Ma, 2013), and an experience (Bello & Etzel, 1985; Crompton, 1979; Pearson, 1970). These conceptualizations are often used interchangeably, reflecting different elements and dimensions related to novelty. The various approaches to novelty can be broadly categorized into different theoretical forms of evaluation, where some are more closely associated with emotional perspectives (e.g., feelings such as thrill and surprise) and others with attitudinal perspectives (e.g., thinking such as new and familiar). Additionally, others perceive novelty as a process combining perspectives (e.g., contrasting earlier experiences). The three theoretical perspectives are presented in Table 1 and are elaborated upon in the following sections before arguing for the positioning of the present thesis. Related constructs to novelty are also discussed.

Table 1 Theoretical perspectives on novelty in tourism

Theoretical perspective	Definitions	Attributes
<i>Emotional perspective</i>		
Kim et al. (2012)	A psychological feeling of newness resulted from having a new experience (p. 15).	Thrill, surprise, escape
Mitas and Bastiaansen (2018)	The sense that one is experiencing something new, and the sense that one is experiencing something different from usual daily life (p. 99).	
<i>Attitudinal perspective</i>		
Crompton (1979)	Novel meant new experience but it did not necessarily mean entirely new knowledge (p. 419).	New, unfamiliar, different, unique
Lee and Crompton (1992)	A desire to seek out new and different experiences through pleasure travel (p. 738).	
<i>Process perspective</i>		
Pearson (1970)	The discrepancy between individuals' past experience and the present one (p. 199).	Unexpected
Ma (2013)	Extent to which an experience departs from an individual's expectation. (p. 54)	

2.1.1 Novelty from an emotional perspective

Emotion can be defined as a mental state of readiness that arises from cognitive appraisals of events or thoughts, has a phenomenological tone, is accompanied by physiological processes, often expressed physically (Bagozzi, Gopinath, & Nyer, 1999, p. 184). Depending on the individual experiencing the emotions, they may also lead to actions to validate or manage such emotions. Emotions can be understood through at least three approaches, including categorical, dimensional, and cognitive appraisal (Hosany, Martin, & Woodside, 2021). The categorical approach groups and categorizes emotions into different categories or types, such as happiness and fear. The dimensional approach, on the other hand, distinguishes emotions based on their valence, ranging from positive to negative. Cognitive appraisal suggests that emotions result from individual evaluations and interpretations of situations across multiple dimensions (Roseman, Spindel, & Jose, 1990).

One example from the novelty literature comes from Kim et al. (2012), who define novelty as a psychological *feeling* of newness resulting from having a new experience (p. 15).

Additionally, Mitas and Bastiaansen (2018) describe novelty as a *sense* that one is experiencing something new and the *sense* that one is experiencing something different from usual daily life (p. 99), where emotional terms are combined with cognitive evaluations when defining novelty. Other examples come from studies conceptualizing novelty as an emotional reaction when measuring and operationalizing novelty, associating new experiences with feelings such as *escape*, *romance*, *thrill*, and *surprise* (Duman & Mattila, 2005; Lee & Crompton, 1992; Ma, Scott, Gao, & Ding, 2017).

2.1.2 Novelty from an attitudinal perspective

An alternative to studying novelty from an emotional perspective is using the theoretical lens of attitudes. Attitudes are described as evaluative summary judgments derived from affective and cognitive information concerning an object (Crites et al., 1994). The object may include various elements of the tourism experience, including activities, destinations, hotels, restaurants, events, and people. Affective components refer to emotions and feelings and include the emotional responses to the tourism object, also known as experiential factors (Fishbein & Ajzen, 2009). These components include valence, whether the attitude is positive or negative, and arousal, meaning the intensity or level of activation associated with the

attitude towards the object. The cognitive components, on the other hand, include the beliefs and thoughts forming the attitude toward an object (Crites et al., 1994). These components are also referred to as instrumental factors, related to the functional or utilitarian aspects of attitudes, associated with consequences or outcomes (Fishbein & Ajzen, 2009). Additionally, conative or behavioral components are discussed as the tendency to act in a certain way based on one's individual attitude (Fishbein & Ajzen, 2009).

From this perspective, novelty is defined as a belief that can be experienced or expected and is associated with the tourism experience. Crompton (1979) first described novelty as a *new* experience but not necessarily entirely new knowledge (p. 419). Whereas Lee and Crompton (1992) defined novelty as a desire to seek out new and different experiences through pleasure travel (p. 738). Also, when measuring and operationalizing novelty, terms associated with attitudes have been employed, such as *new*, *unfamiliar*, *different*, and *unique* (Kim et al., 2012; Lee & Crompton, 1992). Unlike the emotional perspective, the attitudinal perspective focuses on evaluating cognitive associations, which can be evaluated as positive or negative, not necessarily leading to affective or emotional reactions.

2.1.3 Novelty from a process perspective

Another stream of research views and defines novelty within a process, often combining emotional and attitudinal perspectives over time using the theoretical lens of cognitive appraisal theory (Skavronskaya et al., 2020). From the process perspective, novelty is described as an experience that contrasts or departs from prior experience or expectations (Ma, 2013). Meaning that the present experience needs to be compared with previous experiences and evaluated as *unexpected* to qualify as novel. The novel experience can then lead to positive emotions, such as delight, emotional spark, flow, interest, and surprise, and negative emotions, including fear, horror, and disappointment, which again can activate behavioral intentions (Chen, Cheng, & Kim, 2020; Le, Pratt, Wang, Scott, & Lohmann, 2020; Ma et al., 2017; Mitas & Bastiaansen, 2018; Skavronskaya et al., 2020; Ye, Wei, Wen, Ying, & Tan, 2020).

2.1.4 Novelty as a preference for something new

Three possible perspectives on novelty have been presented, including the emotional and attitudinal perspectives, together with a process perspective combining the two.

Distinguishing between emotions and attitudes is challenging due to their overlapping components (Bagozzi et al., 1999). Especially as both include cognitive and affective elements: Where emotions are affective in nature they also include cognitive appraisal components (Scherer, 2005), and attitudes, being cognitive in nature, also include affective information (Crites et al., 1994). They can also be evaluated based on valence, extremity, and arousal (Fishbein & Ajzen, 2009; Rocklage & Fazio, 2015; Rocklage, Rucker, & Nordgren, 2018). However, distinctions are apparent in their intensity, duration, link with action, and their rapidity of change (Bagozzi et al., 1999; Cohen & Areni, 1991; Mulligan & Scherer, 2012; Scherer, 2005). Emotions are considered more intense than attitudes, as emotions can be more strongly felt, including bodily expressions, whereas attitudes are cognitive evaluations (Bagozzi et al., 1999). Also, emotions are phases of states lasting for a limited time, whereas attitudes are more enduring beliefs that can be stored over long periods (Mulligan & Scherer, 2012). Where emotions are more directly linked to action, attitudes do not have an immediate link but might require additional motivation to result in actions. Lastly, as emotions are temporary states often triggered by something, they also change swiftly, whereas attitudes need to be triggered and are considered more stable and enduring (Scherer, 2005). This explains why novelty can be approached from both emotional and attitudinal perspectives, as the approaches can be seen as overlapping.

While the emotional and process perspectives provide important insights into evaluating novelty, the attitudinal perspective offers a more comprehensive framework for understanding and measuring novelty in tourism. The emotional perspective focuses on the individual's immediate reactions, which can change rapidly and vary between individuals. The process perspective involves investigating novel experiences over time, using both emotional and attitudinal elements, but this can also blur the distinctions between evaluations and reactions, making them difficult to interpret. The attitudinal perspective is chosen over these perspectives as novelty is believed to be mostly cognitive in nature, providing a framework aligning with other established theories, such as personal values. From a methodological perspective, it is widely accepted and usual to use survey design to explore the relationship between individual differences and attitudes (Nosek et al., 2022), while also favoring applying the attitudinal perspective because of its feasibility.

This thesis assumes that novelty primarily engages the cognitive aspects of attitudes, where it can be conceptualized as a belief about tourism-related objects. Such beliefs form the foundation of attitudes and can be understood as the subjective probability that an object possesses specific attributes (Fishbein & Ajzen, 2009). Novelty is then treated as one of the multiple beliefs that collectively shape attitudes toward tourism objects. These beliefs contribute to evaluative associations that can be stored as knowledge and information within memory (Fazio, 2007). This aligns well with the framework of this study, which posits that attitudes towards the novelty of tourism objects can be assessed along an evaluative dimension. This dimension is characterized not only by valence and extremity, as suggested by Zanna & Rempel (1988), but also by potential arousal or emotional reactions, as indicated by (Rocklage & Fazio, 2015). Here, valence denotes the direction of the attitude, spanning from positive to negative, while extremity indicates the intensity of the attitude, which can vary from strong to weak. Building on the former, this study conceptualizes novelty as an attitudinal belief, as the subjective probability assigned to the newness of a tourism object, such as an experience, activity, or destination, building on whether individuals think that the tourism object *is* novel. The present thesis is guided by the definition that novelty primarily is something new. *New* is the most frequently used attribute in the various studies investigating the novelty in tourism (e.g., Crompton, 1979; Lee & Crompton, 1992; Mitas & Bastiaansen, 2018).

Various scales have been employed in previous research when operationalizing the evaluation of novelty in tourism. The present thesis adopts the attitudinal perspective when operationalizing and measuring novelty, drawing inspiration from the scale developed by Lee and Crompton (1992). The proposed measurement framework incorporates evaluative expressions such as “prefer,” “like,” “want,” and “enjoy.” The term “prefer” has been widely used in studies examining tourist typologies related to novelty, both in historical and contemporary contexts (Jiang, Havitz, & O'Brien, 2000; Mo, Howard, & Havitz, 1993; Øgaard, Doran, Larsen, & Wolff, 2019). In the context of attitudes, preference indicates individuals' favored choice or inclination toward one attribute over another. The expressions “like,” “want,” and “enjoy” are derived from Lee and Crompton's (1992) dimension of change from routine. Associated with attitudes, such as reflecting what is positively evaluated, “want” captures aspects of desire or motivation, whereas “enjoy” is more affectively grounded and related to the experience. These evaluative expressions are connected with “new things on vacation,” capturing the preference for novel experiences while on vacation.

While other studies have employed various synonyms for novelty in their measurements, the present thesis specifically focuses on “new” to distinguish novelty from related concepts such as familiarity, uniqueness, and difference. In the following section, the thesis presents some of the most related and competing attributes to novel and new in the tourism literature.

2.1.5 Related constructs to novelty

When investigating novelty in the tourism context, other constructs related to the core of novelty often appear. Among these is familiarity (Baloglu, 2001), often presented as the opposite of novelty. Additionally, other synonyms related to uniqueness (Tian, Bearden, & Hunter, 2001), difference (Mitas & Bastiaansen, 2018), and authenticity (Kolar & Zabkar, 2010) are also mentioned. This is why this part will elaborate on the related constructs of familiarity, uniqueness, difference, and authenticity to clarify their similar and dissimilar elements linked to novelty. Some of those definitions are more a personality-like construct, such as the need for uniqueness, than an evaluation of, or preference for, a new experience.

Familiarity

In the context of tourism, *familiarity* with a tourism experience is described based on the individual's information about the experience and previous encounters with the experience (Baloglu, 2001). Information familiarity refers to the knowledge gained through different information sources that contribute to their perceptions and knowledge about the tourism experience. On the other hand, experiential familiarity reflects the individual's prior visits to the tourism experience, ranging from never before to repeat visitation. Familiarity in tourism is therefore understood as something known, common, or experienced before (Larsen et al., 2019). Stylidis, Woosnam, Ivkov, and Kim (2020) found that an individual's familiarity with a destination contributes positively to a destination's cognitive and affective image, which again can foster loyalty to that destination. Following this, Casali, Liu, Presenza, and Moyle (2021), distinguishing between residents and visitors, found that familiarity with a destination increased both groups' intention to recommend the destination to others.

Another stream of research focuses on the familiar tourist, that is individuals preferring to spend their vacation visiting home and familiar places (Pearce, 2012). Visiting home refers to

returning to places where one has grown up or locations where one has spent considerable time. A familiar place includes visiting a destination that one has previous knowledge about and is familiar with, not necessarily one's previous home, but it can still be related to one's history. Pearce (2012) argues that the familiar tourist differs from those preferring to visit friends and relatives. This is because these individuals are driven by visiting someone they know, not by places they know and have both emotional and personal attachments to. Investigating the behaviors of the familiar tourist, Clarke and Bowen (2018) illustrate how these individuals have varying patterns of visits over time and how they navigate in familiar surroundings. Emphasizing how familiar tourists develop habits, traditions, and rituals associated with their stay at a familiar place and their ability to create unique experiences based on their individual resources, skills, and competencies. Later, Clarke and Bowen (2021) presented four typologies of familiar place formation, revealing how familiar tourists develop a strong place attachment. This can be done through connection to a place over time, passed down through generations, when others introduce it, or when the place is discovered on their own. This also implies that novel and new destinations can become familiar over time, but the familiar tourist may choose a familiar destination for one vacation and a new destination for the next.

However, the relationship between novelty and familiarity is complex. Novelty and familiarity have traditionally been presented as opposites on a continuum (Bello & Etzel, 1985; Jiang, Havitz, & O'Brien, 2000; Mo et al., 1993). Believing that tourists prefer different degrees of novelty and familiarity, a high preference for novelty implies a low preference for familiarity, and a high preference for familiarity implies a low preference for novelty. Later studies, on the other hand, point to the possibility of treating novelty and familiarity as independent constructs, also implying that preferring one does not come at the expense of the other. The reasons for this are that novelty and familiarity individually impact tourist perceptions, behavior, and decision-making (Toyama & Yamada, 2012) and the formation of a tourist destination image (Stylidis & Terzidou, 2024). Others point to how novelty and familiarity represent different elements of a tourism experience (Guan et al., 2022). Combining and balancing the novel and familiar elements simultaneously in an experience is still believed to enhance its overall level of interest (Larsen et al., 2019). There is also a long tradition of grouping individuals based on their preferences for novelty and familiarity using different novelty-seeking scales (e.g., Chang, Wall, & Chu, 2006; Petrick, 2002; Øgaard et al., 2019). While the groups seem reasonable enough, they provide limited insights explaining

individuals' destination valuations, perceptions, and intentions (Øgaard et al., 2019). Based on the above, there is still a need to explore the interplay between novelty and familiarity in tourism, which is why familiarity is included in the analysis of the thesis. In extending the discussion on theoretical perspectives, it is essential to recognize that familiarity is based on cognition or knowledge. Therefore, when comparing familiarity and novelty, it is advantageous to also evaluate novelty from an attitudinal theoretical perspective rather than from an emotional one.

Uniqueness and difference

When investigating novelty in tourism, both *different* and *unique* have been used as synonyms when describing novel tourism experiences (Kim et al., 2012; Mitas & Bastiaansen, 2018). However, both attributes or adjectives can also be associated with the theory of uniqueness. Essential in the uniqueness theory is the notion that individuals have a need to be moderately different compared to others (Snyder & Fromkin, 1980). Being either very similar or very dissimilar to others can result in negative emotions and is regarded as unpleasant (Lynn & Harris, 1997). This is why individuals perceived as being too similar become motivated to find ways of being more dissimilar and can engage in behaviors not that common to everyone else. At the same time, the strength of the need to be different varies and depends on the individual (Lynn & Snyder, 2002).

The need for uniqueness has also been investigated in the marketing field, focusing on the consumer's need for uniqueness. Where consumers' differences can be pursued through acquiring, utilizing, and disposing of products and services (Tian et al., 2001, p. 50). The scale used to measure consumers' need for uniqueness comprises three dimensions, namely creative choice, unpopular choice, and avoidance of similarity. These aspects illustrate the consumer's tendency to make original and unconventional choices, together with choices that are not perceived as popular and even behaviors that are not necessarily linked to the norm. Synonyms used in the scale to describe something unique are “unusual,” “different,” “one-of-a-kind,” “interesting,” and “new,” contrasted by antonyms such as “commonplace,” “popular,” and “accepted.” Consumers' need for uniqueness has been linked to literature concerning luxury brands, as they can include distinct features that can set the consumers apart from others and contribute to their need for individuality and exclusivity (Ko, Costello, & Taylor, 2019).

In the tourism literature, the concept of uniqueness is gaining attention. Studies on destinations point to how uniqueness is achieved through attributes that differentiate some destinations from others, making them stand out, which again can contribute to a destination's attractiveness and image (Toral et al., 2018). A recent study by Karagöz and Uysal (2022) investigates how tourists' need for uniqueness, as a more general personality trait or value, can be associated with perceptions of authenticity in a heritage setting. Their findings revealed that tourists' need for uniqueness contributed to both object-based and existential authenticity, suggesting that tourists with a strong need for uniqueness are more likely to perceive the authenticity in physical objects and personal experiences. The study adopted the short version of the Consumer Need for Uniqueness scale (CNFU-S) developed by Ruvio, Shoham, and Brenčić (2008), building on Tian et al. (2001). The scale also included measures related to uniqueness through tourists' need for creative choice and avoidance of similarity, whereas the dimension of unpopular choice was excluded. Naturally, in this scale, synonyms to describe something unique are “different,” “new,” and “authentic,” contrasted by antonyms such as “popular” and “ordinary.”

The example from these studies illustrates that both scales, commonly used to measure the need for uniqueness among both consumers and tourists, include synonyms also used when describing and measuring novelty. This can point to possible reasons why the concepts of novelty, uniqueness, and difference have been used interchangeably and can lead to confusion. Then again, the present study believes that something can still be unique without being new. This means that you can experience the same thing as it is unique several times, but it might only be new the first time you experience it. This is why the present study is choosing to treat uniqueness and novelty as distinct concepts, as they represent different forms of evaluation. In the same way, the need for uniqueness and the need for novelty are defined and measured differently, but both still serve as individual differences or tendencies.

The previous section treated *different* as an attribute describing something unique. Different is also used to describe novelty, as Mitas and Bastiaansen (2018) define novelty as “the sense that one is experiencing something different from usual daily life” (p. 99). However, it is worth questioning whether a different tourism experience is necessarily novel or unique, even though a novel and unique experience can be perceived as different. From an attitudinal perspective, one could claim that different and unique do not necessarily hold the same meaning. Uniqueness can refer to a quality of a tourism experience that makes it stand out, which can be associated with a specialness leading to positive attitudes. On the other hand,

different can refer to a tourism experience as being dissimilar and varying compared to other tourism experiences, which can lead to positive and negative attitudes, depending on whether the difference is desirable. This is also revealed in studies on semantics, where different can have two meanings, one as a relational adjective and another as a comparison operator (Beck, 2000). The first uses different as an adjective, which can be used to indicate that a tourism experience is distinct. The second involves comparison, where different highlights variation or diversity by comparing one tourism experience with another. This might imply that tourism experiences perceived as unique are inherently different from other tourism experiences. Similarly, tourism experiences perceived as novel can also be labeled as different from other tourism experiences. However, different tourism experiences are not necessarily unique or novel.

Authenticity

Novelty is often presented as one of the main reasons why individuals choose to travel. Nevertheless, *authenticity* is often given the same presentation by other scholars, depicted as a driving force for traveling (Kolar & Zabkar, 2010). Individuals travel to experience something genuine, real, original, interesting, attractive, and unique, which are other synonyms used when describing something authentic. Authenticity can be approached as an evaluative judgment, defined as an individual perception of how genuine a tourism experience or object is (Kolar & Zabkar, 2010, p. 655). In tourism, one often distinguishes between authenticity related to objects or existence (Wang, 1999). Where object-related authenticity refers to the perceived authenticity of tourism objects, this often includes the evaluation of objects based on their originality, realness, meaningfulness, and genuineness. Examples of objects include everything from heritage sites and activities to art and handicrafts. Existential authenticity, on the other hand, relates to the authenticity of the individual, including their experiences, perceptions, feelings, and interactions. However, other approaches to authenticity are also used, such as the constructive, postmodern, performative, and psychoanalytic approaches (Rickly, 2022).

In contrast to the literature concerning novelty, which can be applied to a wide range of tourism-related contexts, authenticity is very context-specific. Literature on authenticity in tourism often concerns culture and heritage, here including arts, souvenirs, and architecture (Rickly, 2022). This can point to why novelty and authenticity, while sharing the evaluative

aspects, are separate constructs. On the other hand, authenticity and novelty are both reasons why individuals choose to travel and should, therefore, coexist. In the belief that blending traditional authentic experiences with elements of something new can answer various individual preferences.

2.2 Antecedents and consequences of novelty

When investigating novelty in tourism, most empirical studies focus on the consequences related to novelty (Skavronskaya et al., 2019). Evaluative consequences such as satisfaction and perceived value are examples here (e.g., Duman & Mattila, 2005; Lee, Chua, & Han, 2017), but also, behavioral consequences such as loyalty are amongst the most widely studied consequences linked to novelty (e.g., Toyama & Yamada, 2012). However, results from these studies are often inconsistent due to the varying measures of novelty used, making them difficult to compare. Cognitive consequences, such as memorability, are also covered (Kim et al., 2012). However, consequences not yet explored are life outcomes that can enhance personal growth and transformation, such as well-being, life satisfaction, and happiness (Kwon & Lee, 2020; McCabe & Johnson, 2013; Nawijn, 2011).

The present study has chosen to further focus on antecedents to the preference for novelty in tourism. This decision was made based on several concerns. For instance, consequences have already been extensively researched by several scholars within the tourism research community (Skavronskaya et al., 2019), but there are still mixed results. There is a potential to contribute to the gap in the novelty literature by choosing to investigate the antecedents of novelty, especially individual differences. Studying individual differences and novelty might provide a clearer understanding of why some individuals are more inclined to prefer novelty and some are not. This choice means that the consequences of giving the full interpretation of novelty are less relevant to this thesis. Nevertheless, by investigating individual differences and building a stronger foundation of novelty, this might later be applied to more accurately assess the consequences of novelty in tourism in future research.

In the literature concerning novelty, diverse antecedents are elaborated upon. Possible antecedents linked to the preference for novelty are individual differences such as facets of personality traits, here including variety seeking, sensation seeking, arousal seeking, and optimum stimulation level (McAlister, 1982; Mehrabian & Russell, 1973; Zuckerman, 1979).

However, established personality theories such as the Big Five model have received little attention (McCrae & John, 1992). More recent approaches to personality, such as consumer innovativeness, are also possible antecedents (Kaushik & Rahman, 2014). Within individual differences, personal values are also relevant, as they depict the motivational goals of individuals (Schwartz, 2012). Another stream of possible antecedents to the preference for novelty is self-constructs, such as self-image, self-identity, and self-efficacy (Bandura, 1997; Hosany & Martin, 2012; Stryker & Burke, 2000). Lastly, external factors also have a significant role in shaping the evaluation of novelty in tourism, such as physical elements, social interactions, creative components, sensory stimuli, and information (Bavik & Kuo, 2022; Blomstervik, Prebensen, Campos, & Pinto, 2021; Buzova, Sanz-Blas, & Cervera-Taulet, 2021; Dedeoglu, Bilgihan, Ye, Buonincontri, & Okumus, 2018).

Among the antecedents related to novelty, individual differences are yet to be explored. Here, personality traits and personal values stand out as possible extensions to the understanding of novelty in tourism. The following section will focus on the individual differences associated with novelty, including personality traits such as variety seeking and sensation seeking, together with personal values. However, the thesis chooses to focus on personal values as they are believed to guide and motivate deliberate and planned behaviors and are adaptable to specific contexts such as tourism. Lastly, different approaches to personal values are discussed, justifying why the approach of Schwartz (2012) is chosen as the foundation of the present research.

2.2.1 Personality traits

Personality traits are highly relevant and explored as antecedents related to novelty in tourism research. These traits can be defined as stable individual differences that guide individuals' ways of thinking, feeling, and behaving (Soto & John, 2017, p. 117). A review article by Cohen et al. (2014) shows that research on personality traits in tourism behavior mostly focuses on specific personality traits (e.g., sensation seeking) rather than using well-established theoretical frameworks such as the Big Five model (McCrae & John, 1992), with few exceptions (Leung & Law, 2010). In research concerning novelty, personality traits linked to seeking variety, sensation, arousal, and optimum stimulation are most frequently used as antecedents to novelty in tourism (e.g., Bello & Etzel, 1985; Evren, Şimşek Evren, & Çakıcı, 2020; Hong & Desai, 2020; Lepp & Gibson, 2008). The personality traits of sensation

seeking and variety seeking are further elaborated in the following sections because those constructs are most relevant for the preference for novelty and related to the openness to change value dimension in Schwartz's (2012) personal value theory.

Variety seeking

Variety seeking is described as “the tendency of individuals to seek diversity in their choices of services or goods” (Kahn, 1995, p. 139). Behavior linked to variety seeking involves trying new experiences, exploring different options, and breaking away from routine in usual choices. There are several reasons why individuals seek variety in their choices. It can be bonded to internal factors leading to the need for diversity and it could be due to external factors induced by the market and preference uncertainty in the future (Kahn, 1995). Among the internal factors, research points to how mindset, sensory clues, emotional and physical states, individual demographics, and personality characteristics are important factors that influence variety-seeking tendencies (Zhang, 2022).

Individuals with variety-seeking tendencies are described as having a growth rather than a fixed mindset (Li & Sun, 2021). These individuals are focused on learning and acquiring new knowledge to develop their skills and competencies, which can be fulfilled by engaging in variety-seeking behavior. This aligns with earlier studies indicating how individuals engaging in variety-seeking behavior rank high in the personality trait of openness to experience (Olsen, Tudoran, Honkanen, & Verplanken, 2016). As these individuals are more inclined to choose variety in their choices because of their curiosity, willingness to try new things, and openness to new situations (McCrae & John, 1992). In a tourism context, variety seeking is found to have a negative impact on individuals' intention to revisit a destination (Bigné, Sanchez, & Andreu, 2009). As individuals exhibiting variety-seeking behavior in their vacation choices are less likely to revisit a destination that they have already explored. Others point to how individuals seeking variety in their vacation choices are influenced by factors such as their curiosity, novelty, adventure, and frequency of trips (Martenson, 2018).

Even though the preference for novelty can be intertwined with seeking variety, it is possible to distinguish the two. As the preference for novelty is specifically focused on experiencing something new, and the search for variety reflects diversity in choices of experiences. This implies that individuals driven by variety seeking might not always be seeking something new

but simply want a different or diverse set of experiences, which can include both new and familiar activities in both new and familiar destinations. Meanwhile, individuals who prefer novelty might favor an entirely new experience.

Sensation seeking

Sensation seeking can be defined as “the need for varied, novel, and complex sensations and experiences and the willingness to take physical and social risks for the sake of such experiences” (Zuckerman, 1979, p. 10). Implying that both risk taking and the need for novelty are part of sensation seeking. Sensation seeking is regarded as the most researched personality trait in tourism (Cohen et al., 2014). The Brief Sensation Seeking Scale (BSSS), building on Zuckerman and developed by Hoyle, Stephenson, Palmgreen, Lorch, and Donohew (2002), is often used in tourism research because of its briefness (Litvin, 2008; Park & Stangl, 2020). The measurement includes the dimensions of experience seeking, boredom susceptibility, thrill and adventure seeking, and disinhibition.

Individuals perceived as being high sensation seekers are believed to exhibit different travel behaviors compared to individuals with low sensation seeking (Pizam et al., 2004).

Individuals high on sensation seeking prefer to travel independently, selecting the destination of their choice and planning and arranging the trip by themselves. Whereas individuals low on sensation seeking prefer organized trips, often recommended and pre-planned by a travel company. Lepp and Gibson (2008) investigated sensation seeking in relation to Cohen’s (1972) novelty-seeking typology and risk. They found that sensation seeking is positively related to the defined novelty-seeking roles of explorers and drifters, who prefer making their own travel plans and avoiding familiar package tours in line with the study by Pizam et al. (2004). More recently, Park and Stangl (2020) connected sensation seeking with augmented reality experiences and revealed that tourists who were high on sensation seeking were more satisfied with such augmented reality experiences than tourists who scored low on sensation seeking.

Building on this, the preference for novelty when traveling on vacation can be related to the trait of sensation seeking. However, it is believed that sensation seeking captures a broader range of behaviors and preferences that include not only the preference for novelty but also varied, complex, and intense experiences accompanied by a willingness to take risks

(Zuckerman, 1979). Whereas the preference for novelty can be narrower, as the preference for something new does not necessarily involve risk. As an example, individuals preferring novelty might prefer to visit new destinations, experience a new culture, try new foods, or visit historical buildings they have not seen before. Where the focus is on experiencing something new and not including elements of risk. Individuals high on sensation seeking might choose the same destination every year, offering extreme sports or activities related to high adrenaline. Where the focus is on experiencing something related to risks, not whether it is new or familiar.

2.2.2 Personal values

Personal values can be defined as “broad desirable goals that motivate people’s actions and serve as guiding principles in their lives” (Sagiv & Schwartz, 2022, p. 518). In the context of tourism, personal values have long been linked to travel motivation, choices, behaviors, and benefits (Jiang, Scott, & Ding, 2015; Lee, Soutar, Daly, & Louviere, 2011; Li & Cai, 2012; Mehmetoglu, Hines, Graumann, & Greibrokk, 2010; Weeden, 2011). More recent studies indicate that individuals tend to prefer vacations and destinations that align with their value structures (Ye, Lee, Sneddon, & Soutar, 2020; Ye, Soutar, Sneddon, & Lee, 2017). Extensive research also connects personal values with tourists’ environmental behaviors (Ahmad, Kim, Anwer, & Zhuang, 2020; Ballantyne, Hughes, Lee, Packer, & Sneddon, 2018, 2021). Another stream of research within hospitality examines the role of personal values from the employees’ perspective rather than that of the tourists (Saito, Solnet, Robinson, & Paulsen, 2021). Recent reviews highlight the connection between personal values and the specific context of tourism, particularly in relation to sustainable and pro-environmental behavior (Lee, Jo, Koo, & Lee, 2022; Passafaro & Vecchione, 2022). However, there is a call for more research linking personal values with broader contexts within tourism (Kim, 2020) and in association with novelty (Maghrifani et al., 2024).

Personal values and personality traits have often been discussed together, as they both represent important psychological general individual characteristics that guide their attitudes, perceptions, and behavior (Parks-Leduc, Feldman, & Bardi, 2015). In a meta-analysis investigating the relationship between the ten personal values and five personality traits, Parks-Leduc et al. (2015) found relationships between the value and traits pairs of self-direction and openness, stimulation and extroversion, and conformity and conscientiousness.

This implies that personal values are more linked to the personality traits with a cognitive basis than to those with a more emotional basis.

However, personal values and personality traits differ in terms of their origins, stability, and influence on behavior (Olver & Mooradian, 2003; Roccas, Sagiv, Schwartz, & Knafo, 2002; Sagiv & Schwartz, 2022). Personal values are defined as broad desirable goals that motivate people's actions and serve as guiding principles in their lives (Sagiv & Schwartz, 2022, p. 518). Personality traits, on the other hand, are defined as enduring patterns of thoughts, feelings, and behaviors that distinguish individuals from one another (Soto & John, 2017, p. 117). Where personal values are learned and influenced by external factors, personality traits are considered more enduring characteristics and more immune to external factors (Olver & Mooradian, 2003). Similarly to this, personal values concern what is important to an individual as guiding principles in their life; personality traits, on the other hand, describe what an individual is like in terms of thoughts, feelings, and behavior (Roccas et al., 2002). Personal values are perceived as largely positive, whereas personality traits can be positive or negative (Hitlin & Piliavin, 2004). The two concepts also differ in terms of stability. Personal values are considered only relatively stable because they are influenced by external factors such as life experiences and can shift in importance. Personality traits, on the other hand, are considered stable and enduring across various situations and contexts (Sagiv & Schwartz, 2022). Both personal values and personality traits are believed to influence behavior, but personal values are more linked to behaviors under cognitive control and personality traits are associated with behavior with less cognitive control (Roccas et al., 2002). This means that planned or thought-through behaviors are influenced, to a larger extent, by personal values, whereas automatic or spontaneous behaviors are more strongly predicted by personality traits.

Both personality traits and personal values are important factors when investigating preferences for novelty when going on vacation. However, the present study focuses on personal values as they are believed to be relevant guiding principles that motivate and influence deliberate and planned behaviors, such as going on vacation. Personal values are also influenced by external factors and life experiences, meaning that they are adaptable to specific contexts such as tourism. When planning to travel on vacation, this behavior can also be linked with cognitive processes, which are also influenced by personal values. Personal values are also considered to be learned and closely related to attitudes as a theoretical construct (Schwartz, 2012). Personality traits are relevant as they define individuals; they are still closely linked to automatic and spontaneous behavior with less cognitive control.

Meaning that they might not be that relevant in contexts where decisions are made with thoughtful consideration. Building on this, personal values are chosen as the theoretical framework for understanding the relationship between individual differences and the preference for novelty and familiarity.

2.2.3 Approaches to personal values

Different approaches to personal values have been applied both in social psychology and in tourism-related contexts for decades. This includes differentiating between the labels of values, including individual values, human values, and value orientation. One of the first theories on values was developed by the scholars Vernon and Allport (1931), followed by Kluckhohn and Strodtbeck (1961), Rokeach (1973), Mitchell (1983), and (Kahle, 1983), each with their own approach to investigating personal values. Vernon and Allport (1931), as two of the earliest scholars on values, proposed the study of values. Kluckhohn and Strodtbeck (1961) later introduced variation theory by presenting the value orientation framework. This approach was applied by Watkins and Gnoth (2011) when investigating the culture related to Japanese tourism behavior. Rokeach (1973) differentiated between terminal and instrumental values, with terminal values being associated with individuals' desired end states and instrumental values referring to the means of achieving these end states. Instrumental values were later linked to destination positioning opportunities (Pike, 2012). Mitchell (1983) proposed the Values and Lifestyle (VALS) framework distinguishing between nine lifestyle groups. Kahle (1983) introduced the List of Values (LOV), comprising nine values related to life's major roles. This scale is later used in studies connecting personal values and travel motivation (Li & Cai, 2012).

Later, the Schwartz theory of basic human values (1992) evolved. This introduced ten basic human values organized into four dimensions, namely self-transcendence values, conservation values, self-enhancement values, and openness to change values. This is one of the frameworks that is mostly used in literature connecting personal values with tourism (Kim, 2020). Building on the former theory, Stern and Dietz (1994) connected the values with environmental concerns, which is used in studies depicting sustainable tourists together with attitudes and personality traits (Passafaro et al., 2015). Stern, Dietz, and Guagnano (1998) also suggested a brief inventory of values, which is a short form building on the scale by Schwartz's theory of basic human values.

The current advancement in the theory concerning personal values is the functional theory of human values and the psycho-lexical approach (De Raad et al., 2016; Gouveia, Milfont, & Guerra, 2014). The functional theory of values posits that values serve individual goals and needs, differing between values related to existence, promotion, normative, suprapersonal, excitement, and interactive (Gouveia et al., 2014). The psycho-lexical approach assumes that values are expressed in the language and lexicon of the culture, including dimensions such as interpersonal relatedness, status and respect, commitment and tradition, competence, and autonomy (De Raad et al., 2016).

The present study has chosen the theory of Schwartz (1992, 2012) when investigating personal values and preferences for novelty and familiarity. The reason for this is that the approach is an established and recognized theory both in social psychology and tourism research (Kim, 2020; Sagiv & Schwartz, 2022). This demonstrates why the theory is both relevant and applicable when studying vacation preferences. Additionally, the theory includes the value dimensions of openness to change and conservation, which are particularly important when trying to understand the preference for novelty and familiarity. The openness to change value dimension also contains elements that overlap in the personality traits of variety seeking and sensation seeking, which are often discussed in literature concerning novelty in tourism.

Table 2 Relevant approaches to personal values

Author(s)	Approach and dimensions
Vernon and Allport, 1931	Study of values: Theoretical, economic, aesthetic, social, political, and religious
Kluckhohn and Strodtbeck, 1961	Theory of variation: Nature of reality and nature, time and space, human nature, human activity, and human relationships
Rokeach, 1973	Rokeach value scale: Terminal and instrumental values
Mitchell, 1983	Values and lifestyle: Survivors, sustainers, belongers, emulators, achievers, I-am-me, experiential, societally conscious, and integrated
Kahle, 1983	List of values: Excitement, sense of belonging, security, being respected, self-fulfillment, fun and enjoyment, sense of accomplishment, self-respect, and warm relationships
Schwartz, 1992	Theory of basic human values: Self-transcendence values, conservation values, self-enhancement values, and openness to change values
Stern and Dietz, 1994	The value basis of environmental concern: Altruistic, egoistic, conservative, biospheric, and openness to change
Stern et al., 1998	Brief inventory of values: Short version of self-transcendence, self-enhancement, openness to change, and conservation
Gouveia et al., 2014	The functional theory of human values: Existence values, promotion values, normative values, suprapersonal values, excitement values, and interactive values
De Raad et al., 2016	The psycho-lexical approach: Interpersonal relatedness, status and respect, commitment and tradition, competence, and autonomy

Note: This is an extended list from Kim (2020)

2.3 Schwartz theory of personal values

This section provides an overview of Schwartz's theory of basic human values, also referred to as “personal values.” It focuses on why the two value dimensions of openness to change and conservation are highly relevant for the preferences for novelty and familiarity. Lastly, two different approaches to testing the association between personal values and preferences for novelty are elaborated upon.

2.3.1 Features and structures of values

According to the Schwartz theory of personal values, six common features can be applied to all values, which describe values as (1) desirable, (2) broad goals, (3) relatively stable, (4) justifies behavior, (5) cognitive representations, (6) ordered by importance (Sagiv & Schwartz, 2022; Schwartz, 2012). Values are desirable, meaning all values are perceived as positive and worthy goals. Further, values are described as broad goals that can be exceeded across various contexts and situations. They are relatively stable over time, which implies that the importance attributed to a value is relatively constant. Values can also be used to make sense of behavior acting as justification for choices. Additionally, values are cognitive representations, meaning individuals can deliberately act on them or choose not to. Finally, Schwartz (2012), together with Sagiv and Schwartz (2022), states that values can be ordered by their importance, meaning that individuals can rank their values depending on their significance to those individuals.

The Schwartz theory of personal values initially included seven values, which were expanded to include ten and later 19 refined values, divided into four value dimensions, namely openness to change, self-transcendence, conservation, and self-enhancement (Schwartz, 1992; Schwartz & Bilsky, 1987; Schwartz et al., 2012). The values are structured in a circular continuum based on their compatible and conflicting motivations. This means that the positioning of each value within the circle also illustrates which values share similar motivations and which have conflicting ones. Values situated close to each other, such as stimulation and self-direction, share similar motivations, but values that are far apart from these values, such as tradition and security, conflict with stimulation and self-direction (Schwartz, 2012). Compatible values can, because of this, be pursued in the same action, but conflicting values cannot. However, some suggest that individuals can have a balanced value set, ascribing high importance to conflicting value dimensions (Marengo, Monaci, & Miceli,

2017; Stieger, Götz, Wilson, Volsa, & Rentfrow, 2022). Additionally, the values themselves are seen as a continuum, which implies that the values are not necessarily distinct but can blend into each other (Sagiv & Schwartz, 2022).

2.3.2 Relevant values for novelty

For values to influence preferences and behavior, they need to be both relevant to the context and important to the individual (Schwartz, 2012; Skimina, Ciecuch, Schwartz, Davidov, & Algesheimer, 2018). Others point to mechanisms such as accessibility, interpretation, and control when discussing the association between values and behavior (Sagiv & Roccas, 2021). This emphasizes that the link between values and behavior is stronger when the values are accessible in the memory when the value makes the behavior attractive, and when the individual is in control of the behavior. With these assumptions in mind, the present study has chosen to focus on the values within the openness to change and conservation dimensions. These values are considered relevant to the individual when discussing the attitudinal preference for novelty and familiarity in a vacation context.

Choosing to investigate only the value dimensions relevant to the research aim is also approved by personal value scholars. In a commentary, Schwartz (2014) specifically touches on this, stating, “researchers can divide the circular continuum into the minimal number of values necessary to explain the phenomena that interest them” (p. 248). Nevertheless, one has to remember that the values form a continuum, meaning that they are connected and arranged based on their compatibility and conflicts, a condition that needs to be upheld (Schwartz et al., 2012). This is why the present study has chosen both the openness to change and conservation value dimensions; values within the dimensions are considered compatible, whereas the dimensions themselves are considered conflicting. Also, both are relevant to the preference for novelty and familiarity from an attitudinal perspective. The number of values and dimensions included in different studies, therefore, differs, but the selection of values relevant to the research aim is regarded as common practice by researchers (Gouveia et al., 2014).

2.3.3 Openness to change

The value dimension of “openness to change” includes self-direction, stimulation, and hedonism. Self-direction is associated with the goals of independence and exploration, stimulation reflects excitement and novelty, whereas hedonism relates to pleasure and enjoyment (Sagiv & Schwartz, 2022). In general, this dimension has a distinct personal focus with values that promote growth and being free from anxiety (Schwartz, 2012). Behaviors that have been linked to the dimensions include everyday behaviors such as going to the movies or theater, engaging in other exciting activities, and learning and reading (Schwartz & Butenko, 2014; Schwartz et al., 2017). These behaviours are associated with activities, self-development, and sensual gratification (Skimina, Ciecuch, Schwartz, Davidov, & Algesheimer, 2019).

In the tourism literature, the values within the openness to change dimension have been linked to preferences and behaviors that can be associated with novelty. Studies point to how individuals valuing openness to change seek exciting vacations with elements of learning and involvement, including unique experiences (Ballantyne et al., 2021; Ye et al., 2017). Individuals within this dimension, compared to other individuals within other value dimensions, tend to spend more on recreation activities and seek travel benefits such as experiencing something unknown and different (Lee, Evers, Sneddon, Rahn, & Schwartz, 2019; Lee et al., 2011).

Also, in the literature concerning novelty, descriptions of novelty-seeking tourists present similar characteristics to individuals with values in the openness to change dimension. For instance, tourists who prefer novelty are often described as independent tourists who arrange trips by themselves (Cohen, 1972). These are preferences and behaviors that can be activated by the value of self-direction with a desire for independent decisions, ideas, and exploration. Novel tourism experiences have also been proposed to stimulate the feeling of enjoyment by offering change from everyday life (Mitas & Bastiaansen, 2018), which is one of the main goals within the value of hedonism and stimulation.

2.3.4 Conservation

The value dimension of “conservation” comprises the values of security, conformity, and tradition. Security refers to the goal of safety and stability, conformity concerns upholding

rules and social expectations, and tradition relates to respecting religion and culture (Sagiv & Schwartz, 2022). In general, this dimension has an apparent social focus, including values that promote the protection of the self and the avoidance of anxiety (Schwartz, 2012). Everyday behaviors such as keeping schedules, obeying rules, and practicing traditions have been associated with the dimension of conservation (Schwartz & Butenko, 2014; Schwartz et al., 2017). These behaviors are represented by activities providing personal security and health and avoiding conflicts with others (Skimina et al., 2019).

When studying the dimension of conservation within the tourism context, this dimension has been associated with preferences and behaviors that can relate to familiarity. Individuals valuing conservation tend to seek well-organized vacations that include travel agencies and guided tours, which complies with their need for assurance (Maghrifani et al., 2024; Ye et al., 2017). Others find that tourists who tend to choose pre-planned package trips with a guide and avoid unpredictable elements are individuals who also value security (Watkins & Gnoth, 2011). Individuals within this dimension, compared to other individuals within other value dimensions, tend to seek travel benefits such as feeling safe and secure (Lee et al., 2011). Also, individuals valuing tradition have travel motives including mental relaxation and security (Mehmetoglu et al., 2010).

In the literature concerning familiarity in tourism, similarities can be drawn from the familiarity-seeking tourists to individuals prioritizing conservation. For example, studying familiarity-seekers, Lepp and Gibson (2003) found that these tourists were most reluctant to take risks. This is in line with the goals of conservation, seeking safety and stability. However, familiar tourists are also described as creating unique experiences based on their individual resources, skills, and competencies (Clarke & Bowen, 2018). This can be ways to achieve the values of self-direction related to independence, but also the values of conservation by upholding conformity and tradition. Figure 2 illustrates the value dimensions of conservation and openness to change.

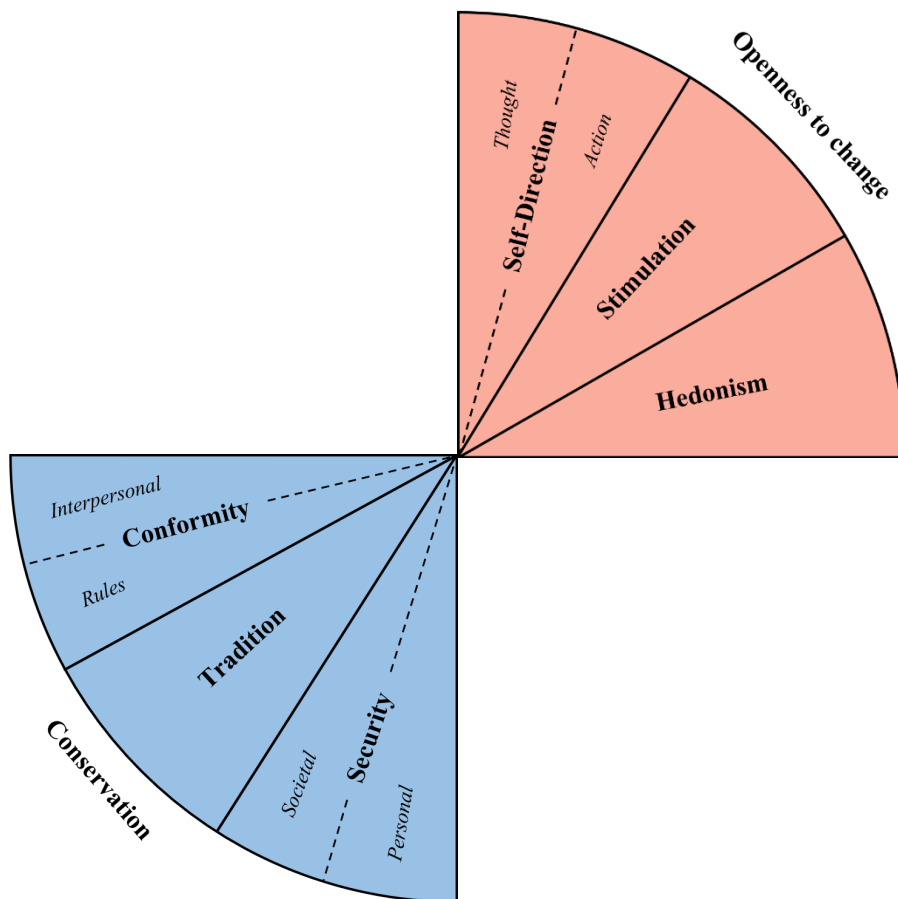


Figure 2 Conservation and openness to change dimensions adapted from Schwartz et al. (2012)

2.3.5 Variable-centered and person-centered approaches

Researchers have employed different analytic approaches to examine the association between personal values and other relevant constructs. Traditionally, *variable-centered* approaches have been prevalent, also known as *between-person* or *interindividual approaches* (Borg, Bardi, & Schwartz, 2017; Howard & Hoffman, 2018; Skimina, Ciecuch, & Revelle, 2021). These approaches focus on “describing variables and their associations across individuals” (Woo, Hofmans, Wille, & Tay, 2024, p. 454), implying that the relationships between variables are considered the same across all individuals within the population. Common methods in this approach include regression analysis and structural equation modeling. The benefits of this analytic method are its applicability to various sample sizes and the relative ease of interpreting results (Howard & Hoffman, 2018). However, limitations include a lack

of specificity and the assumption that all individuals are the same, thereby failing to capture individual differences (Howard & Hoffman, 2018).

Person-centered approaches, on the other hand, focus on “classifying individuals based on the similarity in their scores on a set of variables” (Woo et al., 2024, p. 454). These approaches, also referred to as *intraindividual or within-person approaches* (Borg et al., 2017; Gollan & Witte, 2014; Skimina et al., 2021), shift the emphasis from variables to individuals, identifying groups of individuals with similar patterns of variable relationships. This implies that the relationships between the variables are similar in one group of individuals but can differ across other groups of individuals (Howard & Hoffman, 2018). Methods commonly used in person-centered approaches include cluster analysis, latent class analysis, and latent profile analysis (Howard & Hoffman, 2018). The advantages of these methods lie in their detailed and refined understanding of the relationships between variables within and between groups.

In research on personal values, variable-centered approaches have been widely utilized to explore the relationships between personal values and other constructs. However, scholars emphasize the need to study the different individual structures of personal values (Bardi & Schwartz, 2003; Ye et al., 2017). Consequently, person-centered approaches are also gain attention in the personal values literature (Borg et al., 2017; Gollan & Witte, 2014; Magun, Rudnev, & Schmidt, 2015; Skimina et al., 2021).

2.3.6 Profiles with structures of personal values

Person-centered approaches are gaining attention in the literature regarding personal values (Borg et al., 2017; Gollan & Witte, 2014; Magun et al., 2015; Skimina et al., 2021), where individuals are grouped into clusters, classes, or profiles that share similar personal value structures. In the present thesis, profiles are used to describe these groups. The number of profiles identified often differs depending on the theoretical framework and context. Names ascribed to the profiles identified can be according to strong versus weak values or personal versus social priorities, while also using the names of the personal value dimensions (Leite et al., 2021; Magun et al., 2015).

By applying the person-centered approach, Magun et al. (2015) grouped individuals from various European countries into profiles with unique personal value structures. This investigation of value differences across countries also acknowledges that some value structures are shared among countries and others differ to a larger extent. Leite et al. (2021) also applied the approach identifying profiles with unique value structures, finding that the profiles also had different demographic characteristics and differed in their subjective well-being. This is also adopted in tourism research, where Mehmetoglu et al. (2010) identify profiles with distinct value structures, finding that the groups differed in travel motives and preferred travel activities. More recently, Ye et al. (2020) ascribed personal values to destinations, investigating profiles that differed in their perceptions of destination values. Earlier studies applying Schwartz's (2012) personal values theory often include all four value dimensions, whereas the present thesis focuses on openness to change and conservation only, as it is suggested that these are most relevant for investigating novelty and familiarity in tourism.

3. Research philosophy and methods

The following section describes the research philosophy and methods used in the present thesis. First, an overview of the research philosophy, paradigm, and approaches is presented in order to address the coherence of the thesis between the research aim and the included papers (Krumsvik, 2022). Then, a description of the structural literature review applied in paper one follows. The sample and procedures adopted for papers two and three are then explained, including the use of structural equation modeling and latent profile analysis. After that, ethical considerations are elaborated.

3.1 Research philosophy, paradigms, and approaches

Research philosophy is “a system of beliefs and assumptions about the development of knowledge” (Saunders, Lewis, & Thornhill, 2019, p. 130). It provides a broad foundation that shapes the researcher’s perspective and informs decisions about the research paradigm and methodologies. The research paradigm is more specific, defined as a “set of basic and taken-for-granted assumptions which underwrite the frame of reference, mode of theorizing and ways of working in which a group operates” (Saunders et al., 2019, p. 140). Others have referred to the research paradigm as a worldview, pattern, framework, progress, or culture comprising beliefs, values, and assumptions about what research is and how it should be carried out (Antwi & Hamza, 2015; Guba & Lincoln, 1994). Both include making assumptions concerning the positioning of one’s own research in terms of ontology, epistemology, axiology, and methodology (Polit & Beck, 2008). Assumptions made in this thesis are presented in Table 3 and elaborated in the following sections.

Ontology concerns assumptions about the nature of reality (Saunders et al., 2019). Guiding the assumptions of the present study is the lens of objectivism rather than its contrasting lens of subjectivism. Objectivism refers to an objective reality that is independent and external from human perception and interpretations, which implies a reality that can be observed and measured (Antwi & Hamza, 2015). In contrast, subjectivism implies a reality socially constructed through individuals' perceptions and actions (Saunders et al., 2019). Related to objectivism is realism, which assumes that the world includes structures that exist independently of how individuals perceive them (Burrell & Morgan, 2019). Further, epistemology is defined as the assumptions about knowledge (Saunders et al., 2019).

Positivism guides the assumptions of the present study, which assumes that acceptable knowledge is based on observation, reason, and empirical methods that can be quantified (Antwi & Hamza, 2015). Following this, axiology includes the role of ethics and values (Saunders et al., 2019). The researcher is aware of her values and still tries to remain value-neutral so as not to bias the results. Lastly, methodology refers to how research should be conducted and knowledge obtained (Polit & Beck, 2012; Saunders et al., 2019), where the present study has chosen primary quantitative methods.

Three fundamental research approaches are used when forming conclusions and generating knowledge, depending on whether the research is testing, generating, or modifying theory (Saunders et al., 2019). They are deduction, induction, and abduction. Deduction focuses on starting with theory and testing hypotheses on data related to this. Induction goes the other way, starting with data and trying to generate or develop theory. Abduction goes back and forth by starting with data and generating or modifying theory, which is again tested with other data. The present study applies a deductive approach as it involves the development of a theory about novelty in tourism and testing the relationship between personal values and vacation preferences for novelty. This gives grounds for a structured methodology using a quantitative research design.

The thesis applies such a quantitative research design. This involves focusing on structured data collection techniques, applying survey data with numerical measurements, and analyzing relationships between factors using statistical techniques (Saunders et al., 2019).

Table 3 Overview of the research paradigm used in the thesis

Philosophical questions		The present study
<i>Ontology</i>	What is the nature of reality?	Realism
<i>Epistemology</i>	What is the relationship between the inquirer and that being studied?	Positivism
<i>Axiology</i>	What is the role of values in the inquiry?	Value neutrality
<i>Methodology</i>	How should the inquirer obtain knowledge?	Quantitative methods

Note: Table adapted from Polit and Beck (2008)

However, one could claim that the systematic quantitative literature review can position the thesis in constructivism (ontology), interpretivism (epistemology), and value awareness (axiology), arguing in favor of a mixed-method approach. But because of the review’s structural and quantitative nature, the thesis is positioned under realism (ontology), positivism (epistemology), and value neutrality (axiology). This also aligns with the quantitative design used in the two empirical papers.

3.1.1 Construct and nomological validity

The research philosophy discussed above shows the coherence of the thesis related to its research aim and included papers, but it also provides guidance when addressing the issues raised about the construct of novelty in tourism. Novelty is often studied in relation to other competing attributes, such as familiarity, uniqueness, difference, and authenticity. One could also argue that these concepts together can fall under the category of sibling constructs (Lawson & Robins, 2021). Sibling constructs are constructs that are related but are still distinct; examples here are when distinct constructs are called similar or when similar constructs are called distinct, also known as the “jingle-jangle fallacy” (Albert & Thomson, 2024). In order to address these problems, several steps are recommended related to the study research philosophy, ontology, and epistemology (Lawson & Robins, 2021), which guide how constructs are defined, measured, and framed.

When studying sibling constructs, it is recommended to provide an accurate definition of the concept being investigated, along with precise measurements (Lawson & Robins, 2021). This is why this thesis focuses on defining novelty from an attitudinal perspective and provides an updated measure of novelty in tourism within this theoretical perspective. By doing this, construct validity is ensured, referring to the degree to which a measure corresponds to the theoretical constructs it is intended to represent (Peter, 1981, p. 133). Additionally, this approach helps avoid the consequences of poor construct conceptualization linked to deficient measures (MacKenzie, 2003). Another recommendation concerns identifying the constructs within a nomological framework (Lawson & Robins, 2021). This is why personal values are tested as possible antecedents to both preferences for novelty and familiarity in order to test their difference. This ensures the nomological validity of novelty, testing the extent to which a construct relates to other constructs and focusing on the relationships (Peter, 1981). This additionally contributes to the study's statistical validity, ensuring the relationships between the variables using reliable statistical techniques (MacKenzie, 2003).

3.2 A systematic quantitative literature review

The first paper applies a systematic quantitative literature review approach as it is considered adequate to fulfill the first research aim to clarify the progress of novelty in tourism and identify possible antecedents and consequences. This approach is gaining attention in the tourism and hospitality literature (Pahlevan-Sharif, Mura, & Wijesinghe, 2019). It is considered systematic as it uses a structured process that can be traced back and replicated (Pickering & Byrne, 2014). The approach is also evaluated as quantitative, as the descriptive data regarding the concepts, methods, and theories are quantified (Pickering & Byrne, 2014).

The checklist of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) was used consistently. The PRISMA checklist consists of 27 reporting items originating from the field of medicine (Moher, Liberati, Tetzlaff, & Altman, 2009). As not all reporting items apply to social science (Pahlevan-Sharif et al., 2019), items including the risk of bias, reports of specific measures, and results (items 12–16, 19, 20, 22, and 23) were excluded. Steps taken by Petticrew and Roberts (2008), together with Pickering and Byrne (2014), were also applied. The five steps comprise (1) defining the research aim, (2) outlining the review protocol, (3) executing the literature search, (4) extracting identified literature, and

(5) synthesizing extracted literature. The review process starts with establishing the research aim, which is accounted for in the previous section.

A review protocol was established, including key search words, the election of search databases, and exclusion and inclusion criteria. The selected search terms included “novelty” and “tourism or tourist or travel or vacation.” The literature search and identification of records took place in November 2020. Seven academic databases were utilized for the search: Emerald, Google Scholar, ProQuest, Sage, ScienceDirect, Scopus, and Web of Science. Articles were sought using search terms that appeared in the title, abstract, or keywords. Only empirical papers that have been published in peer-reviewed academic journals and are written in English were included.

The search included 1,051 papers exported to EndNote X9 software; 403 duplicate papers were excluded, resulting in 648 unique articles. The papers' abstracts were screened and analyzed according to the inclusion and exclusion criteria, resulting in 102 articles. The full texts of the articles were then assessed for eligibility, and the reference lists were checked for additional articles, resulting in 86 included articles.

NVivo 12 Plus software was used to analyze the articles further, focusing on how the included papers evaluated novelty, its possible antecedents and consequences, and its progress and emphasis over the years. The bibliometric analysis was performed using VOSviewer software (van Eck & Waltman, 2010) and co-word analysis of keywords, revealing three themes.

3.3 Research design, samples, procedures, and measurements

3.3.1 Survey design

The present thesis applies a survey design, specifically a cross-sectional self-report survey, applicable to conducting descriptive and explanatory research (Saunders et al., 2019). Survey designs are also extensively used in studies concerning the structure of personal values (Sagiv & Schwartz, 2022), attitudes (Fishbein & Ajzen, 2009; Krosnick, Judd, & Wittenbrink, 2018), value-attitude relationships in general (Boer & Fischer, 2013; Parks-Leduc et al., 2015), and in tourism (Kim, 2020). They are beneficial because of their efficiency in terms of both time

and resources and are particularly useful for identifying relationships between variables (Spector, 2019), such as exploring the structure of values and attitudes (Boer & Fischer, 2013). Nevertheless, there are disadvantages related to the risk of common method variance and issues regarding causal conclusions as the variables are measured at the same time (Spector, 2019). Because of this thesis's theoretical focus on attitudes and personal values, survey design was chosen in the two empirical studies. Using the same research design when comparing the results between variable and person-centered approaches is also advantageous.

By applying a survey design, the study also takes a means of preserving replicability and validity of latent constructs used in the thesis. Replication refers to testing the reliability of a prior finding with different data (Nosek et al., 2022, p. 721), meaning that the results from one study can be confirmed in another study. By being transparent, reporting the survey used, and publishing the research results, others can replicate this same study using different data. A study is also believed to be more replicable when established theories are used (Nosek et al., 2022), which is why the present thesis applies the personal values theory by Schwartz (2012) and the established attitudinal perspective to novelty (Fishbein & Ajzen, 2009). When discussing replicability, the notion of validity is also important. Replication can also uncover sources of invalidity, for instance, if a replication reveals another result, pointing to issues with measures and differences linked to context.

3.3.2 Samples

The sample from paper two consists of 493 UK individuals collected in November 2022. The sample from paper three consists of 498 US individuals collected in December 2023. Both samples were recruited from Prolific's platform (www.prolific.co). Collecting data from Internet platforms can be challenging due to issues related to respondents' integrity and the chance of providing false and careless answers (Hays, Liu, & Kapteyn, 2015). However, the use of an Internet platform is beneficial because of its timeliness and ease of getting respondents, and participants from Prolific have proven to be more diverse, naïve, and honest than participants from other platforms such as MTurk (Peer, Brandimarte, Samat, & Acquisti, 2017). The respondents were paid based on the time they took to complete the survey.

Both samples were regarded as representative, depicting the demographic distribution from the sample country. This includes an even distribution of male and female respondents aged

between 18 and 70. The sample from the UK had a slightly higher percentage of individuals with higher education than the sample from the US.

3.3.3 Structural equation modeling

Structural equation modeling (SEM) has been described as statistical procedures for testing measurement, functional, predictive, and causal hypotheses (Bagozzi & Yi, 2012, p. 8). It is one of the multivariate statistical techniques, where one can conduct multiple analyses using a single model. Other benefits include its support in both exploratory and confirmatory research, its applicability for survey data, its accountability for the reliability of the included measures, and its relative ease of use (Bagozzi & Yi, 2012). This approach has been used in several tourism-related studies when testing theoretical models and relationships (Assaf, Tsionas, & Oh, 2018; Nunkoo, Ramkissoon, & Gursoy, 2013).

Several procedures are included in an SEM analysis. The first is the identification of the measurement model, where the latent variables (unobserved constructs) are measured by observed variables (indicators) (Anderson & Gerbing, 1988). The purpose of this model is to examine whether the model aligns with the collected data. Measurement models are validated based on confirmatory factor analysis, where a high factor loading exceeding 0.5 is preferable (Hair, Black, & Babin, 2010). Additionally, the construct's reliability and validity are confirmed with composite reliability (CR) measures beyond 0.7 and an average variance extracted (AVE) beyond 0.5 (Fornell & Larcker, 1981). Correlation matrices are also used for this purpose, where the correlations between the constructs should be below 0.7, and the square root of the AVE should exceed the value of the correlations with other constructs (Fornell & Larcker, 1981).

The second procedure is the identification of the structural model, where the relationship between the latent variables is depicted and used to test causality and hypotheses (Anderson & Gerbing, 1988). This includes defining which variables are dependent and which are independent variables. Different model fit measures are applied when evaluating the measurement and structural model to determine how well the model represents the observed data. Among these, normed chi-square (CMIN/DF), root mean square error of approximation (RMSEA), standardized root mean square residual (SRMR), and comparative fit index (CFI)

are considered common. A good fit is represented by CMIN/DF values below 5, RMSEA close to 0.06, SRMR close to 0.08, and CFI close to 0.95 (Hu & Bentler, 1999).

Structural equation modeling was applied in paper two, using a variable-centered approach. The analysis used IBM SPSS (version 29) and AMOS (version 28). The measurement model was first established by conducting a confirmatory factor analysis, where the factors were identified, and their reliability and validity were confirmed. When doing this, the nine first-order values (e.g., self-direction action) loaded on the six second-order values (e.g., self-direction), which again loaded on the two third-order value dimensions (e.g., openness to change). The procedures aligned with earlier studies conducting third-order value structures, such as the ones of Cieciuch et al. (2014) and Giménez and Tamajón (2019).

3.3.4 Latent profile analysis

Latent class analysis is a statistical method used to identify subgroups within a population based on categorical observed variables, grouping individuals with similar responses into classes (Masyn, 2013). Meanwhile, latent profile analysis groups individuals with similar responses within a population but based on continuous variables. Latent class and latent profile analysis are more beneficial than traditional K-means clustering techniques in terms of their robustness, interpretability, and flexibility (Magidson & Vermunt, 2002). Latent profile analysis and the person-centered approach are also gaining attention in the tourism literature (So, Wei, & Martin, 2021).

Latent profile analysis was performed in paper three, applying a person-centered approach. This approach is believed to complement the previously conducted study that applied a variable-centered approach. Other scholars have noted that combining these two approaches can provide different perspectives on the same phenomenon, thus advancing our understanding (Masyn, 2013). Latent profile analysis was chosen based on the continuous data applied. In this study, the respondents were grouped according to their similar personal value structures, including data from the centered means of values of self-direction, stimulation, hedonism, conformity, tradition, and security. The software Latent GOLD (version 5.10.21260) was used for this purpose. In order to determine the optimal number of latent profiles, the criteria of log-likelihood (LL), Bayesian information criterion (BIC), and Akaike information criterion (AIC) were applied (Akaike, 1974; Schwarz, 1978). It is

recommended to select the model with the lowest values on these criteria (Williams & Kibowski, 2016), but also to use general assumptions to choose a number of profiles that can be explained based on the provided theoretical foundations without overfitting the data.

T-tests were also used in paper three to uncover the profiles' different preferences for novelty and familiarity. T-tests can be described as statistical tests used to determine the likelihood that the values of numerical data variables for two independent samples or groups are different (Saunders et al., 2019, p. 672). This paper used t-tests to test whether the preference for novelty and familiarity differed within and between the groups.

3.3.5 *Measurements and construct validation*

The preference for *novelty* and *familiarity* was measured using the same approach in papers two and three. The measurement of *novelty* is developed based on Lee and Crompton's widely recognized novelty-seeking scale (1992) and the dimension of change from routine. The four items used for measuring novelty 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." This measure follows an attitudinal perspective focusing on novelty as a preference, using evaluative expressions such as "prefer," "like," "want," and "enjoy," which are also used in other measures related to novelty (e.g., Jiang et al., 2000). The evaluative expressions were only coupled with new things on vacation to focus on the core of novelty. *Familiarity* was measured following the same perspective with items such as "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." This was done to compare the two constructs and preferences. The novelty and familiarity items were assessed using a seven-point Likert scale, where 1 = "strongly disagree" and 7 = "strongly agree."

In paper two, *personal values* were measured using the Portrait Values Questionnaire (PVQ) of Schwartz et al. (2012). The scale was minorly adapted to make it easier for the respondents to answer by altering the first part of the questions using the first rather than the third person, which has also been done in other studies (e.g., Giménez & Tamajón, 2019). Openness to change was measured with six items on self-direction, three on stimulation, and three on hedonism. Conservation was measured based on six items on conformity, three on tradition,

and six on security. The personal value items were assessed using a nine-point scale, where 1 = “strongly disagree” and 9 = “strongly agree.” In paper three, personal values were measured using the same scale. However, the items were reduced to only covering the essentials for the second-order values, which is suitable for conducting latent profile analysis. This included four items on self-direction, four on stimulation, three on hedonism, four on conformity, four on tradition, and four on security.

Reliability and validity concerns were taken into consideration for both samples in papers two and three. In paper two, a measurement model was first established, including all intended items and constructs. The measurement model had 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. The factor loadings ranged between 0.625 and 0.974, with all exceeding the threshold of 0.5, accounting for convergent validity, suggesting that the items measure the intended factor. Additionally, the composite reliability (CR) was between 0.801 and 0.964, exceeding the threshold of 0.7, suggesting that the items used to measure the factors provide high internal consistency. The average variance extracted (AVE) was between 0.578 and 0.872, exceeding the threshold of 0.5. The squared root of the average variance extracted also exceeded the value of the correlations with other constructs, suggesting that the constructs differ, thus accounting for discriminant validity. The structural model used in paper two also had acceptable model fit indices: $\chi^2 = 1554.206$; $df = 544.000$; $\chi^2/df = 2.857$; CFI = 0.924; SRMR = 0.075; RMSEA = 0.061.

In paper three, a principal component analysis (PCA) identifies all the constructs in our model, explaining 77.2% of the variance in the dataset. A confirmatory factor analysis (CFA) was also performed in this paper, with factor loadings all exceeding the threshold of 0.5, accounting for construct validity, suggesting that the items measure the intended factor. The composite reliability (CR) was between 0.808 and 0.949, exceeding the threshold of 0.7, implying that the items used to measure the factors provide high internal consistency. Additionally, the average variable extracted was between 0.547 and 0.823, exceeding the threshold of 0.5, suggesting that the variance in the data is presented in the constructs. Cronbach’s alpha also exceeded the threshold of 0.7. The heterotrait-monotrait (HTMT) ratio of correlations shows whether the constructs are internally consistent and distinctively different from each other, with results below the threshold of 0.850 (Henseler, Ringle, & Sarstedt, 2015).

Table 4 presents the constructs and their estimates from the two samples. For the UK sample, the estimates from the second-order values are presented in the thesis to compare them to the US sample, even though they are not presented in the initial paper. The number of items used to measure the values also differs between the samples.

Table 4 Constructs from papers two (UK) and three (US)

Constructs	Mean (SD)		CR		AVE	
	UK	US	UK	US	UK	US
Novelty	6.097 (0.838)	6.094 (0.891)	0.964	0.949	0.872	0.823
Familiarity	4.431 (1.121)	4.475 (1.327)	0.915	0.948	0.729	0.820
Self- direction	6.856 (1.231)	7.919 (0.948)	0.878	0.834	0.783	0.560
Stimulation	6.095 (1.626)	7.099 (1.312)	0.957	0.844	0.881	0.576
Hedonism	6.325 (1.530)	7.458 (1.187)	0.954	0.808	0.875	0.586
Security	6.654 (1.527)	7.653 (1.268)	0.805	0.870	0.674	0.627
Tradition	4.375 (2.091)	5.521 (2.174)	0.905	0.924	0.875	0.752
Conformity	5.487 (1.464)	6.445 (1.611)	0.639	0.827	0.471	0.547

Notes: CR = composite reliability; AVE = average variance extracted

3.4 Ethical considerations

When conducting a research survey, ethical considerations need to be taken into account. Before both samples were collected, an application for ethical consideration was sent to the Ethics Committee of The School of Business and Economics at UiT The Arctic University of Norway. This application described the background of the studies, theories going to be used, methods with measurements and analysis, and ethical considerations. Under ethical considerations, the application described that written consent would be obtained from all participants, also confirming that no personally identifiable information would be collected. The Ethics Committee approved both applications for the studies of paper two in November 2022 and for paper three in September 2023.

The conducted research is believed to align with the General Data Protection Regulations (GDPR). Even though no personally identifiable information was collected, the data handling practices align with the principles included in the GDPR. Means were taken to ensure data protection and privacy. For example, only the minimal data necessary for the research aim were collected, and the retrieved data were only used to answer the research aim. All participants were also informed about the aim of the research, and written consent was given. Data were securely stored on work computers, and access was restricted to the research team members.

Additionally, the research followed recommendations of the Vancouver Convention relevant to this study, such as maintaining transparency and authorship criteria. Transparency was maintained in reporting the methods and analytical procedure in detail, ensuring others could interpret and verify them. All three papers have been, or are currently, under a peer review process. All authors have signed a co-authorship declaration indicating their contributions to the research.

Table 5 illustrates the coherence between the research aim and the included papers, summarizing the titles, designs, samples, data, and analyses used.

Table 5 Summary of the thesis and research papers

<i>Overarching aim</i>	To provide an attitudinal perspective of the concept of novelty in tourism and test this perspective within Schwartz's theory of personal values.		
<i>Research questions</i>	RQ1: Clarify the progress of novelty in tourism and identify possible antecedents and consequences.	RQ2: What is the influence of the values dimensions of openness to change and conservation on individuals' preferences for novelty and familiarity?	RQ3: What is the association between profiles with different personal value structures and individuals' preferences for novelty and familiarity?
	Paper 1	Paper 2	Paper 3
<i>Title</i>	Progress on novelty in tourism: An integration of personality, attitudinal and emotional theoretical foundations.	The relationship between personal values and preference for novelty: Conceptual issues and the novelty–familiarity continuum.	Balancing Novelty and Familiarity: A Person-Centered Approach to Openness to Change and Conservation Values in Tourism
<i>Design</i>	Systematic quantitative literature review	Quantitative approach, variable-centered approach	Quantitative approach, person-centered approach
<i>Sample</i>	86 empirical articles	493 individuals from the UK	498 individuals from the US
<i>Data</i>	Online databases	Survey	Survey
<i>Analysis</i>	Thematic and quantitative analysis	Structural equation modeling with third-order structure	Latent profile analysis

Note: Table adapted from Røkenes (2016)

4. Main findings and discussion

The overarching aim of this thesis has been to provide an attitudinal perspective of the concept of novelty in tourism and test this perspective within Schwartz's theory of personal values (2012). Three additional research questions were developed to guide the investigation further and better fulfill the overarching aim. Three papers are included in this thesis, which builds on a systematic quantitative literature review, a variable-centered approach with structural equation modeling, and a person-centered approach applying latent profile analysis.

The first paper provides an overview of the existing literature on novelty in tourism, with a sample of 86 empirical articles. This study provides a longitudinal analysis of the emergence of novelty in the tourism literature and places novelty within a nomological framework with antecedents and consequences (R1). Focus is also given to the theoretical perspectives of attitudes and emotions when evaluating novelty as something new, where there is a lack of consensus regarding whether novelty is bound to cognition, emotion, or both. The concept of novelty also competes with various similar attributes such as familiarity, uniqueness, difference, and authenticity. The theoretical contribution of this thesis questions whether those attributes cover the same as a novelty or can be regarded as sibling constructs (Lawson & Robins, 2021) from an attitudinal perspective. The consequences and antecedents of novelty are also acknowledged with possible extensions for further research. One discovery is the strong focus on individual differences as antecedents to novelty, with special attention to personality traits, including novelty, variation, and sensation seeking. This thesis contributes to this literature by exploring the relationship between novelty and personal values, while also applying personal values to validate the distinction between novelty and familiarity from an attitudinal perspective.

The second paper builds on the findings highlighted in the first paper. Novelty is proposed within an attitudinal perspective, along with an alternative method of measuring novelty as a preference for new things on vacation using a one-dimensional scale. The preference for familiarity is also introduced here as it is often relevant in the novelty literature and acts as a contrast. The paper questions whether novelty and familiarity are opposites on a continuum or act as independent constructs. This is then tested using a variable-centered approach (R2) within Schwartz's theory of (2012) personal values on a sample of 493 individuals from the UK. A third-order model of the value dimensions of openness to change and conservation is applied, and relationships between the values and the preferences for novelty and

familiarity are tested. Relationships between personal values and vacation preferences are established here. However, this analysis assumes that the relationships are consistent across all individuals, overlooking how individuals within the sample can also differ.

The third paper builds on the findings from paper two and tries to advance the understanding further by applying a person-centered approach (R3) to complement the findings from the variable-centered approach. The same theoretical foundation is applied to novelty from an attitudinal perspective associated with the personal value dimensions from Schwartz (2012). Profiles with different structures of personal values are identified from a sample of 498 individuals from the US. The association between these profiles is then associated with the preference for novelty and familiarity, providing a deeper understanding of the relationship between personal values and preferences for novelty and familiarity.

The three papers in this thesis build upon one another to offer an attitudinal perspective on the concept of novelty in tourism, testing this perspective within the framework of Schwartz's theory of personal values. The following section presents and discusses the findings from these three papers in relation to the proposed research questions. Additionally, it elaborates on the theoretical and practical contributions, limitations, and potential avenues for future research.

4.1 Exploring the progress of novelty in tourism

The first research question aims to clarify the progress of novelty in tourism, focusing on theoretical perspectives, related constructs, potential consequences, and antecedents. This section presents the results from paper one covering these themes, which also build the foundation for the following research questions and empirical papers.

4.1.1 Theoretical perspectives on novelty in tourism

The first paper discusses the evaluation of novelty from different theoretical perspectives and forms of evaluation. The theoretical perspectives used when evaluating novelty can be broadly divided into emotional perspectives, where novelty is something you *feel*, and attitudinal perspectives, where novelty is something you *think*. Some approaches are closely related to emotional perspectives, framing novelty as a feeling (Kim et al., 2012; Mitas &

Bastiaansen, 2018) related to escape, romance, thrill, and surprise (Duman & Mattila, 2005; Lee & Crompton, 1992; Ma et al., 2017). While other approaches focus on attitudinal perspectives, where novelty is described as a new experience (Crompton, 1979), also using other attributes such as unfamiliar, different, and unique (Kim et al., 2012; Lee & Crompton, 1992). In addition, some view novelty as a *process* that combines these perspectives by envisioning novelty as contrasting with earlier experiences and being unexpected, while also pointing to how novelty can activate emotions and lead to behavioral intention (Chen et al., 2020; Skavronskaya et al., 2020).

The theoretical perspectives have overlapping elements, making them difficult to distinguish, indicating why novelty can be evaluated from various theoretical perspectives. The thesis contributes to the literature on novelty by highlighting how these theoretical perspectives can be applied, covering potential different dimensions of novelty. However, this thesis primarily adopts the attitudinal perspective of novelty. Within this perspective, attitudes are considered evaluative summary judgments taken from affective and cognitive information related to an object (Crites et al., 1994). In this context, novelty is regarded as part of the cognitive information category and is conceptualized as a belief about tourism-related objects, including everything from destinations to activities. Aligning with the attitudinal perspective, an alternative method for measuring novelty in tourism is proposed. This scale is developed based on Lee and Crompton's widely recognized novelty-seeking scale (1992). It focuses on *novelty as a preference*, using evaluative expressions such as “prefer,” “like,” “want,” and “enjoy,” commonly employed in research on novelty (e.g., Jiang et al., 2000). These evaluative expressions are coupled with “new things on vacation,” capturing the newness and preference for novel experiences while on vacation.

While the present thesis employs the attribute “new,” others have additionally applied related concepts such as “familiarity,” “uniqueness,” and “difference”. Familiarity is often presented as the opposite of novelty (Basala & Klenosky, 2001); however, recent literature points to how novelty and familiarity represent different elements of an experience (Guan et al., 2022), where both elements contribute to the level of interest of an experience (Larsen et al., 2019). Uniqueness is related to experiences that stand out (Toral et al., 2018), and although an experience can be unique multiple times, it is only novel the first time. Different overlaps with both uniqueness and novelty and can result in both positive and negative attitudes. The thesis contributes to the literature on novelty by pointing to the issue of distinguishing novelty

from what is familiar, unique, and different. This is why familiarity as a one-dimensional attitudinal preference for something familiar is also included in the further analysis.

4.1.2 Consequences of novelty

Of the 86 papers included, 33 focus on the consequences of novelty, with the majority being published between 2010 and 2020. Consequences related to novelty are divided into four categories, namely evaluative, behavioral, cognitive, and life outcomes. Within the evaluative outcomes category, consequences include factors such as satisfaction and perceived value (e.g., Duman & Mattila, 2005; Lee et al., 2017). Behavioral consequences concern loyalty and encompass revisiting intention and intention to recommend (e.g., Toyama & Yamada, 2012). Cognitive outcomes, particularly those associated with memorability, have received extensive attention in the literature (Kim et al., 2012). Life outcomes linked to subjective well-being, including happiness, are suggested as potential extensions to the existing literature (Kwon & Lee, 2020; McCabe & Johnson, 2013; Nawijn, 2011). The thesis acknowledges the possible consequences linked to novelty but excludes this in the empirical tests, focusing on the antecedents for novelty.

4.1.3 Antecedents for novelty

In total, 31 out of the 86 papers included in this review focus on antecedents, with the majority of these being published between 2000 and 2009. To examine the proposed antecedents of novelty in tourism further, the first paper classifies these antecedents into broader categories such as personality, personal values, self-constructs, and external factors. Both existing and potential future antecedents are discussed within these categories. In previous literature on novelty, attention is given to the possible individual differences influencing the preference for novelty, but few have empirically tested these assumptions. With regard to personality, traits such as variety seeking, sensation seeking, arousal seeking, and optimum stimulation level have previously been associated with novelty, but not all have been empirically tested (McAlister, 1982; Mehrabian & Russell, 1973; Zuckerman, 1979). Potential extensions in this area include the Big Five model and consumer innovativeness (Kaushik & Rahman, 2014; McCrae & John, 1992). Additionally, research grounded in motivational theories is relevant in this context. Personal values also present opportunities for

extension, particularly within the value dimensions of openness to change and conservation (Schwartz, 2012). Within the self-construct category, constructs such as self-image, self-identity, and self-efficacy are proposed as potential areas for further exploration (Bandura, 1997; Hosany & Martin, 2012; Stryker & Burke, 2000). Another significant stream of research that can act as novelty antecedents focuses on external factors. They include physical elements, social interactions, creative components, sensory stimuli, and information that are linked to possible antecedents (Bavik & Kuo, 2022; Blomstervik et al., 2021; Buzova et al., 2021; Dedeoglu et al., 2018).

Based on the systematic quantitative literature review performed in paper one, the thesis wanted to contribute to the literature by focusing on the relationship between personal values and novelty in tourism. The established theoretical framework of Schwartz's (2012) personal values is chosen, as values are learned and cognitive in nature, aligning with the attitudinal perspective of novelty. By testing the relationship between personal values and preference for novelty and familiarity, the thesis also contributes to the literature by providing a relevant framework for testing the nomological validity of novelty and familiarity.

4.2 The influence of openness to change and conservation values on preferences for novelty and familiarity

Two of the main findings from paper one form the basis of the second research question. The first finding concerns using the attitudinal perspective when addressing novelty, while also identifying the need to distinguish novelty from other relevant constructs such as familiarity. The second finding concerns identifying personal values as relevant antecedents for novelty, while also offering a relevant framework for testing the nomological validity of the preference for novelty and familiarity. Building on this, the second research question aims to test the influence of the value dimensions of openness to change and conservation on individuals' preferences for novelty and familiarity. This question is addressed in the following section, building on the findings from paper two.

Paper two uses a variable-centered approach with structural equation modeling to investigate this relationship. This contributes to the personal values literature by testing a third-order model of the value dimensions. The variable-centered approach is particularly relevant when the aim is to identify variables and test the relationship between these variables (Woo et al.,

2024), thus contributing to the test of nomological validity of novelty. The advantages of applying the variable-centered approach are that the results are relatively straightforward to interpret and are also suitable for different sample sizes (Howard & Hoffman, 2018). Because of this, the variable-centered approach has been used in studies exploring the relationship between personal values and other constructs (e.g., Ahmad et al., 2020; Ballantyne et al., 2018).

4.2.1 Relevant personal values

The value dimensions of openness to change and conservation were selected for this study based on their relevance when investigating preferences for novelty and familiarity. Researchers have emphasized that the association between values and behavior is stronger when the value makes the behavior attractive and when the individual controls the behavior (Sagiv & Roccas, 2021). Both openness to change and conservation are believed to make participating in novel and familiar tourism experiences attractive, which is also a behavior believed to be in the individual's control. Furthermore, it is important to consider values that uphold the requirement of maintaining the circular structure, including compatible and conflicting values (Schwartz, 2014). Focusing on the minimal set of values essential for explaining the research phenomenon aligns with common practices in the study of personal values (Gouveia et al., 2014; Schwartz, 2014).

A third-order structure is applied when testing the value dimensions of openness to change and conservation on vacation preferences. In this structure, first-order values (e.g., specific values such as personal security) are nested within second-order values (e.g., broader value categories such as security), which in turn are nested within third-order values (e.g., overarching value dimensions such as conservation). Previous attempts at conducting this kind of structure have been made by Ciecuch et al. (2014) and Giménez and Tamajón (2019). However, their studies examine the whole spectrum of personal values, which caused difficulties concerning shared value loadings across multiple dimensions. Consequently, many items had to be excluded for the model to reach model fit. In contrast, paper two of this thesis focuses exclusively on the value dimensions relevant to the preference for novelty and familiarity, namely openness to change and conservation. The risk of shared value loadings was reduced by only including two value dimensions. This contributes to the literature on

personal values by proposing a strengthened model, without having to eliminate items to avoid shared value loadings and achieve a good fit.

Table 6 presents the main associations between the values dimensions and the vacation preferences for novelty and familiarity. The main conclusion is that openness to change is highly associated with novelty in tourism.

Table 6 Relationship between personal values and vacation Preferences

Relationships	Standardized coefficients
Openness to change → Novelty	0.530**
Openness to change → Familiarity	-0.201**
Conservation → Novelty	-0.015 ^{ns}
Conservation → Familiarity	0.166*

Note. ns, not significant; ** $p < 0.001$; * $p < 0.05$

4.2.2 Openness to change highly influences the preference for novelty

The results from paper two indicate that the preference for novelty in tourism is highly influenced by the value dimension of openness to change, which includes the values of self-direction, stimulation, and hedonism. Previous literature has associated individuals who prefer novelty with a tendency to favor vacation trips that are independently planned (Cohen, 1972). This preference can be driven by the goals of self-direction, which involve wanting to make one's own decisions and having the freedom to choose (Sagiv & Schwartz, 2022). Novel tourism experiences are also believed to fulfill the need for thrill and adventure, which is central to the value of stimulation, characterized by seeking excitement and challenges (Lepp & Gibson, 2008; Sagiv & Schwartz, 2022). Additionally, novel tourism experiences often stimulate feelings of enjoyment, aligning with the value of hedonism, which emphasizes the pursuit of pleasure and enjoyment (Mitas & Bastiaansen, 2018; Sagiv & Schwartz, 2022). Vacations perceived as exciting, and involving elements of learning and engagement, are

typically regarded as novel and are generally preferred by individuals who prioritize values of openness to change (Ballantyne et al., 2021; Ye et al., 2017).

Paper two also confirms that the value dimension of openness to change has a negative influence on the preference for familiarity when traveling on vacation. This finding underlines the notion that individuals prioritizing conservation values are less likely to seek out novel or unpredictable experiences.

4.2.3 Conservation influences the preference for familiarity

The results from paper two further demonstrate that the preference for familiarity in tourism is influenced by the value dimension of conservation, which includes the values of conformity, tradition, and security (Schwartz, 2012). Familiar tourism experiences are believed to be more structured and organized, often involving travel agencies or guides. This structure can make it easier to comply with expectations and uphold rules associated with the value of conformity (Maghrifani et al., 2024; Ye et al., 2017). Additionally, familiar package trips with guides, characterized by limited, unpredictable elements, can also be appealing to individuals motivated by the value of security, providing a sense of belonging and safety (Lee et al., 2011; Watkins & Gnoth, 2011). Furthermore, travel motives such as mental relaxation and security, which can also be associated with familiarity, have been linked to the personal values of tradition (Mehmetoglu et al., 2010). Individuals who prefer familiarity in their travel experiences are also found to be more reluctant to take risks (Lepp & Gibson, 2008), which is consistent with the values within the conservation dimension.

In contrast, the present study found that the value dimension of conservation does not significantly influence the preference for novelty, either positively or negatively. This finding is noteworthy, as some studies suggest that values and behavior must align to have an influence (Ye et al., 2017).

4.2.4 Novelty and familiarity proposed as independent constructs

Another significant finding from the second paper is the interplay between preferences for novelty and familiarity. Traditionally, novelty and familiarity have been conceptualized as opposites or contrasts (Basala & Klenosky, 2001). However, more recent research suggests

that this relationship may not be so straightforward, arguing for treating novelty and familiarity as distinct constructs (Guan et al., 2022; Larsen et al., 2019; Stylidis & Terzidou, 2024; Toyama & Yamada, 2012; Øgaard et al., 2019). This study indicates that a preference for familiarity does not necessarily imply a rejection of novelty. Furthermore, it reveals that while individuals generally prefer tourism experiences that align with their personal values, some individuals do not uniformly reject experiences that conflict with those values. This suggests that even individuals with a preference for familiarity may still seek out elements of novelty during their vacations (Clarke & Bowen, 2018; Madani, Gohary, & Chan, 2020). This implies that individuals might choose a familiar destination but engage in new activities there or visit new destinations that have some familiar elements, such as similar cultures or languages.

4.3 The association between personal value structures and preferences for novelty and familiarity

The findings from paper two confirm the relationship between personal values and vacation preferences, indicating that the preferences for novelty and familiarity can act as independent constructs from a variable-centered approach. Building on this, the third research question explores the association between profiles with different personal value structures and individuals' preferences for novelty and familiarity from a person-centered approach. This question is addressed in the following section, building on the results from paper three.

Paper three answers this research question by applying a person-centered approach, dividing individuals within a sample into profiles based on how similar their answers are on a given set of variables (Woo et al., 2024). In addition to validating the nomological validity of preferences for novelty and familiarity. By applying the person-centered approach, the focus shifts from analyzing variables to examining individuals, thereby identifying similarities within groups and differences between them. The findings from paper two and the variable-centered approach confirmed the broad relationship between personal values and vacation preferences, whereas the person-centered approach complements these by offering a finer and more detailed analysis. Discovering that some individuals attribute high importance to conflicting value dimensions, which is proposed has balancing value structures in this study. This approach is widely used in personal values research and remains highly relevant for

investigating the relationship between personal values and other constructs (Borg et al., 2017; Gollan & Witte, 2014; Magun et al., 2015; Skimina et al., 2021).

4.3.1 Tradition and stimulation are the most influential values

Paper two identifies four profiles of individuals with similar personal values structures, labeled “Tradition-focused” (42.2%), “Stimulation-focused” (20.2%), “Strong” (20.7%), and “Weak” values (16.9 %). These profiles are based on the individuals’ personal values structure, including *compatible* and *conflicting* values, described in this study as *focused* and *balanced* values. The profiles with focused value structures attribute high importance to compatible values, either conservation *or* openness to change values. The profiles with balancing value structures attribute high importance to conflicting values, including both conservation *and* openness to change values. Overall, tradition and stimulation appear to be the most influential values within the two opposing value dimensions. This means these values are the most influential when differentiating between the four profiles. This finding aligns with other studies suggesting that tradition and stimulation are not typically pursued to the same extent by the same individuals (Schwartz et al., 2017). At the same time, self-direction and security are the least influential values in distinguishing the profiles. This means that these are the values where the profiles are most similar compared to other values. This could be because self-direction and security are more universally held, serving as a common ground across all individuals in the sample.

When examining vacation preferences across the different value profiles, a general preference for novelty over familiarity is evident in all profiles. This suggests a common tendency to prefer new experiences when going on vacation. However, it is important to note that the preference for familiarity is not negative or uniformly low across all profiles, as none of the profiles actively avoid or have a negative attitude toward familiarity. Rather, all profiles prefer varying degrees of familiarity alongside new experiences when traveling on vacation. Table 7 presents the different profiles' preferences for novelty and familiarity, as elaborated in the following sections.

Table 7 Profiles preferences for novelty and familiarity

Profiles (size)	Novelty (NO)	Familiarity (FA)	Mean Differences (FA-NO)	t-value	p-value
Tradition focused (42.2%)	5.893	4.713	-1.179	-11.039	< 0.001
Stimulation focused (20.2%)	6.593	3.873	-2.719	-16.967	< 0.001
Strong values (20.7%)	6.611	4.609	-2.002	-12.412	<0.001
Weak values (16.9%)	5.342	4.407	-0.935	-4.454	<.001

4.3.2 Focused value structures and preference for novelty and familiarity

Among the four identified value profiles, two of the profiles exhibit a focused value structure. They are focused on either conservation values or openness to change values. The Tradition-focused profile is the largest profile within the sample and places strong importance on conservation values, including conformity, tradition, and security, while assigning lower importance to openness to change values. Conversely, the Stimuli-focused profile attributes strong importance to openness to change values, including self-direction, stimulation, and hedonism, with less emphasis on conservation values. This means that the two profiles, to some degree, contrast each other, as they attribute high importance to opposing value dimensions. This aligns with the conceptualization of Schwartz's (2012) value circle, where certain values are compatible while others are in conflict. Paper three labels these profiles as “focused,” as they are focused on either conservation values or openness to change values.

The vacation preferences among these profiles are also closely associated with their value structures. Compared to the other profiles, the Tradition-focused profile has the highest preference for familiarity (mean score of 4.713). However, individuals within this profile still express a preference for novelty. This suggests that individuals seeking familiarity with their destinations may still be interested in incorporating elements of novelty (Clarke & Bowen, 2018, 2021). The Stimuli-focused profile also exhibits a focused vacation preference, mainly focused on novelty. This profile shows the largest mean difference between the preference for

novelty and familiarity (-2.719). The profile includes novelty-seeking individuals (Crompton, 1979) who want new experiences that can lead to unexpectedness and surprise (Skavronskaya et al., 2021). Nonetheless, this profile does not entirely reject familiarity, meaning that it also prefers elements of familiarity but at a lower level.

4.3.3 Balanced value structures and preference for novelty and familiarity

The remaining two profiles illustrate a balanced value structure at different levels. The Strong profile attributes high or strong importance to both the value dimensions of openness to change and conservation. Usually, these value dimensions are considered conflicting, as these values represent goals that are difficult to achieve at the same time. However, paper three refers to this conflict as balancing, as this profile demonstrates that some individuals attribute high importance to both value dimensions. This finding aligns with other studies suggesting that individuals can be open to new experiences while at the same time valuing conformity (Marengo et al., 2017; Stieger et al., 2022), thereby maintaining a balanced value set. On the other hand, the Weak profile exhibits low or weak importance across all values. Paper two also described this profile as having a balanced value structure but at a weaker importance level. Individuals within this group assign low importance to stimulation and tradition, which represent the two value dimensions. The value priorities within this profile are less clear, indicating an indifferent or less defined orientation toward the personal values included in this analysis.

When discussing the vacation preferences among these profiles, the strong profile shows the highest preference for novelty among all the profiles (6.611). Nonetheless, this profile also ranks second highest in preference for familiarity (4.609) compared to other profiles. This means that individuals with this profile prefer vacations that combine both new and familiar elements, aligning with the value dimensions important to them (Ballantyne et al., 2021; Maghrifani et al., 2024; Ye et al., 2017). The Weak profile, characterized by weak balancing value structures, also exhibits weak balancing vacation preferences. This profile shows the smallest mean difference between preferences for novelty and familiarity, with a score of -0.935. This means that these individuals have more balanced vacation preferences than the other profiles. This might indicate that these individuals prioritize other factors, such as convenience or availability when going on vacation.

4.4 Theoretical and practical contributions

The findings from the thesis provide theoretical contributions that can advance the literature on the vacation preferences for novelty and familiarity in tourism together with personal values. In addition, it offers implications for practitioners elaborated in the following section.

4.4.1 Main contributions to the novelty construct in the tourism literature

First, the thesis contributes to theory by conceptualizing novelty from an attitudinal theoretical perspective. This perspective includes cognitive and affective components, but the thesis positions the evaluation of novelty to fall mainly in the cognitive information category. This suggests that novelty can be understood as a subjective preference of the attribute “new” related to the tourism object, with varying degrees of valence, extremity, and arousal. The evaluation of novelty based on cognition can then activate emotional reactions or other behavioral consequences. The attitudinal theoretical perspective is also applied to operationalizing novelty. The thesis proposes a one-dimensional attitudinal scale when measuring and defining novelty as a *preference* for new things when traveling on vacation.

This thesis also explores familiarity, and theoretical contributions include proposing that novelty and familiarity are independent constructs rather than opposite ends of a spectrum. The findings from the study suggest that individuals do not exclusively prefer novel or familiar experiences but rather seek a blend that aligns with their personal values. Supporting previous literature highlighting novelty and familiarity captures different components of the experience but they are both relevant in making the experience interesting (Guan et al., 2022; Larsen et al., 2019; Stylidis & Terzidou, 2024). The study contributes to the literature on novelty in tourism by suggesting that individual preferences for novelty and familiarity can coexist and be defined and measured as independent constructs rather than on a novelty-familiarity continuum. Tables 6 and 7 above summarize the relationships between personal values and vacation preferences for familiarity and novelty identified in the thesis from two theoretical and methodological approaches. The results are complementary and suggest that preferences for novelty and familiarity have different valence, extremity, and arousal as attitudinal constructs, but not necessarily at the opposite ends of a spectrum. In addition, this thesis contributes to the literature by proposing that personal values (openness to change and conservation) in Schwartz’s (2012) theory are highly relevant antecedents to novelty in

tourism from an individual difference perspective. Relationships between personal values and novelty are underexplored in the established tourism literature (Maghrifani et al., 2024).

4.4.2 Main contributions to the personal value literature

This thesis contributes to the personal values literature in applying a variable-centered approach by testing the third-order structure of personal values in the context of vacation preferences. In this model, only the value dimensions of openness to change and conservation are included, offering a strengthened model without having to reduce items to achieve a good fit, as the value dimensions do not have the problem of shared value loadings. The variable-centered approach is complemented by the person-centered approach, as the thesis applies latent profile analysis, identifying profiles with different structures of personal values and their preference for novelty and familiarity. The two theoretical and methodological approaches complement each other as the first acknowledges the relationship between personal values and vacation preferences, and the second adds depth to this understanding, providing a more detailed explanation of this relationship.

Results from the four-profile solution describing individuals with different value structures also contribute to the personal value literature. The thesis challenges the traditional view that sees openness to change and conservation as conflicting values. The results demonstrate that some individuals can consider both value dimensions important, suggesting that individuals exhibit balancing value structures. Overall, the thesis provides theoretical insights suggesting that individuals can ascribe both weak and strong importance to the value dimensions of openness to change and conservation, while also balancing these value dimensions at different levels. It also suggests that these value structures are associated with individuals' vacation preferences where individuals can simultaneously prefer novelty and familiarity when traveling on vacation.

4.4.3 Practical implications

The findings of this study offer relevant insights for practitioners in the tourism industry, especially in developing and marketing tourism experiences that can attract diverse vacation preferences. Findings reveal that the preference for novelty and searching for something new

when going on vacation is still important for individuals. At the same time, the interpretation of what constitutes novelty varies across individuals: What is believed to be new by some individuals might not be perceived as new by others. It is, therefore, important for tourism managers to tailor tourism experiences to include different elements and levels of novelty that can appeal to various individuals and their preferences. This could be introducing new destinations in remote locations, innovative activities such as diving with whales, or accommodation options such as treehouses.

The study simultaneously reveals that familiarity, though less prominent than novelty, still plays a vital role for individuals traveling on vacation. Twice as many individuals define themselves as being in the tradition-focused profile (valuing conservation) compared to the stimulation-focused profile (valuing openness to change). Familiar elements can provide individuals with the comfort and security needed to engage with new experiences, making them more willing to explore and try something new. Tourism managers should, therefore, integrate familiar components into their offerings to create a balanced experience that appeals to individuals preferring familiarity. Importantly, the research emphasizes that novelty and familiarity are not necessarily opposites and that individuals most often prefer a combination of both novel and familiar elements when going on vacation. Managers should aim to develop tourism experiences that blend both elements, answering the needs of individuals preferring novelty, familiarity, and a mix of both. Examples here include encompassing familiar elements in new destinations, where a new resort can provide a traditional breakfast and have guides who speak the guests' language. Additionally, a familiar destination can also offer new activities, where a package trip to a well-known city might also include a trip to a new and rural village.

Moreover, the influence of personal values on vacation preferences suggests that tourism experiences should be aligned with the underlying goals of individuals. For those driven by values of openness to change, tourism companies should emphasize novelty, learning, and stimulation. This could be by highlighting elements like ecotourism adventures, cultural workshops, or local cooking classes promoting learning and personal development. Conversely, tourism companies aiming at individuals prioritizing conservation values should focus on stability, security, and safety. This could be by highlighting testimonials from repeat visitors, offering detailed descriptions of their package trips, and emphasizing safety features such as the presence of health facilities. However, the results also show that individuals have

balancing value structures that comply with balanced vacation preferences. This could mean offering more customizable itineraries where individuals could choose a blend of novel and familiar activities aligning with their preferences and personal values.

4.5 Limitations and suggestions for further research

The present thesis has specifically examined the preference for novelty within the tourism context, while also including familiarity, as the literature has a long tradition of discussing these preferences together. However, future research should expand the scope to include related constructs as attitudinal attributes, such as uniqueness, difference, and authenticity, to capture the broader picture of individuals' vacation preferences. Uniqueness, which builds on dimensions such as creative choice, avoidance of similarity, and unpopular choice, has also been explored in the tourism context (Karagöz & Uysal, 2022). The concept of difference is multifaceted and warrants further investigation by tourism scholars. Researchers could explore whether “different” implies distinct experiences or a diversity of experiences, in line with the semantics of difference as discussed by Beck (2000). Authenticity is related to what is genuine, unique, and original, and is also a reason for why individuals partake in tourism activities (Kolar & Zabkar, 2010). In this study, familiarity is applied as it often contrasts with novelty, in much the same way as how contrasts to uniqueness include the commonplace, popular, ordinary, and accepted (Tian et al., 2001). These contrasts may serve as calibration points for a broader understanding of vacation preferences.

Both cognition and emotion share elements of valence, extremity, and arousal as possible forms of evaluations of novelty in tourism, as investigated in paper one. Future research should explore and test whether, and if so, how, novelty as an attitude is causally related to both positive and negative emotional reactions. This could also include applying the framework of cognitive appraisal theory, studying novelty in tourism from a process perspective. Longitudinal studies could also be carried out to explore the development of preferences for novelty and familiarity over time, as well as studying the causal relationship between the cognitive and emotional elements of novelty.

Future research on novelty in tourism is encouraged to explore additional antecedents and consequences of novelty. While many studies have examined individual differences in the preference for novelty, there remains a gap in understanding the role of established

personality scales, such as the Big five model (McCrae & John, 1992), in influencing novelty preferences. In particular, the personality traits of openness and extraversion may be closely associated with a preference for novelty, while conscientiousness might be linked to a preference for familiarity. Additionally, the concept of consumer innovativeness is of interest, as individuals who are inclined to try new products may exhibit similar behavior when seeking novel experiences when on vacation (Kaushik & Rahman, 2014). Within the framework of personal values and vacation preferences, future research is encouraged to test the entire value circle proposed by Schwartz (2012) in relation to potential vacation preferences, as well as integrating personal values with personality traits. This would provide a broader understanding of how personal values influence tourism preferences.

Research should also consider external factors contributing to the perception of novelty. It is important to explore what makes an experience novel, especially the extent to which physical or social components of an experience contribute to the perception of novelty (Blomstervik et al., 2021; Dedeoglu et al., 2018). Moreover, sensory stimuli, including visuals, tastes, sounds, and haptics, might also contribute to how novel an experience is perceived as being (Buzova et al., 2021). Future studies could also extend beyond these factors by including broader sets of sensory and contextual elements.

As for the consequences of novelty, these have only been briefly touched upon in the present thesis. It may be advantageous to first establish a thorough understanding of the antecedents for novelty, which could then inform a more effective exploration of its consequences.

Relevant outcomes in the tourism literature include satisfaction, loyalty, and memorability. One possible extension for future research is the impact of novel tourism experiences on life outcomes, particularly in terms of contributing to individual happiness, in both the short and long term (Kwon & Lee, 2020). Examining how new experiences during vacations influence overall well-being could provide valuable insights into the broader implications of novelty in tourism (McCabe & Johnson, 2013; Nawijn, 2011).

The present thesis adopts variable- and person-centered approaches to investigate the association between personal values and novelty. This is applied to a cross-sectional self-report survey that also has its limitations in terms of bias and causality. Alternative methodological approaches could further enrich this understanding. For instance, applying the best-worst scaling methods when measuring personal values (Ye et al., 2020) could

provide other insights. This approach allows for the determination of value strength, enabling researchers to assess whether certain values have a stronger influence on particular preferences (Bardi & Schwartz, 2003; Lee et al., 2022). Additionally, experiential designs are attracting attention in the tourism literature, offering the possibility of studying actual behavior rather than self-reported preferences (Viglia & Dolnicar, 2020). They are considered beneficial for establishing relationships between cause and effect, and applying real stakeholders can provide highly relevant insights for practitioners (Viglia & Dolnicar, 2020). Including such designs, but also longitudinal studies, could provide more robust findings regarding the relationship between personal values and novelty in tourism. The two empirical studies conducted in this thesis apply samples from the UK and the US, which provide valuable insights but also have limitations. Expanding the research to include samples from other countries and cultures would offer a better understanding of the association between personal values and novelty. This because cultural factors are likely to influence the extent to which personal values impact behavior, including vacation preferences (Roccas & Sagiv, 2010).

5. References

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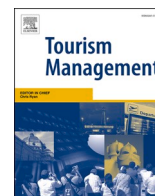
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Part 2 Appended papers

Paper 1 Publication in Tourism Management

Blomstervik, I. H., & Olsen, S. O. (2022). Progress on novelty in tourism: An integration of personality, attitudinal and emotional theoretical foundations. *Tourism Management*, 93, 104574.



Progress on novelty in tourism: An integration of personality, attitudinal and emotional theoretical foundations

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ABSTRACT

Novelty is often depicted as the essence of travelling and is gaining attention in the tourism literature. However, the understanding of novelty is diverse, with multiple theoretical perspectives and a lack of consensus regarding its definition and conceptualisation. This study integrates different theoretical perspectives and presents an extended analysis of the progress of novelty in tourism, both chronologically and thematically. The findings indicate three thematic clusters categorised based on the core of novelty, its antecedents, and consequences, evolving through different time periods. The results show that the core is mostly based on emotional appraisal attributes, is influenced by novelty-seeking personality traits, and can drive consequences including tourist satisfaction, loyalty, and value. Future research can explore an integrated theoretical perspective based on defining novelty in tourism as an attitudinal belief with varying degrees of valence, extremity, and arousal in the evaluative space, which connects novelty to other relevant antecedents and consequences.

1. Introduction

1.1. Background

Within the tourism literature, novelty is often used to describe new and different experiences (Crompton, 1979; Mitas & Bastiaansen, 2018), perceived by tourists as unfamiliar and contrasting with previous experiences (Bello & Etzel, 1985; Pearson, 1970). Other research emphasises that novelty is a multidimensional construct, comprising thrill, change from routine, boredom alleviation, and surprise (Lee & Crompton, 1992). Despite the differential conceptualizations, the search for novelty is regarded as one of the main reasons for travel (Caber & Albayrak, 2016; Crompton, 1979). There is also a common understanding that the perception of novelty is subjective or preference-based (Lepp & Gibson, 2003), and individuals preferring higher levels of novelty are often called novelty seekers (Lee & Crompton, 1992). Studies have connected novelty to emotions, where novelty can act as a trigger for both positive (Ma, Scott, Gao, & Ding, 2017) and negative emotions (Skavronskaya, Moyle, & Scott, 2020), as well as enhancing memorable tourism experiences (Kim, Ritchie, & McCormick, 2012).

Several theoretical perspectives have been applied to study novelty, such as optimum-stimulation theory (e.g. Lepp & Gibson, 2008), cognitive appraisal theory (e.g. Ma et al., 2017), push and pull

framework for motivation (e.g. Caber & Albayrak, 2016), and the memorable tourism experience (e.g. Sthapit, 2018). Novelty has been investigated in different contexts, situations, and objects, including sport tourism (Petrick, 2002), cultural tourism (Evren, Şimşek Evren, & Çakıcı, 2020), event tourism (Yoo, Lee, & Lee, 2015), cruise tourism (Chua, Lee, Goh, & Han, 2015) and simply destinations, people, and environment (Lee & Crompton, 1992). This illustrates that the concept of novelty has diverse interpretations and is imperative when investigating tourist behaviour and decision-making. The presence of novelty in multiple tourism contexts also underlines the concept's growing significance in the field.

1.2. Aims and contribution of the study

Skavronskaya, Moyle, Scott, and Kralj's (2020) recent literature review explores the link between memorable tourism experiences and novelty. They map the development of novelty within the behavioural, personality, cognitive, and neuropsychological perspectives, which offers breadth and valuable insights for tourism scholars. Following their lead, the main aim of this study is to clarify the progress of the core construct of novelty in tourism, along with identifying relevant antecedents and consequences in a nomological framework. This is done by integrating different theoretical perspectives, and this study evaluates

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the progress of novelty in tourism from 1979 to 2020, emphasising three themes evolving through different time periods. Future research concentrating on the nomological framework of the construct of novelty connected to theory and scale development is suggested to help advance the construct by integrating different theoretical perspectives.

Subsequently, this study contributes to the existing literature by applying theoretical lenses and placing novelty in a nomological framework, which offers a new and relevant understanding of the core of novelty and extensions of its antecedents and consequences. First, the literature defines the core attributes of novelty in tourism within the cognitive appraisal and emotional literature (Skavronskaya, Moyle, & Scott, 2020) as a trigger for emotion and memory. This study questions whether the core of novelty can also be defined and measured as an attitudinal belief: a subjective probability that a tourism object (e.g. experience, activity, destination) is novel. That is, the core of novelty is individuals' subjective expectations and evaluation of the novelty attributes of an object, and has within the attitudinal framework (Eagly & Chaiken, 1993; Fishbein & Ajzen, 2009) different degrees of valence, extremity, and arousal. This indicates that in some situations, for some individuals and tourism objects, novelty is positive, important, preferred, favourable, strong, accessible, and available in memory, or vice versa. All these characteristics of novelty—as an attitudinal belief—can influence global evaluations of attitude, satisfaction, emotions, intention, and behavioural outcomes. Theories concerning attitudes in tourism are often used in research concerning residents' attitudes towards tourists (Tse & Tung, 2022), but is also connected to visitors' attitudes (Hadinejad, Noghan, Moyle, Scott, & Kralj, 2021), which is in line with the proposed conceptualisation of novelty.

Second, the literature mostly defines antecedents to novelty based on specific facets of personality theory dealing with variety- (e.g. Hong & Desai, 2020), sensation- (e.g. Lepp & Gibson, 2008), novelty- (e.g. Assaker & Hallak, 2013), and arousal-seeking (e.g. Bello & Etzel, 1985), or optimum-stimulation theory (e.g. Evren et al., 2020). However, few studies have empirically tested personality traits related to novelty-seeking tendencies. This study suggests that the following can contribute to a deeper understanding of the antecedents of novelty in tourism: personality traits within the Big Five framework (McCrae & Costa, 1997), including the personality characteristics of being creative (Puryear, Kettler, & Rinn, 2017) and consumer innovativeness (Kaushik & Rahman, 2014); other facets of individual differences, such as basic personal values (Schwartz, 2012), openness to experiences and conservation, self-constructs related to self-image (Giddens, 1991), self-identity (Stryker & Burke, 2000), self-efficacy (Bandura, Freeman, & Lightsey, 1999), and other attributes linked to knowledge and importance (Krosnick & Petty, 1995). Antecedents related to sensory stimuli and external factors are also gaining attention in the literature (Buzova, Sanz-Blas, & Cervera-Taulet, 2021; Lv, Li, & McCabe, 2020), and future researchers are encouraged to investigate both physical, social, and creative components related to facilitating the perception of the novelty of tourism objects.

Third, the experience economy is shifting to the transformation economy (Kirillova, Lehto, & Cai, 2017; Pine & Gilmore, 2011), where tourists seek experiences that contribute to their enhancement and transformation (Neuhofner, Celuch, & To, 2020). Furthermore, tourism experiences can contribute to life satisfaction and well-being (Diener, 1984; Diener, Emmons, Larsen, & Griffin, 1985). Therefore, factors with tourism objects that prolong life satisfaction beyond the tourism situation are required (Kwon & Lee, 2020). Others claim that tourists today seek destinations described as authentic, rebellious, original, and vibrant (Kock, 2021). Experiences described as novel are believed to contribute to those qualities, therefore ensuring that this study has both practical and theoretical relevance.

2. Methodology

To discuss and evaluate the progress in research concerning novelty,

this study followed recommendations from Moher, Liberati, Tetzlaff, and Altman (2009), Pickering and Byrne (2014), and previous studies about progress in tourism research (Faerber, Hofmann, Ahrholdt, & Schnittka, 2021; Li, Law, Xie, & Wang, 2021; Loureiro, Guerreiro, & Ali, 2020; Wut, Xu, & Wong, 2021). To find studies that fulfil the research aim and capture literature on novelty in the tourism context, 'novelty' and 'tourism or tourist or travel or vacation' were selected as search terms. The search terms had to be present in the articles' title, abstract, or keywords. Synonyms of novelty, like 'variety', 'unique', or 'new', were excluded because they can be misleading. 'Experience' was not used as a keyword in the search string to avoid missing papers that did not include 'experience' in their aforementioned sections. This could be because 'experience' has multiple synonyms in tourism literature related to various tourism activities, trips, adventures, or events. Thus, using only 'novelty' indicates our focus on the core of the construct.

The literature search and identification of records were conducted using seven academic databases, including Emerald, Google Scholar, Proquest, Sage, ScienceDirect, Scopus, and Web of Science. Only empirical papers, published in peer-reviewed academic journals, and written in English were included. This search resulted in 1051 records. The selected records were exported to EndNote X9 software for data management and further screening. The list of articles contained 403 duplicate records which were excluded, and the remaining 648 unique articles were analysed further.

The studies were screened according to the inclusion and exclusion criteria using the article's title and abstract. Records identified as reviews and research letters, studies only mentioning novelty generally without further investigation, articles using novelty to describe the paper's new scientific contribution, and articles unrelated to novelty in a tourism setting were excluded. After this, 102 articles remained.

The articles were assessed for eligibility using full-text analysis and excluded if they did not elaborate on novelty in their theoretical framework or provide a description of the understanding of novelty. Articles that measured novelty with another construct, such as novelty and knowledge or novelty and culture, were also excluded because the results could not be generalised to other tourism experiences normally treating novelty as a single construct. Finally, the reference lists in the articles were cross-referenced, which led to the inclusion of two additional articles. The last step resulted in 86 articles.

The final set of articles was imported to the NVivo 12 Plus software for data analysis, where both quantitative and qualitative results were extracted. The articles were evaluated, and selected nodes along with classifications were used to structure the findings. The subcategories were also discussed and adjusted with other researchers in a group. Initially, 10% of the papers were included in this analysis, and the categories were adjusted after the first trial analysis. Aspects important for the study were extracted, focusing on the theoretical perspectives used, and distinguishing the core evaluation of novelty to its antecedents and consequences. The 86 articles included 12 main variables, which were in turn grouped according to four classifications. The articles were assigned with a focus on either core evaluation, antecedents, consequences, or integrated studies used to analyse the longitudinal trend of novelty. The evaluation of the longitudinal trend was inspired by previous studies, including Loureiro et al. (2020) and Wut et al. (2021).

The extracted articles were imported to VOS viewer software (van Eck & Waltman, 2010) for bibliometric analysis using co-word analysis of keywords to reveal the articles' research themes and the links between them. Co-words analysis is based on the assumption that keywords represent a description of the contents of the article, where two keywords occurring in the same article can signify links between topics (Cambrosio, Limoges, Courtial, & Lavielle, 1993). Combining a sample of several articles and investigating the co-occurrences of their keywords may therefore correspond to a research theme, and the patterns and trends can be explored based on the strength between the links (Ding, Chowdhury, & Foo, 2001). We used this methodology for the thematic analysis in this study, investigating three themes. Network analysis such

as this has been applied in other tourism studies (Loureiro et al., 2020), as well as other studies conducting thematic analysis (Berbekova, Uysal, & Assaf, 2021; Dredge & Jamal, 2015).

Both the longitudinal and thematic analyses form the grounds of the future research agenda, linked to the core of novelty and its antecedents and consequences. These are presented in a nomological framework of novelty, illustrating its relationships.

3. Findings

3.1. Journals and year of publication

The extracted articles were published in 31 different academic journals (Table 1). The publication trend illustrated in Fig. 1 shows that empirical papers regarding novelty in tourism research were first published in 1979, growing in importance, especially in recent years (2016–2020, 48.9% of the sample). The methods, contexts, samples, and geographical locations used are available in the Appendix (Appendix 1–3).

3.2. Classification and longitudinal overview

Based on the 86 studies published between 1979 and 2020 in the tourism literature, 12 main variables were connected to novelty. The variables were grouped according to four classifications of novelty, namely variables connected to the core evaluation of novelty (e.g. attitudes and emotions), antecedents to novelty (e.g. motivation, risk tolerance, personality traits, and external factors), consequences to novelty (e.g. satisfaction, loyalty, value, memorability, brand equity, experiential quality, and life satisfaction), and studies integrating these classifications. The classifications are specified in Table 2 with reference to articles covering the classifications and variables.

Table 3 shows the number of published papers according to the four classifications, and this can be visualized on a timeline in Fig. 2. Prior to 2000, just eight empirical papers were published related to novelty in tourism. The first papers focused on the antecedents to novelty, with most being motivational studies that use segmentation as a tool to propose different tourists' roles and typologies. The first attempts to describe the evaluation of the core construct of novelty are also observed. Together, the seminar work by Lee and Crompton (1992) introducing the novelty-seeking scale and the international tourist role scale presented by Mo, Howard, and Havitz (1993) form the foundation of several studies related to novelty in the subsequent periods.

Between 2000 and 2009, the number of papers published that include novelty more than doubled, reaching the number of 19. The papers still focus on the antecedents to novelty comprising mostly

Table 1
List of journals that have published novelty research.

Journals	Prior 2000	2000–2009	Since 2010	Number of articles (%)
Annals of Tourism Research	4	6	1	11 (12.8%)
Asia Pacific Journal of Tourism Research		1	10	11 (12.8%)
Journal of Travel Research	4	1	6	11 (12.8%)
Tourism Management		4	4	8 (9.35%)
Tourism Analysis		1	3	4 (4.7%)
International Journal of Hospitality Management			3	3 (3.5%)
Current Issues in Tourism		1	2	3 (3.5%)
International Journal of Culture, Tourism, and Hospitality Research			3	3 (3.5%)
Journal of Travel and Tourism Marketing		2	1	3 (3.5%)
Others		3	26	29 (33.7%)
Total (%)	8	19	59	86 (100%)

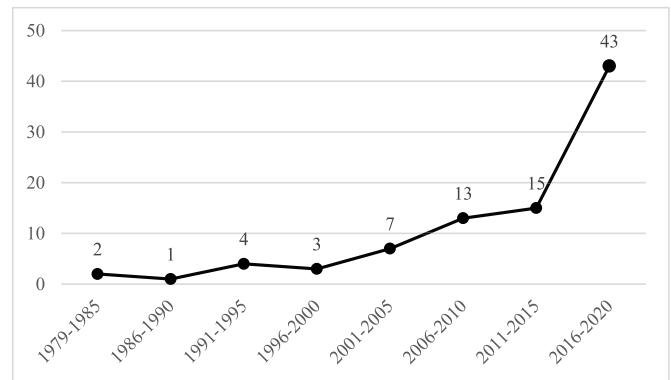


Fig. 1. Number of publications over time.

motivational studies, where the previous prosed scales and roles are verified in different tourism contexts and situations. This led to the first papers connecting other antecedents to novelty, including the personality trait of sensation seeking and risk tolerance, being added (Lepp & Gibson, 2003, 2008). This enriches the understanding of tourists preferring novelty when travelling. Further, although most studies in this period focus on antecedents, the first papers connecting consequences such as satisfaction, revisit intention, and value are introduced in the later years of this period (Jang & Feng, 2007; Williams & Soutar, 2009).

From 2010 until the present, there is an increased number of papers published on novelty, with 59 papers in total. The literature is experiencing a shift away from mostly focusing on antecedents to novelty to now uncovering more variables connected to the consequences of novelty. Special attention is given to satisfaction, loyalty, and value (Dedeoglu et al., 2018; Toyama & Yamada, 2012), but also to variables linked with brand equity, experiential quality, and life satisfaction (Chen & Yoon, 2019; Wu & Cheng, 2018; Zhang et al., 2021). Additionally, the memorability of tourism experiences is considered interesting in these years, where novelty is introduced as a driver to memorable tourism experiences, as proposed by Kim et al. (2012). Moreover, integrated studies connecting the antecedents, core evaluation, and consequences of novelty are ascertained. Towards the end of this period, a few studies attempt to describe the core evaluation of novelty with a special focus on emotions (Skavronskaya, Moyle, & Scott, 2020), leading to the introduction of external factors as antecedents to novelty; this differs from the other antecedents in past research, which focused on individual characteristics.

Building on the longitudinal analysis, the literature on novelty has developed from the beginning mostly focusing on the antecedents to novelty, including motivation, risk tolerance, and personality traits. Later, in the maturing phase, several consequences are added to the analysis, namely satisfaction, loyalty tendencies, value, memorability, brand equity, experiential quality, and life satisfaction. In the last years, and still trending, there is a growing interest in integrated studies with a focus on the core evaluation of novelty, including special attention given to emotions. Because of this current trend, the main focus of this study is finding means to further develop the integrated perspective, including the core of novelty. The variables mentioned in the classifications through the periods are presented in Table 3.

3.3. Thematic clusters of keywords

VOS viewer software (van Eck & Waltman, 2010) was used to perform a co-word analysis of the articles' keywords, with 307 keywords detected in the sample of 86 articles. Keywords with frequency >2 (38 keywords in total) were included in a co-occurrence network, which are illustrated in Fig. 3 with three thematic clusters. The circles' sizes represent the occurrence of each keyword, and the links represent the

Table 2
Classifications, variables included, and example studies.

Classifications and variables included	Description	Papers covering the classifications and variables
<i>Core centred</i>		
Attribute	Attribute with the tourism object, such as new, different, and unusual.	Zhang, Li, Liu, Shen, and Li (2021); Chang, Shu, and King (2014), Lee and Crompton (1992).
Emotion	Degree of affective or feeling reactions related to the evaluation of a tourism object.	Ma et al. (2017); Mitas and Bastiaansen (2018); Skavronskaya, Moyle, and Scott (2020).
<i>Antecedent centred</i>		
Motivation	Force driving actions to satisfy a need and restore equilibrium.	Caber and Albayrak (2016); Crompton (1979); Crompton and McKay (1997).
Risk tolerance	Risk related to potential exposure to danger in tourism situations.	Chang (2011); Lepp and Gibson (2003); Yang, Sharif, and Khoo-Lattimore (2015).
Personality traits	Stable individual differences that guide individuals' ways of thinking, feeling, and behaving.	Chark, Lam, and Fong (2020); Evren et al. (2020); Lepp and Gibson (2008).
External factors	The performance of the physical and social environment related to the tourism object.	C.-H. Chang, Gibson, and Sisson (2014); Dedeoglu, Bilgihan, Ye, Buonincontri, and Okumus (2018); Lee, Chua, and Han (2017).
<i>Consequence centred</i>		
Satisfaction	The degree to which the level of fulfilment with the tourism situation is pleasant or unpleasant.	Assaker and Hallak (2013); Toyama and Yamada (2012).
Loyalty tendencies	Include behavioural intentions, revisit intentions, and intentions to recommend tourism objects.	Albaity and Melhem (2017); Assaker, Vinzi, and O'Connor (2011); Jang and Feng (2007).
Value	Overall assessment of the utility of the tourism object on perceptions of what is received and given.	C.-H. Chang et al. (2014); Dedeoglu et al. (2018); Duman and Mattila (2005).
Memorability	When a tourism object is positively remembered and can be recalled.	Bigne, Fuentes-Medina, and Morini-Marrero (2020); Kim et al. (2012); Ye, Wei, Wen, Ying, and Tan (2021).
Brand equity	Assets linked to a brand giving greater confidence or interests compared to other brands.	Liu (2020); Zhang et al. (2021).
Experiential quality	Psychological consequences from participation in tourism activities	Wu and Cheng (2018); Wu, Cheng, and Chen (2017).
Life satisfaction	Related to subjective well-being, as the overall evaluation on life.	Chen and Yoon (2019); Drewery, Jiang, Hilbrecht, Mitas, and Jakubowitz (2016).

Table 3
Number of published papers according to classification per period.

Classification	Prior 2000	2000–2009	Since 2010
Core centred	2	0	9
Antecedent centred	6	14	11
Consequence centred	0	5	28
Integrated	0	0	11
Total	8	19	59

association between them. Cluster 1 focuses on the evaluation of novelty as it is associated with different tourism experiences linked to both emotion and memorability. Cluster 2 is characterised by articles focusing on novelty-seeking linked to motivation, which can act as an antecedent to the evaluation of novelty. Cluster 3 concentrates on the

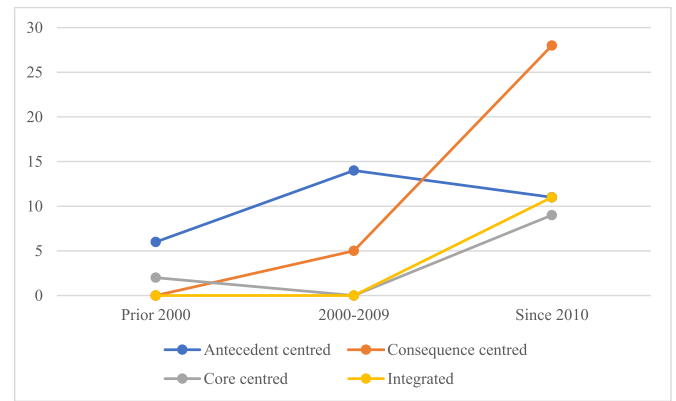


Fig. 2. Trendline illustrating number of published papers according to classification per period.

consequences of novelty, such as satisfaction, loyalty, and value. The following results highlight the findings from each cluster, explaining the content of the keywords present in the included articles.

3.3.1. Cluster 1 evaluation of novelty: attribute and emotions

Novelty is often used as an attribute to describe different tourism objects, contexts, or situations. When defining and measuring novelty as an attribute within these studies, other common synonyms such as ‘new’ (Crompton, 1979), ‘different’ (Mitas & Bastiaansen, 2018), ‘unique’ (Kim et al., 2012), ‘unfamiliar’ (Bello & Etzel, 1985), ‘unusual’ (Skavronskaya, Moyle, Scott, & Kralj, 2020), and ‘contrasting’ (Pearson, 1970) are included. Tourism objects include everything in the tourism context, from experiences to destinations. A tourism experience can be evaluated as having high or low levels of novelty, which can be perceived by the individual as positive or negative. Examples of situation-specific objects, contexts, and tourism experiences investigated are festivals and events (e.g. Richards, King, & Yeung, 2020), tourist attractions and theme parks (e.g. Chang, Shu, & King, 2014), tourist activities and travel styles (e.g. Drewery et al., 2016), and hotels and destinations (e.g. Dedeoglu et al., 2018). Lee and Crompton (1992) proposed that the perceived novelty of a destination is defined based on the perceived novelty of objects, the environment, and other individuals included in the destination. Others find that the perception of a destination’s novelty is influenced by its cultural distance (Bi & Gu, 2019), the destination’s spatial distance, and the variety of activities offered there (Hong & Desai, 2020).

Several studies apply emotional approaches when studying novelty, describing and measuring novelty as some degree of escape, romance, thrill, alleviation of boredom, or surprise (Duman & Mattila, 2005; Lee & Crompton, 1992; Ma et al., 2017). There is no universal definition of emotion in any of the disciplines that study this phenomenon (Mulligan & Scherer, 2012; Volo, 2021). Emotion feeling is a phase derived from neurobiological activity or body expression, suggested to be the key component of emotion, and plays a central role in the evolution of consciousness, awareness level, emotional schemas, memory, and behavioural tendencies (Izard, 2009). Utilizing how novelty is defined and measured in the tourism literature (Skavronskaya, Moyle, & Scott, 2020), emotions can be defined as a degree of affective or feeling reactions (appraisal, attention, and perception) related to the evaluation of a tourism-based stimulus, episode, event, or object (Barrett, Mesquita, Ochsner, & Gross, 2007; Izard, 2009). Cognitive appraisal theory is often used to explain emotions, emphasising that emotions are determined by individual evaluations and interpretations of a situation based on multiple dimensions (Roseman, Spindel, & Jose, 1990).

One of the appraisal dimensions used for evaluation is novelty or unexpectedness. Research shows that the appraisal dimension of novelty can drive both positive emotions, including delight (Ma et al., 2017; Ye

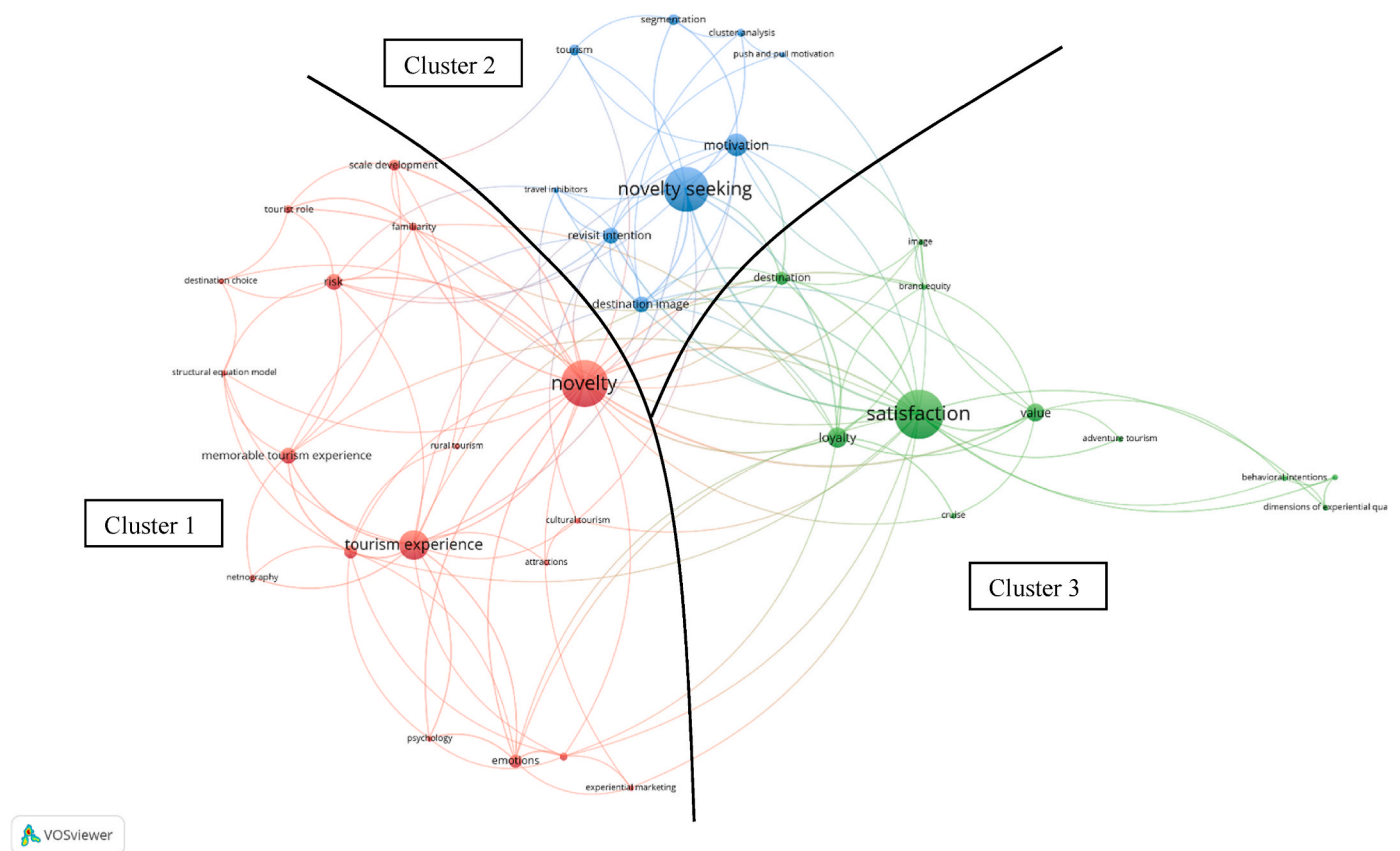


Fig. 3. Co-occurrence network of keywords with thematic clusters.

et al., 2020), emotional spark and flow (Chen, Cheng, & Kim, 2020), interest (Mitas & Bastiaansen, 2018), and surprise (Le, Pratt, Wang, Scott, & Lohmann, 2020), and negative emotions of fear, horror, and disappointment (Skavronskaya, Moyle, & Scott, 2020). Nevertheless, it is emphasised that positive emotions only occur when the novel tourism experience satisfies or realises tourists' goals (Le et al., 2020; Mitas & Bastiaansen, 2018).

3.3.2. Cluster 2 antecedents to novelty: novelty-seeking personality traits

Personality traits are often presented as antecedents to novelty (Lee & Crompton, 1992) and can be defined as stable individual differences that guide individuals' ways of thinking, feeling, and behaving (Soto & John, 2017). Traits such as sensation- (Zuckerman, 1979), arousal- (Mehrabian & Russell, 1973), and variety-seeking (McAlister, 1982) can be reflected in individuals' attraction to novelty. Sensation-seeking is associated with the need for varied, novel, and complex sensations and experiences (Zuckerman, 1979), whereas arousal-seeking is expressed as the need for novel, complex, or unpredictable situations (Mehrabian & Russell, 1973). Sensation- and arousal-seeking are scales used to measure individuals' optimum stimulation level (Steenkamp & Baumgartner, 1992), theories on which emphasise that every individual has a preferred stimulation level (Hebb, 1955; Leuba, 1955) and engages in exploratory behaviour to maintain that optimal level (Berlyne, 1960). Variety-seeking is also based on the former assumptions, but is more commonly used when studying consumption situations (McAlister, 1982). These theories form the foundation of the novelty literature, concentrating on individual differences in personality, where individuals that are more drawn to novelty are frequently called novelty seekers (Lee & Crompton, 1992), seeking stimulation through novel experiences (Bello & Etzel, 1985). Tourists can also be classified as high, medium, or low novelty seekers depending on their desire for different novelty levels (Assaker & Hallak, 2013).

Novelty-seeking is often applied in studies focusing on tourist typologies and segmentation studies. Cohen (1972) was the first to introduce four tourist roles, characterised as the organised mass tourist, individual mass tourist, explorer, and drifter; each role can be placed on a continuum of preference for high degrees of familiarity or novelty that act as opposite constructs. Lepp and Gibson (2003, 2008) applied this typology and connected the roles with the preference for risk and the personality trait of sensation-seeking. The results point to how the roles connected to familiarity are more averse to risk and prefer low sensation levels, whereas roles connected to novelty may tolerate higher risk levels and desire to seek sensations. The International Tourist Role Scale (ITR) was later developed by Mo et al. (1993), comprising the destination-oriented, travel services, and social contact dimensions, where individuals could desire different novelty or familiarity levels within each dimension. Several researchers have applied and validated the ITR scale in different tourism contexts (e.g. Basala & Klenosky, 2001; Jiang, Havitz, & O'Brien, 2000; Keng & Cheng, 1999). Lee and Crompton (1992) introduced the novelty-seeking scale, emphasising tourists' need for thrill, change from routine, boredom alleviation, and surprise. The scale is later used by other researchers in segmentation studies concerning visitors to cultural villages (Chang, Wall, & Chu, 2006), golf vacationers (Petrick, 2002), and international tourists (Weaver, McCleary, Han, & Blosser, 2009). Recent literature has connected chronotypes with novelty seeking, showing that morning types tend to be more drawn to novelty (Chark et al., 2020).

Novelty is used in research focusing on motivation as a general construct to explain tourist behaviour (Crompton, 1979). Crompton (1979) describes how tensions in the motivation system drive the actions oriented towards the satisfaction of a need and restoration of equilibrium. The motivational factors investigated in tourism are commonly divided into push and pull factors (Dann, 1977, 1981), socio-psychological factors or cultural motives (Crompton, 1979), or

escaping and seeking factors (Iso-Ahola, 1983). Novelty is commonly associated with push factors including internal drive, but it is also presented as a pull factor, acting as an attribute of the destination or experience. Researchers have later adopted and used these motivation frameworks in various contexts, with the notion of novelty being present (Caber & Albayrak, 2016; Crompton & McKay, 1997; Yoo et al., 2015; and others).

3.3.3. Cluster 3 consequences of novelty: satisfaction, loyalty tendencies, perceived value, and memorability

Studies indicate that novelty influences tourist's satisfaction and different loyalty tendencies, and the analyses of this study show that these constructs are often studied together and that there are mixed results about them in the literature (Jang & Feng, 2007; Toyama & Yamada, 2012). Several of these studies use perspectives from Oliver's (1997; 1999) cognitive-affective-intentional-behavioural hierarchy, defining satisfaction as 'the consumers' fulfilment response, the degree to which the level of fulfilment is pleasant or unpleasant' (Oliver, 1997, p. 28), whereas loyalty is described as 'a deeply held commitment to re-buy or re-purchase a preferred product/service consistently in the future' (Oliver, 1999, p. 34). This approach is similar to the belief-attitude-intention-behaviour hierarchy in classical attitude theory (Fishbein & Ajzen, 2009). Studies show how the perception of novelty can lead to tourist satisfaction, revisit intention, word of mouth, and behavioural loyalty, indicating a positive relationship among the constructs (Chua et al., 2015; Lee et al., 2017; Toyama & Yamada, 2012).

Thus, the relationships between perceived novelty, satisfaction, and different facets of loyalty are dependent on various moderators and mediators. Albaity and Melhem (2017) find that tourists who stay for a short period are more likely to return to the destination than tourists who stay for longer periods. Assaker, Vinzi, and O'Connor (2011) show that novelty leads to a lower immediate intention to revisit, but a higher intention to revisit in the future. However, Jang and Feng (2007) demonstrate that novelty does not affect short- or long-term intention to revisit, but can lead to mid-term revisit intentions. Chen and Yoon (2019) show how novelty can increase life satisfaction, which indicates that novelty has consequences beyond the tourism experience context.

Another approach to studying the consequences of the novelty of tourism experience is considering novelty a value category per se (Dedeoglu et al., 2018), or arguing about how novel tourism experiences can drive tourists' perceived value (C.-H. Chang, Gibson, & Sisson, 2014). Williams and Soutar (2009) extended the perceived value framework introduced by Sweeney and Soutar (2001), with epistemic (novelty) value conceptualised as the novelty of tourism activity and destinations. Utilizing this, Dedeoglu et al. (2018) point to how both physical and communicative elements of the hotel experience can influence tourists' perceived novelty value, which also affects behavioural intentions. C.-H. Chang, Gibson, and Sisson (2014) propose that novelty related to theme parks' physical facilities affects both utilitarian and hedonic values. Duman and Mattila's (2005) show that novelty of a cruise experience had a negative effect on perceived value, whereas Chua et al. (2015) show a positive relationship between the novelty of a cruise and perceived value.

Finally, research shows that novelty is associated with memorability, a long-term knowledge outcome of the tourism experience (Kim et al., 2012; Skavronskaya, Moyle, & Scott, 2020). In the cluster analysis, memorable is placed with studies focusing on the core of novelty because it is often studied together with emotion. Experiences providing satisfaction and quality are no longer perceived as being enough (Kim et al., 2012), as tourists today seek extraordinarily memorable experiences (Ritchie, Tung, & Ritchie, 2011). Novelty is claimed to be a central ingredient in the creation of memorable tourism experiences (MTE), along with other factors proposed by Kim et al. (2012). Although the dimensions leading to memorability differ by some degree based on research contexts, there seems to be a consensus that novel experiences are perceived to be more memorable compared to less novel experiences

(Bigne et al., 2020; Sthapit, 2018). Wei, Zhao, Zhang, and Huang (2019) develop this and demonstrate that novelty significantly affects both the recollection and vividness of memorable tourism experiences.

4. Main findings, discussion, and future research directions

This study aims to clarify the progress of the core construct of novelty in tourism, together with identifying relevant antecedents and consequences. Special focus was given to the development of novelty over time. Novelty is often used as an attribute to describe different tourism objects, contexts, or situations as *new, different, unfamiliar, unique, unusual, and contrasting*. The results from the study show that the core evaluation of novelty is primarily based on the theories on appraisal that claim that novelty can drive positive emotions (e.g. delight, spark, flow, interest, and surprise), negative emotions (e.g. fear, horror, and disappointment), and the memorability of tourism experiences. Novelty is triggered, activated, influenced, or motivated mostly by antecedents associated with novelty-specific personality traits described as arousal-, sensation-, variety-seeking, and optimal stimulation. The main consequences of novelty in the literature are tourist satisfaction, loyalty, and value.

This study argues that the notion of novelty still lacks theoretical contributions that enhance the core concept of novelty, its antecedents, and consequences, and improve the rigidity of the nomological validity of novelty in tourism. Based on the current trend in the literature concerning novelty in tourism topics related to the core of novelty, its antecedents and consequences are suggested together with new ways of defining and measuring novelty. Future research should focus on novelty from an attitudinal theoretical perspective with implications for the definition of the construct's core, how it can be operationalised in the tourist context, be activated by individual traits, motives, and other external sensory stimuli, and achieve consequences outside individual tourist satisfaction, loyalty, and value (e.g. subjective well-being and general happiness).

4.1. Defining novelty as salient informational belief

There have been various attempts to define novelty in the literature, but a lack of consensus remains. This could be because the different definitions represent different theoretical perspectives and are built on the context that they are trying to explain. This study suggests building on attitude theory to form a definition to be used across various tourism contexts and situations. In attitude theory, beliefs are the building blocks of attitudes (Eagly & Chaiken, 1993) and can be defined as the subjective probability that a certain object has a certain attribute (Fishbein & Ajzen, 2009). Beliefs can be related to object evaluation associations (Fazio, 2007), which form knowledge or information represented in memory. For instance, tourists associate Paris with the capital of France, and they can associate it with a new tourism destination, as its landscapes and food can be perceived to be different and unfamiliar. Salient beliefs that express novelty in tourism literature are 'new' (Crompton, 1979), 'different' (Mitas & Bastiaansen, 2018), 'unique' (Kim et al., 2012) 'unfamiliar' (Bello & Etzel, 1985), 'unusual' (Skavronskaya, Moyle, Scott, et al., 2020) and 'contrasting' (Pearson, 1970). As described previously, 'different' is a salient attribute for assessing novelty in tourism (Mitas & Bastiaansen, 2018), and it is associated with novelty based on information regarding food attitudes (Aikman, Crites, & Fabrigar, 2006). Thus, this study suggests that 'new', 'different', and 'unfamiliar' are core attributes associated with novelty, and questions whether 'unique', 'unusual', and 'contrasting' are novel in their core meaning. A tourism destination could be perceived as unique, but such a destination is not necessarily novel. In studies evaluating the association of food products, uniqueness is categorised in the same factor as novel and unusual (Jaeger et al., 2017). Thus, future research should investigate if and how novelty (new, different, and unfamiliar) differs from uniqueness (unique, unusual, and contrasting). Other beliefs such as

'strange', 'innovative', and 'original' could be considered as well. Consequently, this study suggests defining novelty as an attribute or belief with the tourism object that can be stored in memory as evaluative knowledge or as an association with something novel, new, different, and unfamiliar.

4.2. Measuring novelty as an attitude

When measuring novelty, former studies include components connected to tourists' preferences (e.g. liking and wanting), attitudinal aspects (e.g. positive or negative and satisfaction or dissatisfaction), and emotional components (e.g. thrill and romance). The mixed usage of components and measures has implications for the different results in these studies. Jiang et al. (2000) indicate how the scales of novelty are outdated and no longer capture the essence of how novelty is perceived today, whereas Mitas and Bastiaansen (2018) propose converting the scales used to describe individual differences in novelty and measure novel objects. This illustrates that the operationalisation of novelty is still under debate, and a well-defined measure of novelty is required.

By proposing novelty as an evaluative belief associated with a tourism object, new opportunities may appear for better ways to operationalise and measure novelty relevant for measuring all tourism objects. First, novelty is associated with something new, different, and unfamiliar. Assessing knowledge should use a combination of the 'novel', 'new', 'different', and 'unfamiliar' beliefs to cover the various associations related to the more general novelty, when it is considered an attribute.

Second, novelty is defined as a subjective probability (evaluation) that a certain tourism object is novel. This object can be anything from an experience to a destination. Thus, novelty associations can be assessed as unlikely-likely, false-true, improbable-probable, and unimportant-important (Fishbein & Ajzen, 2009).

Third, novelty has valence and extremity, indicating that for some individuals, in some contexts, and for some tourism objects, novelty is positive-negative, important-unimportant, preferred-unwanted, and strong-weak.

Fourth, depending on the strength of novelty as a new or unfamiliar belief, the evaluation of novelty can be integrated with other salient beliefs, such as expected-unexpected, usual-unusual, and unique-not unique. Novelty's importance can be evaluated relative to other salient attributes of a tourism object, such as price, availability, safety, or quality. Combining these attributes with novelty attributes can form the overall attitude towards the tourism object. Other methodological contributions, such as longitudinal studies (C. H. Chang, Gibson, & Sisson, 2014), in-depth interviews (Basala & Klenosky, 2001), and experiments (Hong & Desai, 2020) are also needed.

4.3. Core evaluation of novelty: valence, extremity, and arousal

The evaluation of novelty in the literature is built on cognitive appraisal often linked to basic emotional attributes expressing arousal (Mitas & Bastiaansen, 2018; Skavronskaya, Moyle, & Scott, 2020) and memorability (Kim et al., 2012). The literature shows how other emotions should be investigated in relation to novelty to broaden the understanding of the connection between emotions and novelty. Examples mentioned are eudaimonia (Chen & Yoon, 2019), pleasure, arousal, and dominance (Lee et al., 2017), mixed and negative emotions (Skavronskaya, Moyle, & Scott, 2020), and the relationship with goal congruence (Le et al., 2020). Based on how novelty is measured with self-reported and verbally communicated expressions of emotional states (e.g. thrill, surprise, escape), emotions are defined as a degree of affective or feeling reactions related to the evaluation of a tourism stimulus, episode, event, or object (Barrett et al., 2007; Izard, 2009). These affective or feeling reactions, like any other neurobiological activity, vary in valence, low to high extremity, and arousal.

However, one could question whether novelty is a core attribute of

the basic evaluative lexicon (Norris, Gollan, Berntson, & Cacioppo, 2010) that expresses the arousal aspect of tourists, which could activate one or several emotional reactions and possibly create satisfaction, loyalty, value, and memorable experiences. Novelty is a salient attribute used by researchers, but this does not necessarily mean that novelty is a salient attribute used by all tourists in all contexts. Rocklage and Fazio (2015) retrieved more than 10,000 attributes used in online reviews from five sources (including Tripadvisor), and novelty was not amongst the most salient 94 adjectives representing valence, extremity, and emotionality of individuals' evaluation. However, Aikman et al. (2006) identified the most pivotal and general information basis regarding food attitudes, with 'novel' being identified as one of the 61 informational beliefs. However, contractual meaning (cognition, affect, and sensory quality) was inconsistent across different foods items and categorised mostly based on the information concerning abstract cognitive qualities (in three out of six food types).

Within the evaluative space, attitudes and emotions are often discussed together (Bagozzi, Gopinath, & Nyer, 1999; Rocklage & Fazio, 2015). Global attitudes are evaluative summary judgements derived from affective or cognitive information associated with an object (Crites, Fabrigar, & Petty, 1994). Objects can include everything in the tourism context, such as experiences, destinations, activities, and people. The affective information includes feelings and emotions, and the cognitive information contains thoughts and beliefs. This study assumes that novelty falls mostly in the category of cognitive information and can be conceptualised as a belief associated with tourism objects, which can be one of several belief-forming attitudes in tourism (Fishbein & Ajzen, 2009). This notion is suitable for the propositions of this study as attitudes concerning the novelty of tourism objects can be placed on an evaluative dimension according to their valence and extremity (Zanna & Rempel, 1988). The valence represents the direction of the attitude, ranging from positive to negative, and the extremity signifies the strength of the attitude, ranging from high to low. The most popular framework for understanding the relationship between the evaluative meaning of beliefs and a more general attitude is the expectancy-value model (Eagly & Chaiken, 1993), where beliefs represent the sum of expected values of the attributes ascribed to the attitude object.

The theoretical distinction between emotions and attitudes can be difficult to identify (e.g. Bagozzi et al., 1999) because they contain components similar to each other, as attitudes contain affective information (Crites et al., 1994), and emotions can include cognitive appraisal components (Scherer, 2005). Additionally, both attitudes and emotions can be evaluated based on their valence, extremity, and arousal (Fishbein & Ajzen, 2009). Thus, the main distinctions that can be made are based on the duration (Mulligan & Scherer, 2012), intensity (Cohen & Areni, 1991) and rapidity of change (Scherer, 2005). Emotions can be considered states that last for a short period (Mulligan & Scherer, 2012), change rapidly (Scherer, 2005), are considered intense, and can be expressed physically (Bagozzi et al., 1999). Attitudes differ from emotions in that they are considered to be evaluative judgements (Cohen & Areni, 1991) and enduring beliefs that last for longer periods and are associated with a specific object (Scherer, 2005). Whether novelty should be studied from the perspective of emotions or attitudes depends on the context and purpose of the study, but this study proposes that a combination of these could be beneficial for broadening our understanding of this construct.

Thus, this study suggests that the core of novelty in tourism can be defined and measured as an attitudinal belief, a subjective probability that a tourism object (e.g. experience, activity, and destination) is novel (e.g. new, different, and unfamiliar), and individuals' subjective expectations and evaluation of novelty attributes of the object can be measured within a survey methodology. However, the degree of valence, extremity, and arousal is an empirical issue based on the object in the tourism environment and individual differences of the tourists. Thus, the integration of emotional and attitude theories we propose represents a constructive contribution to the literature, especially in the

context of survey research, the main methodology used to study novelty in tourism.

4.4. Antecedents: From personality traits towards self-constructs and multi-sensory stimuli

Core antecedents concerning novelty focus on preferences for novelty related to personality traits (e.g. Assaker et al., 2011; Lee & Crompton, 1992; Lepp & Gibson, 2008). While many studies use personality traits as a theoretical foundation, few studies have attempted to test the direct effects on novel tourism objects. Studies have for long concentrated on tourists' roles (Cohen, 1972) and typologies (Mo et al., 1993), often forming the basis of segmentation analysis (Assaker & Hallak, 2014). Researchers are encouraged to include other personality traits in their analysis (Chark et al., 2020; Lepp & Gibson, 2003, 2008) to get a broader understanding of different tourists and their need for novelty. Examples here are testing the effects of personality traits, such as sensation- (Zuckerman, 1979), arousal- (Mehrabian & Russell, 1973), and variety-seeking (McAlister, 1982), which can be seen in individuals drawn to novelty.

Additionally, personality dimensions included in the Big Five model (McCrae & Costa, 1997) are possible extensions to this analysis. For example, neuroticism is associated with the tendency to experience distress and instability, which in turn show negative affects that include anxiety, frustration, and nervous tension (McCrae & John, 1992). Openness, in contrast, has been linked to the need for intellect, variety, and experience, where individuals are believed to be curious and open to new ideas (McCrae & John, 1992). In addition, openness and extraversion are particularly related to the personality characteristic of being creative (Puryear et al., 2017). While neurotic individuals are more likely to avoid new, risky, and different situations, open individuals are more likely to seek new and different situations (Tok, 2011); here, the distinction can be made between the two regarding novelty-seeking behaviour. Further evidence is found in studies on consumer behaviour, where neuroticism is negatively associated with variety-seeking and openness is positively related to variety-seeking (Olsen, Tudoran, Honkanen, & Verplanken, 2016). Studies concerning consumer innovativeness as a personality trait offer possible extensions to this model, where innately innovative consumers have the tendency to try new products and could be considered novelty seekers (Kaushik & Rahman, 2014).

Novelty is also used in research focusing on motivation. For example, Crompton (1979) describes how tensions in the motivation system drive actions to satisfy a need and restore equilibrium. The motivational factors investigated in tourism are often divided into push and pull factors (Dann, 1977, 1981), socio-psychological factors or cultural motives (Crompton, 1979), or escaping and seeking factors (Iso-Ahola, 1983), where novelty is commonly investigated as a motivational factor (Caber & Albayrak, 2016; Crompton & McKay, 1997). In relation to this, other motives can be included in the analysis. One example is personal basic values, defined as the importance of goals as guiding principles in life (Schwartz, 2012). Openness to experiences (e.g. stimulation) is assumed to be in favour of novelty and conservation (e.g. tradition, conformity) against novelty. Additionally, self-constructs such as self-image (Hosany & Martin, 2012), self-identity (Stryker & Burke, 2000), and self-efficacy (Bandura et al., 1999) could further broaden our understanding. For example, Hosany and Martin (2012), while applying self-image congruence theory, found that the congruence between tourists' actual and ideal self-image affected their cruise experience. Meanwhile, Chang, Gibson, and Sisson (2014) studied residents and tourists in a festival context to find that involvement, including self-identity and social identity, influenced their satisfaction levels.

Following this, external factors present in the tourism environment can also act as possible antecedents to novelty. An example here is the servicescape, describing the physical surroundings formed to facilitate the behaviour of both customers and employees (Bitner, 1992). For

example, Dong and Siu (2013) found that the physical elements of a theme park are important for tourists when evaluating theme park experience. Additionally, social factors could be elaborated, as human interaction is important when facilitating tourism behaviour (Prebensen & Foss, 2011). While examining hotel experience among guests, Dedeoglu et al. (2018) discovered that social factors contributed to novelty value perceptions. Few studies have investigated the relationship between physical and social elements of novelty in tourism (e.g. Blomstervik, Prebensen, Campos, & Pinto, 2021; Dedeoglu et al., 2018), and future research is encouraged to elaborate on both dimensions. Sensory studies are gaining attention in the tourism literature, especially as sensory stimuli are proposed to have a positive impact on loyalty, perceived quality, value, and satisfaction (Lv et al., 2020). Buzova et al. (2021) recently proposed the destination sensescape index when attempting to measure the sensory stimuli perceived by tourists related to destinations. Dimensions in this index include visualscape, smell-scape, tastescape, soundscape, and hapticscape, which could also act as antecedents to novelty; future research is encouraged to test this relationship.

Novelty is also conceptually linked to creativity. For example, Sohn, Yoo, and Han (2019) have used fantasy realization theory to study the underlying process of the relationship among perceived product creativity, novelty, and uncertainty, together with purchase intention. There is a common understanding that the potential creativity of an object is evaluated based on the perception of its novelty and usefulness (Amabile & Pratt, 2016), and this understanding is also implemented in tourism research and contexts (Bavik & Kuo, 2022). Even so, there are many more perspectives in the discussion of creativity, linking the discussions about creativity to the person, process, product, and press, and describing that creativity can be potentially distinguished from creation (Walia, 2019). Considering such a hierarchical perspective, it may be that the association between creativity and novelty can be studied at several stages in our theoretical framework (Fig. 4). From the perspective of the person, it is possible that creativity and novelty may be characteristic of the same personalities which encompass variety-seeking, arousal sensation, or openness. From the perspective of the process and press, creativity and novelty may share the same features of the environment in the form of physical, social, or sensory stimuli, with outcomes related to satisfaction, and loyalty, among others. Nonetheless, because creativity is usually defined to occur in a specific environmental context and our study focuses on novelty in tourism, we suggest the use of creative stimuli as a separate external feature in our theoretical framework. However, an object can be perceived as novel, new, different, and unfamiliar, yet still not be necessarily creative. Thus, future researchers could add to the literature by integrating novelty and creativity in the same study to compare their similarities and differences.

Finally, external information about novel tourism objects can be added to the possible antecedents. This antecedent of novelty concerns new, different, and unfamiliar beliefs about tourism objects, with this new information having the potential to create new knowledge, stimulate or elaborate internal knowledge in memory, and form general attitudes, attitude strength, and other outcomes. This information can be present in the physical surroundings, communicated by tourists or other facilitators, and perceived through all individual senses. Thus, future research could use a multi-sensory marketing approach to investigate if and how external stimuli influence or activate novelty in tourism experiences (Wiedmann, Labenz, Haase, & Hennigs, 2018).

4.5. Consequences: From satisfaction towards subjective well-being

This study has discovered multiple different consequences connected to novel tourism objects, which can be grouped into evaluative, behavioural, and cognitive outcomes. The commonly used evaluative outcomes are satisfaction (e.g. Lee et al., 2017) and value (e.g. Duman & Mattila, 2005). Behavioural outcomes are related to loyalty (e.g.

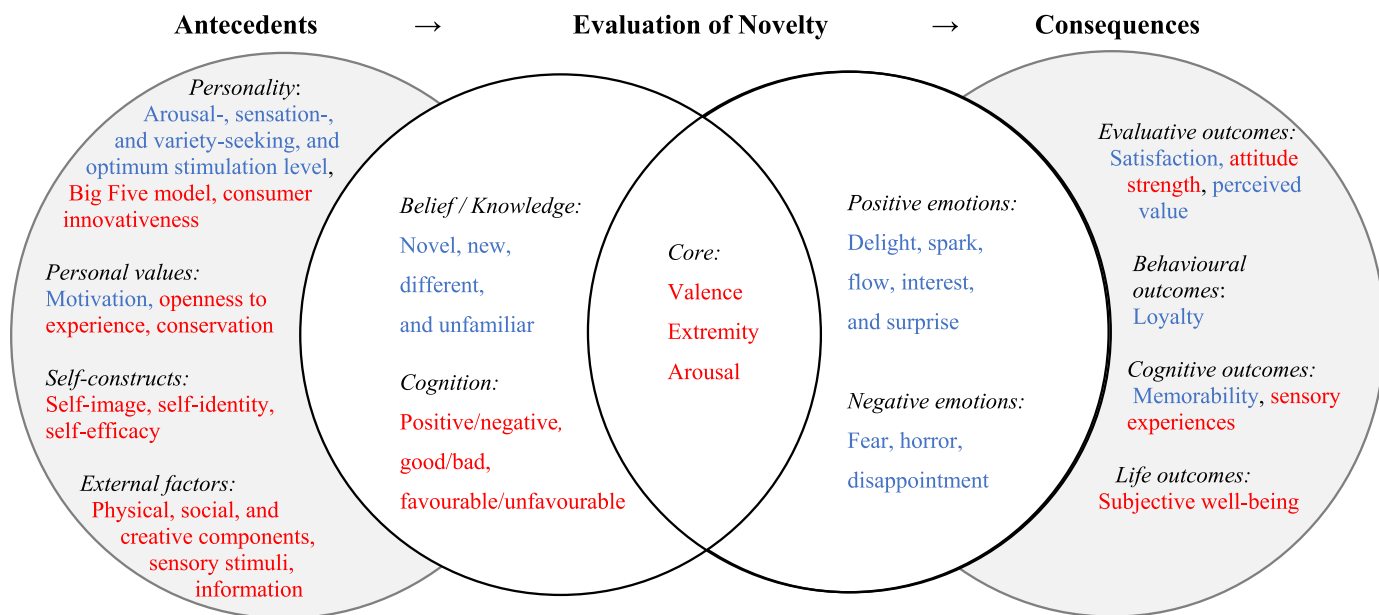


Fig. 4. Framework of the relationships between novelty and the theoretical foundations and recommendations for future research (blue: present data/red: future recommendations). (For interpretation of the references to colour in this figure legend, the reader is referred to the Web version of this article.)

Toyama & Yamada, 2012), and this notion is in line with an attitudinal framework treating general satisfaction as an attitude, wherein intention and behavioural loyalty are theoretically included as basic consequences of evaluative beliefs (Fishbein & Ajzen, 2009). Moreover, attitudes vary in strength, therefore it is possible to extend the understanding of the relationship between the evaluation of novelty and different outcomes. For example, expectancy-value models (Eagly & Chaiken, 1993; Fishbein & Ajzen, 2009)—which estimate the evaluation of different salient beliefs (including novelty) in the formation of global evaluations such as general attitude, value, or satisfaction—are other theoretical frameworks that can be used to understand the relative importance of novelty.

Cognitive outcomes can be expressed through long-term outcomes, with one example being memorable experiences (e.g. Skavronskaya, Moyle, & Scott, 2020). As experiences engaging all five senses are believed to be more memorable (Agapito, Pinto, & Mendes, 2017; Pine & Gilmore, 1998), investigating memorable experiences in relation to sensory experience could provide interesting results. Especially because the importance of the senses (sight, smell, sound, taste, and touch) on the experience is believed to vary depending on the nature of the experience (Mehraliyev, Kirilenko, & Choi, 2020). For instance, taste is considered more important in restaurant experiences (Mehraliyev et al., 2020), sound is considered more important in rural tourism contexts (Agapito et al., 2017), whereas sight is believed to be important across different contexts (Xiong, Hashim, & Murphy, 2015). Stimulating several senses is suggested to stimulate memorable experiences, satisfaction, perceived value, and loyalty (Agapito et al., 2017; Lv et al., 2020).

Additionally, studies show that novelty might have consequences beyond the tourism experience situation, including life outcomes related to subjective well-being. Chen and Yoon (2019) found that novelty seekers tend to be more satisfied with their life, and Drewery et al. (2016) found that novel tourism experiences influence the life satisfaction of individuals who prefer new and varying activities. Several recent studies have analysed if and how tourism experiences and satisfaction are positively related to subjective well-being and happiness (McCabe & Johnson, 2013; Nawijn, 2011). For example, Kwon and Lee (2020) point to how life satisfaction increases both before travelling and after returning from travel, investigating possible factors that could prolong happiness. One of the factors included is serendipity, which could be

related to uncertainty, unexpectedness, and surprise when travelling, and holds characteristics related to novel tourism objects. It would be beneficial to investigate whether novelty could act as a possible factor to prolong tourists' happiness. If, how, and why novel tourism expectations, evaluations, and experiences contribute to individuals' global well-being is a relevant and interesting issue for future research.

4.6. Framework development and future research agenda

The results from the thematic cluster analysis along with the notions for further research are shown in Fig. 4, offering a framework of novelty in tourism. This places novelty in a phenomenological order focused on the evaluation of novelty, separating the core from its antecedents and consequences. The evaluation of novelty in the framework is reflected in the results from Cluster 1, the antecedents of novelty from Cluster 2, and the consequences of novelty from Cluster 3. The lists comprising the elements of evaluation of novelty, antecedents, and consequences highlight key insights revealed in the study, but they do not provide a complete list of items. Additionally, the notions for further research are added to the framework. The elements presented in blue illustrate where the literature on novelty has developed and is currently present, while the elements in red illustrate suggestions for further research based on the current trends in the literature.

This study defines dimensions of personality as possible antecedents of novelty in tourism. These should not be included in the core definition of novelty, but be presented as possible determinants (traits, states, motivations) within a nomological or causal framework. If and how relevant these antecedents are to predict or explain novelty in tourism is an open empirical question worth exploring. However, the empirical findings presented above indicate that openness to experience and sensation-, arousal-, and variety-seeking are the most relevant antecedents, which are defined as the basic dimensions of personality and personal values. Future research recommendations are adding other dimensions of personality, creative characteristics, consumer innovativeness, dimensions of basic values, and different self-constructs to the nomological conceptual framework, in addition to external factors focusing on sensory stimuli with both physical, social, and creative components.

The evaluation of novelty can be viewed based on perspectives both

from theories on attitudes and emotions. This study proposes an alternative approach to current conceptualizations of novelty, defining this construct as an attribute or belief with the tourism object using perspectives from attitude theory (Eagly & Chaiken, 1993). Further research should integrate the cognitive and knowledge-based attitudinal belief approach with the emotional and arousal-based approach to enrich our understanding of novelty in tourism. Such an integration has both theoretical, methodological, and practical implications. The core elements of the evaluation of novelty (valence, extremity, and arousal) are the links between those two theoretical foundations of novelty. Thus, the integrated conceptual nomological framework proposes that novelty can be evaluated from a belief perspective (e.g. I think) and an emotional perspective (e.g. I feel) to cover valence, extremity, and arousal using different evaluative components. This study integrates both the attitudinal and emotional perspectives of novelty in tourism and proposes that evaluative beliefs based on new stimuli or knowledge may activate feelings (affect and emotions), albeit not under all circumstances.

This study has discovered multiple different consequences connected to novel tourism objects, which can be classified as evaluative, behavioural, cognitive, and life outcomes. General evaluative outcomes including satisfaction (e.g. Lee et al., 2017) and perceived value (e.g. Duman & Mattila, 2005) along with behavioural outcomes related to loyalty (e.g. Toyama & Yamada, 2012) are the most covered. Still, the studies show mixed results regarding these outcomes due to the measurement of novelty varying across different tourism contexts, which should be further investigated. This study recommends future research to follow the lead of Chen and Yoon (2019) and Drewery et al. (2016) and investigate the consequences of novelty related to life outcomes such as subjective well-being, life satisfaction, and happiness. This is because tourists today seek experiences that contribute to their personal enhancement and transformation (Neuhofner et al., 2020).

This study focuses primarily on the construct of novelty’s progress in tourism. Thus, our discussion about future antecedents and consequences is influenced by the attitudinal perspective, but is in no way complete and discussed in a complementary manner. Fig. 4 suggests future directions for possible antecedents and consequences that could help researchers to explore the similarity and differences in tourists’ evaluation of novelty in tourism, especially the interaction between novelty as a belief and the emotional outcomes of stimulating different consequences. Furthermore, the following Tables 4–6 present the future research agenda, showing that combining elements from possible antecedents, core evaluation, and consequences is encouraged in future integrative studies investigating novelty in tourism.

5. Limitations

Despite presenting the current state of the research concerning novelty in tourism and suggesting paths for future research, this study has certain limitations. The first round of the study process had numerous papers, including papers using novelty to describe the vividness of their research. Measures were therefore taken to reduce the number of articles and capture those that could fulfil the research aim. Due to this, some articles might have gone unnoticed and future studies should focus on this. Further, the study only included peer-reviewed empirical papers written in English, whereas works in other languages and other formats such as conference papers and book chapters were excluded. These works could have offered insights not captured in this study. They were excluded to provide consistency to the study process and ensure the quality of the results. Additionally, the suggestions for further research mainly focused on how to develop the core of novelty with perspectives from attitude theory, entailing that the suggestions in relation to the antecedents and consequences are only briefly explored and refer to general conceptualizations.

This study in particularly recommends future research to examine novelty from an attitude perspective and measure novel tourism objects

Table 4
Future research agenda on the antecedents to novelty.

Antecedents to novelty	Future research agenda
<i>Personality traits</i>	<ul style="list-style-type: none"> - Investigate the direct effect of sensation-, arousal-, and variety-seeking on the evaluation of novel tourism objects. - Investigate the personality dimensions included in the Big Five model (e.g. neuroticism and openness) in relation to novel tourism objects. - Explore how consumer innovativeness potentially impacts individual perceptions of novel tourism objects. - Study personality characteristics of being creative together with novel tourism objects.
<i>Personal values</i>	<ul style="list-style-type: none"> - Explore how personal values of openness to experiences (e.g. stimulation) and conservation (e.g. tradition and conformity) impact individual perceptions of novel tourism objects.
<i>Self-constructs</i>	<ul style="list-style-type: none"> - Study how tourism self-constructs (e.g. self-image, self-identity, and self-efficacy) influence individual perceptions of novel tourism objects.
<i>External factors</i>	<ul style="list-style-type: none"> - Investigate the physical, social, and creative factors in the external environment and their possible influence on novel tourism objects. - Examine how sensory stimuli (sight, smell, sound, taste, and touch) influence the evaluation of novel tourism objects. - Study the importance of information and knowledge related to the novelty of tourism objects. - Investigate the elements of the sensescape (visuallandscape, smellscape, tastescape, soundscape, and hapticscape) in relation to novel tourism objects, which can be compared to the more traditional servicescape elements.

Table 5
Future research agenda on the evaluation of novelty.

Evaluation of novelty	Future research agenda
<i>Attitudes</i>	<ul style="list-style-type: none"> - Measure novel tourism objects from an attitude perspective using beliefs such as new, different, and unfamiliar. - Investigate if and how novelty differs from uniqueness (unique, unusual, and contrasting). - Examine novelty with other beliefs (strange, innovative, and original).
<i>Emotions</i>	<ul style="list-style-type: none"> - Explore the link between novel tourism objects and emotions, both positive and negative.

Table 6
Future directions on the consequences of novelty.

Consequences of novelty	Future research agenda
<i>Cognitive outcomes</i>	<ul style="list-style-type: none"> - Explore the relationship between novel tourism objects and sensory experiences.
<i>Life outcomes</i>	<ul style="list-style-type: none"> - Examine the relationship between novel tourism objects and life satisfaction, using both short- and long-term methods. Additionally, the link of novel tourism objects with happiness and with goal congruency.

using beliefs such as new, different, and unfamiliar. Whether novelty differs from uniqueness including beliefs such as unique, unusual, and contrasting is also an open issue to investigate. If, when and how cognitive novelty interacts with emotional reactions are in our opinion one of the most fundamental research issues for progress on novelty in tourism. Several antecedents to novelty have been suggested for further research (see Table 4). Individual differences in sensation-, arousal-, and variety-seeking can be extended and integrated with neuroticism, openness, and conservation as antecedents to novel tourism objects. Self-constructs might also be given more attention in future studies, particularly self-image, self-identity and self-efficacy can influence individual’s perception of novel tourism objects. Investigating different effects of physical and social factors in the external environment on

novel tourism objects is also suggested. This study propose that general sensory stimuli (e.g., sight, smell, sound, taste, and touch) as well as the more specific sensescape can be useful theoretical framework for future research on novelty in tourism. The list of possible consequences related to novelty have also been extended (see Table 6). Evaluative cognitive (e.g., attitude strength and memorability), behavioral (e.g., loyalty) and happiness in life are suggested as highly relevant outcomes and consequences related to evaluation of novel tourism objects. These recommendations are implied to extend our understanding of novelty in tourism.

6. Managerial implications

The discussion concerning novelty in this study offers additional insights for practitioners. We have witnessed a shift from the experience economy to the transformation economy (Kirillova et al., 2017; Pine & Gilmore, 2011), where tourists today seek experiences that contribute to their personal enhancement and transformation (Neuhofer et al., 2020). Novel tourism objects or experiences are believed to answer this need, and managers should strive to pursue them. As novelty influences outcomes relevant to the industry (e.g. satisfaction, word of mouth intention, and revisit intention), managers should provide novel tourism objects, including destinations, hotels, tourism activities, and experiences. There is also growing interest in the field of sustainable tourism (Ruhanen, Weiler, Moyle, & McLennan, 2015). However, despite tourists showing positive attitudes towards sustainable tourism, not all engage in it (Budeanu, 2007). Finding the tools to update current tourism experiences and improve tourists' perceptions about their novelty might encourage sustainable tourism behaviour, such as by finding ways to make local tourism experiences become novel tourism experiences and to encourage revisits. This study shows how personality traits and personal basic values affect tourists' perceptions of novel

tourism objects, entailing that managers should consider this when offering novel tourism objects.

Impact statement

This paper provides important implications for the tourism industry including tourism companies, managers and workers. The study highlights evidence showing that novel tourism objects such as experiences, activities and destinations can drive consequences linked to loyalty, value and satisfaction. Other consequences suggested are life outcomes related to subjective well-being, happiness, and life satisfaction. These consequences are crucial for the tourism industry today which is faced with uncertainty given the COVID-19 pandemic but also the ongoing environmental crisis. Tourism companies today are forced to find new means of attracting tourists and offering sustainable alternatives, where the understanding of novel tourism objects can help tourism companies pursuing this.

CRedit authorship contribution statement

Ingvild H. Blomstervik: initial draft, Conceptualization, Methodology, analysis, Investigation, Writing – original draft, Writing – review & editing, and, Visualization. **Svein Ottar Olsen:** Supervision, Conceptualization, Writing – original draft, Writing – review & editing.

Declaration of competing interest

None.

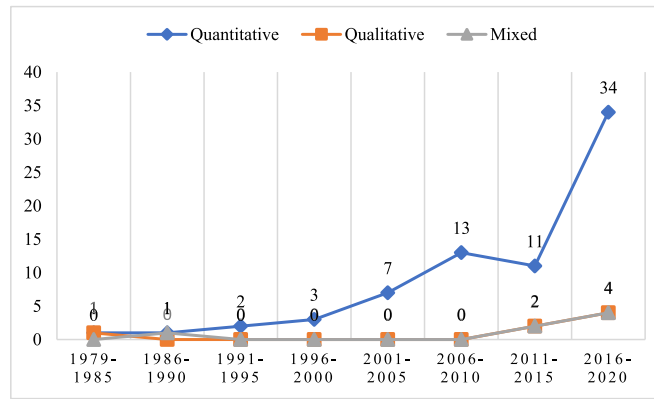
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None.

Appendix 1. Research methods

Research methods	Number of articles	Percentage of total (%)
<i>Quantitative</i>	72	84%
Survey	69	
Diary	2	
Experiments	1	
<i>Qualitative</i>	7	8%
Interviews	4	
Netnography	2	
Thematic	1	
<i>Mixed</i>	7	8%
Interviews and survey	4	
Focus group and survey	2	
Experiment and survey	1	

Appendix 2. Trendline of research methods



Appendix 3. Tourist contexts, geographical location, and sample

Subject		Number of articles	Percentage of total (%)	
Context	International tourism	43	50.0%	
	Cultural tourism	10	11.6%	
	Event tourism	6	7.0%	
	Adventure tourism	5	5.8%	
	Rural tourism	5	5.8%	
	Hospitality	3	3.5%	
	Culinary tourism	4	4.7%	
	Entertainment tourism	4	4.7%	
	Cruise tourism	3	3.5%	
	Sport tourism	2	2.3%	
	Health and wellness tourism	1	1.2%	
	Geographical location	Asia	33	38.37%
		Not specified	26	30.23%
Europe		10	11.63%	
America		7	8.14%	
Oceania		5	5.81%	
Multiple		3	3.49%	
Africa		1	1.16%	
Middle east		1	1.16%	
Sample	Multiple nationalities	34	39.53%	
	America	18	20.93%	
	Asia	18	20.93%	
	Europe	8	9.30%	
	Not specified	5	5.81%	
	Oceania	3	3.49%	

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Paper 2 Publication in Current Issues in Tourism

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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

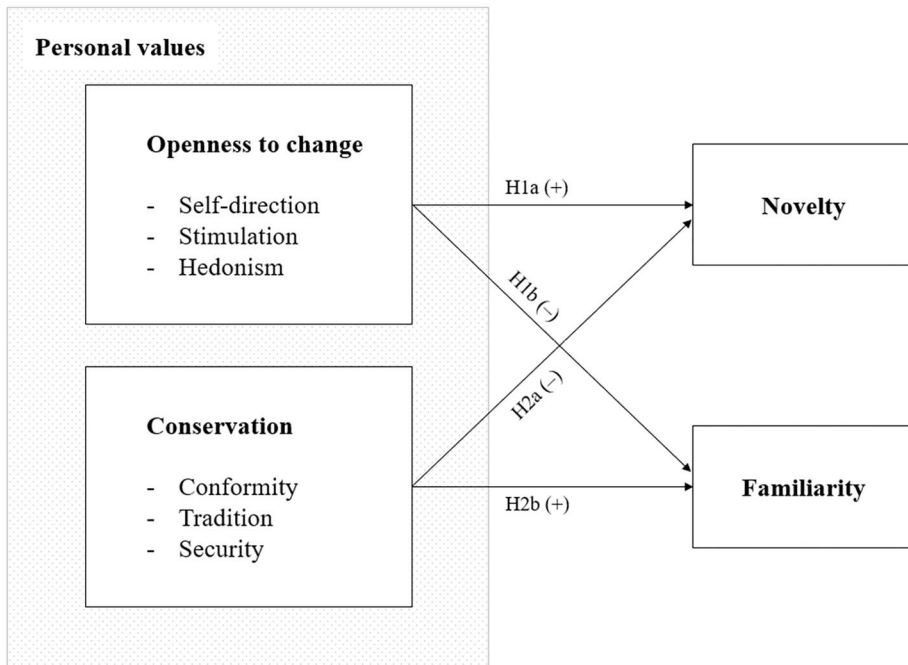


Figure 1. The conceptual model of the association between the personal value dimensions and vacation preferences.

(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), 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			HE1			0.906
					HE2			0.879
					HE3			0.787
	Conservation	0.824	Security	0.780	SEP1			0.762
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		
Novelty				COI2	0.824	0.964	0.872	
				COI3	0.869			
				NO1	0.974			
				NO2	0.948			
Familiarity				NO3	0.932	0.915	0.729	
				NO4	0.878			
				FA1	0.875			
				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

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