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Tourism behavior at the time of Euro crisis. Effect of economic animosity and nationalism on destination image and receptivity

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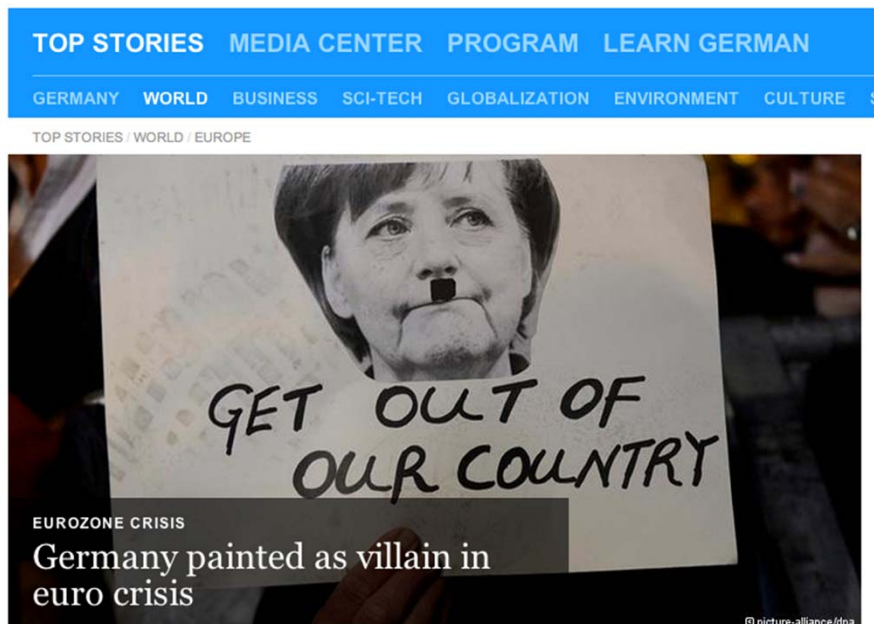
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Introduction and background

Recent developments of the economic and financial crisis are threatening the strength of the relationships between "weak" and economically "strong" nations, generating a renewed sense of nationalism and influencing the feelings of ethnocentrism and economic animosity of consumers.



the guardian

Growing anti-German feeling on streets of Greece

Many Greeks are angry at Germany and the troika's demands for public services cuts and hikes to taxes which they say are already too high



Rupert Neate in Athens

The Guardian, Monday 27 February 2012 20.09 GMT



Research Questions

Our research questions were the followings:

- Does **economic animosity** towards a foreign country affect **nationalism**?
- What's the influence of ***economic animosity and nationalism*** on perception of ***general country image*** (GCI) and **tourism destination image** (TDI) of a foreign country?
- Do each of these constructs and the interactions between them affect ***destination receptivity***?
- What's the relationship between **general country image**, **tourism destination image** and **destination receptivity**?

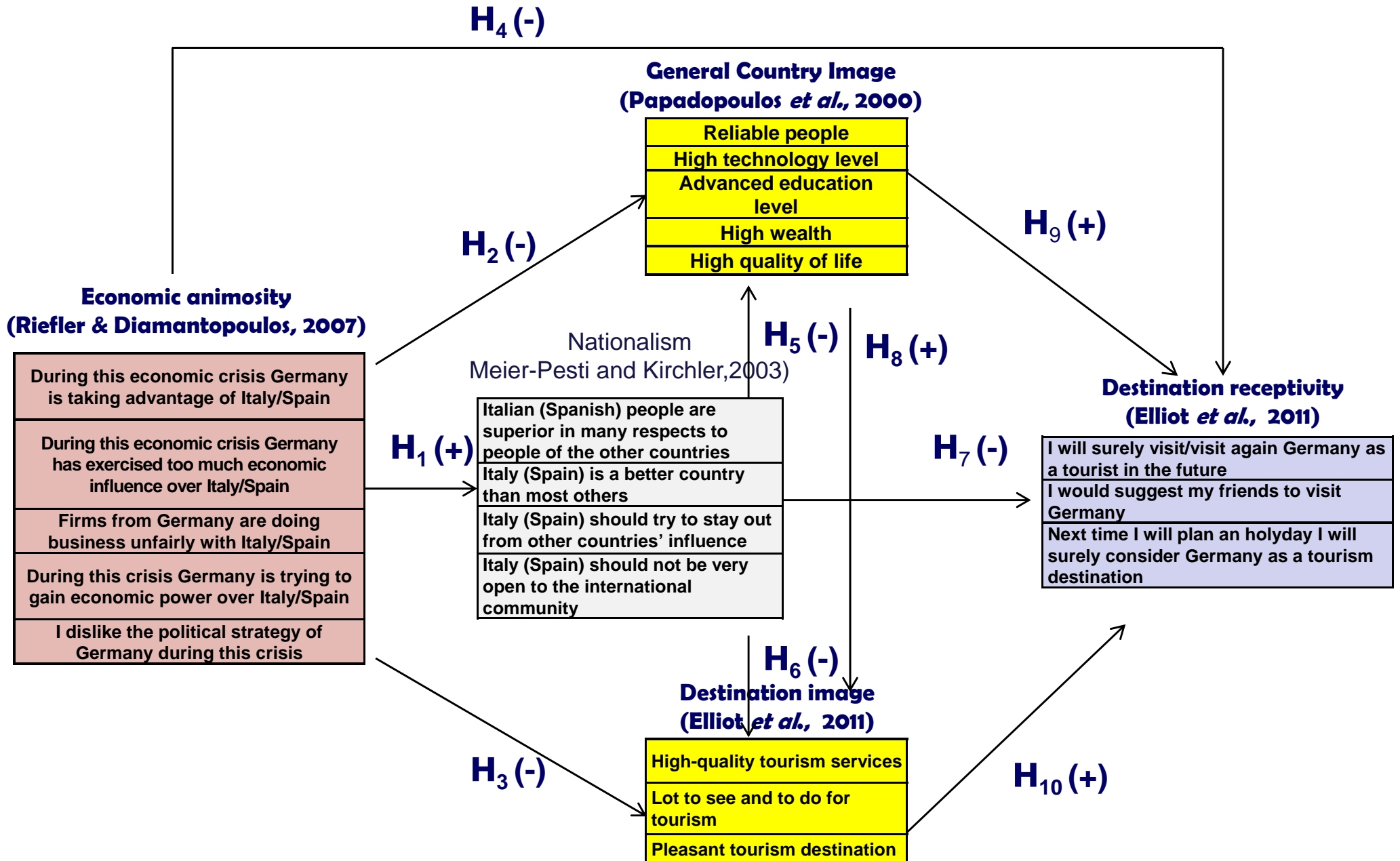
Theoretical Background

RESEARCH STREAM	OBJECTIVES/RESULTS	MAIN CONTRIBUTIONS
CONSUMER ANIMOSITY	Consumer animosity has been defined as the set of consumer's negative feelings and emotions towards the purchase of products from a hostile nation. Research in this field investigates the impact of animosity on consumers' intention to buy foreign goods.	Klein et al. (1998); Watson & Wright (2000); Nijssen & Douglas (2004); Nes et al. (2011).
ETHNOCENTRISM (CET) /NATIONALISM	Consumer nationalism is also assumed to play a significant role in consumers' aversion towards foreign suppliers. Nationalists' obsession with national dominance and, subsequently, economic dominance is likely to lead them to buy domestic products and/or boycott buying imported products.	Shimp & Sharma (1987); Sharma et al. (1995); Lantz & Loeb (1996); (Moon (2004); Balabanis <i>et al.</i> (2001) Shankarmahesh (2006).
Relations between COUNTRY IMAGE, TOURISM DESTINATION IMAGE AND TOURISM BEHAVIOR	TDI refers to the effects of beliefs, ideas and impressions that a person has of a destination. The most investigated topics include the conceptualization and measurement of destination image, the influence of image on traveler choice and destination image management policies.	Hunt (1975); Kotler et al. (1993); Echtner & Ritchie (1993); Gartner (1993); Baloglu & McCleary (1999); Gallarza et al. (2002); Elliot et al. (2011);

Literature Gaps

Questions	LITERATURE GAPS
DOES ANIMOSITY TOWARDS A FOREIGN COUNTRY AFFECT TOURISTS' BEHAVIOR?	Despite the growing interest in the theory of animosity, studies in this area to date have not investigated are its impact on perception and attitudes towards a country as a tourism destination.
WHAT'S THE EFFECT OF "ECONOMIC" ANIMOSITY?	In this field, the focus to date has been mostly on the effects of negative consumer views as a consequence of war animosity, rather than on economic animosity.
WHAT'S THE RELATIONSHIP AMONG ECONOMIC ANIMOSITY, NATIONALISM/ETHNOCENTRISM AND COUNTRY IMAGE?	In this area there is still a lack of empirical research aimed at an in-depth understanding of the nature and role of the relations between animosity and nationalism, on the one hand, and country image, on the other hand.

Research model and hypotheses





Method

- **FIELD SETTING:** A structured questionnaire was administered to a sample of 384 graduate students intercepted at two public universities in Italy and Spain (203 Italian students and 181 Spanish students) in the period of February-May 2013. The country of analysis was Germany.
- **MEASUREMENT SCALES:** Anchored scales and 7-point Likert scales were used in order to evaluate perceptions of respondents. Each model construct was measured through a multi-item scale derived from the existing literature. The overall reliability of the scales was assessed through Cronbach's alpha and the Average Variance Extracted (AVE).
- **DATA ANALYSIS:** Research hypotheses were tested through a structural equation model, using the method of maximum likelihood estimation (maximum likelihood). All data processing were conducted with the version 8.80 of Lisrel.

Results

	HYPOTHESIZED RELATIONS	STANDARD COEFFICIENTS (T-VALUES)		RESULTS
		Italian sample	Spanish sample	
H ₁	ECONOMIC ANIMOSITY – NATIONALISM	0.17 (2.00)	0.26 (2.89)	SUPPORTED
H ₂	ECONOMIC ANIMOSITY – GENERAL COUNTRY IMAGE	0.10 (n.s.)	0.06 (n.s.)	Not Supported
H ₃	ECONOMIC ANIMOSITY – DESTINATION IMAGE	-0.26 (- 2.20)	-0.18 (- 1.75)	SUPPORTED
H ₄	ECONOMIC ANIMOSITY – DESTINATION RECEPTIVITY	-0.01 (n.s.)	-0.18 (-2.02)	Partially Supported
H ₅	NATIONALISM – GENERAL COUNTRY IMAGE	-0.23 (n.s.)	-0.20 (n.s.)	Not Supported
H ₆	NATIONALISM– DESTINATION IMAGE	0.17 (n.s)	0.28 (n.s)	Not Supported
H ₇	NATIONALISM – DESTINATION RECEPTIVITY	-0.29 (-2.33)	-0.16 (n.s.)	Partially Supported
H ₈	GENERAL COUNTRY IMAGE – DESTINATION IMAGE	0.52 (5.26)	0.53 (3.58)	SUPPORTED
H ₉	GENERAL COUNTRY IMAGE – DESTINATION RECEPTIVITY	0.09 (n.s)	0.16 (n.s)	Not Supported
H ₁₀	DESTINATION IMAGE– DESTINATION RECEPTIVITY	0.72 (7.52)	0.43 (3.64)	SUPPORTED

Fit Statistics (Italy): $\chi^2 = 303.76$ (d.f. 176; $p < 0,001$); CFI= 0.95; AGFI = 0.84; NNFI= 0.94; RMSEA=0.060

Fit Statistics (Spain): $\chi^2 = 303,70$ (d.f. 178; $p < 0,001$); CFI= 0.92; AGFI = 0.82; NNFI= 0.91; RMSEA=0.062



Conclusion and implications

Research implications

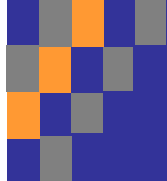
- THE FIRST EMPIRICAL STUDY TO INVESTIGATE THE ROLE OF ECONOMIC ANIMOSITY AND NATIONALISM IN THE TOURISM SECTOR
- FIRST STUDY TO ANALYZE THE EURO CRISIS FROM A “COUNTRY/DESTINATION IMAGE” PERSPECTIVE
- NO PREVIOUS STUDY HAS EXPLICITLY ANALYZED THE RELATIONSHIP BETWEEN ECONOMIC ANIMOSITY, NATIONALISM, GCI AND DESTINATION IMAGE

Managerial implications

- GERMANY: TOURISM AND HOSPITALITY FIRMS HAVE TO CONFRONT NEW CHALLENGES THAT WERE NOT PRESENT UNTIL EVEN SHORT TIME AGO
- ITALY AND SPAIN: “A LITTLE BIT OF ANIMOSITY” MAY REPRESENT AN OPPORTUNITY FOR MARKETING STRATEGIES AIMING TO TAKE ADVANTAGE FROM THE RENEWED PASSION FOR NATIONAL DESTINATIONS

Limitations and Future lines of research

- ARE STUDENTS A RELIABLE SAMPLE?
- ANOTHER COUNTRY (i.e. GREECE)?



Thank you!

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