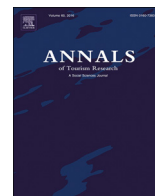


Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

Annals of Tourism Research

journal homepage: www.elsevier.com/locate/annals

Novelty: A mechanism of tourists' enjoyment

Ondrej Mitas^{a,*}, Marcel Bastiaansen^{b,c}^a Academy for Tourism, Breda University of Applied Sciences, Mgr. Hopmansstraat 1, 4817JT Breda, The Netherlands^b Academy for Leisure, Breda University of Applied Sciences, Breda, The Netherlands^c Tilburg School of Social and Behavioural Sciences, Tilburg University, Tilburg, The Netherlands

ARTICLE INFO

Associate Editor: Sara Dolnicar

Keywords:

Psychology
Emotion
Experience
Novelty
Happiness
Well-being

ABSTRACT

Novelty, conceptualized as the experience of something new and different from the everyday, is widely believed to be what defines tourism experiences and makes them enjoyable. The present study tests the mediating effect of novelty on positive emotions in two longitudinal data sets based on daily psychometric diaries. Findings show that the effect of tourism experience on positive emotions is indeed partly mediated by novelty. The mediation effect is similar for average positive emotions as well as for the emotion of interest, suggesting that novelty sparks positive emotions through goal congruence more than by directly triggering interest. Findings affirm that novelty is indeed fundamental and enjoyable in the tourism experience.

Introduction

Experiencing something new or different from daily life is inherent in tourism (T.-H. Lee & Crompton, 1992). Sensing something distinct from the routine or usual, an experience often termed *novelty*, has been a cornerstone of conceptualizing the tourist experience since the early days of academic tourism research (Cohen, 1972). Furthermore, the seminal theory of Cohen's tourist types asserts that seeking for differing levels of novelty distinguishes different types of tourist experiences, a notion empirically affirmed by Lee and Crompton (1992). Cohen argued that each person seeks for a certain level of novelty that, when found, makes for an optimally enjoyable tourism experience. Furthermore, the differing levels of novelty in Cohen's typology correspond partly to different levels of authenticity sought, another important concept in foundational tourism research. Even in highly habitual holiday practices, however, such as frequent trips to a weekend home or annual summer trips to the same campsite, feature the novelty of being away from home and away from work and domestic hassles. Such a "change in routine" appears at the core of novelty conceptualizations (Lee & Crompton, 1992, p. 732).

The present study extends existing theory on novelty in tourism, as well as psychological understanding of emotions in tourism, by demonstrating that novelty is actually a mechanism of enjoyment—specifically, positive emotion—in tourism experiences. While many potential correlates of positive emotions in tourists have been studied, including social interaction (Gillet, Schmitz, & Mitas, 2016) and authenticity (Girish & Chen, 2017), a theoretically grounded within-participants empirical test of a mediator of positive emotions in tourists has been lacking. To address this gap in knowledge, we measured novelty and positive emotions on a daily basis before, during, and after brief tourism experiences in two culturally and demographically different samples, using mixed-effect linear modeling to examine the mediating effect of novelty on positive emotions within participants.

* Corresponding author.

E-mail address: mitas.o@nhtv.nl (O. Mitas).<https://doi.org/10.1016/j.annals.2018.07.002>Received 13 April 2018; Received in revised form 25 June 2018; Accepted 3 July 2018
0160-7383/© 2018 Elsevier Ltd. All rights reserved.

Novelty as a mechanism of positive emotions

Literature review

Tourism experiences

The psychological experience of tourism has been a topic of academic debate since the dawn of tourism research. Early work by Cohen (1972), Plog (1974), and Crompton (1979) all asserted that novelty is inherent to tourism experience. Based on these works, novelty is defined for the purpose of the present study as comprising two closely related dimensions: the sense that one is experiencing something new, and the sense that one is experiencing something different from usual daily life. This definition is sufficiently broad to address tourism to new as well as to familiar places, physical senses as well as psychological phenomena such as thoughts and feelings, and is intuitively clear and simple.

In their scaling study of novelty as a motivation for tourism, Lee and Crompton (1992) conceptualized novelty in a somewhat broader scope, including not only change in routine, adventure, and escape, but also its emotional consequences, such as relief from boredom, thrill, and surprise. They found that items measuring change in routine (including those related to adventure), relief from boredom, thrill, and surprise could empirically differentiate between individuals who sought different levels of novelty from tourism experiences. Under the assumption that the emotional consequences of novelty could be seen as separate constructs, items measuring their change in routine dimension are consistent with a definition of novelty as experiencing something new, based on the items related to adventure, and as experiencing something different from daily life.

More recent studies of tourism experience, such as Tussyadiah's (2014) theoretical work on tourist experience design, Jacobs's theoretical work on landscape experience (2006), and scaling studies of memorable tourism experience (Kim, Ritchie, & McCormick, 2012) and event experience (Geus, Richards, & Toepoel, 2016) situate novelty within much more complex frameworks of psychological phenomena that together comprise tourism experience. Nevertheless, all give novelty a prominent role, suggesting that novelty is somehow fundamental to the experience of tourism. In all three of the cited scaling studies, while taking place independently, in different contexts, and with different samples, novelty emerged as a unique factor with remarkably congruent items. Kim et al. (2012) found that novelty was a component of memorable tourism experiences and comprised experiencing something new, different, unique, and once-in-a-lifetime. Using a similar factor analytic approach in a rather different context, festival events, De Geus et al. (2016) found that difference from other events, newness/difference from everyday life, and uniqueness comprised novelty. Difference from other types of events, newness, and uniqueness are common to both definitions, and echo the motivational facets of change from routine and escape derived from the literature by Lee and Crompton (1992). That novelty emerged in different tourism contexts as an essential component of experience underlies its importance.

It is not known, however, how the degree of novelty tourists experience affects their emotions. As emotions are a major selling point of tourism experiences in tourism marketing (Song, Ahn, & Lee, 2015) and predictive of outcomes desired by the tourism industry, such as loyalty and intent to recommend (Hosany & Gilbert, 2010; Lee, Manthiou, Jeong, Tang, & Chiang, 2015), this is an important empirical question.

Positive emotions

Several studies have empirically associated positive emotions with tourism experiences (Mitas, Yarnal, Adams, & Ram, 2012; Strauss-Blasche, Ekmekcioglu, & Marktl, 2000). Positive emotions were our focus in the present study. Although many of the cited studies measured negative emotions as well as positive, most findings about negative emotions during tourism experiences are unremarkable. Even under normal circumstances, "holidays are not always uniformly happy experiences" (Kemp, Burt, & Furneaux, 2008, p. 134). It is worth noting that negative emotions do not necessarily make a holiday undesirable or unlikely to be repeated (Nawijn & Fricke, 2015). It is logical that a tourist upset by poor service, false portrayals in advertising, or crime makes negative judgments about her or his holiday. However, negative emotions are actively sought and contextually appropriate in some tourism experiences (Buda, d'Hauteserre, & Johnston, 2014), which involve attractions associated with death and suffering (Stone & Sharpley, 2008). A study by Nawijn and Fricke (2015) demonstrated that experience of some negative emotions at such a site actually predicted positive behavior toward the attraction. Studies focusing on all other types of tourism report few differences between negative emotions on holiday and in daily life, though personality plays a role in any extant changes (Lin, Kerstetter, Nawijn, & Mitas, 2014).

Positive emotions, on the other hand, have been found to increase in average daily intensity during most tourism experiences. Recent PhD theses have addressed positive emotions or moods, a less potent type of affect, in tourists' experiences (de Bloom, 2012; Filep, 2009; Hagger, 2009; Mitas, 2010; Nawijn, 2012). Furthermore, several researchers outside of the field have focused either on tourism experiences or on time away from work as a potential antecedent of positive emotions. Unfortunately, work psychologists do not always distinguish between vacation time spent at home and tourism experiences, making it difficult to apply their findings to positive emotions in tourism (Lounsbury & Hoopes, 1986).

The preponderance of the evidence shows that tourists enjoy elevated intensity of positive emotions during a tourism experience (Kemp et al., 2008; Mitas, Yarnal, Adams, et al., 2012) and that people who experience tourism in a certain period of time feel more positive than those who do not (Gilbert & Abdullah, 2004; Kroesen & Handy, 2014; Nawijn, Marchand, Veenhoven, & Vingerhoets, 2010). Graburn (2001) theorized that tourism also contributes to individuals' positive emotions shortly before and after the travel itself. Empirical tests of this idea showed that positive emotions are present before, during, and after a holiday (Jung & Cho, 2015), begin to rise just before a holiday, and decline rapidly after {Mitas, 2012 #12} (Mitas, Yarnal, Adams, et al., 2012). Thus, according to Mitas, Yarnal, Adams, et al., tourists' positive emotions follow a "peak" model, where intensity of positive emotions improves leading up to a holiday, is elevated during, and declines after (de Bloom et al., 2010; Mitas, Yarnal, Adams, et al., 2012; Strauss-

Download English Version:

<https://daneshyari.com/en/article/7416217>

Download Persian Version:

<https://daneshyari.com/article/7416217>

[Daneshyari.com](https://daneshyari.com)