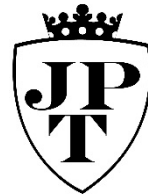


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# **Emerging Travel Trends: Joy of Missing Out (JOMO) Vs Iconic Landmarks**

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## **Abstract**

Tourism derived from many criteria ranging from activities, attractions, location, travel style and the tourism product category preferred. The present paper aimed to examine the two travel trends The Joy of Missing Out (JOMO) and Iconic landmarks and sites by reviewing relevant literature review from both travel trends, and critically analyse which of one of the two trends is likely to dominate. A comparison of the two trends reveals that JOMO is a type of journey that emphasises with the isolation against technology, with motivation for relaxation, escape from everyday routine and commitments. Meanwhile, iconic landmarks and sites travel trends have the characteristics in novelty seeking to visit exciting places, viewing the scenery and related to tourist self-development. These studies provide valuable insights into the JOMO concept related to the motivation of relax and iconic landmarks and sites tourist attraction described as a 'flagship, which is highly noticeable as the strongest pull-factors of a destination and regarded a primary growth destination resource. The scope of this study was limited in terms of travel trends from the literature review. Further studies need to be carried out in order to validate the experiences of the traveller within these two travel trends by comparing their expectations, perceptions, and motives.

**Keywords:** Travel trends, Traveler typologies, JOMO, Iconic Landmarks, Attraction.

## I. INTRODUCTION

Travelling activities have become a trend just like fashion and technological development, where at a particular time a destination can become famous, and at other times it can be abandoned. More travellers look for unique tourism experiences throughout the world in making a trip, and the uniqueness of an attraction becomes an issue of more considerable significance in increasing motivation for travel (Ramukumba, 2014).

New destinations have sprung up along with people's consumption patterns that allow authentic experiences and trends that can becharm people imagination for a variety of motives (ABTA, 2018). Some popular travel trends like visiting iconic landmarks in every destination are always good choices, but the rise of alternative tourism are also suitable for specific needs of the tourists, and this is very related to the desire of travellers to look for a new destination (Karl & Reintinger, 2016). According to the latest report from TripAdvisor (2018), traveller loyalty to the historical iconic landmark sites and heritage tours has positive growth every year globally with the average number of 125% based on the total number of bookings. Some of the most ordered tour packages in the world such as Vatican museum, St Pete's, Sistine Chapel, Chicago Architecture River Cruise, Ancient Rome and the Colosseum, Barcelona Sagrada, Eiffel Tower are among the top 10 the world most popular experiences in the year 2017 (TripAdvisor, 2018).

Moreover, the travel trend of disconnecting from "virtual life" is replacing the Fear of missing out (FOMO) in the past year (Edelman, 2018). With the level of saturation in the use of technology encourages people to

be able to fulfil their needs for a break from technology and even some of them want to be free from the pressure caused by it.

Therefore, the new trends of The Joy of Missing Out (JOMO) are very suitable to be applied to destinations that prioritise locations that are far from the crowd but still maintaining a high level of comfort and cosmopolitan lifestyle (Edelman, 2018). The concept of non-traditional homes accommodation such as nature lodges, ryokans in Japan show very significant growth of up to 700% in 2018, visiting places like this will provide a new- experience for travellers to get refreshment from their daily activities (AIRBNB, 2017).

Based on some of the travel trends mentioned earlier, This paper aimed to explore the current travel trends between Joy of Missing Out (JOMO) and Iconic attractions that seem to conflict with each other. By first reviewing relevant literature review from both travel trends, and critically analyse which of one of the two trends is likely to dominate.

## II. LITERATURE REVIEW

Tourism is an activity that is influenced by different disciplinary perspectives ranging from psychology, anthropology, geography, management and history (Jafari & Brent Ritchie, 1981). Tourism derived from many criteria ranging from activities, attractions, location, type of tourist based on their demographics, lifestyle, collectivity, purpose, travel style and also the tourism product category is more preferred (Goeldner & Ritchie, 2007; Gonzalez & Bello, 2002; Bob McKercher, Ho, Cros, & So-Ming, 2002).

Tourism is considered a renewable industry, with visitors depicted as coming to admire, not

consuming the landscape, traditional customs, and monuments in destination areas (Murphy, 2013, p. 1). At present, tourism activities and their markets are becoming more complicated than before, where the mass market began to disappear and has been replaced by alternative tourism related to new tourists behaviour. More travellers are looking for deep and meaningful experiences, and these activities are increasingly profitable in business (Butler, 2009; Cuculeski, Petrovska, & Petkovska Mircevska, 2015).

Further explained by Beatty and Torbert (2003), p.240 in Mill (2008) that tourism cannot be separated from leisure activities, they mentioned that there are four crucial parts. They are free time, recreation activities, why people are interested in doing it, and holistic view that work and leisure where the quality of life at this time is not only seen from the results of work but also can be seen from leisure and travel activities.

Reinforced by the concept of relationships to the travel experience and well-being, Pearce and Lee (2005) mention that the motivation of well-being in their- travel career model is linked to the key motivation. Related with tourist attraction system, tourist is a performer who is looking for leisure-related experience, which involves the nucleus elements with primary, secondary, and tertiary composition nucleus categories are relevant to each tourist or tourist typologies (Leiper, 1990).

According to S. Plog (2001), the choice for travel is related to get a new and unforgettable experience related to the psychographic study. In general, the personal characteristics of tourists influence their travel patterns and choices. Further, he explained that there are two type of traveller personality,

namely dependable personality and venturers personality. Travellers who have a typical dependable personality are those who are intellectually limited by not getting new ideas; they are less natural to take risks and less likely to explore than others. They are meticulous and conservative, especially when faced with decision-making limitation in spending their income. They like to have structured activities and able to gather with family and friends because friendship dan intimate circles make them feel secure and comfortable. They prefer popular tourism products, by frequently accepting suggestions and examples from respected figures such as film stars, athletes, since they have more influence on them because it is a safe choice.

By choosing the developed tourist attractions, they argue that the popularity of these sites means that it is a perfect place to visit. They also prefer something that is explained in detail, such as guided tours to areas that have been widely known during international travel. In the end, they will return to a destination that is considered the right choice (Plog, 2001).

In contrast, typical venturers personality, they see life is always influenced by risk. They generally have the desire to explore and have a significant curiosity, by facing every day with strong self-confidence and personal energy, always finding out what is new and exciting to learn, such as technology, concepts and new ideas with others. They are very active and always wants to know the truth that happened. They want to enjoy the results of their hard work immediately.

Venturers traveller are fast in making decisions and spend their income. They tend to have many variations of activities and challenges

compared to routine tasks, and sometimes they like solitude and something meditative. They are always looking for new destinations, rather than returning to places previously visited since the new travel experiences provide change and confidence. They avoid the crowded touristy areas and more prefers to engage with something unusual, little destinations with natural charm and local culture. Therefore, they most likely to become Free Individual Travel (FIT) patterns compared to being part of a tour package (Plog, 2001).

According to Lee and Crompton (1992), to understand the motivation and decision in travel can be based on novel experience with interrelated dimensions namely pleasure excitement, escape from routine, boredom alleviation, something unexpected, personal fulfilment and self-enrichment. However, other Travel choices that are highly influenced by external variables or social influences consist of roles and family influences, reference groups, social classes, culture and subculture (Moutinho, 1987).

A broader perspective has been adopted by Lew (1987) who argues that there are three approaches in assessing a tourist attraction, including ideographic listings that cover the site uniqueness, attraction can be categorised more into aspects of nature, human, or more to the nature-human interface. The second is the organisational aspect that focuses more on the tourist area and the perspective of choices.

The choices concepts are individual/separation associated with more specific, unstructured, isolated, and in a smaller context intended for niche markets; while the collectivity/connection focuses more on structure, site, accessibility in a broader

and larger context (Ferrario, 1976; Schmidt, 1979 in Lew, 1987). The third about cognitive perspective, the level and intensity of a tourist to accept the challenges and risks of experience given by various types of attractions influenced by tourist psychological results of perception, learning, and the reasoning of attractions.

Moreover, Lew (1987) explains that cross-perspectives of the three approaches above can be identified as authentic assessments related to existing trends and changes by valuational ratings and number of visitors visits are given relevant to current conditions. However, the tourist needs of attraction are based on the nature of need which is generic and also specific and the relationship with the nature of attraction with many subsets or few substitutable attraction, memorable, beautiful and unique attraction (Ben Groundwater, 2015; Bob McKercher, 2016).

### **The Joy of Missing Out (JOMO)**

The Joy of Missing Out (JOMO) concept, begins with testing the implications of someone who depends on the technologically focused life try involuntary and non-voluntary basis to get off-line in short or long term to enjoy a better and more meaningful after the “skip out” processed (Crook, 2015). Further explained that humans would find more entailing in limited connectivity, related to the limited on-and-off intake and output. To get that meaning, one must be able to move from chaos to more lively activities, through something more straightforward, and help others through the quality of being human (Crook, 2015, p. 205). This view is supported by Aranda and Baig (2018)

who writes that two significant dimensions of JOMO concept, namely the level of control and duration of time.

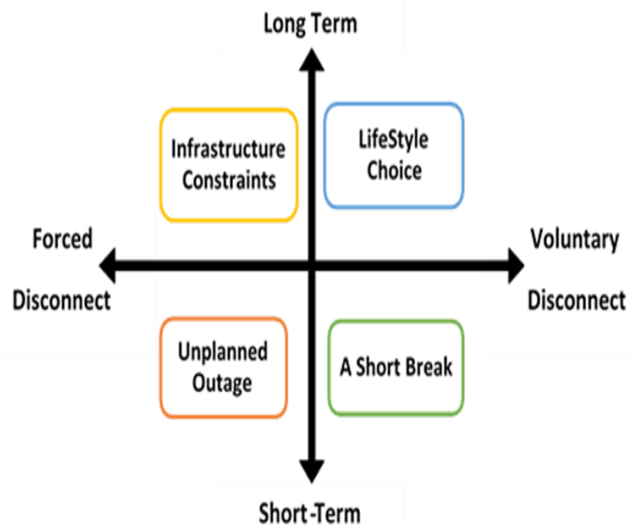
The combination of the two dimensions will create four disconnection concepts that can be seen in figure 1. the first condition as a lifestyle choice where people voluntarily abandoned their dependence on technology. In this condition level of stress is reducing, they feel happier in the long run. Regardless of disconnection to technology, for the time being, is not a bad thing.

The second condition is infrastructure constraints, where the need for connection is part of daily life, and with the compulsion to disconnect with their devices in the long run, they feel more stress compared to other typical respondents. In the third condition, unplanned outage, where participants feel anxiety and inconvenience from the disconnection because it is contrary to their wishes.

However, they learned that they could indeed survive from disconnection for a day (even it is not their preferred state). The fourth condition is a short break, where the desire to disconnect in the short term is the right decision with more planning for a mature vacation experience (Aranda & Baig, 2018, pp. 4–5).

Similarly, Dickinson, Hibbert, and Filimonau (2016) found that the perception of a tourist regarding the dilemma from the desire of the tourists to the limited digital situation or even the absence of technology when they visit some tourist sites. Some experiences expected while visiting specific tourist sites is for escape from daily activities and natural environment as the favourite destination. Moreover, it also found that the majority of respondents (up to 50%) strongly agreed

to the desire to avoid using a mobile device while in the holiday camp. From their study It can be concluded that dimensions on travel experiences in destinations that have limited access to communication technology, create a moment to rest from the routine and restore balance in someone's life.



**Figure 1. Four Concepts of Disconnection**

(Source: Aranda and Baig, 2018)

The ability to create refreshing, relaxation, escaping the atmosphere and learning new skills with fully bound to the original settings; will create a unique tourist experience that cannot be found elsewhere (Gretzel, 2014; Li, Pearce, & Low, 2018; Pearce & Gretzel, 2012; Richie Norton, 2018).

The concept of digital-free tourism (DFT) was introduced by Li et al. (2018), in the research that took place from 2009 to 2017. The DFT concept was introduced at luxury resorts vacation in the United Kingdom and North America, with the concept of high-end travel packages offer- for tourists to go away from the internet with the terms “digital downtime” and “black hole” resorts tourism choices (Carrier, 2016 in Li et al., 2018).

Taking together, these studies provide valuable insights into the JOMO concept since this travel trends began to develop and was related to motivation to escape, relax and combine with motivation to reconnect with friends and family. Some activities, in the form of special activities such as retreat, wellness and mindfulness in nature-based destinations in a remote region, are done to make people rest from technology because of high intensity in the digital world can affect physical work and increase mental stress.

### **Iconic Landmark and Site Attractions**

Iconic landmark and site can be defined as cultural and historical sites made by humans, with the form of sculptures, monuments, and architectural buildings and some are non-human creation like natural landmarks, and it is officially the designated area to visit that become scenic attractions in a destination. Iconic landmarks and sites can be categorised into three namely historical, modern and contemporary (Boyd & Timothy, 2006; Nuryanti, 1996; Tang, Morrison, Lehto, Kline, & Pearce, 2009; Travel + Leisure, 2014).

This attraction should be appealed for the crowd and become iconic photos in tourist destinations (Timothy, 2014; Traveller, 2016). In general, this tourist attraction has many similarities with characteristics in urban centre areas, some free of charges, and has a broad cultural appeal that caught the global imagination. It inspired a journey from once-in-a-lifetime destinations to a vast extent for the traveller who has personal appreciation in the historical past (Erin Shields, 2018; Kyle McCarthy, 2018; TripAdvisor, 2018).

According to Nuryanti (1996) in postmodern society, the concept of

tourism can be translated as a “global village” where tourism concepts are combined With time and spatial experience of international, national, regional and local resources. At this point, people's willingness to travel between space and time of nostalgic dreams is not just a momentary trend. Regarding the travel trends to enjoy novelty with taste and style, it refers to historical heritage- and postmodernism architectural design, which shows the ornamentation style, aesthetic elements and symbols.

Some studies on critical factors in must-visit iconic heritage sites mention that heritage sites are significant to satisfy the visitor by allowing vibrant and memorable interpretation, appreciation and interaction. This experience provides no boundaries in Time and space where the past can be enjoyed by creating interpretations of landmarks / iconic locations to generate individual self-discovery trips (Maitland, 2013).

Based on studies conducted by VongLouis and Ung (2012) tourist attraction in the form of iconic landmarks can berate from four assessment attributes, namely historical and cultural values, including the uniqueness, tourist management performance, and identity of the area. This view is supported by Ram, Björk, and Weidenfeld (2016) who write that attachment to a place is the impact of the authenticity of visitor attractions.

Overall, these studies indicate that heritage and iconic values on landmarks and sites are links to the authenticity of visitors; psychologically is defined as an- emotional attachment between individuals and a place.

A recent systematic literature review concluded that iconic landmarks and sites tourist attraction described as a ‘flagship’ when it shows the

advantages in terms of quality, uniqueness, location, reputation, international image, economic value, good media coverage, and shows that these tourist attractions are the most worth visiting and have a competitive appeal of products (B McKercher & Lau, 2007; Weidenfeld, 2010).

### III. DISCUSSION

Based on the theoretical background discussed earlier, this section will cover two different travel trends, namely JOMO and iconic

landmarks and sites. To distinguish between these two trend characteristics, which are motives dan behaviour, typologies dan tourism products and activities presented in table 1. A comparison of the two trends reveals that JOMO which is based on its development is a type of journey that emphasises with the isolation against technology, with motivation for relaxation, escape from everyday routine and commitments, rest and recover from-

**Table 1. Characteristics of JOMO and Iconic Landmarks Sites Travel Trends**

Characteristics	Joy of Missing Out (JOMO)	Iconic Landmarks and Sites attractions	Sources
Travel motives and Behaviour	Escape/relax Enhancement of kinship Relationship Novelty seeking Isolation Self-actualised Autonomy	Social Interaction Educational and Cultural Stimulation Novelty seeking Recognition Self-development Nostalgia	Pearce and Lee (2005); Aranda and Baig (2018) Crompton (1979); Lee and Crompton (1992); Moutinho (1987)
Traveller Typologies	Venture Personality Singles / FIT, families, Small groups High-end tour packages	Dependable Personality Families and relatives, Large groups Guided tour	Plog (2001); Aranda and Baig (2018); Li et al. (2018)
Tourism Products moreover, Activities	Singular and specific Leisure (recreation, natural/outdoor sports) Retreat Personal Quest (wellness, SPA, yoga, spiritual/cultural experience) Nature (private, remote, island) All-inclusive	Generic Leisure (general, built attraction) Human Endeavour (industrial, built heritage, museums, people & intangible heritage) Nature (place-based)	McKercher (2016); Richie Norton (2018); Li et al. (2018); Panchal and Pearce

	Accommodation (boutique, resort, luxury) designated without ICT		(2011)
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job and strain, and spend time with family and kids (Aranda & Baig, 2018; Moutinho, 1987; Richie Norton, 2018).

JOMO is more directed towards non-tourist oriented attractions, which is a more unstructured and generally more natural culture in other words called sight involvement. Some choices related to the location of travelling with the JOMO concept are locations that are not crowded with tourist, offering privacy and more towards a natural environment. For example, an all-inclusive boutique resort that offers exclusivity; this type of trip is- classified as a high end/luxury travel (Li et al., 2018).

The typologies of travellers who choose JOMO are more likely to be towards venturer personality (Plog, 2001) since they prefer unusual destinations that related to nature and avoid places that are crowded with the variety of activities that are solitude and contemplating. JOMO as a lifestyle trend should be referred to feeling relaxed, escaping, and refreshing moments while they are in line with the concept novelty seeking in the pleasure destination choice process by Lee and Crompton (1992).

Moreover, some of the activities that can be done by the traveller when choosing this travel pattern are related to wellness tourism activities such as yoga trip, spa, meditation. These options for travellers are beneficial to restore balance in their life (Panchal & Pearce, 2011; Richie Norton, 2018).

JOMO gives a feeling of self-fulfilment to measure the success or meaning of one's life and provides a 'density of good memories' which can be translated as having lived life to the full and is a manifestation of desired freedom existence (Thurnell-Reado, 2017). This view is supported by Friman, Gärling, Ettema, and Olsson (2017) who explain That daily travel satisfaction directly impacts emotional well-being and life satisfaction, both directly and indirectly, where emotional well-being can be described as a balance of favourable and unfavourable experiences that influence people in their daily life.

Overall, these results show that JOMO travel trends are related to motivation to escape and relaxation, which is the core motive of a travel career pattern. JOMO gives novelty, escape/relax and relationship support with secondary and third layer motives of isolation, self-actualisation and autonomy (Pearce & Lee, 2005). The desire to vacation in a digital free environment and how each person can handle modern interactions and experiences that are more valuable but still related to technology when travelling (Li et al., 2018).

Another important finding was that iconic landmarks and sites travel trends have the characteristics of traveller motivation for novelty seeking to visit exciting places, viewing the scenery and related to their self-development by experiencing different



cultures and get more knowledge of a new location they are visited. In some case, the recognition factors that they have been to the sites are also the main motives for the visitors to choose iconic landmarks and sites.

Moreover, the tourist who visits iconic landmarks and sites have more dependable personality during the trip; they more like to be able to visit places that can gather with family and friends.

The feeling of security and influenced by others, made the travel decisions to go to develop and favourite place (Plog, 2001). Information about the area and self-development that they will get after visiting this attraction is one of the reasons they are using guided tour and sometimes going with the larger group. Where most of this place close to the centre of the city so that by concentrating activities to create a critical mass of products which ultimately facilitates the needs and use of tourists.

These results reflect those characteristics of tourist travel to the location of the iconic landmark related to reputation, scenic location, once in a lifetime experience and worth visiting in the destination area (B McKercher & Lau, 2007; Weidenfeld, 2010). More activities can be done in the sites such as general leisure product related to historical, modern and contemporary and most of them are built the attraction that invites more crowd in large groups such as built heritage, museums, or favourite nature place-based (Tang et al., 2009).

Consistent with the literature, this research found that major visitor attractions like iconic landmarks and site are highly noticeable As the strongest pull-factors of a destination and regarded a main growth destination resource. This remark could be explained

by several variables. First, they often attract a comparatively significant amount of tourists to their region. Secondly, place attachment reflects the emotional binding of people to geographical regions and its dimension, impact and impact on tourists ' view of the environmental and social circumstances encountered during travel (Ram et al., 2016). Therefore, travel trends in visiting Iconic landmarks and sites are still a favourite choice for tourists.

#### IV. CONCLUSION

The emergence of several travel trends as an existing type of travelling seems to contradict with each other in the characteristics. The present paper aimed to examine the two travel trends The Joy Of Missing Out (JOMO) and Iconic landmarks and sites then determine which trends are more dominant.

This study has identified each of the travel trends having different characteristics related to the choice of tourists to satisfy their needs and desires. These findings illustrate how the emerging travel trends such as JOMO, is related to a lifestyle choice with the possibility to enjoy a better and more meaningful life with disconnection from the gadgets and mobile technology in a short and long term. Where the essence is to be able to move from chaos result from technology covered in daily, through something more relaxing and isolated life.

Notwithstanding these limitations, the study suggests that a tourist trip to places of iconic landmarks and sites is still a powerful magnet for tourists to come and spend time on a destination. Iconic landmarks and sites trends are primary attractions in a destination, and generally, give an image

of the destination. With the uniqueness and characteristics of iconic landmarks, it will provide a competitive advantage over similar products.

Regarding the development of tourism lifecycles, each destination seeks to create attractions with characteristics like this. With the aspect of popularity and the quality of being famous, which is seen from a cognitive perspective is paramount, to urge visitors length of stay.

The nature of tourism explained that tourists have different motivation and reasons base on their needs, wants or desires to be fitted. Variety of elements determine both able to travel and type of travel. No destination satisfy the needs of all tourists. Therefore, tourist will choose their destinations based on the pre-planning that can satisfy a core need or want in the physical and social environment.

This study was limited by the absence of the empirical result from the travelers motives, because it only examined the travel trends from the previous study and literature review. Further work needs to be done to establish within these two travel trends based on tourist perspective and which travel trends are more dominating.

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