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Master Thesis

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Conceptualization of an Integrative Tourism Affinity and Animosity model, applied in a German-Turkish Context

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Abstract

Purpose: This study contributes to the novel research line "biases in tourism" and presents an initial test of an integrative tourism animosity and tourism affinity model in the context of German tourists and their willingness to visit (WTV) Turkey and provide positive word of mouth (pWOM).

Methodology: Two studies are conducted, one qualitative and one quantitative. The qualitative exploratory study consists of 7 interviews. Quantitative data is gathered through an online questionnaire and Cronbach's alpha connected with regression analysis is employed on a total of 193 valid answers. The development of the scale follows the consumer biases literature employing a non-context-specific scale.

Findings: Specifically, the authors identify the defining conceptual characteristics of the Tourism Affinity and Tourism Animosity construct with its multidimensional key drivers. The study proves with a high significance the negative impact of tourism animosity on WTV and pWOM, the positive impact of tourism affinity on WTV and pWOM, as well as the positive impact of pWOM on WTV. Furthermore, different significant dimensions driving tourism biases are identified and discussed.

Originality: This is the first study to firstly conceptualize tourism affinity and tourism animosity, and secondly to combine them in a multidimensional construct.

Implications: Theoretical, managerial and government implications are presented on a general and more level. By using tourism affinity drivers as a tool, tourism managers and policy makers can create marketing strategies to overcome the effects of tourism animosity.

Keywords: Tourism animosity, tourism affinity, tourism research, pWOM, WTV, specific country biases, Germany, Turkey.

Paper type: Master Thesis

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"Success is walking from failure to failure with no loss of enthusiasm."

Winston Churchill

1 Introduction

Tourism is recognized as an important economic activity with global significance leading to increased attention by governments, organizations and academics (Lickorish and Jenkins 1997). "*In today's world, terror attacks, international crime, disputes and incidents between countries or even wars, have become increasingly visible*" (Alvarez and Campo 2019, p. 1). These events not only affect international relations but also tourism, especially tourists' choice of destination.

Tourists sometimes create intense negative or positive feelings toward certain countries that may influence their willingness to visit a destination and their willingness to provide positive word of mouth about that destination. So far both positive and negative emotions towards specific countries have been investigated in the marketing literature, using the terms consumer affinity and animosity. Consumer affinity is defined as *"a feeling of liking, sympathy, and even attachment toward a specific foreign country"* (Oberecker, Riefler and Diamantopulos 2008, p. 26) and consumer animosity is defined as "t*he remnants of antipathy related to previous or ongoing military, political or economic event*s" (Klein, Ettenson and Morris 1998, p. 90). Research in this field has established that the biases individuals feel toward certain countries influence their decisions to purchase products originating from that specific country (Njissen and Douglas 2004, Ettenson and Klein 2005; Huang, Phau and Lin 2010; Alvarez and Campo 2019). These emotions, both positive and negative are influencing the purchasing process, and they need to be understood correctly by marketers, in order to take advantage of them. It is especially important to understand and address the negative emotions to control their damaging outcome (Kotler and Gertner 2002; Alvarez and Campo 2019). In connection to the abovementioned, a destination can be considered as a product of the tourism industry (Campo and Alvarez 2019), thus the extensively studied consumer constructs from the marketing literature can be applied in the tourism domain. To address these biases towards specific countries can be a beneficial tool to get a deeper understanding of tourist's intentions to visit destinations. This is helpful to create marketing strategies for tourism managers. In addition, it also creates the opportunity for governments to improve human relations and create a better understanding across cultures

(Farmaki 2017). To take advantage of this opportunity the context and cause of the positive and negative emotions need to be understood. The literature however focused mostly on the negative emotions and investigated consumer animosity to a greater extent than the affinity construct.

Consumer animosity has been limited to study the emotions within countries that have a common history based on war and economic disputes, such as the invasion of Japanese in China (Klein, Ettenson and Morris 1998), civil war (Shimp, Dunn and Klein 2004), or Holocaust (Podoshen and Hunt 2009). Recent studies try to develop a model to measure animosity in tourism with the purpose of creating a scale on a general level to compare animosity findings in different research settings in future research (Campo and Alvarez 2019).

Since the introduction by Riefler and Diamantopoulos (2007), who proposed a multidimensional approach, the literature has presented more studies extending the animosity model with more dimensions such as cultural and social animosity, as well as studies based on countries with bilateral conflicts (Nes, Yelkur and Silkoset 2012; Hoffmann, Mia and Smirnova 2011). Due to the changes in the world where terrorism and safety plays an important role, Alvarez and Campo (2019) came up with a revised definition with a focus on animosity arising from general ethical concerns of human rights violations, dislike of ideology or government politics, with no particular impact on the consumer's country.

The research of affinity as consumer bias was introduced later and does not provide as many studies as animosity research. However, there are studies which investigate the affinity dimensions. Especially the qualitative study by Oberecker, Riefler and Diamantopoulos provides insightful knowledge about the triggers of affinity. This lead to the conclusion that affinity dimensions differ from the animosity dimension, but that they also share some common key drivers. We argue that there is a void in affinity literature in relation to tourism, and we see the need for further research in order to provide marketers with the helpful insights about tourists attitudes and behavioural intentions to visit a destination.

This study follows the fairly new approach, that tourist intentions and behaviour can be investigated with the focus on general or country-specific biases, in contrast to the dominating literature which explains destination choice with the influence of destination image and imagery. We expand the conceptualization of animosity and affinity by introducing the concepts tourism affinity and tourism animosity which creates a link between

marketing and tourism literature. Based on the idea that destinations are tourism products and tourists are consumers, we propose to use the terms tourism affinity and tourism animosity in order to distinguish future tourism studies from the previous consumer studies. We wish to contribute to affinity research in tourism, by identifying and defining the characteristics of two new constructs.

The chosen test countries are Germany as the home country and Turkey as a target country. Literature does not provide a close investigation of feelings of affinity nor animosity in the German population towards Turkey and its influence on tourism behaviour. Unlike well-researched relations between China and Japan or the Middle East and America, Germany and Turkey do not have a difficult war, military or economic related history. On the contrary, the relationship between Germany and Turkey has been mostly positive since the 1960s. However, in the past decade, some political events have challenged their relationship, wherefore the results in this study are not as explicit as in other studies.

The aim of this study is threefold, intending to (1) provide further evidence to the recently acknowledge research gap of tourism animosity, (2) combine both biases in an integrative model in the context of tourism as the first of this kind and therefore (3) provide first evidence of tourism affinity on the outcome WTV and positive WOM.

We explore the underlying sources of these constructs, provide insights into the behavioural consequence of Tourism Affinity and Tourism Animosity in terms of willingness to visit and the willingness to provide positive word of mouth. We also provide further testing of whether Tourism Affinity and Tourism Animosity are bipolar or distinct concepts and propose recommendations for the use of Tourism Affinity and Tourism Affinity for marketing managers. By combining the model, we are able to find similar and different dimensions that drive either tourism animosity or tourism affinity. Additionally to the main purpose of the study, we make assumptions about the tourists' product judgment, which has been controversially discussed in the consumer contexts and needs to be further investigated in tourism due to the different levels of product involvement. By providing these findings the following research questions will be addressed:

1) *How do tourism affinity and animosity influence tourists' intention to visit a destination and the willingness to provide positive word of mouth?*
2) *How does positive word of mouth impact the willingness to visit?*

3) Which dimensions drive tourism affinity and tourism animosity?

This thesis addresses the tourism domain in order to create a framework that examines tourist's behavioural intentions to visit a destination and to recommend the destination positively. It provides advancement to tourism research by conceptualizing and empirically investigative several routes through which country biases manifest in tourists behavioural intentions. This investigation is conducted through the integrative model of two country biases - tourism affinity and tourism animosity, which structures existing research along with these two empirically distinct constructs.

This thesis presents existing research and their main findings in a literature review (section 2). A contextual background review is included to explain the unique relationship between Germany and Turkey (section 3). In section 4 we address the theoretical framework of this thesis including conceptualization of tourism affinity and tourism animosity, the explanation behind the development of the integrative model and which hypotheses will be addressed in order to answer our research objective. In section 5 we address the research approach and methodology used in this thesis. A mixed method approach is used to conduct two studies - one qualitative (Study A) and one quantitative (Study B). The main study of this thesis is study B which was conducted first. Study A was conducted afterwards with the purpose of providing evidence for an accurate definition of tourism affinity and tourism animosity. As the definition will be presented first it is logical to name this study A and the other one B. In section 6, we provide the results of the first investigation of tourism affinity and tourism animosity – using both country biases in a combined model for the first time in the context of tourism. In section 7 a discussion of the results is presented, followed by the limitations of this research, which will be found in section 8. section 9 elaborates the theoretical and relevance and provides big-picture implications for the advancement of both theory and practice in the tourism and marketing research domain. The final section (10) includes a conclusion and future research suggestions.

2 Theoretical Background

This section presents the theories from psychology science which underpin the constructs of affinity and animosity, reviews the literature of the two biases, as well as studies with an integrative model approach. The current research gaps are hereby revealed.

2.1 Psychology Theories

Affinity and animosity both have its roots in social psychology, which defines an attitude as "*a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour*" (Eagly and Chaiken 1993, p. 1). The attitude research contributes to other research areas such as the marketing domain (Eagly and Chaiken 1993). Because people are able to express their negative or positive feelings towards consumer products (Wilson, Lindsey and Schooler 2012), the knowledge about certain attitudes towards countries can give insightful information about the products from that country to formulate marketing strategies. Social Identity Theory (Tajfel 1982) and Attitude Theory (Fishbein and Ajzen 1975) are mostly applied in affinity literature, whereas animosity studies based the model on Cognitive Appraisal Theory (Roseman, Spindel and Jose 1990). Wilson, Lindsey and Schooler (2012) state that "*there are times (...) when people have more than one evaluation of the same attitude object, one of which is more accessible than the other*" (p. 101). The possibility that dual attitudes towards the same country exist supports the conceptualization of the present research model.

In order to explain the influence of tourism affinity and animosity on WTV, it is necessary to understand how these biases

2.1.1 Social Identity Theory

Social Identity Theory distinguishes between in-groups and out-groups (Nes, Yelkur and Silkoset 2013). This theory explains that a person has multiple social selves which sit on top of their personal self. Each social self is associated with different social circles and social contexts (Tajfel 1982). These different social selves will modulate a person's personal self and cause them to change the way they think and behave within circumstances that elicit these different social selves (Nes, Yelkur and Silkoset 2014). A good example of in-group favouritism in a consumer context is consumer ethnocentrism.

Identity is often chosen by individuals of their own free will (Swann 1987; Nes, Yelkur and Silkoset 2014). This means that people who develop an affinity towards a foreign country are likely to do so because they can identify with the country's culture, and because they consider the country to be one of their in-groups. This can happen because they find it attractive, or because the identification with the country can contribute to their social identity (Nes, Yelkur and Silkoset 2014).

2.1.2 Attitude Theory

In Attitude Theory, an attitude is defined as *"learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object"* (Oberecker, et al. 2008, quoting Fishbein and Ajzen 1975, p. 6). This theory can, therefore, explain negative or positive attitudes towards a specific country. Jaffe and Nebenzahl (2006) argued that consumer affinity is a favourable attitude towards a focal foreign country and that this attitude might influence purchasing intentions of products, brands and services from the affinity country. Verlegh (2001) believed that such attitudes could be based on historical events between the home country and a foreign country or family relations, international friendships or vacation memories (Verlegh 2001; Oberecker, Riefler and Diamantopoulos 2008). The Attitude Theory is also applied in Klein, Ettenson and Morris' (1998) animosity model and other related constructs, such as consumer ethnocentrism (Shimp and Sharma 1987). This theory underpins the investigation about what individuals, in this case, German tourists, believe and feel about the target country and how these beliefs and emotions influence the general attitude towards that country.

2.1.3 Cognitive Appraisal Theory

Some studies from the animosity literature (Li, Fu and Huang 2015; Maher and Mady 2010; Nes, Yelkur and Silkoset 2012; Kim 2018) based the construct in cognitive appraisal theory. These researchers have proposed that consumer behaviour can be explained through negative emotions which are influenced through the individual's cognitive appraisal of bilateral tensions. This theory is similar to the Attitude theory and states that people can inherit a belief about a country based on a certain event. This belief resolves then in an emotional response, which forms the affinity or animosity bias. It depends hereby on the appraised events "whether an emotion will be felt and which emotion it will be" (Roseman, Spindel,

and Jose 1990, p. 899). The influence of both theories is demonstrated in Figure 1 in order to simplify how they contribute to the understanding of the development of attitudes, which affects subsequently the behavioural intention.
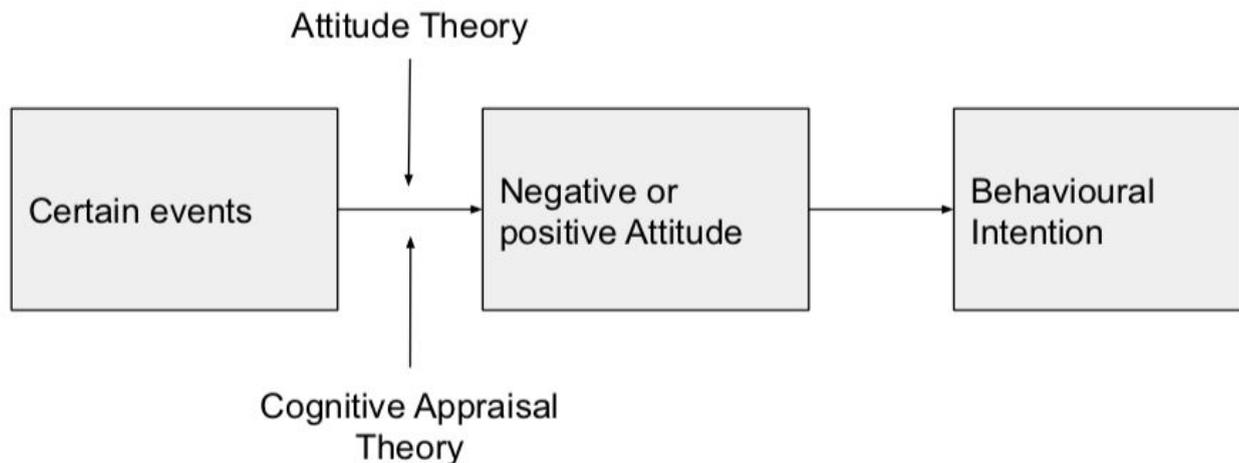
Figure 1: Simplification of Psychology Theories (authors own creation)

2.2 Affinity

The concept of affinity is deduced from the Latin expression "affinitas" meaning "related". The term has been defined by the Oxford English Dictionary (6th edition) as "*a spontaneous or natural liking or sympathy for someone or something*". In sociology literature, "affinity" has been defined as "*forces that cause one person…to be drawn to, and seek a relationship with, another…based on the latter's attribute*" (Oberecker, Riefler and Diamantopoulos 2008, quoting Hartz, Watson and Noyes 2005, p. 636)

The term affinity has been used in several contexts: marketing affinity, cultural affinity, intercultural communication affinity, consumer affinity and international affinity (Nes, Yelkur and Silkoset 2014). Table 1 gives an overview of which areas that have been researched. In marketing, the term affinity has been described as a concept of combining benefits for an affinity group with benefits for the individual (Woo, Fock and Hui 2006). The intercultural communication affinity scale was developed by Kupka, Everett and Cathro (2008). This scale was created to assess emigrants' effective fit in host countries. In political science research, the concept of international affinity has a central place. International affinity albeit under different names and a study conducted by (Maoz, Kuperman, Terrier and

Talmund 2006) examined how different types of affinity affected the likelihood of conflict between states. Much literature has covered consumer animosity, but in contrast, consumer affinity has received only limited treatment in the literature.

Table 1: Affinity research studies

Research Paper	Consumer affinity	Culture affinity	Com. Affinity	Intern. affinity	Marketing affinity	Product judgement / country image	Affinity is a distinct construct
Oberecker, Riefler and Diamantopoulos (2011)	x					x	x
Fourie and Santana-Gallego (2013)		x					
Woo, Fock and Hui(2006)					x		
Kupka et al. (2008)			x				
Maoz et al. (2006)				x			
Jaffe and Nebenzahl (2006)	x						
Asseraf and Shoham (2016)	x	x				x	x
Wongtada, Rice and Bandyopadhyay (2012)						x	x

2.2.1 Dimensions of Affinity

Consumer affinity for foreign countries, which was introduced by Jaffe and Nebenzahl (2006) proposed that consumers can be split into two dimensions: consumer attitude towards (1) imports in general and (2) specific originating country. According to Jaffe and Nebenzahl

(2006) consumers who would show general preferences for foreign goods and harbour positive feelings towards a specific foreign country, were more likely to purchase imported products from that country. They also concluded from their study that cosmopolitan consumers, who didn't favour or disfavour foreign products, were also very likely to display consumer behaviour dominated by affinity. Finally, ethnocentric consumers display conflicting attitudes in their purchase decisions, because they, on an overall level, dislike foreign goods while also showing positive attitudes towards a specific foreign country (Jaffe and Nebenzahl 2006; Oberecker, et al. 2008). Jaffe and Nebenzahl (2006) did not provide an official definition of consumer affinity and they did not empirically test their segmentation model. Oberecker, Riefler and Diamantopoulos were, therefore, the first to define consumer affinity as "*a feeling of liking, sympathy, and even attachment toward as specific foreign country*" (2008, p. 26).

They conducted a series of qualitative studies to create a definition for affinity, which referred to consumer affinity as affect-based feelings of liking a foreign country. This would develop from personal experience with a given country, and also the products originating from it (Asseraf and Shoham 2016). Oberecker, Riefler and Diamantopoulos (2008)'s study explored seven dimensions for consumer affinity and consisted of interviews and focus groups. The dimensions were divided into macro (lifestyle, scenery, culture, politics and economics) and micro divers (contact, stay aboard and travel) of affinity, and providing evidence that consumers do feel affinity towards certain countries (ibid).

In 2011, Oberecker and Diamantopoulos abandoned the cognitive approach, due to the belief that it could be difficult to fully account for consumer affinity through only examining cognitive antecedents. Consumer affinity was instead conceptualized as a higher-order, two-dimensional construct, capturing sympathy with attachment towards a foreign country. Affinity could be categorized into micro and macro drivers. Macro drivers showed *what* the respondents liked about the affinity country, and the micro drivers showed *how* they developed this affinity (Oberecker, Riefler and Diamantopoulos 2008).

Nes, Yelkur and Silkoset (2014) questioned whether Oberecker and Diamantopoulos' (2011) results were valid due to the fact it was a single cue study which used the country towards which the respondents felt the highest levels of affinity as the target country. When a specific country is used as the target, it potentially invalidates results. The researchers tested the impact of consumer affinity on the willingness to buy in a multi-cue setting. The

relationship between affinity and micro country image, as well as affinity and buying intentions, were tested. Unlike Oberecker and Diamantopoulos (2011), Nes, Yelkur and Silkoset (2014) found that consumer affinity originated from 'appraisal of events' such as culture, landscape, the people, music and entertainment and politics. They did not include tensions between general and country-specific attitudes but emphasised the need for future research. They developed an extended understanding of general affinity by adding the four dimensions - culture/landscape, music/entertainment, people and politics. According to them, those dimensions explained almost all of the variance in general affinity.

The key drivers for consumer affinity in Oberecker, Riefler and Diamantopoulos' (2008) study were: lifestyle, scenery and stay abroad. They found that direct experiences in a country and country attributes such as lifestyle and scenery were major drivers of affinity, whereas political and economic aspects didn't create affinity. In terms of consumption, affinity increased the willingness to buy products from the affinity country, because consumer segments wanted to stay connected to the affinity country and because they found it less risky to purchase products from that country (Oberecker, Riefler and Diamantopoulos 2008).

2.2.2 Related concepts

Throughout their study, Oberecker, Riefler and Diamantopoulos (2008) demonstrated that consumer affinity and consumer ethnocentrism were distinct, that they coexist, and that affinity could outweigh ethnocentric tendencies in affecting willingness to buy from a focal country. This was also supported by Jaffe and Nebenzahl (2006). Oberecker and Diamantopulos also discovered that affinity was positively related to willingness to buy, negatively related to the perceived risk of products from the affinity country, and they also found no relationship between affinity and micro country image (Nes, Yelkur and Silkoset 2013). Another interesting finding from Oberecker and Diamantopulos (2011) was that consumer affinity was related to actual product ownership thus demonstrating the managerial relevance of affinity (Asseraf and Shoham 2016).

More recent studies have started to do research on affinity in the field of tourism and destination branding. A few of these studies were conducted by Fourie and Santa-Gallego (2013) and by Asseraf and Shoham (2016). Fourie and Santana-Gallego (2013) investigated a cultural affinity construct, which was defined as "*the propensity to travel to regions that*

share some cultural similarities" (p.1). The results of their study proposed that cultural similarities were a determinant in tourists' decisions when choosing travel destinations (ibid).

The affinity literature has been covered in several areas but we argue that the focus has mainly been on consumer behaviour in relations to affinity and there is still some void in the affinity literature.

Table 2: Affinity dimensions overview

Research Paper	History	Politics	Religion	Scenery	Culture	Economy	Lifestyle	Personal experience
Oberecker, Riefler and Diamantopoulos (2008)	x	x		x	x	x	x	x
Swift (1999)			x		x			
Asseraf and Shoham (2016)		x		x	x	x	x	x
Nes, Yelkur and Silkoset (2014)	x	x		x	x		x	x
Verlegh (2007)	x							x

2.3 Animosity

The second country bias investigated in this research model is animosity. This bias describes negative feelings towards a country, caused by " *previous or ongoing military, political, or economic events*" (Klein, Ettenson and Morris 1998, p. 90), as well as of religious or social nature (Sutikno and Cheng 2010). The Cambridge dictionary defines general animosity as "*strong dislike, opposition, or anger*" (2019a).

The study of animosity has been widely explored in marketing and consumer research, especially related to the country of origin effect (Antonetti, Manika and Katsikeas 2019; Riefler and Diamantopoulos 2007; Klein, Ettenson and Morris 1998). However, little has been researched in the service sector. More precisely, the research group Alvarez, Campo

and Sánchez recently contributed to consumer animosity on the outcome of willingness to visit, seeing the destination as a product of the tourism industry. Unlike country unspecific biases such as ethnocentrism or xenophobia, animosity describes direct negative beliefs towards a specific country (Klein 2002; Klein, Ettenson and Morris 1998; Klein and Ettenson 1999). The research of Fakharmaneshi and Miyandehi (2013) also found proof of animosity towards several specific countries in connection with ethnocentric tendencies. The study of animosity is closely related to the study of crisis or discrimination. Ongoing political or economic crisis can lead to or intensify feelings of animosity (Sánchez, Campo and Alvarez 2018). Furthermore, the bias can resolve in discrimination in the home country (Russell and Russell 2010).

The original and most employed model has been introduced by Klein, Ettenson and Morris (1998), emphasizing that beliefs of animosity can lead to boycotting intentions in consumer behaviour. Their study marks a turning point in the country-of-origin research and can be considered as the beginning of a debate about the performance relation. Before it was assumed that the "made in " label influences the purchase decision of a product through the evaluation of its performance. Hence the beliefs about the product's quality impact the willingness to buy and therefore considers animosity as performance related. Klein, Ettenson and Morris (1998) firstly connected consumer behaviour with negative events between nations and found proof that animosity is a performance-unrelated bias with direct a effect on the purchase decision. The literature mostly provides proof for the latter (Ettenson and Klein 2005; Amine 2008). However, recent studies found contradicting evidence, supporting the former view about the performance-relation (Antonetti, Manika and Katsikeas 2019; Huang, Phau and Lin 2010; Ang et al. 2004).

2.3.1 Dimensions of Animosity

Animosity is a multi-dimensional construct (Sànchez, Campo and Alvarez 2018; Nes, Yelkur and Silkoset 2012) and it is recommended to follow this line of research. The dimensions of animosity describe what is causing the negative bias towards a country. The first distinction into a two-dimensional model was developed by Klein et al (1998), namely "war animosity" and "economic animosity" (p.91). Several subsequent studies extended the model and identified further dimensions leading towards the multi-dimensional approach (Jung et al. 2002; Ang et al. 2004; Nijssen and Douglas 2004; Riefler and Diamantopoulos 2007; Amine

2008). They can be grouped together in different categories or named differently. This research relevant dimension is illustrated in table 3. The "X" indicates which studies investigated them and found evidence for their existence. The animosity literature can, therefore, be divided into three categories (Sánchez, Campo and Alvarez 2018), which was introduced by Riefler and Diamantopoulos (2007). First, studies that contributed to the foundation of the animosity theory (Klein and Ettenson 1999; Klein, Ettenson and Morris 1998); secondly, studies that validate the model by Klein, Ettenson and Morris on different target countries and in different time settings (Nijssen and Douglas 2004; Shin 2001); and the third group comprise studies with extended models with additional variables besides the intention to purchase (Ang et al. 2004; Jung et al. 2002).

Table 3: Animosity dimensions overview

Research Paper	History	Religion	Military	Political	Economy	Culture, People and Mentality
Klein, Ettenson and Morris 1998			x		x	
Shin 2001			x		x	
Ang et al. 2004					x	
Russell 2004				x		
Nijssen and Douglas 2004			x			
Riefler and Diamantopoulos 2007		x		x	x	x
Nes, Yelkur and Silkoset 2012						x
Çakmak and Isaac 2012			x			
Larsen 2014						x
Alvarez and Campo 2017				x		x
Sanchez, Campo and Alvarez 2018				x		x
Alvarez and Campo 2019				x		x

2.3.2 Types of animosity

The study by Jung et al. (2002), which has been applied in Ang et al. (2004), developed four types of animosity to make a comparison between different countries possible. "Depending on the locus and source of the manifestation, [...] two bipolar continua that define animosity" were established as stable versus situational, and national versus personal.

Stable animosity refers to long-lasting negative feelings towards a specific country, mostly caused by defining historical events such as war between two countries. Stable animosity can also be triggered by economic or other military actions. The antipathy towards that specific country may not be personally experienced but rather based on other people's attitudes, which can be transferred from one generation onto another. One frequently researched example is the animositic tendency of China towards Japan rooted in World War II and economic competition (Antonetti, Manika and Katsikeas 2019; Cheah et al. 2016; Riefler and Diamantopoulos 2007).

The second type is the situational animosity, triggered by negative feelings related to a specific event such as an economic crisis and may last temporarily. It is possible that situational animosity intensifies already existing stable animosity. Furthermore, it can be distinguished between a national or a personal level. This distinction correlates with the macro and micro level introduced in the affinity literature (see 2.2.1). Some studies also employ theses levels in animosity studies. The national or macro level refers to feelings of animosity "*based on how well that foreign country has treated the home country*" (Ang et al. 2004). These types of animosity have not been adapted to the affinity literature yet, meaning that affinity dimension has not been distinguished into stable vs situational.

2.3.3 Level of intensity and variability

It is possible that the intensity of the emotions varies over time (Ang et al. 2004). Several studies found that lower levels of animosity still have an effect on the willingness to buy (Klein, Ettenson and Morris 2002; Nijssen and Douglas 2004; Amine 2008). Furthermore, it has been acknowledged by Amine (2008) that further research needs to explore consumer animosity over a long term period to fully understand the different levels of intensity and the types explained above. She, therefore, reviewed extent literature over a timeframe of several

decades to investigate the long term animosity expressed as Anti-Americanism and Francophobia (Amine 2008).

2.3.4 Recent tourism animosity contribution

While writing this thesis, the research group of Alvarez, Campo (and Sánchez) published two new studies about consumer animosity in the context of tourism (Alvarez and Campo 2019; Campo and Alvarez 2019). In the study published in April 2019, they include overall animosity, the overall country image and the perceived danger on the outcome variable intention to visit.

With both studies, they aim to apply a more general animosity scale to measure three distinct dimensions. This was encouraged by the fact that the chosen country by the researchers can be seen as manipulation. The dimensions are the perception of the country as an economic or military threat, the negative feelings based on social aspects including perceptions concerning the country's people, the mentality and the immigrants originating from that place, as well as concerns due to political issues. This conceptualization of animosity matches Hoffmann, Mia and Smirnova's (2011) contention that individuals may hold animosity towards a country because of their perceptions of the country as a threat, their contact and experiences with people from that country or their political attitudes and ideas. Countries can be disliked for different reasons - some for its people and human rights violations and others for crime or violence, conflicts or terrorism. They argue in line with Riefler and Diamantopoulos (2007) that it is no longer just a matter of war, economics and politics (Klein, Ettenson and Morris 1998) when it comes to finding the source of animosity. The multidimensionality of the animosity construct has been proven in the extant literature and will be therefore applied in this thesis.

We agree with the view that tourists are consumers and that destinations can be seen as products in tourism. However, we question their model approach, because animosity is a bias and the overall country image is an image. Country images and country biases are distinct on a conceptual and empirical level (Kock 2018, p.8), thus their integrative approach is to be seen as critical.

2.4 Affinity and Animosity as distinct constructs

Oberecker and Diamantopulos (2011) did not include consumer animosity in their model, because they believed that consumers did not often experience simultaneous feelings of affinity and animosity for a specific country. Nes, Yelkur and Silkoset (2014) followed their approach and concluded that affinity and animosity were distinct constructs "*rather than bipolar opposites of the same constructs*" (p.8). This is based on the finding that the key drivers of affinity were different from the key drivers of animosity.

In contradiction, Jaffe and Nebenzahl (2006) and Klein, Ettenson and Morris 1998 proposed that affinity and animosity were bipolar opposites. This leads them to believe that conflicting attitudes, such as consumers who prefer imported products, could still feel animosity towards a country, or consumers who were ethnocentric, could still feel animosity for another country. Jaffe and Nebenzahl (2006) called for future research to address the question of how consumers of conflicting emotions behave. Later, Asseraf and Shoham (2016) provided a study where they tested an integrative model, examined four attitudes toward foreign products simultaneously, and documented empirically that animosity and affinity can coexist. They agreed with Oberecker, Riefler and Diamantopoulos' (2008) cognitive approach and therefore decided to replicate their qualitative study. Even though the relation of affinity and animosity has been tested before, we believe it is still relevant to test in this study whether the two biases are distinct constructs or just bipolar opposites.

2.5 Integrative Models of Affinity and Animosity

Rice and Wongtada (2007) investigated conflicts in consumers attitudes to foreign brands and focus on the animosity-affinity conflict. They based their framework on Jaffe and Nebenzahl's (2006) work. It envisioned a range of attitudes towards an individual country that ranges from animosity to affinity. Their model included the interaction of general attitudes (ethnocentrism and anti-globalization) and country-specific attitudes (affinity and animosity) towards foreign products (Asseraf and Shoham 2016). Their proposals were not empirically tested but believed that managers can minimise animosity through lobbying activities in the microenvironment.

Another study was conducted on Thai consumers' affinity and animosity feelings toward the US and Singapore (Wongtada, Rice and Bandyopadhyay 2012). Their focus was on the tensions between animosity and affinity. They did not address general with country-specific attitudes (Asseraf and Shoham 2016). Wongtada, Rice and Bandyopadhyay's (2012) scale was different from Oberecker and Diamantopulos' (2011), who based theirs on sympathy and attachment. Wongtada, Rice and Bandyopadhyay's (2012) findings also supported that affinity is a unique independent construct. They demonstrated that affinity is derived from a focal nation's people, business and education achievements. In addition to this, they also concluded that affinity outweighs animosity in regards to product quality judgements, but not on the willingness to buy. Lastly, they found that animosity and affinity affect different stages of the foreign purchase decision (Asseraf and Shoham 2016).

Wongtada, Rice and Bandyopadhyay (2012) argued that their study gave a clear explanation of the consumer affinity construct, the interaction of simultaneous positive and negative emotions towards a country, and the influence of consumer affinity and consumer animosity on the evaluation of and willingness to buy products from a given country. They decided to address conflicting emotions - positive and negative - a consumer may experience simultaneously, by developing a scale for consumer affinity and empirically test it simultaneously with an established consumer animosity measure. According to Wongtada, Rice and Bandyopadhyay (2012), this would capture the consumers' positive and negative emotions and gauge whether or not affinity and animosity were different constructs. Results from this study implied that animosity and affinity toward a foreign country did not cancel out because they affect different stages of the purchase decisions. This proves that it is possible to have animosity and affinity feelings towards a country at the same time.

Finally, Asseraf and Shoham (2016) tested an integrative model known as the '*tug-of-war*' model of foreign product purchases. In this model, two general attitudes (cosmopolitanism and consumer ethnocentrism) were used and combined with two country-specific attitudes (affinity and animosity). In addition to this, they also tested the simultaneous effects of these attitudes on product judgement and product ownership in intra and international contexts (Asseraf and Shoham 2016). The consumer affinity scale used was based on the scale created by Oberecker, Riefler and Diamantopoulos (2008), which

conceptualised and incorporated those macro and micro dimensions that were relevant for intra- and international research (Asseraf and Shoham 2016). In an inter-country context, the attitudes of Israeli Jews towards Italian products were tested, due to the fact that Israelis are known for their high affinity for Italy. In an intra-country context, the attitudes of Israeli Jews towards Arabs' products were tested, and as proven in previous studies, the Israelis demonstrated high animosity towards those products (Shoham et al. 2006; Asseraf and Shoham 2016). Differing from previous research, Asseraf and Shoham (2016) found in their study that consumer affinity affected product judgements and ownership positively. Affinity also outweighed animosity in that regard.

Asseraf and Shoham (2016) also tested for the coexistence of positive and negative attitudes towards the same country and found out that there were small groups of consumers with those contradicting attitudes. That supported Oberecker, Riefler and Diamantopoulos' (2008) findings, that proposed the relationship between animosity and affinity were negative but not perfect (Asseraf and Shoham 2016). They investigated the role of the drivers in affinity, and by enhancing it, strengthening tourism, destination brands and the performance of foreign products. Findings from this study concluded that cultural similarity and collective memory were potential drivers of affinity. Positive collective memory might be a precondition for creating affinity. An affinity-animosity-collective memory matrix was created to show the relationship between those attitudes. Their study provided findings of the importance of affinity in tourism to re-brand a country's image, in this case, Israel's image. Asseraf and Shoham (2016) argued that affinity could be used as a proactive tool to help policy makers and marketing managers overcome the effects of negative attitudes.

The mentioned studies provide evidence that the integrative approach to combine affinity and animosity in one model is feasible. Based on these findings, it can be argued that this integrative model can potentially be useful in a tourism context.

3 Contextual Background

Prior research emphasized the importance of considering the context regarding the investigated countries (Kock 2018; Sánchez, Alvarez and Campo 2018; Amine 2008). It is

evident that *"having an understanding of political and sociological constellations between and within countries is important to understand country biases in consumer and tourist behaviour"* (Kock 2018, p. 15). The following part will, therefore, examine the German and Turkish relations as well as tourism in Turkey and other country characteristics, which support the discussion later in section 7.

3.1 German-Turkish relations

Germany has a population of nearly 83 million people and Turkey nearly 81 million people (World data 2019). The main religion in Germany is Christianity and in Turkey it is Islam. In the 1960s, the German and Turkish government made an agreement to allow Turkish people to come to German to become guest workers. Germany needed cheap labour force and invited the Turks to come and work in Germany (Neumann and Knust 2013).

The German government did not expect that the Turkish immigrants would want to stay in Germany, and therefore integration policies were initiated very late. Due to these unforeseen circumstances, a proper integration failed. The Turkish community kept to oneself and a parallel society started to exist. Over the past few decades, the German citizens of Turkish origin have become more accepted in the German mainstream culture (Neumann and Knust 2013). German Turks are now more present in all regions of Germany.

3.1.1 Relations from 1960 - 2000

Due to the fact they have such a large number of people who are of Turkish origin, roughly 3 million individuals, Germany and Turkey have a special relationship (Szabo 2018). Germany and Turkey's relationship is built on an extensive economic relationship and includes important shared strategic concerns. The shared concerns regarding refugee flows are especially linked and this has resulted in two closely interlinked polities (Szabo 2018). Recent political events have stressed these interests greatly and with this the gap in national values and identification has widened. A public poll conducted in Germany in 2018 indicated that Turkey ranked lowest in trust as a partner among eight key countries (Szabo 2018). The German relationship with Turkey since the 1960s has been characterised as intermestic. According to Kramer (2007) *"the bilateral relationship has been influenced by unsolved problems of integration of some Turkish and Kurdish immigrants living in Germany and the*

*overall state of human rights and democracy in Turke*y" (Szabo 2018, p. 2). The economic relationship between Germany and Turkey, however, has been constant and positive throughout the years.

Because of Turkey's relationship with many other countries, there has been much fluctuation in the Germany-Turkish bilateral history since the end of World War ll (Szabo 2018). During the cold war, West Germany became a "mentor for Turkey in Europe" (Kramer 2007), referring to the support Germany provided Turkey with the Economic Cooperation and Development in the 1970s and 1980s. The relationship and conditions between them changed when the cold war ended. The security ties became less important and the regression on human rights and democracy became more noticeable. Germany moved away from its mentor role and more and more concerns about Turkish membership of the EU arose (Szabo 2018).

3.1.2 Relations between 2000-2019

The German-Turkish relations improved significantly in the first years of the 21st century, which was considered the *"golden age of Europeanization of Turkey"* (Szabo 2018, p. 2), Germany proactively promoted Turkey's membership in the EU and also opened German citizenship to Germans of Turkish origin (Szabo 2018).

The EU accession process slowed down after the EU council suspended negotiations in 2006. The Arab Spring and the movement of the AKP government that pushed away from domestic reforms under the leadership of Erdogan created a further distance between the EU and Ankara (Szabo 2018).

The most recent and severe downturn in the Germany and Turkey relationship happened in 2016 when a Bundestag vote passed a resolution recognizing the killing of Armenians in the Ottoman Empire 1915 as a Massacre (Szabo 2018). Due to this, the Turkish government blocked a visit by German parliamentarians to meet with German troops at the NATO base in Incirlik. This conflict caused German troops to withdraw from the base.

Other events that weakened the relationship was caused by a satirical poem made by the German satirist Jan Böhmermann on his television show. This poem made fun of President Erdogan in crude terms. Erdogan, later on, demanded that Böhmermann would be prosecuted for insulting foreign leaders. The German chancellor Merkel apologized and let the case proceed to court. The case was later dropped, but the damage was already done. She

was criticised for caving into Erdogan and compromising basic German principles to please an important partner (Szabo 2018).

In 2015 and 2016 the Erdogan government tried to force Germany to provide asylum for hundreds of Turkish military officers, which was rejected by the German government (Szabo 2018). Following this, the German troops in Incirlik were moved to Jordan instead. A Bundestag inquiry found that 28 German citizens were imprisoned in Turkey. Germany put a warning out that they would cancel the economic cooperation between Berlin and Ankara if the Germans were not released from the Turkish prison. Another major event that further increased tension between the two countries, was Erdogan's talk about trading the German prisoners for those Turks currently seeking asylum in Germany. This caused outrage among the German public and media which called the situation "hostage diplomacy" (Szabo 2018).

The German public has a negative view of Turkey according to a Pew/Körber poll conducted in late 2017. This poll found that relations with Turkey ranked only behind refugees and relations with the US as the largest challenges facing German politics (Szabo 2018). Turkey ranked lowest in trust out of 8 countries among Germany's most important partners and only 11 percent of the respondents hoped that the German-Turkish relationship would improve in the next years. 57 percent believe that the chance of this happening was small (Szabo 2018). Generally, the German support for Turkish EU membership has decreased. 84 percent oppose Turkish membership, which is significantly different from the 58 percent of support that occurred before the Erdogan era (Szabo 2018).

According to Szabo (2018), there are several indicators, such as only one-fifth of the Turkish-Germans identify with Germany, that the Germans with Turkish origin have not been fully integrated into German society and that the gap with the rest of Germany is growing.

3.2 Tourism in Turkey and Germany

Tourism accounts for 13 percent of the Turkish GDP and Germans make up the largest group of tourists to Turkey with 5.5 million visitors in 2017 (Szabo 2018). The incoming tourists from Germany dropped by 30 percent from 2015 to 2016 (see table 4) and this has had an important economic impact. This decrease has been caused by political tensions in regards to

human rights and democracy between the two countries. "*Travelling is popular among Germans. In 2013 about 55 million Germans travelled and 71 million holiday trips of more than 4 days were recorded*" (Garms 2015, p. 36).

In 2013 about 8 out of 10 Germans went on at least one vacation trip, and the amount spent was more than 64 million euros (Garms 2015). The distribution of travel plans for German tourists in 2019 is Germany (21%), Spain (6%), Italy (4%) and Greece (4%) (Statista 2019). Statistics indicate that domestic travel is quite popular among German tourists. In 2013 Austria was amongst the most popular destinations for German travellers.

Table 4: Turkey's incoming tourist numbers from Germany (Republic of Turkey Ministry of Culture and Tourism 2017)

Year	2002	2005	2009	2012	2015	2016	2017
German Tourists	3,481,671	4,243,584	4,488,350	5,028,745	5,580,792	3,890,074	3,584,653

3.3 Economy

Germany and Turkey have a good economic relationship. German exports to Turkey have grown from $5.74 billion in 1995 to $21.5 billion in 2016 (Szabo 2018). The investment situation changed when the Turkish government provided a list of 680 German companies allegedly linked to the Fethullah Gulen movement. The Turkish government realised that these allegations could possibly ruin their economic relationship with Germany and therefore backed down from these threats. The German government stopped the EU discussions on an expanded customs union with Turkey, and the volume of cover for business with Turkey declined from $2.4 billion to $1.2 billion due to the political situation (Szabo 2018).

Germany was the 6th largest investor in Turkey with FDI into Turkey between 2002-17 over $9 billion (Szabo 2018). 7000 German companies had investments and partners in Turkey, which meant it was the most represented foreign country in the Turkish market (Szabo 2018).

Both countries have a large stake in this economic relationship, but they are experiencing challenges in terms of the worsening political relationship. Germany has a lot of

economic power and the roles of the economic interests and the private sector are very central to export-dependent countries (Szabo 2018). The German relationship with Turkey is not driven by the economic relationship. This is because Turkey only has a small portion of trade relative to Germany's overall export. And it can be argued to be an asymmetrical relationship where this is more important to Ankara than to Berlin. Other interests, such as human rights can be argued to play a more important role in the relationship (Szabo 2018).

3.4 Politics

"*The condition of the liberal order has been a constant strain on the Turkey-EU relations*" (Szabo 2018). The Turkish military was seen as undermining democratic institutions, the steady deterioration of Turkish democracy and civil liberties are putting strains on the relations (Szabo 2018). The refugee situation in Germany is still one of the main drivers in the relationship. The crisis escalated in 2015 when the German borders were closed to refugees from Syria and beyond (Szabo 2018). Germany provided Turkey with financial support for housing the refugees in Turkey. This opened a renegotiation of visa-free travel for Turks in the EU. The deal was formally signed between the EU and Turkey but was planned by Merkel in order to cut down the refugee influx. The agreement with Erdogan was a major factor in slowing down the flow, but the public of Germany still considered the topic of refugees and foreigners as the most important problem facing Germany in the 2017 elections (Szabo 2018).

Turkey still has a major interest in visa liberalisation, but the Germany government will not reopen the negotiations until the situation inside Turkey changes (Szabo 2018). Merkel acknowledges that Turkey is an important partner for Germany and a neighbour to the EU, and therefore it was also of interest to maintain a good relationship with Turkey. She argued that the worsening of democracy, rule of law and human rights made it impossible to negotiate further visa liberalisations (Szabo 2018).

According to Germany's leading analyst on the Middle East, Volker Perthes, it will be more beneficial for the relationship to separate the Turkey policy for Erdogan. He emphasizes that it is important to maintain this relationship as Germany has a large Turkish community and a strong economic relationship with Turkey (Szabo 2018). It is important to remember

that the relationship should be with the broader civil society of Turkey and not just their president (Szabo 2018).

Regarding the transatlantic relationship, the US and Germany seem to be on the same page regarding Turkey. Both countries have strategic interests in Turkey. For the United States security dominates the relationship with Turkey but for Germany, it is more than just security (Szabo 2018). Both countries are likely to have a real relationship with Turkey similar to the German partnership. The public of Germany experiences a mistrust of the Turkish president, which has caused major issues to the relationship. It is essential to remember that Erdogan, although being the political leader, is not representing Turkey as a whole (Szabo 2018). A close German-American relationship could keep the possibility of a better alliance relationship and a more open Turkey (Szabo 2018).

While writing the thesis president Erdogan announced in March 2019 that tourists travelling to Turkey can potentially be arrested if they appear with their name on a list. This list includes names of individuals that happen to be supporters of the Gülen movement. The German Ministry of Foreign Affairs states that several tourists got arrested, especially those with strong personal ties to Turkey. For an arrest, it is sufficient that people only liked or shared a post on Social Media in connection to the Gülen movement (Ministry of Foreign Affairs 2019).

3.5 Lifestyle, Culture and Cuisine

Even though Turkey is mostly a Muslim country, many have adopted a western lifestyle. Fashion has become more western amongst men and women, as well as literature and music. However, not everyone has adopted a more westernised lifestyle. Some women wear traditional conservative clothing and will favour Turkish and middle eastern music (Everyculture 2018).

Turks are considered to have a laid-back mentality, are very welcoming and put friends and family before anything. Each person is independent but loyal to the family. Turks also tend to be patriotic. They are proud of their ancestors and of the achievements in their modern society. Rural life is still traditional, but in bigger cities, women frequently work outside the home. Turks value politeness and respect highly. Punctuality for business

meetings is important. In general conservative attitudes toward women exist in Turkey (Ediplomat 2016). The masculinity scale by Hofstede Insights (2019) measures how the society in a country values the level of competition and success (masculine) or life quality and empathy (feminine). According to this scale, Turkey is seen as a more feminine society. Germany however reached a more masculine score, due to its performance driven society (Hofstede Insight 2019).

Turks are proud of the country's accomplishments, even though there is no empirical evidence to justify this feeling. A survey conducted in 2014 by professor Ali Carkoglu at Koc University found that Turks are rather self-centred and there is a lack of feeling of international solidarity (Yinanç 2014). Turkey has slowly become more open to the rest of the world, but still not at the same level as other countries. According to Carkoglu, this is due to Turks not having a direct link to the outside world. A typical Turkish family would not have had gone outside the country. The Turkish public is very family oriented – their life revolves around the family and neighbourhood. The survey conducted by (Yinanç 2014) suggested that Turks were not found of globalization, even though the country seems to have benefited from it. People tend to see international competition as a threat and are longing for protection (Yinanç 2014). Many link the success of the economy to the government – believing that success is caused by the government doing something correctly.

Turks tend to be parochial because they don't feel close to Europe or the middle east: they feel closest to themselves (Yinanç 2014). Turkey differs from other countries because their national identity is mostly shaped by religious identity (Yinanç 2014).

Germany is culturally divided into different regions. People who live in Northern Germany have different cultural values and norms that people from the South of Germany. The same goes for East and West Germany. Some characteristic traits Germans are well-known for are their perfectionism, detailed planning and punctuality (Neumann and Knust 2013). Germans also tend to possess straightforwardness in communication. Directness in German culture can be considered a way of minimising miscommunication and is also believed to be more effective (Neumann and Knust 2013). Efficiency is an important element in the German work life. Work plays an important role in German culture. Germany is proud of its international reputation and the 'made in' branding is known worldwide as 'quality'. The mentality of the Germans has been perceived as open-minded and friendly (Neumann and Knust 2013).

The Turkish cuisine consists mostly of ground meat such as lamb or beef, rice, chickpeas, vegetables, stews. Special traditional meals are kebab served with tomatoes and borek (pastry made with cheese and spinach). Turkish beverages include tea and thick coffee. In general, the food preferences vary by region and ethnicity and are very important for Turks as it is a way of gathering friends and family. Pork is usually not consumed in Turkey (Everyculture 2018). The döner kebab was introduced in Germany by Turkish guest workers in the 1990s and became a favoured fast food dish. Because of this and other reasons, the Turkish cuisine is very popular among Germans of all ages and seems to be one of the most visible contributions to German culture (Neumann and Knust 2013).

4 Theoretical Framework

This section conceptualizes the model with the theories that underpin it. The definition of tourism affinity and animosity are provided with additional support from the qualitative study.

4.1 Inspiration of the model

The conceptualization of the present model is inspired by Kock's (2018) research suggestions in his doctoral dissertation. With his dissertation, he introduces a new research line called "biases in tourism". He states that *"Biases are important psychological phenomena that have often been neglected by economists, management and marketing researchers but received attention from these disciplines in more recent years"* (p.9). Inspired by his research, the first study about tourism ethnocentrism was published which observed similarities between marketing and tourism research (Kock, Josiassen, Assaf, Karpen and Farrelly 2018).

This is a novel approach in tourism research since the tourist' motivation to choose a destination has been mostly investigated under the shed of destination image and imagery. The influence of general or specific country biases in tourism needs further investigation. Kock et al. (2018) argue that theories from social psychology are a suitable and helpful tool to explain tourist behaviour and underpin the application of consumer behaviour constructs in

the tourism context. Accordingly, Mazanec (2009) and Lam and Hsu (2006) find that the replication of marketing concepts can be applied in the tourism context and provide further progress in tourism research, especially for the destination choice decision making (Cohen, Prayag and Moital 2014).

It has to be noted that the destination choice is a complex decision-making process with several moderating factors (Alvarez and Campo, 2019). This study, therefore, explains the destination choice intention merely from the specific country bias perspective, as proposed by the new research line. Table 5 provides an overview of marketing studies and their related tourism study, and categorizes the present study into the "biases in tourism" literature.

Table 5: Research overview in marketing and tourism, based on Kock (2018, p. 138)

Marketing Research		Tourism Research	
Investigated Bias	*Study*	*Investigated Bias*	*Study*
Consumer Xenophobia	Kock 2018	**Tourist Xenophobia**	Kock, Josiassen and Assaf 2019
Consumer Ethnocentrism	Shimp and Sharma 1987	**Tourism Ethnocentrism**	Kock et al. 2018
Animosity	Klein, Ettenson and Morris 1998	**Tourism Animosity**	Sánchez, Campo and Alvarez 2018; Alvarez and Campo 2019
Affinity	Oberecker, Riefler and Diamantopoulos 2008	**Tourism Affinity**	**This study**
Integrative model Consumer Affinity and Animosity	Wongtada, Rice and Bandyopadhyay 2012, Asseraf and Shoham 2016	**Integrative model Tourism Animosity and Tourism Affinity**	**This study**

4.2 Defining Tourism Affinity and Tourism Animosity

In order to conceptualize the model, the terms tourism animosity and tourism affinity need to be defined. We are the first to provide these definitions based on the reviewed literature and with the support of Study A. Some statements from the conducted interviews are therefore included and will be discussed more closely in the presentation of the results in section 6.1.

4.2.1 Tourism animosity

Tourism animosity has been studied by the research group Alvarez, Campo and Sánchez (see section 2). We agree with their conceptualization of tourism animosity since they include all important dimension, which influences tourism animosity. However, we critique the fact they include the overall country image in their model and do not provide a clear definition of tourism animosity. We, therefore, present the definition of tourism animosity as:

"*A feeling antipathy and dislike towards a specific foreign country based on past or current negative events, personal experience, and/or normative exposure that negatively affects the individual's willingness to visit that country as a tourist destination.*"

This definition is modified from Klein, Ettenson and Morris'(1998) initial definition of consumer animosity to fit in the tourism context. Their definition has been cited in extant studies, which indicates the certainty of this definition. Through Study A we can provide supporting statements to support the accuracy of the definition in the tourism context.

Antipathy was defined as "strong dislike, opposition or anger" (Cambridge dictionary 2019b). "*I certainly do not like all countries that still have the death penalty*" (see Appendix 3, R3). This statement from study A shows that an opposing opinion can trigger a negative attitude towards a country.

Dislike refers to not liking something or someone (Cambridge dictionary 2019c). "*It's just I don't like a lot of people I met from the United States, or at least the way that they behave in social circumstances*" (see Appendix 3, R7). This statement elaborates the dislike towards people. It also underlines that animosity can be triggered by something **personally experienced** thus it supports the personal level included in the definition. The personal

experience is not only caused by contact with people from that country, as shown in the statement, but also through negative experience while staying abroad or a vacation in the animosity country.

Normative exposure refers to exposure from e.g. mass media, education, people and WOM. This is not experienced on a personal level, but rather on a national level. According to Hartz, Watson, and Noyes (2005), the normative is directed towards a larger group of people.

4.2.2 Tourism Affinity

Based on previous literature and the results obtained from study A, we define **tourism affinity** as:

"*an affective response of interest, liking, sympathy and attachment towards a specific foreign country based on direct experience and/or normative exposure that positively affects the individual's willingness to visit a foreign country as a tourist destination*".

This definition is modified from Oberecker, Riefler and Diamantopoulos' (2008) initial definition of consumer affinity. The feeling of **interest** was added based on the observations in study A. According to Oberecker, Riefler and Diamantopoulos (2008) "*several studies have shown that countries can evoke a variety of affective responses, including sympathy and interest* " (p. 23). Interest refers to a positive affective response towards a foreign country and "*the feeling of wanting to know or learn about something or someone*" (Oxford Dictionaries, 2019). The people are curious and want to learn about a country and its culture, lifestyle, and scenery because they have not been to this country before. The following statements further support this aspect of this definition: "*Mostly because there are places which I want to see, like some cities, and in Georgia also the nature*" (see Appendix 3, R6), "(...) t*hen I'm just curious to explore other cities or landscapes*" (see Appendix 3, R3), "*I'm most interested in food when I travel*" (see Appendix 3, R1).

Liking refers to the attributes that individuals like about a foreign country such as culture, food and the scenery. The scenery includes the landscape and nature, as well as the climate. The following statements from the respondents emphasize why liking is relevant in

the definition of tourism affinity: "*I like destinations where the weather is good most of the time*" (see Appendix 3, R7), "*But also like the usual cultural sites*", (see Appendix 3, R1), "*I value the nature*" (see Appendix 3, R5).

Attachment refers to the positive feeling the individuals hold towards a country based on personal experience with that country, either through a stay abroad, friends or families living in that country, or travel experience. "*All places I got to see because of my friends that lived there. So they had a whole other view on the city like locals, that was really cool*" (see Appendix 3, R1), "*(...) I have friends and my host family there*" (see Appendix 3, R4), "*I want to visit friends who live in other cities or other countries*" (see Appendix 3, R3).

Sympathy refers to the understanding between people from different countries (Oxford dictionary 2019). A feeling of compatibility can be experienced because individuals like and understand the mentality and lifestyle of the people from a specific country. Several respondents in study A expressed their sympathy towards people: "*The mentality of the people is great as they are really welcoming and friendly and has been a good experience so far*" (see Appendix 3, R3). "*I value feeling safe and open-minded, friendly people the most while travelling*" (see Appendix 3, R2), "*I love the food. I love their way of living. The people are really friendly. Most of them. I really liked the atmosphere. And I would love to come back and visit*" (see Appendix 3, R4).

Through the interviews, it became evident, that an individual can feel positively about different dimensions in different destinations. One respondent e.g. liked the cultural sites in Paris, but the climate and landscape in Lisbon (Lisbon: "*great weather, cheap coffee and nice beaches*", "*(...) there's a lot of sightseeing to do in Paris*", see Appendix 3, R7). This shows, that the bias an individual possesses is driven by different dimensions and depends on the country as a destination as well as on the individual itself from the investigated home country.

4.2.3 Safety in Tourism

In study A we observed that 'safety' might be a moderator of tourism affinity and tourism animosity. Safety and perceived danger in tourism animosity and tourism affinity was applied in recent studies by Alvarez and Campo (2019), who state that the perceived danger at a tourist destination is a moderating factor on the visitation intentions. They base this idea on the widely researched tourism topic of destination image and perceived danger (Alvarez and

Campo 2019). We argue that the feeling of safety can influence the willingness to visit positively. On the other hand, the perceived danger can influence the visitation intention negatively.

Some respondents value safety while travelling, which indicates that they might prefer to visit a destination where they feel safe: "*I value feeling safe and open-minded friendly people the most while travelling.*" (see Appendix 3, R2), "*Safety and prices will be to other things also to value*" (see Appendix 3, R6).

Others stated, that they do not intend to visit a destination when the perceived danger was too high for that country. "*This indicate that I wouldn't go to Yemen, because maybe just too dangerous to go there*" (see Appendix 3, R3).

4.3 Tourism Biases and Product Judgement

This study does not primarily focus on the destination judgement but aims to make an assumption about how tourists judge the quality of the destinations. In table 6 we present the above mentioned definitions of the tourism biases as well as the consumer biases, and their findings related to product judgment. This can be considered as insightful addition to the definition of tourism affinity and tourism animosity. Especially to determine the differences to the terms consumer animosity and consumer affinity. The marketing literature suggests that consumers regardless of their positive judgements about the product's quality will not intent to buy certain products if they inherit negative feelings towards that country (Cheah et al. 2016). Stepchenkova et al. (2018) and Alvarez and Campo (2019) remark contradicting results to the initial Klein model. They revealed that "*animosity does not have a direct and negative effect on the intention to visit, but rather an indirect effect through the destination image, which acts as a mediator*" (Alvarez and Campo 2019, p. 13). In line with the Klein model it could be assumed that a tourist's intention to visit a country may directly be influenced by affinity and animosity, but independent from their judgements about the quality of a certain vacation spent in that country, ergo performance unrelated.

Table 6: Definition and findings of country-specific biases

	Definition	Product judgement/ Performance relatedness
Consumer Affinity	**Focal country bias:** "A feeling of liking, sympathy, and even attachment toward a specific foreign country that has become an as a result of the consumer's direct personal experience and/or normative exposure and that positively affects the consumer's decision making associated with products and services originating from the affinity country" (Oberecker, Riefler and Diamantopoulos 2008, p. 26)	"Thus, micro country image directly affects buying intentions but also strengthens the effect of affinity on buying intentions. This result/finding confirmed Hypothesis 4.: The impact of affinity on buying intentions is mediated by the impact of micro country image." (Nes, Yelkur and Silkoset 2014, p. 7)
Tourism Affinity	**Country-specific, focal country bias:** Tourism affinity is an affective response of interest, liking, sympathy and attachment toward a specific foreign country based on direct experience and/or normative exposure that positively affects the individual's willingness to visit a foreign country as a tourist destination.	No previous studies investigated the performance relatedness of tourism affinity
Consumer Animosity	**Country-specific attitude, focal country bias:** "The remnants of antipathy related to previous or ongoing military, political or economic events" (Klein, Ettenson and Morris 1998, p. 90)	"Animosity toward a foreign nation will affect negatively the purchase of products produced by that country independently of judgments of product quality" (Klein, Ettenson and Morris 1998, p. 89) **Contradicting** findings by Shoham et al. 2006: concerning cultural symbolic products the quality of the product has been judged
Tourism Animosity	**Country-specific attitude towards the focal country:** A feeling antipathy and dislike towards a specific foreign country on based on past or current negative events, personal experience, and/or normative exposure that negatively affects the individual's willingness to visit that country as a tourist destination	Their findings "challenge Klein, Ettenson and Morris's (1998) initial conceptualization of animosity as not being necessarily related to product judgements." (Alvarez and Campo 2019, p. 13)

Destinations are seen as a mix of cultural and historical outgrowth (Asseraf and Shoham 2017). Previously proven by Shoham et al. (2006), the consumers' intention to purchase a product is performance related when it comes to cultural products. Some studies furthermore argue that destinations as products of the tourism industry are more complex than other products investigated by the consumer bias literature (Alvarez and Campo 2019). These researchers argue that their findings challenge Klein, Ettenson and Morris (1998) approach. However, the Klein model has been validated through several studies and their findings are more reliable.

4.4 The integrative model approach

As Asseraf and Shoham (2015) investigated in their "tug of war" model, it is possible to inherit both negative and positive feelings towards the same country. Based on their research, we argue that individuals can simultaneously feel negative and positive feelings towards a country as a destination influenced by the different dimensions of the biases. An individual person can feel e.g. cultural affinity and at the same time political animosity towards a country. This is also supported by the dual attitude theory by Wilson, Lindsey and Schooler (2012).

Other studies (Wongtada, Rice and Bandyopadhyay 2012; Jaffe and Nebenzahl 2006; Maher et al. 2010) tested the integrative model either with country-specific or general biases. The study by Wongtada, Rice and Bandyopadhyay (2012) found that the positive country-specific bias outweighs the negative one concerning the judgement of the product. Whereas in the case of willingness to buy a product the animosity feelings outweighed affinity. Based on this it can potentially be argued that individuals have mixed animosity and affinity feelings. These conflicting emotions support that some consumers can have positive attitudes to some aspects and negative attitudes toward other aspects of a country. It can, therefore, be argued to have relevance to include both biases in one study.

The question hereby is, which factors have a greater influence on the tourist's decision making. As Sánchez, Alvarez and Campo (2018) summarize: *"tourism studies (Echtner and Prasad 2002; Huang, Chen, and Lin 2013̦ Nadeau et al. 2008; Öztürkmen 2005) found that although tourists inherit a negative image about a country, they feel attracted by the destinations cultural, natural or historical attractions"* (p. 184). This leads

them to assume that not all animosity dimensions will have the same effect on the willingness to visit.

4.5 Conceptualisation of the model

The model consists of a two order construct, in order to separate the objectives in this study. Firstly, we want to proof the direct influence of tourism affinity and animosity on the two outcome variables. Secondly, we want to investigate the different key drivers or dimension of the two tourism biases. We therefore conceptualize the model in two steps in the following parts.

4.5.1 First order construct

The first order construct includes the two biases tourism animosity and tourist affinity and their outcome on the variable WTV and positive WOM. Based on Attitude Theory which states that "*learned predisposition (...) respond in a consistently favourable or unfavourable manner with respect to a given object*", it can be assumed that the two biases have either a negative or positive impact on the two outcome variables. Prior studies from the marketing field (Papadopoulos 2004; Roth and Diamantopoulos 2009) suggested that the inclusion of visit intentions to a tourist destination is a relevant variable.
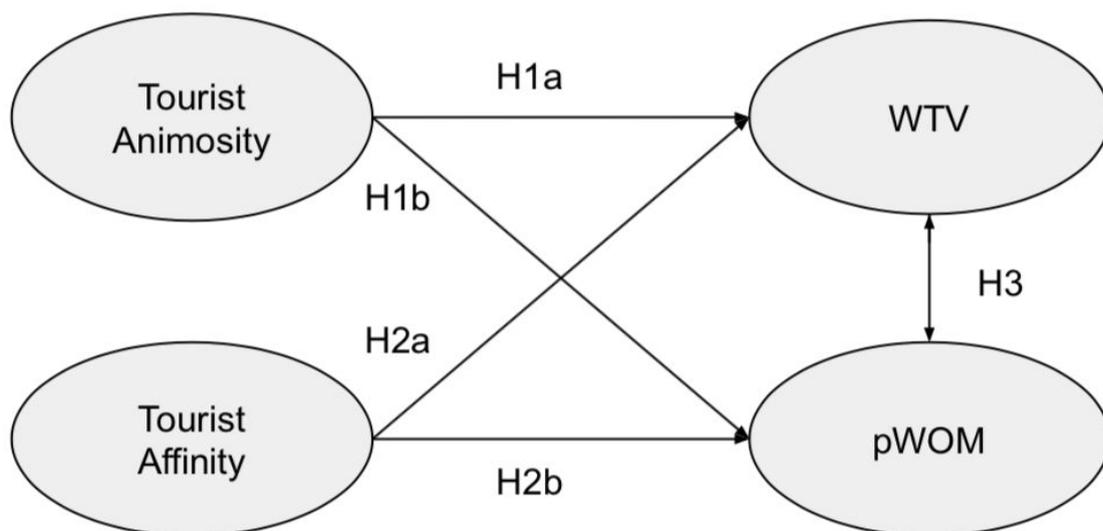
Figure 2: First order construct of the model

The outcome variable positive word of mouth was employed, because it has been recognized as a crucial influence on consumers attitudes and purchase behaviour, hence it is an essential marketing tool (Jalilvand and Samiei 2012). According to Jalilvand and Samiei (2012) *"WOM is essential in the tourism industry, whose intangible products are difficult to evaluate prior to their consumption"* (p. 12).

4.5.2 Second order construct

Verlegh (2001) argued that positive attitudes could be based on either history of cooperation between the foreign country and the home country or idiosyncrasies, such as family relations, vacation memories and international friendships. This was later replicated in Oberecker, Riefler and Diamantopoulos (2008) as the macro level. They categorized the antecedents into two dimensions, the macro and micro level. Lifestyle, scenery, culture, politics and economics belong to the macro level, whereas staying abroad, travel and contact to the micro level. It is important to note that the macro level can be personal or non-personal, whereas the micro level is always personal. This refers to the level of personal experience, which is included in the defintion of the two tourism biases. In the present study, all antecedents (history, religion, military, politics, economy, lifestyle, culture and scenery) except the personal experience dimension belong to the macro level. However, we chose to not distinguish if the macro level dimensions are personally or not personally experienced. Prior literature also found it possible to divide the dimensions into a stable and situational context (Amine 2008), which will also not be applied in this model due to the integrative approach of combining the two country biases. These further distinctions into the personal vs national level, as well as the stable vs situational level in a tourism context can be investigated in future research based on our model.

Sánchez, Campo and Alvarez (2018) reflect on the importance of the different animosity dimensions and the different outcome of their importance on the intention to visit a tourist destination. They state that the dimensions differ in their influence on animosity, depending on the target and home country which is in line with the findings from the consumer affinity literature.

E.g. Oberecker, Riefler and Diamantopoulos state *"direct experiences with a country*

and country attributes, such as lifestyle and scenery are major drivers of affinity. Whereas political and economic aspects do not induce affinity" (p.15). This elaborates that the two biases are triggered by different dimensions.
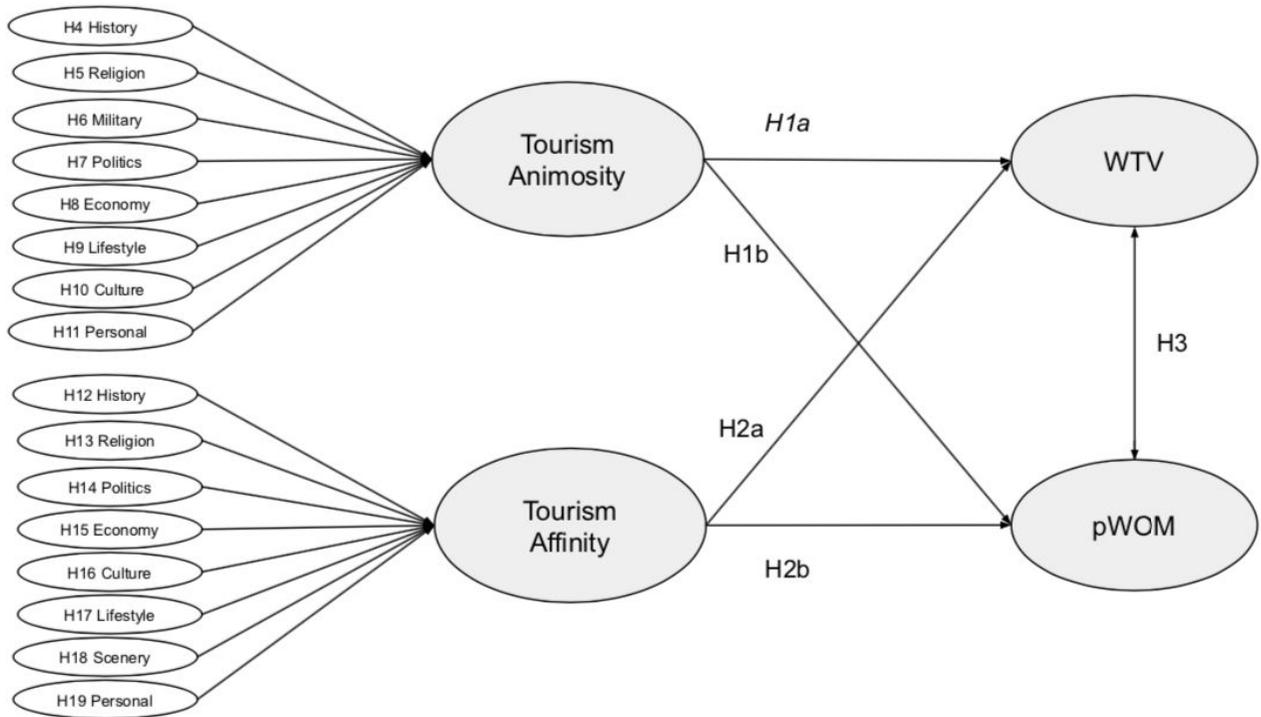
Figure 3: Combined first and second order construct

Table 7 presents the dimensions included in this model and specifies the subcategories with more detailed examples. These were gathered from the studies by Nes, Yelkur and Silkoset (2016) and Sánchez, Alvarez and Campo (2018) and build the foundation of our second order construct.

Table 7: Subcategories of affinity and animosity dimensions

	Subcategories	Examples
History	● Historical events	➔ Colonisation ➔ Historical ties ➔ Borders
Military	● War ● Armed conflicts	➔ Involvement in wars and conflicts ➔ Involvement in military operations ➔ Military poses a threat

Economy	● Economic situation	➔ Economic influence ➔ Economic exploitation ➔ Taking advantage of a country
Politics	● Political situation	➔ Government policies ➔ Role of the country in world politics ➔ Human rights ➔ Women's rights
Religion	● Religious system	➔ Respect of other religions
Lifestyle	● People and mentality ● Way of living ● Food and Cuisine ● Language	➔ E.g. friendly, open to foreigners, temperamental, trustworthy ➔ E.g. relaxed, laid back ➔ The traditional food of a country ➔ E.g. common language, easy to communicate
Culture	● Values ● Traditions ● Culture	➔ Cultural (dis)similarity
Personal experience	● Contact/ Experience ● Stay abroad ● Travel	➔ Recommendations and experience by friends and family ➔ Staying abroad for a longer period of time ➔ Holiday experience
Scenery	● Climate ● Landscape ● Architecture	➔ Weather and temperature ➔ E.g mountains, dessert, rainforest ➔ Buildings, cities

4.6 Animosity and Affinity as distinct constructs

For the future role of the tourism affinity variable in theory development and in tourism we need more insight into whether tourism affinity is a unique construct or just the bipolar opposite of animosity. There have been mixed opinions of this matter in literature as presented in the literature review (section 2.4). However, we tend to agree with the dominating opinion that the constructs are distinct (Nes, Yelkur and Silkoset 2012).

In the study by Nes, Yelkur and Silkoset (2012) an overlap between affinity (people and politics) and two affinity dimensions (culture/landscape and music/entertainment) contribute to affinity only. War and economy, which are two original dimensions of

animosity in Klein, Ettenson and Morris (1998)'s study - contribute only to animosity. The researchers agree with Nes, Yelkur and Silkoset (2016) that interpretation from the abovementioned psychology literature and the unique dimensions in affinity and animosity suggests they should be considered as distinct constructs. We, therefore, suggest to test the correlation between the two biases, to support the findings from the literature. Because we agree with prevailing findings in the literature we do not see the necessity to formulate a hypothesis for this.

4.7 Formulation of hypotheses

The formulation of the hypotheses draws on the literature review of relevant consumer affinity and consumer animosity studies, as well as the recently published tourism animosity studies.

4.7.1 First order hypotheses

The study by Sánchez, Campo and Alvarez (2018) suggests that tourists with animosity feelings towards a country will most likely not be willing to visit that country as a holiday destination. In the research by Alvarez and Campo (2019), overall animosity on WTV has been tested as well but was not supported by their data. However, through the destination image as a mediator, they found an indirect influence on WTV. We propose the following hypothesis:

Hypothesis 1 a): Tourism Animosity has a direct negative impact on WTV.

Tourists who feel animosity towards a country are not interested in providing positive WOM to others about this country. *"WOM is an important variable both for tourism and marketing researchers, and consumers engage in it for functional benefits"* (Kock 2018, quoting Lovett, Peres, and Shachar 2013, p. 69). Due to its relevance for the tourism domain, we want to investigate the outcome of tourism animosity on positive WOM, and therefore propose the following hypothesis:

H1 b): Tourism Animosity has a direct negative impact on positive WOM.

Oberecker and Diamantopoulos (2011) tested whether consumer affinity positively affected consumers' intention to visit the affinity country. They state that their *"three studies provide complementary insights into the behavioural consequences of consumer affinity and highlight the importance of affinity as a predictor of consumer behaviour"* (p. 46). In the literature review of affinity (section 2.2) we presented that the positive attitude towards a foreign country has a favorable effect on the individuals behavioural intentions.

In line with these studies and other tourism and services marketing literature, which reports a positive relationship between capable feelings toward a country and behavioural consequences (White and Yu 2005; Wong 2004), we expect a positive impact of tourism affinity on the intention to visit thus presenting the following:

Hypothesis 2 a): Tourism Affinity has a direct positive impact on WTV.

Jalilvand and Samiei (2012) found that consumers were motivated to share and recommend their experiences with others when they felt pleasure or satisfaction as a result of their travel experience. This leads to the assumption that tourists' might have the willingness to provide positive WOM about a specific country is directly and positively influenced by feelings of affinity towards that country, thus the following hypothesis is presented:

H2 b): Tourism Affinity has a direct positive impact on positive WOM.

As mentioned above, WOM has an influential impact on tourists decision making concerning destination choice. Jalilvand and Samiei (2012) summarize several studies in a broad range of contexts in the tourism area, that proved the positive impact of positive WOM on tourism products. Therefore, the following hypothesis is proposed:

H3: WOM has a positive impact on WTV.

4.7.2 Second order hypotheses: Animosity

We continue with the second order construct hypotheses, starting with the animosity dimensions.

History animosity was included in the study by Sánchez, Alvarez and Campo (2018) as a potential influence on intention to visit. In their investigation on Turkey as a home country and Saudi Arabia, China, and Israel as target countries, no evidence was found to proof history animosity. However, it is important to include this dimension, since in the present research setting varies from the former. Historic events could be related to territorial disputes, e.g. India's and Pakistan's demand for the Kashmir region (Riefler and Diamantopoulos 2007). Based on the context of Germany and Turkey it can be said that no severe historical events happened between these countries, thus a rather low history animosity is expected. We propose the following:

Hypothesis 4: The history of a country can reason animosity towards that country.

As mentioned in section 2.3, Riefler and Diamantopoulos (2007) were the first to expand the two-dimensional model, which lead them to include the religious dimension. The example by Maher and Mady (2010) proves that animosity in connection to religion exist and can lead to the unwillingness to purchase products. In their research setting they found that people from Kuwait boycott Danish products after the publication of the Mohammed caricature in a Danish newspaper.

Furthermore, a more general dislike of a country's main religion could potentially lead to feelings of animosity towards a country. Since the main religions in Germany and Turkey are different, it might be possible to find evidence for religious animosity, thus the following can be tested:

Hypothesis 5: The religion of a country can reason animosity towards that country.

Military and war is one of the most proven dimensions in consumer animosity (Shin 2001; Nijssen and Douglas 2004, Çakmak and Isaac 2012) and was first discovered by Klein, Ettenson and Morris (1998). The often applied context of China as the home country and Japan as a foreign country provides a good example of war animosity. Based on the massacre and occupation in World War II, the Chinese population inherits strong negative feelings towards Japan. In the literature review by Riefler and Diamantopoulos (2007), war animosity

topics such as the bombing of Pearl Harbour, as well as other World War II related biases were examined. In recent studies the term "military" has been more prevalent, categorizing war-related causes with armed conflicts and military actions in one dimension. It has to be noted that war animosity is a stable dimension whereas military actions tend to be more situational, given the current circumstances.

Sánchez, Campo and Alvarez (2018) did not find proof in their study, however, in this context, we wish to test the military animosity since Turkey has been involved in military actions. We, therefore, present the following:

Hypothesis 6: The military of a country can reason animosity towards that country.

The political dimension describes negative feelings caused by current or historical events related to the political system in the target country. Proven by Sánchez, Campo and Alvarez (2018) and Alvarez and Campo (2019), this antecedent seems to be an important driver for animosity, also in connection to WTV a country. Through the recent political related issues between Germany and Turkey, it can be assumed that political animosity has a negative and direct influence on tourism animosity, leading to hypothesize the following:

Hypothesis 7: The politics of a country can reason animosity towards that country.

Economic animosity has been found in some consumer studies (Ang et al. 2004, Shin 2001; Klein, Ettenson and Morris 1998). However, prior animosity studies by the research group Sánchez, Alvarez and Campo could not provide evidence for this antecedent. We include the economic dimension in our model for reasons of completeness and formulate the following:

Hypothesis 8: The economic situation of a country can reason animosity towards that country.

Prior research tested and supported that animosity feelings can be influenced by contact with people, especially in connection to their mentality and lifestyle (Sánchez, Alvarez and Campo 2018). Alvarez and Campo (2019) found evidence for this dimension, therefore it is important to include in our model. The following hypothesis is presented:

Hypothesis 9: The lifestyle of a country can reason animosity towards that country.

The research by Nes, Yelkur and Silkoset (2012) and Larsen (2014) found evidence for cultural animosity, based on cultural dissimilarities. In the German-Turkish context, it can be assumed that cultural animosity exists and is triggered by dissimilarities. As presented in section 3.1, the failed integration of the Turkish guest workers in Germany lead to cultural dislike in older generations. On the other hand, Turks have now become more integrated, therefore more acceptance of the Turkish culture in younger generations can be assumed. The following is proposed:

Hypothesis 10: The culture of a country can reason animosity towards that country.

As examined in the literature review (see section 2.3), the animosity studies distinguish between stable versus situational animosity and also between national versus personal animosity. The dimensions on a national level were covered by the macro level dimension, therefore the micro level dimension equal animosity feelings derived from personal experience. This includes travel experience with either short or longer stays, including a stay abroad in that country. But also personal experience with people from that country. This dimension also includes the negative experiences that are experienced through friends and family. This concludes in the following:

Hypothesis 11: Personal experience with people of a country can reason animosity towards that country.

4.7.3 Second order hypotheses: Affinity

We move on to the affinity dimensions of the second-order construct.

Starting with history affinity, Verlegh (2001) found that positive emotions could be triggered by history of cooperation between the foreign country. Additionally, Bokszanski (2002)

suggests that a country's history, values and traditions can trigger feelings of affinity (Peng-Er 2004). We want to further investigate this and suggest the following hypothesis:

Hypothesis 12: The history of a country can reason affinity towards that country.

Oberecker, Riefler and Diamantopoulos (2008) found that some respondents felt affinity towards a country because they had the same religion in that country "*they are also Catholics*" (p.8), and felt that having a common religion would make the two countries more similar - which is also supporting the idea that cultural similarity can induce affinity. Swift (1999) argued that the degree of cultural similarity could either be a bridge or a barrier in relationship development. This indicates that some tourists could likely be willing to visit a country due to cultural similarities such as religions, but it could also indicate that they would not be willing to visit because of the main religion of that country. As mentioned above, the religions in Germany and Turkey are different, and it could be assumed to not find evidence for religious affinity. Based on that, the researchers propose the following hypothesis:

Hypothesis 13: The religion of a country can reason affinity towards that country.

Oberecker and Diamantopoulos (2011) found that the macro antecedents politics and economy had no significant impact on the intentions to visit the affinity country. We take into account that political and economic affinity have not been proven in prior research. However, it is of relevance to test these dimension in the tourism context. Therefore, the following can be hypothesized for political and economic affinity:

Hypothesis 14: The political system of a country has no significant impact on affinity towards that country.

Hypothesis 15: The economic situation of a country has no significant impact affinity towards that country.

"Common bond" affinity comes from similarities, such as religion, language, values, heroes and cultural similarity (Brewer 2007; Peng-Er 2004; Swift 1999). Bokszanski (2002) showed

empirically in his study that a "feeling of cultural proximity" could influence people's beliefs about other countries. Swift (1999) discovered similar results that revealed a positive relationship between perceived cultural similarity and cultural affinity. Asseraf and Shoham (2016) found that cultural similarities were a more important driver for affinity than cultural dissimilarities.

According to Nes, Yelkur and Silkoset (2014), people can develop affinity towards a foreign country because they identify with the country's culture. They consider the country to be one of their in-groups because they find it attractive or their identification with that country can contribute to their social identity. Asseraf and Shoham (2016) argued that collective memory, which is defined as a relationship between two countries, which share a border, economic ties or history, can result in cultural similarity. However, it has to be considered that collective memories might not be prevalent in all countries but might play a potentially important role in other country contexts.

In contrast to Oberecker, Riefler and Diamantopoulos (2008), Asseraf and Shoham (2016) argue that cultural similarity played a major role in the creation of affinity in their study. Hofstede (2001) argued that cultural similarity was more important in cultures with higher femininity. Since Turkey is ranked rather low and Germany rather high on the masculinity scale (Hofstede Insight 2019), we argue that it can be relevant to investigate how the Germans feel the cultural difference and if this can potentially trigger general affinity towards Turkey. Based on the mixed findings of the importance of cultural similarity we wish to test this in a different country context. The researcher proposes the following hypothesis:

Hypothesis 16: The culture of a country can reason affinity towards that country.

As mentioned above in Table 7, the lifestyle dimension in our study includes *food, mentality, language and way of living*. According to Oberecker, Riefler and Diamantopoulos (2008) lifestyle was an important driver of feeling affinity for a country, because it was most frequently mentioned by respondents in their qualitative study. They categorize lifestyle as general lifestyle, the mentality and people, as well as language and cuisine. In terms of lifestyle, Trompenaars and Hampden-Turner (1996) argued that people tend to focus on things they can observe, such as food or fashion, when they evaluate whether to like or dislike a country. According to Bokszanski (2001) respondents who harboured affinity for

e.g. Spain could sympathize with the "kind, open-minded, amusing and honest" temperament of its people. This further indicates that the people of a country can be a potential driver of affinity. Additionally, Oberecker, Riefler and Diamantopoulos (2008) and Swift (2002) argued that affinity towards the people of a country could translate into affinity towards the country. In this study we include Obereckers, Rieflers and Diamantopoulos'(2008) subcategory 'people and mentality' and refer to it as 'mentality'.

Nes, Yelkur and Silkoset argue that *food* is often associated with pleasant memories of a given country and was mentioned several times by their respondents, which indicate that it could be a significant affinity driver. Literature suggested that food and beverages specific to a country were important factors of lifestyle (Oberecker, Riefler and Diamantopoulos 2008).

Mittelstaedt, Hopkins, Raymond and Duke (2004, p. 17) found that "*language becomes a defining issue*" in people's perception of other countries and provides more evidence that cultural similarity can function as a driver of affinity (Oberecker, Riefler and Diamantopoulos 2008). Based on the above-mentioned findings, we propose that lifestyle with its subcategories has an influence on affinity, and formulate the following:

H17 The lifestyle of a country can reason affinity towards that country.

Several researchers found that positive associations with the location, landscape, environment and climate of a country can encourage positive attitudes towards a country (Bokszanski 2001; Verlegh 2001). Oberecker, Riefler and Diamantopoulos (2008, quoting Verlegh 2001) defined climate as "*the consumers' impressions of the temperature and the amount of sunshine and rain, and landscape comprises perceptions of a country's scenery and nature*" (p. 33). Bokszanski (2001) found that the associations' people have with foreign countries are related to the country's scenery. These associations could have been personally experienced on a vacation or observed through advertisements in media. Respondents from the Oberecker, Riefler and Diamantopoulos (2008) study made statements "*I like this country because of its very variable scenery*"(p. 33) that claimed the scenery was an underlying reason for their affinity. Asseraf and Shoham (2016) also found that scenery was a key driver for affinity. The researchers, therefore, propose the following hypothesis:

H18 The scenery of a country can reason affinity towards that country.

Stay abroad was one of the key drivers of affinity in both Oberecker, Riefler and Diamantopoulos (2008) and Asseraf and Shoham (2016). Stay abroad refers to a personal experience with staying in a country for a longer period. According to several researchers a first-hand experience (such as staying abroad) with a foreign country, its people, traditions and institutions can lead to positive attitudes towards the country (Swift 1999; Duan and Hill 1996). *"Stay abroad, travel and contact capture people's individual interaction with a country, and are always based on direct personal experience with the affinity country and its citizens"* (Oberecker, Riefler and Diamantopoulos 2008, p. 7). The respondents reported that a long-term stay abroad had triggered their affinity feelings. The stays were either professional or private. They found that those long-term stays contributed considerably to the development of affinity feelings (Oberecker, Riefler and Diamantopoulos 2008).

Other studies found that short visits - known as 'travel' in this study, could also be a source of affinity (Shenkar 2001; Sousa and Bradley 2006). Consumers often link the perceptions and feelings towards foreign countries to vacation memories (Botschen and Hemetsberger 1998; Oberecker, Riefler and Diamantopoulos 2008).

Druckman (1994) indicated that *"contact with other groups can result in positive feelings"*(p. 62). Getting in touch with citizens of a country or gaining cultural knowledge about a foreign country may lead to positive attitudes towards that country (Druckmann 1994: Moss and Corn 1994). According to Moss and Corn (1994) people who have personal experience with people from another country (e.g. foreign colleague) tend to have a more favourable perception of that country. This is in line, with the empirical study conducted by Oberecker, Riefler and Diamantopoulos (2008) that revealed that personal contact with friends and family, relatives and other people of a country were a vital cause of affinity feelings. An example mentioned by the respondents were *"Grandparents have immigrated to Canada"* (Oberecker, Riefler and Diamantopoulos 2008, p. 31). Findings from the Oberecker, Riefler and Diamantopoulos' (2008) study revealed that travel and stay abroad had a considerable importance, but personal contact with a country was not a necessary condition for developing affinity feelings. We wish to test how significant personal experience with its subcategories *contact*, *travel* and *stay abroad* is as a key drivers of affinity. Therefore, the researchers propose the following hypothesis:

H19 The personal experience with the people of a country can reason affinity towards that country.

4.8 Scale development

There are two different approaches for the scale development in the affinity and animosity literature: Context-specific scales or non-country-specific scales. The former adapts the questions specific to the context between the two countries and was employed in Klein, Ettenson and Morris (1998), Nijssen and Douglas (2004) and Shin (2001). In this study, the non-context-specific scales were chosen (as found in Sánchez, Alvarez and Campo 2018; Nes, Yelkur and Silkoset, 2012). However, the researchers decided to modify the questions by using the country's name 'Turkey' instead of the general term 'this country'.

The scale is adapted from Sánchez, Alvarez and Campo (2018) for all animosity items. The animosity scales originate from the Klein model, but as presented in the literature review, the animosity model has been extended and validated by many following studies (Alvarez and Campo 2019; Sánchez, Alvarez and Campo 2018; Nes, Yelkur and Silkoset 2012; Riefler and Diamantopoulos 2007).

For the affinity scale we adapted almost all items from Nes, Yelkur and Silkoset (2014) and matched them with our previous defined dimensions. Because Oberecker, Riefler and Diamantopoulos (2008) did not conducted a quantitative study with a questionnaire, we could not base our affinity items on their study. We therefore carefully categorized the available items by Nes, Yelkur and Silkoset (2014) the same way as Oberecker, Riefler and Diamantopoulos (2008) categorized their dimension. For the lifestyle affinity additional items were included compared to the animosity items, asking about the attitude towards Turkish food and language.

The questions to measure WTV were also adapted from Sánchez, Alvarez and Campo (2018). Since, they did not test the outcome variable WOM, we adapted the questions by two other studies. Two items were modified from Arnett, German, Hunt (2003) and one item by Prebensen, Skallerud and Chen (2010).

Table 8 below presents the items in English. The complete table with the original items found in existing literature, as well as the into German translated questions is included in see Appendix 4.

Table 8: Scale with items

Category	Modified questions
Historical Animosity (2 items)	I dislike Turkey because of past historical events I dislike Turkey because of its oppressing other countries
Historical Affinity (1 item)	I like the history of Turkey
Religious Animosity (2 items)	I dislike the religious system in Turkey Turkey does not respect other religions
Religious Affinity (2 items)	I like the religious system in Turkey country Turkey does respect other religions
Military Animosity (3 items)	I believe that Turkey poses a huge military threat I dislike Turkey's involvement in wars and conflicts I dislike the military operations in Turkey
Political Animosity (5 items)	I dislike the policies of the government from Turkey I dislike the political system in Turkey I dislike the corruption in Turkey I dislike Turkey because it does not respect human rights I dislike Turkey because it does not respect women's rights
Political Affinity (3 items)	I like the government policies of Turkey I like Turkey's political system The role of Turkey in the world politics is admirable
Economy Animosity (3 items)	Turkey is out to exploit the economy of my country and other countries Turkey is taking advantage of my country and other countries Turkey has too much economic influence on my country and other countries
Economic Affinity (2 items)	This country has a positive influence on my country's economy I like the economic situation in this country
Lifestyle Animosity (3 items)	I dislike the Turkish mentality I feel that Turks are hostile towards Germany I dislike that Turks criticize German policies
Lifestyle Affinity (6 items)	I like the mentality of people in Turkey I feel the people in this country are open and friendly to foreigners I like the way of living in Turkey I trust the people in Turkey I like the food and cuisine in Turkey I like the Turkish language

Scenery Animosity (1 item)	I dislike the nature and landscape of this country
Scenery Affinity (3 items)	I like the Turkish architecture I like the nature and landscape of Turkey I like the climate in Turkey
Cultural Animosity (2 items)	I dislike the culture and traditions in Turkey I dislike the cultural difference
Cultural Affinity (2 items)	I like the culture and traditions in Turkey I like that the culture is different to the German culture
Personal Animosity (4 items)	My experiences with Turks are negative I dislike this country because of negative travel experience I dislike the country because my friends or family who live or used to live in Turkey had a negative experience I dislike this country because of bad experienced while living in this country
Personal Affinity (4 items)	My experiences with Turks are positive My travel experience in that country is positive I like the country because my friends or family who live or used to live in Turkey had a positive experience I like this country because of a positive experience while living in this country
General Animosity (2 items)	In general, I dislike Turkey In general, Turkey annoys me
General Affinity (2 items)	I like this country I feel fondness for Turkey
WTV (3 items)	I intend to travel to Turkey in the future I would choose Turkey for my next holiday I would rather visit Turkey than other similar countries
pWOM (3 items)	In social situations, I often speak favourably about Turkey I bring up Turkey in a positive way in conversations have with friends and acquaintances Would you recommend Turkey as a tourist destination to other people

5 Methodology

The purpose of a methodology according to Cohen and Manion (1994; quoting Kaplan 1973, p.39) is "*to describe and analyse these methods, throwing light on their limitations and*

resources, clarifying their presuppositions and consequences, relating their potentialities to the twilight zone at the frontiers of knowledge".

5.1 Philosophy of Science

It is essential to understand the research philosophy behind this thesis as it underpins the research strategy and the chosen methods. It reflects on the way knowledge is developed, how the researchers see the world and assumptions are made. The understanding of the philosophy of science supports the researcher to understand what he is investigating in and what is important for the study. There are different philosophies which emerged in the field of tourism: positivist, interpretive and critical (Tribe, 2001). For this study, the scientific positivism, as well as a critical approach, are important for Study B, whereas a slightly interpretive view is adapted in the qualitative Study A. It is possible to adopt a more flexible view on which philosophy has been applied since a research question can be rarely categorized into one philosophical domain (Saunders, Lewis and Thornhill 2009).

The positivist view is essential for studies based on facts excluding rather moral or ethical questions (Tribe, 2001). Quantitative research is often associated with positivism, especially when it is used with predetermined and highly structured data collection techniques (Saunders, Lewis and Thornhill 2009). The Positivist approach concentrates on "*facts that can be verifiable and can survive attempts at falsification*" (Tribe 2001, p. 443). Study B conducted in this research is truly following the positivist view. We formulated the hypotheses and tested them with empirical data. This data collection can be repeated by other researchers, which indicates that true facts are presented.

The interpretative approach seeks to get understanding and meaning. This approach argues that human actions and social construct can not be seen the same way by the researcher as natural objects can. The interpretive method in a tourism context aims to promote understanding of tourism from the view of all stakeholders in the tourism environment. The extent of the tourism world as well as the aim and purposes are not predetermined. Instead, the interpretive method seeks agreement and understanding of the tourism world and tourism purposes. The method used in this study under the interpretive paradigm is qualitative method conducting semi structured interviews. With this Study we seeked to get an understanding of the terms tourism affinity and animosity.
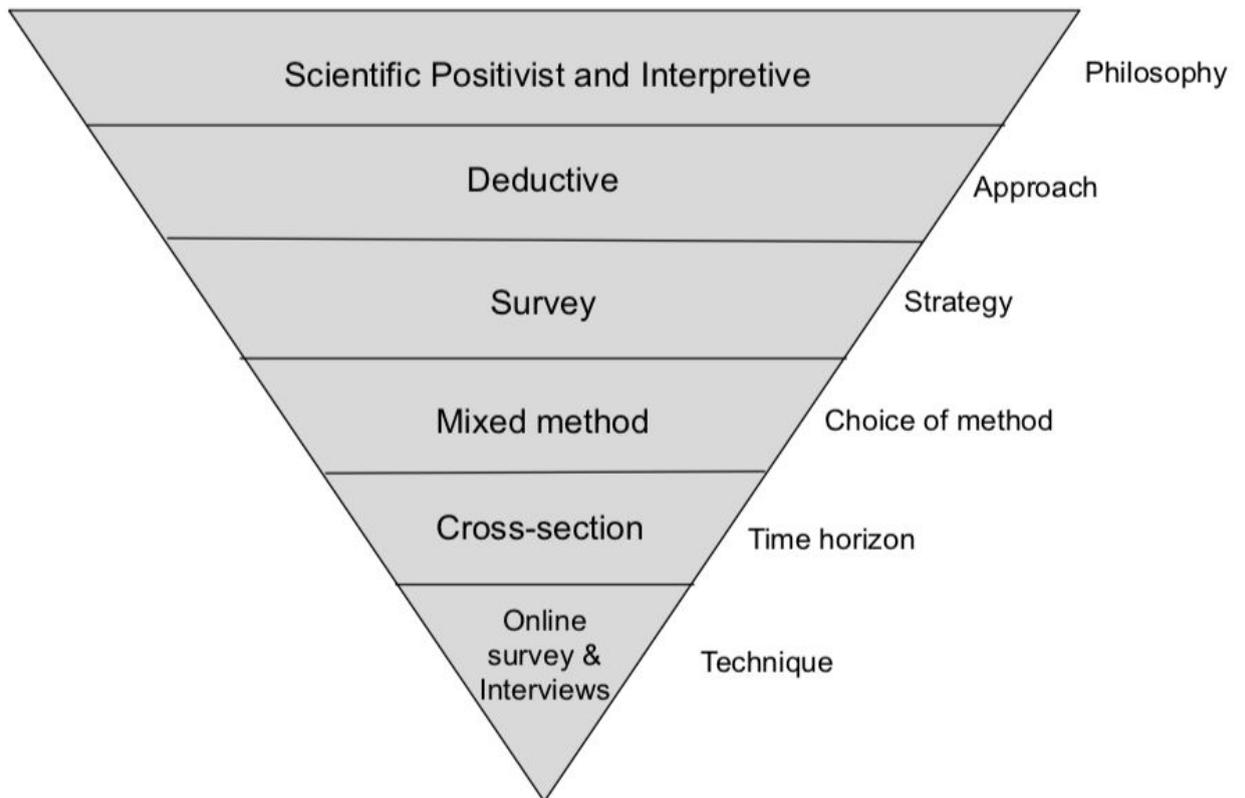
Figure 4: own creation, related to Saunders, Lewis and Thornhill (2009)

5.2 Deductive Approach

It is important to follow a reasoning approach, which will provide a better understanding of whether the theory may or may not be made explicit in the design of the research. It is necessary to have a clear understanding of the theory at the beginning of the research process, as this will determine the design of the research project. There are two types of reasoning approaches the deductive approach and the inductive approach. In the deductive approach theory and hypotheses are developed - and the research strategy is designed to test those hypotheses. In the inductive approach, the researcher collects data and develop theory as a result of the data analysis (Saunders, Lewis and Thornhill , 2012).

Deduction involves the development of a theory that is subjected to a rigorous test (Saunders, Lewis and Thornhill , 2009). According to the study by Collis and Hussey (2013), the deductive approach is defined as "*where laws present the basis of explanation, allow the anticipation of phenomena and predict their occurrence and therefore permit them to be controlled*" (Saunders, Lewis and Thornhill , 2009: 124). The researchers develop a theory and hypotheses and based on that, design a research strategy to test them. This approach is

used in this study because the researchers revised existing literature and based on that developed hypotheses and conceptualized a new model.

5.3 Research process

The thesis has been written as part of the researchers' graduate programme at Copenhagen Business School over a period of six months. The broad topic of investigating consumer biases such as country animosity and country affinity on consumers and their choices were approved by the supervisor and documented in the thesis contract. After reviewing the literature within the field of marketing and tourism the concrete model and the hypothesis were developed. The intention was to conceptualize a new model within in tourism research by transferring a well-researched topic from marketing and consumer behaviour research. The following eludes how the primary data was collected.

5.4 Mixed-method approach

Furthermore, it is important to have a clear understanding of which method was chosen to collect the data. There are three research method approaches available: quantitative, qualitative and mixed-methods. Quantitative studies often tend to be based on meanings derived from numbers and analysis is conducted through the use of diagrams and statistics. The qualitative studies, on the other hand, tend to be based on meanings expressed through words, and the analysis is conducted through the use of conceptualisation (Saunders, Lewis and Thornhill 2012). The mixed-method approach is a term for when both quantitative and qualitative collection techniques and analysis procedures are used in one research design. It can be used parallel or sequential but does not combine them (Saunders, Lewis and Thornhill 2012).

The mixed method research was used in this study because both quantitative and qualitative data collection techniques and analysis procedures were used. They were collected sequential but were not combined. The qualitative data were analysed qualitatively and the quantitative data were analysed quantitatively (Saunders, Lewis and Thornhill 2009). However, it has to be noted that the main focus is on the quantitative study and the qualitative study is to be seen as a supporting study.

5.5 Quantitative approach

Quantitative is used as a synonym for any data collection technique that generates or uses numerical data, such as questionnaires, graphs and statistics (Saunders, Lewis and Thornhill 2009. Quantitative research is usually associated with a deductive approach. In this approach, the focus is on using data to test theory (Saunders, Lewis and Thornhill 2012).

Quantitative research examines relationships between variables, that are measured numerically and later on analysed using statistical techniques (Saunders, Lewis and Thornhill 2012). Quantitative often controls to ensure the validity of data. Because data is collected in a standard way, it is important that the questions are expressed clearly so they can be understood the same way. This methodology often uses sampling techniques to ensure generalisability. From this view, the researchers are seen as independent from the respondents (Saunders, Lewis and Thornhill 2012). Quantitative research is often associated with experimental and survey research strategies. A survey research strategy is normally showed through questionnaires, structured interviews or structured observations (Saunders, Lewis and Thornhill 2012). For that reason, the quantitative approach was chosen for this study.

5.5.1 Online questionnaire

Questionnaires are one of the most commonly used data collection techniques within the survey strategy because it provides an efficient way of collecting responses from a large sample. Creating a good questionnaire is essential to collect the precise data that is needed to answer the research question and hypotheses. One is unlikely to have more than one opportunity to collect the data. The design of the questionnaire will affect the response rate, the validity and the reliability of the data (Saunders, Lewis and Thornhill 2009).

The type of questionnaire used for this study is a self-administered questionnaire completed by the respondents electronically through Amazon Mechanical Turk. The choice of the questionnaire was affected by several factors; time available to complete the data collection, financial implications and availability of specific respondents.

As Germany was chosen as a test country, several factors needed to be considered. For international or cross-cultural research, it is important to understand the culture in which the research will be conducted. Having this understanding can minimise mistakes such as

wrong terminology and language and avoid collecting useless data (Saunders, Lewis and Thornhill 2009. Cultural differences between the researchers and respondents can become significant, as there may be misinterpretations of responses (Marshall and Rossmann 1999; Saunders, Lewis and Thornhill 2012)

According to Dillman (2007), there are three types of data variables that can be collected through questionnaires: opinion, behaviour and attribute (Saunders, Lewis and Thornhill 2009). These distinctions are important, as they may influence the way the questions are worded. **Opinion variables** trace how respondents feel about something or what they think or believe to be true or false (Saunders, Lewis and Thornhill 2009). **Behavioural variables** trace data about what people did in the past, do now or will do in the future. In contrast to this, **attribute variables** contain data about the respondents' characteristics such as age, gender, marital status, income, and occupation (Saunders, Lewis and Thornhill 2009). All three types of variables were included in the questionnaire for this study. Examples of behavioural: "*I intend to visit this country in the future*", opinion: "*I like the nature and landscape of this country*", attribute "*How old are you*? " (see see Appendix 4).

Investigative questions were used in order to address each question satisfactorily and to make sure that each question met each objective (Cooper and Schindler 2008; Saunders, Lewis and Thornhill 2009).

5.5.2 Advantages and disadvantages of internet-based questionnaire

The researchers chose to use an internet-based questionnaire through an online survey tool, because it is a practical and convenient way to gather a large amount of data, especially of distant populations (Yun and Trumbo 2000). Since Germany was chosen as the home country, the data needed to be merely collected from German respondents. A further advantage is that online questionnaires can reduce the participants' biases (Gosling et al., 2004). Using the open market platform Amazon will also allow respondents to maintain complete anonymity also towards the researchers. This can potentially affect the response rate and how truthfully the respondents will answer the questions. Furthermore, the study by Buhrmester, Kwang and Gosling (2011) proofs that Amazon MTurk is a helpful reliable tool for social science research and elaborated that the workers are mostly intrinsically motivated.

The researchers also had to be aware of the disadvantages. We did experience some incomplete questionnaires, dishonest answers and we had a suspicion of questionnaire fatigue in some cases.

5.5.3 Design of individual questions

The questionnaire was self-administered and therefore it was also accompanied by a cover letter explaining the purpose of the survey. According to Dillman (2007), cover letters in self-administered questionnaires will affect the response rate. To achieve the highest response rate possible an introduction of the questionnaire explained clearly and concisely why the researchers wished the respondents to complete the survey (Saunders, Lewis and Thornhill 2009). The introduction consisted of a clear unbiased title, that conveyed the topic of the questionnaire and made it sound interesting to attract more respondents. It was also stated where the data would be used and for which purpose, and that the respondents would remain anonymous. When closing the questionnaire the respondents were thanked for their participation and provided with contact information in case they had any further questions (Saunders, Lewis and Thornhill 2009).

The design of each question should be determined by the data that needs be collected. When designing individual questions researchers either adopt or adapt questions used in other questionnaires, or develop their own questions (Bourque and Clark 1994). In this study, scales were adopted by Nes, Yelkur and Silkoset (2014) and Sánchez, Alvarez and Campo (2018). This can allow reliability to be assessed. It can also be more efficient than making your own questions, provided that the data needed still can be collected to meet the objectives (Saunders, Lewis and Thornhill 2009). The questions which were adopted were assessed carefully before use. The type of questions used in the questionnaire for this study were rating questions. Rating questions are often used to collect opinion data and are most frequently used in the Likert-style rating scale in which the respondents are asked how strongly they agree or disagree with several statements (Saunders, Lewis and Thornhill 2009). In this study, a five-point Likert scale was used. Both positive and negative statements were included to ensure that the respondents would read each question carefully before choosing an answer (Saunders, Lewis and Thornhill 2009).

5.5.4 Question wording and translation

As Germany was used as the test country and would be tested on Germans, the researchers decided to translate the questionnaire into German. The wording of each question, therefore, needed careful consideration to ensure that the responses were valid. When conducting international research it is very important that the questions have the same meaning to all respondents (Saunders, Lewis and Thornhill 2009). Therefore the researchers paid attention to the **lexical meaning**, which is the precise meaning of each individual word. **Idiomatic meaning**, which is the meaning of a group of words that will be natural to a native speaker. **Experiential meaning** - words and sentences that people use in their everyday experiences. **Grammar and syntax** - use of correct language, the ordering of words to create well-formed sentences (Saunders, Lewis and Thornhill 2009). In terms of translation, the source questionnaire was directly translated to the target questionnaire. The advantage of using this translation method was that it was easy to implement and inexpensive. One disadvantage, it could lead to some misunderstandings. One of the researchers is originally from Germany and is a native speaker, and has a bachelor obtained from a Germany university and will soon have a masters conducted in English. We argue to have sufficient language knowledge to translate the questionnaire, and therefore translators were not needed.

5.5.5 Validity and reliability of the questionnaire

The internal validity and reliability of the collected data and the response rate depends on the design of the questions, the structure and the precision of the pilot testing (Saunders, Lewis and Thornhill 2009). A valid questionnaire will secure that accurate data can be collected. A reliable questionnaire will make sure that the data are collected consistently. "*Questions must be understood by the respondent in the way intended by the researcher and the answer given by the respondent must be understood by the researcher in the way intended by the respondent*" (Saunders, Lewis and Thornhill 2009, quoting Foddy 1994, p. 17).

There are several types of validity. **Internal validity** in questionnaires refers to the ability of the questions to measure what it was intended to measure. **Content validity** refers to the extent to which the measurement device provides adequate coverage of the investigative questions (Saunders, Lewis and Thornhill 2009). Deciding what is adequate coverage can be made in several ways. One is through a panel of experts or individuals to

assess whether each question is essential or not. Another is through definitions of the research through the literature reviewed (Saunders, Lewis and Thornhill 2009. Since our questions were based on existing scales from previous literature, we argue that the content validity is high.

To further test for validity, a pilot study was conducted. The purpose of the pilot study was to refine the questionnaire so respondents would have no problems answering the questions, and would minimise problems with recording the data (Saunders, Lewis and Thornhill 2009). This would also provide some assessment of the validity of the questions.

This pilot study was posted on social media (in German) asking Germans to complete the questionnaire and provide us with feedback in terms of language/wording, grammar, understanding of questions, how much time it took to complete the survey. The questionnaire was also sent directly to specific people to reach a larger target group in terms of age, gender, education and income. 29 people completed the questionnaire. A second pilot study was conducted on Amazon Mturk - this was done to become familiar with the tools and test the validation quota. 10 people completed this questionnaire.

Reliability refers to consistency. A questionnaire needs to be reliable to be valid, but this is not sufficient on its own. There is a risk of respondents interpreting a question in one way consistently when you mean something else, and this means there will be no internal validity. Reliability is concerned with the robustness of the questions, and whether or not they will produce consistent findings at different times and under different conditions (Saunders, Lewis and Thornhill 2009. The assessment of reliability is often undertaken after the data collection, but they need to be considered at the design stage of the questionnaire. Three common methods of testing reliability are test-retest, internal consistency and alternative form. First, the 'alternative form' was used. This offers some sense of reliability within the questionnaire through 'check questions' to compare responses to alternative forms of the same questions. Check questions were added to ensure that the respondents fully understood the questions and took the time to read and answer them properly.

Second, the internal consistency was tested, it involves that the responses are correlated from each question to the other questions in the questionnaire. Consistency is therefore measured across all questions. There are several methods for calculating internal consistency, one of the most frequently used is Cronbach's alpha, which is applied in this

study (Mitchell 1996; Saunders, Lewis and Thornhill 2009). The program used to do these calculations is SPSS. Results for the reliability test can be seen in table 9 (see section 6.2.1).

5.5.6 Method

In this research, Germany was chosen as the home country and Turkey as a target country. The researchers did not execute a preliminary study. However, a pilot study was conducted to test the linguistic and validity of the questionnaire. Related to the method of Klein, Ettenson and Morris (1998), the researcher based the decision of the target country on recent political, economic events and the historic relationship between Germany and Turkey. As the numbers showed the incoming German tourists to Turkey dropped by 30 percent in 2016 compared to the peak year of 2015 (Republic of Turkey Ministry of Culture and Tourism 2017), which indicates that Germans might have experienced a change in their attitudes towards Turkey.

Next, the researchers carried out an online survey aimed at German citizens. The questionnaire included different dimensions for affinity and animosity. The items were measured using a five-point Likert Scale, ranging from strongly agree to strongly disagree. In the second part of the questionnaire, the respondents were asked to identify a series of socio-demographic variables (gender, age, income, education, marital status).

The questionnaire was created with the survey software called Qualtrics. The usage of this software is convenient and allowed the researchers to develop a survey with 23 questions in both matrix and multiple choice format. The advantage of using Qualtrics is that it is compatible with Amazon Mechanical Turk (MTurk). Amazon MTurk is a platform where people around the world sign up as "Worker" or "Requester" to either fulfil or post tasks. These tasks are called Human Intelligence Tasks (HIT). After a Worker accomplishes the HIT, the results need to be approved by the Requester. The Requester can assign "Qualifications" to the task which must be met by the Worker (MTurk Blog, 2019). This allows to choose respondents with certain characteristics. For the present research two qualifications were chosen to define criteria the participants had to inherit in order to see the URL survey link. The first one is a "Locale Qualification", which determines the location of the worker and we therefore chose Germany as a geographic location. Unfortunately, it was not possible to choose the ethnic background as a qualification of the Worker. Therefore a validation question at the beginning of the survey was included to reduce the possibility that non-Germans would answer the questionnaire. The participants had to insert their nationality.

If the answer would match German (in the survey they had to insert "Deutsch" or "Deutsche/r"), the participant was allowed to continue with the survey. In case they answered wrong, they were not allowed to proceed. Additionally, the introduction and the task description indicated that the survey is only to be filled out by Germans.

The second Qualification was a "System Qualification" which made the task visible only for Workers who got more than 50 HITs approved. This ensures that the Workers fulfil their tasks correctly and reduces randomised answers, hence increasing the validity of the data. After 10 days the survey was reposted again on MTurk with a little higher reward of $1.20 per task compared to the initial $1 per task. This ensured that the survey was more visible to the Workers. After 20 days the researchers collected 193 valid answers and stopped the data collection.

5.6 Qualitative approach

The researchers conducted an exploratory qualitative study and gathered data through seven semi-structured interviews. These interviews were conducted with this method in order to adapt some questions in particular interviews, given a specific organisational context that is encountered in relation to the research topic (Saunders, Lewis and Thornhill 2009). The questions and the order of them can vary depending on the flow of the conversation. And gives the respondents the opportunity to elaborate on their answers. The interviews were conducted on a one-on-one basis, between one interviewer and a single participant. Semi-structured interviews are used to gather data, which normally will be analysed qualitatively, and these data provide a better understanding of the 'what', 'how' and 'why' (Saunders, Lewis and Thornhill 2009). All the interviews were recorded and fully transcribed.

5.6.2 Interview bias

The lack of standardisation in semi-structured interviews may lead to concerns about reliability. In qualitative research, reliability is concerned with whether alternative researchers would reveal similar information (Saunders, Lewis and Thornhill 2009, quoting Easterby-Smith et al. 2008). Another concern is also related to bias that can occur in these interviews. The researchers of this study were highly focused on keeping any bias at a

minimum. To minimise interviewer bias, we tried to remain as objective as possible by not imposing own believes and frame of reference through the questions asked (Saunders, Lewis and Thornhill 2009). Having a neutral-tone of voice and non-verbal behaviour were also implied to develop trust between the interviewer and respondent. Creating a good environment will affect the value of the information given (Saunders, Lewis and Thornhill 2009). Being aware of potential response bias was also important to get reliable and valid answers. The interviewers paid attention to whether there were any topics the respondents felt uncomfortable discussing and made sure that the length of the interview did not result in a reduction of willingness to take part and answer the questions truthfully.

5.6.3 Reliability

"*Findings from non-standardised research methods are not necessarily intended to be repeatable, since they reflect reality at the time they were collected, in a situation which may be subjective to change*" (Saunders, Lewis and Thornhill 2009, p. 359, quoting Marshall and Rossman 1999). The intention behind this type of research is to explore circumstances which are complex and dynamic. What makes non-standardised interviews valuable is the flexibility that can be used to explore the complexity of the topic. It is therefore not realistic or feasible to attempt to ensure that qualitative, non-standardised research could be replicable (Saunders, Lewis and Thornhill 2009, quoting Marshall and Rossman 1999). However, it can be argued that if qualitative research is related to existing theory, the researcher would be in a position to demonstrate that the findings would have a broader significance (Marshall and Rossman 1999).

The respondents mentioned a total of 19 reasons underlying their feelings of affinity and 4 reasons for animosity, which we content-analyzed. We followed the same approach as Oberecker, Riefler and Diamantopoulos (2008) and categorized the transcribed data into the previous identified dimensions.

As mentioned in the theoretical framework, we divided the categories into macro drivers (i.e. scenery, politics, economics, lifestyle, culture, religion, history) and micro drivers (i.e. stay abroad, travel, personal experience) of tourism affinity and tourism animosity. The latter capture people's individual interaction with a country and are always

based on personal experiences or indirect experience through friends and family. In contrast, the macro drivers may or may not be personally experienced.

5.6.4 Method for interviews

We prepared complete transcripts of the interviews (see Appendix 2). The transcripts were then rearranged using a scissor- and sort approach, which meant that the relevant passages in each transcript were marked, copied and then cut apart and sorted (Morgan 1988; Oberecker, Riefler and Diamantopoulos 2008). Those were then transformed into one edited transcript that only contained information that was directly relevant for the study (Oberecker, Riefler and Diamantopoulos 2008). This transcript is attached in Appendix 3.

Following this, a two-stage approach was used for the content analysis of the transcripts (Miles and Huberman 1994). First, the researchers used within-case analysis to focus on each interview separately. Second, a cross-case analysis was conducted by integrating findings both across respondents within each interview and across interviews (Miles and Huberman 1994, Oberecker, Riefler and Diamantopoulos 2008).

6 Results

The following section presents the results of both studies in order to meet the research objective and build the foundation for the discussion in section 7.

6.1 Results of study A

The purpose of study A was to identify the underlying sources of tourism affinity and tourism animosity to provide insights into what causes tourists to harbour favourable and unfavourable feelings towards specific countries. The insights were used to conceptualise tourism affinity and tourism animosity.

A total of 7 20-minutes semi-structured interviews were conducted. All participants were Germans from different regions of Germany and represent a convenience sample, because the respondents were easily accessible to the researchers. Before the interview was held, it was confirmed that the participants would be able and willing to travel abroad, as this is an important predisposition for the study. The sample represents a rather younger sample

between 25 and 31 years old. The participants had different educational backgrounds, but all within a higher educational level (e.g. masters). Spain and Portugal were the most frequently mentioned affinity countries among the respondents. The most frequently mentioned animosity countries were North Korea, the USA and Turkey. The table 8 below presents the frequencies of the mentioned categories. In the interviews no evidence about history or religion was found. However, affinity towards historical tourist attractions were mention 3 times, which can be categorized as cultural affinity.

Table 8: Frequency analysis

Category	Keywords	Frequency
Cultural Affinity	Architecture **Culture** Historical tourist attractions	(1) (5) (3)
Personal Experience	Stay abroad Recommendations Visiting friends **Personal travel experience**	(2) (3) (4) (5)
Scenery	Climate **Landscape** Nature environment	(4) (5) (3) (1)
Lifestyle Affinity	**Mentality** Open-minded Friendly Welcoming Language **Food**	(5) (3) (3) (2) (0) (5)
Safety	**Feeling safe in that country**	(5)
Political Animosity	Political leader Political regime Death Penalty	(3) (7) (1)
Lifestyle Animosity	Mentality	(2)
Religion	Not mentioned	

6.1.1 Military

Military actions were mentioned in connection to the political situation and the feelings of being safe. Negative feelings towards a country were not based on military animosity, but two respondents mentioned, that the WTV would be higher if there would be no military actions. However, this did not necessarily affect the general animosity: "*But if the political situation was safe so there was no war or real dangerous situation, I think there would be no other reasons why I wouldn't go there*" (see see Appendix 3, R1).

6.1.2 Political

Negative feelings towards the political situation of a country defined as political animosity have not necessarily a direct impact on general animosity, but potentially an impact on the intention to visit a country. Through the interviews rather varying opinions about political systems and its influence on the intention to visit a country became evident. "*I think it depends how bad the political situation is*" (see Appendix 3, R1), "*There's a growing conflict in Morocco. But that wasn't enough for me to say I wouldn't travel there, and not spend my money there*" (see Appendix 3, R5). These statements show that the impact on WTV is dependent on the perceived intensity of the conflicts as well as the feelings of safety. Some of the respondents distinguished their negative feelings towards the political system in a country from the situation at a certain destination within that country. E.g. the political situation does not necessarily have an influence on the stay in a hotel, unless severe safety issues aris: "*I think that, the political situation isn't like something you think about before traveling to that country especially if you just want to go to the beach*" (see Appendix 3, R4); "*I tried to inform myself about certain places where it could have been dangerous for Europeans' traveling*" (see Appendix 3, R5). This shows that the respondents are aware of the political situation in that country but they do not relate these negative attitudes towards the whole country: "*I don't endorse the political situation there, that's two different things right, I like Turkey as a travel destination, but I haven't made any precise plans to go in the next year, two years or so*" (see Appendix 3, R3), "*If a country as a whole, which is of course difficult to state, because most likely is the government of that country that is discriminating against other countries, or invading other countries, or is maybe suppressing certain populations, then that's a problem for me. But as stated before, the country in itself might be beautiful.*" (see Appendix 3, R5). This underlines the mixed feelings towards a country.

Interestingly, animosity towards individual political leaders tends to have an impact on the WTV (president of Turkey (see Appendix 3, R2), president of America (see Appendix 3, R1; R4). Through some respondents it became also evident, that the desire to spend the vacation with friends and family could outweigh current political animosity. "*I have just been to San Diego. A part of my host family lives there. And I had friends who were also visiting but the US was never really on my list. I hate Trump. Um, but my friends were there and they kind of convinced me to go and I actually loved it.*"(see Appendix 3, R4). It is

therefore important to mention that the behavioural intention to visit a country can differ from the actual behavioural outcome. This underlines further that tourist can experience mixed emotions, because they liked the country based on the positive exüerience with friends and family, but still feel political animosity towards that country.

Through the interviews, a tendency towards a situational political animosity became clear because some respondents mentioned they would travel to the countries they currently dislike because of political conflicts at some point in the future: "*But apart from the political situation, that's a country I'm curious to explore.*"(see Appendix 3, R3).

Important to note is that in connection with a rather safe feeling in that country, the respondents did not mention that their willingness to visit that country was influenced by the political animosity. But when safety is a severe concern in that country, in connection to the political system, it was evident that political animosity had a direct negative effect on WTV.

6.1.3 Safety

Through the interviews it became clear that safety is an important moderating influence on political animosity, general animosity and the outcome of WTV. *"Political regimes are also reason why I wouldn't feel safe in those countries, and as I said, I like to be safe when I travel.*

" (see Appendix 3, R2), "*Safety is a concern* " (see Appendix 3, R5), "*But if the political situation was safe so there was no war or real dangerous situation, I think there would be no other reasons why I wouldn't go there.* " (see Appendix 3, R3). The respondents would inform themselves about the political situation in order to judge the safety in that country. They rely hereby on their own judgement (see Appendix 3, R5), on professional travel agencies (see Appendix 3, R1) or information from the Ministry of Foreign Affairs in Germany (see Appendix 3, R6; R7).

Through the interviews it became evident that safety did not have a significant influence on tourism animosity or tourism affinity, but it did directly affect the WTV a destination. The safety concerns vary and depend on the specific destination in a country.

6.1.4 Economics

Concerning the economic situation, the respondents value a good exchange rate with the home currency. Another important factor is the value of money. They do not mind to get a little less quality for a lower price (see Appendix 3, R2; R3; R7): "*I would say good price value ratio*" (R2), "*not everything is too expensive*"(R1). None of the respondents mentioned negative feelings connected to the economic situation of a country. This is in line with Alvarez and Campo (2019), who also did not find proof for this antecedent.

6.1.5 Culture

As mentioned earlier, the literature suggests that a country's history, value and traditions can trigger feelings of affinity (e.g. Bokszanski 2002, Peng-Er 2004). A common bond that stems from language, values, religion and cultural similarity can trigger affinity. Bokszanski (2002) empirically tested that a "feeling of cultural proximity" could influence people's beliefs about other countries. We did not find direct statements that supported the idea that cultural similarity could lead to affinity feelings in the qualitative study.

Respondents made statements in the interviews that the culture of a country could induce affinity feelings e.g. "*I try to see... well, tourist attractions and it can be different things. I go to the ones that are due to cultural and historical importance*" (see Appendix 3, R2), "*Nature is most important, but also a bit of culture.. not a lot. But the combination is very satisfying*" (see Appendix 3, R5), "*And what's probably the most interesting thing to me would be the mixture of architecture*" (see Appendix 3, R3), " *Like there's a part of their culture and history and everything I find really, really fascinating and really interesting. But then there's also that very negatively part that obviously I don't feel good about as well.*" (see Appendix 3, R2). Overall, we argue that cultural affinity is of importance as it was mentioned frequently by the respondents.

6.1.6 Lifestyle

Consistent with previous literature, study A revealed that the lifestyle of a country was one of the most important antecedents for tourism affinity. Based on the frequency of mentions, this

category seems to be one of the most important drivers for liking a country and for increasing the willingness to visit. All the respondents found local food and beverage specific to a country as highly important factors of lifestyle (e.g. "*I do try the local food*" (see Appendix 3, R1) "*the polish food also seems to be different from German food and good as well*" (see Appendix 3, R3) "*I like Indian food a lot, and it is also very diverse*" (see Appendix 3, R2). Two respondents mentioned that they preferred travelling to Asia as they had more vegetarian options, and it was, therefore, more appealing for them because it was easier to try the local food.

Another driver of tourism affinity was the mentality and the people of a country. Several respondents mentioned that they found a country more appealing when the locals were friendly and welcoming. They also mentioned that they enjoyed to engage with the locals when travelling (e.g. "*mentality of the people is great as they are really welcoming and friendly*" (see Appendix 3, R3) "*I think just the overall vibe and feeling you get from the city (...) the people you meet*" (see Appendix 3, R1) "*I love their way of living. The people are really friendly. Most of them.I just I really liked the atmosphere.*" (see Appendix 3, R4).

We also found that the mentality of the people could have the opposite effect. Several respondents mentioned that the mentality was also a reason to not like a country. One respondent gave a specific example and mentioned that Belgium is not attractive due to the people and their competitive mentality. They are also less open-minded and therefore difficult to connect with (see Appendix 3, R4). Based on that it can be argued that a negative personal experience with people can lead to lifestyle animosity, and may lower the WTV a country again.

The language was not mentioned directly by any of the respondents. Language might not have significant importance for that specific group of respondents, as they all finished a higher education and have therefore no communication problems in foreign countries. The fact that the interviews were held in English, showed their ability to speak fluently in this language.

The same can be argued for religion because none of the respondents mentioned religious reasons either for affinity or animosity towards a country.

6.1.7 Scenery

According to the literature, positive associations with the landscape, climate and the environment of a country can often create positive attitudes towards a country (e.g Verlegh 2001 and Bokszanski 2001). Climate refers to the tourist's impression of the temperature and the amount of sunshine and rain. Whereas scenery contains perceptions of a country's nature and landscape (Verlegh 2001; Oberecker, Riefler and Diamantopoulos 2008). According to Bokszanski (2001), the associations that people find with foreign countries are related to the country's scenery. With respect to this category, the respondents expressed that climate was an important driver when choosing a destination (e.g. *"And it was really cold - the weather was bad. "* (see Appendix 3, R4). *"Putting the weather first of course. So I would check that out before I go. The season needs to be good for traveling. No rainy season. "* (see Appendix 3, R1) *"Climate is another characteristic I enjoyed when I went there"* (see Appendix 3, R3).

Several respondents mentioned the landscape and nature (e.g. *"first and foremost I like the nature, especially the ocean in France and Spain, and maybe some mountainsides "* (see Appendix 3, R5) *"I think they have a lot of historical stuff (Turkey). That's really interesting. And also beautiful landscape. "* (see Appendix 3, R4) as underlying reasons for their affinity.

6.1.8 Personal experience

Turning the attention to the microlevel drivers of tourism affinity, personal experience refers to the experience a person may have with a country in terms of recommendations from 'contacts' e.g. friends and family, living in a country for a longer period of time, and from previous personal travel experiences. Several studies have shown that first-hand experience with a foreign country, its people and traditions can lead to positive attitudes toward that country (e.g. Swift 1999, Moss and Corn 1994, Duan and Hill 1996; Oberecker, Riefler and Diamantopoulos 2008).

Consistent with the literature, respondents in the interviews, expressed that long-term stays abroad had triggered affinity. The stays were either private (studying abroad, moving to join a partner) or professional (working and living there, internship) (Oberecker, Riefler and

Diamantopoulos 2008). The respondents expressed that living in a country for a longer period contributed to the development of affinity (e.g. "*I want to go to New Zealand, not in the near future, (...) But yeah, I think I'll be back there*" (see Appendix 3, R1) "*I really like Argentina…I have my friends and host family there*" (see Appendix 3, R4). " *I studied in Spain for a year*" (see Appendix 3, R4).

In addition to the long term stays in foreign countries, short visits can be a driver of tourism affinity because of first-hand experiences (Shenkar 2001; Oberecker, Riefler and Diamantopoulos 2008) "*consumers often link their perceptions of and feelings toward foreign countries to memories of vacations*" (Oberecker, Riefler and Diamantopoulos 2008, p. 34, quoting Botschen and Hemetsberger 1989). Travel can be argued to be important due to the number of mentions in the interviews e.g. "*my favorite countries are France followed by the Netherlands… first and foremost because of the nature*" (see Appendix 3, R5), "*what I experienced so far was a welcoming atmosphere from the locals*" (see Appendix 3, R3).

In regards to contact, Druckmann (1994) argued that "*contact with other groups can result in positive feelings*"(p. 62, quoted by Oberecker, Riefler and Diamantopoulos 2008). Getting in touch with locals and participating in cultural education can lead to positive attitudes towards a country (Druckmann 1994). According to Moss and Corn (1994), people who have personal experience with people of another country are more likely to have favourable perceptions of that country. In our study, the focus was more on recommendations from friends and family who have had a personal experience with that country. Our qualitative study revealed that recommendations and from friends, family, locals and contacts in that country were an essential source of affinity feelings. The following examples underline this finding : "*I inform myself a bit but mostly I rely on friends or families' recommendations*" (see Appendix 3, R3) ; "*it was nice to see all places I got to see because of my friends that lived there. So they had a whole other view on the city - like locals*" (see Appendix 3, R1).

6.1.9 Additional findings

From the qualitative study, the researchers found that several of the respondents valued domestic travel. They emphasised that they were still willing to visit foreign countries, but they often split their 'travel intentions' between domestic and foreign destinations as they liked both. Examples of domestic travel "*Recently I rather travel to domestic destination or*

foreign countries close by" (see Appendix 3, R2) "*I enjoy domestic and foreign travel equally.*" (see Appendix 3, R3). This is important because it can affect the willingness to visit foreign destinations and also the perception of other countries. Examples safety " *I wouldn't travel to Turkey, for example. Because I don't really feel safe there,*" (see Appendix 3, R4) "*I wouldn't go to Yemen, maybe it is just too dangerous to go there*" (see Appendix 3, R3)

6.2 Results Study B

As mentioned earlier, study B is a quantitative research and the data was conducted through an online questionnaire. In the following section we present the tested reliabilities with Cronbach's Alpha, the sample demographics and the tested hypotheses.

6.2.1 Scale Reliability

First, we assessed the internal reliability of the dimensions of affinity and animosity with Cronbach's alpha. Concerning WOM we included a corrected alpha because the item of negative WOM was deleted in order to increase the alpha to 0.813. We therefore refer to WOM as positive WOM. These values, shown in table 9 indicate that some dimensions exceeded the recommended value of 0.7. However, we also included the dimensions above 0.63. This is due to the fact that the scale as such is in an early developing stage and needs to be refined through further testing. Therefore we could not remove all items with an alpha below 0.7. A reason for this is could be the lack of items in certain dimensions. In some cases only two items were included which is below the ideal of at least three items.

6.2.2 Sample Demographics

The questionnaire included 5 questions about demographics of the sample and asked for the age, gender, marital status, degree of education and income. The gender demographic in our study is slightly unbalanced due to the fact that 75 percent of the participants were male and 25 percent female. Furthermore, it has to be noted that the sample represents mostly young people, with 50 percent being between 25 and 34 and 25 percent being between 18 and 24.

In line with this young sample is also the fact that 76.7 percent of the respondents are single and only 17.1 percent are married. The income is relatively diverse. 29.5 percent earn

between 0 to 1000€, 23.3 percent earn 1000 to 2000€, and 23.3 percent earns 2000 to 3000€. The average income in Germany per employed person is 1945€ after taxes in 2018 (Statistisches Bundesamt, n.d.). Because the sample is relatively young, the income of 52.8 percent of the sample is below or on the same level as the average. The other 47 percent earn more than the average. Out of the 47 percent, 17 percent earn between 3000 to 5000€ per month and 6.7 percent earn more than 5000€ per month.

Table 9: Reliability test

Items	Cronbach's Alpha	Items	Cronbach's Alpha
History Animosity	.659		
Religious Animosity	.634	Religious Affinity	.475
Military Animosity	.684		
Political Animosity	.882	Political Affinity	.796
Economic Animosity	.574	Economic Affinity	.753
Lifestyle Animosity	.699	Lifestyle Affinity	.843
Culture Animosity	.680	Culture Affinity	.761
		Scenery Affinity	.747
Personal Animosity	.655	Personal Affinity	.645
General Animosity	.761	General Affinity	.676
WTV	.701	WOM	.813

The level of education is balanced with 50.7 percent finishing a higher education (bachelor and master degree) and 43.5 percent finishing secondary education and high school. Again, this is in line with the younger age of the sample.

The unbalanced age and gender demographics can be traced back to the fact that Amazon MTurk was used to collect the data. The study by Difallah et al. (2018) collected

long-term data about Amazon MTurks demographics and found the same 75 to 25 percent gender distribution in Germany as in our study.

6.2.3 Hypothesis testing

After the reliabilities have been tested, we the developed the variable in order to run 4 regressions analysis which tested the hypotheses. One Pearson correlation was employed to additionally test if tourism affinity and tourism animosity are distinct constructs.

Hypotheses H1a and H2a

In the first regression, the willingness to visit a country was the dependent variable, while tourism affinity and tourism animosity were independent variables. With this regression, we can test hypotheses H1a and H2a. We expected that tourism animosity had a negative influence (H1a) and tourism affinity had a positive influence (H2a) on WTV. The data supported these hypotheses with a medium and high significance (H1a *ß = - 0.143, p <0.01 **;* H2a *ß = 0.522, p < 0.00***).*

Hypotheses H1b and H2b

The second regression tested WOM as dependent variable and tourism affinity and tourism animosity as independent. We predicted tourism animosity to be negatively related to positive WOM (H1b) and tourism affinity positively related to positive WOM (H2b). The data is supporting the influence of affinity and animosity with a high significance (H1b *ß = -0.144, p < 0.006***;* H2b *ß = 0.572, p < 0.00***).*

Hypothesis 3

The third hypothesis was also proven with a high significance and a direct positive influence of positive WOM on WTV (ß= 0.592***).
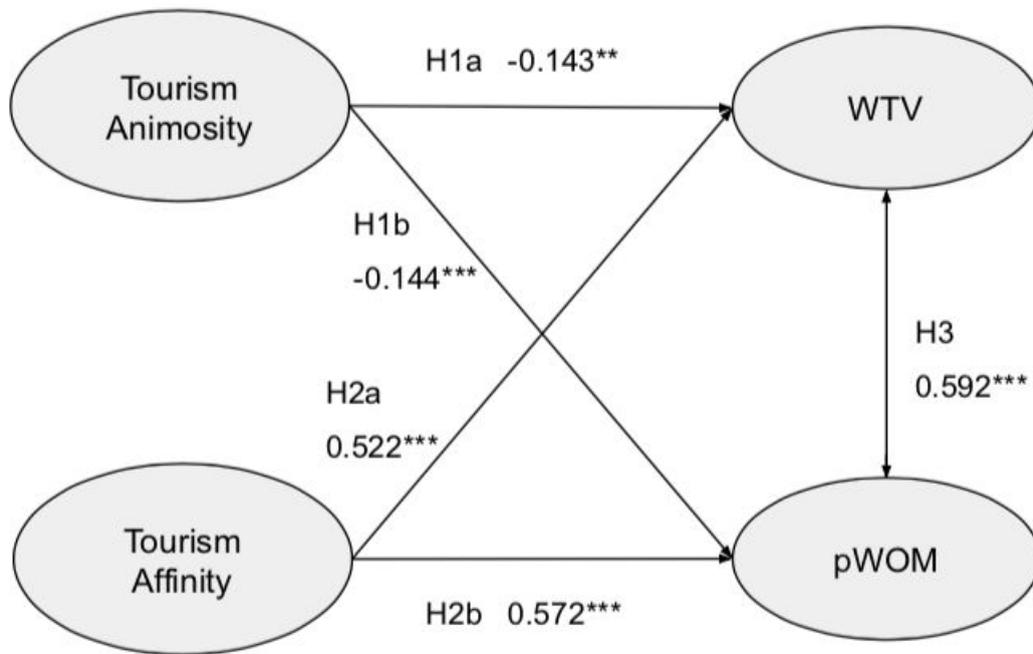
Figure 5: First-order construct results (N=193)

Hypotheses 4 to 10

The third regression tested tourism animosity as the dependent variable and the different animosity dimensions as independent. We found medium significance for religious animosity (H5 β = 0.161, $p < 0.002**$) and lifestyle animosity (H9 β =0.241, $p < 0.001**$). A low significance was found for cultural animosity (H10 β =0.147, $p < 0.021*$). For the historical, military, political, economic and personal experience, we found no significant influence on tourism animosity (H4, H6, H7, H8). These hypotheses can therefore not be supported by our data.

Hypotheses 11 to 19

The 4th which is the last regression analysis tested tourism affinity as the dependent variable and the affinity dimensions as independent. The data supports the following dimensions with a positive influence on affinity on a significant level: political (H14 β =0.111, $p < 0.009**$), lifestyle (H17 β =0.134, $p < 0.016*$), scenery (H18 β =0.133, $p < 0.004**$), and personal experience (H19 β =0.212, $p < 0.000***$). The dimensions of religion and history were excluded as they both had low reliability. The economic and culture dimensions had no significance and hypotheses 15 and 16 can therefore not be supported with our data.
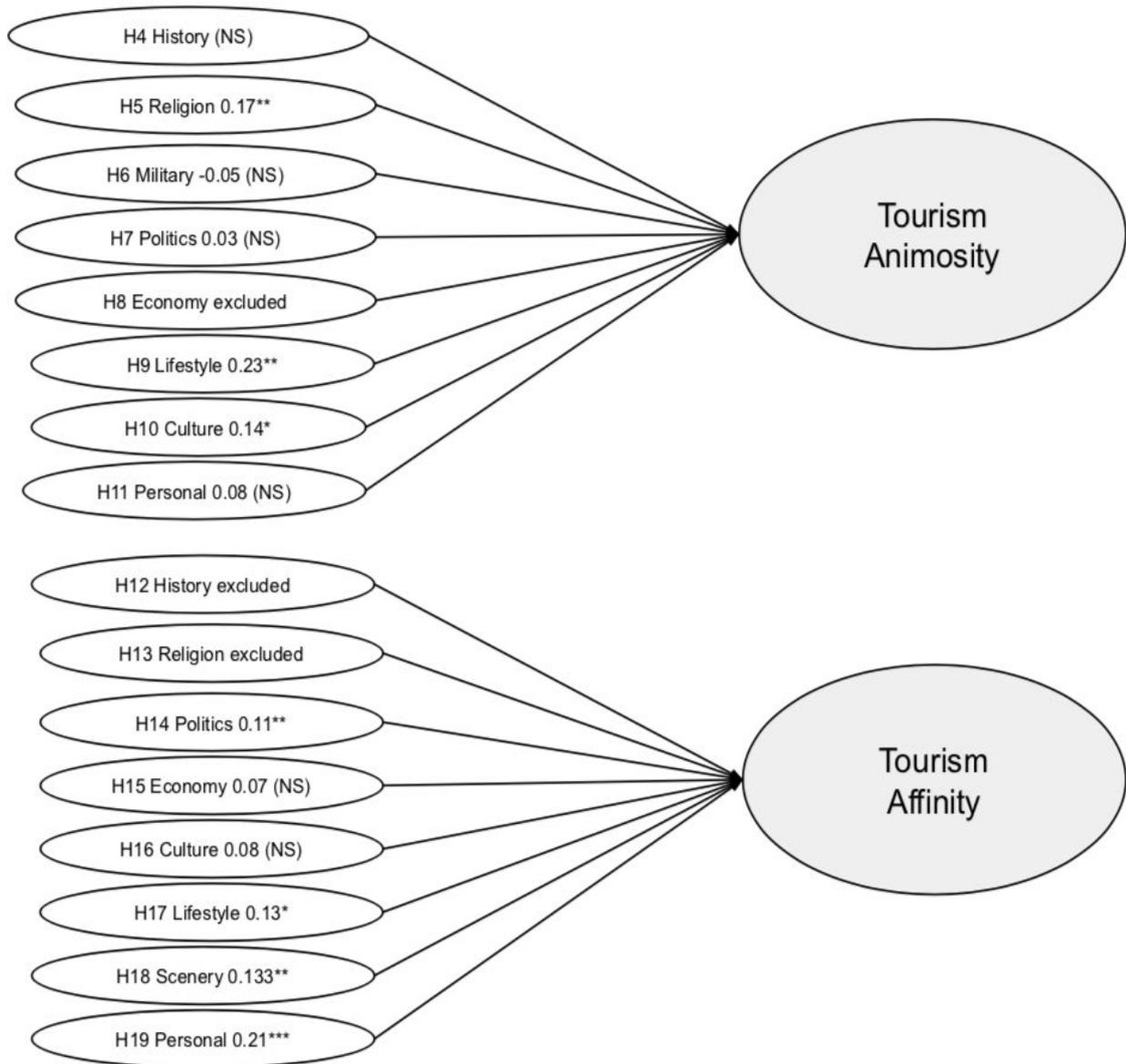
Figure 6: Second-order construct results (N=193)

The following table 10 presents the overview of the tested hypotheses. With the data from Study B, we were able to support the hypothesis H1-H3 from the first order construct. The hypothesis from the second order construct were mostly supported but with less significance. This could be due to the fact that the integrated model approach is fairly new and the scales need to be adapted and further validated.

Table 10: Tested hypotheses

Hypotheses	Tested
H1a	Supported **
H2a	Supported ***
H1b	Supported ***
H2b	Supported ***
H3	Supported ***
H4 historical animosity	Not supported
H5 religious animosity	Supported **
H6 military animosity	Not supported
H7 political animosity	Not supported
H8 economic animosity	Supported
H9 lifestyle animosity	Supported **
H10 culture animosity	Supported *
H11 personal experience animosity	Not supported
H12 history affinity	Not tested
H13 religious affinity	Not tested
H14 political affinity	Not supported **
H15 economic affinity	Supported
H16 culture affinity	Not supported
H17 lifestyle affinity	Supported *
H18 scenery affinity	Supported **
H19 personal experience affinity	Supported ***

6.2.4 Additional Results

Distinct constructs

Based on the findings from prior studies (Oberecker, Riefler and Diamantopoulos 2008, Nes, Yelkur and Silkoset. 2014,), we expected that tourism affinity and animosity are distinct constructs instead of bipolars of the same construct. Using the Pearson correlation coefficient we tested statistically the correlation between the two biases and found evidence that they are distinct constructs (N=193, r= -0.487) (see Appendix 5).

Additional findings of political items on WTV

To understand the political dimension more closely and why we did not find political animosity, we tested the single items of the political dimension as independent variables and the WTV as dependent. This approach was motivated by the findings from Study A, since we found that political animosity tend to have an influence on WTV. We found significance for the item: "I dislike how Turkey treats human rights".
(β =-0.187, $p < 0.011$*)

Furthermore we decided to test the different dimensions of the two biases directly on the outcome variables WTV and positive WOM, to find insightful results to underpin our findings.

All animosity dimensions as independent and WTV as dependent: no significance in all dimensions.

Animosity dimensions as independent and positive WOM as dependent variable: Military and religious animosity have negative influence on positive word of mouth. Military animosity is low significant(β= -0.112, $p < 0.042$*) and religion has a medium significance (β= -0.162, $p < 0.001$**).

All Affinity dimension as independent and WTV as dependent: Political affinity has a direct positive effect on WTV with a medium significance (β= 0.171, $p < 0.002$ **) and

personal experience has a direct positive effect on WTV with low significance (*ß*= 0.147, *p* <0.006 *) .

Affinity dimension on pWOM: Personal experience has a significant positive effect on positive WOM (*ß*= 0.256, *p* <0.000 ***) as well as political affinity and personal experience affinity (*ß*= 0.339, *p* <0.000 ***).

Additional result presenting the mean of political affinity:

The average mean of political affinity reached 4.2 and is quite close to the maximum of 5. The maximum indicated strong disagreement with the asked items. This shows that Germans generally do not like the politics in Turkey. However, a small number of the respondents liked the political system and this reasoned tourism affinity. The regression analysis therefore showed a medium significance.

Table 11: Mean of political affinity

Item	Minimum	Maximum	Mean
I like the government policies of Turkey	1.00	5.00	4.35
I like Turkey's political system	1.00	5.00	4.19
The role of Turkey in the world politics is admirable	1.00	5.00	4.08
Average			4.2

7 Discussion

The previous section provided a meaningful overview of the results, which will be discussed in the following part in order to address the research objectives. These are to conclude how and with which dimensions tourism affinity and tourism animosity impact the willingness to visit and to provide positive word of mouth. As elaborated previously, the investigation of the

country-specific biases need to be analyzed with respect to the context countries, but to some extent, generalizable assumptions can be made.

The first important finding is the evidence of a direct negative influence of tourism animosity on WTV (**). This is in contrast to the study by Alvarez and Campo (2019), who tested the relationship between animosity and WTV and they were not able to find empirical evidence. The findings are in relation to the **cognitive appraisal theory**, which states that "*anticipated negative emotion is a mediator between animosity belief and future behavioural intentions*" (Kim 2018, p. 4). The appraisal of events and the mediation of animosity feelings on the intention to visit was also presented in the results of study A (see section 6.1). We elaborated that the respondents had animosity feelings towards a foreign country because of their political leader or political system, which might influence the behavioral intention to visit. However, we also found evidence, that some respondents had mixed emotions towards a country. Even though feelings of animosity were apparent, the behavioural outcome could differ. E.g. the desire to visit friends and family in a specific country could outweigh negative feelings towards the foreign country (see section 6.1.2).

The second important finding is the significant negative influence of tourism animosity on positive WOM (***). This study found evidence that tourism animosity feelings might affect the way a person would talk about a destination, and whether that person would recommend it to others. This is in line with the findings by Westbrook (1987), who stated that individuals like to share their experience with others. In this case, it has been proven that tourism animosity reduces the need of sharing positive travel experiences (Jalilvand and Samiei 2012).

The third significant finding was a positive direct influence of tourism affinity on WTV a destination (***), which is in line with Oberecker, Riefler and Diamantopoulos' (2008) findings. This result is underpinned by the **attitude theory**, which argues that an individual's positive attitude towards a foreign country might benefit the purchasing intentions of products from the affinity country (Jaffe and Nebenzahl 2006). In line with the marketing findings, our results provide proof that the positive attitude towards a country positively influences the intention in a tourism context.

The fourth significant finding was a positive direct influence of tourism affinity on positive WOM (***). We found indications that individuals who felt tourism affinity towards a country were more likely to provide positive WOM and recommend that destinations to

friends and family. The importance of recommendations was also highlighted in study A, where several respondents stated that they trusted the recommendations by friends and family when choosing a travel destination. This leads on to the fifth important finding, that positive WOM has a direct positive influence on the WTV (***). From this, it is possible to infer important implications, which are especially relevant to marketers. Before discussing the second-order construct, it can be mentioned, as presented in the additional findings, that we proved the relationship of affinity and animosity to be distinct in the tourism context, agreeing with Oberecker, Riefler and Diamantopoulos (2008), Nes, Yelkur and Silkoset (2016) and Sanchez (2018) that the two constructs should not be viewed conceptually as bipolar opposites.

Following the main findings, the second objective of this study is to identify the key dimension driving the two tourism biases. In this study, we follow the approach of several researchers who discovered the importance of animosity being a multidimensional construct, which extended the original Klein model by other dimensions (Alvarez and Campo, 2019; Nes, Yelkur and Silkoset 2012; Hoffman, Mia and Smirnova 2011; Riefler and Diamantopoulos 2007). From the affinity literature, we derived similar dimensions, which enabled the conceptualization of the integrative model. The integration of these dimensions for both biases, however, does not imply that the distinct constructs are driven by the same key dimensions. In opposition, this study proves that the key drivers of tourism affinity feelings are different from tourism animosity drivers with one exception. We found that the lifestyle dimension can reason both biases.

Starting with tourism animosity, it is essential to mention that some aspects of animosity may show greater weights for certain countries as compared to others, depending on the specific context (Alvarez and Campo 2019; Amine 2008). In our study, the **history, military, political, economic and personal experience** dimensions did not have a significant effect. We could therefore not find proof for hypotheses 4, 6, 7, 8, and 11. By contrast to the consumer animosity literature, e.g. Klein, Ettenson and Morris (1998) and many others, who proved several times that the political and military dimensions have a significant influence on animosity. Alvarez and Campo (2019) also found that these dimensions were significant for the overall animosity (political high, military lower significance). The reasons for this can be based on the investigated home and target country, since none of the studies investigated Germany as the home country and Turkey as the target

country before. Based on the contextual background it can be concluded that Germany had an overall good relationship with Turkey in the past, and that might be a reason for the missing significance of the military and political dimensions. There have been some conflicts over the past decade that challenged the German-Turkish relationship. However, the tourist numbers of Germans travelling to Turkey increased again (see section 3), indicating that potential negative perception of the political system was situational and not strong enough to influence animosity towards the whole country. The increase in tourist numbers can also be explained by the increased feeling of safety, which was one of the main observation in study A.

The additional findings (see 6.2.4) presented that the item asking for the attitude towards human rights violations in Turkey were negatively significant on the WTV, indicating that Germans especially dislike the human rights violations in Turkey. However, we could not provide evidence that the general political system in Turkey generates feelings of animosity. A further possible explanation is that in the questionnaire did not distinguish between the political system and political leaders. If more specific questions had been included, the significance might have been more comparable to the tendencies in study A, that stated political animosity towards Turkey based on the current president Recep Tayyip Erdogan (see section 6.1.2).

The finding of a significant negative impact of **lifestyle animosity** on tourism animosity (**), is in line with the study by Alvarez and Campo (2019) who found that people and living conditions were the most mentioned reasons for disliking a country. In their paper, they categorize it into the social dimension which includes the perceptions of a country's people, mentality and immigrants. This indicates that lifestyle can trigger animosity feelings. Unsurprisingly, **cultural animosity** also had a significant influence on tourism animosity (*). The findings indicate that Germans slightly dislike the culture and traditions of Turkey. In the questionnaire, the respondents were asked about whether they disliked cultural differences. There was empirical evidence for cultural animosity, but not for cultural affinity. It can, therefore, be assumed that Germans might prefer cultural similarities. However, this is merely an interpretation, thus it cannot be generalized because our questionnaire only investigated the cultural differences between Germany and Turkey, but not the similarities. We therefore call for further research of cultural affinity by including items that ask for cultural similarities.

In regard to the 'personal experience' dimension, the findings were not significant. Prior travel experience was included in this dimension, thus it can be argued that Germans had rather positive travel experiences in Turkey. This can be reasoned by the fact that Turks are welcoming hosts (see section 3). Furthermore, it might be possible that the sample, representing a rather younger generation, is interacting more frequently with Turks and Germans with a Turkish background, and might not have had negative contact experience with them. A negative personal experience will not affect how Germans perceive Turkey in general, neither does negative experiences made by friends and family.

In conclusion, the key drivers of animosity in study B were lifestyle, religion and culture. In study A we found mostly political driven animosity, moderated by safety concerns. As we stated above, the key drivers differ between the two biases, therefore we continue to discuss the affinity findings.

The dimensions of politics and economy did not receive empirical support in any affinity studies such as the one by Oberecker, Riefler and Diamantopoulos (2008). We remark results that the **economy** has no significance on tourism affinity in study B. This indicates that the economy in Turkey was not considered as an important affinity driver. However, the qualitative study in this research indicates the tendencies of a younger generation towards economically beneficial countries. The younger sample preferred cheap prices and a good value for money ratio (see results study A). However, study A could not provide any proof of affinity feelings towards a foreign country based on the trading relationship, as it was initially tested in the quantitative study.

The political dimension was a significant affinity driver in study B (**). While Oberecker, Riefler and Diamantopoulos (2008) found no evidence for the roles of politics and economy as affinity drivers, we found evidence of political affinity in study B. The emergence of politics and economy in this study may be unique to the German-Turkish context. With the additional results (see section 6.2.4) the political affinity was however very low. This shows that Germans do not feel positively about the political situation, which is in line with our assumptions based on the contextual background.

In study B there was no significant evidence of **cultural affinity**. However, in contrast to Oberecker, Riefler and Diamantopoulos (2008), the findings of study A suggests that cultural similarity might play a role in the development of affinity. This is in line with the findings of Asseraf and Shoham (2016). In our qualitative study, all respondents named a

European country as their affinity country, this could be the consequence of a developing European identity (Asseraf and Shoham, 2016). This supports the findings of cultural similarity that might be an important driver for tourism affinity. It also has to be considered that cultural similarity might be more important for some countries than others (Oberecker, Riefler and Diamantopoulos 2008).

Scenery was a significant driver of tourism affinity (**). The dimension includes the subcategories landscape and climate, which was frequently mentioned in study A as a reason for affinity feelings toward a country. The findings in study B proves this with extent empirical data. Turkey offers a wide variety of beautiful landscapes and the climate is appealing to tourists.

For the **lifestyle affinity** (*) additional items were included compared to the animosity items, asking about the attitude towards Turkish food and language. Lifestyle was slightly significant in study B and frequently mentioned in study A. The respondents in study A especially appreciated different food cultures while travelling. The fact that the Turkish cuisine is well known in Germany could lead to the assumption, that Germans like the food. Therefore cuisine as part of lifestyle affinity is a trigger of tourism affinity.

Additionally, our findings found evidence that **personal experience** (e.g. trips, long-term stay, contacts) was a significant driver of tourism affinity (***). This is in line with the findings of Oberecker, Riefler and Diamantopoulos (2008). Study A indicated those tendencies as well, where the interviewees stated that they mostly liked the countries they lived in or travelled to, even if they had slightly negative feelings towards that country before. We argue that this is an important insight and provides the base for the implications.

We want to emphasize again, that study A's purpose, besides supporting the definition of the tourism biases, is to underpin the findings of Study B. Study A consisted of 7 interviews with similar demographics, which do not reflect the demographics of study B. This may be a reason for these differences. In conclusion, our findings indicate that key drivers of tourism affinity feelings are political, scenery, personal experience and lifestyle. In study A the key drivers were safety, lifestyle, scenery, culture and personal experience.

As we discussed in the results of Study A **safety concerns** can be a moderator of tourism animosity on WTV. We assume, that safety is, in general, a concern for tourists, however, the current situation in Turkey is perceived differently in its intensity. Bearing in mind, that we interviewed a younger sample, the findings indicate that the destinations in

Turkey are perceived as rather safe. The last terror attack in Turkey was a while ago and the ministry of foreign affairs in Germany withdrew the travel warning to Turkey (Ministry of Foreign Affairs 2019).

In contrast to Jaffe and Nebenzahl (2016) and Oberecker, Riefler and Diamantopoulos (2008) who expected that consumers would not (or rarely) have both types of feelings toward a single country at the same time. Our findings indicate that individuals can have **mixed feelings** about a country influenced by the different dimensions, which is in line with Asseraf and Shoam (2016). They found that individuals can inherit negative and positive feelings simultaneously towards a country. This view is also supported by the fact that animosity and affinity are distinct, therefore it is indeed possible that they coexist. Based on our findings we argue that animosity and affinity can coexist on a dimensional level, but these dimensions outweigh one or the other when it comes to WTV. This is coherent with Wongtada, Rice and Bandyopadhyay (2012). However, in which cases the tourist will lean toward either affinity or animosity calls for further investigation as our results cannot provide enough evidence to underpin these assumptions.

As Alvarez and Campo (2019) state (quoting Stepchenkova et al., 2018) "*results that are obtained in the context of other products are not automatically applied to tourist destinations, which are different and more complex*". These findings are also in line with Shoham et al. (2006), who stated concerning cultural symbolic products the **quality** of the product has been judged. In study A we found the similar tendencies of the respondents, mentioning that countries they feel animosity towards, can be still considered as a beautiful destination (see section 6.1.2). With study B we cannot provide evidence for this, due to the missing moderator of the destination image. We encourage to further investigate the product judgement in connection to tourism products, such as the travel to a certain destination. In line with prior research we argued that destinations are more complex products, and the findings concerning the product judgement from the marketing literature can not be fully transferred to tourism research. One possibility was presented by Alvarez and Campo (2019), as they included the country image as a moderator. However, this approach has to be critiqued and we therefore recommend a different model approach to test the performance relatedness of the tourism biases.

8 Implications

8.1 Theoretical implication and relevance

With this study, we contribute to tourism research by providing further insights about the country biases animosity and affinity in tourism. The research gap of animosity has recently been acknowledged by the research group Sánchez, Campo and Alvarez (2018) and Alvarez and Campo (2019), who firstly transferred the animosity construct into tourism. In the affinity literature, some studies include the outcome variable WTV in connection with destination branding (Asserarf and Shoham, 2016). Most studies investigate either one of the two biases, however, there are studies which use an integrative model in a consumer context. To our knowledge, this is therefore the first study to conceptualize an integrative multidimensional model which combines affinity and animosity in the context of tourism. This study provides the first definition of tourism animosity and the first conceptualization of tourism affinity. We extended the impact of the tourism biases on the WTV a destination and to provide positive WOM on two specific countries, one home (Germany) and one target country (Turkey). Our model suggests the inclusion of the following dimensions: history, religion, politics, economy, scenery, culture, lifestyle, and personal experience. We based the dimensions on scales created by Oberecker, Riefler and Diamantopoulos (2008), Nes, Yelkur and Silkoset (2016), Sánchez, Alvarez and Campo(2018). Building on appraisal theories of emotions and attitude theories, we suggest that tourism biases come from the appraisal of events and attitudes towards different aspects.

8.2 Managerial Implications

It is clear that international travel agencies and tourism managers must understand the history and relations between the countries in order to predict what affects tourists' willingness to visit. These marketers should continuously monitor changes in tourists beliefs and attitudes, because they change over time by the influence of situational events. Regular market research and the screening of political bonds are elementary to possess an overview of what elements are needed in order to develop an efficient marketing strategy.

The above-mentioned implications are very time consuming and costly, therefore the focus on already familiar tourists could be a more time - and cost efficient alternative. We elaborated that personal experience is a significant driver of tourism affinity. Focusing on customers who already travel to a certain country and promoting this country as a destination

According to Farmaki (2017), tourism plays an important role in the improvement of international relations of nations. Tourism development approaches should offer meaningful tourist experiences that cultivate cultural and social understanding among groups. This can also create opportunities for transnational corporation between destinations to create joint initiatives, based on tourism product development and marketing. Tourism planners may consider focussing on niche tourism that promotes exactly what triggers affinity and minimises animosity for a specific country (Farmaki 2017).

Furthermore, agencies should exploit the effect positive WOM has on the tourists' intention to visit a destination, by ensuring that tourists experience the vacation positively. This could be done by promoting dimensions that were significant drivers of affinity, such as the scenery of a country. Focusing on a country's scenery, landscape and climate could be beneficial in terms of attracting more tourists and focus less on the political aspects which were a key driver of animosity. Overall, the implication is that the more firms recognize the underlying phenomenon and reasons of the tourism biases, the more benefits and opportunities arise. Furthermore, it has been discussed that safety is an important factor for most tourists, and should be therefore considered when marketers promote a destination.

Also Jaffe and Nebenzahl (2006) argued that affinity might be a segmentation variable for international marketers. Marketing the destination to a segment that feels affinity toward the destination country, might be able to increase the visits from tourists. In the context of Turkey, this is an important implication as a significant amount of the GDP (373.9 billion TRY) in 2018 obtained through tourism (Statista 2019).

8.2.1 Specific implications for Turkey

Despite the wealth of resources that Turkey has, it is believed that this country as a tourism destination has not reached its full potential. Turkey has been restricted by its international image and its past focus on sea, sun and sand tourism and only targeting lower level income tourists. Turkey is a unique country in terms of its geographical and political situation that

connects both Europe and Asia (Alvarez 2010). It has been a place for many different civilizations in the past, which has contributed to the Turkish culture today. Turkey has the necessary resources for sun, sea and sand tourism, but lacks to focus on historical tourist attractions and natural wonders such as Pamukkale and Cappadocia. Turkey has a wide range of lakes, caves, mountains and beaches (Alvarez 2010) - in other words, a wide variety of scenery which was one of the key tourism affinity drivers. It may, therefore, be essential for marketers to promote the scenery including the climate and landscape, as this has the potential to increase tourism. Turkey also has a large cultural diversity that reflects several cultures and lifestyles which also were key drivers of tourism affinity.

Germans form the largest group of tourists to Turkey with 5.5 million visitors in 2015 (Republic of Turkey Ministry of Culture and Tourism 2017), which makes German tourists important to target. This further increases the relevance of using Germany and Turkey as examples for this study. Targeting and promoting the key drivers of tourism affinity enhances the intention to visit and may lead to the actual behaviour to visit the country.

Wars in the region and terrorist activities have contributed to an unfavourable image of Turkey among westerners in the past (Sönmez and Sirkaya 2002; Alvarez 2010). Through our research we concluded that this image is changing, leading to rather mixed perceptions about the political situation and safety in Turkey. Tourism managers in Turkey should, therefore, promote the affinity drivers in order to decrease the negative attitudes towards political aspects such as human rights violations.

8.3 Implications for public policymakers

For country image management and nation branding strategies, it is recommended to focus on those dimensions that trigger affinity feelings and try to minimise the dimensions that trigger animosity. It is possible that current events accumulate in the tourist mind into a more stable animosity which can not easily be forgotten or forgiven. This makes it difficult for companies to act appropriately (Amine 2008). Nations compete and strive to attain competitive advantage in attracting tourists. and developing tourism affinity through promotion and stimulations of the affinity dimensions may contribute to nation brand equity (Nes, Yelkur and Silkoset 2016).

Promoting foreign students to spend a semester in the country can be beneficial. This creates a positive personal experience in that country, which might affect the willingness to visit the country again and recommend it to others.

A general implication for governments is that they should be aware of the impact certain laws and policies have on the tourist attitude towards the country. Prior research showed, that situational political events can potentially have long term consequences, once the individuals feel animosity towards the government or political leaders.

Although our study does not provide quantitative evidence for cultural affinity, we argue based on prior literature that the focus on cultural aspects increases affinity towards a country. Fourie and Santana-Gallego (2012) found that cultural affinity plays a role in tourist's decisions when choosing a travel destination and that there are two aspects. The first is that tourists tend to travel to regions that share cultural similarities. The second is known as 'ethnic reunion' which refers to when tourists travel to destinations from which their ancestors originate. This may be the case in terms of Germany and Turkey due to the immigration wave since the 1960's. Germans with Turkish background may travel to Turkey as they wish to experience the country their ancestors originated from. Because past migration has an effect on international tourism flows, governments should try to attract tourist with ethnic origin from that country.

9 Limitations and future research

Like any other research, this study had some limitations. The first limitation of this work was the nature of the sample of the qualitative study. Since this sample was selected based on convenience, it is possible that the results could vary to a certain degree if more representative sampling of the population was used. The sample obtained for the qualitative study was through friends and acquaintances through Skype video interviews.

The respondents for the interviews had nearly the same demographics in terms of age, education and income, which might be a limitation as it is not representing the entire population. Therefore, although the findings in this study may not be representative of the view of the entire German population, the information obtained does provide some

understanding of the perceptions of a segment of the population (Sánchez, Alvarez and Campo 2018)

A second problem, which was also mentioned earlier, was that the researchers of this study selected the home and target countries and did not let the respondents choose their affinity and animosity countries themselves. This could be seen as possible manipulation (Maher and Mady 2010; Sánchez, Alvarez and Campo 2018).

Third, at this early stage of research, the scale for the quantitative study needs to be further validated and this is the reason why some of the items were not reliable enough to include in the analysis. The limitation is the incompleteness of the scale especially for historical and religious affinity, and therefore the lack of reliability of some variables. Future studies need to test and validate the items and extend our scale to be able to test history and religious affinity.

Fourth, a safety dimension was not included in the quantitative study, which later on was found a significant moderator of animosity with effect on the willingness to visit a destination. As Alvarez and Campo (2019) mentioned, this should have been included in the animosity scale and is therefore considered a limitation.

Furthermore, the study investigated the specific context of Germany and Turkey, which makes it difficult to compare these findings in future research. As Campo and Alvarez (2019) concluded correctly, a more general scale is necessary to compare findings. This is a conflicting aspect of tourism research as prior literature has elaborated on the importance to understand the context of the investigated countries. We suggest that future tourism research follows both streams.

Lastly, animosity and also affinity are not static, but rather dependent on situational and stable circumstances. Therefore, it is recommended to investigate the biases over a longer timeframe with the distinction of stable and situational events, to see if situationally explained biases transform into stable attitudes towards that country. In order to achieve this, the research has to follow the context-specific stream.

According to Wongtada, Rice and Bandyopadhyay (2012) affinity outweighs animosity when evaluating the destination, and animosity outweighs affinity when considering the willingness to visit the destination. Study A showed the same tendencies, The destination was evaluated as nice due to its landscape, culture and lifestyle, but political animosity outweighed when it came to willingness to visit that country. We, therefore,

suggest that future research focuses besides on the willingness to visit also on the evaluation of the destination, to further investigate the judgement of destinations in the visitation decision process.

Additional findings that were not included in the quantitative study were that Germans might prefer domestic travel over international travel, as well as the importance of feeling safe. This leads us to recommend further investigation in future tourism research about the relation of general and specific country biases. One possibility would be to investigate the correlation of tourism ethnocentrism, tourism affinity and tourism animosity.

10 Conclusion

In this study, we found evidence that tourism affinity directly and positively affects the willingness to visit a destination, and that tourism animosity negatively and directly affects the willingness to visit a destination. The same applies to providing positive word of mouth, which also has a direct positive influence on willingness to visit. We also proved the multidimensionality of both biases, by showing that the influences of the dimensions vary in their significance on the two biases. Additionally the relationship of affinity and animosity was confirmed to be distinct, which shows that in the tourism context the two constructs should not be viewed as bipolar opposites.

The research objectives were answered by the means of a mixed method research design, which included a qualitative and a quantitative study. This served the purpose to establish a realistic context to deduct realistic results. The purpose of the qualitative study was to find evidence for a valid and accurate conceptualization of both tourism affinity and tourism animosity. The purpose of the quantitative study was to test our hypotheses. With the supported hypotheses we proved the certain key drivers of the tourism biases in the context of Germany and Turkey. With the conceptualized model we tested history, religion, politics, economy, scenery, culture, and lifestyle as macro level drivers, as well as personal experience, known as a micro level driver. Through both studies we come to the conclusion that in the context of Turkey and Germany, the political, culture, scenery, lifestyle, and personal experience dimensions drive tourism affinity. Tourism animosity can be reasoned through lifestyle, religion, culture and politics. This lead us to formulate implications, both on a general level and specific to Turkey.

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12 Appendix

Appendix 1: Question sheet for semi-structured Interviews

Able and willing to travel abroad:

Are you able to travel?

Did you travel abroad in the past? And are you planning to travel abroad in the future?

Differentiate from ethnocentric tourist:

Do you prefer to travel to foreign countries or do you much rather travel domestic destinations?

Interests:

What interests you the most when traveling?

What do you value the most when traveling?

Do you try the local food on vacation?

How important is the food?

How important is the culture?

Affinity countries:

Think about countries you like. Can you name some?

Specific Affinity dimension:

What drives you to travel to those countries?

Why do you like that country?

What do you like the most about that country?

If you were to recommend this country as a tourist destination – who would you recommend it to?

Are you more willing to visit a country that you like?

Could you imagine to travel to a country, which you don't like? What would be the reason?

Dimensions:

How important is the economic situation when traveling to a country? What about the political
   situation?

Personal experience

Do you like a country because you know met someone from that country?

Is that a reason to travel to that country?

Affinity turns into animosity:

What could make you dislike a country?

Imagine something changes in that country, what would lead you to the decision to not travel to this
country anymore?

Animosity countries:

Do you have some countries you don't like?

Why do you not like them?

Would you still travel to these countries?

What would need to change in that country in order to like them?

Personal experience:

Do you not like a country because of the people you met from this country?

Do you not like a country after traveling to that country?

Did you travel to a country you didn't like, because you visited a friend?

Performance related country cues:

Would you travel to a destination knowing that the quality of the vacation would be good, but the political situation would be difficult in that country. Or if the economic situation is difficult? Would you travel to a destination knowing that the quality of the vacation does not fit your expectations?

Appendix 2 : Transcript of Interviews

Respondent 1

Mon, 04/15 10:01AM 16:32

SUMMARY KEYWORDS

Travel, country, situation, places, nice, foreign country, recommendations, stay, copenhagen, political, chance, city, options, travel agency, enjoy, local, check, food, visit, friends

Interviewer

Welcome.

R1

Thank you.

Interviewer

The first question is, are you able to travel? Like, are you physically able to travel?

R1

Yeah.

Interviewer

And do travel abroad?

R1

Yes.

Interviewer

Okay. Are you planning to travel abroad in the near future?

R1

Yes, next weekend to the Netherlands.

Interviewer

And do you prefer to travel to foreign countries? Rather than to domestic destinations? For example, to the capital of Germany or any other city?

R1

Actually yes, I do. In the past I really loved to travel to foreign countries. But in the last two years really enjoyed traveling to places in Germany and seeing more of my own country. So that shifted a little. But I still think it's more exciting to travel abroad.

Interviewer

So do you have the need to travel to a foreign country once a year and then visit some cities in Germany or how do you balance that?

R1

Yeah. You could say so.

Interviewer

Okay, so yeah.

Um, and what are you interested in the most when you travel

R1

Food. But also the usual cultural sites, and I really enjoy getting in touch with the native networks or local people.

Interviewer

So how do you approach them? Do you just like talk to them in a bar or cafe?

R1

If you stay in an Airbnb, I have the chance to just to chat with them beforehand and get to know them a little more. And also if you stay longer, like I did in the past, you have more chances to get in touch with the locals as well.

Interviewer

So in the countries you lived in, you also like to travel in that country?
 And would you travel to those countries again?

R1

Yes and Yes . I want to go to New Zealand, not in the near future, because it's just such a long travel and I've seen so many places there already. And I think for now other countries will be a priority. But yeah, I think I'll be back there.

Interviewer

And what are the countries you like the most right now to travel to?

R1

Oh, let me think about that. Actually, I want to go to Scotland. So those are realistic goals. Of course, Africa would be nice, but that's way too expensive right now. Um, yeah, Scotland is on my list.

Interviewer

But you said, Africa for example, just think about which countries you like besides having the opportunity to travel to those countries.

R1

Okay, so not thinking about money or time frames, etc. Okay. Um, yeah, I've heard good things about Namibia and Tanzania., Just from your recommendations from friends doing things like a safari and stuff. And enjoy the nature and just getting to know a different continent. Um, yeah, because I haven't been in that area at all. I would also like to visit the USA. I have been to Boston once, but yeah, I haven't seen a lot of the country and all the national parks and stuff. But I don't want to go there now because of Trump.

Interviewer

So for you, the political situation in USA right now is a reason to not travel to that country?

R1

Yeah, yeah. I don't know about this as the first reason but yeah, I have that in mind as well.

Interviewer

Okay. But in general, you would say that you would like to travel to USA one day. But right now, there are countries you like more?

R1

Okay, yeah.

==I think that, the political situation isn't like something you think about before traveling to that country especially of you just want to go to the beach==. But if you want to travel the country and get to know a lot of stuff, then that's something I have in mind. Because that also reflects the situation of the people that live there. And I don't agree with those terms right now.

Interviewer

Okay, interesting. And you talked about the food. So when you travel to a country, you're eager to try the local foods? or do you inform yourself a lot beforehand? Or how do you experience different culture?

R1

Yeah, yeah, I don't know if I inform myself a lot about the local food. ==But I do try the local food==. It's interesting because I'm vegetarian to get to know the options you have in other countries, for example, Asia have a lot more vegetarian options there. So that's always nice to know. And yeah, it's also nice to kind of plan your day around it.

Interviewer

Do you have any countries other than the US which you really don't like and would not consider traveling to?

R1

North Korea and then now the US as well. It's just not something I'm like really excited about right now. But if the political situation was safe so there was no war or real dangerous situation, I think there would be no other reasons why I wouldn't go there.

Interviewer

Okay, so you consider your safety when you travel?

R1

Yeah. Okay. And I think I'm also a little influenced by my stepmother because she's working in a travel agency and they always have a look at that.

Interviewer

Yeah I understand

R1

Yeah just when it gets too dangerous they won't take you there or you don't have the chance to to get your money back with an insurance and stuff. They have a lot of those situations with Turkey and Egypt in the past.

Interviewer

So when you book a travel you consult your stepmother or you plan the travel by yourself

R1

Yeah mostly I plan by myself but I talk to her beforehand or yeah check with her if she has any tips and things I can do.

Interviewer

Okay, let's see.

So you kind of trust her recommendations?

R1

Yeah. Yeah.I mean, that's her job. So.

Interviewer:

Okay, let's see what else can we talk about?

Did you ever traveled to a country you haven't considered before, because you were visiting a friend who lived there for a while?

R1

Thinking break

Interviewer

Or did you manage to combine that you were already interested in traveling to that country and then you're just used the chance to meet someone there?

R1

Yeah, I think the only places I did that were Lisbon or also Copenhagen . The main reason was to just see my friends and have a nice weekend and there was also nice to be in a new place.

Interviewer

And after traveling to those cities, for example Lisbon or Copenhagen, do you consider to come back to visit that city again or other parts of that country?

R1

Yeah. Yeah. Very much it was nice to see all places I got to see because of my friends that lived there. So they had a whole other view on the city like locals, that was really cool.

Interviewer

And how do you consider the quality of a vacation?

Do you have a certain standard your vacation needs to have?

R1

Overall, Or recommendation wise or? I don't know.

Interviewer

Yeah, like overall what would be a good quality of a vacation?

R1

Okay, so depending on the country. Putting the weather first of course. So I would check that out before I go. The season needs to be good for traveling. No rainy season. And then yeah, accommodation just that you have a nice spot that you can stay in.

It may be prizes a little as well that not everything is too expensive that you want to see or do.

Yeah, and then I think just the overall vibe and feeling you get from the city or country you're visiting. It totally depends on probably all the factors before and the people you meet. Yeah.

Interviewer

And if you know that all those factors would be good and

would meet your expectations - Would you still travel to that country, Although, for example, the economic situation or the political situation would be a bit difficult?.

R1

Yeah, maybe. I think it depends on how how bad the political situation is.

Of course you wouldn't go if the exchange rate to the euros is not good for us, then you wouldn't go there right now probably wait a bit longer. And also another factor from the question before is the people you're going with.

Interviewer

Would you consider to travel to a country you're not really interested in. But because your friends are interested in that country and recommended the country, would you still go with them?

R1

Yeah.

Interviewer

So, okay, in general you value the time with your friends more than certain aspects of the country?

R1

Yeah, I think so. I think my friends don't have the same places on their bucket list, but that is okay. I go just to have a nice time with them, and then it doesn't really matter where you are going.

Interview:

Okay, good. I think we're good for now.

Respondent 2

Wed, 04/17 01:09 PM 14:55

SUMMARY KEYWORDS

Travel, countries, destination, turkey, culture, india, actively, part, reason, dubai, tourist attractions, feel, food, locals, moment, political, depends, invocation, decide, nice

Interviewer

Okay, welcome. I start with the first question now. Are you physically able to travel?

And do you travel abroad?

R2

Yes and I do.

Interviewer

So where are you traveling next in the near future?

R2:

To Portugal and Copenhagen

Interviewer

And do in general prefer traveling to foreign countries? Or do you much rather travel to domestic destinations?

R2

Recently I rather travel to domestic destination or foreign countries close by.

Interviewer

Okay, and what's the reason?

R2

I'm anxious of flying

Interviewer

And do you think that hinders you from traveling to interesting countries or you're still satisfied by traveling to domestic destinations?

R2

No, I don't think so. I'm still satisfied by where and how I travel, also been traveling to further places in recent years quite often. So I generally rather want to see a bit more of Europe at the moment.

Interviewer

And what would you say are your interests when you travel?

R2

Depends a bit but good food. Interesting culture and history. And in the summertime I usually also like to have some ocean or beach time.

Interviewer

Okay, and what do you value the most while traveling?

R2

I value feeling safe and open-minded, friendly people the most while traveling.

Interviewer

Do feel like you that you get in touch with the locals ?

R2

I would say it depends on the country and its culture. If the people are minded and welcoming tourists, then for sure.

Interviewer

So now take a moment and think about a country you like? Or that could be several countries you like? And if you come up with some could you name them?

R2

Mm hmm. So India, Italy, portugal and Indonesia

Interviewer

 Yeah ,are those countries, countries you've already been to and you had good experience?
 Are there other countries you would like to see in the future that you haven't traveled to before?

R2

So not both, but I traveled to all of them. And I liked all of them. But I haven't seen
a lot of in each of these countries. So I also like to go again.

Interviewer

And for example, if we take India,
what do you value about this destination? What was your main purpose to travel to India?

R2

So country wise it's very, very, very different from our European culture. Um, yeah, I think that's that's actually what I value most. I mean, it's very diverse in every aspect. Also, due to the size of the country. But just the history and culture of India is something that fascinates me.

Interviewer

And what about the food? You said that you like trying the local food in the country?

R2

Very well. <mark>I like Indian food a lot, and it is also very diverse</mark>. And it's also very nice if you don't eat meat, which I don't.

Interviewer

Okay, now take a moment to think about countries you don't like.

And if you come up with some could you name them?

R2

Okay.

So I think I am having a hard time. I can not really recall a country that I really don't like. But I did not like part of Thailand and also certain aspects of Dubai.

Interviewer

 Is that because you travelled to those destinations and you didn't have a good experience?

R2

Oh, could I also name countries I haven't been to?

Interviewer

 Yeah, exactly.

 R2

Okay then. Let me think. I don't really like Turkey.

But I don't want to generalize. It also depends on if you go to Istanbul or other parts in Turkey . Um, I would not like to go to North Korea.

Interviewer

Reason for that?

R2

Well, political reasons. I mean, that applies to all of the countries that are named, I guess. Dubai, North Korea, obviously and also Turkey. I don't agree at all with their political regimes. Political regimes are also reason why I wouldn't feel safe in those countries, and as I said, I like to be safe when I travel.

Interviewer

And if we take Turkey, for example, which is also the context country of our study,

How do you feel about their culture and traditions?

R2

I think I feel quite positive about their culture and I think there are different sides to it. Like there's a part of their culture and history and everything I find really, really fascinating and really interesting. But then there's also that very negatively part that obviously I don't feel good about as well.

Interviewer

So currently, you wouldn't decide to travel to Turkey ?

R2

Currently no, the only reason is the political regime, which also reflects on to the culture and the people to a certain degree. I mean, it's still a democracy and they decided to have that kind of political regime.

Interviewer

And in general, what would have to change so you would change your mind and decide traveling to that country? Would that only be the political situation? and you would rethink your opinion about this destination? Or you said also that you would like to travel to Istanbul? Because it's kind of a different destination within Turkey? But would you also consider traveling to other parts of Turkey?

R2

Right now, I have to say not really, generally, yes if the politics of Turkey would be different. And it would be safer to go there again, maybe. But right now, there's nothing that really triggers me to go even if that would change. So there are a lot of other countries that I would want go to first I guess.

Interviewer

Coming back to this. So you said you value the food and the culture and the history of one's country? how actively are you participating in those, like visiting tourist attractions while you travel?

R2

I would say medium. So if I travel, I try to see... well, tourist attractions and it can be different things. I go to the ones that are due to cultural and historical importance. I try to go when I travel, but also only to a degree that doesn't stress me out.

Food wise I'm really involved while I travel,

Interviewer

Do you inform yourself before you go to a restaurant?

R2

 Yeah, yeah. I always do some research about that.

Interviewer

 And yeah,you also said you like the contact to the people depending on their their mentality.

So if you like the mentality of a country, how do you approach the people? Like, do you actively try to get in contact with them? Or what are you doing?

R2

I would say it depends., so maybe not super actively, but out of just random daily situations, like you are in a supermarket or in a restaurant, and then you get in touch with the cashier or a waiter or something like that. or? Yeah, if there's like some reason to get in touch, then I'm rather active in communicating with locals. But I would not randomly walk up to them. Yeah.

Interviewer

And if you decide to travel somewhere, and imagine you travel with your friends or family members, What do you value the most do while spending time with them? And you don't care about the destination? Or are you actively part of the decision making where to travel to?

R2

I would say it's a mixture, like, it's more important to me to spend time with friends and family. But at the same time, I am try to travel consciously, and I really like to travel. But I at the same time only want to travel in a limited amount. So if I go somewhere, I would like to combine the two things going somewhere with friends and family and then finding a destination that makes all of us happy.

Interviewer

And would you also agree to a destination where you know that the quality of this vacation wouldn't be that high? But for whatever reasons, you would still agree to it?

R2

Quality in terms of what?

Interviewer

like the quality standard of what you think is a nice vacation.

R2

So the location in the sense of the country or the city or whatever? Yeah, um, I think I would

have never been to a place that I completely did not like.

Oh, yeah.

Interviewer

Maybe you can elaborate a little bit about what a high quality vacation for you mean?.

R2

So a high quality vacation. Well, I would say good price value ratio. I don't need a fancy accommodation or something like that. As long as the price is right. Then for me food is really important, so having good food options available definitely makes a place high quality.

Um, I would say most of the attributes I mentioned before, a nice mentality, being able to be outside, nice landscape in whatever form. See something new, something different.

Interviewer

And if you know you would go to a destination where there is no access to good food or food fitting your diet. Would you rather not travel to this destination?

R2

No. I would still travel.

Interviewer

Okay, thanks for participating.

Respondent 3

Thu, 04/18 06:03AM 11:34

SUMMARY KEYWORDS

country, travel, political, turkey, thailand, countryside, situation, friends, welcoming atmosphere, reasons, endorse, cities, destination, civilized country, landscapes, custody, experience, cheap prices, part, mountaineering

Interviewer

Are you ready?

Okay, I will start with the first question.

R3

Yeah.

Interviewer

Are you physically able to travel?

R3

Yes.

Interviewer

Okay. And do you travel abroad?

R3

Yes

Interviewer

Okay. And are you planning to travel abroad in the near future?

R3

Yes, I do,

Interviewer

To which country?

R3

Probably no one in particular.

Interviewer

And do you prefer traveling to foreign countries? Or do you much rather travel to domestic destinations?

R3

I enjoy it equally.

Interviewer

Okay.

Interviewer:

I just need to start a recording also on Skype.

OK, let's continue. Can you tell me what are you interested in when you travel?

R3

I want to visit friends who live in other cities or other countries. And if that's not the case then I'm just curious to explore other cities or landscapes. I go for outdoor recreation reasons such as sports, tracking, mountaineering, those kinds of things.

Interviewer

Okay, and do you inform yourself beforehand about which scenery and landscapes that are what's interesting. Or you just do it spontaneously?

R3

Yeah, I inform myself a bit but mostly I rely on their friends or families' recommendations.

Interviewer

Can you think of a few countries you like and name them?

R3

Portugal, Spain, Thailand, Switzerland and Canada.

Interviewer

Yeah, if we take Canada for example, can you name some reasons why you like this country?

R3

Yes, I like it because of the countryside and the cheap prices for drinks and going out. The mentality of the people is great as they are really welcoming and friendly and has been a good experience so far. And of course, climate is another characteristic I enjoyed when I went there

Interviewer

Yeah. And when you think about Thailand now, what are the reasons why you like Thailand?

R3

Actually pretty much the same as Canada, because it's super cheap for europeans to go there and that the food is really good. The countryside is cool. It has the coast, the mountains and jungle. So there's a lot of diversity in the country. And what I experienced so far was a welcoming atmosphere from the locals.

Interviewer

How often have you been in there?

R3

Once for about six or seven weeks. Six weeks.

Interviewer

Is there any country you haven't travelled to, that you also would like to travel to in the future?

R3

Yes, I would really like to travel Eastern Europe,

Mostly Poland, but I've never been and no friends recommended it..

Interviewer

Okay. And if you think about Poland, what do you like

about that country?

R3

Well, I don't know yet. But what I found is that this is a really interesting, and the polish food also seems to be a different from from German food and good as well. And what's probably the most interesting thing to me would be the mixture of architecture, being a public influence from the Soviet Union times and the same time really modern stuff, where architects can play around a bit. I also find the the historical and cultural aspect interesting and also a little bit the environment.

Interviewer

Could you think about a country you don't like?

R3

Well, I mean, I certainly do not like all countries that still have the death penalty.

 I don't like countries with dictatorships, but that's not necessarily connected to the country but rather to the political leader. So maybe I wouldn't go as far as saying that don't like the country, if it has a nice countryside like Thailand. I know Thailand has political setups that I wouldn't endorse, but it's still a nice country. So I wouldn't say that I don't like that country because of political leaders. There are not any country I dislike so far.

Interviewer

So there's no country you wouldn't like to travel to? Or do you say, okay, due to the political situation, I would never ever travel to this country?

R3

Yeah precisely, I mean, I wouldn't go to <mark>Yemen, because maybe it is too dangerous to go there</mark>. But I wouldn't exclude the country set aside it's political situation.

Interviewer

So safety is also a consideration for you when travelling?

R3

Certainly

Interviewer

Okay, um, let's see.

Could you imagine a situation, for example, happening in Portugal or also in Thailand, that you would change your mind and make you not want to travel to this country again?

R3

Yeah, maybe.

In Thailand maybe with severe difficulties with the travel visa. They could keep me in custody for for no obvious reason. And I don't know if it will give a travel ban. I

would rather than not happening in Europe, I assume that this would be something that would make me have a hard time with the with the authorities. I think that would be reason not to return.

Interviewer

Okay. Now, could you think about Turkey as a destination, and tell me how you feel about Turkey as your next vacation destination?

R3

Well, actually, I thought about going to Turkey for a diving holiday.

I mean, obviously, I don't endorse the political situation there, that's two different things right, <mark>I like turkey as a travel destination, but I haven't met any precise plans to go in the next year two years or so</mark>. And it's been in my head because of a friend who has a diving school there. But apart from the political situation, that's a country I'm curious to explore.

Interviewer

Can you name some things you're interested in in Turkey?

R3

It's <mark>all about food and going out, obviously. But I think it's also quite an interesting country that's talking to me, and there's so many coastlines and countrysides.</mark>

What I have heard from from other people, it was interesting to to be in istanbul. The Asian part rather than the European part there are more conservative people. But I am of course also super open and liberal to people, and I would also like to experience the artsy and music scene.

Interviewer

Okay. And imagine if the political situation would be even more difficult compared to now? would you change your plans and not travel to Turkey in the next years?

R3

Yeah, I think so, if there's a realistic chance that I that I am put into custody for, I don't know, a post on social media from five years ago that expresses a political opinion in some way or the other. I think I would not risk it. Too many journalists got put in jail already, and that's something I would have to fear and cause me not to go there.

Interviewer

I think that was already everything I needed.

Respondent 4

SUMMARY KEYWORDS

Travel, country, sweden, destination, visit, belgium, friends, food, turkey, nice, spain, political system, argentina, ganja, beautiful, local, good, moment, culture, copenhagen

Interviewer

Welcome we start the interview now.

The first question I have for you, are you physically able to travel?

R4

Yes.

Interviewer

And did you travel abroad in the past?

R4

Yeah.

Interviewer

And are you planning to travel abroad in the near future?

R4

Yes.

Interviewer

What did you plan?

R4

I'm going to Sweden in June.

Interviewer

Nice. Do you do prefer to travel to foreign countries? Or do you also like to travel within Germany to domestic destinations?

R4

Um, I like both. But I think I travel more to foreign countries.

Interviewer

Okay, and can you name some things which you're interested in when you're traveling?

R4

Yes. food.

I like to try drinks, sweets, also the culture and the language.

Interviewer

Okay, nice. And how do you, for example, get the informations about the culture in that country you're traveling to? Do you inform yourself before? Or do you just do it spontaneously while you're in that country?

R4

I try to do some research before, but it doesn't work all the time. Because I'm a bit chaotic.

But I tried to Google a bit and read some blogs to get some information. Maybe also talk to locals when I'm when I'm in the country. But I definitely tried to research something before. I don't like to, you know, travel and know nothing about it.

Interviewer:

And when you're at the destination, are you eager to try the local foods and do you restrict it to the local food? or do you also sometimes like to have like familiar food, like Italian cuisine or German cuisine if you're abroad?

R4

Depends on the country. I think I tried to focus on local food. Because it doesn't make sense for me to eat German food in Spain or something like that. But it depends also on the restaurant and the reviews.

Interviewer

Okay. Could you take a moment and think about

some countries you like?

R4

Okay, how many should I name?

Interviewer

Let's say about five.

R4

Okay. I love Spain. Surprise. I really liked Australia and Vietnam. I love Sweden. And one more.

Interviewer

I mean, that's fine. So those named are Spain, Sweden, Australia and Vietnam.

Interviewer

Those are countries you already traveled to right?

R4

Yes.

Interviewer

And for example Spain. Can you explain why you like that country?

R4

I love the food. I love their way of living. ==The people are really friendly. Most of them.I just I really liked the atmosphere==. And I would love to come back and visit.

Interviewer

And do you have personal experience with Spain because you lived abroad? Or you just traveled through that country?

R4

==I studied there for a year.==

Interviewer

Okay, do you have the same experience with another country where you lived for a longer period of time?

R4

Argentina and Belgium

Interviewer

Okay, and you didn't name those countries? But can you maybe explain how you feel about those two countries?

R4

==I really like Argentina it's a beautiful country, concerning landscape and everything.==
==And I mean, I have friends and my host family there. But it's not the most secure country. And also, it's really expensive at the moment. So I think right now, it's not a priority on my travel list.==
I also I really like Belgium, but living in ==Belgium was maybe not for me, because Belgians have really competitive mindsets and are not so open minded, and it was really hard to connect with them. And it was really cold - the weather was bad.==

Interviewer

So climate is for you also a factor?

R4

Definitely. Yeah.

Interviewer

Okay. And you just said, you value security in the country, right?

R4

For living, yes. For traveling? Well, if it's for a certain period of time it's fine. Just look out for yourself and your things, but for living definitely.

Interviewer

Okay. So you also inform yourself before choosing a destination where it's safe to travel? Or you know that because of common sense and from the media?

R4

I don't travel to countries if they are considered unsafe or dangerous, but then countries that are in the 'middle' in terms of safety, then I do inform myself.

Interviewer

Can you take a moment and think about countries you don't like?

R4

That's, that's actually a hard question. I think there are countries I wouldn't necessarily travel to because I don't like the system, or what's going on in their political system, stuff like that. But I couldn't say that I don't like them, because I don't know them. But at the moment, maybe I wouldn't travel to Turkey, for example. Because I don't really feel safe there, and I really don't like their political system. But I think Turkey is so beautiful. So yeah, I don't know.

Interviewer

For example, what do you think is beautiful about Turkey?

R4

I think they have a lot of historical stuff. That's really interesting. And also beautiful landscape. But I've never been so I'm not sure.

Interviewer

So right now, you said you're going to Sweden in the future. Why did you consider going to Sweden?

R4

So we're doing a road trip. It's only with a car for two weeks. I've been to Sweden before I really liked it. We wanted to do camping and it's really easy in Sweden.

They have really good food. I don't know, it's just it's a nice country.

Interviewer

And do you combine this with visiting someone?

R4

Yes. So one of the first stops will be Copenhagen. I have friends in Copenhagen.

And we also know people in Lund.

Interviewer:

Nice. So do you normally connect your travels with visiting friends? Or do you also choose more disconnected destinations where you just want to explore the city and the culture?

R4

It depends, but I think when I have friends abroad or friends doing an internship abroad or doing a semester abroad, I always try to visit them. So both I would say.

Interviewer

Yeah. And was there for example, a destination you didn't think about visiting, but you visited anyway because of a friend - and then realize that you liked that country?

R4

Yes. I just been to San Diego. A part of my hostfamily lives there. And I had friends who were also visiting but the US was never really on my list. I hate Trump.

Um, but my friends were there and they kind of convinced me to go and I actually loved it.

Interviewer

Okay.

Did you also try some local food there and experiences? Yeah, the mentality of the people or what was the main reason you liked San Diego?

R4

I love the beach. So that's already a plus. They have really, really nice features. The people are really friendly. They were really nice, and they also had good food. But I think the American cuisine is not necessarily my thing, but we had a good burger. So that was awesome.

Interviewer

Yeah, we already talked about Turkey as destination and things you liked there. What would have to change so you would consider Turkey as a destination in the future?

R4

The President

Interviewer

Okay, so it's all about the political system right now?

R4

Yeah, also I think the oppression of journalism.

but I think yeah, definitely the president that would be first step.

Interviewer

I think we're done I don't have any more questions for you and thank you very much for your time

Respondent 5

Sat, 04/20 06:20 AM 09:40

SUMMARY KEYWORDS

Country, travel, destination, morocco, political system, recommendations, friends, spain, ongoing conflict, spending, girlfriend, places, france, problem, domestic, foremost, baltic sea, afghanistan, local cuisine, scandinavian countries

Interviewer

Welcome. The first question is; are you physically able to travel?

R5

Yes.

Interviewer

And did you travel abroad in the past?

R5

I've traveled abroad in the past.

Interviewer

And do you plan to travel abroad in the near future?

R5

Yes.

Interviewer

Where for example?

R5

Um, I think mostly Europe, because that's a lot more convenient. But that's not saying that I would not travel further way to America or maybe Asia.

Interviewer

And do you also like to travel to domestic destinations? And where for example?

R5

It's mostly the Baltic Sea.

Interviewer

Can you name some things you're interested in when you travel?

R5

Nature first and foremost, also a bit of culture.. not a lot. But the combination is very satisfying, like spending the day outside then returning to a place where local cuisine brings you closer to the country or the if its domestic then the countryside.

Interviewer

And then, for example, if you're at a certain destination, you try the local food?

R5

Absolutely.

Interviewer

Do you inform yourself in a certain way beforehand, or do just do it more spontaneously?

R5

I do it for myself, but not a lot. Like it's mostly the general idea. For example when I went to Morocco, I tried to inform myself about certain places where it could have been dangerous for Europeans traveling. But that's it. Okay, so safety is a concern. But other than that, I try to just be spontaneous and go to places that look interesting to me.

Interviewer

Can you take a moment and think about countries you like? name some?

R5

I think my favorite countries are France followed by the Netherlands, then the Scandinavian countries, even though I haven't been to them a lot. Spain, Portugal are nice too.

Yeah, I think that these are my most favorite countries.

Interviewer

And you've been to those countries before?

R5

Yes. With the exception of Sweden, but I would

very much like to go there.

Interviewer

And what do you value about Sweden for example?

R5

I value the nature, at least the things that I think to know about Sweden's nature.

And I think also even though I haven't been there, I would like the people

and their opinions and what they do.

Interviewer

Okay, you talked about France and Spain as well.

What for example do you value in those countries?

R5

Also, first and foremost the nature, especially the ocean in France and Spain,

and maybe some mountainsides and also cuisine of course. I think that's the things I'm most interested in. And these are the things that set countries apart, because they have a very interesting culture of eating lots and spending long evenings preparing food, talking for hours and so on. It's very appealing to me.

Interviewer

Yeah. Can you take a moment and think about countries you don't like? And name some if you have some?

R5

I will try. But I think that there are no countries that I don't like. I have no idea of of a country that I can name right now. It's very difficult for me.

Interviewer

Could you think about reasons why you wouldn't travel to a certain country?

R5

Yeah, as I said, the safety concern is of course always there. And what makes it hard to name countries is that if it's dangerous in Morocco, it's not the country's fault. As such, it's certain groups of people inside that country that will post the danger to you. So yes, let's say Afghanistan, it's a very dangerous country. But that doesn't mean that I don't like Afghanistan as a country.

So safety is a problem for me. If a country as a whole, which is of course difficult to state, because most likely is the government of that country that is discriminating against other countries, or invading other countries, or is maybe suppressing certain populations, then that's a problem for me. But as stated before, the country in itself might be beautiful.

Interviewer

And so you differentiate between political system or the history between countries

and set those apart from the certain destination within that country?

R5

Yes.

Interviewer

And did that happen before where you wouldn't agree with the political system or something negative, but you still decided to travel to that country?

R5

I'm setting Morocco as an example again, there are big problems there.

There's a growing conflict in Morocco.

But that wasn't enough for me to say I wouldn't travel there, and not spend my money there. Because I'm not going there to not changing anything. And if I'm there I can maybe understand better or gain some more knowledge to change my opinion or whatever.

Interviewer:

 And before how did you decide to try? Like, do you travel with friends or family? Or do travel to visit some friends abroad?

R5

So far, I've mostly traveled with my family, my parents or my girlfriend. I think that's it. I mean, I visited friends like once or twice.

Interviewer

And how do you decide? How do you agree on a certain destination? Is this a shared agreement? Or do you take more influence in the decision making?

R5

With my girlfriend - It has always been shared agreement of course. We talked about certain destinations and kind of discussed about what we would like to see and then decided together. With the family, it's more like your parents go and take you somewhere. So, I wasn't really part of the decision making process there.

Interviewer

And how much do you value recommendations from friends about a certain destinations? Do you trust those recommendations? Or do you do your own research first?

R5

I think I would trust my friends and their advertising of nice destinations. But so far, I haven't done that, actually. So I haven't followed any recommendations.

Interviewer

Yeah, I think that's all good. Thank you for your participation.

Respondent 6

Tue, 04/23 05:40 AM 17:29

SUMMARY KEYWORDS

Country, travel, city, destination, places, political system, culture, general, europe, interest, friends, interested, nice, finland, visit, helsinki, chose, perceive, honest, recommendations

Interviewer

Are you physically able to travel?

R6

Yes, I am.

Interviewer

And did you travel abroad in the past?

R6

Yes, I did.

Interviewer

And were you planning to travel abroad in the future?

R6.

Yes, that's the plan.

Interviewer

 Okay. Can you name some destinations?

R6

I am going to Kiew in late May. And then another plan is to go either to Georgia or Norway in June.

Interviewer

Nice. And why did you decide to travel to those destinations?

R6

Mostly because there are places which I want to see, like some cities, and in Georgia also the nature.

Interviewer

So, nature is something you're interested in, in general when you travel?

R6

Yeah, very much.

Interviewer

Do you have other interest you can name them or explain a bit further?

R6

Nature definitely. But also to find nice places in cities. That's one of the interesting things to find cozy places like nice coffee places, nice museums and experience culture, I'm very much into culture also.

Interviewer

Okay, and do you inform yourself beforehand? Or is it more spontaneously?

R6

I inform myself beforehand.

Interviewer

Okay. How do do that? do you use travel blogs or?

R6

Yeah, I google and then I mostly see some blogs or also TripAdvisor and stuff like that. But some things are also sometimes not true.

Interviewer

And what do you value when you travel?

R6

One is also <mark>nature but also safety and prices will be other things to value.</mark>

Interviewer

Okay, so you're concerned about your safety at certain destinations? And do

do anything to avoid dangerous cities like do you Google beforehand where it's dangerous? or is it more based common knowledge that you chose your destinations ?

R6

<mark>Yeah, I informed myself and do internet research. But also I still go to these places, I just try to be very careful, would still go to some cities in Africa, like in the past, I did it already. But they are known to be more unsafe. And it said also in the Foreign Ministry of Germany, they have a very good page for this</mark>. But still, you would go there just you would have some precautions, maybe. And then it's also exciting.

Interviewer

Okay, so you're also risk taking while you're traveling?

R6

Not too much

Interviewer

What would be a no go for you? When would you say this is really too dangerous for you?

R6

A country?

Interviewer

 Yeah.

R6

Maybe the Democratic Republic of Congo? I would say that's it, maybe north Korea also. It's like a war country right now. Stuff like that.

Interviewer

Yeah. So if it's more military actions related, and if the political system is not secure, you will be more careful?

R6:

 Yeah

Interviewer

Okay, can you think about countries you really don't like?

R6

I'm not really sure. Maybe USA

Interviewer

Okay, why? What was your first reasons?

R6

The president

Interviewer:

Okay. And how do you decide to travel to this country? For example, if a friend lives there and you want to visit them?

R6

Yeah, I would still travel.

Okay. So political reasons are a concern, but not necessarily. So something outweighs this, you would still want to take care of friendship or relationship and that outweighs other concerns.

Interviewer

Okay. So you haven't been to America before?

R6

I have been several times as a child, mostly. And then also in my early youth, when I was maybe 15 or 16 or something.

Interviewer

Okay. And your political dislike is just currently?

R6

Yeah, because it came with the increasing in my general political interest. Also, I would say when I was 16 I was still too young. But now as you are more concerned and more into political things it has changed for me. I wouldn't like it too much anymore.

Interviewer

Are there other countries? Where you don't like the political system?

R6

Yeah, definitely. North Korea and Saudi Arabia.

Interviewer

And how's your general interest in visiting those countries?

R6

Not existing, to be honest.

Interviewer

Okay. So you wouldn't consider traveling to North Korea?

R6

No, not really.

Interviewer

What about Turkey? Since our study is about Turkey, how do you perceive the situation in Turkey? And do you intend to visit turkey in the future.

R6

Yes. Right now for this year it would be a no, but at some point, yes. But mostly, I would like go to Istanbul. So I would have a special destination already, I guess maybe also in the in the countryside somewhere, if I figure out some place, but I haven't really heard of it yet. But yes, I will definitely go at some point.

Interviewer

Okay, and why did you choose is this?, what interests you in that city?

Interviewer

Because I was told that it's a vibrant city and it's beautiful. It has some beautiful places to see some cultural aspects. Culture is very important.

Interviewer

OK, let's continue with some countries who you like, take a moment and maybe name a few?

R6

I like most parts of Europe to be honest. So that's the first thing. For example Portugal, Spain and Sweden. But I also like Costa Rica and Hawaii

Interviewer

Okay, like most countries in Europe, what are some factors? Why do you like the countries?.

R6

In Europe, high diversity in culture in a very small space. So you go five hours by plane and you already crossed seven of them and then you have totally different cultures. That's one thing I like a lot. In the past, I haven't really had the financial means to go somewhere else.

Interviewer

So you like the cultural differences, different cuisines? but also what you can see like the different historical backgrounds of the countries?

R6

The small differences are sometimes the things they have in common. For example, when you have a church it will totally look different in different countries. And that interests me a lot.

Interviewer

So you would say when do a short weekend trip, you would definitely go to museums and do a lot of cultural things?.

R6

Yeah.

Interviewer

You mentioned thatt you valued you good prices? Would you decide to travel to country You're not really interested in if it is cheap to go there?

R6

Maybe

Interviewer

Yeah your next two trips, did you plan them by yourself? Or are you planning with your partner or friends?

R6:

Yeah, one of them is with a couple of friends and the other one is with my partner.

Interviewer

How do you perceive Kiev?Was it something you were interested in before? Or was it more like recommendations by your friends that made you decide to go?

R6

No, not recommended by friends actually just read about it. And also general interest about Eastern Europe.

Interviewer

Interesting. Are there any other cities in Eastern Europe you would like to see?

R6

Um, yeah, I don't know if it's still the geographical Europe but Moscow.

Interviewer

I mean, right now you're living abroad. But did you study abroad already before? In your bachelors?

R6

I did a semester in Helsinki.

Interviewer

And how did you like that? And were you like interested in Helsinki before? what triggered your decision to at that time?

R6

I remember precisely, actually, I needed a Bachelor's studies in English. And I didn't want to go to the UK. So federal programs are not often in English. So I chose Helsinki, because they had a lot of courses in English. And at the time I didn't really have an idea of how it would be.

Interviewer

So how do you perceive Helsinki or Finland now?

R6

Finland is definitely weird in a way but also really nice country. Also,

they have great nature, by the way. So we traveled a bit up north - great nature. But Helsinki is funny city. Definitely. It has a nice underground scene for young people. But yeah, it's the typical Nordic city, you know still quiet and everything.

Interviewer

How do you like the Nordic mentality? I mean, since you're living in Denmark right now?

R6

Yeah. I like it actually. The Nordic mentality in general, there's differences between the countries because I like all of them, at least the ones I've been to.

Interviewer

I mean, now since you lived in Finland, would you recommend visiting it to friends and family?

R6

For the friends I think it would be a destination where they would study maybe, you know, because I think a trip would be different in Helsinki than a semester. It takes months to really get to know Helsinki. .

Interviewer

And we have to go deeper in this. Did you do the same? Maybe like trust the recommendation of friends and then travel to a certain destination?

R6

I couldn't recall right now to be honest. Sometimes some recommendations are coming up, that's for sure. But I can't recall the precise example where I visited a friend abroad. And then fell in love with the destination. Or actually here is an example. And it's happened with Copenhagen, by the way.
I visited a friend in 2015 for distortion. And i loved it so I told my friend I would return and do my masters in Copenhagen.

Interviewer

Can you maybe give a few examples why you like it so much?.

R6

One thing is definitely the bike travel possibilities here. I like that you have the cheap possibility of getting around pretty easily and fastly also. Well, for example, when you compare it to some bigger cities such as Berlin or Paris it takes 40 minutes to come from one place to another. So the size matter. But I really like this fact that they make these great bike lanes. So you have the possibility to get around.

Interviewer

Was your political interest something you considered before moving to Copenhagen?

R6:

 No, not at all.

Interviewer

Thank you very much.

Respondent 7

Wed, 04/24 07:23 AM 05:51

SUMMARY KEYWORDS

Travel, cities, lisbon, paris, dublin, nice, destinations, copenhagen, denmark, studying, germany, friends, weather, expected, visit, cultural, interested, instacart, vacations, busty

Interviewer

Is it okay for you if I record this?

R7

Interview? Yes, it's fine.

Interviewer

Okay, let's begin. Are you physically able to travel?

R7

Yes, I am.

Interviewer

Did you travel abroad in the past?

R6

Yes, I did

Interviewer

 And I will travel in the future?

R7

Yes, I will.

Interviewer

Do you have any destinations planned in the near future?

R7

For this year I plan to go to Lisbon and Paris

Interviewer

Can you shortly explain why you decided to travel to those destinations?

R7

I think because of my schedule at the moment long vacations are not really possible. Therefore, I like to do short, silly trips. And I haven't been to either of the those cities yet. And that's why I would like to see them. And yeah because of the good weather.

Interviewer

Okay, and why did you decide to for example to go to Lisbon? did you hear something from friends or family? Did you read about it?

R7

Yes, I have a couple of friends who studied there for their masters. And also most of my friends have been to the city before and they all recommended great weather, cheap coffee and nice beaches.

Interviewer

Okay. So you expect a nice landscape? Nice, cheap coffee? Is there something else you think that you're interested in in Lisbon?

R7

Um, maybe nightlife? Probably just the weather.

But apart from that, maybe some cultural stuff, but I didn't really look into that yet.

Interviewer

Okay. And for example, if you think about Paris now. Do you have the same interests in Paris?

R7

I think there's a lot of sightseeing to do in Paris. Eiffel Tower, Notre Dame , which recently burned down. Stuff like that.

Interviewer

Is there anything you values specifically when you're traveling?

R7

Hmm. Specifically, I wouldn't say that I'm looking for something specific.

Most of the time I like good company when I travel. And I like destinations where the weather is good most of the time. And just beautiful cities, and nice architecture.

Interviewer

And do you also like to travel to domestic destinations?

R7

In Germany?

Interviewer

Yeah.

R7

Yes, of course. I like traveling to Berlin, for example, to go out there. I travel to Frankfurt because my family live close by. I just to go out there and also during the day I go to museums and go into

nice parks. Also Cologne, for example. Hamburg, I like beautiful cities in Germany, Munich - sometimes I traveled to football games.

Interviewer

But for example, like this year, would you rather stay in Germany or go abroad?

R7

I think when I travel to German cities, its most of the time to visit friends who are currently studying or something like that. It's not that I say, I want to see the city I have to go there. No, that's more going abroad for me. But when traveling in Germany, it's most of the time either going to a festival or a specific party somewhere or it's about visiting friends in another city.

Interviewer

Did you ever visit a friend abroad in a city you weren't actually interested in?

R7

Um, probably. I mean most cities are interesting, but I guess I traveled to cities, which I wouldn't have gone if my friend didn't live there.

Interviewer

Did you study abroad or lived abroad?

R7

Yes. I'm currently living abroad in Denmark, studying here as well. And I also did a semester abroad in Ireland in Dublin during my bachelors.

Interviewer

And have you been to Dublin before going abroad?

R7

Not before, and I haven't been to Copenhagen before I went here.

Interviewer

Okay. What did you think about those two cities before? moving there?

R7

Good question. That difficult to say that - No. I've been to Denmark plenty of times before I moved to Copenhagen. So I had kind of a good picture about Danish people and Danish culture, I guess. I expected the city to be to be pretty and the people to be pretty and to be nice. Which they aren't , not always at least . And Dublin, I think I expected drunk Irish guys in the streets - drinking Guinness.

Interviewer

Quick break, because application stopped recording.

Okay, now continue.

R7

Um, I think living in Dublin is pretty expensive. And compared to the wages and stuff like that, I think it's hard to make a nice living there. So I wouldn't recommend to go there to actually live there. But for weekend trips to go out and have fun, visit nice bars, listen to nice folk music and stuff like that. That's great.

Interviewer

So you would recommend it for vacation but not for living there?

R7

Correct.

Interviewer

Could you take a moment and think about countries you like? And then name some or one?

R7

Countries I like. I actually I like Germany a lot. I also like…. it's a tough question.

I guess I like Japan, at least I like what I hear about it and what I see in TV and stuff.

Which countries do I like? It's easier to say which countries I don't like .

Interviewer

Okay, let's take Japan.

What do you think you like about Japan ? Based on what you heard?

R7

I just think it's an interesting culture, which is really different from what we know from Europe.Therefore, I think it's I could like it. I actually can't can say that I would like it because I have never been there. And I know maybe two Japanese people. But from what I hear people are friendly and open, but still totally different from from what what we know of European people. Is this also based on the two people I know from Japan.

Interviewer

Okay, now we could move to the countries you don't like

R7

The countries I don't like? It's not that easy. After all, I wanted to say the United States, but I'm not sure if I don't like the United States. It's just I don't like a lot of people I met from the United States, or at least the way that they behave in social circumstances.

More countries I don't like... I want to say Turkey, but also not really, because I know a lot of Turkish people, which are very good friends of mine as well. But just from a political kind of view I have weird feeling about China as well and North Korea or maybe even Russia, just because of political issues.

Interviewer

Would you say those political issues, the political system, and the country would influence your decision to travel to those countries?

R7

Definitely. Yeah. I think I wouldn't go. Okay, maybe I would travel to North Korea. But just because it's really interesting it's a really special country, right? Because it's maybe the only country which is totally split up from the rest of the world - it would be interesting to see the country. But of course, it's not safe to go there and that's something that would influence my decision to travel. Definitely.

Interviewer

So safety is a concern when you travel? Yeah. Do you inform yourself beforehand? If you go somewhere,like how safe the destination is?

R7

 Yeah, I would. We have the offer that the government in Germany gives access to a site where you could read up on basically every country, what country you want to travel to and so on.

So if I know from the media that there are certain issues in the country I expect to go to ,then I would definitely inform myself on that site. But most of the time, I'm choosing democratic countries, which supposed to be at least quite safe to go to?

Interviewer

And if we take Turkey, how do you perceive the political situation right now? And would you consider traveling to Turkey in the next near or in the future?

R7

Um, I think Turkey is a little too hot for me anyways. In the summer at least.

The political situation is also difficult in Turkey. I guess it's safe to go there. I have a lot of friends from Tokyo, which recently went there and didn't have any problems. Also, Kurdish people... don't know the English word for it. But friends from this religion say that is kind of in a difficult position right now there. But yeah, what was the question again? If I consider to travel to Turkey? Maybe I want to go if my best friend would be studying in Istanbul because from what I've heard it's a it's a really nice city. But I would have some doubts about going there right now. I would have to think about it once or twice before booking a flight.

Interviewer

To recap, would you value a different culture compared to the European culture a lot? So that's why you thought it's interesting to go to Japan.?

But how much do you value this cultural difference? You also sometimes prefer to travel within Europe? Or maybe even Germany because of the culture and you know what to expect?

R7

I think it's just two different experiences. One is going somewhere and getting to know new culture, and the other is like exploring your own culture in new ways. So I think both have their perks and both a difficulties. <mark>It's also for me as a student a question of money, always.</mark> And it's much cheaper to go somewhere within your culture compared to traveling to Asia or something like that.

R7

Yeah.

Interviewer

I think that's it. Thank you very much.

R7

You're welcome.

Appendix 3: Scissor-sort document

Respondent 1

- I'm most interested in food when I travel
- But also like the usual cultural sites"
- I do try the local food
- All places I got to see because of my friends that lived there. So they had a whole other view on the city like locals, that was really cool
- I want to go to New Zealand, not in the near future, because it's just such a long travel and I've seen so many places there already. And I think for now other countries will be a priority. But yeah, I think I'll be back there.
- I think that, the political situation isn't like something you think about before traveling to that country especially of you just want to go to the beach.
- But I do try the local food.
- But if the political situation was safe so there was no war or real dangerous situation, I think there would be no other reasons why I wouldn't go there.
- I think it depends how bad the political situation is
- the only reason is the political regime,
- I think just the overall vibe and feeling you get from the city or country you're visiting. It totally depends on probably all the factors before and the people you meet
- Putting the weather first of course. So I would check that out before I go. The season needs to be good for traveling. No rainy season
- it was nice to see all places I got to see because of my friends that lived there. So they had a whole other view on the city - like locals

Respondent 2

- I value feeling safe and open-minded, friendly people the most while traveling
- I like Indian food a lot, and it is also very diverse
- I would say good price value ratio
- Political regimes are also reason why I wouldn't feel safe in those countries, and as I said, I like to be safe when I travel.
- I try to see... well, tourist attractions and it can be different things. I go to the ones that are due to cultural and historical importance
- Like there's a part of their culture and history and everything I find really, really fascinating and really interesting. But then there's also that very negatively part that obviously I don't feel good about as well
- Recently I rather travel to domestic destination or foreign countries close by

Respondent 3

- I enjoy domestic and foreign travel equally
- I mean, obviously, I don't endorse the political situation there, that's two different things right, I like turkey as a travel destination, but I haven't met any precise plans to go in the next year two years or so.
- then I'm just curious to explore other cities or landscapes.
- Portugal, Spain, Thailand, Switzerland and Canada.
- I inform myself a bit but mostly I rely on their friends or families' recommendations.
- I want to visit friends who live in other cities or other countries
- I also find the the historical and cultural aspect interesting and also a little bit the environment.
- But if the political situation was safe so there was no war or real dangerous situation, I think there would be no other reasons why I wouldn't go there.
- And what's probably the most interesting thing to me would be the mixture of architecture
- Climate is another characteristic I enjoyed when I went there
- The mentality of the people is great as they are really welcoming and friendly and has been a good experience so far
- (Thailand): it's super cheap for europeans to go there and that the food is really good. The countryside is cool. It has the coast, the mountains and jungle. So there's a lot of diversity in the country. And what I experienced so far was a welcoming atmosphere from the locals.
- the polish food also seems to be a different from from German food and good as well.

- I certainly do not like all countries that still have the death penalty.
- what I experienced so far was a welcoming atmosphere from the locals
- I know Thailand has political setups that I wouldn't endorse,
- Yemen, because maybe it is too dangerous to go there

Respondent 4

- I think I tried to focus on local food.
- The people are really friendly. Most of them.I just I really liked the atmosphere
- I studied there for a year.
- I really like Argentina it's a beautiful country, concerning landscape and everything.
- And I mean, I have friends and my host family there. But it's not the most secure country. And also, it's really expensive at the moment. So I think right now, it's not a priority on my travel list.
- But I couldn't say that I don't like them, because I don't know them. But at the moment, maybe I wouldn't travel to Turkey, for example. Because I don't really feel safe there, and I really don't like their political system. But I think Turkey is so beautiful. So yeah, I don't know.
- Yes. I just been to San Diego. A part of my host family lives there. And I had friends who were also visiting but the US was never really on my list. I hate Trump.
  Um, but my friends were there and they kind of convinced me to go and I actually loved it.
- I think that, the political situation isn't like something you think about before traveling to that country especially if you just want to go to the beach
- Belgium was maybe not for me, because Belgians have really competitive mindsets and are not so open minded, and it was really hard to connect with them. And it was really cold - the weather was bad.
- I think they have a lot of historical stuff (Turkey). That's really interesting. And also beautiful landscape
- I love the food. I love their way of living. The people are really friendly. Most of them. I really liked the atmosphere. And I would love to come back and visit

Respondent 5

- first and foremost I like the nature, especially the ocean in France and Spain, and maybe some mountainsides
- I value the nature

- Nature is most important, but also a bit of culture.. not a lot. But the combination is very satisfying
- There's a growing conflict in Morocco. But that wasn't enough for me to say I wouldn't travel there, and not spend my money there
- I tried to inform myself about certain places where it could have been dangerous for Europeans' traveling
- If a country as a whole, which is of course difficult to state, because most likely is the government of that country that is discriminating against other countries, or invading other countries, or is maybe suppressing certain populations, then that's a problem for me. But as stated before, the country in itself might be beautiful.
- Safety is a concern
-

Respondent 6
- Mostly because there are places which I want to see, like some cities, and in Georgia also the nature.
- Safety and prices will be to other things also to value
- Yeah, I informed myself and do internet research. But also I still go to these places, I just try to be very careful, would still go to some cities in Africa, like in the past, I did it already. But they are known to be more unsafe. And it said also in the Foreign Ministry of Germany, they have a very good page for this

Respondent 7
- I like destinations where the weather is good most of the time
- It's just I don't like a lot of people I met from the United States, or at least the way that they behave in social circumstances.
- and just beautiful cities, and nice architecture.
- We have the offer that the government in Germany gives access to a site where you could read up on basically every country
- It's also for me as a student a question of money, always.
- friends have been to the city before and they all recommended great weather, cheap coffee and nice beaches.
- I think there's a lot of sightseeing to do in Paris. Eiffel Tower, Notre Dame , which recently burned down. Stuff like that.

Appendix 4: Questionnaire Scale with items

Category	Original question	Modified questions	Translation into German
Historical Animosity (2 items)	I dislike this country because of past historical events (Sánchez, Alvarez and Campo 2018)	I dislike Turkey because of past historical events	Ich habe eine Abneigung gegen die Türkei aufgrund historischer Momente
	I dislike this country because of its oppressing other countries (Sánchez, Alvarez and Campo 2018)	I dislike Turkey because of its oppressing other countries	Ich habe eine Abneigung gegen die Türkei aufgrund der Unterdrückung anderer Länder
Historical Affinity (1 item)	I like this country's history (Nes, Yelkur & Silkose,t 2013)	I like the history of Turkey	Ich mag die Geschichte der Türkei
Religious Animosity (2 items)	I dislike the religious system in this country (Sánchez, Alvarez and Campo 2018)	I dislike the religious system in Turkey	Ich habe eine Abneigung gegen die Religion in der Türkei
	This country does not respect other religions (Sánchez, Alvarez and Campo 2018)	Turkey does not respect other religions	Die Türkei respektiert andere Religionen nicht
Religious Affinity (2 items)	I like the religious system in this country (Sánchez, Alvarez and Campo 2018)	I like the religious system in Turkey country	Ich mag die Religion in der Türkei
	That country does respect other religions (Sánchez, Alvarez and Campo 2018)	Turkey does respect other religions	Die Türkei respektiert andere Religionen
Military Animosity (3 items)	I believe that this country poses a huge military threat (Sánchez, Alvarez and Campo 2018)	I believe that Turkey poses a huge military threat	Ich glaube, dass die Türkei eine große militärische Bedrohung darstellt
	I dislike this country's involvement in wars and conflicts. (Sánchez, Alvarez and Campo 2018)	I dislike Turkey's involvement in wars and conflicts	Ich habe eine Abneigung gegen die Teilnahme der Türkei in Kriegen und Konflikten
	I dislike the military operations in this country. (Sánchez, Alvarez and Campo 2018)	I dislike the military operations in Turkey	Ich habe eine Abneigung gegen die militärischen Operationen der Türkei
Political Animosity	I dislike the policies of the	I dislike the policies of the	Ich habe eine Abneigung gegen

(5 items)	government from this country.(Sánchez, Alvarez and Campo 2018)	government from Turkey	die Politik der türkischen Regierung
	I dislike the political system in this country. (Sánchez, Alvarez and Campo 2018)	I dislike the political system in Turkey	Ich habe eine Abneigung gegen das politische System der Türkei
	I dislike the corruption in this country. (Sánchez, Alvarez and Campo 2018)	I dislike the corruption in Turkey	Ich habe eine Abneigung gegen die Korruption in der Türkei
	I dislike this country because it does not respect human rights. (Sánchez, Alvarez and Campo 2018)	I dislike Turkey because it does not respect human rights	Ich habe eine Abneigung gegen die Türkei aufgrund der Verachtung von Menschenrechten
	I dislike this country because it does not respect women's rights (Sánchez, Campo & Alvarez , 2018)	I dislike Turkey because it does not respect women's rights	Ich habe eine Abneigung gegen die Türkei aufgrund der Verachtung von Frauenrechten
Political Affinity(3 items)	I like the government policies of this country (Nes, Yelkur & Silkoset 2013)	I like the government policies of Turkey	Ich mag die Politik der türkischen Regierung
	I like this country's political system (Nes, Yelkur & Silkoset 2013)	I like Turkey's political system	Ich mag das politische System der Türkei
	The role of the country in the world politics is admirable (Nes, Yelkur & Silkoset 2013)	The role of Turkey in the world politics is admirable	Die Rolle der Türkei in der Weltpolitik ist bewundernswert
Economy Animosity (3 items)	This country is out to exploit the economy of my country and other countries (Sánchez, Alvarez and Campo 2018)	Turkey is out to exploit the economy of my country and other countries	Die Türkei will die Wirtschaft in Deutschland und in anderen Ländern ausnutzen
	This country is taking advantage of my country and other countries (Sánchez, Alvarez and Campo 2018)	Turkey is taking advantage of my country and other countries	Die Türkei profitiert von meinem und anderen Ländern
	This country has too much	Turkey has too much	Die Türkei hat zu großen

	economic influence on my country and other countries (Sánchez, Alvarez and Campo 2018)	economic influence on my country and other countries	wirtschaftlichen Einfluss auf Deutschland und andere Länder
Economic Affinity (2 items)		This country has a positive influence on my country's economy	Die Türkei hat eine positiven Einfluss auf die deutsche Wirtschaft
		I like the economic situation in this country	Ich mag die Wirtschaft in der Türkei
Lifestyle Animosity (3 items)	I dislike the mentality of the people of this country (Sánchez, Alvarez and Campo 2018)	I dislike the the Turkish mentality	Ich habe eine Abneigung gegen die türkische Mentalität
	I feel that people in this country are hostile towards my country.(Sánchez, Alvarez and Campo 2018)	I feel that Turks are hostile towards Germany	Ich finde, dass die Türken feindselig sind gegen Deutschland
	I dislike that people from this country criticize my country's policies. (Sánchez, Alvarez and Campo 2018)	I dislike that Turks criticize German policies.	Ich mag es nicht, dass Türken die deutsche Politik kritisieren
Lifestyle Affinity (6 items)	I feel the people in this country are open and friendly to foreigners (Nes, Yelkur & Silkoset 2013)		Ich finde, dass Türken offen und freundlich zu Ausländern sind
	I like the way of living in this country (Nes, Yelkur & Silkoset 2013)	I like the way of living in Turkey	Ich mag die Lebensweise in der Türkei
	I trust the people in this country (Nes, Yelkur & Silkoset 2013)	I trust the people in Turkey	Ich vertraue den Türken
	I like the mentality of people in this country (Nes, Yelkur & Silkoset 2013)	I like the mentality of people in Turkey	Ich mag die Mentalität in der Türkei
	I like this country's food and cuisine (Nes, Yelkur & Silkoset 2013)	I like the food and cuisine in Turkey	Ich mag das Essen und die Kulinarik der Türkei

	I like this country's language (Nes, Yelkur & Silkoset 2013)	I like the turkish language	Ich mag die türkische Sprache
Scenery Animosity (1 item)		I dislike the nature and landscape of this country	Ich mag die Natur und Landschaft in der Türkei nicht
Scenery Affinity (3 items)	I like this country's architecture (Nes, Yelkur & Silkoset 2013)	I like the turkish architecture	Ich mag die türkische Architektur
	I like the nature and landscape of this country (Nes, Yelkur & Silkoset 2013)	I like the nature and landscape of Turkey	Ich mag die Natur und Landschaft in der Türkei
		I like the climate in Turkey	Ich mag das Klima in der Türkei
Cultural Animosity (2 items)	Adapted from Oberecker et al.'s qualitative observation	I dislike the culture and traditions in Turkey	Ich mag die türkische Kultur nicht
		I dislike that the cultural difference	Ich mag den kulturellen Unterschied nicht
Cultural Affinity (2 items)		I like the culture and traditions in Turkey	Ich mag die Kultur und Traditionen in der Türkei
		I like that the culture is different to the German culture	Ich mag den kulturellen Unterschied
Personal Animosity (4 items)		I dislike this country because of negative travel experience	Ich habe eine Abneigung gegen die Türkei aufgrund negativer Urlaubserfahrungen
	My experiences with people from this country are negative. (Sánchez, Alvarez and Campo 2018)	My experiences with Turks are negative	Meine Erfahrungen mit Türken sind negativ
		I dislike the country because my friends or family who live or used to live in Turkey had a negative experience	Ich habe eine Abneigung gegen die Türkei, weil Freunde oder Verwandte, die in der Türkei leben oder gelebt haben Negatives erlebt haben
		I dislike this country because of bad	Ich habe eine Abneigung gegen die Türkei aufgrund negativer

		experienced while living in this country	Erfahrungen während ich dort gelebt habe
Personal Affinity (4 items)	My experiences with people from this country are positive (Nes et al., 2013)	My experiences with Turks are positive	Meine Erfahrungen mit Türken sind positiv
		My travel experience in that country is positive	Ich mag die Türkei aufgrund positiver Urlaubserfahrungen
		I like the country because my friends or family who live or used to live in Turkey had a positive experience	Ich mag die Türkei aufgrund
		I like this country because of positive experience while living in this country	Ich mag die Türkei aufgrund positiver Erfahrungen während ich dort gelebt habe
General Animosity (2 items)	In general I dislike the country (Sánchez, Alvarez and Campo 2018)	In general, I dislike Turkey	Generell habe ich eine Abneigung gegen die Türkei
	In general, I feel annoyed by this country (Sánchez, Alvarez and Campo 2018)	In general, Turkey annoys me	Generell ärgert mich die Türkei
General Affinity (2 items)	I like this country (Neset al., 2013)	I like this country	Ich mag die Türkei
	I feel fondness for this country (Neset al., 2013)	I feel fondness for Turkey	Ich habe eine Vorliebe für die Türkei
WTV (3 items)	I intend to visit this country in the future. (Sánchez, Alvarez and Campo 2018)	I intend to travel to Turkey in the future	Ich werde in Zukunft in die Türkei reisen
	I would choose this country for my next holiday. (Sánchez, Alvarez and Campo 2018)	I would choose Turkey for my next holiday	Ich würde die Türkei für meinen nächsten Urlaub buchen
	I would prefer to visit this country rather than other similar destinations. (Sánchez, Alvarez and Campo 2018)	I would rather visit Turkey than other similar countries	Ich würde eher in die Türkei als in andere ähnliche Länder reisen

PWOM (3 items)	In social situations I often speak favorably about that country (Arnett, German, Hunt 2003)	In social situations I often speak favorably about Turkey	Ich sozialen Situationen rede ich oft positiv über die Türkei
	I bring up this country in a positive way in conversations I have with friends and acquaintances .(Arnett, German, Hunt 2003)	I speak positively about Turkey when I talk with friends and acquaintances	Ich erzähle Positives über die Türkei, wenn ich mit Freunden und Bekannten spreche
	Modified from Prebensen, Skallerud & Chen (2010), originally adapted from Olivier (1997)	Would you recommend Turkey as tourist destination to other people?	Würden Sie die Türkei als Urlaubsziel weiterempfehlen?

Appendix 5: Pearson Correlation

Correlations

		GAni	GAffi
GAni	Pearson Correlation	1	-.487[**]
	Sig. (2-tailed)		.000
	N	193	193
GAffi	Pearson Correlation	-.487[**]	1
	Sig. (2-tailed)	.000	
	N	193	193

[**]. Correlation is significant at the 0.01 level (2-tailed).