



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

Ingvild H. Blomstervik^{*}, Svein Ottar Olsen

UiT The Arctic University of Norway, Norway

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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

^{*} Corresponding author. UiT The Arctic University of Norway, Breivangvegen 23, 9010, Tromsø, Norway.

E-mail address: Ingvild.blomstervik@uit.no (I.H. Blomstervik).

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%)

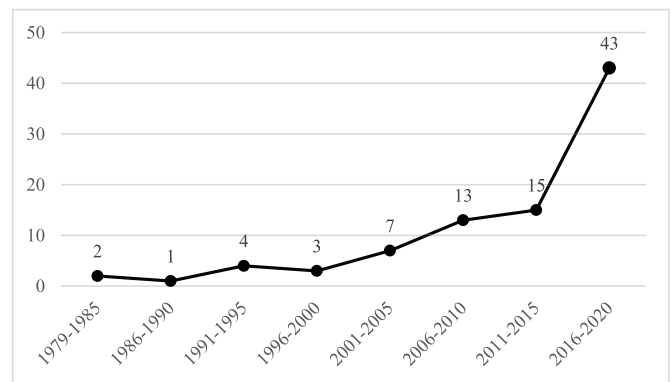


Fig. 1. Number of publications over time.

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

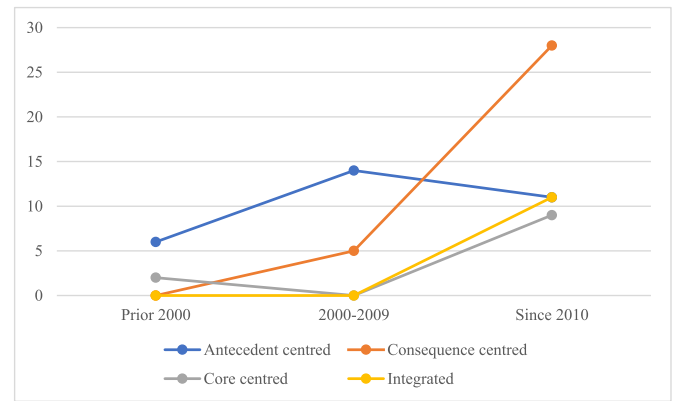


Fig. 2. Trendline illustrating number of published papers according to classification per period.

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

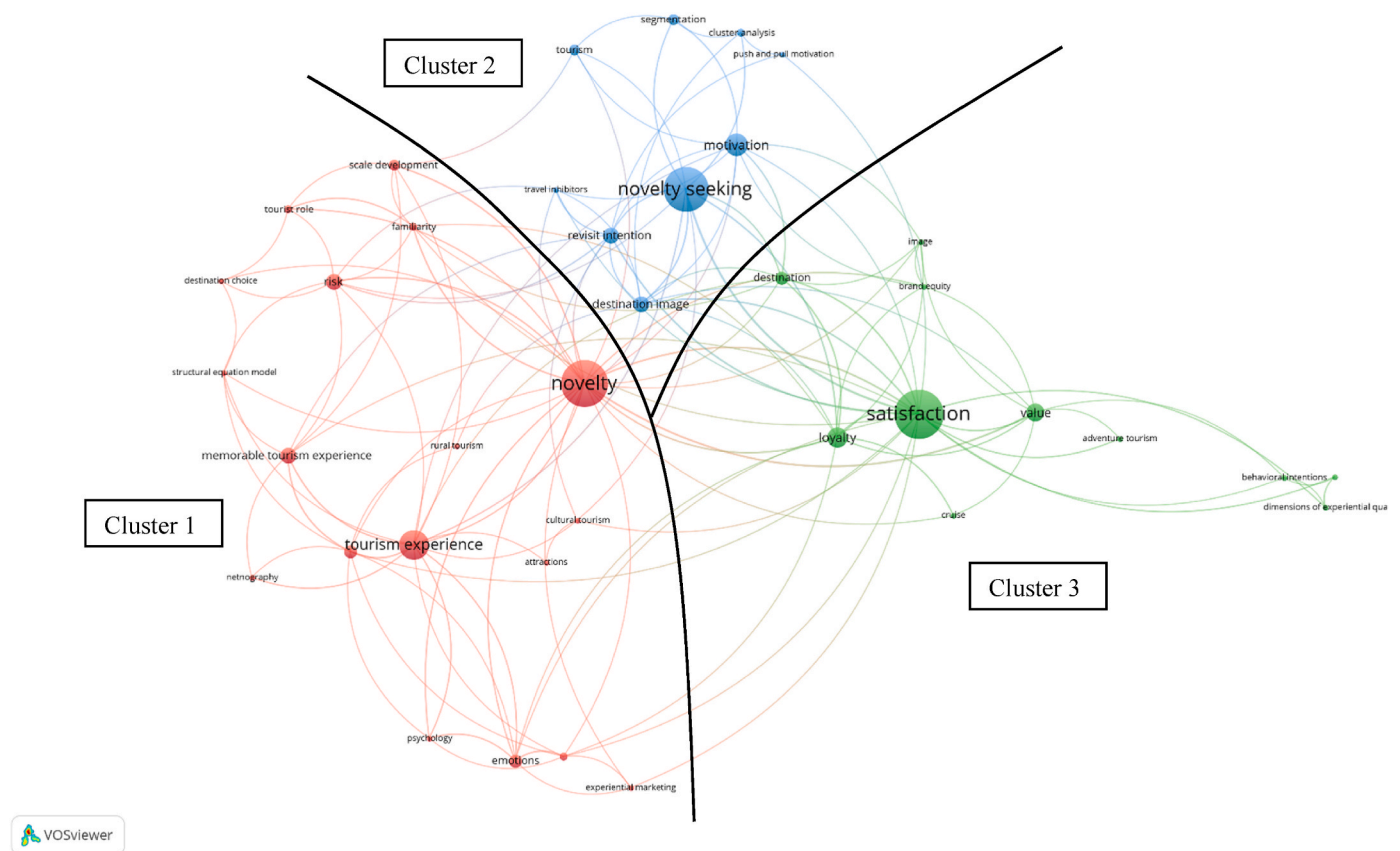


Fig. 3. Co-occurrence network of keywords with thematic clusters.

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.

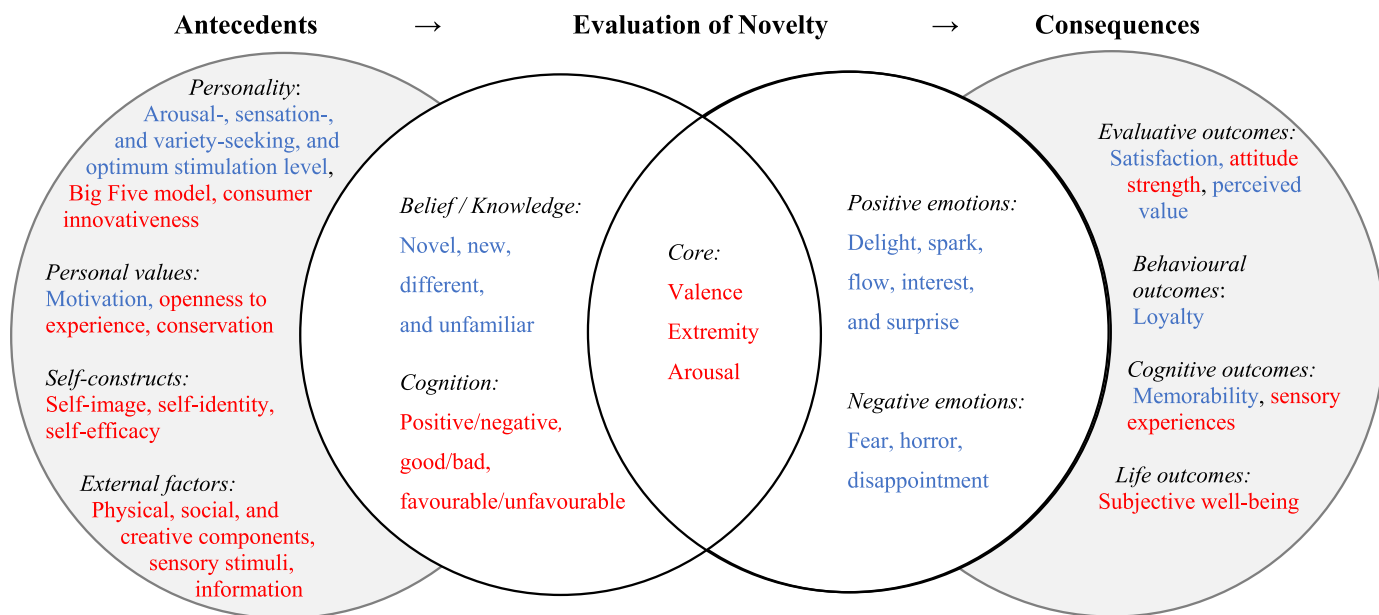


Fig. 4. Framework of the relationships between novelty and the theoretical foundations and recommendations for future research (blue: present data/red: future recommendations). (For interpretation of the references to colour in this figure legend, the reader is referred to the Web version of this article.)

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.

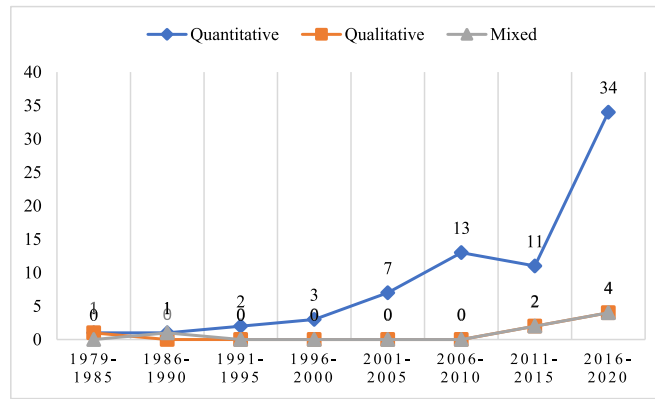
Acknowledgements

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
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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Ingvild H. Blomstervik: Professional Summary: Ingvild Blomstervik is a PhD Candidate in Marketing at the School of Business and Economics at UiT The Arctic University of Tromsø. She holds a Master in Marketing from UiT The Arctic University of Tromsø and Boston University, and a Bachelor in International Marketing from BI Norwegian Business School and Mannheim University. Her research interest are novel tourism experiences, tourist behavior, value co-creation and service dominant logic.



Svein Ottar Olsen: Professional Summary: Svein Ottar Olsen is Professor of Marketing at School of Business and Economics at UiT The Arctic University of Tromsø. His main research interest includes perceived/experience quality, customer satisfaction/loyalty, ambivalence/mixed emotions, consumer habit formation, food consumption, sustainable behavior, attitude/norm theory, time perspective, individual differences, and survey research. He has published articles in marketing (e.g., *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, and *Psychology & Marketing*), international business (e.g., *Journal of International Business Studies*, *Journal of International Marketing*), food science (e.g., *Appetite*, *Food Quality and Preference*), sustainable behaviour (*Sustainable Production and Consumption*), information management and psychology journals, among others.