

Tourism Affinity and Its Effects on Tourist and Resident Behavior

Josiassen, Alexander; Kock, Florian; Norfelt, Astrid

Document Version

Accepted author manuscript

Published in:

Journal of Travel Research

DOI:

[10.1177/0047287520979682](https://doi.org/10.1177/0047287520979682)

Publication date:

2022

License

Unspecified

Citation for published version (APA):

Josiassen, A., Kock, F., & Norfelt, A. (2022). Tourism Affinity and Its Effects on Tourist and Resident Behavior. *Journal of Travel Research*, 61(2), 299-313. <https://doi.org/10.1177/0047287520979682>

[Link to publication in CBS Research Portal](#)

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

Take down policy

If you believe that this document breaches copyright please contact us (research.lib@cbs.dk) providing details, and we will remove access to the work immediately and investigate your claim.

Download date: 02. Aug. 2025



TOURISM AFFINITY AND ITS EFFECTS ON TOURIST AND RESIDENT BEHAVIOUR

Please cite as: Josiassen, A., Kock, F., & Norfelt, A. (2020). Tourism affinity and its effects on tourist and resident behavior. Journal of Travel Research, 0047287520979682.

ABSTRACT

This article provides a first examination of tourism affinity (TAFI) and its effects on tourism behavior. Tourists who are high on affinity feel a liking, admiration, or attachment to the country to which they consider travelling. We also test the impact of TAFI and tourism animosity (TANI) on individuals' perceptions regarding receiving tourists from the focal country. The results show that TAFI is a positive driver of several tourism-related outcomes, while tourism animosity drives general intention to visit, but is a barrier to closer interactions. Finally, the three appraisals goal compatibility, relative power, and moral obligation were all shown to significantly drive the three dimensions of tourism affinity. Finally, the authors discuss implications for research, practice and policy.

Keywords: tourism affinity, tourism animosity, tourist behavior, tourist psychology, social psychology.

INTRODUCTION

Lisbon is the top destination for Brazilian travelers (Xavier 2019); London is the top destination for tourists from New Zealand, while Hong Kong and Taipei are both in the top five destinations for Singaporean tourists to visit. These examples indicate that some tourists have an affinity for certain travel destinations because of perceptions such as a shared past and/or a shared future. While international travel preferences have traditionally been explained and predicted by applying the important concept of destination image (e.g., Baloglu & McCleary 1999; Kock, Josiassen, and Assaf 2016), the non-functional positive bias towards a specific destination country has remained virtually unexplored.

We aim to investigate the impact of tourism affinity on modern tourist outcomes such as willingness to visit a destination. To this end, we provide a conceptualization of tourism affinity (TAFI) and test the concept in a nomological network of outcomes and fundamental antecedents. The present study complements the destination image literature to enhance our understanding of tourist decision-making when considering competing destinations for travel. The study adds to the emerging literature on tourism biases (e.g., Kock, Josiassen, Assaf, Karpen & Farrelly 2019; Stepchenkova, Dai, Kirilenko, & Su 2019). We further introduce for the first time the attraction-rejection model to the tourism domain. This model provides structure and a theoretical framework for the nascent biases literature in tourism. The present research also contributes to the tourism literature by being one of the first studies to employ evolutionary psychology in tourism, thereby answering calls for a wider use of this lens in tourism research (Crouch 2013; Kock, Josiassen & Assaf 2018). Further, apart from testing tourism affinity on several important outcomes, we also provide an investigation of three cognitive appraisals as antecedents to tourism affinity. While appraisal theory is a central theory in the understanding of emotions, it has rarely been applied in the tourism literature.

INTRODUCING TOURISM AFFINITY

Research into understanding tourists' decision-making and behavior has historically been dominated by investigations into their performance-related cognitions. Most notably, represented in the vast destination image literature. It is therefore unsurprising that destination image, through the years, has mostly been defined and measured as individuals' cognitive mental representations of destinations (for a recent literature review see Josiassen, Assaf, Woo, and Kock 2016). The focus on cognitions reflect a long tradition across the social sciences of concentration on the cognitive aspects of human mental representations and processes (Laros & Steenkamp 2005). In recent years, and notably after the pioneering works of scholars like Damasio (1994), Simon (1983), and Phelps, Lempert, and Sokol-Hessner (2014), researchers in psychology are increasingly focusing on affect, emotions, and feelings and their influence on behavior (Lerner, Li, Valdesolo and Kassam 2015). Many studies (e.g., So, Achar, Han, Agrawal, Duhachek, and Maheswaran 2015) even document that affect is a better predictor of outcomes such as behavior than are cognitions. While the focus on the affective element of attitude, these days, is well established in psychology research, it is also an emerging trend in disciplines like marketing and management (Chen, Mathur, and Maheswaran 2014; Kock, Josiassen and Assaf 2019b). While tourism researchers have increasingly recognized the importance of affect in a variety of contexts (e.g., Jordan, Spencer, and Prayag 2019; Pera, Viglia, Grazzini, and Dalli 2019), it has seen limited application to the understanding of tourists' mental representations of destinations, and especially their performance-unrelated destination biases. Very recently, however, tourism researchers have started investigating such performance-unrelated affect to understand inter-group destination biases (e.g., Stepchenkova, Su & Shichkova 2019; Kock, Josiassen & Assaf 2019; Chien, and Ritchie 2018).

As such, performance-unrelated biases in general is an emerging stream of tourism research, which complements the traditional and mostly performance-related destination image literature. The taxonomy of performance-related and performance-unrelated mental country representations has been applied in other literatures such as marketing (Maheswaran & Chen 2006; Maheswaran, Chen & He 2015; Shankarmahesh 2006). We use the term bias to reflect the performance-unrelated nature of the involved concepts. As Hewstone, Rubin, and Willis (2002, p. 576) notes, “[u]se of the term “bias” involves an interpretative judgment that the response is unfair, illegitimate, or unjustifiable, in the sense that it goes beyond the objective requirements or evidence of the situation.” Such biases can be positive (e.g., favoritism) or negative (e.g., derogation). In tourism research, Stepchenkova and co-authors have investigated animosity, as a negative country-specific bias, across several studies (Stepchenkova, Su & Shichkova 2019; Stepchenkova & Shichkova 2017; Stepchenkova, Shichkova, Kim & Rykhtik 2018). They found that animosity is a powerful barrier to marketing to tourists with such higher levels of animosity, but that a targeted promotion campaign might help to overcome this negative destination affect.

Research (Kock et al. 2019) has also shown that tourists have a preferential predisposition, labelled tourism ethnocentrism, towards their home country, and that tourism ethnocentrism drive individuals’ willingness to take part in and recommend domestic tourism. Apart from harboring affective dispositions towards the home destination or other specific countries, some tourists also harbor negative affect related to things foreignness in general. Kock et al. (2019) investigated whether tourists who exhibit higher levels of xenophobia would still be willing to travel. The paradoxical phenomenon of tourism xenophobia is an interesting one, and the authors show that tourists with higher levels of xenophobia still travel, but their travel is characterized by unique travel behaviors such as being more likely to purchase travel insurance, travel in groups, and avoid local food.

The present research investigates the role of affinity to tourism. Affinity can be understood as a directed positive, affective inclination. It is directed towards, for example, an object, person or animal, as opposed to other types of affect, which need not be directional such as mood states of being happy, or content. The word affinity stems from the Latin word *affinitas*, which means “related”, and is used to describe relationships, neighborhoods, or alliances. The English language dictionary defines affinity as “a natural liking for and understanding of someone or something” (Oxford Living Dictionary 2019). Affinity has been investigated outside of the tourism literature, for example, in psychology for its effects on causing an endowment effect (Tom 2004); in marketing for its effects on willingness to purchase products from an affinity country (Oberecker & Diamantopoulos 2011), and sociologists have studied affinity towards political extremes (Falter & Schumann 1988).

To conceptualize and delimit tourism affinity from other related biases we draw on Josiassen’s (2011) attraction-repulsion (AR) framework. The attraction-repulsion framework theoretically rests on the attraction hypothesis (Rosenbaum, 1986), and the repulsion hypothesis (Chen & Kenrick 2002). A uniting feature of the AR framework is that it structures biases along the attraction/repulsion dichotomy. The AR framework is a meta-framework, and builds on several specific theories like social identity theory (Tajfel & Turner 1979), and intergroup emotions theory (Smith & Mackie 2008). These group biases can be cognitive or affective, but are all non-performance related biases.

--- Insert Figure 1 about here ---

As illustrated in Figure 1, TAFI is an affective mental representation directed towards a specific out-group (as opposed to a generalized out-group). That is, the affinity is stemming from the concrete make-up of the affinity country. In terms of valence, affinity refers to a particular set of positive emotions broadly categorized in the attraction quadrant. It is worth noting that the row representing ‘general’ mental representations (general foreignness attraction/repulsion) often reflect deeper-rooted values or personality traits of the perceiver, while the row representing ‘specific’ mental representations (specific destination attraction/repulsion) often reflect social or personal interactions of the perceiver with the particular destination.

CONCEPTUAL FRAMEWORK AND HYPOTHESES

We aim to investigate the effect that TAFI has on tourism-related preferences and behaviors. For this purpose, we present and later test a nomological framework. The focal concept affinity is defined as *a feeling of liking, admiration, and even attachment towards a specific foreign country*. Affinity consists of three distinct yet related dimensions of positively-valenced affect: sympathy, admiration, and attachment (Kock et al. 2019). Sympathy reflects a state of liking and warmth (Fiske, Cuddy, Glick and Xu 2002). Admiration covers respect and competence (Fiske et al. 2002). Finally, attachment is an emotional bond between the individual and the object (Park, MacInnis, Priester, Eisingerich & Iacobucci 2010). Intergroup biases may not be performance-related, but that does not mean that they serve no purpose. On the contrary, they serve deep adaptive functions for the survival and wellbeing of the group, and its individual members (Durante & Griskevicius 2018).

Taking into account recent calls to apply evolutionary psychology to advance tourism research (e.g., Crouch 2013; Kock et al. 2019), we put forward that affinity is a manifestation of individuals' ultimate motives. One such motive is attaining and maintaining security through forming coalitions or alliances to mitigate the various threats that our ancestors faced. Another fundamental motive, which promotes affinity, is mate acquisition. We suggest that TAFI, as a, at times mismatched, remainder of evolutionary pressures, is a bias that still in the present day influences tourists and their decisions. As Maslow (1943) notes, bonding is indeed a human need. Affinity is not an end-goal itself, but rather a means to fulfil individual and collective needs (Correll & Park 2005), importantly those related to survival and reproduction. Indeed, some researchers argue that the computational needs of such social living are a key reason for human beings relatively large brain size (Dunbar & Schultz 2007). In a similar vein *the cultural intelligence hypothesis* suggests that humans do not only have more general intelligence than the great apes, but also more developed social skills for dealing with the social world (Herrmann, Hernández-Lloreda, Hare & Tomasello 2007).

While much literature has focused on negative relationships between in- and out-groups. This focus on negative relationships especially escalated after World War II with the intention to explain enmity among countries (Adorno 1950). However, our ancestors were also subject to evolutionary pressures to forge positive out-group relationships, and even the WWII context contains lots of evidence of positive alliances between in-groups and out-groups, and their importance to the groups' wellbeing and security.

We argue that a main motive, promoting ancestral intergroup affinity, has been the ***attainment of security***. Our ancestors had to adapt to living in groups and competing with other groups for resources (e.g., Crouch 2013; Durante and Griskevicius 2018; Kock et al. 2019). One way to assure a greater chance to succeed and survive was to form larger secondary groups, and alliances (Brewer 1999). One foundation for such alliances could be

sheer sympathy through shared beliefs, religion, values, or through likable actions. Such out-groups, with which alliances were formed, can also be conceptualized as part of a more inclusive secondary in-group based on religion, interests etc. More current-day examples of such groups are bountiful spanning from gamers grieving the real-world loss of a fellow gamer (Gander 2017) to the familiar bonds of many religious groups. Our ancestors also formed alliances based on relationships between admiring and admired groups. The admired group often possessed abilities, strength, knowledge or other resources that were aspirational for the admiring group. Both groups often benefitted from this relationship, even if the admiring group might have felt pressure to admire the more powerful or respected group. Admiring-admired groups were often in a dependency-relationship. The admired group may categorize the admiring group as part of a more inclusive in-group that supports the ordinary in-group with resources and self-esteem. Similarly, the admiring group may see the admired group as part of a more inclusive category. Evidence for the formation of admiring groups can be seen in social media networks where people form alliances in games, or identify with membership of large and inclusive fan groups for influencers. Finally, alliances, with the purpose of promoting security, were often forged through kinship; for example, a coincidental or orchestrated allegiance could arise by marrying into the other group. The mutually beneficial union of Cleopatra the IInd and Julius Caesar is just one among many such examples scattered throughout history that aimed to forge bonds between groups, tribes, countries, and empires. Such attachment acted as insurance against harmful intent or even promoted a collaborative mind-set between the groups. This form of alliance could also be viewed as a secondary group membership based on kinship.

Another fundamental motive that promotes intergroup affinity is *mate acquisition*. To maintain genetic diversity and prevent inbreeding, individuals needed a sufficiently large pool of potential mates. Our pre-human ancestors are thought to have lived in groups of 20 to

130 members (Tattersall 2012), well below the estimated requirement for a sufficiently varied gene pool (Brook, Bradshaw, Traill & Franksham 2011). As such, our ancestors were under evolutionary pressure to interact with out-groups in order to maintain genetic fitness (Salvatore, Meltzer, March & Gaertner 2017). Intergroup attraction rooted in the mate acquisition motive may have been founded on sympathy or liking among members of the in- and the out-group. A tendency for such relationships echoes in tales and folklore across many cultures. Such archetypical tales still resonate with audiences as, for example, illustrated in the tales of love across group boundaries like Neytiri and Jake in James Cameron's *Avatar*, Disney's John Smith and Pocahontas, and Shakespeare's *Romeo and Juliet*. Admiration across group boundaries is another type of intergroup affinity, which addresses the mate acquisition motive. Reasons for admiration are plenty, and our ancestors might have been attracted to members of groups who possessed certain qualities or had certain resources. Finally, attachment in both prehistoric and historic times has been an argument for mate acquisition. For example, European Royalty would often prefer to marry a distant relative of another country, rather than marrying a none-royal of his or her own country. Such customs served to maintain power structures, trust, and an aura of noblesse. While attachment underlies this example of cross-country affinity, it would not be as instrumental as the other two forms of affinity to assure genetic fitness. In fact, it is well documented that many Kings, Emperors, and Pharaohs showed signs of inbreeding (Ceballos & Álvarez 2013).

Evolutionary and social psychologists argue that intergroup biases has profound adaptive utility for the individual as biases predispose individuals to act in accordance with them (Cottrell and Neuberg 2005; Durante and Griskevicius 2018). Understanding what drives tourism affinity and how it drives tourism behavior is of importance for both researchers and managers. The Tourism Affinity Model is shown in Figure 2.

--- Insert Figure 2 about here ---

Tourism affinity is a positive out-group bias which is expressed in tourists' sympathy, admiration and attachment associated with a foreign destination. We hypothesize that higher levels of TAFI is linked with higher willingness to visit the focal destination. Tourists with higher levels of TAFI also would be more willing to spread positive word of mouth about the focal destination. Research (Ouellet 2007) shows that consumers, who are repulsed by a particular out-group refrain from close interactions with such a repulsed group. Along the same vein, it is fair to consider that tourists with higher levels of TAFI might also wish to interact more closely with the culture and the locals at the destination than lower TAFI tourists. Indeed, drawing on the fundamental motive of ally-making for security reasons, relations that can truly be counted on to increase personal security are not created at an arm's-length, but are often formed via close common encounters and joint experiences. Thus, we wish to test the following hypotheses:

Hypothesis 1: Tourism affinity has a positive effect on tourists' willingness to visit the focal destination.

Hypothesis 2: Tourism affinity has a positive effect on word of mouth about the focal destination.

Hypothesis 3: Tourism affinity has a positive effect on desired level of interaction with locals at the focal destination.

In addition to investigating the influence of TAFI on individuals as they travel to the focal country, we also investigate its influence on their attitudes, as residents, towards incoming tourism from the focal country. Our approach follows research on the role of residents' predispositions toward in-bound tourism (e.g., Kock et al. 2019; Rasoolimanesh et al. 2017;

Vargas-Sánchez, Porras-Bueno & Plaza-Mejía 2011). Specifically, we argue that TAFI affects a) their attitudes towards incoming tourists from the focal country, and b) their willingness to show hospitality towards such incoming tourists, and forward these hypotheses:

Hypothesis 4: Tourism affinity has a positive effect on residents' support for receiving tourists from the focal destination.

Hypothesis 5: Tourism affinity has a positive effect on residents' hospitality toward incoming tourists from the focal destination.

While our focus is on TAFI, we also aim to test, for the first time, tourism animosity (TANI) with certain new outcomes. Research on TANI, as a very limited and emerging literature, has linked the phenomenon with important outcomes in recent years. Stepchenkova and her collaborators have found that animosity is a powerful barrier to marketing to tourists with higher levels of animosity, but that a targeted promotion campaign might help to overcome such negative destination affect. Animosity has been shown to influence willingness to visit for a special event, and willingness to visit under the condition that bilateral relations between the home and the focal country improve (Stepchenkova et al. 2019). Animosity has also been shown to affect the effectiveness of promotional materials as well as the perception of country values (Stepchenkova, Su & Shichkova 2019). Against this background, we forward for TANI hypotheses on the same tourist outcome variables as above for TAFI.

Hypothesis 6: Tourism animosity has a negative effect on tourists' willingness to engage in tourism at the focal destination.

Hypothesis 7: Tourism animosity has a positive effect on word of mouth about the focal destination.

Hypothesis 8: Tourism animosity has a negative effect on desired level of interaction with locals at the focal destination.

Hypothesis 9: Tourism animosity has a negative effect on residents' support for receiving tourists from the focal destination.

Hypothesis 10: Tourism animosity has a negative effect on residents' hospitality toward incoming tourists from the focal destination.

We apply appraisal theory of emotion (e.g., Smith and Ellsworth 1985) as the theoretical basis for investigating potential fundamental drivers of tourism affinity. Rooted in cognitive psychology, appraisal theory argues that emotions arise because of the individual's cognitive understanding, or appraisal, of the context in which the emotion arises. This approach to understanding how emotions form is a seminal one in psychology today, albeit rarely used in tourism research (see Ma, Gao, Scott, & Ding 2013 for a rare exception). Thus, we apply an appraisal approach to model the effects of three core drivers of TAFI and TANI. Most researchers (e.g., Leach, Ellemers, and Barreto 2007) argue that two or, more prominently, three appraisals are able to describe and predict bias towards a group.

The first appraisal we apply is that of moral obligation. Moral obligation is when individuals perceive a kind of duty to help individuals within their own or affiliated groups. This group-appraisal has been shown to be a very important one. Leach, Ellemers, and Barreto (2007, p. 234) found that moral obligation is “a more important explanation of positive in-group evaluation than competence or sociability”. This appraisal could be particularly diagnostic to understand the TAFI dimension of attachment.

The second appraisal is that of goal alignment (Alexander, Brewer & Livingston 2005). Goal alignment refers to the degree of alignment or compatibility among the goals of the perceiver and the perceived. Goal alignment is a key appraisal applied in image theory and might be

particularly relevant to understand the affinity dimension of sympathy. The third key appraisal we adopt from image theory is relative power. Relative power refers to the power of the perceived group relative to the power of the perceiver group (Alexander et. al. 2005). Relative power could be especially diagnostic for the admiration dimension. These three cognitive appraisals, goal alignment, relative power, and moral obligation are used to understand out-group emotions, and give rise to the appropriate affective response. Such a cognitive appraisal process happens automatically, and almost simultaneous with the affective response.

Hypothesis 11: TAFI is driven by the three appraisals. Specifically, TAFI relates a) positively to goal alignment, b) positively to relative power, and c) positively to moral obligation.

Hypothesis 12: TANI is driven by the three appraisals. Specifically, TANI relates a) negatively to goal alignment, b) positively to relative power, and c) negatively to moral obligation.

STUDY 1: SCALE DEVELOPMENT

The development of a tourism affinity scale is required because no scale exists to measure the psychological phenomenon we have identified, along with its dimensions. While psychology and marketing research generally is scarce on examinations of affinity, those examining affinity do not do so with a focus on the tourism context. However, for the operationalization of TAFI the marketing literature on affinity provides a fruitful basis, which we draw on and further advance. As such, we believe that the present research provides contribution also beyond the tourism discipline.

The TAFI scale was developed by combining inductive and deductive methods (Hinkin 1995; Kock et al. 2019a). We first generated an initial item pool for TAFI by

reviewing the existing literature on affinity and closely related topics. For example, for TAFI, we obtained items from relevant studies that examine positive object-directed consumer emotions (e.g., Kock et al. 2019b; Park et al. 2010; Thomson, MacInnis, & Park 2005), while for TANI, we drew on studies which have looked at negative emotions (e.g., Harmeling, Magnusson & Singh 2015).

We then conducted exploratory interviews with 14 individuals with the main objective being to (dis)confirm literature-drawn items, as well as identify potentially omitted items. Informants in a mid-sized city in the Northeast of the U.S were recruited using a street-intercept procedure. The U.S. is well-suited market being the largest market in terms of outbound tourists and the second largest measured by expenditure (UNWTO 2018). Aiming to understand how TAFI manifests in the minds of the informants, we asked them to describe perceptions and emotions they would relate to two foreign self-selected destinations along each of the three dimensions. We also asked them to introspect regarding the reasons for such beliefs and emotions, as well as potential effects this had on their intentions as outbound tourists and receiving residents. This approach resulted in an initial pool of 23 items.

The following step focused on parsimony as we went through the pool item by item while evaluating possible redundancy of meaning. This led to the pool being reduced by six redundant items. Subsequently we judged the remaining items for face and content validity. We asked three academic experts to evaluate the degree to which the intended core of TAFI was reflected in each item (content validity) and how well each item reflect TAFI rather than another construct (face validity). Five items were eliminated based on these steps, leaving a pool of 18 items. For the tourism animosity (TANI) scale, we followed the same procedure, and at this stage, the resulting pool was 12 TANI items.

The questionnaire contained the TAFI and TANI items, behavioral intention variables, appraisal variables, several demographics questions, as well items used for instructional manipulation checks. We asked respondents to answer the questions with Germany as the destination in mind. We selected Germany because it is a well-known country to U.S. respondents, and may elicit positive as well as more negative responses, thereby ensuring satisfactory variance in our TAFI and TANI items. Selected among the Mechanical Turk (MTurk) online panel, a sample of U.S. respondents were presented with the questionnaire. The quality of MTurk datasets has been shown to be as good or better than data collected via street intercepts or among students (Goodman & Paolacci 2017). We included instructional manipulation checks (IMC) in order to detect potential response bias resulting from, for example, straight lining or satisficing (e.g., Barber & Barnes 2013). Such a method has been shown effective to detect such respondent behavior. We asked respondents to answer agree to the IMC, and respondents who provided a wrong answer were not included in the subsequent analysis (24 respondents; 6.9% of respondents leaving 323 respondents). We did inform respondents that we would use IMCs in the questionnaire in order to deter such respondent behaviour. Sample characteristics of both studies appear in Table 1.

--- Insert Table 1 about here ---

To test the assumption of normality, we carried out an initial factor analysis on the TAFI items, and the thresholds for both Bartlett's test of sphericity (BTS) and the Kaiser-Meyer-Olkin (KMO) criterion were met (BTS = 6454.325; d.f. = 231, $p < .001$; KMO = .954). We then conducted a parallel analysis, from which three factors emerged. Since the simplistic

Kaiser–Guttman criterion is often inaccurate (Horn 1965), we carried out a parallel analysis (Lance, Butts and Michels 2006).

Applying four statistical criteria, we then evaluated all items. In a first step, we inspected factor loadings and item-to-total correlations with .4 and .5 as the thresholds. In a second step, we judged item redundancy by investigating inter-item correlations. Third, we tested what the effect of deleting the item would be on the composite reliability of the scale. To complement these three steps, we used a χ^2 -difference test technique (Josiassen 2011) to further purify the scale. Using this technique, the item with the lowest item-to-total correlation is selected for deletion. After deletion, we would iteratively select the next item, which now has the lowest correlation. The procedure stopped or skipped an item in the case where deleting it would change the conceptual meaning on the construct, or when the model fit did not increase (Voss, Spangenberg & Grohmann 2003). After finalizing these four steps, aiming for a parsimonious scale, 7 items were deleted, leaving 11 items (SYM 4, ADM 3, and ATT 4) in the final TAFI scale, and a reduction of 4 items leaving 8 items (CONT 4, and ACCOM 4) in the final TANI scale.

--- Insert Table 2 about here ---

The resulting TAFI measure has factor loadings ranging from .77 to .92 (TANI: .88 to .94). The composite reliability (CR) was .91 (TANI: .96) and the average variance extracted (AVE) was .76 (TANI: .92), document that the scales are reliable. Table 2 shows a list of the item and scale properties.

STUDY 2: HYPOTHESES TESTING

Participants and procedures

Study 2 aims to test the proposed theoretical framework. Specifically, this study tests the theoretical framework and the related hypotheses (Figure 2). The data was collected from a sample of U.S citizens using Mturk panels. The respondents were asked to answer several qualifying questions. Only respondents older than 18, with an annual household income above US\$30.000 and with some travel experience in the recent two years qualified for the main questionnaire. As for Study 1, we included an IMC. Useful data was collected from 282 respondents, and a further 27 responses (8.7% of the sample) were removed. Please see Table 2 for the sample characteristics.

Measures

The measures and their psychometric parameters are shown in Table 3. The questionnaire included the newly developed TAFI scale as well as the measures involved in the hypotheses being tested. Again, we asked respondents to answer the questionnaire items with Germany as the destination in mind. Willingness to visit was measured by the scale adopted from Kock et al. (2016). Level of desired interaction (LDI) and the appraisals were newly developed scales following the same steps as for the focal TAFI scale. LDI draws conceptually on Ouellet (2007) and reliably measures tourists' desired level of interaction with the local residents (CR= .84). The scale for word of mouth was adopted from Kock et al. (2016). The resident support of tourism scale was adopted from Stylidies & Terzidou (2014) and Woo, Kim, & Uysal (2015). The scale for resident hospitality was adopted from Kock, Josiassen, Assaf et al. (2019). Goal compatibility was measured by four items on a Likert scale anchored by 'it will really hurt the home country [HC]' to 'it will really help both the [HC] and the focal country [FC]'. The items were: 1) 'What would be the consequence of significantly improving [FC]'s influence in the major international organizations? 2) If [FC]

were to increase significantly the military budget, would that affect [HC]? 3) What would be the result if GDP in [FC] were to increase significantly? 4) What would be the consequence if a [FC] national became the next President of the UN?’ Perceived outgroup power measures the perceived power of the [FC] relative to the [HC], and consists of four items. The items are: 1) ‘Which country is more politically powerful to be able to influence other countries, 2) Which country is more economically powerful to be able to influence other countries, 3) Which country’s culture influences the other country more? And 4) Which country has the stronger and more powerful international connections? The answer options ranged from ‘the [HC] has more political (economic/cultural/network) power than the [FC]’ to ‘the [FC] has more political (economic/cultural/network) power than the [HC]’. The final appraisal moral obligation was measured by five items. Prefaced by ‘relative to many other countries...’ 1) ‘[FC] can count on the [HC] if it’s really necessary’, 2) ‘it would be expected that the [HC] helps [FC] if necessary,’ 3) ‘if [FC] needs it, then the [HC] will be on its side after all’, 4) while we do not always agree, the [HC] wants the best for [FC]’, 5) the [HC] has a kind of duty to help [FC].’ The answer options ranged from strongly disagree to strongly agree. In addition, we added IMCs and captured respondents’ age, gender, and education.

The lowest standardized factor loading was .65, thus demonstrating convergent validity (Bagozzi and Yi 1988). We found discriminant validity as the data satisfied both the Fornell-Larcker (1981) test with the square root of all AVEs being greater than all inter-construct correlations, as well as the newer heterotrait-monotrait (HTMT) method with the average of correlations being below .90 (Kline 2011).

--- Insert Table 3 about here ---

Results

We tested the structural equation model in AMOS 24. The fit between the data and the developed model is good, as indicated by the goodness of fit indices ($\chi^2/df = 2.150$; RMSEA = .064; SRMR = .0674).

Overall, the results of the hypothesis tests demonstrate strong support for our hypotheses, showing the importance of TAFI in explaining several attitudinal tourist outcomes when considering tourism at a focal destination, as well as their attitudes as residents towards tourists from the focal destination. TAFI has a significant and positive effect on tourists' willingness to visit (.719, $p < .001$) thereby confirming H1. Tourists with higher levels of TAFI also are more likely to provide positive word-of-mouth about the destination (H2: .794, $p < .001$). Hypothesis 3 was also confirmed as TAFI showed to positively affect desired the level of interaction with locals (.669, $p < .001$). In terms of residents' attitudes towards tourism from the focal destination, both H4 and H5 were confirmed, as TAFI was found to positively influence residents' support for receiving tourists from the focal destination (.762, $p < .001$), as well as being hospitable towards such tourists (.600, $p < .001$).

We also tested TANI within the nomological network. TANI positively relates to willingness to visit (WTV), thus H6 was not confirmed (.281, $p < .001$). TANI relates positively to word of mouth (WOM), and thus H7 was not confirmed (.128, $p < .01$). Tourists with higher levels of TANI were found to be less inclined towards closer interaction with locals than tourists with lower levels of TANI. While only borderline significant, this finding was in line with H8 (-.097, $p < .1$). In terms of their roles as residents, TANI was found to relate negatively to both resident support of tourism (RST) (-.188, $p < .001$), and resident

hospitality (RH) (-.371, $p < .001$), confirming H9 and H10. Finally, regarding the appraisals, the results show that goal compatibility (GC: .431, $p < .001$), relative power (RP: .150, $p < .001$), and moral obligation (MO: .421, $p < .001$) all relate positively to TAFI, confirming H11. H12a and H12c could not be confirmed as goal compatibility (.124, n.s.), and moral obligation (.109, n.s.) were found to have no effect on animosity. Relative power positively drives TANI (.261, $p < .001$), confirming H12b.

Post Hoc Results

Based on the preceding results, we took the opportunity to look further into the profiles made up by the appraisals and their potential joint links with the TAFI dimensions. We performed a two-step cluster analysis in SPSS 24, in which six clusters were analyzed. The data was well-suited to perform a cluster analysis with the chosen cluster variables (size ratio=1,71) and overall predictor importance well distributed among all three appraisals.

Before performing the cluster analysis, we took the opportunity to investigate diagnosticity of an additional appraisal we had in the data set, status. The linear regression showed that in the presence of the other three appraisals, status had no significant effect on any of the three TAFI dimensions. This further supported our decision to use the three chosen appraisals in this research.

First, we examined attachment, then sympathy, and finally admiration. Two clusters (1 and 6) are characterized as linking the highest to attachment, and these are also the two clusters which score highest on MO. However, while cluster 1 has high RP and medium GC, cluster 6 has low RP and high GC. The lowest attachment cluster (3) is characterized by low MO, low GC, and low RP. Overall, MO is found to be the most diagnostic appraisal to elicit attachment.

Sympathy is the most generic of the three dimensions of TAFI. As such, there are many avenues to elicit general sympathy. Overall, higher MO, higher GC, and lower RP promote sympathy. It only takes one wrongly aligned appraisal to cause lower sympathy. To illustrate, the two clusters, which score lowest on sympathy are characterized by at least one appraisal which does not promote SYM. Cluster 3 is the lowest on sympathy, and MO should be high to promote sympathy, while it can be observed that it is the second lowest among the clusters. As another example, cluster 4 has the second lowest sympathy and while higher GC supports higher sympathy, cluster 2 is characterized by the second lowest GC perceptions among the clusters. Overall, RP appears to be the least diagnostic appraisal to create sympathy.

The results indicate that there are multiple pathways to admiration. High admiration can be induced by high GC, high RP, and high felt MO. Contrary to the appraisal-system which promotes sympathy, admiration can be high despite some appraisals not promoting admiration. In other words, individuals may admire a country with reasoning in only one of the three appraisals: It is powerful, goal-aligned, or there is a moral obligation present. Clusters 1, 5, and 6 score highest on admiration, but for different reasons. Cluster 1 is the cluster, which perceives the other country to have the highest relative power. Cluster 6 has the highest GC of all the clusters, while RP is only average. Cluster 5 scores third highest on admiration, has high MO, average GC, and low RP. The other cluster (3) with the lowest RP also scores the lowest on admiration out of the six clusters.

CONCLUSION

The results of this study reveal that TAFI provides important information about tourists' decision-making when considering a destination for tourism. In this article, we argue that this positive intergroup bias plays an important role in shaping tourism behavior.

Tourism affinity is represented in the attraction-repulsion framework as an attraction towards a specific country. This article explicitly introduces the attraction-repulsion framework for the first time in the tourism literature. As the tourism-biases literature grows this framework can provide a useful theoretical underpinning for future research endeavors.

In order to understand the deeper-rooted drivers of TAFI, we apply evolutionary psychology, and thus provide an example of the potential benefit of this lens. As intergroup biases often develop socially over time, the study of intergroup biases, and in particular their causes, lends itself well to be investigated using an evolutionary psychology lens.

The results show that TAFI affects tourists' willingness to visit, inclination to provide word-of-mouth, as well as influences their desired level of interaction with the locals at a specific destination. For example, tourists with higher levels of TAFI prefer closer encounters with the locals, while tourists with lower levels of TAFI refrain from such closer encounters. Overall, the results clearly show that TAFI can contribute to an understanding of tourists' destination choices, and that this bias is an important consideration for further studies of tourists' destination choices. We also investigated whether TAFI affects individuals when considering tourism from the affinity country. The results show that higher TAFI residents are both more supportive of increased tourism from the particular country, and they would be more hospitable towards these tourists. All in all, these results show that TAFI matters.

In this article, we also investigated TANI and its potential impact on tourist and resident-related outcomes. The results, rather surprisingly, showed that TANI impacts tourists in a complex manner, which is distinct from the way the marketing literature has shown that it affects the purchase of products. Our results indicate that a high level of TANI is not necessarily followed by a lower level of behavioral intentions towards the destination. Rather, the results showed that there is a positive and significant link between higher levels of

TANI and willingness to visit the destination. This result may be explained by attraction to the negative. Historically, circuses and fun parks have found it even easier to attract visitors to pay to see the bearded woman, and the elephant man, than to see a handsome man or a beautiful woman. Similarly, many individuals are attracted to visit a menacing lion or crocodile in the zoo, watching a scary movie, or watching a documentary about serial killers. This attraction to experience what brings up negative emotions is likely to influence tourist behavior more than consumer behavior. This view is also supported by research on dark tourism (e.g., Stone 2019). As such, the present research adds an application of attraction towards negative emotions to the literatures on dark tourism, benign masochism and gazing. However, these tourists are only looking for the experience and high TANI individuals still do not want close interactions, nor tourism from the animosity country. We urge researchers to look into and attempt to disentangle further the effects of negative emotions towards the focal country itself from the effects of the excitement, thrill, or interest it provides the tourist experience.

Providing a conceptualization and operationalization of TAFI allows practitioners to examine TAFI levels prior to developing and promoting tourism offerings. TAFI levels may help explain why certain destinations do well with tourists from certain markets and seem less attractive to tourists from other markets. Instead of thinking that the issue is performance-related and some attraction or other variable should be implemented or changed, these results show that perhaps a deeper-rooted destination affinity present in the target market is an underlying reason for the discrepancy in performance. Further, a deeper understanding of TAFI levels enables practitioners to improve strategic allocation of resources, and thus improve segmentation, targeting, and ability to meet tourist needs.

TAFI also has an effect on resident outcomes. As such, an investigation and understanding of TAFI can help local businesses and politicians' gauge the level of support

for increased tourism from a particular country. Practitioners can use the results of the present investigation of TANI to identify the reason why some markets may be harder to success on. However, it is important to note that TANI may have an additional effect by which tourists may be attracted even if TANI levels are high. When targeting such high-TANI tourists, tourism practitioners should be aware, however, that while they may be interested to visit, they do want to do so at more of an arms-length than do lower TANI tourists. This information allows practitioners to tailor the tourist experience more precisely to various tourist segments. Local politicians and tourism businesses can investigate TANI levels among the residents to understand the likelihood that tourists from a certain country will be well received, as well as the likelihood that these tourists will be made to feel welcome. If TANI levels are high this allows practitioners to plan, change strategies, or allocate resources to try to overcome this challenge.

The present article documents the importance of the intergroup bias affinity for understanding tourist behaviour when travelling abroad. TAFI is likely to affect several additional tourism outcomes, and we call for research to identify and test such outcomes. While the present article briefly tried to understand the appraisal profiles as drivers of TAFI and TANI in a post hoc analysis, we urge further research on this aspect. To this end, it might be beneficial to include TAFI (TANI) perceptions as a mediator between appraisals and the TAFI (TANI) emotions presented in the present research. In general, there are very few examples of profile measures in the tourism literature, and research focused on this topic is welcome. Finally, we strongly call for both qualitative and quantitative research to look further into the effect of TANI having a net-promoting effect on general willingness to visit while having a negative effect on more intrusive outcomes such as desired level of interaction, and hospitality towards visitors from the animosity country.

REFERENCES

- Adorno, T. W., Frenkel-Brunswik, E., Levinson, D. J., & Sanford, R. N. (1950). "The authoritarian personality." Harper & Bros, New York, 633.
- Alexander, M. G., Brewer, M. B., & Livingston, R. W. (2005). "Putting stereotype content in context: Image theory and interethnic stereotypes." *Personality and Social Psychology Bulletin*, 31(6), 781-794.
- Baloglu, S., and K. W. McCleary. (1999). "A Model of Destination Image Formation." *Annals of Tourism Research* 26 (4): 868-97.
- Barber, L. K., Barnes, C. M., & Carlson, K. D. (2013). "Random and systematic error effects of insomnia on survey behavior." *Organizational Research Methods*, 16(4), 616–649.
- Bagozzi, R. P., & Yi, Y. (1988). "On the evaluation of structural equation models." *Journal of the Academy of Marketing Science*, 16(1), 74-94.
- Brewer, M. B. (1999). "The psychology of prejudice: Ingroup love and outgroup hate?" *Journal of Social Issues*, 55(3), 429-444.
- Brook, B. W., Bradshaw, C. J. A., Traill, L. W., & Frankham, R. (2011). "Minimum viable population size: Not magic, but necessary." *Trends in Ecology & Evolution*, 26, 619-620.
- Ceballos, F. C., & Álvarez, G. (2013). "Royal dynasties as human inbreeding laboratories: The Habsburgs." *Heredity*, 111(2), 114-121.
- Chen, Y.C., Mathur, P., & Maheswaran, D. (2014). "The effects of country-related affect on product evaluations." *Journal of Consumer Research*, 41 (4), 1033-1046, <https://doi.org/10.1086/678194>.

Chen, F.F. & Kenrick, D.T. (2002). "Repulsion or attraction? Group membership and assumed attitude similarity." *Journal of Personality and Social Psychology*, 83(1), 111-125.

Chien, P. M., & Ritchie, B. W. (2018). "Understanding intergroup conflicts in tourism." *Annals of Tourism Research*, 72(C), 177-179.

Correll, J., & Park, B. (2005). "A model of the ingroup as a social resource." *Personality and Social Psychology Review*, 9(4), 341-359.

Cottrell, C.A., & Neuberg, S.L. (2005). "Different emotional reactions to different groups: A sociofunctional threat-based approach to "prejudice"." *Journal of Personality and Social Psychology*, 88(5), 770-789.

Crouch, G. I. (2013). "Homo sapiens on vacation: What can we learn from Darwin?" *Journal of Travel Research*, 52(5), 575-590.

Damasio, A.R. (1994). "Descartes' error: Emotion, reason and the human brain." New York: Grosset/Putman.

Dunbar, R. I., & Shultz, S. (2007). "Evolution in the social brain." *Science* 317, 1344-1347.

Durante, K.M., & Griskevicius, V. (2018). "Evolution and consumer psychology." *Consumer Psychology Review*, 1(1), 4-21.

Falter, J. W., & Schumann, S. (1988). "Affinity towards right-wing extremism in Western Europe." *West European Politics*, 11(2), 96-110.

Fiske, S. T., Cuddy, A. J. C., Glick, P., & Xu, J. (2002). "A model of stereotype content as often mixed: Separate dimensions of competence and warmth respectively follow from status and competition." *Journal of Personality and Social Psychology*, 82(6), 878-902.

Fornell, C., & Larcker, D. F. (1981). "Evaluating structural equation models with unobservable variables and measurement error." *Journal of Marketing Research*, 18(1), 39-50.

Gander, K. (2017). "Touching online funerals that gamers hold for friends they have never met." *The Independent UK edition*, <https://www.independent.co.uk/life-style/online-funerals-gamers-friends-never-met-gaming-death-social-network-world-of-warcraft-skyrim-a7507836.html>

Goodman, J. K., & Paolacci, G. (2017). "Crowdsourcing consumer research." *Journal of Consumer Research*, 44(1), 196-210.

Harmeling, C., Magnusson, P., & Singh, N. (2015). "Beyond anger: A deeper look at consumer animosity." *Journal of International Business Studies*, 46, 676-693.

Herrmann, E., Call, J., Hernández-Lloreda, M. V., Hare, B., & Tomasello, M. (2007). "Humans have evolved specialized skills of social cognition: The cultural intelligence hypothesis." *Science*, 317(5843), 1360-1366.

Hewstone, M., Rubin, M., & Willis, H. (2002). "Intergroup bias." *Annual Review of Psychology*, 53, 575-604

Hinkin, T. R. (1995). "A review of scale development practices in the study of organizations." *Journal of Management*, 21(5), 967-988.

Horn, J. L. (1965). "A rationale and test for the number of factors in factor analysis." *Psychometrika*, 30(2), 179-185.

Jordan, E.J., Spencer, D.M., & Prayag, G. (2019). "Tourism impacts, emotions and stress." *Annals of Tourism Research*, 75, 213-226.

Josiassen, A. (2011). "Consumer disidentification and its effects on domestic product purchases: An empirical investigation in the Netherlands." *Journal of Marketing*, 75(2), 124-140.

Josiassen, A., Assaf, A.G., Woo, L., & Kock, F. (2016). "The imagery–image duality model: An integrative review and advocating for improved delimitation of concepts." *Journal of Travel Research*, 55(6), 789-803.

Kline, R. B. (2011). "Principles and practice of structural equation modeling." New York, Guilford Press.

Kock, F., Josiassen, A., & Assaf, A.G. (2019). "Scale development in tourism research: Advocating for a new paradigm." *Journal of Travel Research*, 58(7), 1227-1229.

Kock, F., A. Josiassen, A., & Assaf, A.G. (2016). "Advancing destination image: The destination content model." *Annals of Tourism Research* 61, 28–44.

Kock, F., Josiassen, A., Assaf, A. G., Karpen, I., & Farrelly, F. (2019). "Tourism ethnocentrism and its effects on tourist and resident behavior." *Journal of Travel Research*, 58(3), 427-439.

Kock, F., Josiassen, A., & Assaf, A. G. (2018). "On the origin of tourist behavior." *Annals of Tourism Research*, 73(C), 180-183.

Kock, F., Josiassen, A., & Assaf, A. G. (2019b). "Toward a universal account of country-induced predispositions: integrative framework and measurement of country-of-origin images and country emotions." *Journal of International Marketing*, 27(3), 43-59.

Lance, C. E., Butts, M. M., & L. C. Michels (2006). "The sources of four commonly reported cutoff criteria: What did they really say?" *Organizational Research Methods*, 9(2), 202-220.

Laros, F.J.M., & Steenkamp, B.E.M. (2005). "Emotions in consumer behaviour: A hierarchical approach." *Journal of Business Research*, 8(10), 1437-1445.

Leach, C. W., Ellemers, N., & Barreto, M. (2007). "Group virtue: the importance of morality (vs. competence and sociability) in the positive evaluation of in-groups." *Journal of Personality and Social Psychology*, 93(2), 234.

Lerner, J.S., Li, Y., Valdesolo, P., & Kassam, K.S. (2015). "Emotion and decision making." *Annual Review of Psychology*, 66, 799-823

Ma, J., Gao, J., Scott, N., & Ding, P. (2013). "Customer delight from theme park experiences: The antecedents of delight based on cognitive appraisal theory." *Annals of Tourism Research*, 42, 359-381.

Maheswaran, D., & Chen, C.Y. (2006). "Nation equity: Incidental emotions in country-of-origin effects." *Journal of Consumer Research*, 33(3), 370–376

Maheswaran, D., Chen, C.Y., & He, J. (2015). "Nation equity: Integrating the multiple dimensions of country of origin effects." *Review of Marketing Research*, 10, 153-189.

Maslow, A. H. (1949). "Our maligned animal nature." *The Journal of Psychology*, 28(2), 273-278.

Oberecker, E. M., & A. Diamantopoulos (2011). "Consumers' emotional bonds with foreign countries: does consumer affinity affect behavioral intentions?" *Journal of International Marketing*, 19(2), 45-72.

Ouellet, J. F. (2007). "Consumer racism and its effects on domestic cross-ethnic product purchase: An empirical test in the United States, Canada, and France." *Journal of Marketing*, 71(1), 113-128.

Oxford Living Dictionary, 2019

Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). "Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers." *Journal of Marketing*, 74(1), 1–17.

Pera, E., Viglia, G., Grazzini, L., & Dalli, D. (2019) "When empathy prevents negative reviewing behaviour." *Annals of Tourism Research*, 75, 265-278

Phelps, E.A., Lempert, K.M., & Sokol-Hessner, P. (2014). "Emotion and decision making: Multiple modulatory neural circuits." *Annual Review of Neuroscience*, 37, 37:263-287

Podsakoff, P.M., MacKenzie, S.B., & Podsakoff, N.P. (2012). "Sources of method bias in social science research and recommendations on how to control it." *Annual Review of Psychology*, 63, 539-569

Rasoolimanesh, S. M., Ringle, C. M., Jaafar, M., & Ramayah, T. (2017). "Urban vs. rural destinations: Residents' perceptions, community participation and support for tourism development." *Tourism Management*, 60, 147-158.

Salvatore, J.F., Meltzer, A.L., March, D.S., & Gaertner, L. (2017). "Strangers with benefits: Attraction to outgroup men increases as fertility increases across the menstrual cycle." *Personality and Social Psychology Bulletin*, 43(2), 204–217

Shankarmahesh, M.N., (2006). "Consumer ethnocentrism: An integrative review of its antecedents and consequences." *International Marketing Review*, 23(2), 146-172

Simon HA. 1983. "Reason in Human Affairs." Stanford, CA: Stanford Univ. Press

Smith, E. R., & Mackie, D. M. (2008). "Intergroup emotions." *Handbook of emotions*, 3, 428-439.

Smith, C. A., & Ellsworth, P. C. (1985). "Patterns of cognitive appraisal in emotion." *Journal of personality and social psychology*, 48(4), 813.

So, J., Achar, C., Han, F., Agrawal, N., Duhachek, A., & Maheswaran, D. (2015). "The psychology of appraisal: Specific emotions and decision-making." *Journal of Consumer Psychology*, 25(3), 359-371.

Stepchenkova, S., Su, L., & Shichkova, E. (2019). "Marketing to tourists from unfriendly countries: should we even try?" *Journal of Travel Research*, 58(2), 266-282.

Stepchenkova, S., Dai, X., Kirilenko, A. P., & Su, L. (2019). "The influence of animosity, ethnocentric tendencies, and national attachment on tourists' decision-making processes during international conflicts." *Journal of Travel Research*, <https://doi.org/10.1177/0047287519880012>.

Stepchenkova, S., Shichkova, E., Kim, M., & Rykhtik, M.I (2018). "Do strained bilateral relations affect tourist's desire to visit a country that is a target of animosity?" *Journal of Travel and Tourism Research*, 35 (5) 553-566.

Stone, P. R. (2019). "Dark tourism and 'spectacular death': Towards a conceptual framework." *Annals of Tourism Research*, 102826.

Stylidis, D., & Terzidou, M. (2014). "Tourism and the economic crisis in Kavala, Greece." *Annals of Tourism Research*, 44, 210-226.

Tattersall, I. (2012) "Masters of the planet: The search for our human origins." New York, Palgrave-Macmillan.

Tajfel, H., & Turner, J.C. (1979). "An integrative theory of intergroup conflict" In W.G. Austin & S. Worchel (Eds), *The social psychology of intergroup relations*, Pacific Grove, Ca, Brooks-Cole.

Thomson, M., MacInnis, D. J., & Park, C. W. (2005). "The ties that bind: Measuring the strength of consumers' emotional attachments to brands." *Journal of Consumer Psychology*, 15(1), 77–91.

Tom, G. (2004). "The Endowment—Institutional Affinity Effect." *The Journal of Psychology*, 138(2), 160-170.

UNWTO – United Nations World Tourism Organization. 2018. UNWTO Tourism Highlights 2018, <https://www.e-unwto.org/doi/pdf/10.18111/9789284419876>

Vargas-Sánchez, A., Porras-Bueno, N., & Plaza-Mejía, M. (2011) "Explaining residents' attitudes to tourism: Is a universal model possible?" *Annals of Tourism Research*, 38(2), 460-480.

Voss, K.E., Spangenberg, E.R., & Grohmann, B. (2003). "Measuring the hedonic and utilitarian dimensions of consumer attitude." *Journal of Marketing Research*, 40(3), 310–320.

Woo, E., Kim, H., & Uysal, M. (2015). "Life satisfaction and support for tourism development." *Annals of tourism research*, 50, 84-97.

Xavier, M. (2019). “How Brazilians travel around the world.” LABS,
<https://labs.ebanx.com/en/articles/society/how-brazilians-travel-around-the-world-a-comprehensive-guide/>.